



# Colorado Springs Sports Industry Competitive Advantages

## Sports Industry Cluster



Known as “Olympic City USA,” the crown jewel of the sports economy in Colorado Springs is unquestionably the U.S. Olympic & Paralympic Committee (USOPC). Along with the USOPC, four international sports federations and 24 National Governing Bodies of Sport (NGBs) are headquartered in Colorado Springs including: USA Cycling, USA Hockey, USA Swimming, USA Triathlon, USA Volleyball, and U.S. Figure Skating among others. Including the USOPC and NGBs, Colorado Springs is home to 60+ national or international sports organizations.

The U.S. Olympic & Paralympic Training Center (USOPTC) is also located in Colorado Springs. Some 15,000 athletes train at the OPTC on a short-term basis each year with another 130 training on a full-time status through a NGB “resident athlete” program. Resident programs exist through several NGBs including: USA Boxing, USA Gymnastics, USA Shooting, USA Wrestling, etc. with others specific to Paralympic training (USA Cycling, USA Shooting).

## Educational Resources

The Colorado Springs community is home to the **University of Colorado Colorado Springs (UCCS)** and one of the leading **Sport Management** programs in the country. With an unparalleled number of sports organizations headquartered in the local community, including the USOPC and NGBs of Sport, the Sport Management program uniquely prepares students for careers by inviting local sports leaders in classrooms and creating numerous internship opportunities in their organizations. Students intern year-round providing these organizations with constant support while instilling professionalism into the sport industry’s future leaders. ([uccs.edu](http://uccs.edu))



## Educational Resources (continued)

The **William J. Hybl Sports Medicine and Performance Center**, expected to be complete in Fall 2020, will be a 104,000 square foot collaboration between the University of Colorado Colorado Springs and Penrose St. Francis Centura Health, and will have the ability to draw out-of-state patients to Colorado Springs for acute sport-related healthcare. As a component of the City for Champions campaign, the Sports Medicine and Performance Center will provide:

- Sports medicine and human performance clinical, testing and counseling services.
- A variety of clinical services including: altitude and performance training, orthopedic sports medicine, and bone health services.
- Research and instruction for fields such as: exercise physiology, sports nutrition, and human anatomy.
- Three centers for distinction: Center for Tactical and Occupational Performance, Center for Athletes and Active Individuals with Physical Disabilities, and the Environmental Health and Performance Center.

([uccs.edu/hyblcenter](http://uccs.edu/hyblcenter))

The **U.S. Olympic & Paralympic Museum and Hall of Fame** will be the only comprehensive museum in the United States that honors our Olympic and Paralympic athletes and their journey to excellence. The awe-inspiring project will be built in southwest downtown Colorado Springs and the museum will contain artifacts, media, and technology that tell the myriad of stories behind the dedicated American athletes who follow their dreams, while showcasing the historical power and national pride surrounding the Olympic & Paralympic Movement in the United States. Through the use of compelling video and highly interactive experiences, visitors will be immersed in the drama, competition, and exhilaration of being there - in the pool, on the slopes, around the track, at the starting line, and on the podium. The United States Olympic & Paralympic Museum and Hall of Fame is estimated to cost approximately \$75 million and will open in summer 2020. ([usopm.org](http://usopm.org))

The **National Strength and Conditioning Association** (NSCA) is the worldwide authority on strength and conditioning, supporting and disseminating research-based knowledge and its practical application to improve athletic performance and fitness. The NSCA is an international nonprofit educational association founded in 1978. Drawing upon its vast network of members, the NSCA develops and presents the most advanced information regarding strength training and conditioning practices, injury prevention, and research findings. The NSCA offers respected credentials of distinction including: the Certified Strength and Conditioning Specialist® (CSCS®), Certified Special Populations Specialist (CSPS®), NSCA-Certified Personal Trainer® (NSCA-CPT®), and the Tactical Strength and Conditioning Facilitator (TSAC-F®). ([nsca.com](http://nsca.com))

# Colorado Springs Sports Industry Competitive Advantages

## Educational Resources (continued)

**Glazier Clinics** hosts over 70 coaches clinics amongst 6 sports, including 34 football clinics around the country. Glazier Clinics provides top tier coaches to speak and educate other coaches at their clinics. These speakers include NFL, college, high school, and youth coaches. ([glazierclinics.com](http://glazierclinics.com))

**Pikes Peak International Raceway** offers Group & Corporate team building and driving experiences with the Drive365 Program. The Performance Driving Xperience (PDX), offers a “Your Car, Our Track, No Cops” experience, with Professional Driving instruction from our team. The Time Attack series features monthly Autocross racing for drivers of all skill levels, in their own vehicles. PPIR also hosts a series of signature events throughout the year, featuring motorsports entertainment and live music. ([ppir.com](http://ppir.com))

# Colorado Springs Sports Industry Competitive Advantages

## Big Assets

- United States Olympic & Paralympic Committee
- United States Olympic & Paralympic Training Center
  
- International Federations
  - International Cricket Council Americas
  - International Racquetball Federation
  - North America & Caribbean Handball Confederation
  - World Lacrosse
  
- National Governing Bodies
  - U.S. Figure Skating
  - USA Archery
  - USA Basketball
  - USA Boxing
  - USA Cycling
  - USA Diving
  - USA Fencing
  - USA Field Hockey
  - USA Hockey
  - USA Judo
  - USA Karate
  - USA Modern Pentathlon
  - USA Racquetball
  - USA Shooting
  - USA Swimming
  - USA Synchro
  - USA Taekwondo
  - USA Team Handball
  - USA Triathlon
  - USA Ultimate
  - USA Volleyball
  - USA Weightlifting
  - USA Wrestling
  - USA Table Tennis

# Colorado Springs Sports Industry Competitive Advantages

## Big Assets (continued)

- Air Force Academy Athletic Corporation
- Carmichael Training Systems
- Colorado College Athletics
- Colorado Springs Sports Corporation
- Colorado Springs Switchbacks FC
- Major League Baseball Players Alumni Association
- Mountain West Conference
- National Collegiate Hockey Conference
- National Strength & Conditioning Association
- National Wheelchair Basketball Association
- Professional Rodeo Cowboys Association
- Rocky Mountain Athletic Conference
- Women's Professional Rodeo Association
- Pikes Peak International Raceway
- Pro Rodeo Hall of Fame
- Rocky Mountain Vibes Baseball Club
- U.S. Anti-Doping Agency
- U.S. Association of Blind Athletes
- U.S. Hang Gliding & Paragliding Association
- U.S. Olympic Endowment
- U.S. Olympic & Paralympic Foundation
- University of Colorado Colorado Springs Athletics
- USA Basketball Foundation
- USA Hockey Foundation
- USA Swimming Foundation
- Visit Colorado Springs
- World Figure Skating Museum & Hall of Fame

# Colorado Springs Sports Industry Competitive Advantages

## Research, Development & Manufacturing

Many outdoor sports and recreational equipment companies have chosen Colorado Springs for the location of their product development or manufacturing centers. The abundance of natural testing terrain, sunny weather, ample precision machining and a community full of amateur and elite level athletes makes Colorado Springs an ideal location to develop and manufacture sporting equipment. The ability to couple these community attributes with the outdoor lifestyle that many outdoor professionals prefer makes it easy to attract top talent.

### Local sports product development companies include:

- Angletech Cycles (recumbent bicycles & tricycles)
- Borealis Fat Bikes (Borealis bikes)
- Koobi (bicycle saddles/seats)
- Maxx Sunglasses (eyewear)
- SRAM (SRAM, RockShox, bicycle components)
- SRM (bicycle power meters)

### Local sports-related manufacturers include:

- Billet Racing Products (aftermarket parts & accessories for motorcycles)
- Magna Fuel (high-performance fuel systems)
- MBS Mountainboards
- Sharene Sportswear (skating gear)
- Thin Air frameworks (manufacturer custom handmade bicycle frames)
- Walker Wear (outerwear)



## Colorado Springs Chamber of Commerce & EDC Sports Economy Team

The Sports Economy Team is comprised of sports industry professionals from various Colorado Springs based sports organizations, manufacturers and businesses. The purpose of the team is to help grow, support and communicate the vitality of the Colorado Springs sports industry. The team meets with sports companies that are considering expanding or relocating operations in the Colorado Springs region, represents the region at national trade shows conferences and visits local sports companies to help resolve issues and concerns. In addition, the Sports Economy Team provides the Chamber & EDC with newsworthy stories which are shared through our communications outreach and works on projects that help further brand the region as an amateur sports mecca.

# Colorado Springs Sports Industry Competitive Advantages

## Success Stories

### North America & Caribbean Handball Confederation

The North America & Caribbean Handball Confederation (NACHC) headquarters officially located to Colorado Springs in 2019 and shares space with USA Team Handball's office. The NACHC is the first Olympic Sport Confederation headquarters to be located in Colorado Springs and one of six confederations of the International Handball Federation (IHF), the administrative and controlling body for handball and beach handball. ([ihf.info](http://ihf.info))



### World Lacrosse

World Lacrosse is the international federation for men's and women's lacrosse, responsible for providing effective leadership and governance of the sport internationally while supporting the continued growth of lacrosse worldwide. World Lacrosse currently has 62 member-National Governing Bodies and holds five World Championships: Men's World Championship; Women's World Championship; Men's Under-19 World Championship; Women's Under-19 World Championship; Men's Indoor World Championship. ([worldlacrosse.sport](http://worldlacrosse.sport))





# Colorado Springs Sports Industry Competitive Advantages

## Success Stories

### USA Diving

Featuring America's best divers, USA Diving is the national governing body for the sport of diving. USA Diving offers diversified programs geared toward the broadest number of diving enthusiasts, from the novice to the world champion. USA Diving conducts approximately 25 regional and national events annually and is responsible for training and selecting teams that represent the United States at international events such as the Olympic Games, World Championships and World Cup. ([teamusa.org/usa-diving](http://teamusa.org/usa-diving))



### USA Basketball

Working in partnership with the local philanthropic organization, John E. and Margaret L. Lane Foundation, USA Basketball has elected to remain in Colorado Springs. USA Basketball's headquarters is located downtown Colorado Springs in the same building that serves as headquarters for the U.S. Olympic & Paralympic Committee. The organization relocated to Colorado Springs in 1979.

- USA Basketball's new headquarters features approximately 10,000 square feet of office and meeting space, as well as an additional 16,000 square feet for storage.
- USA Basketball, a nonprofit organization, is the national governing body for men's and women's basketball in the U.S. It conducts men's and women's junior national team trials and training at the U.S. Olympic & Paralympic Training Center in Colorado Springs. ([usab.com](http://usab.com))



## Success Stories (continued)

### International Cricket Council Americas

The International Cricket Council, the international governing body for the sport of cricket, relocated its Americas regional office from Toronto to Colorado Springs in 2016. ICC Americas is focused on game and market development in the Americas and ultimately creating systems in which members can field more competitive teams on the international stage.



“One of the core reasons for coming here was really connecting to the significant national sports network that operates out of Colorado Springs,” said Tim Anderson, ICC Head of Global Development. ([icc-cricket.com](http://icc-cricket.com))

### USA Synchro

USA Synchro, the national governing body for the sport of synchronized swimming in the United States and member of the U.S. Olympic & Paralympic Committee (USOPC), announced the relocation of its national headquarters to Colorado Springs in August 2015.



The USA Synchro board of directors made the decision to relocate their headquarters after careful consideration based on current and future strategies and after determining what will be best for the organization in the long term. President Judy McGowan stated, “The first step was the decision of moving our headquarters to Colorado Springs, closer to the other National Governing Bodies and the USOPC.” Over the past several years Colorado Springs has been a centralized location for USA Synchro in areas including athlete training and education. ([usasynchro.org](http://usasynchro.org))

## Success Stories (continued)

### New University of Colorado Colorado Springs Facilities

The Mountain Lion Park and Fieldhouse were the first projects completed in the athletic zone north campus expansion, and will include a baseball stadium and indoor track facility for UCCS student athletes. The baseball field features an all-turf field with batting cages and a view of Pulpit Rock for fans. The fieldhouse includes a wide radius 200 meter, 6-lane flat track with an 8-lane 60 meter straight away. The \$13.3 million project was completed in the spring of 2018 and is a top ranked facility in the Rocky Mountain Athletic Conference. ([uccs.edu](http://uccs.edu))



### William J. Hybl Sports Medicine and Performance Center

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## Success Stories - Stadiums

### Downtown Stadium (official name TBA)

The Downtown Stadium will be located at the CityGate property in southwestern downtown Colorado Springs. The facility will be a mixed-use development which will feature a rectangular field of play and will serve as the permanent home of the Colorado Springs Switchbacks FC of the USL Championship professional soccer league. The stadium, containing 8,000 spectator seats for sporting events, will be a multi-use facility which can accommodate a wide variety of sporting and entertainment events. Capacity for concert events will be 15,000.

The Downtown Stadium will be constructed together with a mixed-use residential and commercial development in partnership with Weidner Apartment Homes. The initial project development is estimated at \$35 million dollars. The Stadium is expected to open in 2021. ([switchbacksfc.com](http://switchbacksfc.com))



### Edward J. Robson Arena

Colorado College is planning and designing a multi-purpose, state-of-the-art, sustainable sporting event venue that will benefit both the college and the community of Colorado Springs as the new home of the CC Tigers Hockey team.

The arena will be unique in size and scope and optimized for high-level athletic competition. Plans include a comprehensive sports-medicine facility, in-house TV production capability, flexible floor space, and experienced staff. Preliminary estimates are for an approximately 120,000 square-foot facility for competition space, seating, locker and restrooms, concessions, storage, and administrative space.

The facility will have the capability to host ice-based and multiple other sports with preliminary estimates of a seating capacity that is approximately 3,500. Groundbreaking is expected in 2020 with a projected opening date in 2021. ([coloradocollege.edu/other/robsonarena](http://coloradocollege.edu/other/robsonarena))





# Colorado Springs Sports Industry Competitive Advantages

## Local Sports Companies

Angletech Cycles	Represents the best of recumbent bike and trike design	<a href="http://angletechcycles.com">angletechcycles.com</a>
Borealis Fat Bikes	Assembly of specialty bikes	<a href="http://fatbike.com">fatbike.com</a>
BRP / Billet Racing Products, LLC	High-quality products to the off-road community	<a href="http://brpmoto.com">brpmoto.com</a>
Carmichael Training Systems	Endurance coaching, training camps & performance testing	<a href="http://trainright.com">trainright.com</a>
Colorado Springs Sports Corporation	Attracts, creates, organizes and promotes sporting events	<a href="http://thesportscorp.org">thesportscorp.org</a>
Colorado Springs Switchbacks FC	USL Championship professional soccer team	<a href="http://switchbackscfc.com">switchbackscfc.com</a>
D-BAT Colorado Springs	Premier baseball and softball training facility in the country	<a href="http://dbatcos.com">dbatcos.com</a>
fuseSPORT	Business solution for sporting events	<a href="http://fusesport.com">fusesport.com</a>
Koobi	Manufacturing bicycle saddles and seats	<a href="http://koobi.com">koobi.com</a>
Magna Fuel	High-performance fuel systems	<a href="http://magnafuel.com">magnafuel.com</a>
Major League Baseball Players Alumni Assn.	Service organization for former Major League Baseball players	<a href="http://baseballalumni.com">baseballalumni.com</a>
Maxx Sunglasses	Distribution of sunglasses	<a href="http://maxxsunglasses.com">maxxsunglasses.com</a>
MBS Mountainboards	Develop innovative, high performance mountainboard products	<a href="http://mbs.com">mbs.com</a>
Mountain West Conference	Intercollegiate athletics and administration in multiple states	<a href="http://themw.com">themw.com</a>
National Little Britches Rodeo Association	Youth rodeo association	<a href="http://nlbra.com">nlbra.com</a>
National Strength & Conditioning Assn.	Nonprofit association that specializes in strength and conditioning	<a href="http://nsca.org">nsca.org</a>
Professional Rodeo Cowboys Association	Membership trade association which represents the sport of professional rodeo	<a href="http://prorodeo.com">prorodeo.com</a>
QARV Imports	Distribution channel offering premium products to local bike shops	<a href="http://qarvimports.com">qarvimports.com</a>
Rocky Mountain Athletic Conference	Oversees athletics for colleges and universities in a five-state region	<a href="http://rmacsports.org">rmacsports.org</a>
Rocky Mountain Soccer Camps, Inc.	Longest running soccer camp in the nation	<a href="http://rockymountainsoccercamp.com">rockymountainsoccercamp.com</a>
Rocky Mountain Vibes Baseball Club	AAA affiliate of the Milwaukee Brewers	<a href="http://milb.com/rocky-mountain">milb.com/rocky-mountain</a>
Sharene Sportswear, Inc.	Manufacturers figure skating & gymnastics apparel and dance wear	<a href="http://shareneskatewear.com">shareneskatewear.com</a>
Skating Rink Inline Hockey Association (SIHA)	Inline hockey membership organization	<a href="http://sihahockey.com">sihahockey.com</a>
SRAM LLC.	Product development for road, mountain & urban bicycle components	<a href="http://sram.com">sram.com</a>
SRM	Manufacturer and distribution of bicycle products	<a href="http://srm.de">srm.de</a>
Stretching, Inc.	Produces instructional materials related to fitness products	<a href="http://stretching.com">stretching.com</a>
Women's Professional Rodeo Association	Organization which handles national women's rodeo activities & rankings	<a href="http://wpra.com">wpra.com</a>

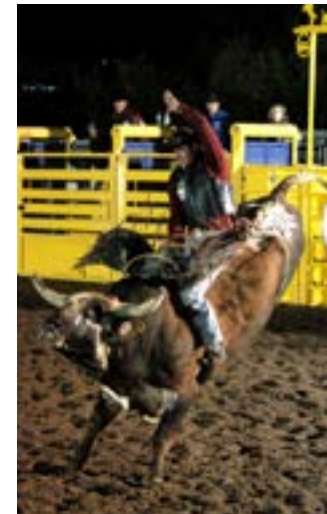
# Colorado Springs Sports Industry Competitive Advantages

## Annual Sporting Events

- American Discovery Trail Marathon (400 in marathon; 450 in half marathon)
- The Broadmoor Open (national figure skating competition)
- The Broadmoor Pikes Peak Cycling Hill Climb (cycling race up the Pikes Peak highway)
- The Broadmoor Pikes Peak International Hill Climb (104th year; auto & motorcycle race up Pikes Peak Highway, 2nd oldest auto race in the U.S.)
- Dave Schultz Memorial International (largest annual wrestling tournament in the U.S.)
- Labor Day Lift Off (44th year; one of the nation's largest hot air balloon festivals)
- Pikes Peak Airstrip Attack (1/2 mile drag racing of the fastest stock & modified street cars at the Colorado Springs Airport)
- Pikes Peak Apex (mountain bike race)
- Pikes Peak Ascent & Marathon (1,800 in Ascent (half marathon); 800 in marathon, 3rd longest running marathon in the U.S.)
- Pikes Peak or Bust Rodeo (80th year)
- President's Day Hockey Tournament (43rd annual, 90 teams)
- Pride of the Rockies Classic (multi-state soccer tournament)
- Rocky Mountain State Games (Colorado's largest sports festival: 35+ sports, 10,000 athletes)
- Triple Crown Sports Sparkler Fastpitch Softball Tournament (200 teams; 3,000 athletes)
- U.S. Olympic and Paralympic Assembly (annual meeting of the Olympic and Paralympic family - held biennially in Colorado Springs)



Photo Courtesy Scott Paine Photography



# Colorado Springs Sports Industry Competitive Advantages

## Other National or World Class Events

- AMBC Youth Continental Boxing Championships (2018)
- Colorado Classic (professional cycling - 2017)
- International Blind Sports Association Pan American Games (2009)
- ISU Four Continents Figure Skating Championships (2007, 2012)
- ISU World Synchronized Skating Championships (2010, 2017)
- Mavic Haute Route Rockies (cycling - 2017, 2018)
- Military Basketball Association Championship Finals (2019, 2020)
- NORCECA World Championships Qualifier (volleyball - 2014)
- Optima Battery Search for the Ultimate Street Car (2018)
- Pikes Peak Downhill Skateboard Invitational (2013 - 2015)
- State Games of America (national sports festival - 2005, 2007, 2009)
- U.S. Open Ultimate Championships (ultimate frisbee - 2012)
- U.S. Roller Speedskating American Championship (2018, 2019, 2020)
- USA Archery National Target Championships (2007, 2008)
- USA Boxing National Championships (2010, 2011, 2012)
- USA Cycling Hill Climb National Championships (2016, 2017)
- USA Cycling Road Masters National Championships (2019)
- USA Cycling U.S. Cup (2014, 2015)
- USA Karate All American Classic (2012)
- USA Modern Pentathlon National Championships (2010)
- USA Pro Challenge (professional cycling - 2011, 2012, 2014)
- USA Shooting National Shotgun Championships (2009)
- USA Taekwondo Junior & Senior Team Trials (2007, 2008, 2009, 2010, 2011, 2012)
- USA Weightlifting U15 International (2014)
- USA Wrestling Girls National Championships (2020, 2021)
- USA Wrestling King of the Mountain Championships (2018, 2019, 2020)
- USGA U.S. Girls' Junior Championships (2020)
- USGA Women's Open (professional golf - 2012)
- USGA Senior Open (professional golf - 2008, 2018, 2025)
- WCLA National Championships (lacrosse - 2012, 2013)
- Warrior Games (injured service members competing in various sports - 2011 - 2014, 2018)



# Colorado Springs Sports Industry Competitive Advantages

## Facilities

- The Arena
- The Broadmoor Golf Courses
- The Broadmoor World Arena & Ice Halls
- City of Colorado Springs Parks & Recreation Facilities
- Colorado College
- Colorado Springs City Auditorium
- D-BAT Colorado Springs
- Downtown Stadium (2021)
- El Pomar Youth Sports Park
- Norris Penrose Event Center
- National Strength and Conditioning Association
- Pikes Peak International Raceway
- Robson Arena (2021)
- Rocky Mountain Soccer Camps, Inc.
- Sertich Ice Center
- SoccerHaus
- U.S. Air Force Academy
- U.S. Olympic & Paralympic Training Center
- U.S. Olympic & Paralympic Training Center Velodrome
- UCHealth Park
- University of Colorado Colorado Springs
- Weidner Field
- Xfinity Sports Arena

## Natural Amenities

- Garden of the Gods Park
- Manitou Incline
- Palmer Park
- Pikes Peak - America's Mountain
- Pikes Peak Greenway
- Santa Fe Bicycle Trail System





# Colorado Springs Sports Industry Competitive Advantages

## Expansions / Relocations of Sport Related Industry Companies 2013 - 2019

- North America & Caribbean Handball Confederation (2019)
- USA Diving (2019)
- World Lacrosse (2019)
- D-BAT Colorado Springs (2018)
- Haute Route North America (2018)
- USA Cricket (2018)
- International Cricket Council Americas (2016)
- USA Synchro (2015)
- USA Ultimate (2014)
- Borealis Fat Bikes (2013)
- fuseSPORT (2013)

## If you would like to be part of this vibrant sports economy, contact:

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102 S. Tejon Street, Suite 430  
Colorado Springs, CO 80903  
719.884.2836 | 719.213.0616 (cell) | [tfields@cscedc.com](mailto:tfields@cscedc.com) | [cscedc.com](http://cscedc.com)