



Mobile Sports Authority (MSA)
Managed and/or Supported Completed Events – FY2022
Economic Impact “Scoreboard” - FINAL
(October 1, 2021 – September 30, 2022)

Fiscal Year 2022 (10/1/21 – 9/30/22)

<u>FY2022 Sports Event:</u>	<u>Est. Economic Impact</u>
1) 2021 Tri the Gulf Triathlon Presented by Tobias, McCormick & Comer Lawyers (MSA with the Mobile Bar Found.) – Oct 16, 2021 (4th Annual -2019/2020 canceled) -128 visitors for 2-night avg stay + 30 day-trippers -302 registered (197 started) – 19 states plus Mexico represented (AL, AR, FL, GA, ID, IN, KS, KY, LA, MD, MS, NM, NY, SC, TN, TX, UT, VA, WI)	\$108,896
2) 2021 AHSAA South Regional Cheer Competition (<u>3rd time here</u>) (MSA with AHSAA/Varsity Brands) – Nov 4, 2021 -1,106 cheerleaders competed + 2,124 gate - 60 teams (30 out-of-town) -1,106 participants in 2021 was a 42% increase from the 780 in Covid 2020 -3,305 attendees in 2021 was a 74% increase from the 1,900 in Covid 2020 -922 visitors for a one-night avg stay + 200 day-trippers (total includes 75 coaches and staff)	\$399,552
3) 2021 Battleship Inv’tl Rugby Tournament (42nd Annual) (Presented by the Mobile Sports Authority) – Nov 6-7, 2021 (MSA with Battleship Rugby Football Club) -450 visitors for 2 nights avg stay (25 M/W teams, 22 out of town)	\$374,400
4) 2021 AHSAA South Regional Swimming & Diving Championships (7th Annual) (MSA with the AHSAA/City of Mobile Swim Assn & Tyler Kerns) – Nov 19-20, 2021 -240 visitors for one-night stay – (273 swimmers) - 2020 canceled	\$99,840
5) 2021 Gulf Coast Clash HS Wrestling Tournament Presented by the MSA (3rd Annual) (MSA with J.T. Gosnell) – Nov 19-20, 2021 (<u>3rd-time event</u>)-2020 canceled -1,228 visitors for one-night avg stay + 100 day-trippers for 2 days -(36 teams with 23 being from out of town; 614 wrestlers from AL, GA, LA, SC)	\$526,848
6) 2021 Lyons Park Turkey Day Classic Tennis Tournament (36th Annual) (MSA with New Lyons Park Tennis Assn & Mobile Tennis Center) – Nov 19-21, 2021 -70 visitors for 2 nights avg stay (50 players)	\$58,240

FY2022 Sports Event (cont'd):Est. Economic Impact

- 7) **2021 Alabama State Division I Youth Football Championship Tournament (3rd Annual)** \$281,600
(MSA with AL Youth Sports Corp/Jermaine Roberson) – Dec 3-5, 2021
-36 teams competing with 22 from out of town (AL, FL, LA)
-600 visitors for a one-night stay + 200 day-trippers for 2 days
- 8) **2021 AHSAA North-South All-Star Football Game** (2nd time here – **63rd Annual**) \$374,400
(MSA with USA, MCPSS, MPD, and Visit Mobile) – Dec 14-17, 2021
-37 players per team plus coaching staff; 691 tickets sold
-120 visitors for 5-night stay + 150 avg for two-night stay
- 9) **2021 USA Volleyball Port City Volley Jolley Christmas Tournament** (second-time event) \$714,816
(MSA with Gulf Coast Region Volleyball) - Dec 18-19, 2021
-60 teams competing with 43 being from out of the Mobile-Baldwin County areas
-An increase from 31 teams competing in 2020 to 60 teams in 2021 (477 room nights reported)
-818 visitors for two-night avg stay + 214 day-trippers for 2 days
- 10) **2021 Gulf Coast Holiday High School Basketball Classic (6th Annual)** \$198,400
(MSA with Richard Robinson at Univ of Mobile) – Dec 27-29, 2021
-16 teams competed (6 visiting teams)
-400 visitors for one-night stay + 200 day-trippers for 2 days
- 11) **2022 Azalea City Classic Ultimate Tournament** (first time event) \$83,200
(MSA with Mobile Ultimate Movement) – March 6-7, 2021
-100 visitors for one-day stay
-10 teams with 8 from out of town
- 12) **2022 Mobile Bay Authority Intercollegiate Golf Tournament (13th Annual)** \$249,600
(MSA with Ben Hannan/USA) – Feb 14-16, 2021
-200 visitors for 3-night stay
-13 college teams from out of town plus USA competed at Magnolia Grove GC
- 13) **2022 USSSA Black American Winter World Softball Tour (4th Annual)** \$673,920
(MSA with Martina Moore/USSSA) – March 4-6, 2022
-810 visitors for two-day stay
-57 teams with 52 from out of town from 11 states (AL, FL, GA, LA, MI, MS, OH, PA, TN, TX, WI)
- 14) **2022 Mobile Challenge of Champions T&F Meet Pres by the MSA (29th Annual)** \$915,200
(MSA with Steve Schoenewald/Complete Sports Productions) – April 1-2, 2022
-89 schools represented from 7 states: AL, FL, GA, KY, LA, MS, TN
-1,338 competitors over 2 days
-1,100 visitors for 2-night stay
- 15) **2022 Serve It Up with Love Tennis Tournament** \$52,416
(MSA with Child Advocacy Center) – April 3-5, 2022
-63 visitors for two-night avg stay

FY2022 Sports Event (cont'd):Est. Economic Impact

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| 16) 2022 Gulf South Conference (GSC) Men's & Women's Golf Championships
(MSA with Magnolia Grove and the GSC) – April 14-16, 2022 (3rd time here)
-11 men's teams and 8 women's teams competed (108 players)
-130 visitors for three-night stay + 60 visitors for two-night stay | \$212,160 |
| 17) 2022 Mardi Gras (Volley) Ball Tournament (<u>2nd time here</u>)
(MSA with MS Gulf Coast Volleyball/USAV Gulf Coast Region) – April 16-17, 2022
-670 visitors for two-night stay
-29 teams with 16 from out of town plus 40 game officials (from AL, FL, MS, TN) | \$557,440 |
| 18) 2022 USA Volleyball Gulf Coast Region Championships Presented by the MSA
(MSA with Mobile Storm/USA Volleyball Gulf Coast Region) – April 22-24, 2022
(8th Annual) – (242 teams competed-incl 38 grass-root teams; 168 in Mobile; 74 in Foley)
-90 out-of-town teams here plus 15 out of town out of the 38 grass-root teams plus 75 staff/officials equals 105 visiting teams competing in Mobile; reported 1,138 room-nights generated (+71)
-3,775 visitors for one-night stay + 2,265 (60%) for one-night stay + 348 day-trippers for 2 days + 1,512 locals + 75 GCR staff/officials for 2-night stay + 168 teams | \$2,630,720 |
| 19) 2022 United Flag Football Nat'l Qualifier (<u>first time here</u>)
(MSA with United Flag Football and Visit Mobile) – April 30-May 1, 2022
-30 teams with all 30 from out of town (AL, FL, LA, MS)
-420 visitors for 2-night avg stay + 30 day-trippers for 2 days | \$354,240 |
| 20) 2022 USA Gymnastics Trampoline & Tumbling Region 5 Championship Meet-MSA
(MSA with USAG Region 5 Director Dmitri Poliaroush) – May 5-8, 2022 (3rd time here)
-520 competitors (42 clubs) from 9 southeastern states (AL, AR, FL, GA, LA, MS, NC, SC, TN)
-1,447 visitors for avg. two-night stay | \$1,203,904 |
| 21) 2022 Ballin' on the Bay YBOA Basketball Tournament-MSA (6th Annual)
(MSA with Mobile Hornets/YBOA) – June 3-5, 2022
-a record 118 teams competing with 76 from out of town (AL, FL, LA, MS, TN)
-3,040 adult visitors for two-night stay + 200 day-trippers X 2 days | \$2,561,280 |
| 22) 2022 World Turkey-Calling Championships (3 rd time here)
(MSA with West Mobile Golden Spurs Chapter/NWTF/Kenny Weiss) – June 10-11, 2022
-70 participants with 57 from out of town
-187 visitors for two-night stay | \$155,584 |
| 23) 2022 Battleship "Luau 7's" Rugby Tournament Presented by the MSA
(MSA with Battleship Rugby Club) – July 9, 2022 (6th Annual)
-175 visitors for one-night stay (7 teams) | \$72,800 |
| 24) 2022 Warrior 5v5 Soccer Tournament
(MSA with Warrior 5v5 and Visit Mobile) – July 9, 2022 (<u>first event here</u>)
-18 teams with 4 being visiting teams
-75 visitors for a one-night stay | \$31,200 |

FY2022 Sports Event (cont'd):

Est. Economic Impact

25) 2022 Babe Ruth Cal Ripken Southwest Reg'l 8U Baseball Tournament (MSA with Babe Ruth/ Tony & Vickie Hendrix) – July 8-12, 2022 -18 teams with 12 being visiting teams (AL, AR, LA, MS) -300 visitors for 3-night stays (367 estimated room nights)	\$374,400
26) 2022 Babe Ruth Cal Ripken 6U "T-Ball" World Series Baseball Tournament (MSA with Babe Ruth/ Tony & Vickie Hendrix) – July 8-12, 2022 -8 teams with 3 being visiting teams (AL, AR, MS) -100 visitors for 3-night stays (118 estimated room nights)	\$124,800
27) 2022 Dauphin Street Vault Presented by the Mobile Sports Authority (11th Annual) (MSA with High Vaultage Events) – July 16, 2022 (140 vaulters) -400 visitors for one-night stay + 400 day-trippers	\$198,400
28) 2022 Mobile Cycling Classic-MSA (4th Annual) (MSA with Pursuit Cycling and Emile Abraham) – August 20-21, 2022 -209 visitors for 2-night stay (130 cyclists)	\$173,888
29) 2022 Mobile Challenge of Champions High School Cross-Country Meet Presented by the Mobile Sports Authority (30th Annual) (MSA with Steve Schoenewald) – Sept 2-3, 2022 -438 visitors for one-night avg stay (from 47 schools-AL, FL, LA, MS)	\$182,208
30) 2022 Rank Up Pre-Season Youth Football Tournament (MSA with AL Youth Sports Corp/Jermaine Roberson) – Sept 2-4, 2022 (3rd-time event) -48 teams competing with 22 from out of town (1,300 tickets sold) -440 visitors for two-night stay	\$366,080

Fiscal 2022 MSA Estimated Economic Impact Total: (30/30 events): **\$14,310,432**

MSA Economic Impact Formula:

visitors X # nights-stayed X \$208/night-spending + # 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

Note: The FY2022 MSA Final Scoreboard results do not include the annual Gulf Coast Challenge Powered by the Mobile Sports Authority football game as due to an anomaly in the schedule, the 2021 game was held in September 2021 (FY2021) and the 2022 game will be held in November 2022 (FY2023).