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Sports Tourism

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## **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







## S SIOUX FALLS S SPORTS AUTHORITY



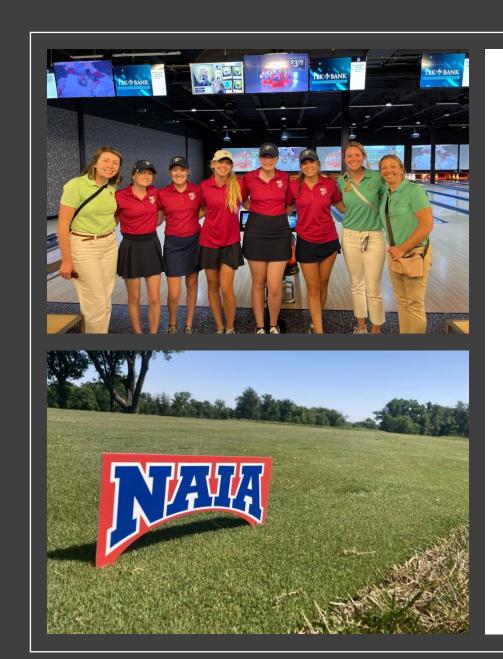














POWERED BY VISIT QUAD CITIES





## Q/A



