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News Release

McLean, VA: Visit Fairfax, the Convention and Visitors Corporation of Fairfax County, Virginia, has retained Sports & Properties, Inc. (SPI) of Raleigh, NC to create a sports facility database, develop a targeted sports events prospects list, and craft a sports marketing plan for the new Visit Fairfax Sports Marketing department.

SPI has teamed with Dr. Lisa Neirotti, Professor and Director of the Sports Management Program at The George Washington University, on the project. Dr. Neirotti has an extensive background in sports development in the greater DC area. She also created and taught the first college course in sports tourism in the United States.

“We are delighted to be working with Visit Fairfax as they get their sports marketing arm off the ground,” said Hill Carrow, CEO of SPI. “Fairfax County is already known for shopping (Tyson’s Corner), historical attractions (e.g. Mount Vernon), and Dulles International Airport, and it is exciting to see sports being added as a new major draw to the area. Fairfax has an array of sports facilities in place and more on the way, and our work in inventorying these facilities and matching potential events will assist in jump-starting Visit Fairfax’ efforts in sports event recruitment.”

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About Visit Fairfax:

The Fairfax County Convention and Visitors Corporation (FCCVC) assists both business and leisure travelers planning to visit Fairfax County. The Sports Marketing Department was established in the fall of 2006 to attract sporting events and activities to the greater Fairfax County area. Visit Fairfax sports tourism efforts are intended to build increased awareness for Fairfax County as a destination and to generate positive economic impacts across the county. For more information, visit www.fxva.com.

About Sports & Properties, Inc:

Sports & Properties, Inc. is a sports and entertainment marketing and economic development firm located in Raleigh, NC. The firm consults with sports commissions, convention & visitors bureaus, municipalities, states, and private businesses on the sports tourism industry and on sports and entertainment economic development projects. In addition to its sports commission and sports development industry practice, company clients include major corporations, sports franchises, sports and entertainment facilities, and sport governing bodies, among others. For more information, visit www.sportsproperties.com.