



NATIONAL ASSOCIATION OF
SPORTS
COMMISSIONS

2368 Victory Parkway,
Suite 401
Cincinnati, OH 45206

513.281.3888 PHONE
513.281.1765 FAX

nasc@sportscommissions.org
www.sportscommissions.org

CHAIRMAN

Drew Mahalic
Portland Oregon Sports Authority

VICE CHAIR/CHAIR ELECT

Merrill Eckstein
*Greater Chattanooga Sports
& Events Committee*

TREASURER

Rick Hatcher
Lexington Area Sports Authority

SECRETARY

Linda Shetina Logan
*Greater Columbus Convention
& Visitors Bureau*

IMMEDIATE PAST CHAIRMAN

John Kiernan
Long Island Sports Commission

BOARD OF DIRECTORS

Lu Armstrong
*South Carolina Sports
Development Office*

John Bisignano
Disney's Wide World of Sports

Tim Bourdon
*Fargo-Moorhead
Athletic Commission*

Chris Davenport
*Rockford Convention
& Visitors Bureau*

Gary Ewen
*Lee Island Coast Visitors
& Convention Bureau*

Tara Green
*Dallas Convention
& Visitors Bureau*

Bill Hanson
San Antonio Sports Foundation

Bob Hanson
*Greater Wichita Area
Sports Commission*

Tim Schneider
SportsTravel Magazine

Tammy Stout
Greater Augusta Sports Council

EXECUTIVE DIRECTOR

Don Schumacher

Official Partners



NATIONAL ASSOCIATION OF SPORTS COMMISSIONS SPONSORS FIRST BEST PRACTICES SUMMIT

CINCINNATI, OHIO (JULY 24) - Concerns relating to local funding for sports events and issues causing cities to think twice about bidding on certain events were among the subjects covered in the first Best Practices Summit hosted by the Atlanta Sports Council on July 19th in Atlanta, GA.

The Summit was sponsored by the National Association of Sports Commissions in response to growing concerns from cities about the rising costs of events.

“Some of our members are reporting difficulty reaching the level of financial support required by some event owners,” said Don Schumacher, executive director of the National Association of Sports Commissions.

“Quite often, our members are learning they must come up with substantial bid fees or guarantees, at the same time they are told the event owner has sold most of the exposure possibilities. This leaves our members in the position of soliciting local financial support to get the bid but giving too little back in return.”

The Summit, attended by representatives from Atlanta, Dallas, Detroit, Gainesville, Jacksonville, St. Louis, and the Tampa Bay area, was designed to determine the need for a more broad-based conference on the same topics.

A second meeting of large market cities is scheduled for early fall, while mid-size and smaller cities will discuss these issues at their own meeting to be held in Cincinnati, OH in September. “All cities have the same funding issues,” said Schumacher. “The only difference is the number of zeros.”

The National Association of Sports Commissions (NASC) was founded in 1992. It started with 15 cities and now has 280 members. The NASC has directed its focus to a range of issues relating to best standards and practices in the sports event travel industry. The NASC introduced its Certified Sports Event Executive Program last April at the 2002 NASC Sports Event Symposium in Reno, NV.

“We need to be sure our members receive meaningful benefits in return from their financial support and event management expertise,” said Schumacher. “I am told some event owners are justifying higher right fees due to visitor spending during the event. The problem is this spending does not go to those who sign the contracts.”

MEDIA INFORMATION: For additional information on the NASC, contact Beth Hecquet at (513) 281-3888 or go online at www.sportscommissions.org.