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**Written Testimony for the Commerce Committee
By
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On behalf of the member institutions of the Connecticut Conference of Independent Colleges (CCIC), I am submitting testimony regarding **SB 455, AAC the Connecticut Sports and Marketing Corporation.**

The General Assembly created the Sports Advisory Board in 2008 to examine and recommend ways to attract more sporting events to Connecticut. The thirty-nine member group met several times and considered various models that could be adopted in Connecticut to utilize our various sporting events and teams as a tourist and marketing draw.

The SAB members included representatives from several public and private colleges; including Yale, Fairfield, Quinnipiac, University of Hartford, Sacred Heart, University of Connecticut and Central and Eastern Connecticut State Universities. These institutions and others compete at the Division I, II, and III levels and provide a significant number of individual sports opportunities as well as championship and play-off options. Just this past weekend, for example, University of Hartford hosted the America East Men's and Women's Basketball Tournament, which brought entertainment for attendees and tourist dollars for surrounding towns and the State.

In its recent press release, the SAB noted the benefits of increased collaboration among the various entities that offer sports opportunities. As noted by Gene Doris, Athletic Director at Fairfield University, "The SAB meetings, while focused on fulfilling our statutory responsibilities, have yielded some unexpected benefits. For example the CTSIX basketball tournament with Central, Quinnipiac, Yale, Sacred Heart, University of Hartford and Fairfield was a direct result of having everyone in the room, including the management of the Arena at Harbor Yard, and mapping out what turned out to be a very successful sports event. Similarly, a sports authority would be charged with bringing all the relevant parties together on a case-by-case basis to ensure proper coordination, strengthen partnerships and ultimately produce the best results."

The current draft of SB 455 does not include representatives of Connecticut's private colleges on the Sports and Marketing Corporation Board. We think that this is a mistake and that the effort would be less than it could be without the participation of the above noted institutions and their range of sports options. We urge you to add private college representatives to the board.

Albertus Magnus College, Connecticut College, Fairfield University, Goodwin College,
Mitchell College, Quinnipiac University, Rensselaer at Hartford, Sacred Heart University, Saint Joseph College, St. Vincent's College,
Trinity College, University of Bridgeport, University of Hartford, University of New Haven, Wesleyan University, Yale University