

**CONCURRENT RESOLUTION SUPPORTING THE SPORTS
COMMISSION**

2020 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: J. Stuart Adams

House Sponsor: Brad R. Wilson

LONG TITLE

General Description:

This bill recognizes the critical leadership role that the Utah Sports Commission has played over the past two decades in fostering, attracting, and hosting world-class sporting events throughout the state.

Highlighted Provisions:

This resolution:

- ▶ expresses appreciation and ongoing support for the Utah Sports Commission; and
- ▶ recognizes the vital role the Utah Sports Commission plays in making Utah the

"State of Sport."

Special Clauses:

None

Be it resolved by the Legislature of the state of Utah, the Governor concurring therein:

WHEREAS, the Utah Sports Commission was created nearly 20 years ago to create and execute a statewide strategy to lead Utah's efforts in promoting sports;

WHEREAS, for nearly 20 years the Utah Sports Commission has significantly benefitted Utah's citizens, image, and economy;

WHEREAS, the Utah Sports Commission has spent nearly two decades investing significant time, effort, and resources to host world-class sporting events throughout the state;



WHEREAS, the Utah Sports Commission has leveraged Utah's tremendous investment in sports to grow Utah's sports brand and position in the national and international sports communities;

WHEREAS, the Utah Sports Commission created Utah's sports brand, "Utah: The State of Sport," to drive national and international branding to Utah's sports industry;

WHEREAS, since its inception, the Utah Sports Commission has worked with its Team Utah partners to foster, attract, and host over 850 events throughout Utah, including almost 250 Olympic-related events;

WHEREAS, these events have generated ~~Ŝ→ [over \$2 billion in]~~ significant ~~←Ŝ~~ economic impact and have

~~Ŝ→ [resulted in close to \$500 million in]~~ garnered tremendous ~~←Ŝ~~ media value and ~~Ŝ→~~ global ~~←Ŝ~~ exposure to Utah;

WHEREAS, Utah and the Utah Sports Commission continue to invest in sports and Olympic legacy activities taking place at the highest levels;

WHEREAS, Utah has numerous world-class venues to attract and host major sporting events;

WHEREAS, the Utah sports community continues to be unified and supportive of the Utah Sports Commission, its Team Utah partners, and the significant, ongoing role the commission plays to help ensure Utah is ready, willing, and able to host Olympic and Paralympic Winter Games in the future; and

WHEREAS, the Utah Sports Commission's extraordinary institutional knowledge keeps Utah well positioned to continue to attract and host many major national and international sporting events of all types throughout the state:

NOW, THEREFORE, BE IT RESOLVED that the Legislature of the state of Utah, the Governor concurring therein, expresses sincere appreciation and continued support for the Utah Sports Commission's extraordinary efforts to unite Utah's sports community.

BE IT FURTHER RESOLVED that the Legislature and the Governor recognize the Utah Sports Commission's ongoing leadership role in fostering, attracting, and hosting year-round sporting events throughout the state.

BE IT FURTHER RESOLVED that a copy of this resolution be sent to Utah's congressional delegation.