

**DEPARTMENT OF ECONOMIC DEVELOPMENT
EXECUTIVE SUMMARY
ORDINANCE NO.: 835-2020**

Project: Greater Cleveland Sports Commission
334 Euclid Avenue, Suite 100
Cleveland, Ohio 44114

Project Location: Sporting events held citywide

Project Manager: Matthew Keri

Ward/Councilperson: Citywide

Grant Amount: \$250,000

Purpose of Financial Assistance

The purpose of this \$250,000 NDIF/ UDAG operating grant is to assist with funding general operating expenses of the Greater Cleveland Sports Commission. Their total operating budget is approximately \$2.3 million. The agreement will cover operating expenses between July 1, 2020 and June 30, 2021.

Project Description

Since 2000, the Greater Cleveland Sports Commission (GCSC) has directly attracted or created over 200 sporting events resulting in an estimated economic impact of more than \$795 million to the City by bringing in high profile sporting events. GCSC oversees sports development, marketing, communications, fundraising, and events management for these events.

GCSC is looking to the City of Cleveland for financial assistance to continue their provision of these services and activities into the year 2021. The current contract between the City and GCSC is for the period from July 1, 2019 to June 30, 2020. The total cost of this proposed grant project to the City of Cleveland is \$250,000.

Economic Impact

GCSC has become a national leader in its field by utilizing targeted and meaningful marketing, developing proven entrepreneurial events, and offering more services to event rights holders than any other city in the country. In 2019, GCSC hosted thirteen major sporting events that produced over \$87.8 million in outside spending in Cleveland and North East Ohio, highlighted by the MLB All-Star Week, which resulted in an estimated \$65 million direct impact to Northeast Ohio, generating millions in new taxes.

GCSC has, like the rest of the country, had to step back and refine 2020 and 2021 goals and objectives. Many of the events scheduled for Cleveland this upcoming spring have been cancelled or postponed due to the COVID-19 pandemic. GCSC is committed to serving the balance of the existing events to the best of their ability and they are committed to bringing events, and their associated economic impact, back to Cleveland.

GCSC has been working diligently on ways to continue to foster business by showing care to their upcoming events, creating a space for displaced events to recover, and identifying areas in which they can assist in the community's post-pandemic rebound. Additionally, GCSC has three noteworthy events on the calendar: 2021 NFL Draft, 2022 NBA All-Star Game, and 2024 Women's Final Four.