



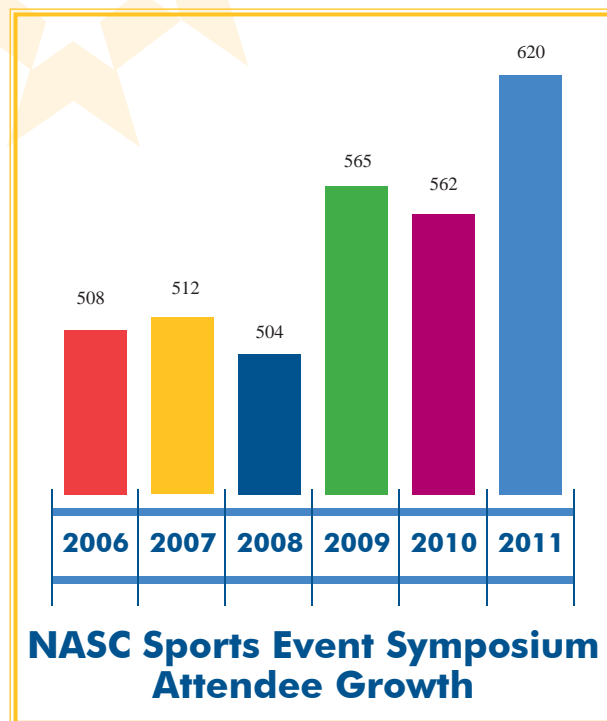
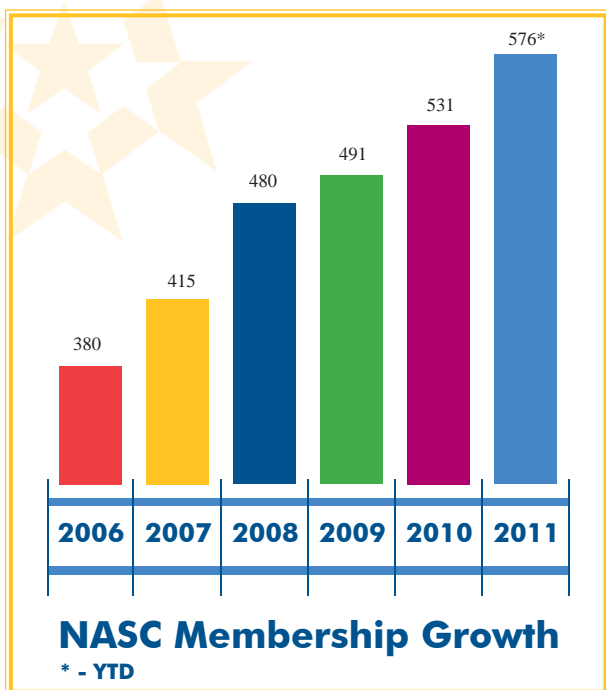
NATIONAL ASSOCIATION OF
SPORTS
COMMISSIONS

YEAR IN REVIEW 2010

NASC Membership Growth: Sure and Steady

Founded in April 1992, the NASC continues to grow. This growth has been sure and it has been steady. Beginning as a service to sports commissions, convention and visitors bureaus were added before the end of the first year. Later additions of the Allied and Event Rights Holder member categories reflected member desires to reach out to each segment of the industry. As an organization we discuss future growth, but have never tried to create a numerical goal of, for example, 750 or 1000 total members. Instead, the focus has always been on member services.

That focus clearly works. As the chart titled “NASC Membership Growth” shows, we have gone from 380 to more than 575 members in the past five years. This in the face of annual losses averaging thirty or so (usually lost because the



person who was the member representative leaves, and the replacement may not realize the membership has expired). Losses due to dissatisfaction are few and carefully noted. One of our most effective dues collection strategies makes it necessary for each member to be in “good standing” before attending the Symposium at the member rate. Historically we seem to grow at about five or so percent a year. This rate has picked up a bit with the recent recession. Why? Our category of the travel market has held its own...the only segment to do so in recent years.

As we encourage future growth it will always be with the understanding that the sports market does not produce more room nights immediately. The segment requires a good deal of due diligence and a year or two or even more before the events can take place. Once momentum has been achieved, communities begin to notice how the percentage of rooms produced by sports events gradually increase to a significant portion of each year’s total. We have members where sports produce more than half of all room nights.

Symposium Attendance Continues to Increase

Attendance at the NASC Sports Event Symposium continues to grow, as well. This year in particular we have experienced significant growth. It is of interest to note that attendance was flat from 2009 to 2010, much as it was from 2007 to 2008. It was as if we took a couple of years off from steady increases. The primary reason, we think, has been the economy. Although the industry has held its own, total room nights and occupancy tax collections have been down. As sure as we are that everyone should travel, we often drop our own trips early in the expense cutting exercise.

Our Symposium has been designed to be the most affordable opportunity in the industry to acquire understanding and expertise, meet with prospective customers, and share information with your industry colleagues. The Symposium is your event: each program is assembled based upon member feedback. It is a member directed series of events designed to help you get your share of the business.



NASC Dedicated to Member Services

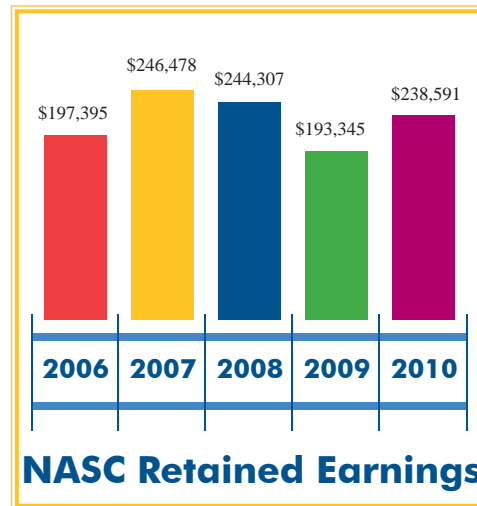
Retained Earnings can be best described as our checkbook balance at the end of each year. Current policy allows the board of directors to invest up to half of the amount of earnings over \$100,000 in new member benefits. Some years (2009 is an

obvious example) the board does invest in worthy projects. At other times (2010 stands out) it is decided not to invest, either because we just do not have projects that are of interest or because we wish to rebuild after making investments. The 2009 operating year saw us invest heavily in the web site, conduct a second survey with the Sporting Goods Manufacturers Association, and launch our on-line learning center with WealthBridge Connect.

Now that the NASC has its own office and full-time staff, we will monitor carefully the earnings. With internal growth comes the need for enough funding to withstand unexpected budgetary issues. If we were ever unable to conduct the Symposium for any reason, our budget would take a serious blow, and we must be able to function should such an unexpected situation arise.

This brings us back to where we began: with our commitment to member services. The changes are demonstrated clearly in these charts. Many of these tools are now part of what you expect from your association, and many more will come along in the next five years.

Have a great 2011!



Strategic Partners



Alliance Partners

Associated Premium Corporation

SportSearch