

## Utah looking for more action sports events

Tourism » Could Dew Tour success attract competitions?

**By Mike Gorrell**  
The Salt Lake Tribune

Forever optimistic, Utah Sports Commission president Jeff Robbins hopes a new alliance of action sports will stage more events in Utah, given the enthusiasm Utahns have displayed for The Dew Tour.

Almost 64,000 people attended the four days of skateboarding, BMX and freestyle motocross last September in and around EnergySolutions Arena in Salt Lake City. That included a Dew Tour single-day record of 26,000.

"We have 2,500 to 3,000 more total attendance than the next highest-attended city," said Robbins. "So ticket revenue was up here. And they know Utah is a good action sports state, so perhaps there will be more opportunities for us in the future."

The "they" he is referring to are two television heavyweights, NBC Sports and MTV, which earlier this month announced the formation of Alli, the Alliance of Action Sports.

NBC Sports is contributing four made-for-television events in the Action Sports Tour to the new umbrella organization. They are the Dew Tour, the 26-city Free Flow Tour that qualifies competitors for the Dew Tour, the Winter Dew Tour and the China Invitational, a skateboarding competition in Beijing.

MTV is bringing three events into the alliance -- the Maloof Money Cup, a one-year-old skateboarding event in Orange County, Calif.; the AMA Motocross Championship, a tour for outdoor dirt-track riders; and King of Wake, a five-stop tour of wakeboarding events culminating in national and world championship competitions.

"We believe these are the sports of a new generation," said a statement by Alli's president, Wade Martin. "Alli will bring together the best properties, athletes and brands globally for the fans of action sports."

Most of these fans are young, a demographic enticing to the networks. For the past six months, NBC Sports and MTV have worked closely to cross-promote action sports and "youth-focused lifestyle programming," said Martin.

As a subsidiary of the two television networks, the umbrella organization's events will be guaranteed more than 80 hours of coverage on NBC, USA Network, MTV and MTV2.

Robbins would like a bigger share of that coverage.

"We've been talking about a wakeboarding event," he said, as well as jockeying to advance the state's affiliation with outdoor motocross groups. "It's nice to have a good partner who has acquired more assets. Maybe one of those assets will fit here now. We're always looking for possibilities."

With good reason.

Robbins estimated September's Dew Tour stop in Salt Lake City generated \$13 million for the state's economy plus \$6 million worth of free publicity on TV and in other media outlets.

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The Dew Tour

Established in 2005, with events in five cities including Salt Lake City, the skateboarding (park and vert), BMX (park, vert and dirt) and freestyle motocross competitions were broadcast in more than 100 countries last year. Past individual event champions include Olympic gold medalist snowboarder Shaun White.