



# Sports ETA Value Creation

October 23, 2020







THE **VAULT**

*THE PULSE* 



SPORTS TOURISM<sup>®</sup>  
**RESEARCH INSTITUTE**



**Sports ETA**  
LEGACY FUND

**SPORTS PERISCOPE**  
A LOOK INTO  
SPORTS COMMUNITIES 



**SPORTS EVENTS  
ENTERTAINMENT  
NETWORK**

## Sports ETA Value Creation October 23, 2020

### *“Pillar expansion during the COVID-19 crisis”*

At the very beginning of the COVID-19 crisis in mid-March, Sports ETA shifted quickly to create an RRT (rapid response team) to provide advocacy support among the membership and industry for advocacy awareness, educational offerings and organizational sustainability. Listed below is a summary of the work product programs and services implemented for the sports events and tourism industry and its membership.

#### CEO LEADERSHIP

Al Kidd, CEO & President of Sports ETA, has been invited to several industry CEO calls providing content and context for the sports events and tourism industry to:

- U.S. Travel Association
- Destinations International
- ASAE
- National Council of Youth Sports
- Aspen Institute
- ACES
- MPI
- IAVM
- NCAA Leadership team
- Project Play
- Sports ETA Community Teams
- Numerous destinations, rights holder and industry partner organizational groups

#### Industry Support and Leadership

- Letters to Roger Dow, U.S. Travel Association in support of the industry
- Letters of Support for Save Youth Sports Teams
- Letter of Support for the Endurance Sports Coalition
- Support of Global Meetings Industry Day
- Over 40 letters of support to a variety of organizations in support of stimulus support from the government – ASEA, IAEE, EIC, DI, ON-GOING US TRAVEL congress letter writing campaign
- Award referral in support of the Black Travel Industry Leaders for Events Industry Council
- Guest Panelist on the Travel Unity Virtual Summit – “Reset and Rebuild: Advancing Travel Together”

#### Media Interviews on the effect of COVID-19 and sporting events

- ESPN
- Sports Impact Ticker
- Sports Travel Magazine
- Sports Business Journal

- Sports Planning Guides Annual Industry Overview
- Sports Planning Guides – Sports Facilities Special Edition
- Virginian -Pilot – story on VA Beach new facility
- Wall Street Journal
- Sports Travel Podcast
- Ray Leonard Junior Podcast – This is Your Life

### Market Presentations

- Miami CVB
- Snohomish Sports Commission
- Indiana Sports Corp
- West Palm Sports Commission
- Austin CVB
- Texas State CVB membership
- Delaware State Sports Team
- Buffalo CVB & Business Leaders
- Tulsa CVB and Business Leaders
- Sunshine Sports Commission
- US Fencing
- San Diego CVB
- Fort Worth CVB
- Hilton Leadership
- VIE – sports advocacy and sponsorship company
- International Association of Event Handlers – International Sports Tourism Organization
- Seattle Sports Commission
- Spectra Sportscorp
- Kreshmore Group – Sports Venture Capital Company
- TEAM Kentucky
- Tennessee State Group
- USSSA
- M-BC Parks and Rec, Martinsburg, WV
- Missouri State Tourism Team
- Maryland State Legislator support letters

### EDUCATION

Leveraging the COVID-19 crisis to increase engagement and industry leadership, Sports ETA has shifted its service model to a digital business serving its membership and the sports events and tourism industry with leading education and networking opportunities. Examples include topical webinars, shifting to virtual summits (Facilities and Women’s Summits), and online education certificate offerings. This evolution will continue to support the membership of Sports ETA with digital education opportunities during these economic conditions. We see our digital platform being a constant value-added element of our organization into the future. We will continue to serve as a new business model for sustainability and innovation.

## Program Expansion

The new educational programs will offer a range of educational content for a variety of submarkets: from free webinars with content by subject-matter experts to modestly priced certificates and “new” credentials distributed by the Sports Tourism Learning Institute. We will rebrand CSEE to a richer, more robust Sports Tourism Strategist. We will develop a catalogue of self-paced asynchronous learning certificates that will provide “learning on-demand” as well as increase net margins. These certificates are targets for the ever-changing entry level individuals in the sports events and tourism industry. We have expanded the pool of participants to include non-members at an increased price. In order to reach individuals with broader and deeper learning opportunities we will add two learning-outcomes based credentials – a Silver and Gold credential. These credentials will be the envy of the industry with measuring learning outcomes through assessing knowledge, skill and implementation work produced by the participants.

These products will be delivered on the “new” Learning Management System developed and owned by Sports ETA. The LMS provides Sports ETA complete control on pricing, distribution, programming and integration into the broader Sports ETA CRM. This will consolidate member information into one common source for the first time in the organization’s history. The LMS will be a single sign-on experience for Sports ETA members and allow for account creation for non-members enhancing the user experience and the data collection efforts of Sports ETA.

## Sports Tourism Learning Institute Overview

- CSEE Program to be replaced and rebranded as Sports Tourism Strategist
- Established an Education Standards Advisory Council
  - Ensure program quality standards
  - Support mandatory educational update program
  - Serve as communications ambassadors to membership
  - Support staff as needed
- Added two educational **credential** programs: A Certified Sports Tourism Professional and Master Sports Tourism Executive – and derivative certifications
- 10 different **certificates – CSEE replacement**
- Free Webinar content
- Launched the Vault to simplify content review and navigations
- Established the Pulse as a regular course of conducting business for member data collection
- Established online and on ground educational programming delivery structure
  - Synchronous and Asynchronous courses
  - Cohort and self-paced learning modalities
  - New content specific certificates and credential programs
- Built our own Learning Management System to deliver and manage courses
- Reestablish annual continuing education compliance of CSEE designees

## Webinar Series “Power Plays”

- Schedule updated regularly – will be aggregated and developed
- Free and/or small charge pricing – will explore annual subscription model
- Topical micro-learning opportunities serving as the entry point for STLI education offerings

Certificate “Playbook” – will produce full catalogue of offerings

- Knowledge-based learning that is self-paced to provide a focus on key industry trends and topics beginning with:
  - “Innovation” by Dan Migala (four-part series)
  - “Mindset Training” by Jon McGraw (Mindset certificate)
  - We have 8 additional certificates in development
- Acquisition of necessary credits from certificate courses will earn STS designation

#### Mandatory continuing education compliance requirements

- The Standards Advisory Council will recommend the annual requirements and how to manage
- Has the potential to supply a “guaranteed” annual revenue stream

#### CSEE Program rebrand to shift to STS (Sports Tourism Strategist)

- Update current program offerings
- Standards advisory council to develop program shift communication plan
  - Advisory members will serve as communications ambassadors to inform membership of the change
- STS designation will be awarded based upon accumulated credits from Certificate Playbook

#### New Silver and Gold Sports Tourism Credentialing –Front Office Education”

- A new series of enriched certification programs will offer knowledge and skill-based coursework for the sports events and tourism industry. Program eligibility requirements determined by the Education Standards Advisory Council will apply, and in some cases, there will be prerequisite requirements
- Expand the offerings outside of membership to the industry at-large.

## ADVOCACY

### Sports ETA Membership Support

- Rescheduled our postponed Women’s Summit, Facilities Summit and Annual Symposium to a Virtual Event
- Creation of a COVID-19 microsite that is updated and aggregated with government information, federal financial support, best practices
- Launch of hashtag, #SportsTourismStrong, for use in social media activity
- Established a website to display member responses to COVID-19 in support of #SportsTourismStrong
- New and extensive Webinar Series programming focused on new revenue strategies, networking, and trends
- Kidd’s Komments became a weekly email to the membership with updates and educational opportunities
- Support of SearchWide Global to share networking and employment opportunities to Sports ETA membership
- The Pulse, a micro-research platform led by Sports ETA and its members, will serve as an advocacy tool to increase the thought leadership of the organization and its membership data collection
  - Renewed focus and reporting on The Pulse amid the COVID-19 crisis
- Launched the Vault – a new enriched web site



- Produced a summary of information resource called “Weekly Reading” with links to recommended reading for members
- Provide PR and marketing support for Sports Backers, Great American 5000 – the industry’s first Virtual Race and income producer
- Participated in numerous member staff or regional meetings espousing the national organization’s positions
- Provided numerous letters of support to law makers concerning federal and state funding for our industry
- Published the most comprehensive report on sports events and tourism industry impact, the 2019 State of the Industry report in partnership with Northstar Media Group

## RESOURCES

### The Vault

- The Vault, the premier destination for sports events and tourism industry resources. Our goal is to EARN your respect and membership through our four pillars of excellence: Education, Advocacy, Resources, and Networking.
- The Vault will house the Learning Management System

### The Pulse

- The Pulse is a micro-research effort for use as a data gathering and reporting effort designed to educate the membership and serve as an advocacy tool for Sports ETA to reach media and influencers.

## **Sports ETA establishes Leadership Teams for “NEW” Industry Community Groups**

To better engage and communicate with the various stakeholders, Sports ETA has appointed leadership teams to convene and manage each sub-group within the organization. These common interests Communities meet to discuss current and future issues related to their community. Leadership will be organized within each Community and will serve to replace the “old” committee structure that proved to be ineffective. This new fuller engaged process has gotten off to an outstanding start and with growing membership in each Group.

### Large Market/Chief Executive

Led by Janis Burke, Harris County – Houston Sports Authority with staff support from Al Kidd

### SMID

Led by Frank Lett, Kingsport CVB; Ashleigh Bachert, Tulsa Sports Commission; and Derek Bombeck, Lincoln CVB with staff support from Meagan Grau

### State Sports Tourism Association

Bonny Bernat, Visit Winston-Salem; and Terry Hassletine, Maryland Sports Commission with staff support from Meagan Grau

### Women's Leadership & Initiatives

Linda Logan, Greater Columbus Sports Commission, Bree Nidds, Discover Lehigh Valley, and Gray Workman Williams, Greenville North Carolina with staff support from Michelle Wessels and Jennifer Stoll

### Young Professionals

Ariana Tyler, Greater Columbus Sports Commission; and Luchie Javelosa, Visit Tucson with staff support from Michelle Wessels

### Suppliers/Industry Partners

Hank Pivarnik and Daniel Rush with staff support from Janis Ross

### Rights Holders and Event Owners

John David, USA BMX; and Christine Simmons, USA Fencing with staff support from Janis Ross

### Economic Impact Calculator & Resource evaluation tool development

Josh Dill, Frisco and Gen Howard, Louisville Tourism with staff support from Jen Stoll and Elaine Rosquist from Destinations International

### DEI

Managed by staff support from Janis Ross

**Mentor (to be announced) – this entire process needs to be rethought and modified to expand to a broader and more accountable mission**

### International Association of Sports Complexes – Sports Complexes and Facilities

Jointly overseen and managed by Jennifer Stoll and Grade Partners (Mike Grade and sons) – will produce a B-2-B marketplace exhibit hall inside the Annual Symposium

## **NETWORKING**

- Annual Symposium
- 4S Summit
- Women's Summit – conducted virtual event June 2020
- CEO Summit
- Facilities Summit – conducted virtual event May 2020
- Full complement of Virtual Support Events – **Launched industries 1<sup>st</sup> Virtual Summit and Marketplace – SBX**
- New NCAA event in development
- Established and fortified new Community Special Interest Networking teams as defined above in the resources section