



Knock Their Socks Off Sports – Saturday, August 4

- Sports are a natural partner for cities
- Sports tourism in your community
 - Making jobs
 - Short-term economic growth
 - Raises city in social
 - Increases volunteerism, community togetherness
- How to make it local
 - Starting with athletes
 - Light the fire within
- Example: Tricolore games in Italy
 - “The games of the 3 colors”
 - Fort Worth Sister City, only American city to participate
 - Sent high school students (13-17)
 - 3,000 students
 - 1,000 foreign athletes
- Exosport
 - City funded themselves
 - Students prep for a year, students say they had a “humbling experience”
- Reporters Academy
 - Youth producing videos for sport
 - Hosting younger countries at a different age level
- How to fund travel? Use technology
- Needing infrastructure
 - Both building and people resource
- Hosting benefits
 - Showcasing city
 - Involving local teams
 - Planting seeds for more events
- Don’t exclude older age group
- Adopt already made events