



## **ALBANY COUNTY SPORTS COMMISSION**

### MISSION

TO FOSTER A POSITIVE SOCIO-ECONOMIC IMPACT ON, AND A HEIGHTENED AWARENESS AND IMAGE OF, ALBANY COUNTY BY ATTRACTING, HOSTING, AND SUPPORTING A WIDE VARIETY OF SPORTING EVENTS.

### ABOUT

The Albany County Sports Commission is a Division of Discover Albany, the Albany County Convention & Visitors Bureau. The Commission is a collaboration of leaders from key public, private and collegiate sports facilities throughout Albany County working to ensure that building use is maximized, driving business to hotels, restaurants, attractions and more. While Discover Albany has been functioning as the de facto Sports Commission and collaborates on key events with the Sports Foundation of the Capital Region, efforts to formalize this division are of great value. Formalizing ensures that the voices of all related entities are heard under one collaborative umbrella. It gives one point of contact for new business outreach, ensuring no piece of business slips under the radar. Formalizing also allows the organization to collectively leverage resources that may become available to benefit the community.

The Sports Commission model has proven to be effective internally for sports, as well as with our Film Commission. Having one official point for the county not only makes it easier for planners to get what they need; it allows the Destination Management & Marketing Association (Discover Albany) to maximize the County's resources to ensure the greatest economic impact of events being held in the county. Hotels can be better utilized for their space, location, and services rather than having a piece-meal approach which can lead to a poor allocation of resources and lost business.

Externally, Sports Commissions exist across the nation, including in many of our competitor markets such as Buffalo, Rochester, Syracuse, and Long Island. Through formalization, Commissions are not only better equipped to fill their existing inventory, but also evaluate and drive development of expanded current assets or additional facilities based on knowledge and evaluation of needs and opportunities.

Ultimately, The Albany County Sports Commission's goals include:

- organizing the area sports scene and bringing area, regional, and national sporting events to the Area.
- showcasing our community by making Albany County a hub for sporting events and activities.
- build a reputation for being a world-class sports destination that will elevate Albany and improve the quality of life for its citizens.