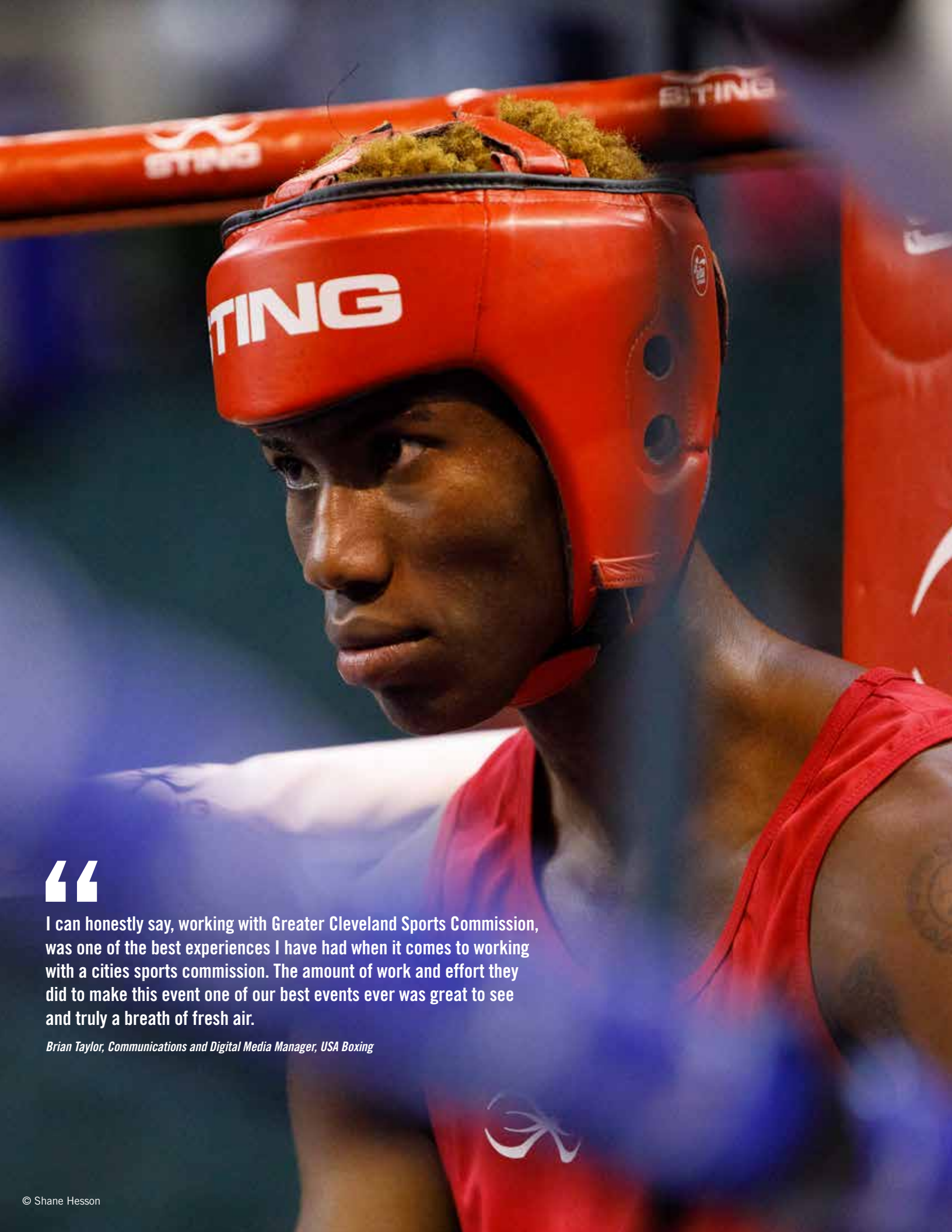


2 0 2 2

# IMPACT

R E P O R T





“

I can honestly say, working with Greater Cleveland Sports Commission, was one of the best experiences I have had when it comes to working with a cities sports commission. The amount of work and effort they did to make this event one of our best events ever was great to see and truly a breath of fresh air.

*Brian Taylor, Communications and Digital Media Manager, USA Boxing*

# FOREWORD

Greater Cleveland Sports Commission wrapped up 22 years of impact by hosting 10 national sporting events in the past year which provided over \$155.1 million in economic activity, as measured by new direct spending in Northeast Ohio.

A major highlight of the year, NBA All-Star 2022, made a slam dunk in The Land by welcoming over 120 thousand visitors as well as NBA Stars and Legends on Feb. 18-20 to celebrate basketball, culture, fashion and music as well as leave an impact through legacy projects in our community.

From professional basketball to the next generation's stars, the Dru Joyce Classic tipped off at the Huntington Convention Center of Cleveland in April and welcomed 250 boys' and girls' youth basketball teams competing on 18 courts.

Hosted for the first time in Cleveland, Stonewall Sports National Tournament and Summit saw nearly 1,500 athletes from 23 cities competing in various tournaments as part of Stonewall Sports, an LGBTQIA+ and Ally community-based non-profit.

This past year, our community showed up in big ways to support our mission. With over 4,300 volunteer hours and 165 youth who participated in multiple programs, our hosted events were a major success.

As we look forward to 2023, Greater Cleveland Sports Commission will continue its mission by bringing even more events to Northeast Ohio and continuing to make an impact on our community through the lens of sports.





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# ABOUT US

**WE'RE MORE  
THAN A HOST CITY,  
WE'RE YOUR TEAM.**

**Since 2000, Greater Cleveland Sports Commission is responsible for attracting over 210 sporting events which provide more than \$860 million in economic activity to Northeast Ohio.**

Greater Cleveland Sports Commission (GCSC) serves to measurably improve the economy of Greater Cleveland and enrich the community by attracting, creating, managing and enhancing significant sporting and competitive events.

GCSC supports the local economy, utilizes sports as a vehicle to forward community agendas and maintains a goal of producing events that are more successful when held in Cleveland than in other cities.

[clevelandsports.org](http://clevelandsports.org)



# OUR SERVICES

**Greater Cleveland Sports Commission offers a variety of services to support our hosted sporting events. Our expertise in several areas of event management and execution have provided our community with a competitive advantage over other event locations, and often why Cleveland is chosen as a host city.**

**Some areas that we offer support are as follows:**

## EVENT OPERATIONS

We don't mean to brag, but our operations team is one of the best in the business. Our staff provides a wide range of operational services to elevate your event to the next level. Whether it's event set up and tear down support, facility recommendations, hotel coordination, permitting assistance or navigating our community, we provide an events rights holder with all the necessary tools to host a successful event in Cleveland.

## MARKETING & COMMUNICATIONS

Our team has a full-service Marketing & Communications department to provide your event ad buys, brand awareness, collateral creation, earned media, event-specific marketing, graphic design and public relations strategy.

## COMMUNITY PROGRAMMING

Greater Cleveland Sports Commission's programming team works to creatively tie hosted sporting events into the Northeast Ohio community. Our Youth Education through Sports program provides local under resourced youth with unique sporting experiences directly related to your event.

## CORPORATE SALES & PARTNERSHIPS

Strong partnerships are the backbone of our organization. Greater Cleveland Sports Commission is well-positioned in Northeast Ohio to tie community partners to our hosted sporting events. Our partnership department is dedicated to corporate sales and leveraging partners assets to increase the footprint and quality of a hosted event.

## FUNDRAISING

Our non-profit organization is well-versed in fundraising for diverse sporting events. We have an experienced staff dedicated to securing funds on varying monetary levels to aid in event execution. Our strong position in the local community secures our place as a valued and trusted partner for many local businesses and foundations to support.



# A PHOTO FINISH

Eric Gregory of Gallaudet University became the school's first national champion winning the 400-meter dash at the 2022 NCAA DIII Men's and Women's Outdoor Track & Field Championships. Gregory holds the World Deaf Record for the 200-meter dash.



**JUNIOR VOLLEYBALL  
ASSOCIATION ROCK 'N  
RUMBLE**  
HUNTINGTON  
CONVENTION CENTER  
OF CLEVELAND  
JAN. 14-16, 2022

**\$3,150,000**  
ESTIMATED ECONOMIC IMPACT



**NBA ALL-STAR 2022**  
ROCKET MORTGAGE  
FIELDHOUSE  
FEB. 18-20, 2022

**\$141,400,000**  
ESTIMATED ECONOMIC IMPACT



**USA ARTISTIC SWIMMING  
U.S. JUNIOR AND SENIOR  
CHAMPIONSHIPS AND  
NATIONAL TEAM TRIALS**  
SPIRE INSTITUTE  
APR. 6-10, 2022

**\$600,000**  
ESTIMATED ECONOMIC IMPACT



**DRU JOYCE CLASSIC**  
HUNTINGTON  
CONVENTION CENTER  
OF CLEVELAND  
APR. 22-24, 2022

**\$2,000,000**  
ESTIMATED ECONOMIC IMPACT



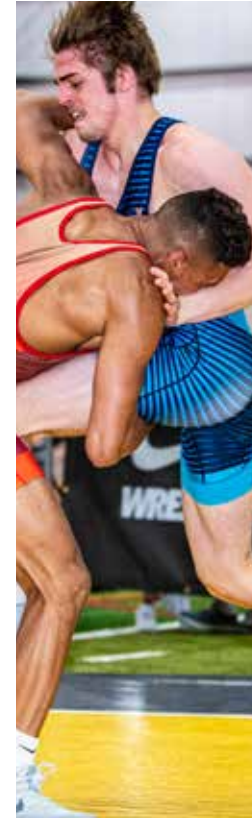
**USA BOXING  
NATIONAL QUALIFIER**  
WOLSTEIN CENTER  
APR. 21-30, 2022

**\$2,500,000**  
ESTIMATED ECONOMIC IMPACT



**NCAA DIII MEN'S AND  
WOMEN'S OUTDOOR  
TRACK & FIELD  
CHAMPIONSHIPS**  
SPIRE INSTITUTE  
MAY 26-28, 2022

**\$2,000,000**  
ESTIMATED ECONOMIC IMPACT



**USA WRESTLING  
U23 AND U20  
WORLD TEAM TRIALS**  
SPIRE INSTITUTE  
JUNE 3-5, 2022

**\$1,500,000**  
ESTIMATED ECONOMIC IMPACT



**STONEWALL NATIONAL  
TOURNAMENT & SUMMIT  
PRESENTED BY KEYBANK**  
CLEVELAND  
JULY 8-10, 2022

**\$1,040,100**  
ESTIMATED ECONOMIC IMPACT



**USA BEACH RUGBY**  
EDGEWATER PARK  
JULY 16, 2022

**\$275,000**  
ESTIMATED ECONOMIC IMPACT



**TENNIS IN THE LAND  
WTA 250**  
JACOBS PAVILION  
AT NAUTICA  
AUG. 21-27, 2022

**\$2,100,000**  
ESTIMATED ECONOMIC IMPACT

# 2022 YEAR IN REVIEW

**FROM VOLLEYBALL TO TENNIS,  
2022 WAS ANOTHER BIG YEAR FOR  
THE SPORTS COMMISSION AS WE  
WELCOMED 10 NATIONAL SPORTING  
EVENTS TO THE LAND WHICH  
PROVIDED OVER \$155.1 MILLION  
IN IMPACT.**

To mention a few highlights, the USA Boxing National Qualifier featured over 800 boxers who went head-to-head in the ring at the Wolstein Center in the hopes of moving on to the 2022 National Championship.

Following a successful spring roster, our community welcomed 850 Division III student-athletes to SPIRE Institute during the 2022 NCAA Men's and Women's Outdoor Track & Field Championships where competing athletes ran, jumped and propelled their way to victory.

Cleveland was host to Stonewall Sports National Tournament and Summit, an event which went beyond the field of sport to promote positive change and celebrate the LGBTQIA+ community while competing in kickball, dodgeball, sand volleyball, bocce, tennis and bowling tournaments.

One of the year's featured events was NBA All-Star 2022, which made its great return to The Land and brought some of the NBA's biggest stars to the city along with \$141.4 million in direct economic activity.

In addition to welcoming 121.6 thousand visitors from 24 countries for NBA All-Star Weekend, Tennis in the Land, a week-long Women's Tennis Association (WTA) 250 event, returned to Cleveland for a second year.

The event featured 32 of the top WTA singles players in the world, in addition to doubles and qualifying events.

The stadium court hosted 16,000 attendees throughout the tournament with views of the Cuyahoga River and city skyline and provided \$2.1 million in impact to Northeast Ohio.

**10  
NATIONAL SPORTING EVENTS**

**OVER \$155.1 M  
IN ECONOMIC IMPACT**

# NBA ALL-STAR 2022

Greater Cleveland Sports Commission along with the Cleveland Cavaliers, City of Cleveland, Destination Cleveland, Downtown Cleveland Alliance and countless other partners were vital to the success of NBA All-Star 2022.

On the heels of the 2021 NFL Draft, over a year of planning went into preparing the community to welcome NBA fans from around the world to The Land.

A Local Organizing Committee was established and comprised of partner organizations who worked together to ensure that the city looked as good off the court as it did inside Rocket Mortgage FieldHouse. Whether it was volunteers greeting guests, snow removal on sidewalks or city decor announcing All-Star, the business community proved that passion and teamwork are what elevate Cleveland as a host city for major sporting events.

In addition to the key partnerships, NBA All-Star 2022, which was held on Feb. 18-20, provided Northeast Ohio with \$141.4 million in direct spending, aiding in achieving \$248.9 million in total economic impact. The event brought in 121,641 attendees from 45 states and 24 countries.

“The NBA and its corporate partners really exceeded our expectations when it came to direct spending in our community during NBA All-Star 2022,” said David Gilbert, President and CEO of Greater Cleveland Sports Commission and Destination Cleveland. “Hosting the

first fan-facing All-Star in two years, welcoming so many incredible NBA legends to The Land for the NBA's 75th Anniversary season and everyone wanting to make this a very special celebration, definitely helped provide a level of excitement and aided in surpassing our original estimated economic impact number.”

The event generated more than \$50 million in earned media value and received 11.9 billion in total media reach, which includes more than 3,400 news outlets referencing Cleveland alongside the associated NBA All-Star events between Jan. 1 to Feb. 28 worldwide. NBA All-Star was broadcast in 215 countries and territories, a record 60 languages and delivered 223 million views on Instagram content posted on All-Star Sunday, the highest one-day total for any account on the platform in over two years.

A comprehensive study to determine the full impact of hosting NBA All-Star 2022 was completed by Temple University's Sport Industry Research Center which provides marketing and management services to enhance economic, social and environmental sustainability of sport. Data collected from non-local attendees, the NBA and corporate partners was used to compile the economic impact to the Cleveland community and Cuyahoga County.

The \$248.9 million in total economic impact includes \$141.4 million in direct spending, which is the injection of new revenue into the community from non-local

attendees and corporations. The remaining impact accounts for indirect effect, additional spending occurring in the economy because of the initial injection of money, and induced effect, estimates to changes in household income attributed to hosting NBA All-Star 2022.

The impact of NBA All-Star 2022 also extended into the Cuyahoga County community with the NBA and NBPA contributing more than \$3 million and providing programming and support focused on youth, health and economic opportunity. The league supported Cleveland Mayor Justin Bibb's citywide efforts to encourage vaccinations by donating 10,000 rapid antigen tests and 110,000 face masks to the COVID-19 Taskforce for distribution to schools and community organizations. The organizations also made a \$100,000 donation to the Funders Collaborative on COVID Recovery, a partnership that includes nearly 50 foundations, nonprofits and government entities. The NBA also included more than 130 diverse-owned businesses

as part of the NBA All-Star Rewards Program, which highlighted local small businesses for fans to visit while in town.

Additionally, the NBA dedicated its 2,000th Live, Learn or Play Center at the Cudell Recreation Center as part of the NBA 75th Live, Learn or Play Initiative, and the first-ever NBA HBCU Classic presented by AT&T was held between Howard and Morgan State basketball teams. During Sunday's All-Star Game, \$450,000 was raised for Team LeBron's beneficiary, Kent State University Foundation's "I Promise Scholars Support Fund" and \$300,000 was raised for Team Durant's beneficiary, the Greater Cleveland Food Bank.



“

**[Cleveland] thanks and congratulations on an amazing All-Star. Your unique abilities to operate both at a 30k foot level and in the trenches on the hundreds of details necessary to be successful were amazing to behold.**

*Kenny Payne, Senior Vice President, Event Management - Guest Experience, NBA*



© Brigid Gallagher



© Wil Lindsey



© Brigid Gallagher



© Brigid Gallagher



© Brigid Gallagher



© Brigid Gallagher



© Natasha Herbert



© Matt Shiffler



© Brigid Gallagher

# CLEVELAND POWER OF SPORT SUMMIT

**CLEVELAND POWER OF SPORT SUMMIT PRESENTED BY KEYBANK AND FIRSTENERGY WAS HELD ON FEB. 18-20, 2022 AT CLEVELAND METROPOLITAN CONFERENCE CENTER.**

Greater Cleveland Sports Commission is dedicated to using our hosted events as a platform to discuss diversity, equity and inclusion (DEI) to maximize the impact of these events in the Northeast Ohio area.

The Summit was a unique event as it created a touch point within the community and extended the reach of NBA All-Star 2022; setting Cleveland apart from other host cities.

This free, public event celebrated DEI themes by demonstrating the power of sport as a catalyst for positive change over the course of three days.

The goal of the Cleveland Power of Sport Summit was to allow attendees to explore new ideas, embrace differences and enact positive change in the communities they represent.

To achieve these goals, the Summit featured local and national organizations addressing topics related to adaptive sports, gender equity, LGBTQIA+ athletes, mental health, racial equity and more.

The Summit had three learning zones: Learning Lab presented by Cleveland Clinic, Inspiration Station presented by Cleveland Cavaliers and Searching for Solutions presented by Union Home Mortgage.

**LEARNING LAB FEATURED** interactive exhibits, demonstrations and hands-on activities that encouraged attendees to use their senses to have impactful experiences and view the world in a new way.

**INSPIRATION STATION** hosted keynote speakers, live performances, film screenings and panel discussions designed to help attendees celebrate and embrace differences.

**SEARCHING FOR SOLUTIONS** offered community engagement opportunities and educational resources provided by local organizations specializing in the DEI space for attendees to gain new perspectives, reflect on the current state of their communities and commit to enacting change.



The Summit is hosted by Velocity, a community-wide initiative of Greater Cleveland Sports Commission to support and maximize the community impact of hosting some of the most significant events in sports.



# HIGHLIGHTS



GREATER CLEVELAND SPORTS COMMISSION ACHIEVED SOME INCREDIBLE HIGHLIGHTS IN 2022. ADDITIONALLY, NBA ALL-STAR 2022 SHINED A SPOTLIGHT ON OUR COMMUNITY, MAKING A MAJOR IMPACT IN THE LAND.

ECONOMIC IMPACT

**\$155+ M**

VOLUNTEERS **461**

OVER 4,300 VOLUNTEER HOURS

NUMBER OF HOSTED EVENTS

**10**

NUMBER OF COMMUNITY PROGRAMS

**12**

EARNED MEDIA VALUE

**OVER \$2B**

**OVER 1,200**

YOUTH AND ADULT COMMUNITY MEMBERS PARTICIPATED IN PROGRAMMING EVENTS

VOLUNTEER SHIFTS

**900+**

SOCIAL IMPRESSIONS FROM EVENTS

**1.7M**

MEDIA CLIPS

**5,600+**

MEDIA IMPRESSIONS

**OVER 12B**

## ALL-STAR STATS



ECONOMIC IMPACT

**\$248.9M**

**\$107.5M**

INDIRECT INDUCED SPENDING

**\$141.4M**

DIRECT SPENDING

TOTAL MEDIA REACH FROM NBA ALL-STAR 2022 MENTIONING CLEVELAND

**11.9B**

**\$50.1M**

TOTAL MEDIA VALUE DELIVERED TO THE CITY OF CLEVELAND

**\$39.6M**

SOCIAL MEDIA ENGAGEMENTS

**772M**

REACH

SOCIAL MEDIA POSTS REFERENCING CLEVELAND ACROSS INSTAGRAM, TWITTER, FACEBOOK AND TIKTOK

**45**



STATES REPRESENTED BY VISITORS AT NBA ALL-STAR 2022

**24**



COUNTRIES REPRESENTED BY VISITORS DURING NBA ALL-STAR 2022

**121,641**

ATTENDEES



# AWARDED EVENTS

## 11 NEW EVENTS SECURED BETWEEN 2023 AND 2025 PROVIDING OVER \$16.5 MILLION IN ESTIMATED IMPACT.

Our Business Development team has been hard at work attracting new events and expanding on current ones to provide a larger impact to our community. 2022 was a big year for awarded events for Greater Cleveland Sports Commission who secured 11 new competitions, including making Cleveland an epicenter for competitive youth volleyball in 2023.

Northeast Ohio will welcome between 1,500 to 2,000 regional athletes for three-days of intense volleyball competition during the 2023 Nike North Coast Cup Volleyball tournament at the Huntington Convention Center of Cleveland.

The Nike North Coast Cup is expected to provide an estimated \$2.3 million in economic impact. This tournament will return during the same weekend in 2024 and 2025.

Another new event coming in the Summer 2023, USA Track and Field National Youth Outdoor Championships will be held at SPIRE Institute. This event will feature 2,000 youth athletes, ages 8-18, from all over the United States and will generate an estimated \$1.9 million in economic impact to Northeast Ohio.

Additionally, Cleveland was awarded USA Gymnastics Men's Eastern National Championships which will take

place at Cleveland Public Auditorium in Spring 2024. This event will feature 1,000 youth athletes, ages 8-18, competing for the eastern title with the five highest-scoring athletes from each region and in each level becoming the regional champions. The Sports Commission is excited to host this event and its competitors in 2024 which will provide an estimated \$1.5 million in direct spending.

A full list of awarded events and their economic impact from this past year is as follows:

- '23 Junior Volleyball Association Rock 'N Rumble 16U - 18U • \$3,150,000\***
- '23 Nike North Coast Cup Volleyball • \$2,300,000**
- '23 Dru Joyce Classic • \$2,000,000**
- '23 Nike North Coast Open Volleyball • \$1,500,000**
- '23 USA Track & Field National Youth Outdoor Championships • \$1,900,000**
- '24 Junior Volleyball Association Rock 'N Rumble 16U - 18U • \$3,150,000\***
- '24 Nike North Coast Cup Volleyball • \$2,300,000**
- '24 USA Gymnastics Men's Eastern National Championships • \$1,500,000**
- '24 NCAA DI Cross Country Regionals • \$275,000**
- '25 Nike North Coast Cup Volleyball • \$2,300,000**
- '25 USA Fencing March North American Cup \$2,500,000**

\*Additional weekend added to Junior Volleyball Association's annual event.





FINAL			
KAZ	A. DANILINA A. KRUMIC	3	15
SRB			
USA	N. MELICHAR-MARTINEZ E. PEREZ	2	30
AUS			
1ST SERVE POINTS WON			
DANILIN. / KRUMI.		63%	(6/8)
MELICHAR. / PER.		64%	(7/11)

## GAME, SET, MATCH

Tennis in the Land • WTA 250 players won 21 singles matches at the US Open.

The 2022 US Open Women's Doubles Champions played in Cleveland during Tennis in the Land in addition to the #1 ranked Ukrainian tennis player.

8 singles players who competed at Tennis in the Land are the top ranked tennis players in their countries: Czech Republic, Serbia, Ukraine, Columbia, Denmark, China, Egypt and Italy.

# COMMUNITY IMPACT

## VOLUNTEERS PROVIDED A WARM WELCOME TO OUR COMMUNITY

Greater Cleveland Sports Commission is able to continue its mission to measurably improve Northeast Ohio's economy through sports due to the support of its incredible volunteer base.

This year, volunteers provided a warm welcome to guests visiting our community during NBA All-Star 2022, among many other major sporting events.

**8**  
events featuring volunteers

**461**  
total volunteers

**917**  
volunteer shifts

**4,333**  
volunteer hours

## PROGRAMS ENGAGED OUR COMMUNITY THROUGH SPORT

Our Youth Education through Sports (YES) Program presented by Sherwin-Williams Company and The MetroHealth System, provides Northeast Ohio's under resourced youth with experiences that illustrate how sports empower and prepare people for successful lives.

This year, 165 Northeast Ohio youth participated in our programs to experience various sports and their importance to overall life skills. The following clinics and programs were held in 2022:

### NBA-ALL STAR 2022 YOUTH PROGRAM

### USA ARTISTIC SWIMMING JUNIOR AND SENIOR CHAMPIONSHIPS YOUTH CLINIC

### NCAA DIII OUTDOOR TRACK AND FIELD CHAMPIONSHIPS YOUTH CLINIC

### HIGH SCHOOL CAREER EXPLORATION PROGRAM

### TENNIS IN THE LAND YOUTH CLINIC

Additional programming specific to this year's marquee event, NBA All-Star 2022, impacted 1,050 local youth and community members through the following events:

**DISCOVER YOUR HAPPY PRESENTED BY KAULIG GIVING** worked with 100 Cleveland Municipal School District middle school students to teach skills necessary to reducing stress and creating sustainable happiness in their lives.

**SAVING OUR DAUGHTERS - CLEVELAND CONNECTION PRESENTED BY THE METROHEALTH SYSTEM & CLEVELAND CAVALIERS** engaged over 200 local youth who completed a virtual program series focused on healthy habits, mental health and self esteem, culminating in a celebration during NBA All-Star 2022 featuring Stacy Lovelace, WNBA alumni.

**POWER OF SPORT PERFORMING ARTS COMPETITION PRESENTED BY UNION HOME MORTGAGE** featured local talented youth and adults sharing an original poem or song that described how the power of sport had affected them, their community or their outlook on the world.



© Shane Hesson



© Shane Hesson



© Brigid Gallagher

# COMMUNITY PARTNERS

2022 WAS A SUCCESS DUE TO THE  
SUPPORT OF OUR DEDICATED PARTNERS.

Our partners are critical to the success of our organization and its mission. As a small organization, our 2022 events wouldn't have made the impact they did in our community without their support.

- |  |   |  |   |
|--|---|--|---|
| 1964 Foundation                            | Cleveland Metroparks                      | iLTHY                                      | Roderick Linton Belfance                      |
| Able Rents                                 | Cleveland Metropolitan School District    | I-X Center                                 | Ross Initiative in Sports for Equality (RISE) |
| Adaptive Sports Ohio                       | Cleveland Monsters                        | JACK Entertainment                         | The Rock 'N Roll Hall of Fame & Museum        |
| Advantage Cleveland Tennis & Education     | Cleveland State University                | Jim Beam                                   | Saving Our Daughters                          |
| Aerial Agents                              | Cleveland Water                           | Kaulig Companies                           | The Shamrock Companies                        |
| Alliance of Social Workers in Sports       | Colors +                                  | KeyBank Foundation                         | The Sherwin-Williams Company                  |
| Ancora                                     | Company Car & Limousine                   | Kohrman Jackson Krantz                     | SPIRE Institute                               |
| Ashtabula County Visitors Bureau           | Culture Junkie                            | LGBT Community Center of Greater Cleveland | Sports Biz Camps                              |
| Aston Carter                               | Cuyahoga County                           | Marcum                                     | Stonewall Sports Cleveland                    |
| Avient                                     | The Davey Tree Expert Company             | Meritech                                   | Tito's Handmade Vodka                         |
| Avery Denison                              | Destination Cleveland                     | The MetroHealth System                     | Topnotch Management                           |
| Baldwin Wallace University                 | The Diversity Center of Northeast Ohio    | Mid-American Conference                    | Tremont Athletic Club                         |
| Bally Sports Ohio                          | Dover Home Remodelers                     | Mistr I Sistr                              | Twist Social Club                             |
| Bank of America                            | Downtown Cleveland Alliance               | Muhammad Ali Center                        | Union Home Mortgage                           |
| Back Aluminum International                | Eaton Foundation                          | NEO Basketball                             | University Hospitals                          |
| Benesch, Friedlander, Coplan & Aronoff LLP | Empower Sports                            | NFP  | University Hospitals Sports Medicine          |
| Black Sports Professionals                 | Enterprise                                | North Coast Event Services                 | University of Mount Union                     |
| Beverage Distributors                      | Enterprise Holdings Foundation            | Northeast Ohio Regional Sewer District     | Up and Under Rugby                            |
| Calfee, Halter & Griswold LLP              | ESPN Cleveland                            | Northeast Ohio Women's Sports Alliance     | Vibe Bar + Patio                              |
| The Carnegie Initiative                    | FirstEnergy                               | NPi Audio Visual Solutions                 | West 117 Foundation                           |
| CBIZ                                       | First National Bank                       | Ohio Guidestone                            | Westfield                                     |
| CBRE, Inc.                                 | FORM                                      | Oswald Companies                           | Westlake Recreation                           |
| Circle K                                   | Girls on the Run Northeast Ohio           | Physicians Ambulance                       | Winsupply of Cleveland                        |
| Citizens Bank                              | Girls with Sole                           | Plexus LGBT & Allied Chamber of Commerce   | WKYC  |
| City of Cleveland                          | Grant Thornton                            | Positive Coaching Alliance                 | WLS Stamping Company                          |
| City of Cleveland Recreation Centers       | Gymnastics World                          | PS Awards                                  | Wolstein Center                               |
| Cleveland Crusaders Rugby                  | H. Jack's Plumbing & Heating Co.          | Rapid 2-Way                                | Women in Sports & Events Cleveland            |
| CL3 Alliance                               | Hermes Sports & Events                    | Rascal House                               | Women's Sports Foundation                     |
| Cleveland Browns                           | Honey Hut Ice Cream                       | Reliable Onsite Services                   | Wrestlers in Business Network                 |
| Cleveland Cavaliers                        | Hornitos                                  | Reliable Solutions Group                   | WTAM  |
| Cleveland Clinic Sports Medicine           | House of LaRose                           | Reminger                                   | Youth Challenge                               |
| Cleveland Foundation                       | Huntington                                | Repros                                     | YWCA Greater Cleveland                        |
| Cleveland Guardians                        | Huntington Convention Center of Cleveland | Rocket Companies                           | Zenworks Yoga                                 |
| Cleveland Magazine                         |   |  |   |





**JUNIOR VOLLEYBALL  
ASSOCIATION ROCK 'N  
RUMBLE 12U-15U**  
HUNTINGTON  
CONVENTION CENTER  
OF CLEVELAND  
JAN. 7-8, 2023  
**\$3,150,000**  
ESTIMATED ECONOMIC IMPACT



**JUNIOR VOLLEYBALL  
ASSOCIATION ROCK 'N  
RUMBLE 16U-18U**  
HUNTINGTON  
CONVENTION CENTER  
OF CLEVELAND  
JAN. 14-15, 2023  
**\$3,150,000**  
ESTIMATED ECONOMIC IMPACT



**NIKE NORTH COAST CUP  
VOLLEYBALL**  
HUNTINGTON  
CONVENTION CENTER  
OF CLEVELAND  
FEB. 18-20, 2023  
**\$2,300,000**  
ESTIMATED ECONOMIC IMPACT



**DRU JOYCE CLASSIC**  
I-X CENTER  
APR. 14-16, 2023  
**\$2,000,000**  
ESTIMATED ECONOMIC IMPACT



**NIKE NORTH COAST  
OPEN VOLLEYBALL**  
APR. 28-30, 2023  
**\$1,500,000**  
ESTIMATED ECONOMIC IMPACT



**USA WRESTLING  
U23 AND U20  
WORLD TEAM TRIALS**  
SPIRE INSTITUTE  
JUNE2-4 2023  
**\$1,500,000**  
ESTIMATED ECONOMIC IMPACT



**USA TRACK &  
FIELD NATIONAL  
YOUTH OUTDOOR  
CHAMPIONSHIPS**  
SPIRE INSTITUTE  
JUNE 27-JULY 1, 2023  
**\$1,900,000**  
ESTIMATED ECONOMIC IMPACT



**CLEVELAND BEACH  
RUGBY**  
CLEVELAND METROPARKS  
EDGEWATER BEACH  
JULY 2023  
**\$275,000**  
ESTIMATED ECONOMIC IMPACT



**TENNIS IN THE LAND  
WTA 250 EVENT**  
JACOBS PAVILION  
AT NAUTICA  
AUGUST 2023  
**\$2,100,000**  
ESTIMATED ECONOMIC IMPACT

**9 NATIONAL  
SPORTING EVENTS**  
**\$17.8M  
IN ECONOMIC  
IMPACT**

# 2023 EVENT PREVIEW

## GREATER CLEVELAND SPORTS COMMISSION

will host nine major sporting events in 2023 ranging from collegiate to professional sports. Due to the scale of these awarded events, Northeast Ohio will see an influx of an estimated over \$17.8 million in economic impact.

“Greater Cleveland Sports Commission is excited to host a wide variety of events in 2023 from youth volleyball to track and field and a third year of women’s professional tennis,” said David Gilbert, President and CEO of Greater Cleveland Sports Commission. “Our community is ready to welcome athletes and visitors as we continue to make Cleveland the preferred destination for large-scale sporting events while providing provide nearly \$18 million in direct impact.”

Starting the year, Cleveland will welcome over 620 girls’ volleyball teams during Junior Volleyball Association (JVA) Rock ‘N Rumble tournament. This year, JVA will take over the Huntington Convention Center of Cleveland for two back-to-back tournament weekends in January.

Cleveland will host the 2023 Nike North Coast Cup, a volleyball tournament held over President’s Day Weekend at the Huntington Convention Center of Cleveland. This first-year event will bring between 1,500 to 2,000 regional athletes to Northeast Ohio for three days of competition along with an estimated \$2.3 million in impact.

Seven other major sporting events will be held in Northeast Ohio between April and August including the return of Dru Joyce Classic, USA Wrestling U23 and U20 World Team Trials, Cleveland Beach Rugby and Tennis in the Land, as well as Nike North Coast Open Volleyball slated for April.

Additionally, GCSC will welcome 2,000 youth athletes, ages 8-18, during the USA Track & Field National Youth Outdoor Championships on June 27 through July 2 at SPIRE Institute in Geneva, OH. This national event will provide an estimated \$1.9 million in economic impact.



## TAKEDOWN TAKEAWAY

Five athletes who competed at USA Wrestling Men's U23 and U20 World Team Trials went on to win three silver and two bronze medals for Team USA at the World Championships in Sofia, Bulgaria.



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