

# Leveraging Sports Tourism for Community Impact

October 2025

# OUR TEAM

Spokane Sports is a nonprofit organization dedicated to strengthening our community through sports. Our team attracts, hosts, and supports major events that drive economic impact, inspire pride, and highlight Spokane as a premier sports destination. We work closely with event organizers, local businesses, and community partners to ensure every event leaves a positive and lasting impact on our city.



**Ashley Blake**  
Chief Executive Officer



**Keytra Lewis**  
Associate Vice President



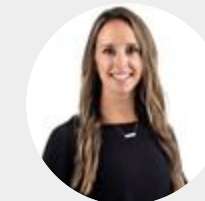
**Anna Alsept**  
Director of Event Management



**Marit Jacobs**  
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**Cherie Gwinn**  
Director of Sports Development



**Jessie Ward**  
Event Manager



**TJ Carter**  
Events Manager



**Haley Steele**  
Event Coordinator



**Keith Webber**  
Marketing Coordinator



# MISSION »

— **STRENGTHEN** our **COMMUNITY** through the power of **SPORTS**.

## CORE VALUES ▼



### PEOPLE-FIRST CULTURE

We prioritize the well-being of our team and partners.



### INNOVATIVE

Committed to the pursuit of new ideas and creative thinking that push boundaries and inspire growth.



### AUTHENTICITY

Be real and true to what we stand for.



### INTEGRITY

We keep our promises and face challenges head-on.



### COMMUNITY IMPACT

When we win, so does our community.

# SPOKANE SPORTS IMPACT ON SPOKANE



**179,800**  
UNIQUE  
**SPORTS  
TRAVELERS**



**\$92.6M** TOTAL  
BUSINESS  
**SALES**  
IN OUR COMMUNITY



  
**589**  
PART-TIME &  
FULL-TIME JOBS  
SUPPORTED

  
AVERAGE  
LENGTH OF  
**STAY** | **2.7**  
IN MARKET | **DAYS**

  
**\$8.4M**  
STATE &  
LOCAL TAXES  
GENERATED



# SPOKANE CHAMPIONS WOMEN IN SPORTS

CASE STUDY





# SPOKANE CHAMPIONS WOMEN IN SPORTS

A COMMUNITY CAMPAIGN CONNECTING LOCAL BUSINESSES AND FANS

**Spokane Champions Women in Sports** was created to welcome athletes and fans as our city prepared to host a lineup of major women's events, including USA Wrestling Women's Nationals, WA State Middle School basketball, USA Volleyball Pacific Northwest Qualifiers, and the NCAA DI Women's Basketball Sweet 16 and Elite Eight. With everything happening in March, National Women's History Month, we launched the campaign on National Girls and Women in Sports Day and extended the celebration all month long to build excitement and community pride.





# COMMUNITY TOOLKIT

## MAKING IT EASY FOR LOCAL BUSINESSES TO JOIN THE CELEBRATION.

To bring the campaign to life across Spokane, we created a community toolkit that gave local businesses everything they needed to participate. Each kit included posters, window clings, coasters, table tents, and social media graphics designed to spark excitement and create a consistent look across the city.

We also shared an NCAA "Do's and Don'ts" guide to help partners show their support while staying within brand rules. The toolkit turned community pride into a visual statement that visitors could see and feel throughout Spokane.



- MARCH 8**  
**2025 WIAA / Gisa Credit Union 1B, 2B State Basketball Championships**  
Local talent takes center court.
- MARCH 8-9**  
**2025 Washington State Middle School Girls Basketball Championship**  
Watch Washington's top high school basketball talent battle it out for the title!
- MARCH 22-24 & MARCH 29-30**  
**Pacific Northwest Qualifiers**  
One of the nation's premier volleyball tournaments where teams compete for a chance to go to the Girls National Championships.
- MARCH 25 @MONTVALE EVENTS CENTER**  
**Beyond the Baseline Women's Panel**  
Join thought leaders sharing their stories and impact.
- MARCH 27 @THE WAREHOUSE**  
**Youth Clinic** PRESENTED BY KICU  
Basketball clinic for 3rd-8th graders hosted by SYSA, Spokane Sports and JXBA. Get great tips from experienced coaches and a former WNBA player!
- MARCH 29-31**  
**NCAA Women's Sweet 16 & Elite 8**  
Watch the country's top teams punch their ticket to The Final Four! Be part of the action!
- MARCH 29**  
**Fan Fest Block Party**  
PRESENTED BY WASHINGTON TRUST BANK  
Celebrate with food, fun, and community vibes.
- APRIL 4-6**  
**USA Women's Wrestling**  
Watch the best in the country leave it all on the mat at the National Championships & World Team Trials.



# COMMUNITY EVENTS AND ACTIVATIONS

## BUILDING EXCITEMENT AND CONNECTION THROUGHOUT SPOKANE.

Throughout March, Spokane Sports hosted community events that invited people to join the celebration in meaningful ways. The **NCAA Beyond the Baseline Women's Leadership Panel** brought together athletes, business leaders, and advocates for a conversation about opportunity and equity in sports.

We also partnered with 3XBA basketball players and SYSA to **host a free youth clinic**, giving local kids the chance to learn new skills and connect with role models. These events helped build excitement leading up to the tournament and encouraged the community to get involved.





# FAN FEST BLOCK PARTY

**A DOWNTOWN CELEBRATION THAT BROUGHT THE COMMUNITY TOGETHER.**

Fan Fest was the centerpiece of the Spokane Champions campaign, designed as a free, family-friendly event to celebrate women in sports and build energy ahead of the NCAA tournament and during the Pacific Northwest Qualifiers Volleyball Tournament.

The event filled downtown with music, games, food trucks, and appearances by local athletes. It gave residents, visitors, and businesses a chance to come together and experience the excitement of the tournament weekend.







# IMPACT AND LESSONS LEARNED

## COMMUNITY PRIDE AND BUSINESS ENGAGEMENT THAT LASTED BEYOND THE GAMES.

The Spokane Champions campaign created a visible and lasting impact across the city. Businesses reported stronger sales and higher traffic throughout tournament weekend, and hotels saw an increase in overnight stays. More importantly, the campaign built a sense of unity and local pride. By starting early, engaging businesses through toolkits, and hosting community events, we showed how sports can be used as a platform to connect people and strengthen the local economy.





# FAN ZONE

SUMMER OF SOCCER





# FAN ZONE PLANNING

## COLLABORATING NOW TO CREATE SPOKANE'S WORLD CUP EXPERIENCE.

Spokane has already begun celebrating its connection to the **FIFA World Cup 26™**. On June 11, Spokane Sports joined the City of Spokane, Spokane County, and Visit Spokane to host the “One Year to Go” celebration at Brick West Brewing. The event featured Sounders FC legend Zach Scott signing autographs, free soccer giveaways, and live entertainment, drawing fans and families from across the community. It marked Spokane’s official kickoff to the tournament season and previewed plans for an official SeattleFWC26 fan zone. Spokane is also preparing to serve as a FIFA Base Camp, with Gonzaga University hosting team training and Northern Quest as the official team hotel. The tournament draw on December 5 will determine which country selects Spokane as its base.





# FIFA WORLD CUP 26™

## COLLABORATING NOW TO CREATE SPOKANE'S WORLD CUP EXPERIENCE.

Spokane Sports is working closely with the Seattle Host Committee, the City of Spokane, Spokane County and Visit Spokane to shape future fan activations for the FIFA World Cup 26™. While details are still being finalized, Spokane has proposed hosting multiple fan zone events next summer.

Planning discussions are underway around operations, safety, and community programming. The goal is to create a welcoming, family-friendly environment where fans can gather to experience the excitement of the world's game together.





# CLOSING THOUGHTS

## TURNING MAJOR EVENTS INTO COMMUNITY MOMENTS.

Spokane's success has come from treating every event as an opportunity to connect people, strengthen local business, and build pride in place.

Whether it's basketball, track, or soccer, the impact comes from collaboration, creativity, and community ownership. When cities rally around shared experiences, the results extend far beyond the games themselves.



**THANK YOU!**

