



2024 Annual Impact Report



ABOUT US

The Orange County Sports Commission (OCSC) is the premier organization dedicated to attracting, promoting, and hosting world-class sporting events that enhance the economic, social, and cultural vitality of Orange County, California. We serve as the region's leading advocate for sports tourism, working closely with event organizers, local businesses, and community stakeholders to showcase Orange County as a premier destination for athletes, teams, and fans from around the world.

OUR MISSION

To drive economic impact and elevate the profile of Orange County through the attraction, support, and execution of sporting events that inspire communities, create lasting legacies, and contribute to a thriving sports culture.

OUR VISION

To position Orange County as a global leader in sports tourism, fostering a dynamic and inclusive environment where sporting events of all levels—from grassroots to professional—flourish and leave a lasting impact on our region.

OUR EVOLUTION

The Orange County Sports Commission was originally founded as a division of Visit Anaheim, Orange County's destination marketing organization, recognizing the value of sports in driving tourism and economic growth. As the demand for sports events grew, so did the need for a dedicated entity focused on advancing Orange County's sports tourism strategy.

In 2024, OCSC transitioned into a stand-alone 501(c)(3) non-profit organization. This transformation allowed us to sharpen our focus on sports tourism, expand partnerships, and strengthen our ability to attract major sporting events that benefit our local economy and communities. Today, OCSC operates with an independent mission while continuing to collaborate with Visit Anaheim and other key stakeholders to ensure Orange County remains a top-tier destination for sports.

With a proven track record of hosting successful events—from collegiate championships to international competitions—OCSC is committed to driving the future of sports in Orange County, creating unforgettable experiences, and building a legacy that extends beyond the game.



BOARD OF DIRECTORS

The OCSC is guided by a distinguished Board of Directors composed of leaders from various industries, each bringing expertise and passion for advancing sports tourism in Orange County. Their collective leadership helps shape our strategic vision, secure key partnerships, and ensure the long-term success of our mission.

2024 Board of Directors

Our Board members play a crucial role in guiding strategy, securing resources, and expanding OCSC's impact on the sports landscape in Orange County. Their dedication ensures that our organization continues to attract premier events, generate economic benefits, and create a lasting legacy for the community.

Michele Capps, CBO, OC Fair & Events Center

Brian Goodell, Council Member, City of Mission Viejo, OLY 76"

Diana Kotler, Executive Director, Anaheim Regional Transportation

Paulette Lombardi-Fries, President, Travel Costa Mesa

Kelly Miller, President & CEO, Visit Huntington Beach

Charlene Reynolds, Airport Director, John Wayne Airport

Tim Ryan, Formerly with Honda Center & Anaheim Ducks

Aaron Teats, President, Anaheim Ducks Hockey Club

Mike Waterman, President & CEO, Visit Anaheim



ADVISORY BOARD

The OCSC Advisory Board plays a vital role in supporting our mission by providing expertise, industry connections, and strategic guidance. While they do not have the governance responsibilities of the Board of Directors, Advisory Board members contribute valuable insight and leadership to key initiatives that enhance sports tourism and elevate Orange County's profile as a premier destination for sporting events.

What the Advisory Board Does

Our Advisory Board members are influential leaders in sports, business, media, and tourism who help advance OCSC's goals in several key ways:

Event Planning & Execution – Advisory Board members help shape and execute flagship events such as:

- **Orange County Sports Awards** – Celebrating the top athletes, teams, and leaders in Orange County sports.
- **Sports Speaker Series** – A thought-leadership series featuring prominent figures in the sports industry.
- **Other Key Initiatives** – Assisting with networking events, strategic partnerships, and advocacy efforts that support OCSC's growth.

Industry Insights & Strategic Counsel – Leveraging their expertise, Advisory Board members provide guidance on sports business trends, event attraction strategies, and community engagement.

Ambassadors for OCSC – They serve as advocates for OCSC, helping to increase visibility, build relationships, and secure sponsorships that fuel the organization's success.





2025 Advisory Board Members

Together, our Advisory Board members help drive the success of OCSC's programs and events, foster collaboration across industries, and ensure that sports continue to be a powerful catalyst for economic and community development in Orange County. Their leadership and dedication are invaluable to our continued growth and impact.

Nancy Abrams, Founder, NA Ventures

Jorge Aguirre, President & Owner, Cause & Affect LLC

George Ameer, Director of Industry Relations, Kwokman Productions

Scott Aubin, CFO, USA Water Polo

Dr. Chad Beauchamp, Founder, REPAIR Sports Institute

Cherie Cohen, CRO, World Surf League

Kristen Cuffee-Brown, AVP Content Acquisition, Cox Communications

Samantha Drysdale, Attorney, Michelman & Robinson LLP

Jeff Dyrek, CEO, Cal South Soccer Association

Scott Easton, Executive Director, Hoag Classic

Brent Finlay, CEO, Anaheim Family YMCA

Mike Habura, Associate AD Facilities & Events, Long Beach State

Timothy Jackson, Assistant Athletics Director of Events & Broadcasting, Cal State Fullerton University

Al Lau, Head of Events, Association of Volleyball Professional (AVP)

Nilo G. Low, CEO & Founder, Kapture

Andrea MacPhee, Vice President of Sales, FanDuel Sports Network Southern California

Linda Milan, Executive Director, US Tennis Association SoCal

Dan Rutstein, President of Business Operations, Orange County Soccer Club

Greg Sack, Vice President, Spectrum Sports Management

Amanda Samaan, Founder, Revolver PR

Blain Skinner, Principal, BSC Consulting

Paul Simonds, SVP & COO, Orange County Business Council

Todd Szilagyi, COO, BEST VIP

Yan Skwara, Commissioner, United Premier Soccer League

Jessica Harbison Weaver, Commissioner, PacWest Conference

Natalie White, Vice President of Community Relations & Social Impact, LA Sparks

YOUNG PROFESSIONALS BOARD

The OCSC Young Professionals Board is a dynamic group of emerging leaders who are passionate about sports, community engagement, and the future of sports tourism in Orange County. This board serves as a platform for young professionals to develop leadership skills, expand their professional networks, and contribute to OCSC's mission while gaining valuable experience in the sports and nonprofit industries.

The Role of the Young Professionals Board

Future Leadership Development – By engaging with OCSC and its stakeholders, Young Professionals Board members gain hands-on experience that prepares them for future leadership roles within the organization and the sports industry at large.

Supporting Key Events & Initiatives – Members play an active role in planning and executing OCSC events such as:

- Orange County Sports Awards
- Sports Speaker Series
- Volunteer & Community Engagement Programs

Advocacy & Outreach – They serve as ambassadors for OCSC, helping to expand awareness, engage with new audiences, and promote the organization's impact on sports and tourism in Orange County.

Professional Growth & Networking – Members have unique opportunities to connect with industry executives, Board of Directors members, and Advisory Board members, fostering mentorship and career advancement opportunities.



Why the Young Professionals Board Matters

By cultivating a pipeline of engaged, passionate, and knowledgeable professionals, OCSC ensures that the organization remains innovative, and well-positioned to continue growing Orange County’s reputation as a premier sports destination.

Through the Young Professionals Board, OCSC Invests in the next generation of sports business leaders, providing them with a platform to make an impact while shaping the future of sports tourism in Orange County.

Through their passion, energy, and innovative ideas, these rising leaders will help ensure OCSC continues to thrive for years to come.

2025 Young Professionals

- Omar Cariño**, *Intern*, Orange County Sports Commission
- Christina Domino-Philpott**, *Director of Events*, Visit Anaheim
- Megan Ebeck**, *Marketing Manager*, Cirque du Soleil
- Molly Garcia**, *Senior Account Executive*, Tandem Partnerships
- Nicole Goddeyne**, *Manager, Buyer Development, Sports Division*, Northstar Meetings
- Paul Gu**, *Area Sales Manager*, Hilton Garden Inn; Hampton Inn & Suites; Homewood Suites Garden Grove

- Laura Haines**, FOX Racing
- Victoria Krivenkoff**, *Events & Administration Coordinator*, TGR Live
- Evangelina Medina-Smith**, *Sports Development Manager*, Orange County Sports Commission
- Felipe Martinez**, *Memberships & Event Coordinator*, USA Water Polo
- Stacy Miranda**, *Partnership Programs Specialist*, Visit Anaheim
- Justin Peterson**, *Senior Manager of Ticket Sales*, Anaheim Ducks Hockey Club
- Kevin Rorke**, *CFO*, The Big West Conference



OUR SERVICES

OCSC offers a variety of services to support our hosted sporting events.

Marketing and Promotions

- Collateral development
- Social media promotion and support
- Earned media support
- Quarterly newsletter

Community and Event Support

- Community programming
- Fundraising and campaigns
- Volunteer and ambassador recruitment
- Special event creation and execution

Sales and Operations

- Budget management
- Facility referrals and bookings
- Hotel and housing accommodations
- Events servicing

Political and Advocacy

- Leading statewide coalition for sports tourism
- Partnership with Cal Travel Association
- Meetings to advocate public sector leaders
- Letters of support & endorsement for events



2024 MAJOR EVENT RECAP

runDisney Disneyland Half Marathon

January 13 - 14

Disneyland Park, Anaheim

Economic Impact: +\$9M



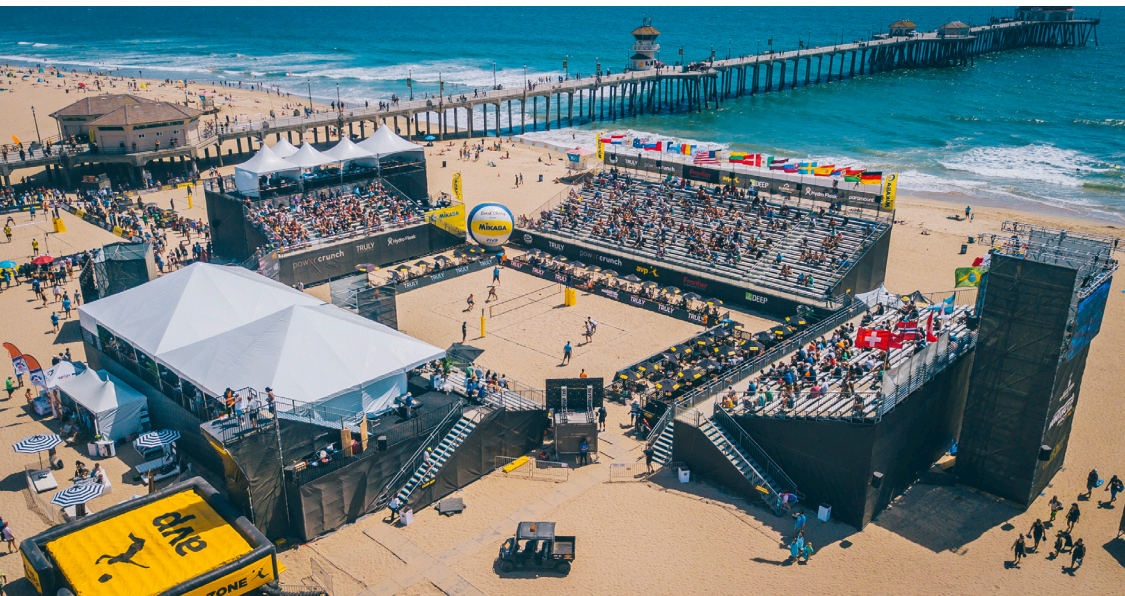


USA Triathlon Collegiate Club National Championships

April 13 -14

Lake Mission Viejo

Economic Impact: **+\$1.2M**



AVP Huntington Beach Open

May 17 - 19

Main Beach, Huntington Beach

Economic Impact: **+\$3.3M**



World Surf League Finals

September 6 - 14

Lower Trestles, San Clemente

Economic Impact: **+\$3M**

OCSC PROGRAMS AND EVENTS

OCSC Sports Business Connect

OCSC's Sports Business Connect events serve as a premier networking platform, bringing together industry leaders, corporate partners, event organizers, and sports professionals throughout the year at various venues across Orange County.

Each event provides attendees with valuable opportunities to connect, share insights, and build relationships that strengthen the region's sports ecosystem. Whether discussing industry trends, exploring partnership opportunities, or simply enjoying the camaraderie of like-minded professionals, Sports Business Connect has become a must-attend series for anyone engaged in sports tourism and business development.

Sports Speaker Series

As part of our Sports Business Connect programming, the Sports Speaker Series—a thought-provoking discussion series featuring prominent figures in the sports industry. Held at the Rivian South Coast Theater in Laguna Beach, each event attracts 50-100 attendees who engage with high-profile panelists on topics that shape the future of sports.

Women in Sports Business

This inspiring event highlighted the trailblazing women making an impact in the sports industry. Featuring a panel of industry-leading female executives and athletes, the discussion focused on career growth, breaking barriers, and leadership in sports.

Notable Panelist:

- **Dr. Jen Welter** - The first female coach in the NFL, known for her groundbreaking role in professional football
- **Trevor Kronemann** - Executive Director, US Tennis Association Southern California
- **Dr. Ashley Sloper** - Associate Director, University of San Francisco, Sports Management





Community Impact of Sports

This event explored how sports serve as a powerful tool for social and community transformation, with panelists sharing insights on giving back, inspiring the next generation, and making a difference beyond the game.

Featured Speakers:

Felipe Toledo – Professional surfer and World Champion

Paul Caligiuri – U.S. Soccer Hall of Famer and former U.S. Men's National Team player

Natalie White – VP of Community & Social Impact for the LA Sparks

These Sports Speaker Series events have become a cornerstone of OCSC's mission, sparking important conversations and bringing together professionals passionate about sports, business, and community development.

Pickles and Paddles OCSC's Annual Pickleball Fundraiser

Pickles & Paddles has quickly become one of OCSC's most anticipated fundraising events, bringing together athletes, business leaders, and pickleball enthusiasts of all skill levels for a day of competition, camaraderie, and community support.

In its second year, the event was hosted at Los Cab Sports Village and welcomed over 100 participants. They competed in a fun, fast-paced tournament while raising funds over \$6,000 to support OCSC's mission to grow sports tourism and community engagement in Orange County.



PARIS OLYMPICS 2024



The OCSC delegation embarked on a transformative journey to the 2024 Paris Summer Olympics, where board members and staff spent two weeks immersed in the world's largest sporting event. This trip provided invaluable insights and strategic opportunities as Orange County positions itself to play a key role in the 2028 Los Angeles Summer Olympics.

Observing World-Class Event Execution

A major focus of the delegation analyzed the logistics, operations, and planning required to execute an Olympic Games. Attending competitions such as Beach Volleyball and Indoor Volleyball, the team closely examined venue management, fan experience, security operations, athlete logistics, and transportation infrastructure—critical aspects that will influence Orange County's ability to host potential events during LA28.

Engaging with International Governing Bodies

In addition to competition analysis, OCSC engaged in high-level discussions with several International Governing Bodies (IGBs) about the possibility of hosting training camps and test events in Orange County in the lead-up to LA28. These conversations focused on the region's premier sports facilities, ideal climate, and accessibility, making it an attractive destination for teams and federations seeking pre-Olympic preparation sites.

Tourism Development and Olympic Fan Travel

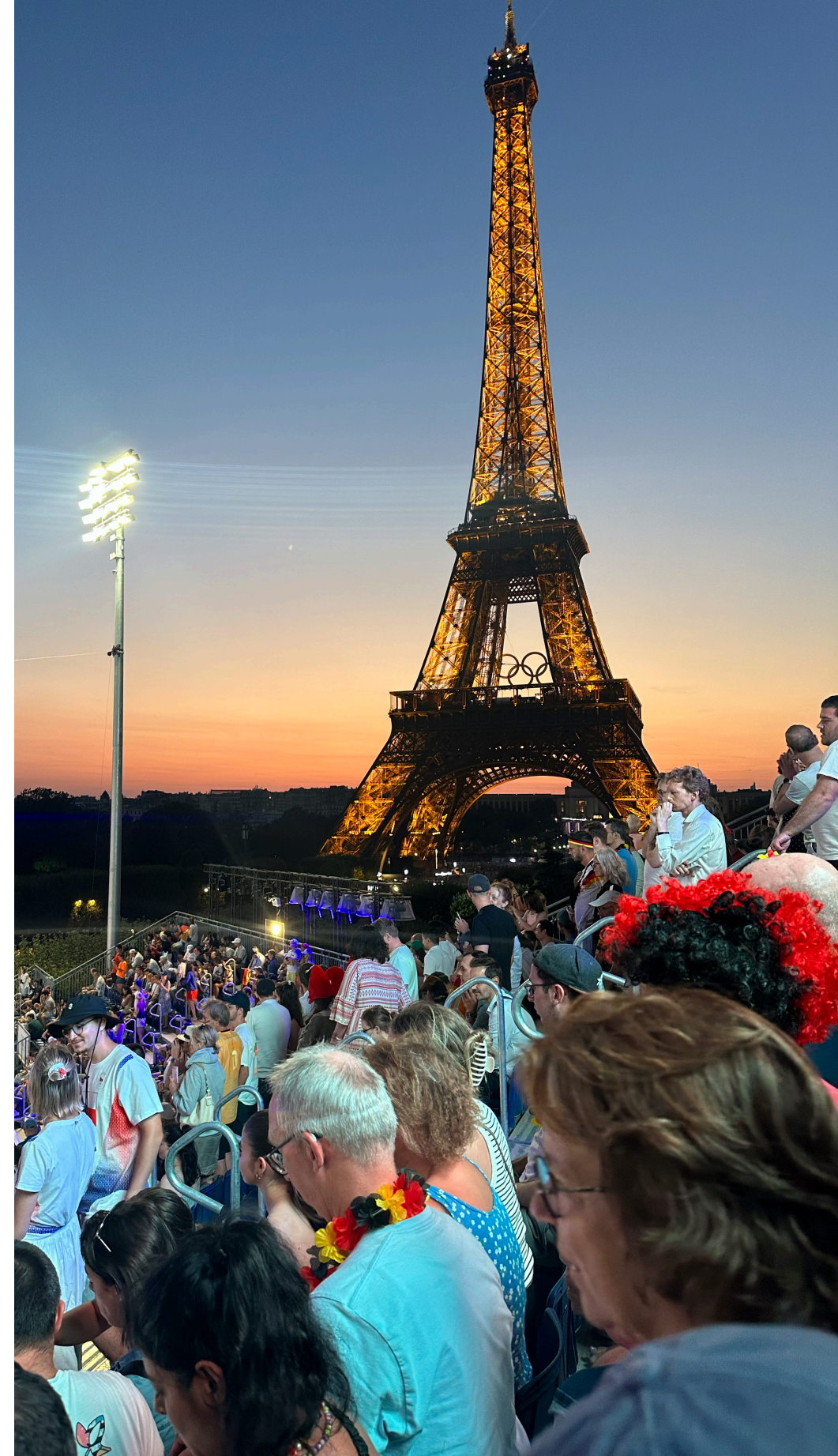
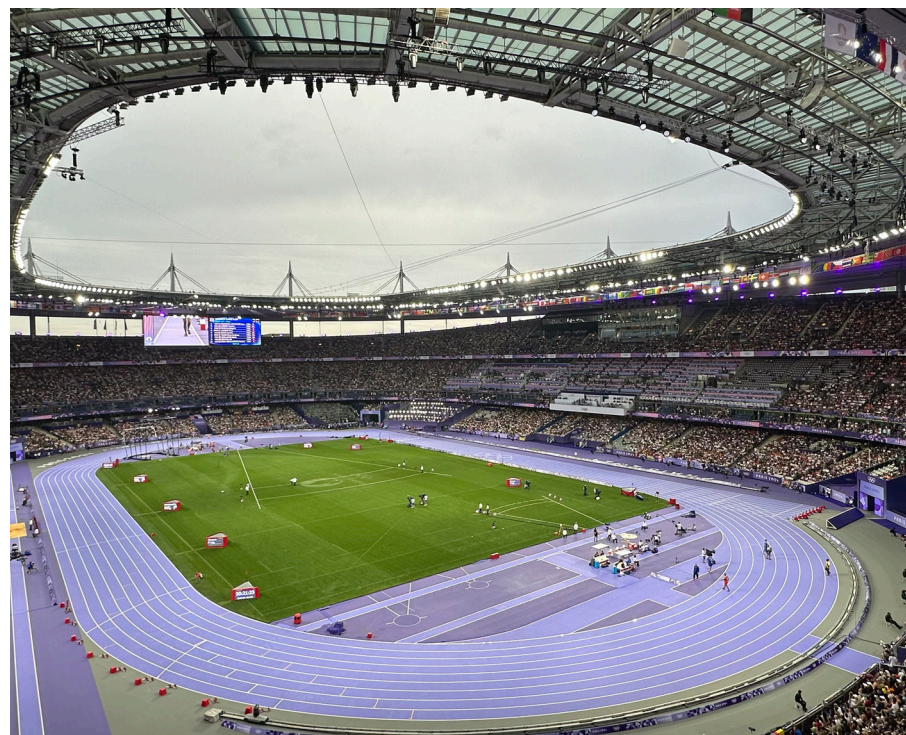
Recognizing the significant tourism impact of LA28, the delegation met with international tour operators interested in bringing Olympic fans to Southern California. These discussions explored how Orange County can position itself as a preferred destination for visitors attending the 2028 Games, capturing room nights, visitor spending, and extended stays in the region.

Looking Ahead to LA28

The 2024 Paris Olympics served as an essential learning experience for OCSC as it prepares to play a pivotal role in LA28. By understanding the complexities of event operations, strengthening relationships with key sports organizations, and positioning Orange County as a must-visit destination for fans and athletes alike, the OCSC delegation took critical steps toward ensuring the region maximizes its impact on the 2028 Olympic Games.



OCSC AT THE 2024 PARIS SUMMER OLYMPICS



TRADESHOWS AND BUSINESS DEVELOPMENT

In 2023, OCSC actively participated in multiple tradeshows and conferences, engaging with event rights holders and industry leaders to showcase Orange County as a premier sports destination.

These events provided invaluable opportunities to promote our world-class venues, secure new event partnerships, and elevate Orange County's presence on both national and global stages.

As we continue to position Orange County as the "Heart of SoCal Sports," our presence at these key industry gatherings reaffirms our region's unique identity and appeal to event organizers looking for an elite destination to host their competitions.



TRADESHOWS AND CONFERENCES ATTENDED IN 2024

By attending these events, OCSC strengthened relationships, explored emerging trends, and strategically positioned Orange County as a must-visit hub for sports tourism and major events. Our ongoing commitment to business development ensures we remain competitive and continue attracting premier sporting events to our community.



CA SPORTS COALITION

California Sports Coalition

The California Sports Coalition is a unified alliance of sports commissions, destinations, venues, and professional teams working together to advocate for and elevate sports tourism across the state. By fostering collaboration and leveraging California's unparalleled assets, the coalition seeks to drive economic impact, attract premier sporting events, and solidify California's reputation as a global leader in sports tourism.

At the heart of this initiative is a long-term vision to establish a statewide grant fund that event organizers can access to help offset major expenses associated with planning and executing sporting events. This critical funding mechanism would enhance California's ability to compete with other states, ensuring that the Golden State remains a premier destination for events of all sizes—from grassroots tournaments to world-class championships.

Advocacy at the State Level

In 2024, California Sports Coalition Co-Chairs, Anthony Brenneman and Nathan Kopp, took a significant step forward in this effort by testifying before the State Assembly Committee on Arts, Entertainment, Sports, & Tourism. During the special hearing, they addressed the challenges California faces in attracting and retaining major sporting events compared to other states like Texas and Florida, which have established dedicated funding models and incentives to support sports tourism. Their testimony underscored the importance of investment in sports tourism as an economic driver and the need for California to remain competitive in this ever-evolving landscape.

Colorado Springs Sales Mission

Beyond advocacy efforts, the Coalition is actively engaging with key decision-makers in the sports industry. In February 2024, the Coalition hosted a Sales Mission in Colorado Springs, meeting with National Governing Bodies (NGBs) such as USA Volleyball, USA Fencing, USA Taekwondo, and others.

The highlight of the trip was a happy hour mixer at the U.S. Olympic & Paralympic Museum, where Coalition members welcomed over 20 clients, creating valuable opportunities for each destination to establish and strengthen business relationships with key event organizers.

Through continued advocacy, strategic partnerships, and proactive sales efforts, the California Sports Coalition is working to unlock new opportunities, attract world-class events, and drive lasting economic and community benefits for the entire state.



COMMUNITY GIVEBACK

The power of sports extends beyond competition. It creates opportunities, inspires the next generation, and gives back to the communities that shape the future of athletics. Through meaningful partnerships and initiatives, OCSC is making a lasting impact by supporting athletes, teams, and youth programs across Orange County.

USA Water Polo Giveback and Supporting Anaheim High School

As one of the newest California Interscholastic Federation (CIF) programs in the region, Anaheim High School's water polo team has been steadily growing, but with limited resources and a pool that is only three years old, the program faced significant budget constraints.

In 2024, OCSC partnered with USA Water Polo to make a direct impact on the local sports community by donating over \$2,500 worth of equipment to the Anaheim High School Water Polo team.

This donation provided the team with top-quality training equipment, helping to offset expenses and ensure that these student-athletes have the tools they need to compete at their best. OCSC was honored to be joined at this event by:

- **USA Water Polo CEO Chris Ramsey**
- **Anaheim Councilmembers Natalie Rubalcava-Garcia & Steve Faessel**

By investing in youth sports and providing access to essential resources, OCSC is committed to helping local teams thrive and fostering the next generation of champions right here in Orange County.





U.S. Olympian Send-Off and Celebrating Our Local Athletes

As Orange County continues to be a hub for elite athletes, OCSC proudly hosted the U.S. Olympian Send-Off, a free, public event held at ARTIC Station in Anaheim to celebrate and wish good luck to the Olympians from Orange County competing in the 2024 Paris Games.

The event featured appearances from members of Team USA, including:

- **USA Men's & Women's Volleyball Teams**
- **USA Fencers Miles Chamley-Watson & Nick Itkin**
- **Special Guests & Olympians such as Brian Goodell (1976 Olympic Gold Medalist) & Staciana Stitts (2000 Olympic Gold Medalist)**

Attendees had the unique opportunity to meet and interact with these world-class athletes through a:

- **Meet & Greet**
- **Autograph Signing**
- **Panel Discussion hosted by:**

Aly Kay (In-Game Host of the Anaheim Ducks)

Elisa Hernandez (Denver Broncos Team Reporter)

This unforgettable celebration not only highlighted the incredible talent coming from Orange County but also inspired fans of all ages to support Team USA and take pride in the region's strong Olympic legacy.

Through initiatives like these, OCSC continues to champion community engagement, celebrate local athletes, and create lasting connections between sports and the people who make it all possible.



TRANSITION

The Evolution of OCSC: Becoming a Standalone 501 (c)(3) Non-Profit

2024 marked a defining moment for the Orange County Sports Commission (OCSC) as it officially transitioned into a standalone 501(c)(3) non-profit organization. This milestone reflects the organization’s continued growth and its expanding role in enhancing sports tourism, economic development, and community impact across the entire Orange County region.

From Sports Anaheim to the Orange County Sports Commission

Originally founded in 2016 as Sports Anaheim, a division of Visit Anaheim, the organization was created to attract and host sporting events that would drive tourism and economic impact in Anaheim. Over time, as the demand for sports tourism grew beyond Anaheim’s borders, the need for a broader, county-wide initiative became clear.

Recognizing this opportunity, Sports Anaheim evolved into the Orange County Sports Commission, expanding its mission to support, promote, and attract sporting events throughout all of Orange County. This shift allowed OCSC to engage with more venues, communities, and stakeholders across the region, creating a more unified and strategic approach to sports tourism.

The Final Transition

In July 2024, the transition was fully completed, officially establishing OCSC as an independent 501(c)(3) non-profit organization. While Visit Anaheim remains a valued partner, OCSC is now supported by a diverse coalition of destinations, venues, professional and collegiate teams, corporations, and public sector entities—all working together to drive sports tourism, economic growth, and community engagement.

This transition allows OCSC to operate with greater flexibility, expand its impact, and build a sustainable future as the leading advocate for sports tourism in Orange County. With a countywide focus and a growing network of partners, OCSC is now better positioned than ever to attract premier sporting events, create lasting legacies, and elevate Orange County as a world-class sports destination.



2016

Visit Anaheim launches **Sports Anaheim** to attract and host sporting events

2016 - 2024

Sports Anaheim evolves into **Orange County Sports Commission** to engage more venues, communities, and stakeholders



2024

Orange County Sports Commission launches as a separate 501c3 to expand mission across the county and region

UPCOMING EVENTS

May 9 - 11, 2025

Location

Huntington Beach, Main Beach

2025 AVP Huntington Beach Open

The AVP Huntington Beach Open has been a mainstay on the AVP schedule since 2000, featuring some of the best beach volleyball players in the nation competing in a duel format across three courts: Courts 1 & 2 and the Stadium Court.

June 3, 2025

Location

Angel Stadium, Anaheim

OC Sports Awards

This inaugural event will be the first of its kind to celebrate the best in high school, college, and professional sports in Orange County. It will include specialty categories for Philanthropist of the Year, Icon Award, and Lifetime Achievement.

June 9 - 17, 2025

Location

Lower Trestles, San Clemente

2025 World Surf League (WSL) Championship Tour Trestles Pro

The Lexus Trestles Pro is renowned for attracting the world's top surfers, who compete on the exceptional waves of Lower Trestles. This event not only showcases high-caliber surfing but also draws significant attention to Orange County's vibrant surf culture and community.

July 19 - 27, 2025

Location

Pools throughout Orange County

USA Water Polo Junior Olympics

The USA Water Polo Junior Olympic Championships is the largest age group water polo tournament in the nation, featuring athletes and teams from across the country competing over four days. The tournament is divided into three sessions.

July 25 - August 3, 2025

Location

Marguerite Aquatic Center, Mission Viejo

USA Diving Junior National Championships

The USA Diving Junior National Championships showcases the top junior diving talent in the country.

July 30 - August 3, 2025

Location

William Woollett Jr. Aquatics Center, Irvine

USA Swimming Junior National Championships

The Speedo Junior National Championships is a premier event for elite junior swimmers (18 and under) from across the nation.

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