

DEPARTMENT OF ECONOMIC DEVELOPMENT

SUMMARY FOR THE LEGISLATIVE FILE
ORDINANCE NO: 1192-2023

Project Name: Greater Cleveland Sports Commission 2023 Operating Grant
Recipient: Greater Cleveland Sports Commission and/ or its designee
Project Site: Citywide
Project Manager: Stephanie Phillibert
Ward/Councilperson: Citywide benefit
City Assistance: \$250,000

Purpose of financial Assistance

The purpose of this \$250,000 grant contract is to fund the general operating expenses associated with the Greater Cleveland Sports Commission's programming directed marketing Cleveland as a prime location for large-scale sporting events and to actively market the Cleveland Public Auditorium as a premier site for the hosting of major events. The agreement will assist with operating expenses between July 1, 2023 and June 30, 2024.

Background

The Greater Cleveland Sports Commission ("GCSC") oversees the attraction, development, marketing, funding and management of major sports events hosted by the City of Cleveland. Since 2000, the Greater Cleveland Sports Commission ("GCSC") has directly attracted or created over 210 sporting events resulting in an estimated economic impact of more than \$860 million in economic activity to Northeast Ohio. GCSC oversees sports development, marketing, communications, fundraising, and events management for these events. The Greater Cleveland Sports Commission has become a national leader in its field by utilizing targeted marketing, developing proven entrepreneurial events, and offering more services to event rights holders than any other city in the country.

Project Description:

Since 2009, the City of Cleveland has annually provided grants to support GCSC's mission to expand its capacity to make Cleveland a premier sports destination. The Greater Cleveland Sports Commission is looking to the City of Cleveland for financial assistance to continue providing these services and activities through June 30, 2024. The current contract between the City and the GCSC is for the period from July 1, 2022 to June 30, 2023.

Economic Impact:

Greater Cleveland Sports Commission advances its mission to measurably improve the economy of Greater Cleveland and enrich the community by attracting, creating, managing, and enhancing significant sporting and competitive events to Northeast Ohio. The City of Cleveland's support of the Sports Commission continues to provide significant Return on Investment.

Hosting the 2021 NFL Draft and the NBA All-Star Game 2022 are examples of the commission's work. Continuing into 2023, the Sports Commission will be hosting at least 9 major sporting events ranging from collegiate to professional sports, providing nearly \$18 million in economic impact.