



Photo: Columbus Dispatch



EVENT REPORT

**2018 NCAA® WOMEN'S
FINAL FOUR®
COLUMBUS**



WITH .1 SECONDS LEFT ON THE CLOCK:

"Columbus has been incredible!"

-Kara Lawson, ESPN

"When are we coming back?"

-Adam Amin, ESPN

Photo: Columbus Dispatch

COLUMBUS LEAVES A LASTING IMPRESSION

As I reflect on what hosting the NCAA Women's Final Four has meant to our community, I am struck by the power of sport.

The opportunity to host the Women's Final Four united the Columbus community in a meaningful way. The legacy of this event will live on long beyond the games and broadens our understanding of the importance of hosting sporting events in Columbus.

You see, the NCAA Women's Final Four was more than the three games, exciting as they were. It provided opportunities to introduce a new audience to Columbus, it offered experiences to segments of our population that don't often get to travel outside their neighborhoods, it shined a light on our diverse and welcoming community...quite simply, it provided an opportunity to **make a difference**.

Our goal is to harness the power of these major sporting events to impact our community in positive ways. And, as was the case with the NCAA Women's Final Four, we certainly couldn't have done it without Columbus, our community, without **you**!

So, thank you for your continued support of the Greater Columbus Sports Commission. Our future is bright, and we can't wait to see what it holds for Columbus.

Without you, there is no US!

Linda Shetina Logan

Linda Shetina Logan, CSEE, CTA
Executive Director, Greater Columbus Sports Commission



BY THE NUMBERS

2018 was the first time Columbus hosted the NCAA Women's Final Four.

\$21.7M
DIRECT VISITOR SPENDING

32.7K
HOTEL ROOM NIGHTS

970
VOLUNTEERS

83%
OF VISITORS FROM
OUTSIDE OHIO

39K FANS
3 SOLD OUT GAMES

60%
FIRST-TIME VISITORS

11.6M
HITS ON SOCIAL MEDIA

23.7K
FANS IN TOURNEY TOWN

2,750
REGISTERED BOUNCE
PARTICIPANTS

7.62M
ESPN VIEWERS

2K
READ TO THE FINAL FOUR
PARTICIPANTS



The Women's Basketball Coaches Association National Convention brought 2,720 participants to Columbus.



Beyond the Baseline connected 1,700 women in Central Ohio over the course of five months through dedicated programming designed to inspire and engage professionals.

FROM THE FANS

"We often say that the Women's Final Four is more than just three games. Columbus was the reality of that and the women's and men's basketball world is still buzzing about what happened here in Columbus. We had three historic games that the world was watching. As we work to grow and advance the brand of college women's basketball, we hope that we can continue to build on what happened here in Columbus."

-Lynn Holzman

Vice President, NCAA Women's Basketball

"I participated as a volunteer in Tourney Town on Thursday and Friday. It was the best volunteer experience!! The organization and attention to detail was amazing. The welcoming Columbus hospitality was everywhere. I think your three-pronged mission for Columbus was accomplished. It was a memorable Final Four and it was great that Columbus provided a perfectly orchestrated setting. Thank you to everyone for all their efforts. Columbus showed really well to visitors and the NCAA. Thank you to the NCAA for the contributions to our city, too."

-Linda Lucas

Volunteer, 2018 NCAA Women's Final Four

"Columbus was amazing! Thank you for your efforts to create a fantastic 2018 Women's Final Four and WBCA Convention. You have strengthened our game! Many Thanks."

-Danielle Donehew

Executive Director, Women's Basketball Coaches Association (WBCA)

2018 NCAA WOMEN'S FINAL FOUR RECEIVES EVERGREEN CERTIFICATION

Columbus became the first NCAA Women's Final Four host to receive a sustainability certification from the Council for Responsible Sport. The city received Evergreen Certification, the highest possible certification given, for its sustainability efforts.

This was achieved through:

- A sports gear drive that resulted in the donation of 300 pounds of gently used sporting equipment
- More than 100 pallets recycled
- 1,900 pounds of leftover food and beverages donated
- Calculated and restored a total water footprint of 270,416 gallons of water
- Planted more than 100 trees in collaboration with City of Columbus Recreation and Parks Department and SWACO

