The Connecticut Convention & Sports Bureau (CTCSB) is Connecticut’s only meetings and sports event statewide sales and marketing organization. Our mission is to sell and market the state of Connecticut as a premier destination for national, regional and statewide group business, conventions and sporting events.

Our focus is on:
- Collaborating with our Connecticut communities driving economic growth with new tax revenue and jobs.
- Investing in strong public/private partnerships. These partnerships are the result of leveraging public dollars with private sector support in the form of membership dues, advertising and public relations, in-kind services, and corporate partnerships.
- Working harmoniously with other organizations involved in marketing and promoting the State of Connecticut, enabling the State and its immediate environment to become a regional, family-oriented, arts, cultural, educational, sports and entertainment meeting destination that will create new jobs and broaden the tourism effort.

The Connecticut Convention & Sports Bureau (CTCSB) is partially funded through the Department of Economic and Community Development’s (DECD) / Connecticut Office of Tourism, and by private sector partnership support.
- 2018 Fiscal Year Public funding through the DECD: $425,000
- 2018 Fiscal Year Private sector support: $250,000

Return on Investment (ROI) for Fiscal Year 2018:
- For every $1 that Connecticut invested in the CTCSB, $8.60 in tax revenue was generated for the State.
- *17,246 Connecticut Jobs in the Hospitality Industry supported.
- More than *$54.1 million in future spending by Connecticut meeting and event attendees (hotel, dining, shopping, attractions, etc.)

* Source: Destinations International’s economic calculator FISCAL YEAR 2017-2018

Funding History:
The CTCSB was established in 2012 and held a contract with the DECD/Office of Tourism for $1 Million per year. That State funding was reduced to $800,000 in Fiscal Year 2014. In Fiscal Year 2015, it was again cut to $655,000. In Fiscal Year 2017, it was decreased to $450,000 for two consecutive years. For Fiscal Year 2019, it was cut again and currently is $425,000 – almost 58 percent smaller than its budget just seven years ago.

With the cuts to the CTCSB budget, staff reductions have been dramatic. We have reduced 60 percent of our personnel since our inception (from ten to four full-time staff), which roughly matches the
percentage of lost public revenue. The remaining staff members share the roles and responsibilities previously held by the initial ten person team while also trying to increase private sector support to maintain a high level of sales and service.

**Funding Request:**
The CTCSB has a proven record of a return on investment. We are asking for an increase in funding for Fiscal Year 2020 so we can secure more meetings and events for Connecticut. Additional funding will help us to further strategically focus on our target markets, increase our sales and marketing efforts, allow us to participate in additional industry trade events, intensify our marketplace outreach through advertising, and expand our support services to retain events.

**Notable Events Coming to Connecticut:**
Notable definite bookings for Fiscal Year 2018 include a variety of market segments such as the 2018 USA BMX East Coast Nationals, 2018 CSI Healthcare IT Project, 2018 NCAA DI Women’s Basketball 1st and 2nd Rounds, 2018 USSSA Fastpitch Girl’s World Series, 2019 United Postmasters and Managers of America National Convention, 2020 and 2021 National Association of Student Personnel Administrators Regional Conference and the 2021, 2022 and 2023 NERVA Winterfest.

In Fiscal Year 2017, the Bureau played an important role in the booking of seven future NCAA Championships for Connecticut. The Bureau’s role in Fiscal Year 2018 for these events has now switched to convention services. These NCAA Championships include the 2018 NCAA DI Men’s Ice Hockey Regional (Bridgeport), 2019 NCAA DI Men’s Basketball 1st and 2nd Rounds (Hartford), 2019 NCAA Women’s Ice Hockey Frozen Four (Hamden), 2019 NCAA DI Men’s Lacrosse Regional (East Hartford), 2021 and 2022 NCAA DI, DII and DIII Men’s Lacrosse National Championships (East Hartford), and the 2022 NCAA DI Men’s Golf Regional (New Haven).

**A Client Testimonial:**
"From creating a micro-site with a plethora of information for attendees, to sending over suggestions for restaurants, to helping with getting leads for transportation, everyone with the CT Convention & Sports Bureau has been very helpful in equipping me to efficiently plan our event, keep our staff updated, and promote the meeting with valuable ideas for our attendees." - Nina Humes, Conference Manager, Association of Science-Technology Centers

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