The Los Angeles Sports Council is a private, nonprofit organization which encourages economic and community development through the promotion of spectator sports programs in the Los Angeles and Orange County area, including support of our local teams and the attraction of events to the area. On behalf of the community, the Sports Council bids against other cities for the right to host major sporting events, often staging or helping to stage events after successful bids. The Sports Council’s efforts represent more than $1 billion in overall economic impact for the region and range from NCAA Championships to the Super Bowl and from U.S. Olympic Trials to the World Cup.
Dear Friends:

The Los Angeles Sports Council is one of the most successful organizations of its kind in the United States. Thanks to our partnership with the Southern California sports and business communities, we have been able to realize the goal of creating economic impact through sports by utilizing private resources for the benefit of the community at large. Those achievements are highlighted in this report.

Beyond the tremendous economic impact of major sporting events, an even more important benefit of sports is the sense of community it provides. In Southern California, a sense of community can be hard to come by. Los Angeles area residents don’t share a common urban environment. Some of us live near the beach, some in the mountains and some in the desert. Los Angeles County alone contains 88 incorporated cities – in addition to Los Angeles itself.

Sports cuts through this geographic clutter and provides a regional sense of connection. When we host a major event or when one of our teams is competing for a championship, we feel a sense of pride, participation and shared experience with our neighbors that otherwise rarely occurs in Southern California. In a significant way, such events help us become a closer and a better community.

Perhaps this is why no community in the world can match the Greater Los Angeles area for the breadth and depth of its rich sports heritage, one that includes two Olympic Games, both the men’s and women’s FIFA World Cups, seven Super Bowls and countless other championship caliber events in virtually every sport.

The Sports Council is proud to have played a part in most of the major special events of the past 25 years, a tradition that we intend to continue for many more

Sincerely yours,

Karen Brodkin
Chairman

The Super Bowl, Olympic Trials, two FIFA World Cups, These are just some of the elite events attracted by the L.A. Sports Council to the Los Angeles area during the past 25 years. A combination of partnerships and outright bids orchestrated by the Sports Council has brought to the region major events whose economic impact is in excess of a staggering $1 billion. This total is based on an analysis of revenues generated by each event, including hotel room-nights, corporate sponsorships and visitor expenditures. A not-for-profit corporation, the Sports Council is financed entirely by the private sector, primarily through corporate memberships and revenue from events.

1992 NCAA Women’s Final Four
1999 NCAA Ice Hockey Championship
2004 U.S. Olympic Trials - Gymnastics
2009 ISU World Figure Skating Championships
1994 FIFA World Cup Finals
2005 World Badminton Championships
1993 Breeders’ Cup
2002 U.S. Figure Skating Championships
1998 MLS Cup
2015 Special Olympics World Games
1993 Super Bowl
2012 IOC World Conference on Women and Sport
1991 U.S. Olympic Festival
2003 World Gymnastics Championships
1991 IBA World All Star Baseball Game
2004 U.S. Olympic Trials - Swimming
2000-2014 City of Los Angeles Triathlon
1999 FIFA Women’s World Cup
2009 World Baseball Classic
THE LA SPORTS AWARDS

The LA Sports Awards have become a fixture on the Southern California sports calendar. Created by the Sports Council in 2005, the event brings our community together each year to honor the most outstanding sports achievements by the professional teams, universities and individual athletes in the Los Angeles/Orange County area.

The greatest moments of the year are ranked through on-line fan balloting on the Sports Council’s website and then are revealed during a star-studded awards gala televised by FOX Sports West.

In addition, the Sportsman, Sportswoman, Sports Executive, and Coach of the Year also are presented. Recent honorees include Kobe Bryant, David Beckham, Lisa Leslie, Mike Scioscia, Clayton Kershaw, Phil Jackson, Kenji Walsh Jennings, Pau Gasol, Landon Donovan and Allyson Felix.

The LA Sports Awards were inspired by a 1995 Sports Council event celebrating the 100 Greatest Moments in Los Angeles Sports History. To view the year-by-year list of past nominees and winners, visit www.lasports.org and click on Greatest Moments.

GREATEST MOMENT OF THE YEAR

2012  Kings win the Stanley Cup
2011  Galaxy wins Major League Soccer championship
2010  Lakers beat Boston to win back-to-back NBA titles
2009  Lakers defeat Orlando to win NBA championship
2008  Manny Ramirez “Mannywood” phenomenon
2007  Ducks win the Stanley Cup
2006  Kobe Bryant scores 81 points in a game
2005  USC wins second consecutive national championship

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We all know that sports in Southern California is big business, but did you know that sports is the engine for approximately $4 billion in annual economic impact? Or that at least 18 million tickets are sold to area sporting events each year? Or that the sports industry is responsible for nearly 9,000 full- and part-time jobs for Los Angeles-area residents?

These key findings are the result of the most recent Economic Impact Study of the local sports industry, conducted by the UCLA Anderson School of Management and released by the Sports Council and the Los Angeles Area Chamber of Commerce.

Using data obtained confidentially from 50 local sports organizations, the study examined annual revenue, employment, and attendance figures from the region’s professional franchises, recurring annual events, sports venues, and major colleges and universities.

The Sports Council and its partners have commissioned comparable studies eight times since 1993. The next study will be completed in 2015. The results are used regularly as a source of information by media, researchers and industry stakeholders.

As part of its commitment to the Los Angeles area, the Sports Council and USC team up to conduct “Touchdown For Youth,” a charitable program that sends thousands of economically disadvantaged kids to a Trojans home football game each year at the historic Los Angeles Memorial Coliseum.

The program is funded through tax-deductible contributions from individuals and corporations. USC distributes the tickets to youth groups affiliated with the university’s athletic department.

Sports Council board member Shell Ausman is the founder of Touchdown For Youth, which was created and first staged in conjunction with the 1993 Super Bowl, played at the Rose Bowl.

Thanks to the strong support of the local business community and USC fans, over the life of the program more than 48,000 young people have attended games and enjoyed a glimpse of what sports and university life can offer.
SCCOG, which is closely aligned and shares offices with the L.A. Sports Council, bids for the Olympic Games on behalf of and in conjunction with the City of Los Angeles.

While it is widely known that Los Angeles is one of only four cities to have hosted the Olympic Games twice, it is less well-known that Los Angeles, in partnership with SCCOG, has submitted more bids for the Games (twelve: 1948-1984, 2012 and 2016) than any city in the world.

In 1978, under the leadership of SCCOG Chairman John C. Argue, Los Angeles was awarded the Games of the XXIII Olympiad. The 1984 Olympic Games represented the culmination of decades of effort on the part of SCCOG. Led by Local Organizing Committee President Peter Ueberroth, the 1984 Olympic Games were hailed worldwide for their near-flawless organization. With private financing and the use of more than 33,000 volunteers, the Games generated a surplus of $235 million (in 1984 dollars). That surplus was used to endow the LA84 Foundation - a non-profit organization that continues to spend millions of dollars annually on youth sports programs in Southern California - and the U.S. Olympic Foundation, which benefits Olympic sports in the United States. The Los Angeles Olympics were widely acclaimed as the most successful ever held up to that time.

In 2002, after the death of Argue, Barry Sanders became Chairman of SCCOG. The leadership has reorganized, bringing in a new and diverse group of Southern California civic and sports leaders to supplement those who have been involved for many years. SCCOG has renewed its efforts to bring sports championships of all kinds to Southern California, to support the Olympic Movement in all ways, and to stand ready to bid again for the privilege of hosting the Olympic Games.

In addition to its other activities, SCCOG represents Los Angeles in the World Union of Olympic Cities, an association for cities that have hosted the Olympic Games or aspire to do so in the future. Also known by its French acronym UMVO, the World Union was founded in 2008 by the city of Lausanne (the Olympic Capital), the city of Athens (host city of the first modern Olympic Games in 1896), and the International Olympic Committee. The organization meets three times every two years and hosts a reception at the Olympic Games. A SCCOG representative was elected to the organization’s executive committee in 2010.

The 5th IOC World Conference on Women and Sport, hosted by Los Angeles in February 2012 and organized by SCCOG in partnership with the Southern California Committee for the Olympic Games, the U.S. Olympic Committee, and the World Union of Olympic Cities, was the first IOC event held in Los Angeles since the 1984 Olympic Games.

The 5th IOC World Conference on Women and Sport was the central topic at the 5th IOC World Conference on Women and Sport, hosted by Los Angeles in February 2012 and organized by the Southern California Committee for the Olympic Games, in partnership with the Sports Council and the U.S. Olympic Committee.

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5TH IOC WORLD CONFERENCE ON WOMEN AND SPORT

The role of women in sports, on and off the field of play, was the central topic at the 5th IOC World Conference on Women and Sport, hosted by Los Angeles in February 2012 and organized by the Southern California Committee for the Olympic Games, in partnership with the Sports Council and the U.S. Olympic Committee.

The International Olympic Committee organizes a World Conference on Women and Sport every four years with the objective of analyzing the progress made within the Olympic Movement and identifying ways to improve and increase participation of women in the world of sport.

The extensive three-day conference, whose theme was “Together Stronger: The Future of Sport,” attracted more than 750 delegates from 130 countries. The conference had never before been held in the United States and was the first IOC event held in Los Angeles since the 1984 Olympic Games. The local organizing committee was chaired by figure skating champion Michelle Kwan and motion picture producer Frank Marshall.
“One of the best things about the L.A. Sports Council is that it benefits the community without costing the taxpayers a penny.”

Anita DeFrantz
President, LA84 Foundation

“If not for the tireless efforts of David Simon and the board, the City of Los Angeles Triathlon would never have happened.”

Jack Caress
Chairman, City of Los Angeles Triathlon

READY, SET, GOLD! - OLYMPIC HEALTH, OLYMPIC VALUES

The Ready, Set, Gold! program tackles the epidemic problems of childhood obesity and chronic diseases by pairing Olympians and Paralympians with Los Angeles area public schools to help promote student fitness, nutrition and healthy living habits.

Ready, Set, Gold! was created in 2006 by the Southern California Committee for the Olympic Games to provide a lasting program for the community and to inspire a whole new generation of Olympic athletes.

Each Olympian meets with the PE classes at their “adopted” school five times at intervals throughout the school year to inspire, educate and motivate the students toward a long and healthy drug-free life through fun physical activity and good nutrition.

The athletes exercise with the students and share their stories of how they became Olympians and the importance good fitness and nutrition played in their success.

By giving students direct interaction with Olympians, the program provides students with real life examples of how setting goals helped the Olympians to be successful and healthy in sport and in life.

At the end of the year, the students are given the State of California-mandated Fitnessgram test, which measures students’ physical fitness. Results show that students participating in Ready, Set, Gold! perform at a higher level on their fitness test than students from schools without an RSG! program.

Ready, Set, Gold! is funded by worldwide Olympic sponsor Samsung and currently operates in 50 elementary, middle and high schools throughout the L.A. Unified School District, positively affecting approximately 15,000 students each year. RSG! is the only program of its kind in the country.

There are upwards of 45 Olympians who participate in the program annually. Ready, Set, Gold! is chaired by U.S. Olympic gold medalist Peter Vidmar (1984, gymnastics).
Special Olympics World Games Los Angeles 2015

In the summer of 2015, over a 9-day period Los Angeles will open its arms to more than 7,000 Special Olympics athletes from 170 nations to compete in 24 Olympic-type sports and events.

Eunice Kennedy Shriver, founder of Special Olympics in the late 1960s, believed that through the power of sport, Special Olympics could transform the lives of the athletes and the world, one community at a time, through the acceptance and inclusion of people with intellectual disabilities... and ultimately, all people with differences.

Today, nearly 4 million athletes worldwide compete in Special Olympics. The 2015 World Games, to be held July 25 - August 2, will spread across greater Los Angeles, with competitions planned at 27 sports venues and an Opening Ceremony staged at the Los Angeles Memorial Coliseum.

USC and UCLA will house the two Olympic Villages, together welcoming thousands of athletes and coaches in what is being called the largest sports and humanitarian event on the planet in 2015.

LA 2015 will mark the first World Summer Games held in the U.S. in 16 years. The Sports Council played an integral role in the successful bid to bring this monumental event to our community. Patrick McClenahan, a Sports Council board member, served as Chair of the LA 2015 Bid Committee and is President and CEO of the 2015 World Games. Sports Council President David Simon and board members Anita DeFrantz, Rafer Johnson, Andy Knox, Bill O’Brien and Barry Sanders serve on the LA 2015 board of directors.

Southern California Fan Code of Conduct

In an effort to create a more secure and enjoyable game-day experience for fans at local sporting events, the L.A. Sports Council, working in cooperation with local venues, teams, civic leaders, and law enforcement agencies, helped develop the Southern California Fan Code of Conduct, which is now in effect at major arenas and stadiums across the region.

The Code, created in 2012, lists guidelines intended to foster a safe and comfortable atmosphere for all spectators attending events at participating L.A. area sports venues.

Although most teams and venues already have their own codes of conduct, this is the first time that a common code, which can subject violators to ejection or arrest, has been applied across the board at multiple sports facilities.

PARDICIPATING VENUES

Angel Stadium  Pasadena Pavilion
Auto Club Speedway  Rose Bowl
Dodger Stadium  Santa Anita Park
Galen Center  Staples Center
Honda Center  StubHub Center
Los Angeles  Memorial Coliseum

For more information: www.losangeles2015.org

Olympic legend Rafer Johnson, who founded Special Olympics in California, alongside Special Olympics athletes celebrating the announcement that Los Angeles will host the 2015 World Summer Games.

For more information: www.losangeles2015.org
BOARD OF DIRECTORS 2014-2015

The Sports Council’s 89-member board of directors is a cross-section of the leadership of Southern California’s sports and business communities, ranging from senior executives of Fortune 500 companies to top-tier management of local sports franchises. The area’s professional teams, sports facilities, and major universities all are represented on the board.
In 1984, Los Angeles staged the most successful Olympics in history. That success, it was assumed, would certainly place Southern California among the most desirable destinations for staging elite sporting events in the future. Yet in the months following the Games, the Southland was consistently overlooked as a potential site for hosting world-class events.

The primary reason was that no single entity existed to bid for events on behalf of the community. Often, various area facilities would find themselves bidding against each other, making it difficult for the region to present a sense of unity.

In 1986, David Simon, then senior vice president of the Los Angeles Area Chamber of Commerce and a former L.A. Olympic Organizing Committee official, developed the concept of a volunteer sports and business committee for the purpose of bringing special events to the area. Prominent L.A. attorney John C. Argue, who had previously led the city’s Olympic bid, chaired the group.

Soon thereafter, the committee – in conjunction with the City of Los Angeles – bid successfully for the 1993 Super Bowl. That bid offered the NFL its choice of the three area venues. Although the Rose Bowl was selected, the bid still received the support of both the L.A. Coliseum and Anaheim Stadium. The local show of unity impressed the NFL.

Since then, the Sports Council, while remaining privately funded, has brought a long list of world-class sporting events to the region, as documented throughout this report. Its continuous efforts have helped keep Southern California a world sports capital and the Los Angeles Sports Council one of the nation’s most successful organizations of its kind.
SPECIAL THANKS TO OUR GOLD MEMBER COMPANIES FOR THEIR OUTSTANDING SUPPORT OF THE SPORTS COUNCIL.