

Oneonta Sports Tourism brings you, “the Best of New York-All Sports Series
* where quality, fun sport things happen!

Oneonta Sports Tourism is a plan to draw out-of-market sport participants and their families to Oneonta and thereby, Otsego County, to take part in locally held sports events, and at the same time, energize and expand commerce in the area. It does this through the establishment and operation of a sports’ commission that will network and support local sport organizing groups to provide them professional services towards increasing event quality, with the overriding goal leading to bringing more out of market sport consumers to the area. It must be noted, that nationally, **US parents currently spend \$7 billion annually just in travel to be involved with youth sports.** *



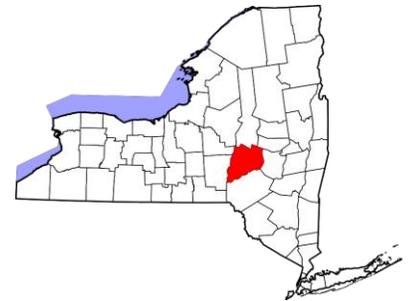
So, why Oneonta?

- The community has abundant “class A” sports facilities which could serve as host venues for both indoor and outdoor sport programs; many underutilized to allow for expanded event programming.
- Otsego County is central to

New York State and central geographically to a region from Canada and New England to the Mid Atlantic States.

There are 150 million people within a gas tank’s drive of Oneonta.

- Otsego County needs additional new revenues to meet its extended financial obligations and growing sales tax revenues from sport travel makes good sense.
- As it’s the only urban community, Greater Oneonta needs to fulfill its leadership responsibility to Otsego County as its “commercial hub” and Sports Tourism further establish the community as the County’s “hospitality hub.”
- A sports’ commission as the driver of Sports Tourism is absolutely essential in having Oneonta and Otsego County recognized as a regionally, perhaps nationally, significant sport travel destination.
- Who will be positively affected by Oneonta Sports Tourism? **Every property tax payer in Otsego County!** Otsego County government through added sales and lodging tax receipts. The attractions of Cooperstown in increased sales. The County’s hospitality sector in expanded direct business for motor inns, hotels, motels, restaurants and entertainment centers.
- Among its diverse professional services, the new sports’ commission will be performance driven and justified through the detailed tracking of sport travelers to



the area, surveyed to evaluate quality of service, where people stayed, for how long, how much they spent out of pocket and other vital consumer data.

- While the new sports commission will require seed money in the early years through County Lodging tax support, the commission is expected to be totally self funded between years 7 through 10. **The Commission and its advisory board are to be part of Otsego County Tourism** with all personnel, part-time and seasonal, to be retained as private sub-contractors.



- What will happen during the commission's first operating year? It will immediately begin to assist existing local sports programmers with event management services to begin raising the quality and professionalism of those events. Then to begin the recruitment of future out of market sport participants that conform to those events. If needed, to recruit out of area event organizers to consider having their special sports events held in

the Oneonta area.

- What events will the commission support? Any event programmed in Otsego County that can demonstrate regional appeal, ability to attract significant numbers of out of market participants [including spectator events] with the promise of putting "heads in beds" for expanded stays in the County.
- Short of creating hundreds of new permanent jobs in the area, commerce through sport travel will have an immediate impact on raising consumer activity on the area through an infusion of new, outside disposable income; a trademark for sport travelers.
- Sport tourism will dramatically ratchet-up the marquee value of Oneonta and Otsego County by promoting a welcoming atmosphere surrounding the operating theme of "where quality, fun sport things happen!"
- By year 3, through the work of the commission to bring just 5000 new out-of-market sport travelers to Otsego County, the resulting sport travel impact on Otsego County is conservatively stated at \$700,000 in new direct spending, a tourism impact estimated at \$1.5 million, spinning off an estimated \$56,000 in resulting NYS sales tax receipts and \$15,000 in new County lodging tax revenue.
- Also, by year #3, it is expected that all event organizers combined, that are supported through the sports commission, will have direct operating expenses of around \$800,000 in order to stage their respective programs; all expected to be offset by participant user fees.
- According to the National Sporting Goods Association, in 2009 consumers spent **\$52.3 billion** on equipment, footwear, and apparel. **
- In 2009 Dick's Sporting Goods had **\$4.4 billion in sales.** **



* **Source - National Association of Sports Commissions:**
<http://goodsportsenterprises.com/impact/traveling-sports-market/>

** **Source – CNN Money**
<http://www.post-gazette.com/stories/business/news/dicks-sporting-goods-reports-higher-profit-on-sales-new-stores-635989/>

For more details, see the Oneonta Sports Tourism Prospectus that follows: