

# The Impact of Sports on the Local Business Community

-Spencer Milne, Assistant Athletics Director for Marketing & Ticket Sales

# SPORTS



# How BIG is the Industry?

- ▶ Globally - \$1.5 Trillion
- ▶ Nationally - \$498 Billion
- ▶ Virginia - \$1 Billion

# Williamsburg Sports Industry

- ▶ Youth Sports Leagues
- ▶ Golf, Tennis, & Recreation
- ▶ Sports Williamsburg
- ▶ W&M Athletics







- ▶ Budget - \$10 Million
  - ▶ Scholarships & Student Support
    - ▶ 100 student-athletes
  - ▶ Facilities
    - ▶ Zable Stadium
    - ▶ Jimmye Laycock Football Center
  - ▶ Staff & Admin Support
    - ▶ 10 Coaches
    - ▶ 50 Administrators & Support Staff







## ▶ GAME DAY

- ▶ 80 Part Time Staff
- ▶ 10,000 Fans
  - ▶ 2,000 Students
  - ▶ 3,000 Season Ticket Holders
  - ▶ 2,000 Alumni
  - ▶ 2,000 Locals
  - ▶ 1,000 Visiting Team Fans



# Business & Community Relationships

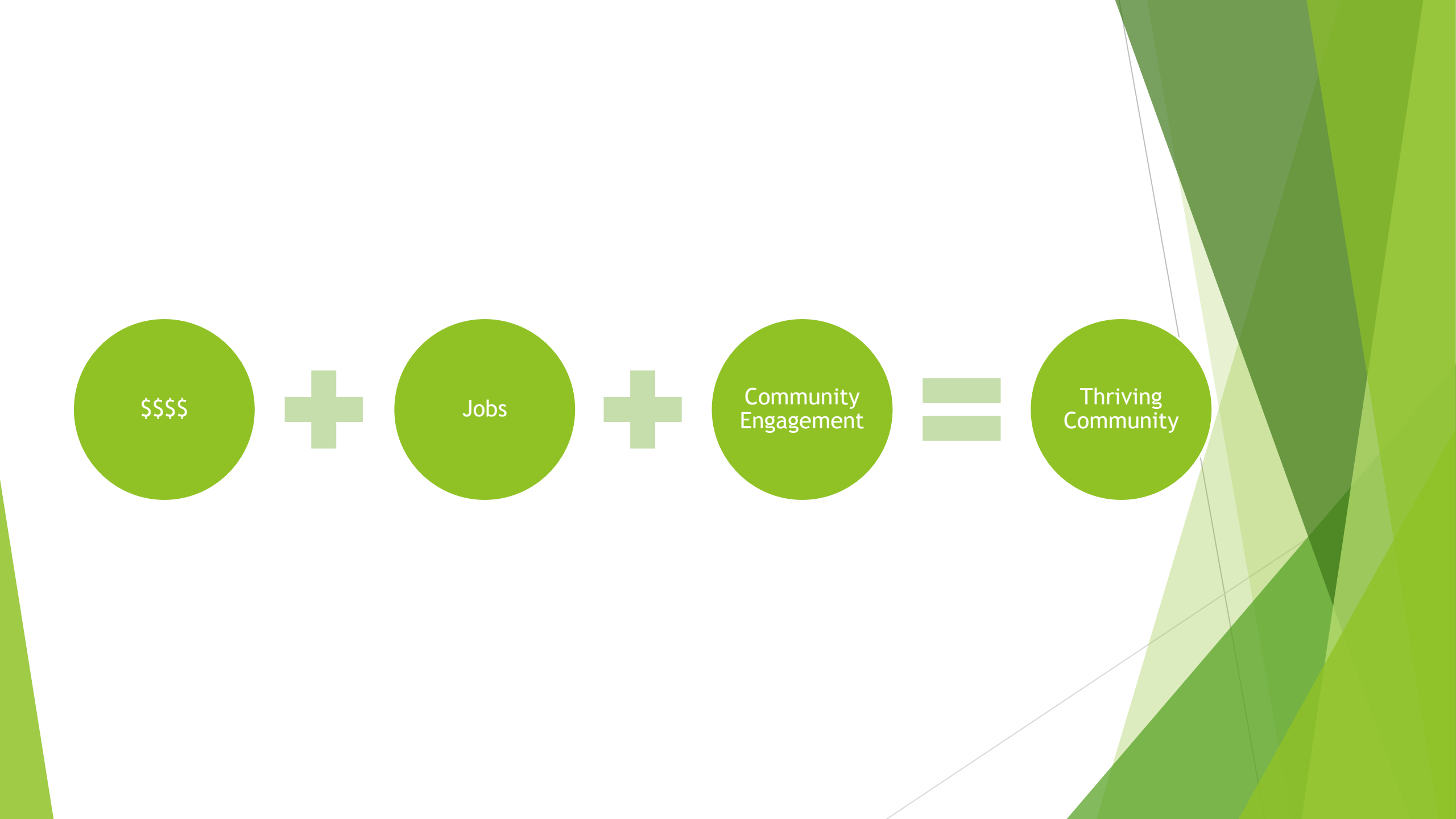
- ▶ Advertising Opportunities
- ▶ Local Spending
  - ▶ Hotels
  - ▶ Meals
  - ▶ Banking
  - ▶ Equipment
  - ▶ Healthcare
- ▶ Community Fundraisers & Volunteerism





# IMPACT







Questions?