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Sports ETA, Civitas Announce New Education and Research Partnership

CINCINNATI (April 28, 2022) – Sports ETA, the only trade association for the sports events and tourism industry, announced today a new two-year partnership with Civitas, the nation’s leading firm in tourism promotion funding and tourism improvement districts.

The agreement will encourage collaboration between both organizations to provide new joint research, education, and regular industry content sharing. The partnership focuses on utilizing tourism improvement districts (TIDs) as funding mechanisms for sports-related tourism initiatives and bringing awareness of the importance of sports events in the larger tourism ecosystem.

“Civitas is the leading firm in guiding destinations on to successfully form improvement districts to increase revenue for marketing and revitalization,” said **Al Kidd**, President and CEO of Sports ETA. “We are honored to have such a respected industry partner included in our work to serve our members and the industry.”

“Sports ETA is the industry association for the sports events and tourism education industry, and our partnership will further galvanize our work in this sector,” said **John Lambeth**, President & CEO of Civitas. “Our goal is to empower destinations with the tools and education to better their communities.”

The partnership kicks off today with Sports ETA’s participation in Civitas’ National Tourism Improvement District Summit and continues with Civitas’ content on using tourism improvement district funding for facility development at Sports ETA’s Facilities Summit on May 2, 2022, in Fort Worth.

Additional education offerings, research efforts, and content participation are expected as both organizations join forces to leverage the transformational power of travel.



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About Sports ETA:

As the only trade association for the sports events and tourism industry, Sports ETA is the most trusted resource for sports commissions, destination marketing organizations (DMOs), and sports event owners. Sports ETA is committed to the success of more than 600 member organizations and 2,400 sports event professionals. We promise to deliver quality education, ample networking opportunities, and exceptional event management and marketing know-how to our members, and to protect the integrity of the sports events and tourism industry. For more information, visit SportsETA.org.

About Civitas

With over twenty years of experience, Civitas provides unparalleled expertise in implementing tourism funding solutions, including forming, modifying, and renewing tourism improvement districts. We are one of the nation's leading special district consultancies, serving our clients: innovative cities, counties, and community organizations working together to create a strong future for their locale. Improvement districts provide structure and stable funding for economic development through revitalization and marketing efforts. Our team of experts has guided over 200 districts through the formation, modification, or renewal process, creating property and business-based districts, city and county-wide districts, and tourism and marketing districts. For more information, visit civitasadvisors.com.