

Sports Tourism Best Practices Guide

IDEAL
PRINCIPLES
INCLUSION
DIVERSITY
EQUALITY
ACCEPTANCE
LEADERSHIP

COMPETE

SPORTS DIVERSITY COUNCIL

ELEVATE | COLLABORATE | CELEBRATE

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to Secure More Sports Diversity Tournaments and Events

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Compiled by the Compete Sports Diversity Council RFP Committee

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Is your destination being considered for a sporting event or tournament? Compete Sports Diversity has put together a **Best Practices Guide** of additional information in seven different areas a CVB, hotel or venue may wish to include when responding to an RFP.

We know that not every CVB, hotel or venue will be able to meet all of the following criteria but it is very important to let planners know about the efforts you are making to be inclusive. So please do include your current policies and goals when responding to RFP requests.

1. PRONOUNS

Traditional gender pronouns do not always apply to everyone. For example, some people may choose not to use traditional pronouns such as “she”/“her” or “he”/“him.” Some individuals may prefer nonconforming pronouns such as “they,” “ze” or “hir.” Other individuals might not use pronouns at all, preferring instead to be called by name. Rather than “Would she/him/hir like to go with us?” it might be, “Would James like to go with us?”

Below is a chart of some common pronouns people use. This is not a complete list.

Subject	Object	Possessive	Possessive Pronoun	Reflexive
He	Him	His	His	Himself
"He played"	"I saw him"	"His cup"	"That is his"	He sees himself
She	Her	Hers	Hers	Herself
"She played"	"I saw her"	"Her cup"	"That is hers"	She sees herself
They	Them	Theirs	Theirs	Themselves
"They played"	"I saw them"	"Their cup"	"That is theirs"	"They see themselves"
Ze (or Zie)	Hir	Hir	Hirs	Hirself
"Ze played"	"I saw hir"	"Hir cup"	"That is Hir"	"Ze sees hirself"

Q. How do I know what pronoun to use when addressing someone?

A. It's perfectly appropriate to ask a person, "what pronouns do you use?" or "what should I call you?"

Another easy way is to say, "Hi, I'm Hiro and I use he/his/him pronouns. What about you?"

Ask the organization that is submitting an RFP if they have any pronoun preferences.

Q. Where are common places I should consider listing my pronouns?

A. Common places include adding it to your email signature, social media accounts (particularly LinkedIn) and on name tags or badges.

2. MEMBERSHIPS AND COMMUNITY SUPPORT

Memberships

If you are a member of specific diversity organizations, like the Compete Sports Diversity Council, be actively involved and then proudly tell others and share the organization's information. The more active you can be in your membership organizations, the more effective you can be in helping individuals, organizations and communities become better, stronger and more effective.

Community Support

If your organization sponsors a local softball team, just booked a major LGBTQ+ sports tournament or is offering a scholarship to an underserved community, please be sure to let everyone know. People want to support organizations that both share and actively support their same values.

3. TRAINING, EMPLOYEE RECRUITING, ANTI-DISCRIMINATION AND COMPANY POLICIES

Training

Many organizations are finding it beneficial to provide diversity training for their employees. There are many types of diversity training. Beyond the traditional training, there are also additional types that target groups or industries with specific needs. Other training might include courses on sexual harassment, implicit bias, ableism, racism, misogyny, ethnocentrism, homophobia, biphobia, transphobia and lack of scientific knowledge.

If your organization has completed a diversity training program, we encourage you to list your specific training on your website as well as other marketing materials (including event proposals). And include any training in which you've participated that goes beyond traditional diversity training.

And if your organization is sports related, we recommend that you consider the Compete Sports Diversity Leadership Designation program or the Compete Sports Diversity Certification program.

Employee Recruiting

Does your organization actively recruit a diverse staff? Do you pay above minimum wage? Do you offer benefits to all employees, especially healthcare? And does that also include same-sex partner benefits? For many planners, it is important to support businesses that support everyone they employ.

Anti-Discrimination

You can show your support for diversity by showcasing your organization's anti-discrimination policy – or by creating one if you do not have one currently. An all-encompassing policy should address sex, gender (expression and identity), race, ethnicity, religion, nationality, veteran status, disability status and sexual orientation. It should also include processes for investigation and complaints.

Does your company have a retaliation policy (for example, you make a complaint against someone and that person retaliates against you, the retaliation itself is a violation)? A retaliation policy can include your organization's staff and also your guests/customers who experience abusive, racist or homophobic behavior from the staff while in your hotel or attending your CVB or venue's event.

Company Policies

Organizations should not have a ban on staff participation in political activities on their personal time, e.g., participating in a Black Lives Matter rally or posting on their social media accounts. However, you may want to have a policy that employees may not incite violence or use hate speech on their personal time; then be sure to include what the consequences would be for an employee who violates that policy.

4. GUEST OPTIONS, ACCESSIBLE SERVICES, CHILDCARE OPTIONS, MEALS AND DINING

Guest Options

Concierges and hospitality employees should be educated about appropriate options to offer disabled guests and customers for things like dining, entertainment, transportation, etc. This should also include local vendors/retailers who are POC-owned and LGBTQ+-owned and/or supportive businesses. If you are a Compete Sports Diversity Council member, we can assist you with contacts and resources in your community.

Accessible Services

How good is your signage? Does your hotel, event or venue offer easily read signage directing guests/customers to elevators and accessible services? Does it include signs in Braille for blind guests/customers? And what is the proximity to accessible leisure activities or services to get guests/customers with limited mobility to those places, e.g., airport shuttles, local car and shuttle services?

Is there a staff member who knows sign language for guests who are deaf? Can the hotel or venue provide someone or recommend someone to sign for the event?

Childcare Options

Are there nearby affordable licensed childcare options? Are cribs available for hotel rooms? This is particularly important to parents attending conferences or sporting events.

Meals and Dining

Does your hotel have a wide array of food options for vegetarians, vegans, those with food sensitivities such as gluten, and other religious or dietary needs? If not, is your chef able to prepare those for unexpected requests or are those options available in the neighborhood that you can bring in for a guest?

5. GENDER NEUTRAL BATHROOMS AND RECYCLING

Gender Neutral Bathrooms

Are gender neutral bathrooms available? Are they easily found and accessible? Do you provide baby changing stations in all your bathrooms?

Recycling

Climate change is one of the biggest threats to our civilization. Does your hotel or venue recycle and if so, do you also offer recycling in public spaces? What about in-room recycling for hotels? Also, do your restaurants participate in any programs that donate perishable food to local food banks or send food to nursing homes, etc.? Many groups have a strong charitable mission and would appreciate knowing what you are doing to serve your own community.

6. SAFETY AND SECURITY

Does your hotel or venue have a written safety plan in place for both a natural disaster and a threat to your group? What is your plan for a shelter-in-place situation? Do you have the capacity to provide updated messages for guests via your lobby and in-room TVs?

Does your hotel or venue have one or more automated external defibrillators (AED) on site as well as someone on staff trained to use it until EMT's arrive? A safety plan should include locations of all AED machines, exits in case of a fire, etc. It should also include the location and directions to the closest hospital or firehouse.

Regarding any potential threat situation, who is the head of your security, the person a group should call who will help them coordinate with the authorities? Also, do your elevators require key cards to access hotel or venue room floors or can any member of the public gain unimpeded access to all floors?

7. OTHER

Dealing With COVID-19

What extra precautions are you and your employees taking to address the COVID-19 epidemic so people feel safe staying with, eating at or attending a function at your hotel or venue? Are you following CDC guidelines? Do you do daily temperature checks on employees; are they all wearing masks? And are the masks cloth or are they see-through material so people can still see

your people smile? How are you sanitizing the kitchen, restaurants, lobbies and guest rooms in your hotel? Do you have hand sanitizing stations throughout near frequently touched areas? Are you including hand sanitizers in each guest room?

What safety measures do you require of your guests coming into the hotel or venue? If you require masks and guests aren't wearing one, do you have masks to give them? And do you have a policy in place about how to handle guests who refuse to wear one?

CONCLUSION

We hope that you have found this Sports Tourism Best Practices Guide to Secure More Sports Diversity Tournaments and Events a valuable tool. We encourage you to let us know how you are using it, and if you have a suggestion for something we have overlooked, we hope you will share it with us so this becomes a living document that helps us all improve!

MISSION

Compete Sports Diversity is the global network of LGBTQ+ athletes, sports fans, leaders and allies sharing resources and connections that empower our community and promote diversity and inclusion.

OUR LEADERSHIP COMMITTEE

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ABOUT COMPETE SPORTS DIVERSITY

Compete Sports Diversity is the Global Leader in Sports Diversity and has been publishing Compete Magazine, the world's only LGBTQ+ sports magazine since 2006. The Compete Sports Diversity Council (CSDC) is comprised of over 125 member organizations reaching over 250,000 participating members. The CSDC educates and unites our members to build a more diverse, powerful and prosperous sports community. The CSDC connects recreational and professional sports organizations, connects sports leaders with their peers and with corporate and community partners, including corporate sponsors and travel and tourism providers. The CSDC educates and unites its members through its Sports Diversity Leader (SDL) Designation Program, Member Certification Program, business building conferences as well as consulting, one-on-one mentoring, webinars and virtual courses. Visit CompeteSportsDiversity.com for more information.



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