

28 WHEREAS, the Utah Sports Commission has leveraged Utah's tremendous investment
29 in sports to grow Utah's sports brand and position in the national and international sports
30 communities;

31 WHEREAS, the Utah Sports Commission created Utah's sports brand, "Utah: The State
32 of Sport," to drive national and international branding to Utah's sports industry;

33 WHEREAS, since its inception, the Utah Sports Commission has worked with its Team
34 Utah partners to foster, attract, and host over 850 events throughout Utah, including almost 250
35 Olympic-related events;

36 WHEREAS, these events have generated ~~↳~~ **[over \$2 billion in] significant** ~~←~~ economic
36a impact and have

37 **↳ [resulted in close to \$500 million in] garnered tremendous** ~~←~~ media value and **↳ global**
37a ~~←~~ exposure to Utah;

38 WHEREAS, Utah and the Utah Sports Commission continue to invest in sports and
39 Olympic legacy activities taking place at the highest levels;

40 WHEREAS, Utah has numerous world-class venues to attract and host major sporting
41 events;

42 WHEREAS, the Utah sports community continues to be unified and supportive of the
43 Utah Sports Commission, its Team Utah partners, and the significant, ongoing role the
44 commission plays to help ensure Utah is ready, willing, and able to host Olympic and
45 Paralympic Winter Games in the future; and

46 WHEREAS, the Utah Sports Commission's extraordinary institutional knowledge keeps
47 Utah well positioned to continue to attract and host many major national and international
48 sporting events of all types throughout the state:

49 NOW, THEREFORE, BE IT RESOLVED that the Legislature of the state of Utah, the
50 Governor concurring therein, expresses sincere appreciation and continued support for the Utah
51 Sports Commission's extraordinary efforts to unite Utah's sports community.

52 BE IT FURTHER RESOLVED that the Legislature and the Governor recognize the
53 Utah Sports Commission's ongoing leadership role in fostering, attracting, and hosting
54 year-round sporting events throughout the state.

55 BE IT FURTHER RESOLVED that a copy of this resolution be sent to Utah's
56 congressional delegation.