



Sandi's Story

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Sandi Hill
Founder, President and Executive Director
California State Games

In 1988, Sandi Hill founded the California State Games with 2,000 athletes competing in San Diego. Today, the event has grown to both a summer and winter games with a combined total of 12,500 youth and young adult athletes competing in over 30 sports.

The California State Games is a grassroots program of the U.S. Olympic Committee. The event provides athletes with an Olympic-like experience through amazing opening ceremonies and stiff competition, allowing them to dream the dream of one day competing on a global stage.

A core goal of the California State Games is to bring athletes from California, Nevada and Arizona to create a better and more diverse competition. Funding from the San Diego Tourism Marketing District has allowed the games to market to and attract a wider array of athletes.

The California State Games is unique in that it uses facilities all across San Diego County, which benefits TMD hotels in all areas of the City. This creates over 13,500 room nights within San Diego, resulting in over \$2 million in hotel room revenue and a return of \$23 for every dollar invested by the TMD.

"SDTMD's funding has elevated our games to a new level and we have grown substantially because of it," said Sandi. "It's awesome to see something I started in 1988 grow to an event that generates millions in hotel room revenue, which supports jobs and the economy in San Diego. For us, the future of the games is endless."

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