



71% OF THE SPORTS COUNCIL HOTEL TAX DOLLAR FUNDING IS REINVESTED IN OUR COMMUNITY

RETURN ON INVESTMENT PER SPORTS COUNCIL DOLLAR SPENT **\$26.97**

92 CSC FY16 EVENTS | **174** ADDITIONAL EVENTS SUPPORTED THROUGH CSC EVENT PROMOTIONAL AVENUES

\$16,996,284 FY16 ESTIMATED ECONOMIC IMPACT

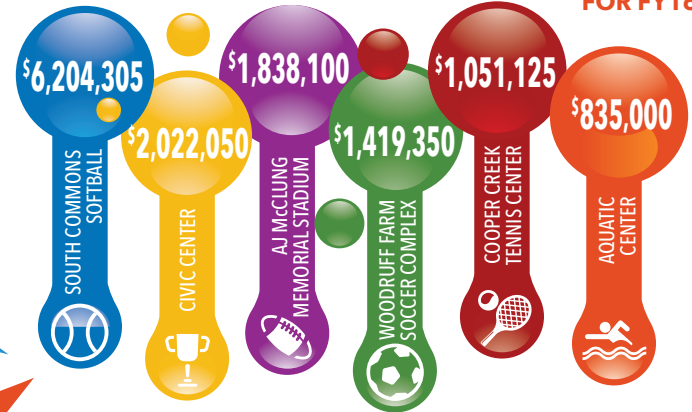
4.3% INCREASE IN ESTIMATED ECONOMIC IMPACT OVER FY15 | **31,020** HOTEL ROOM NIGHTS

52,936 PARTICIPANTS FOR FY16 | **5%** INCREASE OVER FY15

242,738 FY16 SPECTATORS | **84%** INCREASE OVER FY15



TOP VENUES FOR FY16



NEW EVENTS FOR FY16





SPORTS COUNCIL
COLUMBUS, GEORGIA

ColumbusGAsports.com

The Sports Council is a not-for-profit organization that promotes tourism through sporting events in Columbus, Georgia. Working closely with local partners such as T.E.A.M. Columbus, Parks and Recreation, the Columbus Convention and Visitors Bureau, Uptown Columbus, the Civic Center and the Trade Center, among others, the Sports Council explores new possibilities to keep the city competitive.

The Sports Council maintains strong relationships with event owners as well, regularly attending many conferences each year to network, track industry trends and best practices, and develop opportunities to attract sporting events to the many facilities and resources available in Columbus.



PROMOTIONAL AVENUES USED IN FY16 FOR 266 EVENTS

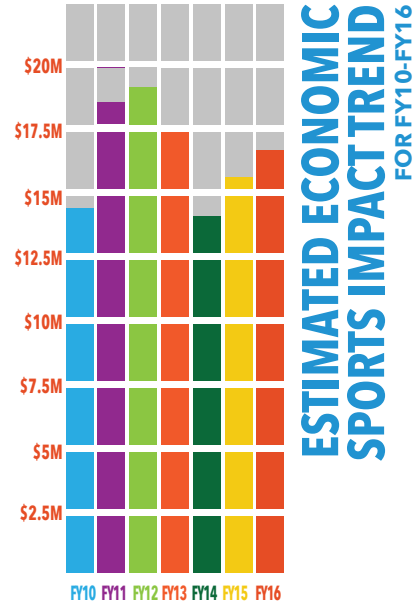
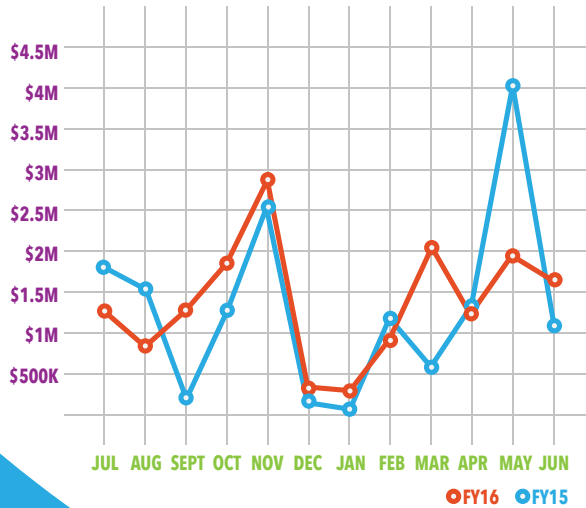
CSC CALENDAR
CSC WEBSITE
SOCIAL MEDIA



CSC LOGO TENTS
CSC FEATHER FLAGS
MEDIA OUTLETS
CIVIC CENTER MARQUEE
CCVB COMMUNITY CALENDAR
TOURNAMENT ASA WEBSITE
EXPLORE GEORGIA WEBSITE



ESTIMATED SPORTS IMPACT FOR FY16 VS. FY15



ESTIMATED ECONOMIC SPORTS IMPACT TREND FOR FY10-FY16

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