

Sports Commission

What is a sports commission?

- It is an organization that develops and maintains the community's master plan for bidding and hosting major sports events. Pittsburgh's sports commission will be tasked to ensure that events align with the community's goals and provide the expected return on investment through media exposure, community engagement, visitor spending and improvement to the quality of life for the residents of the Pittsburgh region.

Why is it necessary?

- A sports commission coordinates bidding on and hosting major sports events to ensure an appropriate return on investment to the Pittsburgh region.
- It enhances the work already being done by local event organizers, sports franchises and marketing efforts of VisitPITTSBURGH.

Role of a sports commission?

- It is a one-stop-shop that promotes community expectations to event planners; it inspires the community to rally around and support the event.
- Directed by the community's strategic goals, the sports commission will act as Pittsburgh's first point of contact for sports events and meetings.
- The sports commission will be the face of the bid process for major events by highlighting the unique aspects of the Pittsburgh region.
- In addition to the main event, Pittsburgh's sports commission will ensure the ancillary events of the bidding (trade shows, site visits, and attendance builders) and hosting (assembling volunteers, clinics and fan fests) processes occur successfully.

How will it be organized?

- The Pittsburgh sports commission will be a 501(c)6 with a board of directors, president and mission statement, separate from VisitPITTSBURGH.
- There will be shared resources with VisitPITTSBURGH including accounting, information technology and office space.

How does it impact Allegheny County?

- There will be an increase in the number of visitors, which in return increases the number of room nights, visitor spending and tax revenue in the Pittsburgh region.
- The national and international media attention exposes new audiences to the many unique qualities of Pittsburgh.

Who does it benefit?

- The residents of the Pittsburgh region benefit through opportunities of community engagement and an increased quality of life.
- Event rights holders benefit when in need of resources to maximize the quality of the event.
- Local event planners and venue owners gain additional marketing, promotional support and opportunities for new revenue sources.
- Local businesses are positively impacted by the increased number of visitors to the region.

How will it be funded?

VisitPITTSBURGH is seeking an increase to the current hotel sales tax to fund several tourism-related initiatives, including the creation of a sports commission.

- This fee would be paid by guests staying overnight in Allegheny County hotels.
- Currently, Pittsburgh/Allegheny County has the second lowest hotel tax out of the 17 cities in our competitive set.
- A 1.25 percent increase would increase the average price of a room in Pittsburgh by only \$1.45.
- A 1.25% increase could generate:
 - 61,000 room nights
 - \$57 million in direct spending
 - \$3 million in state sales tax
 - \$1.5 million in hotel tax
 - \$500,000 in RAD tax

- We are seeking approval from the Pennsylvania Legislature for enabling legislation that would allow for this Travel Promotion Fee.
- The fee would be enacted with approval from Allegheny County Council through an increase in the current hotel tax with a maximum increase of 2%. We are requesting that Allegheny County enact only 1.25 of the approved 2% to fund a number of tourism-related initiatives.
- The members of the Greater Pittsburgh Hotel Association voted unanimously to support our efforts.
- The Travel Promotion Fee would help fund the following initiatives, organizations and programs:
 - Creation of a Pittsburgh Sports Commission
 - Monetization of a Convention Event Fund
 - Capital improvements to the 12-year David L. Lawrence Convention Center that would improve the customer experience, such as signage.
 - Funding for the Pittsburgh Film Office that produced more than 105,000 room nights in five years.
 - County funding