



2023

Annual Impact Report

ABOUT US

Orange County Sports Commission (OCSC) prides itself on being one of the most dynamic sports commissions in the country. Our goal is simple, to make Orange County the preferred destination for sporting and competitive events. Our mission, to enhance the economic, social, and cultural vitality of our community through sports.

OCSC reached \$247,641,966 in economic impact in 2023, a notable achievement for the 4-year-old non-profit with a staff of 3, and one of the smallest budgets in the country. The organization is responsible for hosting small to large-scale sporting events and has played a significant role in attracting and booking 90 events during this past year.

OCSC is proud to continue advancing the region's development, growth and image. The organization's success would not be possible without the support from an active Board of Directors, dedicated staff, wonderful partners and energetic volunteers who believe wholeheartedly in its mission. OCSC remains extremely appreciative of the community's involvement as it plays an unparalleled role in all the organization accomplishes. Since 2019, OCSC is responsible for attracting over 296 sporting events which provided more than \$705,927,243 in economic activity to Orange County.

Orange County Sports Commission is a 501(c)(6) non-profit organization.



OUR SERVICES

OCSC offers a variety of services to support our hosted sporting events.

Marketing & Promo

- Collateral development
- Social media promotion and support
- Earned media support
- Quarterly Newsletter

Community & Event Support

- Community programming
- Fundraising and campaigns
- Volunteer and Ambassador recruitment
- Special event creation and execution

Sales & Operations

- Budget Management
- Facility referrals and bookings
- Hotel and housing accommodations
- Event servicing

Political & Advocacy

- Leading statewide coalition for sports tourism
- Partnership with Cal Travel Association
- Meetings to advocate public sector leaders
- Letters of support & endorsement for events



TEAM GOALS & METRICS

OCSC WAS TASKED WITH REBUILDING SPORTS TOURISM AND EVENTS MARKETING TO SIMILAR PRE-PANDEMIC LEVELS. GOALS WERE SET BASED ON BOOKINGS, LEADS, AND ECONOMIC IMPACT. TOTAL BOOKINGS AND LEADS WERE COMPARABLE TO 2019, THE BEST YEAR ON RECORD SINCE VISIT ANAHEIM STARTING TRACKING SPORTS.

4

CITYWIDE BOOKINGS

PRIOR YEAR = 4
ANNUAL TARGET = 4

Even =

YEAR OVER YEAR

\$247,641,966

ECONOMIC IMPACT YTD

PRIOR YEAR = \$175,263,550
ANNUAL TARGET = \$187,250,000

90

OF BOOKINGS

PRIOR YEAR = 74
ANNUAL TARGET = 90

22% ↑

YEAR OVER YEAR

206

EVENT LEADS

PRIOR YEAR = 173
ANNUAL TARGET = 176

19.5% ↑

YEAR OVER YEAR

41% ↑

YEAR OVER YEAR

2023 MAJOR EVENT RECAP



Chipotle USA Hockey Girls Tier II National Championships

Irvine

March 30 – April 3

Economic Impact: \$6,885,944

Attendees: 10,000

AVP – Huntington Beach Open

Huntington Beach

May 19 – 21

Economic Impact: \$3,268,542

Attendees: 15,000

World Beach Ultimate Championships

Huntington Beach

October 28 – Nov 4

Economic Impact:

\$1,466,347

Attendees: 3,000

SCVA Girls Summer Soiree

Anaheim

June 29 – July 2

Economic Impact: \$20,117,666

Attendees: 20,000

Men's Volleyball Nations League

Anaheim

July 4 – 9

Economic Impact: \$7,504,990

Attendees: 30,000

USA Water Polo Junior Olympics

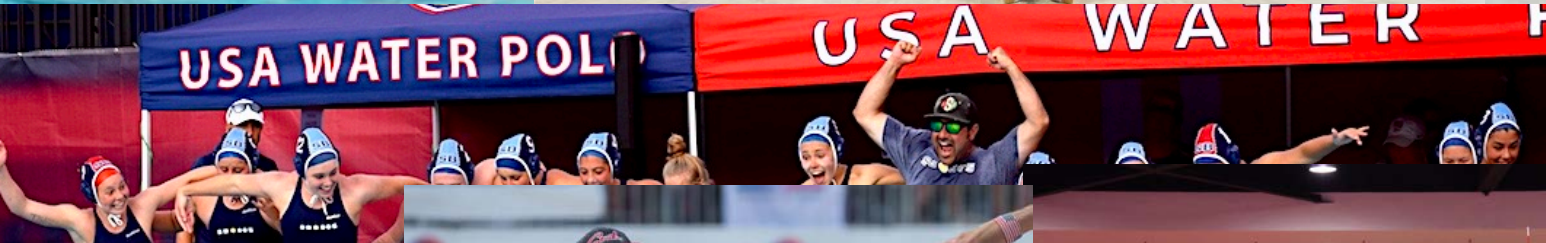
Countywide

July 15 - 23

Economic Impact: \$6,041,733

Attendees: 5,000

2023 MAJOR EVENT RECAP



VOLLEYBALL NATIONS LEAGUE MEDIA IMPACT



BROADCAST

27

Broadcasters

70

Territories

TICKETING

+30K

Tickets Sold

24K

Attendance

VBTV

276K

OTT Viewership
(Anaheim Only)

SOCIAL MEDIA

+120K

Social
audience
growth

+71M

Video views

100M

Social
Impressions



HEADLINERS



Sports Speaker Series

Hosted in January, this edition focused on the sports wellness, medicine, and health in the Orange County community. Engaging local professionals, and athletes to learn more about the important topics. Panelist included Dr Chad Beauchamp – Owner of REPAIR Sports, Dr Shounuck Patel – Regenerative Medicine, Dr Derek Dee – Orthopedic Surgeon, Lailli Rascon – Licensed Massage Therapist, and NFL Hall of Famer Terrell Owens. Each speaking to their own and client experiences with sports medicine. This event not only offered valuable information to attendees, but also provided great sponsorship opportunities for current OCSC members. By sponsoring the event, brands are put in a positive light in front of notable sports professionals in a local audience. Terrell Owens stayed after to sign autographs and take pictures with fans.

HEADLINERS



Pickles & Paddles Fundraiser

This was a creative approach to a fundraiser, by promoting the immensely popular sport of pickleball in Orange County, and a way to have a lot of fun while raising money for charity. Orange County Sports Commission hosted its inaugural Pickles & Paddles Fundraiser Tournament at the the Tustin Hills Racquet Club.

Local sponsors BEST-VIP Chauffeured Worldwide, REPAIR Sports Institute, The Westin Anaheim Resort, and Dee Sports Orthopedics contributed to the success. Helping raise over \$9,000, with a portion going towards Community Healthcare Resources, a non-profit that provides grants to low-income athletes needing sports medical assistance.

HEADLINERS



OC Sports Business Connect

2023 saw the start of the bi-monthly happy hour-like networking mixer. Bringing together sports, tourism, events, and hospitality professionals in a common forum to build relationships. Hosting at local partner venues. Nothing like this has existed before in Orange County, however the professional industry talent was eager for it. OCSC saw the need and took the opportunity. Raising over \$10,000 in 2023 by hosting the events. Furthermore, it is another great way to brand OCSC to an ever-growing audience.



BUSINESS DEVELOPMENT



Tradeshows & Conferences

OCSC had the pleasure to attend multiple tradeshows and conference in 2023. Promoting and selling the destination and its venues to events rights holders. Along with marketing the destination on a national and global stage to continue to reassure the unique identity of Orange County being the “Heart of SoCal Sports” This included attending the following.

- TEAMS Conference & Expo
- Sports Express Conference
- Smart Cities in Sports
- Host City Conference
- NCAA Bid Symposium
- Sports ETA Symposium
- Women’s Sports Summit



BUSINESS DEVELOPMENT



NorthStar Destination Spotlight

As part of a marketing and events relationship we have with the TEAMS Conference + Expo, their parent company NorthStar allows us to publish an email ad promoting anything in OC. Our OCSC partners have taken advantage of this to get in front of sports tourism clients/events. Below is some info on the audience it reaches:

- 20k account email list
- Mid-Atlantic 44.97%
- Midwest 48.90%
- Northeast 29.10%
- South-Atlantic 47.45%
- Southeast 64.14%
- West 72.90%



Santa Ana, Somewhere Different for Your Next Sporting Event

Santa Ana is unlike any other destination in Orange County, CA. Offering a variety of sports facilities, including the Santa Ana Stadium, and numerous parks with multipurpose fields for

BUSINESS DEVELOPMENT



LA28 Olympics

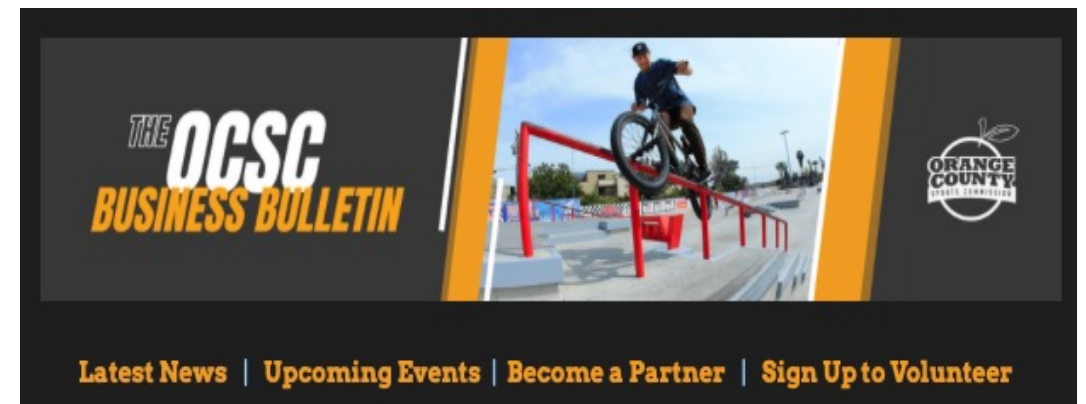
OCSC is tasked with leading the efforts to maximize Orange County impact for LA28 Olympics. Over 205 international federations compete in the Games, many looking to train and test the area from a year to months leading up to the event. OCSC created a digital venue guide to share with the federation interested in coming to Orange County.



Business Bulletin

An ongoing venture, published each quarter, is the Business Bulletin! This newsletter, is distributed to over 3,500 sports, tourism, and hospitality active emails.

It provides the most updated information on the sports events and business happening in OC. Partners are highlighted on every distribution.



CA SPORTS COALITION



Colorado Springs Sales Mission

For the second time, statewide sports tourism organizations banded together to create the California Sports Coalition. Supported by Visit California, OCSC led the effort to plan a sales mission to Colorado Springs. The city is home to the US Olympic & Paralympic Committee, as well as several National Governing Bodies. The Coalition hosted clients for after hours reception in the new US Olympic & Paralympic Museum.

Tourism Advocacy Days

In partnership with the Cal Travel Association, OCSC and its Coalition partners hosted their first committee meeting where they presented to over 50 destinations regarding their plans to make sports tourism and events a leading initiative for the state to invest in and support.

Additionally, OCSC met with Assemblymembers Sharon Quirk-Silva, Avelino Valencia, and Senator Tom Umberg, 1-on-1 to educate them on the importance of sports tourism. Including how the state is losing business and valuable tax revenues from events that want to be in California that can no longer afford it.

State Grant Fund

Anthony Brenneman is the Co-Chair of the California Sports Coalition. He led the first-steps to organize a campaign for a State Grant Fund, with support from Cal Travel Association.

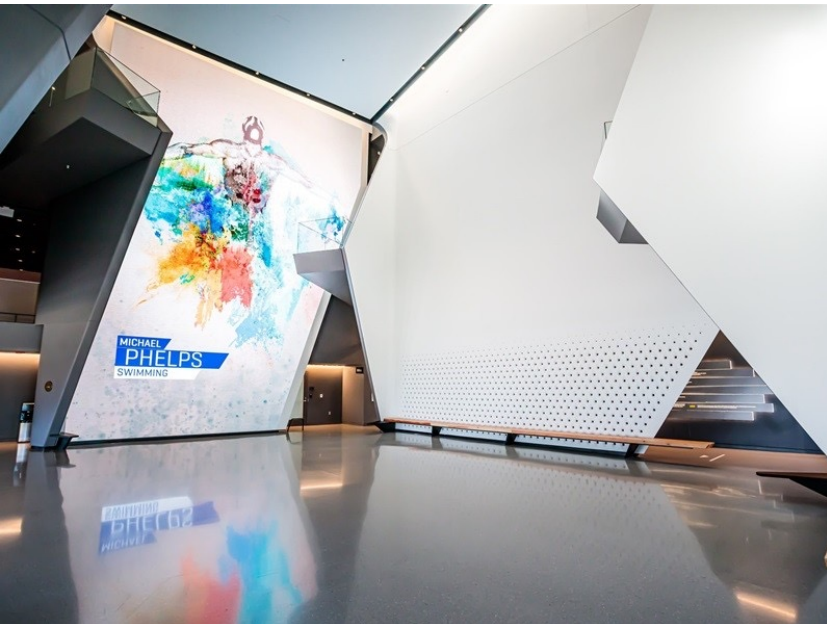
Nearly half of states across the country have a dedicated special event fund that helps local communities in those states attract exciting events from around the world. These important investments help pay for the expensive bidding process in which event organizers ultimately decide where to host their event. The result is a return on investment that brings economic activity to local cities, counties, and communities that benefit from hosting these events.

While California is no stranger to hosting events, the state does not currently have a dedicated event fund, which means that cities and sports teams are often left to use their limited budgets to help attract events big and small to their region.

CA SPORTS COALITION



Colorado Springs Sales Mission



State Grant Fund

EVENT FUND SUPPORTERS



Tourism Advocacy Days



STRATEGIC PLAN 2024-2028



Vision

2023 was a year of growth and transition for OCSC, over the next 4 years, some of the world's largest sporting events are coming to Southern California. It is important that Orange County, takes advantage of this opportunity. Using the events to attract other lead-up opportunities, marketing exposure, and economic impact that will be felt throughout the region.

OCSC is still young in its infancy as an organization. Lagging behind competing Sports Commissions such as San Jose, Kansas City, St Louis, Columbus and Seattle. A strategic plan helps define the structure, setting a path to stability over the next 4 years. While continuing to establish itself as its own market, that is recognized globally.

SPORTS COMMISSION	POPULATION	ANNUAL BUDGET	STAFF
Orange County	3.2M	\$800,000	3
Indiana	1.6M	\$10M	25
Orlando	2.7M	\$4.6M	12
Greater Columbus	1.5M	\$4M	12
Oregon	2M	\$3M	10
Greater Cleveland	1.6M	\$3M	13
Kansas City	1.6M	\$2.5M	12
St. Louis	2.1M	\$2.4M	9
Detroit	3.7M	\$2M	7
Louisville	1M	\$2M	6
Seattle	3.5M	\$1.5M	3
San Diego	3M	\$1.5M	3
San Jose	1.9M	\$1.5M	2

STRATEGIC PLAN 2024-2028



Key Takeaways

- Expand OCSC Board membership, with emphasis on corporate and university participation, as well as Disney and Angels presence
- Establish funding comparable to top-tier sports commissions through public sector support at the county and state levels
- Target specific, high-impact sports events that provide opportunities for all partner involvement as participants, volunteers, and spectators
- Utilize more effectively Orange County's deep level of talent of sports companies, retired athletes, local industry leaders to reinforce a unique Orange County identity/brand
- Attract important events to the existing and planned venues within Orange County that, collectively, can host numerous sports in world-class settings

COMMUNITY GIVEBACK



Sports commissions, traditionally viewed as solely vehicles for economic growth through attracting sporting events, have a largely untapped potential to be so much more. Sports commissions and sports tourism organizations worldwide are increasingly recognizing their role in social impact. It is not only a necessary evolution but an imminent one. OCSC is proud to be part of an industry that is looking

at sports beyond the fields and courts to create opportunities, foster inclusivity and drive change in communities. We can and should continue to build support programs that empower underrepresented groups, promote health and wellness of all kinds, and foster a sense of community cohesion.

Welcoming Dancers from War-torn Ukraine

OCSC helped out a group of young dancers representing RealDanceStudio from the town of Chortkiv, in the Ternopil Region of Ukraine. Having won the World of Dance Championship in Poland, they have been selected to represent Ukraine at the World of Dance Competition in Anaheim

Unfortunately, the Ukrainian team was hit hard by the ongoing war. Many losing family members and becoming refugees. OCSC gifted 20 park hopper tickets for the dancers and chaperones to attend the Disneyland parks, where the dancers will experience the resort for the first time. The Hilton Anaheim and Sheraton Park Hotel are donating hotel rooms for the dancers, coaches, and chaperones for the duration of their stay.

Skills Clinics for Boys & Girls Club

It is important for legacy events like the AVP Huntington Beach Open to set roots in the communities to annual brings it tour to. This year, OCSC led the planning of a youth skills clinic, between the Huntington Valley Boys & Girls Club learning from the AVP Pros themselves. After the 1 hour long session on the beach, each child received a volleyball and t-shirt to take home.

AHS Volleyball Donation

Anaheim High School has one of the most underfunded athletics dept in the county. OCSC partnered with Anaheim Councilmember Steve Faessel to donate \$1,500 worth of volleyballs.

Based on the relationship formed with Volleyball World, after hosting the Volleyball Nations League in July. OCSC was able to arrange the donation on their behalf. As the federation looks to make a long term-commitment into the community.

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Skills Clinics for Boys & Girls Club



AHS Volleyball Donation



EVENT PREVIEW 2024



The Orange County Sports Commission is thrilled to present a dynamic lineup of sporting events in 2024 that promises to energize the community, boost the local economy, and contribute to the vibrant social and cultural fabric of the region.

runDisney Disneyland Half Marathon (January 13-14): After a long hiatus, runDisney is back in Anaheim! Enthusiasts and Disney fans unite combining the magic of Disneyland with the thrill of distance running. Beyond the obvious health benefits, this event contributes substantially to the local economy by filling hotels, restaurants, and shops, creating a festive atmosphere that benefits both residents and businesses alike. Drawing participants from across the nation, this event is expected to bring in over 20,000 runners and their families.

USA Triathlon Collegiate Club National Championships (April 13-14): Bringing together the nation's top collegiate triathletes for a fierce competition. The event is anticipated to attract more than 1,500 participants and their supporters. Beyond the economic windfall for hotels and eateries, this championship promotes a healthy and active lifestyle, resonating with Orange County's commitment to well-being. Local businesses stand to gain from the increased demand for fitness-related services and products.

AVP Huntington Beach Open (May 3-5): The sun-soaked shores of Huntington Beach will play host to the AVP Huntington Beach Open, attracting top-tier beach professional volleyball talent from around the globe. This event is a magnet for sports enthusiasts, providing an unparalleled experience for spectators and showcasing Orange County's scenic beauty. With an expected attendance of over 50,000 spectators and numerous out-of-town visitors, this event will generate substantial revenue for local businesses. The influx of sports enthusiasts and beachgoers alike will contribute to increased tourism, benefitting hotels, restaurants, and retail establishments.

SCVA Volleyball Boy's Memorial Day Tournament (May 24-27): One of the largest youth volleyball events in the country. This is a showcase of raw talent and competitive spirit. Hosting over 200 teams and their supporters, this event will inject vitality into the local economy. The tournament provides a platform for aspiring athletes, creating a positive impact on the community by inspiring the next generation of volleyball enthusiasts. Local businesses, from restaurants to sports retailers, will experience increased foot traffic, enhancing their economic prosperity.

Surf City Collegiate Volleyball Challenge (Oct 26-27) is a showcase of collegiate talent and teamwork. With over 30 NCAA DI participating teams, this event is projected to draw thousands of spectators and fans. The economic impact on the region will extend to hospitality, retail, and entertainment sectors, benefitting local businesses. Moreover, the cultural richness of beach volleyball brought by diverse collegiate teams from across the country fosters a sense of inclusivity and broadens the community's cultural horizons.

EVENT PREVIEW 2024



PARTNERS & MEMBERS



JOHN WAYNE AIRPORT
ORANGE COUNTY



spectrum sports
MANAGEMENT & TIMING SERVICES





STAFF



Anthony Brenneman,
CSEE, CTA
Senior Director,
Sports Development



Rashika Patel,
CSEE, CTA
Manager, Sports Development



Stacy Miranda,
CTA
Specialist, Sports Development
& Operations