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# MESSAGE FROM OUR PRESIDENT

Welcome

This fiscal year we started off on the right foot. El Paso County Coliseum presented big name concerts such as Ana Gabriel, Karol G and Pepe Aguilar to rockstar Jack White who was seen in Downtown El Paso at Dave's A Pawn Shop. We also hosted events for the whole family from Lucha Libre every other Sunday to Disney on Ice. We even witnessed our first Professional National Hockey League game that brought the Dallas Stars and the Phoenix Coyotes.

It is the "Return to Live" year and this 2022 we commemorate 80 years of El Paso County Coliseum. 80 years of tradition, 80 years of being associated with concerts and big shows. 80 years of memories.

The entertainment industry is thriving as events and concerts are looking for venues throughout the United States, El Paso is no exception. From big name Latin shows, that we can't name yet, to Disney on Ice, and this year we are excited to host the Beyond Van Gogh immersive exhibition which is first for the Sun City. We are gearing up for a non-stop weekend with live concerts and events because we know El Pasoans are ready for some entertainment.

As for Sports Tourism, this year we are announcing big events coming to El Paso. Events that are coming to our sun city for the first time in decades and will have a big economic impact to our region. Sporting events like the Texas Police Games which we just announce in early May.

We are always looking for a way to balance our concerts with our social responsibilities. One of our commitments has always been to give back to our community and we continue to do that. This year we held over 100 community events from fundraisers like the thr Michael Jackson Tribute, to food drives like El Pasoans fighting hunger food distribution to non-ticketed events that would help people in need like El Paso Health Backpack Giveaway.

This is just the beginning of what will be a very busy year and El Paso County Coliseum is ready to open their doors to hosting the best entertainment in town.

Our sincere thanks to all of our patrons.

Omar Ropele

President

El Paso Sports Commission

# ABOUT EL PASO SPORTS COMMISSION

The mission of the El Paso Sports Commission is to increase the influx of sports tourism dollars to the El Paso community through the creation of local tournaments, the enhancement of existing tournaments and by attracting regional, national and international events to the El Paso area.

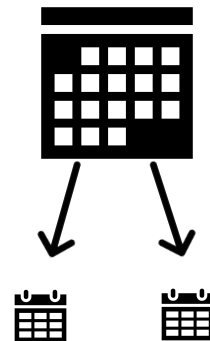
## VENUE MANAGEMENT



The El Paso Sports Commission, a non-profit organization founded in 2003, also oversees the El Paso County Coliseum, The Events Center, The Pavilion and the Judging Arena.

## DEPARTMENT METRICS

INCREASE  
BOOKED DATES



## DEPARTMENT GOALS

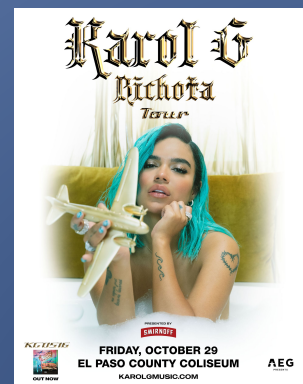
- Continue to promote El Paso County Coliseum for live events
- Continue to build a robust relationship with promoters to bring acts to the Coliseum
- Maximize the use of our other venues we have inside our properties by offering it to shows that might be adequate for smaller crowds.



**GRUPO FIRME  
SOLD OUT SHOW  
05/23/2021**



**RAUW ALEJANDRO  
SOLD OUT SHOW  
09/05/2021**

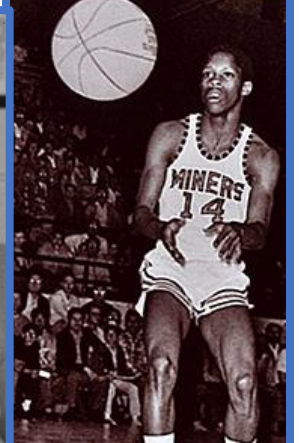
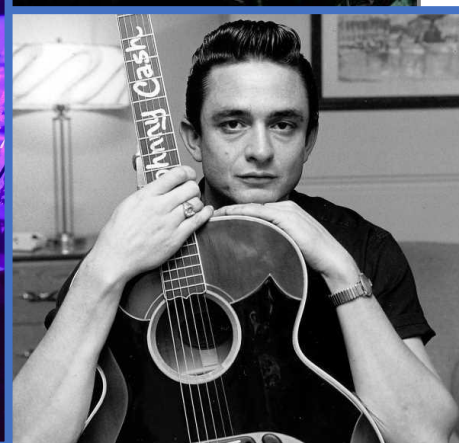
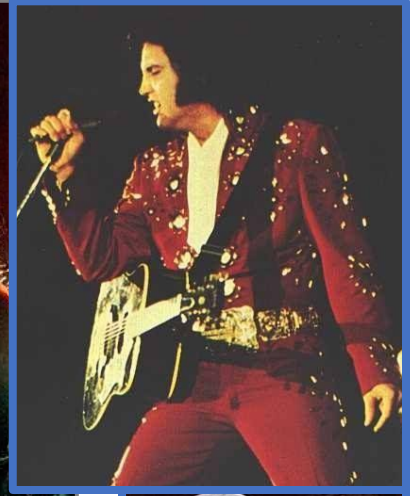


**KAROL G  
SOLD OUT SHOW  
10/29/2021**



# VENUE OPERATION GOALS

El Paso County Coliseum celebrated its 80<sup>th</sup> anniversary on May of 2022. During this 80 years it has seen legendary artists from Elvis Presley to Selena, to Johnny Cash. Every year it hosts close to 200 events. It is considered a rite of passage for every artists that is beginning their career. It is one of the most popular venues in the Southwest.



El Paso County Events Center is a 1200-seat facility with multifunctional capabilities, enhanced by a professional and regulation-size ice rink. It is home to the El Paso Rhinos' Tier 1 and Tier 3 Junior Hockey Teams, plus the Junior Hockey teams and El Paso Figure Skating.



The Events Center hosted an NHL Exhibition Game in October 2021, and have since added a conference room and coaches area, approximately \$50,000 in improvements.



## GOAL 1

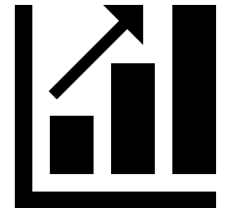
- Continue to grow the number of big name events that come to El Paso.
- Host more than 200 Performances/Events For Year 2022

## GOAL 1 METRICS

### BIG NAME CONCERTS

## GOAL 1 STRATEGIES

- Continue promoting El Paso County Coliseum as the multi-purpose venue for every type of event.
- Continue working with promoters on how to advertise more efficiently their events in the coliseum by maximizing our diverse multi-media platforms, including website, social media channels and our inhouse production company to create advertising and publicity.
- Communicate to big promotion companies about the advantages of bringing their shows to our building



The El Paso Sports Commission has been busier than ever. More than \$11.5 million has been placed back into the County General Fund

The outdoor Pavilion is evolving into an indoor venue, El Paso Sports Commission is working to place metal walls on every side of the building. This will help to host events even on windy or dusty days. It was recently renovated with a painted roof, big ceiling fans and porta-coolers.



## GOAL 2

- Produce more than 4,000 hotel rooms from the events we host on property.

## GOAL 2 METRICS

### GOAL 2 STRATEGIES

- Communication is key when talking to promoters, artists and production teams to know exactly how many hotel rooms they are occupying when staying in El Paso.
- Using the tools that Ticketmaster provides to know how many patrons are from out of town to see a certain concert/event.



**TRACK HOTEL  
ROOMS FROM  
EVENTS**

## GOAL 3

Track revenue to meet or exceed \$375,000 in Fiscal Year 2022-2023

**CREATIVE  
COLLECTIVE  
CO-PROMOTION**



- Book as many events as possible in every one of our venues.
- Assist and guide first-time promoters
- Research bid information for those considering El Paso as a host for their event.
- Identify organizations or clubs that would benefit from the Commission services.
- Offer detailed information on to maximize revenue if they decide to work with El Paso Sports Commission.



# SPECIAL EVENTS

## DEPARTMENT DETAILS

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The El Paso Sports Commission offers a comprehensive range of services designed to make events in the area successful, including:

- Assistance and guidance: The highly-qualified staff can help determine what the area has to offer delegates and visitors, in terms of places to see and things to do, and general tourism information.
- The Commission can recommend programs tailored to their needs, whether it is suggestions on speakers, special events or unique tours.
- The Commission also can offer community resources for goods and services for the event, knowing what works in El Paso and making El Paso work for them.
- Visibility: Tournaments and events will be newsmakers in the area and the Commission will assist in gaining publicity, providing expert advice on local and regional media coverage, and write specifically-prepared articles about the city to stimulate attendance and recognition, as well as promote the event and the Commission through marketing materials. The event also will be featured on social media and online news outlets.
- Registration: The professional and knowledgeable staff can assist with event participants and registration duties, if needed.
- Guests and more: The Commission can arrange for a local dignitary to welcome event delegates and visitors to El Paso, meet with event leadership or visit the event itself.

## DEPARTMENT METRICS



CREATE  
NEW PARTNERSHIPS



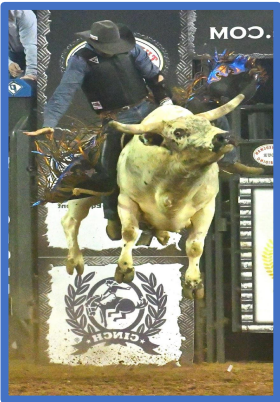
NETWORKING  
GUIDANCE



SCHEDULING  
ASSITANCE

## DEPARTMENT GOALS

The El Paso Sports Commission explores opportunities to bring and retain new customers. By offering exceptional service and having an above and beyond mentality, we want to convince them that El Paso County Coliseum is their place to be when having their event in El Paso. We have marquee events that can prove our track record.



**Tuff Hedeman Bull Riding Tour**  
In 2022 was their 14<sup>th</sup> consecutive appearance in El Paso. This is the biggest event on the tour every year.

**Disney on Ice**  
On their 17<sup>th</sup> season coming to El Paso County Coliseum brings crowds from all over the region, including from Mexico.



**Beyond Van Gogh Immersive experience** is coming to El Paso for the first time in the winter of 2022.

# EVENT MARKETING

## DEPARTMENT OVERVIEW

The El Paso Sports Commission targets events that have a significant return on investment for the community, particularly annual events with long-term financial benefits. This includes events that bring thousands of participants and spectators during a traditionally slow period for the tourism industry. This drives media exposure, creates sponsorship opportunities and leaves a lasting legacy for the community.



## GOALS AND STRATEGIES

- Market placement of the brand of El Paso Sports Commission in the community and the work it does in managing El Paso County Coliseum.



- Design a new website to inform our stakeholders about recent upcoming events coming to the coliseum and adjacent venues.



- Create a more robust social media strategy to increase reach and capitalize in the number of followers



- Maximize the potential in reaching out to our stakeholders throughout our tools available through our ticketing software



# MESSAGE FROM OUR VP OF SPORTS TOURISM AND EVENTS

Welcome

In my fourth year at the El Paso Sports Commission, I'm excited in the growth of El Paso, the potential of Sports Tourism in this city, and energy we work with to help develop a sports culture in the Sun City.

The El Paso Sports Commission has had a long history of building relationships and bringing fantastic events to our city, like the United States Bowling Congress Men's and Women's Championships, Conference USA Men's and Women's Basketball Championships, Championship Boxing, Senior Softball Championships and World Qualifiers, to name a few. After the COVID-19 Pandemic, I feel we have built strong relationships, and are excited in winning the bid to host the 2023 TPAF Games, NAGA, Rhinos Junior Hockey Camps, EBI Jiu Jitsu, Texas USA Wrestling, along with several national recognized youth soccer tournaments, among many other events!

Sports Tourism is an inexact science, and I hope to continue to build relationships in several ways, and love to show off our facilities and city, and believe me, outsiders are extremely impressed with the Sun City and its' amenities! My approach is that every tournament, youth to adult, should play in the best facilities and in the best weather, which we have in the Borderland.

We challenge ourselves to be bigger and better every year, and my hope is that bigger and better events realize what a gem El Paso is, and it's my goal to get them here to experience it!

Beau Bagley  
Director of Sports Tourism  
El Paso Sports Commission



# SPORTS MISSION STATEMENT

The mission of the El Paso Sports Commission is to increase the influx of Sports Tourism dollars to the El Paso community through the creation of local tournaments, the enhancement of existing tournaments and by attracting regional, national, and international events to the El Paso area.



El Paso Sports Commission led the charge in bidding and winning the 2023 TPAF Games, along with 8 nationally recognized Rhinos Hockey Camps for NAHL.

The El Paso Sports Commission (EPSC) provides financial support for sporting events that have the potential to bring direct or indirect economic, social, health, and community development benefits to El Paso County. The Sports Commission has brought in events like the United States Bowling Congress Men's and Women's Championships, the Conference USA Men's and Women's Basketball Championships, Championship Boxing, Senior Softball Championships and World Qualifiers, to name a few.

**Through the years:** EPSC helped win and host the USBC Open Championship and Women's Championships, generating over \$100 million for the local economy. EPSC was crucial in hosting the Conference USA Men's & Women's Championships in 2011 & 2014.



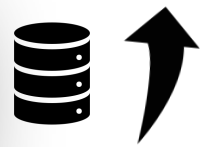
# KEY SPORTING EVENTS

EP Locomotive/Warrior Soccer Tournament 2022  
 Soccer Youth All-American Combine 2022  
 Pan American Golf Association Games 2022  
 NAGA Southwest Championships 2022, 2021  
 EBI Jiu Jitsu U.S. Open Qualifier 2022  
 USSSA Girls Fastpitch Softball 2021  
 NIVC/UTEP Postseason Volleyball Tournament 2021  
 USSSA Halloween Scream 2021  
 Southwest Hoops International Invitational 2021  
 Kraft Hockeyville NHL Exhibition 2021  
 444 Motorcycle Flat Track Racing 2022, 2021  
 ISPS Hispanic World Championships 2022  
 Borderland Roller Derby Events 2017-  
 Lucha Libre Events 2021-  
 El Paso Athletic Hall of Fame 2019-  
 NAHL/Rhinos Junior Hockey Prospect Camps 2022, 2021  
 Goliath USPA International Power Lifting Event 2022, 2021  
 Rush Fitness CrossFit Games 2021, 2019  
 Sun Bowl Flag Football Tournament 2022, 2021  
 USA Boxing Umpires Training Clinic, 2022, 2020  
 Firecrackers USSSA Softball Showcase 2019  
 Blue-Grey All-American Football Combine 2020, 2019  
 Texas USA State Wrestling Tournament 2022, 2019  
 Tuff Hedeman Bull Riding Tour 2022, 2021, 2019-2010  
 Senior Softball-USA Texas State Championships 2018, 2017  
 Golden Gloves Regional Boxing Tournament 2020, 2018-2012  
 Clash of the Titans Boxing Tournament 2022, 2018, 2015, 2013, 2012  
 Groove & Glow 5K 2018, 2017  
 El Paso West Texas Football Officials' Camp 2022, 2020-2007  
 Butterfield Trail Junior Golf Championship 2017  
 El Paso Spring Shootout Flag Football Tournament 2017  
 Spaceport America Relay Race 2017  
 USA Boxing Junior Olympics 2017, 2016, 2015  
 USA Wrestling Tournament 2016  
 USA Boxing Border Tournament 2016  
 City Cheerleading Competition 2016, 2013, 2012  
 United States Bowling Congress Open Championships 2015  
 Rocky Mountain Wrestling National Tournament 2015  
 Border Wars Boxing Tournament 2014  
 Hiyashi Mixed Martial Arts Tournament 2013  
 Mixed Martial Arts Tournament 2013, 2012  
 Southwest Shootout Youth Basketball 2013  
 Mighty Mujer Triathlon 2013, 2012  
 Fitness Expo 2012  
 Summer Slam Jam 2012  
 Western J.C. Athletic Conference X-Country Championships 2012  
 United States Specialty Sports Association Halloween Scream 2012  
 Cobras Soccer Cup 2012  
 37th Annual Vista Hills Guest Golf Tournament 2012  
 Conference USA Basketball Championships 2014, 2011  
 Puzzler Mountain Bike Race 2013, 2012, 2011, 2010  
 Fox Country Girls Fast Pitch Softball Tournament 2013, 2012, 2011  
 El Paso Steel Fastpitch Softball 2011  
 El Paso Marathon 2021, 2013, 2012, 2010  
 Eagle in the Sun Triathlon 2012, 2011, 2010  
 Southwest Football 7-on-7 State Tournament 2012, 2011, 2010  
 U.S. Fencing Association Regional Youth Fencing Tournament 2010

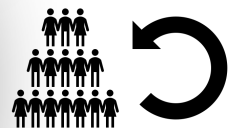


## DEPARTMENT METRICS

EVENTS 2021-2022  
65 EVENTS



HOTEL ROOM NIGHTS  
11,550 ROOMS



ECONOMIC IMPACT  
\$4.1 M





# SPORTS TOURISM GOALS

The goal of the El Paso Sports Commission is to procure and produce Sports Tourism for the County of El Paso. To utilize sporting events and tourism dollars to increase the well-being of our community and to show off our Sun City to prospective event holders for future years.



In the aftermath of the COVID-19 pandemic, the EPSC has exceeded it's goals of Sports Tourism. The Sports Commission sponsored 65 events since June 2021, with 11,550 Hotel Room Nights and \$4.1 Million in economic impact.

## GOAL 1

Research events and tournaments and acquire sponsorship of those events for El Paso County. Bring more than 30 events per year that generate economic impact in our community.

### GOAL 1 STRATEGIES

- Bid 1-2 national tournaments per year that generate \$250,000 or more in economic impact.
- Bid 4-5 regional Bids per year that generate \$100,000 or more in economic impact.
- Help 24 local performances per year that Generate \$1,000-\$25,000 in economic impact:



### GOAL 1 METRICS



GROW SPORTING  
EVENTS

The Sun City Dance Classic is an annual local dance competition. On it's 13<sup>th</sup> consecutive contest, it now brings dance studios from out of state generating hundreds of hotel nights every year.



## GOAL 2

Generate 8,000 hotel rooms per year from sporting events.

### GOAL 2 STRATEGIES

- Gauge the sporting event for its potential economic impact and hotel night numbers for possibility of sponsorship
- Build robust relationships with decision makers to bring most national tournaments.
- Attend site visits to local facilities to see improvements and renovations.

### GOAL 2 METRICS

GENERATE HOTEL ROOMS



## GOAL 3

Generate over \$2,500,000 in economic impact from sporting events.

### GOAL 3 STRATEGIES

- Solicit competitive bid for sporting events and acquire information from Hotel & Lodging Association and other hotels in proximity of venue for bid document.

### GOAL 3 METRICS

GENERATE ECONOMIC IMPACT





Help provide one-stop shot services for event organizers, and help manage tournament for successful run, advancing relationships for future use.

## GOAL STRATEGIES

Provide services to event managers, like staffing requirements, food & beverage requirements, concessions management or apparel needs via Sports Commission preferred vendors, in effort to make tournament run smooth for all parties involved.

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Measure room nights and social media impressions for economic impact.

## GOAL STRATEGIES

Measure room nights with hotel numbers and match them with the organizers numbers, and Sports Commission hotel room nights formula, which is used industry wide.



# EVENT MARKETING

## DEPARTMENT OVERVIEW

Sports marketing is a critical point of emphasis in sports tourism. If people don't know about the event in our city, then they won't come, plain and simple. It's our goal to work with the Event Title Holders and Managers to make sure anyone and everyone learns about the sporting event.

Tracking: Another objective is to track hotel room nights with the Host Hotels and the Hotel & Lodging Association. It's important to know what the event brought in, using hotel codes to verify room nights, and the Sports ETA/NASC national metric to gauge hotel room nights. (How many people staying in a room average X athletes in tournament X event days)

## GOALS AND STRATEGIES

- The objective is to provide a valuable experience to as many children and adults as possible in a positive and supportive manner, and to create economic impact through these events and tournaments



- A positive, constructive, and meaningful experience is the sought-after result of the El Paso Sports Commission.



Sports Tourism takes years to develop working relationships with not only event managers, but city and county managers to work closely with. Our strength is our experience in the sports industry, knowing what works in our city and what does not, but also our ability to say yes and utilize our work ethic to get it done. The opportunity is there for the city and county to work together to show off our great Sun City. Facility factors always come in to play so it is key for the City of El Paso and the County of El Paso to build a bridge of unity when it comes to Tourism and Tourism dollars.

The community's willingness to come together to share ideas for enhancing sport tourism is acknowledged and appreciated.