

**Sports Service: How To Become
A Superior Sports Destination**

TACVB

August 16, 2018





What is the single most important thing event rights holders are looking for in a host community?

- A. Community engagement/volunteerism
- B. Transportation access to the market
- C. Local hospitality offerings
- D. Facilities
- E. Financial support



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What is the single most important thing **host communities** are looking for from their event rights holder partners?

- A. Revenue generation opportunities
- B. Publicity for the host community
- C. Reporting of ROI/results
- D. Keeping third-parties in check
- E. Communication

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Which of the following “Secret Shopper” statements is true?.....

- A. CVBs responded faster than SCs
- B. CVBs responded more often than SCs
- C. Blended CVB/SCs had the worst response times
- D. 19% took more than 72 hours to respond
- E. 35% didn't respond at all

Sports Service Case Studies

- WAC Basketball (Bidding)
- NCAA WFF (Hotels)
- USA BMX (Operations)
- Destination DNA (Special Events)
- South Point Casino (Follow Up)
- Virginia Beach (Follow Up)





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Sports Service Case Studies II (Ops)

- Discount Cards (24/7/365)
- Event Infrastructure (Ops)
- Staff Support (“Ed”)
- Staging Vehicles (MWC)
- Hospitality (Multiple Groups)
- Hotel “Ante” (Marathon)





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NCAA CHAMPIONSHIPS

Thank you for your time!

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