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Sports Tourism

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Thomas Lee, Sioux Falls Sports Authority



Current Sports Landscape

- Industry
 - \$39.7B in total direct spending
 - \$91.8B in total economic impact
 - 635,000 jobs
 - \$12.9B in tax revenues generated

*per Tourism Economics via Sports ETA

- Sioux Falls approach
- Quad Cities approach
- Conversation topics
 - Community engagement
 - Local partnerships (private v public)
 - Funding and positioning
 - Strategy and rationale
 - Facilities and calendar access
 - Emerging trends



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SIOUX FALLS SPORTS AUTHORITY







SPORTS
QC

POWERED BY VISIT QUAD CITIES





Q/A

