



COMMUNITY LEGACY

Measure local economic impact (Visit, Owner, Ed)

Spotlight: Bank of America Chicago Marathon on impact and community engagement:

- *“We work with the University of Illinois-Chicago, where one of their classes takes the metrics we provide them to analyze, calculate and create a full economic impact report. In 2016, they found that the Bank of America Chicago Marathon had a \$282 million impact on the city. We then cite that figure to leverage and justify some of the things we do within the city (e.g. street closures) and then we work closely with the City to make sure that all 29 neighborhoods get promoted. Chicago Event Management hired a community engagement coordinator for the first time this past year to dedicate a role to due diligence and interacting positively with all the neighborhoods in the city.”*
– Catherine Morris, Sustainability Manager, Chicago Event Management

Promote locally owned businesses (Visit, Owner)

- Take action to maximize awareness by local business owners of opportunities from the event
- Develop event-specific promotions that highlight and benefit local businesses

Invest in a community legacy project on behalf of the event that aligns with place-based strategic goals (Gov, Owner, Visit) **Paradigm Shift**

- Examples include:
 - Prompt conversations about how community infrastructure can be developed alongside the event and preparations for hosting it
 - Partner with a non-profit organization to promote the mission of the organization through co-branding or publicity initiatives
 - Actively fundraise on behalf of and/or make a donation to the partner organization

Spotlight: [IRONMAN Foundation](#)

- Organize a group of volunteers to support the organization’s field work

Spotlight: The City of Richmond used the opportunity to host the 2015 UCI Road World Championships to garner support for the expansion of bicycle infrastructure in that city, adding 23.5 miles of new bike lanes, 2.57 miles of new bike trails, bike lanes to three bridges, and 420 new bike parking racks in time for the event. The City also collaborated with a local citizen-run non-profit organization, RVAGreen, to create a volunteer “green team” network and communication system that can now be activated for other events in the city. [Read the full sustainability report from the 2015 UCI Road World Championships here.](#)



Source: Waste Management



USDN | urban sustainability
directors network



COUNCIL for
RESPONSIBLE
SPORT

eugene-or.gov/responsibleeventframework

Urban Sustainability Directors Network: usdn.org

City of Eugene: eugene-or.gov

Council for Responsible Sport: councilforresponsiblesport.org