



www.MktoSports.com

Mankato



The Sports Commission

MISSION STATEMENT

Our mission is to drive the visitor economy in Greater Mankato by providing leadership, guidance and expertise that enables the attraction, support and/or administration of high quality sporting and competitive events to the area.

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The Sports Commission

\$10 BILLION

The amount Lisa Delpy Neirotti, associate professor of sports management at George Washington University estimates that families spend on sports travel annually. And continues to rise.

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The Sports Commission

34.9 MILLION

The number of people that traveled with an overnight stay to participate in or watch an amateur sports event according to a 2014 study by Sports Marketing Suveys USA

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The Sports Commission

53 MILLION

Number of traveling athletes who participate in Youth Sports Events. Nearly 60% of parents return to the city for a vacation and 74% recommend the location to others.

- University of Florida Infographic

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The Commission

Meet our Sports Commissioners



The Mankato Sports Commission is made up of 18 community leaders from various sporting groups including:



CHRIS Willaert
Sports Commission Director
Phone: 507.385.6663



DAVID Wittenberg
Sports Commission Chair, Wealth Management Advisor for Stifel, Nicolaus & Company



BRETT Skilbred
Sports Commission Vice-Chair, Vice President of Jordan Sands, LLC



KEVIN Buisman
Director of Athletics at Minnesota State



RYAN Kragh
Assistant Athletic Director of Bethany Lutheran College



CHAD Surprenant
President of I+S Group - MAYBA member

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The Commission

COMPOSITION

- Visitor Engagement/Media – 3 minimum
 - (restaurants, hotels, newspaper, radio, tv, etc.)
- Business/Industry – 4 minimum
 - (Small, large, local, chain, etc.)
- Sports Representation – 4 minimum
 - (Local organizations of all age groups)
- Ex-Officio - 6
 - (municipalities, school districts, colleges, etc)

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Who do you really need?

People who are passionate about the community and sports or competition and willing to help.

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Committees

- Marketing/Communications/PR
- Event Selection & Support
- Facilities Development
- Nominating

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Marketing/Communications/Public Relations

Purpose

To promote the Sports Commission and its work to ensure it is seen as a leader in the development of the sporting economy. In addition, determine and monitor the most effective sales and marketing strategies in order to attract the events that will further the mission of the Sports Commission.


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What is iPLAY?

- To bring together representatives of local sports groups for open discussion, sharing of best practices and the presentation of opportunities that could benefit local sporting organizations.
- iPLAY Mankato sessions will be held on a quarterly basis.



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iPLAY

Future iPLAY events

- April 10
- July 24
- September or October

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Website

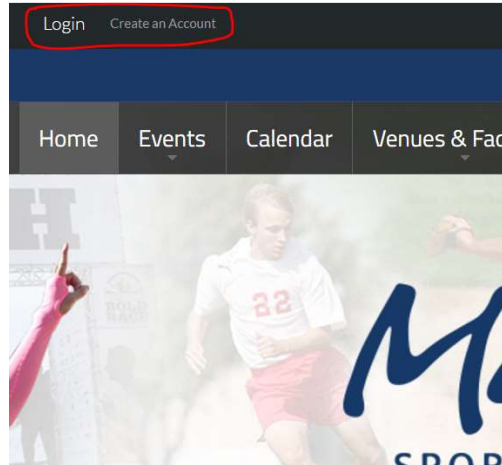
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Website

Become a member!



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Website

Communication tools





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Help recruit volunteers!

 Dibs Item created successfully

Dibs > iPLAY example > iPLAY January 9


⚙️

iPLAY JANUARY 9
01/09/2017, 5:00pm CST - 7:00pm 

Example
Location: Country Inn & Suites
Dib Session(s): iPLAY example

Cancellation Prohibited: 2 days before event.

After claiming this item, responsibility can be canceled until Sat Jan 7th 2017, 5:00pm CST

Admin Actions:





Local group pages


[Home](#) [Events](#) [Calendar](#) [Venues & Facilities](#) [Local Sports](#) [Hospitality](#) [About Us](#) [Admin](#) [More +](#)


[YOUTH SPORTS](#) > [MAYBA/Royals](#) [Peppers Softball](#) [Mankato Hockey](#) [Mankato United Soccer](#) [Mankato Area Lacrosse](#) [More +](#)


MAYBA/Royals Baseball

MAYBA is responsible for the organization and implementation of the summer youth baseball programs in the Mankato & North Mankato area. Programs are offered for all youth ages 6 to 18 who want to play baseball, regardless of ability. MAYBA is expecting 1,200+ participants and 100+ teams for the coming summer. MAYBA is governed by a 16 member Board of Directors responsible for the rules, regulations, and direction of the programs. These programs are administered by a General Manager, Registration Manager, Communications Manager, Umpire Manager, Fields Manager, Warehouse Manager, Equipment Manager, Clinics Manager, 2 Travel Team Directors, and a Concessions Manager.

MANKATO AREA YOUTH BASEBALL ASSOCIATION WEBSITE 



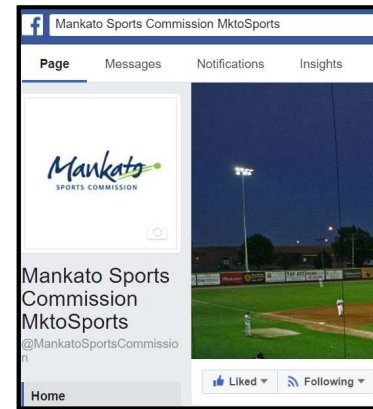
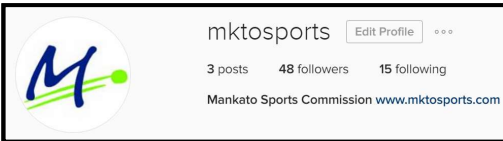






Social Media

Like/Follow us!



facebook

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Resources

We can assist in spreading the word and marketing your events! Complete our online press release questionnaire and let us help get your event in front of local media as well as out to our organizations thousands of social media followers!



Press release

Contact Information

Organization Name

Event Name

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Event Selection & Support

Purpose

To provide strategic direction for the Sports Commission regarding the events that should be sought out, maintained, grown and supported.

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Events



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PRIORITIES

- Filling Need Dates in the Year
- Finances/Potential ROI
- Economic Impact
- Event Attendees
- Room Nights
- Prestige of the Event
- Staff Resources
- Sponsorship
- Community Support



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ECONOMIC IMPACT



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ECONOMIC IMPACT

Example of Hotel and Economic Impact of a tournament based on DMAI calculations

- 8 team YOUTH tournament with team roster size of 12
- 7 of 8 teams staying in a hotel
- Tournament starts Friday, ends Sunday (or at least requires teams to arrive in town on Friday)
- Estimated Hotel Room Nights: 181

Estimated Economic Impact: \$88,000

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ECONOMIC IMPACT

Does a 1-day tournament have impact?

- 8 team YOUTH tournament with team roster size of 12
- 7 of 8 teams from out of town
- Estimated number of families coming to town: 84
- Estimated number of people coming to town: 277 (2.3 people coming with each athlete)
- Gas stations, convenience/grocery stores, sporting goods stores, restaurants, etc.

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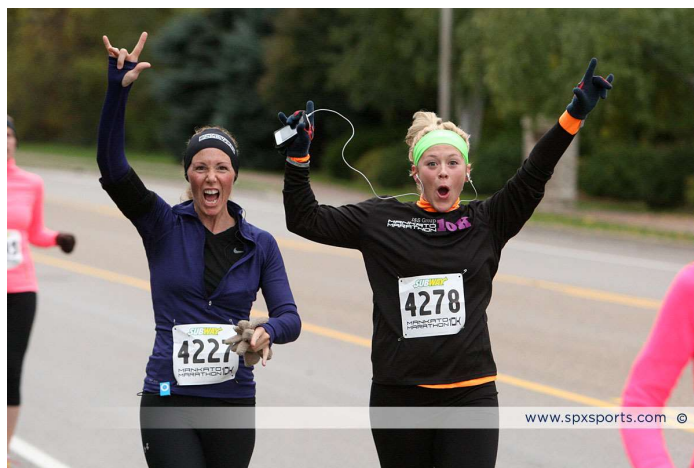
Our Role

- **Produce**
- **Partner**
- **Consult**
- **Assist**
- **Own**

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PRODUCTION



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PARTNER



Senior Games &
Mankato Marathon

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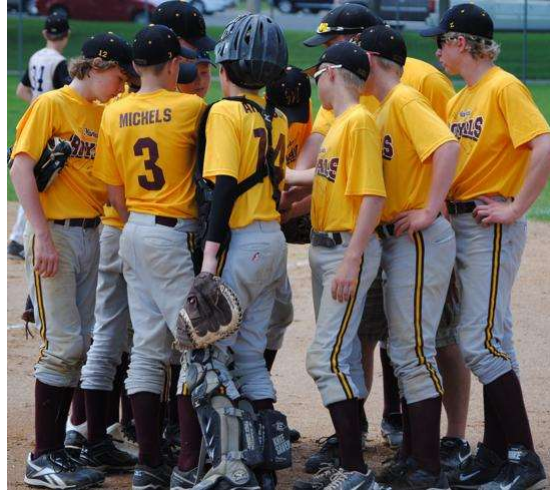
CONSULT



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ASSIST



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OWN



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Resources



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Resources

Your events attendees can
charge their cell phone,
take selfies or find a
restaurant to eat at!



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Grant dollars are available to help jumpstart new events or help existing events get to that “next level”

Resources



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Facilities Development

Purpose

The development of regional recreation facilities is an avenue for the continued growth of the sporting economy. As such, the Sports Commission is naturally inclined to provide a supporting role in facilities development as a resource, consultant, connector/facilitator and content expert relying on its expertise in the development of the sporting economy in Greater Mankato.

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Facilities

- Baseball/softball fields
- Soccer/Lacrosse/Football fields
- Indoor/outdoor hockey or broomball rinks
- Tennis/pickleball courts
- Gyms
- Bowling alleys
- Golf courses
- Pools
- Tracks
- Disc Golf
- Bike/hike Trails
- Any wide open green space

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Start somewhere

People who are passionate about the community and sports or competition and willing to help.

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Q & A

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