

Sen. D. Hemmert

Request Name: Utah Sports Commission

Description: Funding to help support the Utah Sports Commission's mission to keep Utah ready, willing, and able to host a future Olympic Winter Games and drive economic impact and image building through sports by attracting and hosting national and international sports competitions within the state of Utah.

The funding would be used to support sporting events that drive economic impact and continue build Utah's image as a top national and international sports destination in the lead up to another potential Olympic Winter Games bid.

Agency: GOED

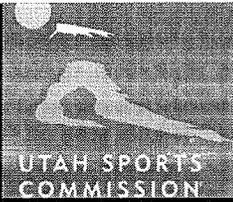
Funding Amount: General Fund - \$3,000,000 - 2021 (One-time) and \$3,200,000 – 2021 (Ongoing)



PERFORMANCE REPORT

UTAH SPORTS COMMISSION
HOSTED/PARTNERED EVENTS SINCE 2000

| | |
|---|------------------------------|
| EVENTS SINCE 2000 | 850+ |
| ECONOMIC IMPACT (APPROXIMATE) | \$2.2 – \$2.6 BILLION |
| MEDIA VALUE (APPROXIMATE) | \$575,000,000+ |
| OLYMPIC RELATED EVENTS | 302 |
| EVENTS IN 2019 | 51 |
| ECONOMIC IMPACT (APPROXIMATE) | \$165,105,837 |



Utah Sports Commission Major Event Wins in 2019

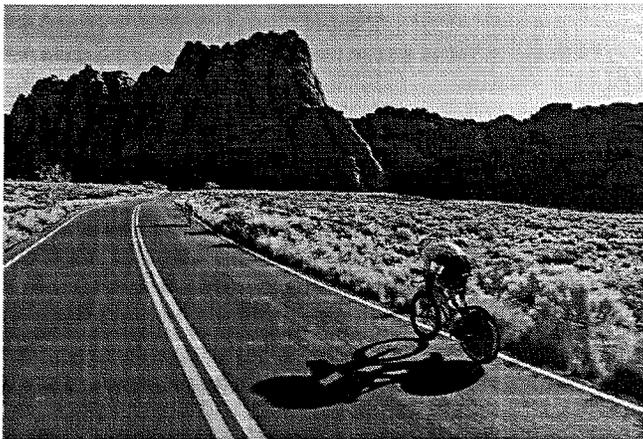
Funds will be used to attract events such as the following:

Monster Energy AMA Supercross Season Finale



- \$80,000,000 economic impact
- 131,000,000 digital reach
- \$10,000,000 media value
- May 2, 2020
- Rice-Eccles Stadium

Ironman World Championship



- Six events from 2020-2024
- \$60,000,000 total economic impact (six events)
- Held in Washington County



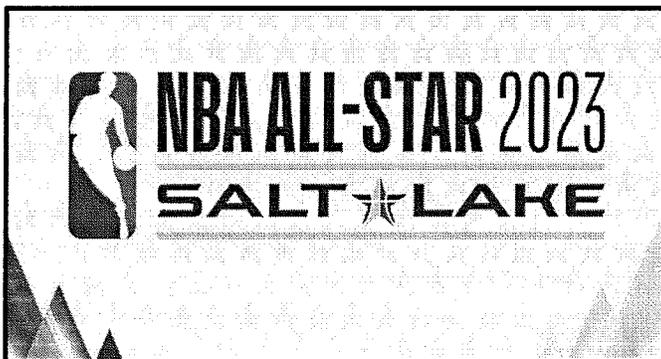
Utah Sports Commission Major Event Wins in 2019

Vans Skatepark World Championships



- \$4,000,000 economic impact
- World-wide broadcast
- First time on American soil
- New permanent skatepark built at Fairpark

NBA All-Star Game 2023



- Broadcast to 215 countries in 50 languages
- 30th anniversary of 1st NBA All-Star Game played in Utah

USC Current State Support

- 2020 (one-time): \$6 million
- TMPF Funding of Approx \$2.4 million