



Mobile Sports Authority (MSA)
Managed and/or Supported Completed Events – FY2021
Economic Impact “Scoreboard” - FINAL
(October 1, 2020 – September 30, 2021)

Fiscal Year 2021 (10/1/20 – 9/30/21)

<u>FY2021 Sports Event:</u>	<u>Est. Economic Impact</u>
1) 2020 AHSAA South Regional Cheer Competition (3 rd time here) (MSA with AHSAA/Varsity Brands) – Nov 5, 2020 -780 cheerleaders competed + 1,120 gate - 39 teams (15 out-of-town) -780 participants in 2020 was a 30% decrease from the 1,103 in 2019 (Covid) -1,900 attendees in 2020 was a 22% decrease from the 2,439 in 2019 -400 visitors for a one-night avg stay + 200 day-trippers (includes 75 coaches and staff)	\$182,400
2) 2020 Alabama State Division I Youth Football Championship Tournament (MSA with AL Youth Sports Corp/Jermaine Roberson) – Nov 14-15, 2020 (2 nd time event) -33 teams competing with 16 from out of town -720 visitors for a one-night stay + 200 day-trippers for 2 days	\$331,520
3) 2020 Lyons Park Turkey Day Classic Tennis Tournament (35th Annual) (MSA with New Lyons Park Tennis Assn & Mobile Tennis Center) – Nov 20-22, 2020 -115 visitors for 2 nights avg stay (75 players)	\$95,840
4) 2020 AHSAA North-South All-Star Football Game (first time here - 62nd annual) (MSA with USA, MCPSS, MPD, and Visit Mobile) – Dec 15-18, 2020 -37 players per team plus coaching staff -800 visitors for avg two-night stay	\$665,600
5) 2020 USA Volleyball Port City Volley-Jolley Christmas Tournament (first-time event) (MSA with Gulf Coast Region Volleyball) - Dec 19-20, 2020 -31 teams competing with 16 being from out of the Mobile-Baldwin County areas -467 visitors for two-night avg stay	\$388,544
6) 2021 Mobile Storm Invitational Volleyball Tournament (MSA with Mobile Storm/USA Volleyball Gulf Coast Region) – February 5-7, 2021 -124 teams competed, Mobile hosted 71 teams, Foley hosted 53 teams -45 out-of-town teams (out of our 71) plus 47 game officials & staff -900 visitors for 2-night stay	\$748,800

FY2021 Sports Event (con't):

Est. Economic Impact

- 7) **2021 Gulf Coast Classic Invitational Volleyball Tournament (28th Annual)**-1st here \$868,480
(MSA with Pleasure Island Storm/USA Volleyball Gulf Coast Region) – February 12-14, 2021
-121 teams competed, Mobile hosted 64 teams, Foley hosted 57 teams
-36 out-of-town teams (out of our 64) plus 50 game officials & staff
-The tournament reported 278 room-nights generated
-900 visitors for 2-night stay + 784 day-trippers for 2 days
- 8) **2021 Mobile Bay Authority Intercollegiate Golf Tournament (12th Annual)** \$268,320
(MSA with Ben Hannan/USA) – Feb 14-16, 2021
-215 visitors for 3-night stay
-13 college teams from out of town plus USA competed at Magnolia Grove GC
- 9) **2021 Azalea City Boys' Winter Classic Volleyball Tournament** (first-time event) \$54,080
(MSA with USAV Gulf Coast Region) – Feb 20-21, 2021
-130 visitors for one night stay
-6 teams with 3 from out of town plus 20 game officials
- 10) **2021 Mardi Gras (Volley) Ball Tournament** (first-time here) \$766,272
(MSA with MS Gulf Coast Volleyball/USAV Gulf Coast Region) – Feb 27-28, 2021
-403 visitors for two-night stay/1,036 for one night
-54 teams with 49 from out of town plus 50 game officials
- 11) **2021 USSSA Black American Winter World Softball Tour (3rd Annual)** \$965,120
(MSA with Martina Moore/USSSA) – March 5-7, 2021
-1,160 visitors for two-day stay
-61 teams with 58 from out of town from 11 states (AL, CA, FL, GA, LA, MI, MO, MS, SC, TN, TX)
- 12) **2021 Azalea City Classic Ultimate Tournament** (first time event) \$62,400
(MSA with Mobile Ultimate Movement) – March 6-7, 2021
-150 visitors for one-day stay
-12 teams with 7 from out of town
- 13) **2021A Gulf Coast Challenge Powered by Mobile Sports Authority (3rd game)** \$708,032
(MSA with GCB Entertainment, Inc/Tim Hale, Kevin Ball) – March 13, 2021
-1,702 visitors for one-night stay (UWA vs SAVSU)
-(3,405 tickets distributed + 700 teams/coaches/officials/bands/staff)
-based on the report from the promoter, fans traveled to Mobile from 4 states (AL, FL, LA, MS,)
- 14) **2021 Mobile Challenge of Champions Presented by the MSA (28th Annual)** \$569,088
(MSA with Steve Schoenewald/Complete Sports Productions) – April 2-3, 2021
-90 schools represented from 6 states: AL, FL, GA, LA, MS, TN
-840 competitors over 2 days
-684 visitors for 2-night stay

FY2021 Sports Event (con't):

Est. Economic Impact

- 15) **2021 Gulf South Conference (GSC) Men's & Women's Golf Championships** \$208,416
(MSA with Magnolia Grove and the GSC) – April 17-19, 2021 (2nd time here)
-11 men's teams and 8 women's teams competed (108 players)
-127 visitors for three-night stay + 60 visitors for two-night stay
- 16) **2021 USA Volleyball Gulf Coast Region Championships Presented by the MSA** \$2,465,440
(MSA with Mobile Storm/USA Volleyball Gulf Coast Region) – April 23-25, 2021
(7th Annual) – (a record 248 teams competed; a record 183 in Mobile; 65 in Foley)
-103 out-of-town teams plus 24 grass-root teams (out of 183 in Mobile) and 82 staff & officials
-with 183 teams competing in Mobile, that's up from 125 in 2019
-The tournament reported 1,067 room-nights generated (increase of 25 from 2019)
-2,855 visitors for 2-night stay + 563 day-trippers for 2 days + 1,398 local fans
- 17) **2021 Serve It Up with Love Tennis Tournament** \$57,408
(MSA with Child Advocacy Center) – April 25-27, 2021
-69 visitors for two-night avg stay
- 18) **2021 USA Gymnastics Trampoline & Tumbling Region 5 Championship Meet-MSA** \$643,552
(MSA with USAG Region 5 Director Dmitri Poliaroush) – April 30-May 2, 2021 (2nd time here)
-491 competitors from 9 southeastern states (AL, AR, FL, GA, LA, MS, NC, SC, TN)
-1,547 visitors for avg. one-night stay
- 19) **2021 Southern State Athletic Conf (SSAC) Baseball Championship Tournament** \$307,840
(MSA with the SSAC and MSEG) – May 6-9, 2021 – (first time here)
-Eight (8) SSAC teams competed from 4 states (AL, GA, LA, MS)
-370 visitors for avg 2-night stay
- 20) **2020 Ballin' on the Bay YBOA Basketball Tournament-MSA (5th Annual)** \$2,417,760
(MSA with Mobile Hornets/YBOA) – June 4-6, 2021
-a record 97 teams competing with 67 from out of town (AL, FL, GA, KY, LA, MS, TN)
-2,880 adult visitors for two-night stay + 135 day-trippers X 2 days
- 21) **2021 World Turkey-Calling Championships** (2nd time here) \$187,200
(MSA with West Mobile Golden Spurs Chapter/NWTF/Kenny Weiss) – June 14-15, 2019
-75 participants with 70 from out of town
-225 visitors for two-night stay
- 22) **2021 Babe Ruth 8U AL State Baseball Tournament** (2nd time here) \$465,920
(MSA with Babe Ruth/Tony Hendrix) – June 25-29, 2021
-20 teams with 14 being from out of town
-762 room-nights reported/1,350 adult tickets sold over 3 days
-560 visitors for two-night avg stay

FY2021 Sports Event (con't):Est. Economic Impact

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| 23) 2021 Babe Ruth 10U AL State Baseball Tournament (2nd time here)
(MSA with Babe Ruth/Tony Hendrix) – June 25-29, 2021
-17 teams with 11 being from out of town
-653 room-nights reported/1,148 adult tickets sold over 3 days
-440 visitors for two-night avg stay | \$366,040 |
| 24) 2021 Dauphin Street Vault Presented by the Mobile Sports Authority (10th Annual)
(MSA with High Vaultage Events) – July 17, 2021 (150 vaulters)
-450 visitors for one-night stay + 500 day-trippers | \$227,200 |
| 25) 2021 Babe Ruth 10U Southwest Regional Baseball Tournament (2nd time here)
(MSA with Babe Ruth/Tony Hendrix) – July 16-19, 2021
-12 teams with 9 being from out of town (AL, AR, LA, MS, TX)
-575 room-nights reported/1,050 adult tickets sold over 3 days
-360 visitors for two-night avg stay | \$299,520 |
| 26) 2021 Babe Ruth 12U Southwest Regional Baseball Tournament (2nd time here)
(MSA with Babe Ruth/Tony Hendrix) – July 16-19, 2021
-18 teams with 15 being from out of town (AL, LA, MS, TX)
-784 room-nights reported/1,224 adult tickets sold over 3 days
-600 visitors for two-night avg stay | \$499,200 |
| 27) 2021 Mobile Cycling Classic-MSA (3rd Annual)
(MSA with Pursuit Cycling and Emile Abraham) – July 31-August 1, 2021
-305 visitors for 2-night stay | \$253,760 |
| 28) 2021 Babe Ruth World Series (16-18u) Baseball Tournament (2nd time here)
(MSA with Tony & Vickie Hendrix/Babe Ruth/County Marketing Fund/Visit Mobile/MSEG)
– July 31-August 7, 2021
-10 teams; 9 visiting teams plus the host team, the Alabama Rawdogs
-1,336 room-nights reported/2,469 tickets sold over 8 days
-368 visitors plus 40 visitors in homes (2 teams) for 7 days | \$1,071,616 |
| 29) 2021 Mobile Challenge of Champions High School Cross-Country Meet
Presented by the Mobile Sports Authority (29th Annual)
(MSA with Steve Schoenewald) – Sept 2-4, 2021
-401 adult visitors for one-night avg stay (41 high schools represented) | \$166,816 |
| 30) 2021 D1Nation/AL State Pre-Season Youth Football Tournament
(MSA with AL Youth Sports Corp/Jermaine Roberson) – Sept 3-5, 2021 (2nd-time event)
-40 teams competing with 25 from out of town
-693 visitors for two-night stay | \$483,168 |

FY2021 Sports Event (con't):

Est. Economic Impact

- 31) **2021B Gulf Coast Challenge Powered by the Mobile Sports Authority (4th Annual)** \$5,648,000
(MSA with Green Coast Boys Ent - Tim Hale, Jr. & Kevin Ball) – Sept 22-25, 2021
-5,000 visitors for 2-night stay + 3,000 visitors for one-night stay
+ 3,000 day-trippers – (Tuskegee vs Alabama A&M)

Fiscal 2021 MSA Estimated Economic Impact Total: (31/31 events): \$22,443,352

MSA Economic Impact Formula:

of visitors X # of nights-stayed X \$208/night-spending + # of visiting day-trippers X \$40/day =
Direct Spending of Visitors
-Direct Spending of Visitors X 2 (regional multiplier) = Total Estimated Economic Impact for Area

- Note: The MSA \$208/night-spending figure was based on an extensive 2012 U. S. survey conducted by the University of Arizona on what visitors spend on average attending various amateur sporting events
- Note: Out-of-area day-trippers spend an average of \$40 per person per day based on the same study