

Sports Tourism in Fort Pierce



Treasure Coast
Sports Commission
Invites you to
PLAY for the Gold
on the Treasure Coast



PlayTreasureCoastFlorida.com



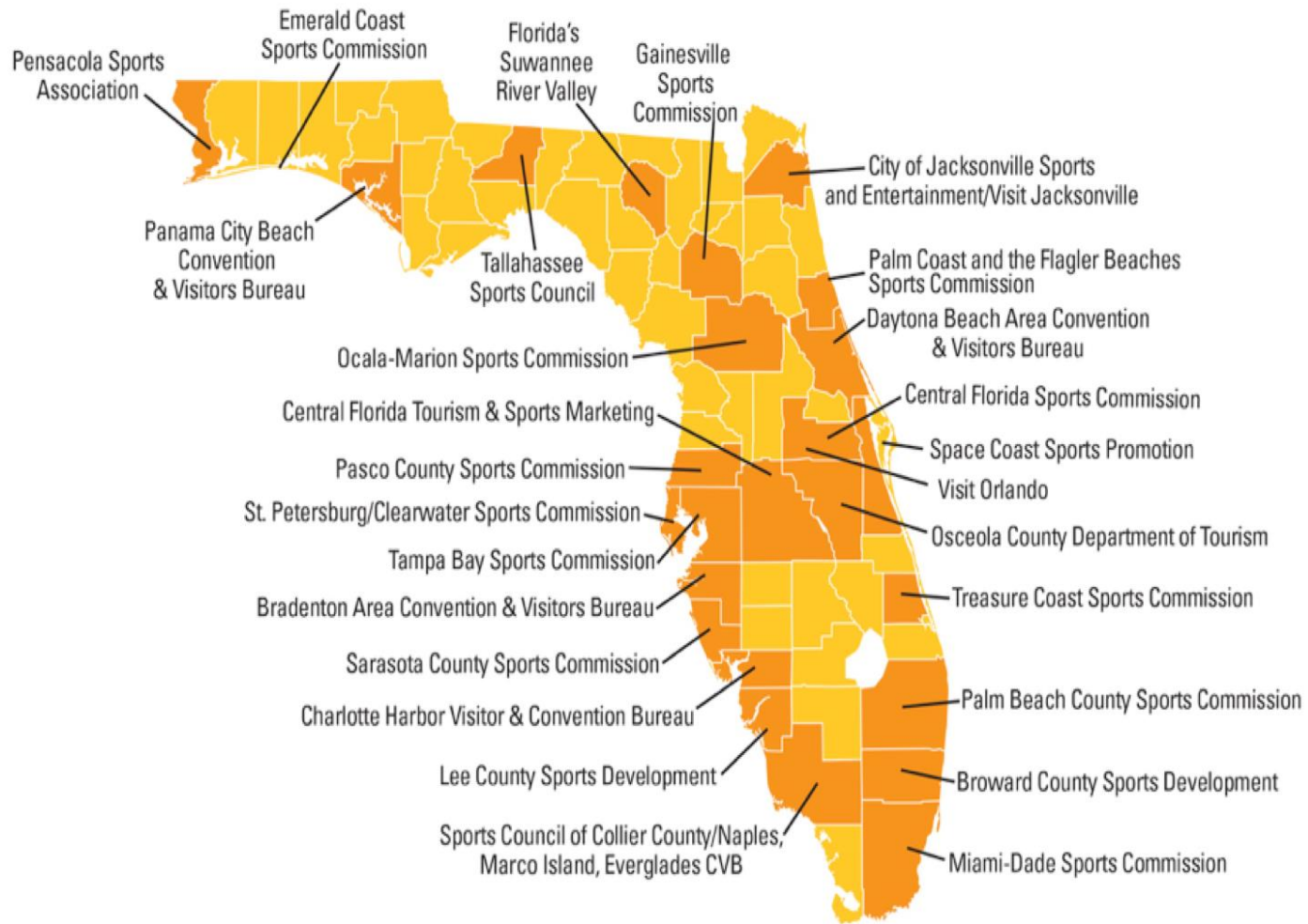
PlayTreasureCoastFlorida



Mission Statement

To strengthen the quality of life and economic well-being for the Treasure Coast Region through recruiting, retaining and supporting sports-related events and activities that will enhance the region's economy and exposure.

- The Treasure Coast Sports Commission (TCSC) was formally established in 1999
- 501 (c)(3) non-profit Florida Corporation, which focuses on sports development throughout Indian River, St. Lucie and Martin Counties.
- The Sports Tourism Marketing Organization for the Treasure Coast Region.
- Sports Tourism Industry Partner with Sports ETA and the Florida Sports Foundation.



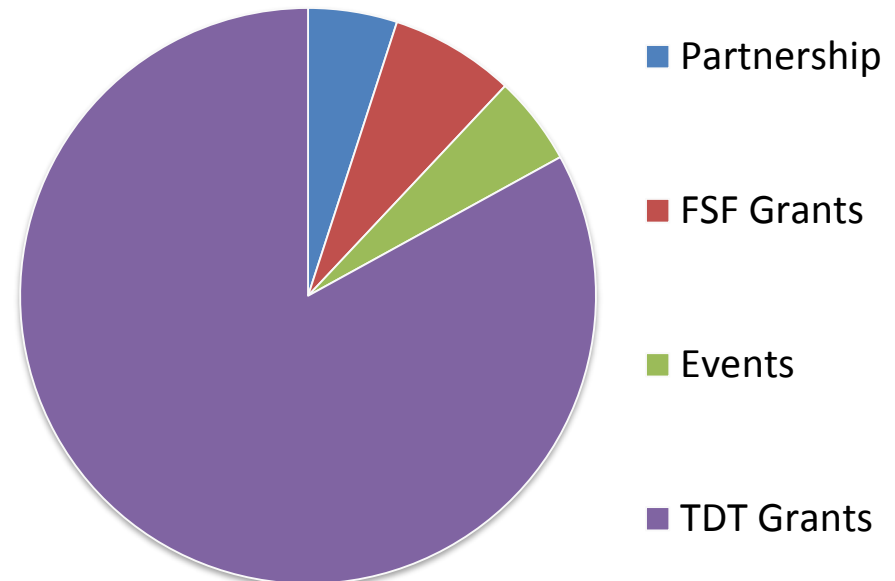


TCSC Funding

Tourist Development Tax (TDT) funded not-for-profit, funding comes from the following sources:

- TDT Grants
- FSF Grants
- Corporate Partnership
- Event Revenue

Revenue by Percentage



TREASURE COAST

SPORTS COMMISSION

5 YEAR OVERVIEW OF ST LUCIE COUNTY IMPACT

Estimated Economic Impact

FY 14/15 \$13,434,334 Economic Impact

FY 15/16 \$12,336,527 Economic Impact

FY 16/17 \$13,056,074 Economic Impact

FY 17/18 \$14,472,412 Economic Impact

FY 18/19 \$14,348,609 Economic Impact

TREASURE COAST

SPORTS COMMISSION

October 1, 2019 - December 31, 2019

- Firefighter Combat Challenge US Nationals
- Kojac Sprint Open
- Treasure Coast Pirates Cluster Dog Agility
- Prospect Wire Fall Championship
- Veterans' Classic Basketball
- Winter Training at the River
- Skeeter Skoot 100K & 50K Ultra Run
- Treasure Coast Triathlon

TREASURE COAST

SPORTS COMMISSION

January 1, 2020 - March 31, 2020

- Under Armour Preseason Rookie All-American
- Stanton C. Craigie Memorial Swim Invitational
- Florida Coast Spring Training
- Florida AAU Karate District Championships
- NJCAA Swim & Dive National Championships
- Treasure Coast Paddle Battle



Pre Covid-19 Events Schedule March 15 - June 30, 2020

- **17** Events
- **10,363** Projected Room Nights
- **\$8,229,111** Estimated Economic Impact

Treasure Coast Sports Commission COVID-19 Recovery Plan

- ❖ Stay Engaged with Event Owners & Community Partners
- ❖ Weekly Zoom with State Sports Industry Partners
- ❖ Webinars with Sports ETA Industry Partners
- ❖ Work with Venue Operators on Messaging
- ❖ Re-Schedule Events to Fall of 2020
- ❖ Minimize Cancelled Events
- ❖ Pick Up New Events from other Destinations
- ❖ Social Media Engagement
- ❖ Community Partner Spotlight





COVID-19 Events Rescheduled March 15 - June 30, 2020

- **12** Events
- **3,563** Projected Room Nights
- **\$2,661,780** Estimated Economic Impact

TREASURE COAST

SPORTS COMMISSION

COVID-19 Events Cancelled March 15 - June 30, 2020

- **5** Events
- **6,800** Projected Room Nights Lost
- **\$5,567,331** Estimated Economic Impact Lost



Return To Play

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TREASURE COAST

SPORTS COMMISSION

July Events

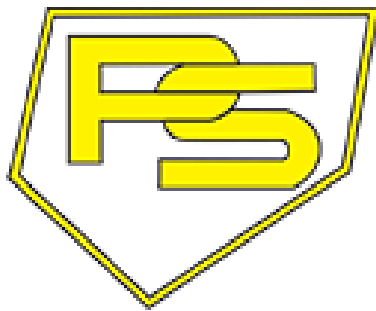
➤ **6** Hosted Events

➤ **2** New Events

Prep Baseball Report

Upcoming Events August - December

- **14** Scheduled Events
- **4,610** Projected Room Nights
- **\$3,662,040** Estimated Economic Impact





SCOTT[™]
Fire & Safety

**FIREFIGHTER COMBAT
CHALLENGE**

U.S. NATIONALS
FORT PIERCE, FL

2019

PLAY Treasure Coast

2019 US Nationals

Firefighter Combat Challenge

THANK YOU

