



Written Testimony

by Joyce Wong

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Before the Commerce Committee

March 16th, 2010

Good morning, Senator LeBeau, Representative Berger and members of the Commerce Committee. Due to previous commitments, I am unable to appear before you today, but I wanted to submit comments for your consideration in support of Senate Bill 455, *"An Act Concerning the Connecticut Sports and Marketing Corporation."* I am the Director of Athletics at Eastern Connecticut State University (ECSU) and submit this on behalf of the Connecticut State University System (CSUS). I am currently the representative of CSUS on the Sports Advisory Board.

The State of Connecticut has always offered a wealth of diversity in its ability to provide ideal settings for sporting events. The economic impact that sports and sporting events have cannot and should not be minimized in today's economic situation. I believe it is important that the State support the efforts of the Commission on Culture and Tourism and its Sports Advisory Committee. A single entity is a necessity in the promotion and organization to seek and work with potential sporting organizations seeking venues.

Our State colleges and universities have fantastic facilities and well respected Administrators who have assisted our communities across the State to bring in visitors and guests by hosting a variety of NCAA, conference and regional tournaments and championships.

The sports related travel market is one of the largest and most competitive enterprises in our country today. It is important to the health and vitality of the travel industry. Connecticut needs to tout its focus by creating a partnership and work closely with its colleges, professional organizations, state and local officials and the visitor industry stakeholders to bring events such as the Pilot Pen Tennis Tournament, Big East Women's Basketball Tournament, MAAC Frozen Four and the Traveler's Golf Championship to the Greater Hartford area.

Support this statewide initiative – it benefits everyone.

Please feel free to contact Jill E. Ferraiolo, Associate Vice Chancellor for Government Relations/ Communications, should you require any additional information or have any questions regarding these matters.