

ARIZONA SPORTS & ENTERTAINMENT COMMISSION

Fact Sheet

OVERVIEW:

- The Arizona Sports & Entertainment Commission is one of the oldest Sports Commissions in the United States. The mission of the 501(c)(3) non-profit organization is to represent the citizens of the Valley to bring national and international sporting events to the state, assist in the promotion of existing events and teams, and support youth sports programs.
- ASEC is led by a volunteer board of directors made up of many of the Valley's top community leaders. The day-to-day operations are led by Chief Executive Officer Alan Young, Vice President, Special Projects & Marketing Nikki Balich and Vice President of Operations Gary Nees.
- It is the goal of ASEC to make Arizona the country's number one sports destination. Home to the marquis venues such as: US Airways Center, Chase Field, Jobing.com Arena, University of Phoenix Stadium, University of Arizona, Arizona State University's myriad of facilities and hundreds of amateur fields and facilities, the Valley of the Sun can accommodate any and all premiere events.
- Additionally, the Valley offers over 55,000 hotel rooms, 200 golf courses, a newly reconstructed \$600 million convention center with almost 1 million square feet of space, and an average yearly temperature of 72 degrees, which makes Phoenix and its surrounding cities a prime destination for all types of sporting events.
- Arizona plays annual host to major events including: The PGA Tour FBR Open, College Football's Fiesta, Major League Baseball's Cactus League Spring Training, two NASCAR races at the Phoenix International Raceway, and the P.F. Chang's Rock 'n' Roll Marathon. Additionally, our state is well represented with seven professional sports franchises including; the Phoenix Suns, Arizona Cardinals, Arizona Diamondbacks, Phoenix Coyotes, Phoenix Mercury, Arizona Rattlers, and the Phoenix FC. The ASEC is here to help organizations bring events of all sizes to the Grand Canyon State.

MISSION:

- The mission of the Arizona Sports and Entertainment Commission (ASEC) is to "Enrich Our Community Through Sports." It works with numerous businesses, organizations and teams from across the State of Arizona to carry out its mission.
- It achieves its mission through bringing regional, national and international sporting events to the State of Arizona Assisting in the promotion of Arizona High School, Collegiate and Professional Sports Teams and Events; and Supporting Youth Sports Programs and Development.

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