



# Sports Commission Update

Joey Jewell, executive director, Corpus Christi sports commission

# Department Structure & Purpose

Subset of Visit Corpus Christi

To develop and promote Corpus Christi as the premier gulf sports destination to the world

5 Core pillars



# Notable Accomplishments

## Destination Analysis

- SWOT analysis
- sports facility analysis

Creation of sales and services processes

Built media asset library to promote the destination

Creation of a Sports Council

## American Cornhole League National

- 2 30-second commercials on ESPN2
- 1,320 hotel room nights
- Direct Spend EEI \$639,950.00

## Trevi's homecoming

- 1,850 hotel room nights projected
- Projected Direct Spend EEI \$856,647.00



# Sports Commission Sales Metrics FY23

SECURE GROUP BUSINESS THROUGH PROSPECTING EFFORTS.

Leads Evaluated - 125  
Goal - 50

Leads Booked - 36  
Goal - 30

New Room Nights - 11,638  
Goal - 5,000

Rebooked Room Nights - 18,950  
Goal - 2,700

New Offseason Events - 20

Direct Spend Estimated Economic Impact - \$12,446,671



# Prospective Business

Number of events – 10

Total Room Nights – 23,803

Offseason Events - 9

Direct Spend Estimated Economic Impact - \$12,696,852



# Sports Facility Projects

Advocate for future sports venues and infrastructural improvements key to hosting large sports events and providing access to local recreational participation.

BMX Track

Kiteboarding Launch

McGee Beach

Corpus Christi Sports Complex

