



Community and Marketing Efforts

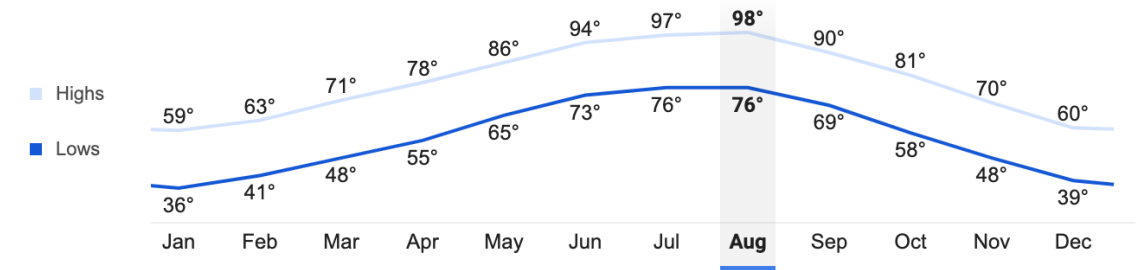
- **Will there be a local host organization? What functions(s) will this group perform?**
 - The Fort Worth Sports Commission will act as the local host organization. We will set up a planning committee of community leaders to supplement our staff to meet all the needs of the CrossFit Games.
- **Please share average weather stats for your market during the event period.**

Fort Worth, TX

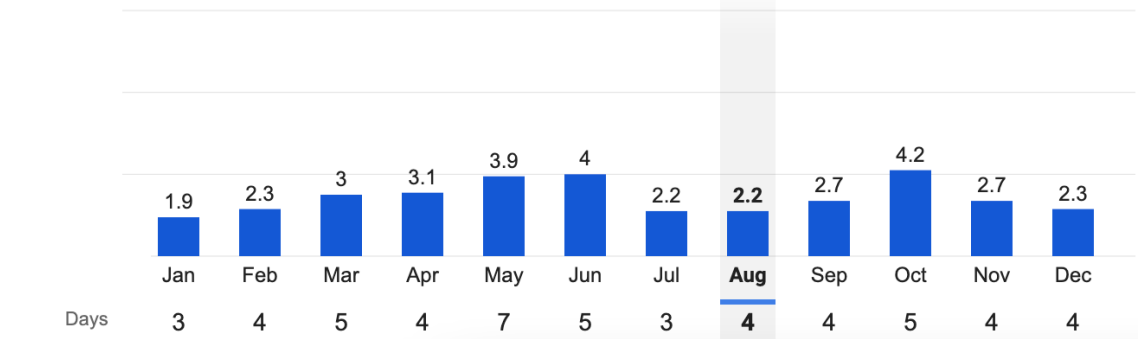
Weather averages

Overview **Graphs**

Temperatures (°F)



Rainfall (inches)



Days

3 4 5 4 7 5 3 **4** 4 5 4 4



- **Provide information on the local ambulance service and area hospitals**
 - MedStar is the local provider for ambulance services in the Fort Worth area. Currently rates are \$60 per hour for an ambulance and two EMT's
 - Fort Worth's Medical District is less than a 10-minute drive from all venues. Hospitals include:
 - Texas Health Harris Methodist Hospital
 - Baylor Scott and White All Saints Medical Center
 - Medical City Fort Worth

- **Provide information on complimentary local and regional promotion efforts that the host organization, cities, or venues can provide to promote the CrossFit Games**
 - The Fort Worth Sports Commission will provide marketing and public relations support regionally and in select target markets provided by CrossFit Games.
 - Collaborate with CrossFit Games on press announcements, releases and pitching efforts.
 - Partner with CrossFit Games on a regional ad buy to drive awareness and ticket sales. Including but not limited to digital, social, print, outdoor, TV and radio.
 - Work with CrossFit Games to create custom content to promote the event, including but not limited to blogs, itineraries, custom graphics and video content.
 - Provide CrossFit Games with an ad performance recap report post campaign.

- **Describe security and emergency preparation plans**
 - The local organizing committee will work with Fort Worth Emergency Operations Center (EOC) for citywide emergency planning for the event. The EOC builds the safety plan to fit each event. We will work closely with the City to put together a plan that fits the diverse needs of CrossFit Games.
 - Each venue also has their own emergency plans which can be provided if you would like to review.



- **List other major events in the community during this time of year**
 - Texas Trophy Hunters (small hotel room impact, held at Convention Center)
 - No other city wide events take place in early August in Fort Worth

- **Describe entertainment options, restaurants, and other properties near the venues. Please include promotions, discounts, or offers those local businesses would provide to our visitors. Please include examples for other events.**
 - Fort Worth is the 12th-largest city in the United States, known for Texas hospitality and a dozen remarkable districts full of culture and fun. The historic western Stockyards featuring the world's only twice-daily cattle drive, Billy Bob's Texas, the world's largest honky-tonk and the new Mule Alley. A connected downtown with the 35-block Sundance Square entertainment district. The stunning museums of the Cultural District, the Botanic Garden and nearby Fort Worth Zoo.
 - The Trinity Trails extend through Fort Worth for over 90 miles along the Trinity River. It's a wonderful amenity for hikers, bikers, runners, and horseback riders and connects major areas like the Stockyards, Downtown, TCU/Zoo and Cultural District.
 - Fort Worth is rich in culinary options with over 200 patio restaurant options.
 - The Worth Savings Program is available to attendees and offers deals and discounts at attractions, shops, restaurants and more. See an example here: <https://www.fortworth.com/bassmaster/worth-savings/>

- **Provide references to organizations who have previously used the facility to host events.**
 - USA Wrestling (Dickies)
 - Bassmaster Classic (Dickies)
 - USA Gymnastics (Dickies)
 - College Gridiron Showcase (Farrington Field)
 - Cowtown Marathon (WRMC)
 - APHA (WRMC)



- Does the venue of host city have the ability to provide data on the top 10 markets that typically visit this particular venue?

Fort Worth Visitors FY to-Date

Overall Fort Worth Visitors		Hotel Overnights	
In-State	Out-of-State	In-State	Out-of-State
Dallas-Fort Worth	Oklahoma City	Dallas-Fort Worth	Oklahoma City
Houston	Tulsa	Houston	Shreveport
Waco-Temple-Bryan	Phoenix	San Antonio	Tulsa
Austin	Little Rock	Austin	Little Rock-Pine Bluff
San Antonio	Denver	Waco-Temple-Bryan	Denver
Abilene-Sweetwater	Chicago	Tyler-Longview	Atlanta
Tyler-Longview	Shreveport	Abilene-Sweetwater	Kansas City
Sherman-Ada	Atlanta	Odessa-Midland	Phoenix
Odessa-Midland	Kansas City	Wichita Falls, TX-Lawton	Ft. Smith-Fayetteville-Springdale-Rogers
Lubbock	Los Angeles	Lubbock	Chicago

Source: Zartico for Visit Fort Worth August 2021

- Will the city provide a detailed economic impact report to share with the CrossFit Games post-event? If so, will the CrossFit Games be able to use that information without limitations?
 - The Fort Worth Sports Commission will be able to provide a post event economic impact report. CrossFit can use this information without limitation.