2021 IMPACT REPORT



GREATER CLEVELAND SPORTS COMMISSION

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FORWARD

Greater Cleveland Sports Commission believes sports have the power to create measurable change in a community.

Whether it's the impact our Youth Education through Sports program has on a child's life, the boost a local business gets from visitors in town cheering on their favorite athletes or the way a single event can change the narrative of a city; sports can bring a community back to life.

Our mission has always been to have a positive impact on our community through the lens of sport. In fact, over the past 12 months, Cleveland has pulled off the unparalleled feat of hosting the 2021 NFL Draft and NBA All-Star 2022, showcasing our wonderful city to the world.

As our community rebounded from the uncertainty that clouded 2020 and we began a return to live sporting events in 2021, our team worked to reschedule and garner new events in Northeast Ohio. These efforts provided an influx of an estimated $46 million in economic impact to aide in rebounding our local economy.

As we continue into 2022, we look forward to hosting 10 national events, providing $115.2 million in impact and continuing to emerge from the last few years, even more resilient.

As we have for the past 22 years, our nonprofit will continue to have a positive impact on our community, both by economically improving and internationally elevating our city through hosted sporting and competitive events.



ABOUT US 4
OUR SERVICES 6
2021 YEAR IN REVIEW 10
2021 NFL DRAFT 12
BY THE NUMBERS 14
AWARDED AND RESCHEDULED EVENTS 16
COMMUNITY IMPACT 20
CLEVELAND POWER OF SPORT SUMMIT 22
CLEVELAND PARTNERS 24
2022 EVENT PREVIEW 26

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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 nearly $790 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



OUR SERVICES

GREATER CLEVELAND SPORTS COMMISSION OFFERS A VARIETY OF SERVICES TO SUPPORT OUR HOSTED SPORTING EVENTS. 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 our hosted events 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 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 directly provides local under resourced youth with unique sporting experiences directly related to events.

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 philanthropists to support.



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"GREATER CLEVELAND SPORTS COMMISSION HAS BEEN A GREAT ORGANIZATION TO WORK WITH. THEY HAVE BEEN A VITAL RESOURCE AS WE PLAN AND OPERATE OUR GLOBALLY TELEVISED PROFESSIONAL WOMEN'S TENNIS EVENT, TENNIS IN THE LAND.

AS AN EVENT PROMOTER LIVING IN THE CITY IT HAS BEEN AMAZING TO SEE GREAT PARTNERS LIKE THE SPORTS COMMISSION BRING AND OPERATE BIG TIME EVENTS TO THE CITY. WE AS AN ORGANIZATION ARE EXCITED TO CONTINUE THAT PARTNERSHIP FOR MANY YEARS TO COME."

SAM DUVALL, FOUNDER AND PRESIDENT, TOPNOTCH MANAGEMENT

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2021 YEAR IN REVIEW

In 2021, Greater Cleveland Sports Commission (GCSC), like countless other sports-based organizations and non-profits, saw the effects of 2020 on our business.

Due to the foresight and tenacity of our team, we were able to minimize the effects of the pandemic on our hosted events, salvaging millions of dollars in economic impact to Northeast Ohio.

In fact, over the past 12 months, Cleveland has pulled off the unparalleled feat of hosting the 2021 NFL Draft and NBA All-Star 2022 and showcasing our wonderful community to the world.

In addition to a successful NFL Draft, Cleveland hosted Tennis in The Land, the inaugural Women's Tennis Association's (WTA) 250 tournament. In partnership with Topnotch Management, a Cleveland-based sports agency, this event became one of three stand-alone annual WTA Tour events in the nation.

Cleveland welcomed the top stars of the game from over 20 countries as they made their final preparations a week prior to the U.S. Open. Tennis in The Land created an estimated $2.1 million in economic impact and over 60 million households tuned in worldwide.

This event will be held along the banks of the Cuyahoga River at Jacobs Pavilion at Nautica for years to come.

Moving down the coastline to Edgewater Park, USA Beach Rugby returned for a second year to the sandy pitches of Lake Erie, bringing a festival-like atmosphere along with five-on-five competitions of various skill levels.

Rounding out 2021, GCSC welcomed U.S. Masters Swimming Long Course Nationals to SPIRE Institute in October.

Over 700 masters swimmers from around the world competed at the event, which has traditionally featured some of the fastest swimmers in the world, including multiple U.S. Olympians, such as Ashley Whitney, 1996 gold medalist, and Yoshi Oyakawa, 1952 gold medalist. Additionally, multiple FINA Masters world record–holders and USMS record–holders have broken records during this competition.

This event provided $1.5 million in economic impact to Northeast Ohio.

In 2021, GCSC saved nearly $46 million in economic impact through post-pandemic hosted events.



2021 NFL DRAFT
CLEVELAND
APRIL 29 - MAY 1, 2021
$42,000,000
ESTIMATED ECONOMIC IMPACT



USA BEACH RUGBY
EDGEWATER PARK
JULY 10, 2021
$275,000
ESTIMATED ECONOMIC IMPACT



TENNIS IN THE LAND WTA 250
JACOBS PAVILION AT NAUTICA
AUG. 23-29, 2021
$2,100,000
ESTIMATED ECONOMIC IMPACT



U.S. MASTERS SWIMMING LONG COURSE NATIONALS
SPIRE INSTITUTE
OCT. 6-9, 2021
$1,500,000
ESTIMATED ECONOMIC IMPACT

4 NATIONAL SPORTING EVENTS
$45,875,000 IN ECONOMIC IMPACT

2021 NFL DRAFT

In May of 2019, the NFL officially awarded Cleveland the 86th NFL Draft. Less than a year later, the event landscape had significantly changed and sports were temporarily placed on hold.

While there was no playbook to planning a safe event amid these conditions, Cleveland is nothing if not resilient. This team made the most of it and utilized the NFL Draft as a springboard in our community's recovery efforts coming out of this unprecedented time. Our collective partner organizations embodied grit, the true essence of The Land, to see this event through and 'rock the clock' for NFL fans and Clevelanders alike.

Greater Cleveland Sports Commission, Destination Cleveland, Cleveland Browns, Downtown Cleveland Alliance and the City of Cleveland hosted the Draft on April 29 - May 1, 2021 in Downtown Cleveland. The event, including the NFL Draft Experience's interactive fan festival, brought 160,000 NFL fans over three days together at iconic locations around FirstEnergy Stadium and the Rock & Roll Hall of Fame to celebrate the game of football and show the world what makes Cleveland a destination city.

The 2021 NFL Draft was viewed by 40.1 million viewers and Cleveland earned a 10.9 HH , which is the highest-rated local market for 2021 and the highest host city Draft rating on record since different cities began hosting the event in 2015.

Cleveland wouldn't be the city of rock 'n roll unless there was music. Kings of Leon took the stage to kick off Draft Night 1 in The Land. Draft Night 2 featured music from the Black Pumas who played later into the night post-picks.

Northeast Ohio's own, Machine Gun Kelly, closed out the event Saturday evening when he took the Draft Theater Stage and ended things with a rainbow shining on downtown.

In addition to the best in entertainment, an impressive amount of community events created a legacy and left deep roots in Northeast Ohio. Through the planting of new trees by NFL Green, community garden builds, food donations, a clean-up of North Coast Harbor led by high school students and a field refurbishment at a local high school, the NFL Draft's impact extended into our community and positively impacted our residents beyond just the three days of the event.

NFL DRAFT 2021 CLEVELAND



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BY THE NUMBERS

156
NUMBER OF YOUTH WHO PARTICIPATED IN YES PROGRAMS

NUMBER OF HOSTED EVENTS
4

VOLUNTEER SHIFTS
2,872

OVER 14,080
TOTAL VOLUNTEER HOURS

SOCIAL IMPRESSIONS FROM EVENTS
4,958,930

160,00+
FANS IN ATTENDANCE AT EVENTS

MEDIA CLIPS
3,955

VOLUNTEERS
2,449

OVER 20
COUNTRIES REPRESENTED BY ATHLETES

4 COMMUNITY PROGRAMS

EARNED MEDIA VALUE
$284 MILLION

60 MILLION
HOUSEHOLDS WORLDWIDE FOR TENNIS IN THE LAND

40.1 MILLION
VIEWERS FOR 2021 NFL DRAFT

MEDIA IMPRESSIONS
6.1 BILLION

ESTIMATED ECONOMIC IMPACT
$45,875,000

AWARDED AND RESCHEDULED EVENTS

10 NEW OR RESCHEDULED EVENTS TO PROVIDE NEARLY $35 MILLION IN IMPACT

Cleveland is expected to garner nearly $35 million in economic impact from new business and rescheduled events.

Greater Cleveland Sports Commission has worked diligently to keep the lines of communication open with our valued partners and events rights holders, in hopes of rescheduling 2020 postponed and cancelled events in Northeast Ohio.

With our goal of ensuring the economics associated with these events stay in Cleveland, our team works to reschedule these events and preserve their impact for our community.

The following events have been rescheduled:

- **2022 Dru Joyce Classic**
- **2022 USA Wrestling U23 & UWW Junior World Team Trials**
- **2022 Stonewall National Tournament & Summit**
- **2024 NCAA DII Swimming & Diving Championships**
- **2025 NCAA DI Men's Basketball (1st and 2nd rounds)**

In addition to rescheduling events, our team continued to pursue future opportunities with new sporting and competitive events such as:

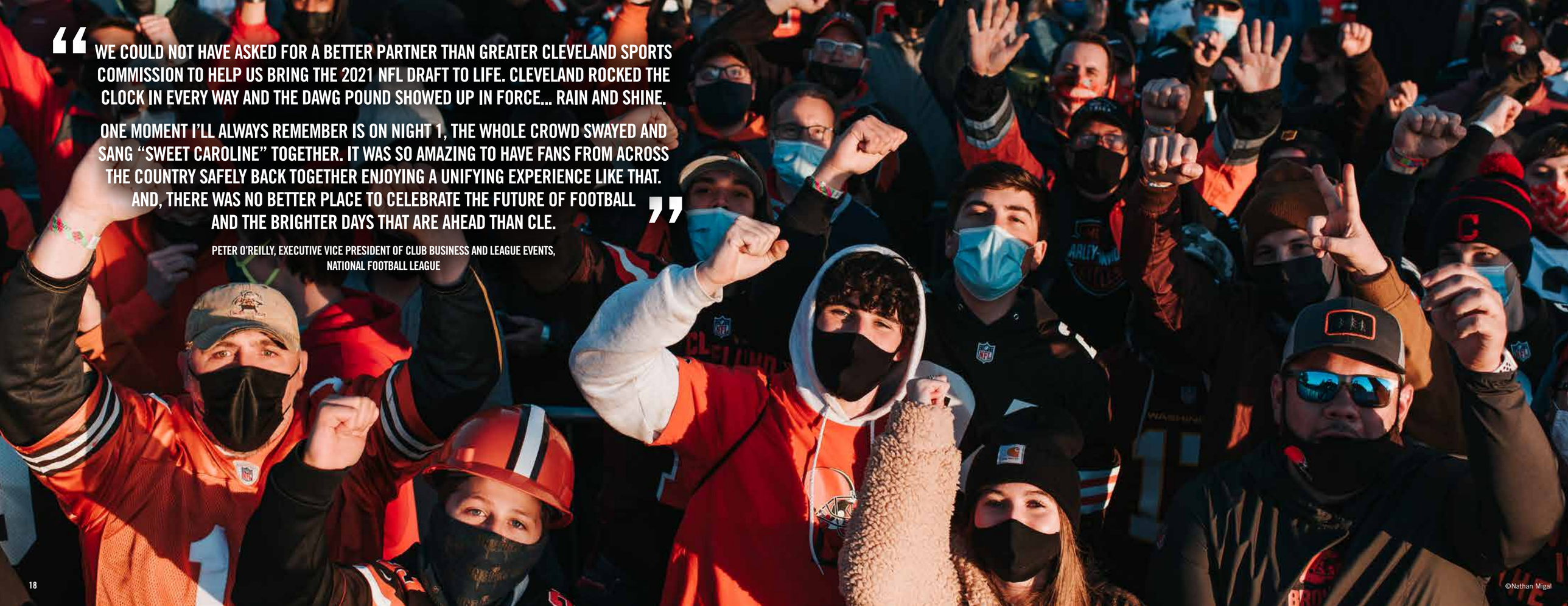
- **2022 USA Artistic Swimming U.S. Junior & Senior Championships and National Team Trials**
- **2022 USA Boxing National Qualifier**
- **2023 USA Artistic Swimming U.S. 13-15 Championship & 12U Championship Age Group NT Trials**
- **2023 Junior Volleyball Association Rock 'N Rumble (additional weekend)**
- **2024 Pan-American Masters Games**

Included in these newly awarded events, 2024 Pan-American Masters Games. (PAMG) a multisport event expected to be the largest international gathering in Northeast Ohio's history. It will bring over 7,500 athletes from more than 50 countries along with thousands of spectators to provide nearly $18 million in economic impact.

Additionally, due to the success of hosting this event in Cleveland over the past six years, Junior Volleyball Association announced it will add another Rock 'N Rumble tournament weekend in 2023, broadening its positive impact on Northeast Ohio.



©USA Boxing



“WE COULD NOT HAVE ASKED FOR A BETTER PARTNER THAN GREATER CLEVELAND SPORTS COMMISSION TO HELP US BRING THE 2021 NFL DRAFT TO LIFE. CLEVELAND ROCKED THE CLOCK IN EVERY WAY AND THE DAWG POUND SHOWED UP IN FORCE... RAIN AND SHINE.

ONE MOMENT I’LL ALWAYS REMEMBER IS ON NIGHT 1, THE WHOLE CROWD SWAYED AND SANG “SWEET CAROLINE” TOGETHER. IT WAS SO AMAZING TO HAVE FANS FROM ACROSS THE COUNTRY SAFELY BACK TOGETHER ENJOYING A UNIFYING EXPERIENCE LIKE THAT. AND, THERE WAS NO BETTER PLACE TO CELEBRATE THE FUTURE OF FOOTBALL AND THE BRIGHTER DAYS THAT ARE AHEAD THAN CLE.”

PETER O’REILLY, EXECUTIVE VICE PRESIDENT OF CLUB BUSINESS AND LEAGUE EVENTS, NATIONAL FOOTBALL LEAGUE

©Nathan Migal

5
EVENTS FEATURING VOLUNTEERS

2,449
UNIQUE VOLUNTEERS

2,872
VOLUNTEERS SHIFTS

14,080
VOLUNTEER HOURS

COMMUNITY IMPACT

VOLUNTEERS PROVIDED A WARM WELCOME IN 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.

In 2021, volunteers provided a warm welcome to guests visiting our community during the 2021 NFL Draft, along with three other major sporting events.

COMMUNITY PROGRAMS ENGAGED LOCALS THROUGH SPORT

Our Youth Education through Sports (YES) Program presented by The 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.

In 2021, 156 Northeast Ohio youth participated in our programs to experience various sports and further their health and wellness education.

The following clinics and programs were held in 2021:

- CLEVELAND POWER OF SPORT SUMMIT EXPERIENCE
- NFL DRAFT EXPERIENCE
- HIGH SCHOOL CAREER EXPLORATION PROGRAM
- US MASTERS SWIMMING LONG COURSE NATIONALS CLINIC





©James Pesarchick

CLEVELAND POWER OF SPORT SUMMIT

GREATER CLEVELAND SPORTS COMMISSION BELIEVES THAT SPORTS ARE A VEHICLE TO ENACT CHANGE AND ADVANCE IMPORTANT COMMUNITY AND SOCIAL ISSUES. OUR GOAL IS TO USE OUR HOSTED EVENTS AS A PLATFORM TO DISCUSS DIVERSITY, EQUITY AND INCLUSION (DE&I) AND TO MAXIMIZE THE EFFECT OF THESE EVENTS WITHIN OUR COMMUNITY.

Cleveland Power of Sport Summit presented by KeyBank and FirstEnergy and co-hosted by the Cleveland Browns kicked off the 2021 NFL Draft community events by celebrating themes of DE&I and demonstrating the power of sport as a catalyst of positive change.

On April 29 – May 1, 2021 local and national organizations were on-site at Progressive Field to offer attendees the opportunity to explore topics related to adaptive sports, gender equity, LGBTQIA+ athletes, mental health and racial equality.

This free, public event was intended to be used as a platform to further discuss diversity, equity and inclusion and to extend the footprint of the Draft in Northeast Ohio.

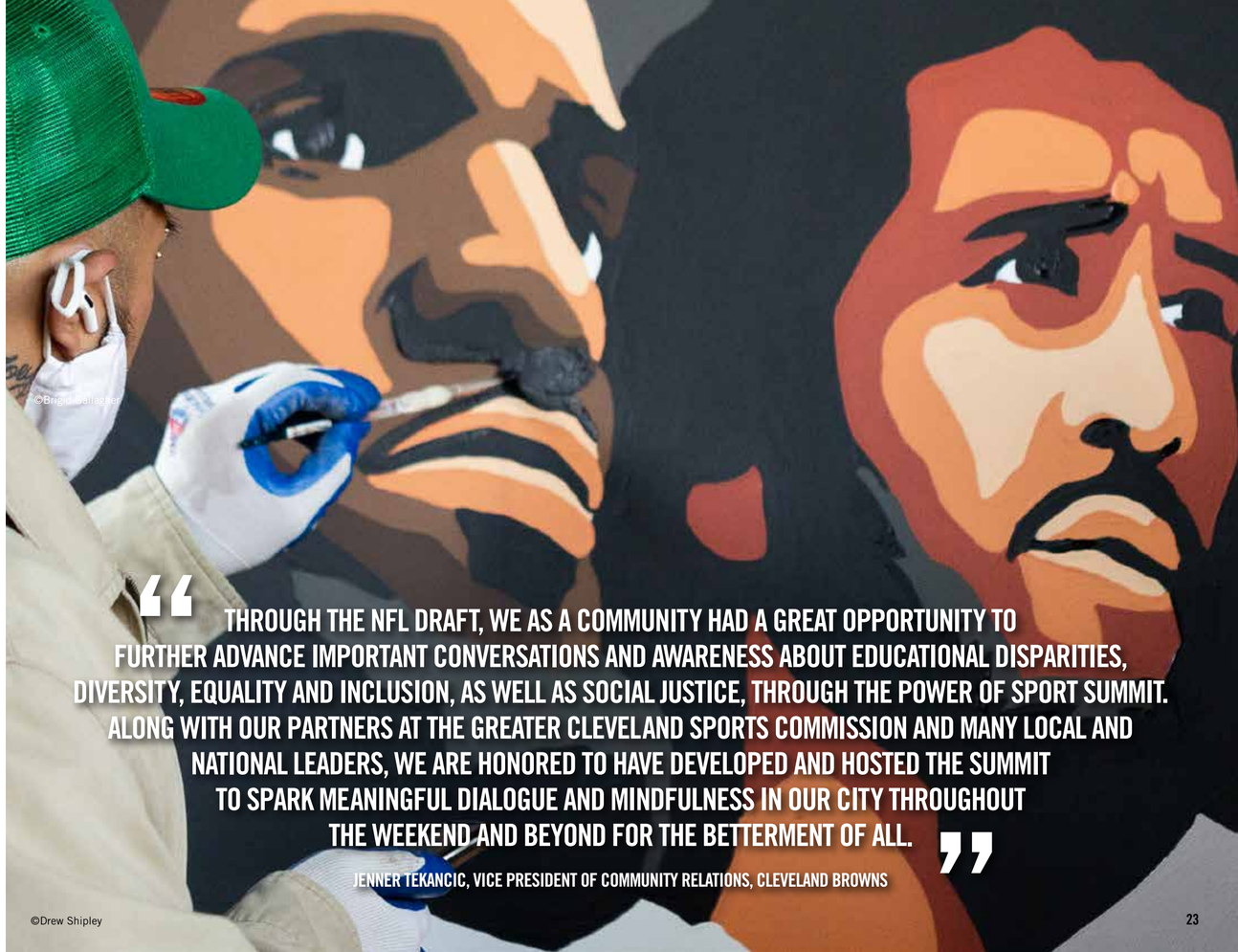
The Summit featured four learning zones:

EQUALITY LOUNGE powered by The Female Quotient and Cleveland Browns featured keynote speakers and panel discussions on topics associated with DE&I in sports as curated by The Female Quotient.

DIGITAL LEARNING LOUNGE presented by Bally Sports is a collection of short videos and virtual education pieces exploring the power of sport to create community change.

COMMUNITY CORNER activities, community engagement opportunities and educational resources were located on-site, provided by local organizations specializing in the DE&I space.

WORKSHOPS, DEMOS AND EXHIBITS presented by University Hospitals encouraged attendees to use their senses to have impactful experiences and view the world in a new way.



“THROUGH THE NFL DRAFT, WE AS A COMMUNITY HAD A GREAT OPPORTUNITY TO FURTHER ADVANCE IMPORTANT CONVERSATIONS AND AWARENESS ABOUT EDUCATIONAL DISPARITIES, DIVERSITY, EQUALITY AND INCLUSION, AS WELL AS SOCIAL JUSTICE, THROUGH THE POWER OF SPORT SUMMIT. ALONG WITH OUR PARTNERS AT THE GREATER CLEVELAND SPORTS COMMISSION AND MANY LOCAL AND NATIONAL LEADERS, WE ARE HONORED TO HAVE DEVELOPED AND HOSTED THE SUMMIT TO SPARK MEANINGFUL DIALOGUE AND MINDFULNESS IN OUR CITY THROUGHOUT THE WEEKEND AND BEYOND FOR THE BETTERMENT OF ALL.”

JENNER TEKANCIC, VICE PRESIDENT OF COMMUNITY RELATIONS, CLEVELAND BROWNS

©Drew Shipley

COMMUNITY PARTNERS

GREATER CLEVELAND SPORTS COMMISSION RELIES ON OUR VALUED PARTNERS TO ENSURE EVENT SUCCESS.

1964 Foundation
AAble Rents
Achievement Centers for Children
Adaptive Sports Ohio
Aerial Agents
America SCORES Cleveland
Ancora
Aston Carter
Bally Sports Ohio
Bandbox Ballparks
Baseball Heritage Museum
Benesch, Friedlander
Beyond the Game
Black Sports Professionals
Coplan & Aronoff LLP
Beverage Distributors
Calfee, Halter & Griswold LLP
CBIZ
CBRE, Inc.
City of Cleveland
City of Cleveland Department of Public Safety
City of Cleveland Recreation Centers
CL3 Alliance
Cleveland American Indian Movement
Cleveland Browns
Cleveland Browns Adapted Football League
Cleveland Browns Foundation
Cleveland Cavaliers
Cleveland Clinic Sports Medicine
Cleveland Guardians
Cleveland Magazine
Cleveland Metroparks
Cleveland Metropolitan School District
Cleveland State University
Cleveland State University LGBTQ+ Student Services
Cleveland VOTES
Cleveland Water
Company Car & Limousine
Community Cup Classic Foundation
Cuyahoga County
Dancing Wheels Company
Destination Cleveland
Dover Home Remodelers
Downtown Cleveland Alliance
Eaton Foundation
Enterprise Holdings Foundation
ESPN Cleveland
FirstEnergy
First National Bank
FORM
GameHER
Grant Thornton
Greater Cleveland Association of Black Journalists
Greater Cleveland Urban Film Festival
H. Jack's Plumbing & Heating Co.
Honey Hut Ice Cream
Huntington
iLTHY
JACK Entertainment
Jim Beam
KeyBank Foundation
Kohrman Jackson Krantz
Medical Mutual of Ohio
Meritech
Mid-American Conference
NFP
Northeast Ohio Regional Sewer District
Northeast Ohio Women's Sports Alliance
NPi Audio Visual Solutions
Oswald Companies
Physicians Ambulance
Positive Coaching Alliance
PS Awards
Rapid 2-Way
Rascal House
Reliable Onsite Services
Reliable Solutions Group
Repros
Ross Initiative in Sports for Equality (RISE)
The Davey Tree Expert Company
The Rock 'N Roll Hall of Fame & Museum
The Shamrock Companies
Special Olympics Ohio
The MetroHealth System
The Sherwin-Williams Company
Tito's Handmade Vodka
Union Home Mortgage
University Hospitals
University Hospitals Sports Medicine
University of Mount Union
Up and Under Rugby
WKYC
WLS Stamping Company
WTAM
YWCA Greater Cleveland
Zenworks Yoga



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2022
EVENT PREVIEW

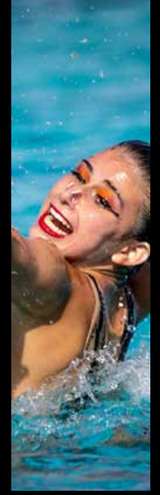
Greater Cleveland Sports Commission will host 10 major national sporting events in 2022 ranging from collegiate championships to professional competitions. These hosted events combined will generate an estimated $115,165,000 in economic impact to Northeast Ohio.



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
$100,000,000
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



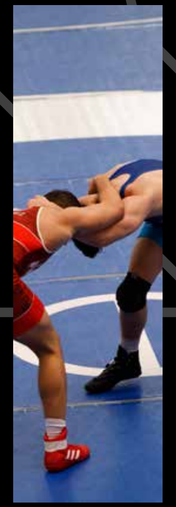
DRU JOYCE CLASSIC
HUNTINGTON CONVENTION CENTER OF CLEVELAND
APR. 22-24, 2022
$2,000,000
ESTIMATED ECONOMIC IMPACT



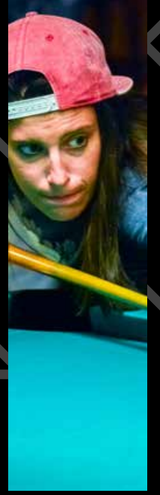
USA BOXING NATIONAL QUALIFIER
WOLSTEIN CENTER
APR. 23-30, 2022
$2,500,000
ESTIMATED ECONOMIC IMPACT



NCAA DIII MEN'S & WOMEN'S OUTDOOR TRACK & FIELD CHAMPIONSHIPS
SPIRE INSTITUTE
MAY 26-28, 2022
$2,000,000
ESTIMATED ECONOMIC IMPACT



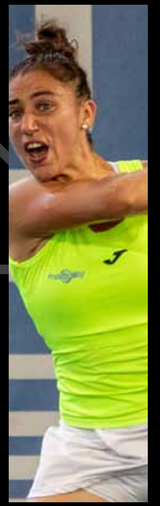
USA WRESTLING U23 AND U20 WORLD TEAM TRIALS (MEN'S)
SPIRE INSTITUTE
JUNE 3-5, 2022
$1,500,000
ESTIMATED ECONOMIC IMPACT



STONEWALL NATIONAL TOURNAMENT & SUMMIT PRESENTED BY KEYBANK
CLEVELAND
JULY 8-10, 2022
$1,040,168
ESTIMATED ECONOMIC IMPACT

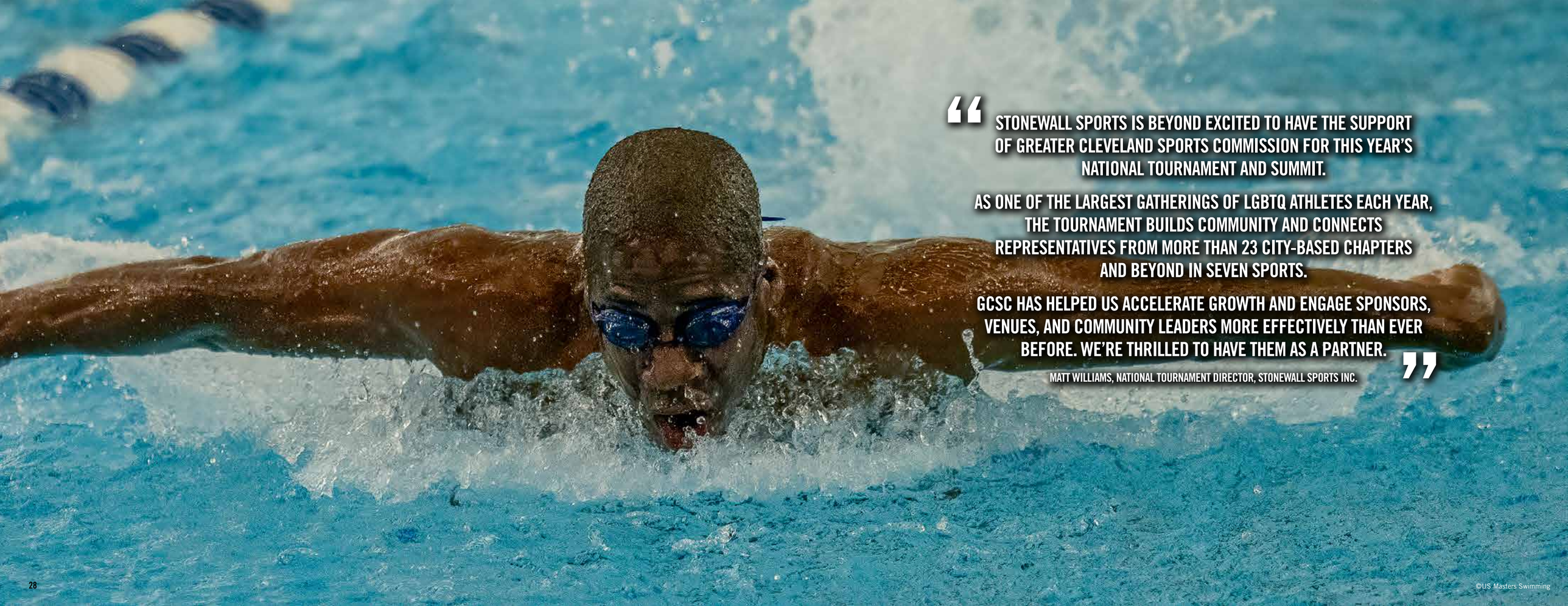


USA BEACH RUGBY
EDGEWATER PARK
JULY 16, 2022
$275,000
ESTIMATED ECONOMIC IMPACT



TENNIS IN THE LAND WTA 250
JACOBS PAVILION AT NAUTICA
AUG. 21-27, 2022
$2,100,000
ESTIMATED ECONOMIC IMPACT

10 NATIONAL SPORTING EVENTS
$115,165,000 IN ECONOMIC IMPACT



“STONEWALL SPORTS IS BEYOND EXCITED TO HAVE THE SUPPORT OF GREATER CLEVELAND SPORTS COMMISSION FOR THIS YEAR’S NATIONAL TOURNAMENT AND SUMMIT.

AS ONE OF THE LARGEST GATHERINGS OF LGBTQ ATHLETES EACH YEAR, THE TOURNAMENT BUILDS COMMUNITY AND CONNECTS REPRESENTATIVES FROM MORE THAN 23 CITY-BASED CHAPTERS AND BEYOND IN SEVEN SPORTS.

GCSC HAS HELPED US ACCELERATE GROWTH AND ENGAGE SPONSORS, VENUES, AND COMMUNITY LEADERS MORE EFFECTIVELY THAN EVER BEFORE. WE’RE THRILLED TO HAVE THEM AS A PARTNER.”

MATT WILLIAMS, NATIONAL TOURNAMENT DIRECTOR, STONEWALL SPORTS INC.

©US Masters Swimming


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CLEVELAND
SPORTS
COMMISSION
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