

Sports & Exhibition Authority of Pittsburgh and Allegheny County

SPORTS EVENT FUNDING (SEF) PROGRAM

WORKSHEET
 (general summary of application)

United States Judo Inc. / USA Judo 2024 Junior Olympics

SEF Application No.: 2023-A1
 Application received: January 3, 2023

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Organization/Applicant: (include website)	United States Judo Inc. Non-Profit Organization http://www.teamusa.org/usa-judo.aspx
Major Sporting Event: <i>[professional or amateur sports, athletic, or esports event, that is regulated and sanctioned by a regional, national, or international organization or association]</i>	<u>Amateur sports/ athletic event</u> - A three-day amateur Junior Olympic Championship Judo tournament for ages 5 to 20 years old. Participants nationwide will be invited to come and compete in the tournament. Sanctioned and promoted by USA Judo.
Organization /Event History:	As the National Governing Body (NGB) and member of the US Olympic & Paralympic Committee, we enable all United States athletes to achieve sustained competitive excellence in domestic and international judo competition, and the promotion and growth of the sport of Judo in the United States.
Event Name:	USA Judo 2024 Junior Olympics
Event Description and Background:	This is largest USA Judo tournament in the nation. The Junior Olympic Championship is expected to draw nearly 1,000 competitors ranging in from ages 5 to 20 from around the nation. The tournament serves as a proving ground for future champions with nearly all of the athletes who go on to compete at the Olympic Games previously fighting in the Junior Olympics which also has frequently been the trials for the Junior and Cadet World Championships.
Event Dates:	June 21, 2024 – June 23, 2024
Event Location:	<i>Proposed:</i> David L Lawrence Convention Center

Event Attendance:	<p>Participants – 1,100 (100 Day Trips/1000 Overnight Stays)</p> <p>Event Staff – 25 (5 Day Trips/ 20 Overnight Stays)</p> <p>Spectators – 2,220 (200 Day Trips/ 2,000 Overnight Stays)</p> <p>Total Attendance = 3,325 People (305 Day Trips/ 3020 Overnight Stays)</p>
Funding Request: <i>Amount,</i> <i>Use [must be eligible expense¹]</i> <i>and Bridge Funding [due to SEF funds only provided on reimbursement basis after event has occurred and final report made]</i>	<p><u>Requested amount-</u> \$75,000</p> <p><u>Use-</u> Referees Fees, Venue Rental & Operations Costs, Equipment, Marketing</p> <p><u>Reimbursement-</u></p>
Event Budget:	\$161,000 (Attachment A)
Committed Funding Sources:	
Plan to Secure Funding:	Funding for the events comes mainly from athletes’ registrations, which are divided at \$85 (early registrations), \$100 (regular registrations), and \$150 (late registrations).
Marketing and Promotion Plan:	USA Judo plans to advertise the event on our social media platforms (40k followers on Instagram), plus its website (http://www.teamusa.org/usa-judo.aspx) and our email marketing to our 40k members list.
Evidence of support	No letters are available at this point. All events are held and operated by USA Judo's national office.

EVALUATION FACTORS

Economic impact	<p>3020 Estimated Hotel Room Nights</p> <p>Estimated Direct Spending \$1,425,267. (Attachment B - 2022 event calculations)</p>
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¹ SEF funds not permitted for, among other things, travel costs, solicitation efforts, lobbying fees, meals or dining other than for event dates as described in application, items that are purchased for resale, prizes, alcoholic beverages, salaries, overhead.

<p>Funding need of event, leveraged funds ratio, impact of SEF Funding</p>	<p>Without SEF Funding it is unlikely the event will take place in Pittsburgh due to the high venue cost.</p>
<p>Strategic importance of event to region</p>	<p>If funding is present, Pittsburgh could be on the National Championship host city rotation. This means Pittsburgh could host the event every four years.</p> <p>After the completion of potential agreement, USA Judo would like to work with local organizers to be introduced to school(s) or parks and rec department to create a new Judo program where local youth can then participate in, or at least attend the Jr. Olympics in 2024. USA Judo has a Judo in Schools & Communities Program that has been highlighted by the partnership with Los Angeles Rec & Parks where more than 1,700 youth from disadvantaged communities throughout LA have been served with programming in 20 rec centers (https://www.youtube.com/watch?v=VteI-gTBkZk).</p> <p>USA Judo would also like to be connected with the Pittsburgh Police Department and other area Law Enforcement Agencies to introduce USA Judo’s Police Professionals and PAL (P3) Program (https://www.teamusa.org/USA-Judo/P3-Program). The P3 introduces judo-based arrest and control techniques that keep officers safe, reduce violent arrest and hopefully prevent use of lethal force all while stressing duty of care between officers and the public. Implementing programs and serving participants would be the way to measure the outcomes.</p>
<p>Event quality and likelihood of success</p>	<p>USA Judo has been hosting National Events since the 1970s. The National Office is responsible for the execution of all those events 4-6 events a year. The national office is also made of event professionals that are accomplished world-wide, having experience at Olympic Games, PanAmerican Games, World Championships, and others.</p>
<p>Diversity, accessibility, and sustainability</p>	<p>Diversity- USA Judo is a small non-profit organization with eight employees. Of those eight, 25% are women (equal to the percentage of our female membership) and 25% are minority.</p> <p>USA Judo is an equal opportunity organization committed to increasing diversity and inclusion throughout the organization. They do not discriminate on the basis of race, color, national origin, gender, age, religion, gender identity or expression, disability, or sexual orientation or any other protected characteristic as outlined by federal and state laws. Their primary business interactions will be with the venue and hotel, both of which will have preferred vendors we will need to use. If USA Judo incurs needs outside of the hotel and venue, we will certainly consider minority business enterprises (MBE) and women business enterprises (WBE).</p>

	<p>Accessibility –Adaptive athletes can compete in the championship. The organization’s accessibility policy can be found here: https://www.teamusa.org/usa-judo/athletes/paralympic.</p> <p>Sustainability - USA Judo has continually streamlined registrations to being on-line only and eliminating walk-up registration which should reduce the use of paper and energy required for extra time needed for walk-up registrations. They have also request that both garbage and recycling receptacles be placed throughout the venue to encourage recycling of appropriate materials. USA Judo will also work with the local organizers and venue to follow whatever environment sustainability policies are currently in place. They are also currently looking to hold their event at the David L. Lawrence Convention Center which is a LEED-certified building.</p>
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FUNDING TERMS (any specific conditions or terms to include in funding agreement?)

Information not provided/ Questions/ Notes/ Comments etc.

ATTACHMENTS

- Attachment A – Budget
- Attachment B – Economic Impact

How did you hear about SEF? – Email from SEA

Attachment A – Event Budget

2024 Junior Olympics Budget

Revenues

Registration	\$ 100,000.00
Spectator Fees	\$ 10,000.00
SEF Grant	\$ 75,000.00
Sponsorship	\$ 5,000.00
Other Revenue	\$ 15,000.00

Total \$ 205,000.00

Expenses

Staffing	\$ 86,000.00	SEF Funds	Yes
Venue	\$ 40,000.00		Yes
Equipment	\$ 12,000.00		Yes
Streaming	\$ 10,000.00		Yes
Marketing	\$ 8,000.00		Yes
Consultants	\$ 5,000.00		

Total \$ 161,000.00

Net \$ 44,000.00

Staffing Calculations

Travel	18000
Lodging	19000
Meals	12000
Contractors	12000
Referees	25000
	86000

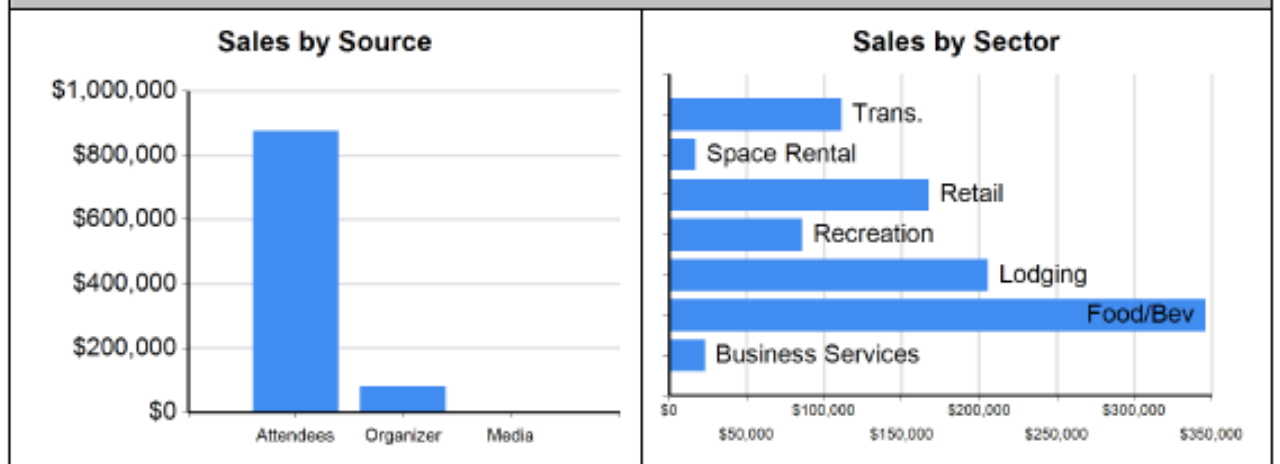
Attachment B – Economic Impact

Event Impact Summary

Destination: Team San Jose

Event Parameters		Key Results	
Event Name:	USA Judo Junior Olympics 2022 Final - For SJSA	Business Sales (Direct):	\$957,332
Organization:	USA Judo	Business Sales (Total):	\$1,425,267
Event Type:	Youth Amateur	Jobs Supported (Direct):	451
Start Date:	6/24/2022	Jobs Supported (Total):	482
End Date:	6/26/2022	Local Taxes (Total):	\$42,351
Overnight Attendees:	1336	Net Direct Tax ROI:	\$39,924
Day Attendees:	1575	Estimated Room Demand:	1,536

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$205,839	\$0	\$0	\$205,839
Transportation	\$109,426	\$1,514	\$136	\$111,076
Food & Beverage	\$307,988	\$38,253	\$0	\$346,241
Retail	\$167,825	\$0	\$0	\$167,825
Recreation	\$86,020	\$0	\$0	\$86,020
Space Rental	\$0	\$17,206	\$0	\$17,206
Business Services	\$0	\$23,050	\$77	\$23,127
TOTAL	\$877,097	\$80,023	\$213	\$957,332

This Event Impact Summary does not include spectators.

Event Impact Details

Destination: Team San Jose

Event Name: USA Judo Junior Olympics 2022 Final - For SJSA 2022

Organization: USA Judo

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$957,332	\$467,935	\$1,425,267
Personal Income	\$395,673	\$159,872	\$555,544
Jobs Supported			
Persons	451	32	482
Annual FTEs	9	1	10
Taxes and Assessments			
<u>Federal Total</u>	<u>\$95,175</u>	<u>\$42,698</u>	<u>\$137,874</u>
<u>State Total</u>	<u>\$56,033</u>	<u>\$12,426</u>	<u>\$68,459</u>
sales	\$47,027	\$8,481	\$55,508
income	\$5,397	\$2,181	\$7,578
bed	\$0	-	\$0
other	\$3,609	\$1,764	\$5,372
<u>Local Total (excl. property)</u>	<u>\$39,924</u>	<u>\$2,427</u>	<u>\$42,351</u>
sales	\$7,297	\$1,316	\$8,613
income	\$0	\$0	\$0
bed	\$28,817	-	\$28,817
per room charge	\$1,536	-	\$1,536
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,273	\$1,111	\$3,385
property tax	\$13,908	\$4,497	\$18,405

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$39,924	
DMO Hosting Costs	\$0	
Direct ROI	\$39,924	
Net Present Value	\$39,924	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$42,351	
Total ROI	\$42,351	
Net Present Value	\$42,351	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	1,536
Room Pickup (block only)	1,248
Peak Rooms	495
Total Visitor Days	4,738

This Event Impact Summary does not include spectators.