



Mobile Sports Authority (MSA)
Managed and/or Supported Completed Events – FY2023
Economic Impact “Scoreboard” - FINAL
(October 1, 2022 – September 30, 2023)

Fiscal Year 2023 (10/1/22 – 9/30/23)

<u>FY2023 Sports Event:</u>	<u>Est. Economic Impact</u>
1) 2022 AHSAA South Regional Cheer Competition (4th time here) (MSA with AHSAA/Varsity Brands) – November 3, 2022 -1,731 cheerleaders competed + ??? gate - 104 teams (45 out-of-town) -1,731 participants in 2022 was a 57% increase from the 1,106 in 2021 (100 performances) -5,006 attendees in 2022 was a 51% increase from the 3,305 in 2021 -745 visitors for a one-night avg stay + 200 day-trippers (total includes 70 coaches and staff)	\$325,920
2) 2022 Gulf Atlantic (NJCAA) Volleyball Championship Tournament (first time here) (MSA with Bishop State CC) – November 4-6, 2022 -8 teams competing with 6 from out of town -350 visitors for a two-night avg stay	\$291,200
3) 2022 Battleship Invitational Rugby Tournament (43rd Annual) (Presented by the Mobile Sports Authority) – Nov 5-6, 2022 (MSA with Battleship Rugby Football Club) -380 visitors for 2 nights avg stay (21 M/W teams, 19 out of town)	\$316,160
4) 2022 Gulf Coast Challenge Powered by the Mobile Sports Authority (5th Annual) (MSA with Green Coast Boys Ent - Tim Hale, Jr. & Kevin Ball) – November 9-12, 2022 ~8,075 visitors for 2-night stay + ~8,075 visitors for one-night stay + ~3,000 day-trippers -from 31 states (AL, AR, AZ, CA, CO, DE, FL, GA, IL, IN, KS, KY, LA, MA, MD, MO, MS, NC, NJ, NM, NV, NY, OH, OK, PA, SC, TN, TX, VA, WA, WI plus DC – 32,900 attendees (AA&M vs JSU) -(15,300 tickets distributed + ~6,000 comp tickets + ~7,000 “walk-ins” + ~4,000 teams/coaches/officials/high school and college bands/staff)	\$10,317,600
5) 2022 AHSAA South Regional Swimming & Diving Championships (8th Annual) (MSA with the AHSAA/City of Mobile Swim Assn & Tyler Kerns) – Nov 18-19, 2022 -400 visitors for one-night stay – (230 swimmers)	\$166,400

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| 6) 2022 Gulf Coast Clash HS Wrestling Tournament Presented by the MSA (4th Annual)
(MSA with J.T. Gosnell) – Nov 18-19, 2022 (206 team room-nights reported)
-578 visitors for two-night avg stay + 100 day-trippers for 2 days
-(38 boys' and 21 girls' teams/24 being from out of town; 590B/106G wrestlers from AL, LA) | \$496,896 |
| 7) 2022 Lyons Park Turkey Day Classic Tennis Tournament (37th Annual)
(MSA with New Lyons Park Tennis Assn/Mobile Tennis Center) – Nov 18-20, 2022
-150 visitors for two-night avg stay (100 players) | \$124,800 |
| 8) 2022 AHSAA AL/MS All-Star Football Game (62nd Annual)
-first time back in Mobile since 2011-
-(MSA with USA, MCPSS, MPD, and VM) – Dec 6-10, 2022
-40 players and 9 coaches per team plus staff (1,016 tickets sold/286 room-nights)
-120 visitors for 4 nights stay + 500 visitors for one-night stay | \$407,680 |
| 9) 2022 AHSAA North-South All-Star Football Game (3rd time here – 64th Annual)
(MSA with USA, MCPSS, MPD, and VM) – Dec 13-16, 2022
-37 players per team plus coaching staff (751 tickets sold/275 room-nights)
-120 visitors for 4-night stay + 150 avg for two-night stay | \$324,480 |
| 10) 2022 USA Volleyball Port City Volley Jolley Christmas Tournament (3rd Annual)
(MSA with Gulf Coast Region Volleyball) - Dec 16-18, 2022
-90 teams competing with 63 being from out of the Mobile-Baldwin County area
-An increase from 31 teams competing in 2020 to 90 teams in 2022 (714 room nights reported)
-1,475 visitors for two-night avg stay + 100 day-trippers for 2 days | \$1,243,200 |
| 11) 2022 Gulf Coast Holiday High School Basketball Classic (7th Annual)
(MSA with Richard Robinson at Springhill College) – Dec 28-30, 2022
-16 teams competed with 5 visiting teams (AL, FL, LA)
-350 visitors for one-night stay + 200 day-trippers for 2 days | \$177,600 |
| 12) 2023 Mobile Marathon Half-Marathon Presented Infirmity Health (19th Annual)
(MSA with First Light Community Mobile) – January 7-8, 2023
-240 visitors for 2-night stay - ~355 total competitors (316 for the ½ and 39 for the Fun Run)
-250 competitors plus families from outside the Mobile/Baldwin County areas; | \$199,680 |
| 13) 2023 Hal Williams Collegiate Golf Tournament-USA (13th Annual)
(MSA with Ben Hannan/USA) – Feb 12-14, 2023 – formerly the MB Intercollegiate
-175 visitors for 3-night stay
-14 college teams from out of town plus USA competed at Magnolia Grove GC | \$218,400 |
| 14) 2023 Bishop State JUCO/Champions League Volleyball Tournament (first-time here)
(MSA with Bishop State/Nicole Keshock) – Feb 24-26, 2023
-300 visitors for 2-night stay
-35 teams here with 15 from out of town | \$249,600 |

FY2023 Sports Event (cont'd):Est. Economic Impact

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| 15) 2023 AHSAA AL/MS High School All-Star Basketball Girls' & Boys Games (1 st time)
(MSA with the AHSAA, MCPSS, and Visit Mobile) – March 11, 2023
-275 visitors for 2-night stay (304 tickets sold) | \$228,800 |
| 16) 2023 Mobile Challenge of Champions T&F Meet Pres by the MSA (30th Annual)
(MSA with Steve Schoenewald/Complete Sports Productions) – March 31-April 1, 2023
-97 schools represented from 7 states/76 from out of town: (AL, FL, GA, LA, MS, TN, VA)
-964 competitors over 2 days
-1,250 visitors for 2-night stay + 300 day-trippers | \$1,064,000 |
| 17) 2023 Serve It Up with Love Tennis Tournament (17th Annual)
(MSA with Child Advocacy Center) – April 2-4, 2023
-108 visitors for two-night avg stay | \$89,856 |
| 18) 2023 Gulf South Conference (GSC) Men's & Women's Golf Championships
(MSA with Magnolia Grove and the GSC) – April 16-18, 2023 (4th time here)
-10 men's teams and 9 women's teams competed (95 players + 38 support staff)
-133 visitors for three-night stay + 60 visitors for two-night stay | \$215,904 |
| 19) 2023 USA Gymnastics Trampoline & Tumbling Region 5 Championship Meet-MSA
(MSA with USAG Region 5 Director Dmitri Poliaroush) – April 20-23, 2023 (4th time here)
-520 competitors (41 clubs) from AL, AR, FL, GA, LA, MS, NC, SC, TN
-1,560 visitors for avg. two-night stay (includes 114 coaches, 26 judges, and 25 staff) | \$1,297,920 |
| 20) 2023 AHSAA Tennis AL State Championship Tournament (1st time-all 7 classes here)
(MSA with the Mobile Tennis Center and AHSAA) – April 24-28, 2023
-95 teams competing with 78 from out of town; 64 schools (MTC also reporting these numbers)
-1,450 visitors for two-night avg stay (711 players/580 visiting) | \$1,206,400 |
| 21) 2023 USA Volleyball Gulf Coast Region Championships Presented by the MSA
(MSA with Mobile Storm/USA Volleyball Gulf Coast Region) – April 28-30, 2023
(9th Annual) – (196 teams competed-includes 41 grass-root teams)
-81 out-of-town teams here plus 9 out of town out of the 41 grass-root teams plus 76 staff/officials equals 90 visiting teams competing in Mobile; reported 983 room-nights generated
-2,030 visitors for avg two-night stay + 225 day-trippers for 2 days + 2,284 locals | \$1,724,960 |
| 22) 2023 American Cornhole Mobile Major Tournament (first time here)
(MSA with American Cornhole/Visit Mobile) – May 5-6, 2023
-175 visitors for two-night stay; 300+ room-nights estimated
-Competitors came from 14 states (AL, AR, FL, GA, IL, IN, KY, MS, MO, NC, OH, OK, TN, UT) | \$145,600 |
| 23) 2023 Gulf Coast Showdown AAU Basketball Tournament (first time)
(MSA with Richard Robinson) – May 13-14, 2023
-128 teams competed with 54 from out of town (AL, FL, GA, LA, MS)
-1,656 visitors for two-night avg stay plus 200 day-trippers for 2 days | \$1,409,792 |

FY2023 Sports Event (cont'd):

Est. Economic Impact

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| 24) 2023 Ballin' on the Bay YBOA Basketball Tournament-MSA (7th Annual)
(MSA with Mobile Hornets/Sherwonda Southall) – May 19-21, 2023
-a record 130 teams competing with 81 from out of town (AL, FL, GA, LA, MS)
-2,509 adult visitors for two-night stay + 393 day-trippers X 2 days | \$2,150,368 |
| 25) 2023 World Turkey-Calling Championships (4th time here)
(MSA with West Mobile Golden Spurs Chapter/NWTF/Kenny Weiss) – June 9-10, 2023
-115 participants with 70 from out of town
-270 visitors for two-night stay | \$226,640 |
| 26) 2023 Babe Ruth 6U AL State Baseball Tournament (2nd time here)
(MSA with Babe Ruth/Tony Hendrix) – June 29-July 2, 2023
-5 teams with 2 being from out of town
-106 room-nights reported/386 adult tickets sold over 3 days
-193 visitors for two-night avg stay
-Projected E. I: \$400,000 | \$160,576 |
| 27) 2023 Babe Ruth 7U AL State Baseball Tournament (2nd time here)
(MSA with Babe Ruth/Tony Hendrix) – June 29-July 2, 2023
-7 teams with 4 being from out of town
-207 room-nights reported/754 adult tickets sold over 3 days
-377 visitors for two-night avg stay | \$313,664 |
| 28) 2023 Babe Ruth 11U AL State Baseball Tournament (2nd time here)
(MSA with Babe Ruth/Tony Hendrix) – June 29-July 2, 2023
-6 teams with 3 being from out of town
-151 room-nights reported/550 adult tickets sold over 3 days
-275 visitors for two-night avg stay | \$228,800 |
| 29) 2023 Babe Ruth 12U AL State Baseball Tournament (2nd time here)
(MSA with Babe Ruth/Tony Hendrix) – June 29-July 2, 2023
-13 teams with 9 being from out of town
-444 room-nights reported/1,780 adult tickets sold over 3 days
-712 visitors for two-night avg stay | \$592,384 |
| 30) 2023 Babe Ruth 16/18U State Baseball Tournament (first time here)
(MSA with Babe Ruth/Tony Hendrix) – June 29-July 2, 2023
-15 teams with 13 from out of town (AL, FL, LA, MO, MS)
-354 room-nights generated/1,800 adult tickets sold over the 3 days
-645 visitors for two-night stay | \$536,640 |
| 31) 2023 Mobile 5v5 Warrior Soccer Tournament
(MSA with Warrior 5v5 and Visit Mobile) – July 8, 2023 (2 nd time here)
-26 teams with 10 being visiting teams (increase from 18/4 in 2022)
-200 visitors for a one-night stay | \$83,200 |

FY2023 Sports Event (cont'd):

Est. Economic Impact

<p>32) 2023 Primetime Gulf Coast AAU Basketball Tournament (first time here) (MSA with Richard Robinson/John McDonald) – July 7-9, 2023 -a record 140 teams competed with 90 from out of town (AL, FL, KY, LA, MS) -2,520 visitors for two-night avg stay plus 720 day-trippers X 2 days</p>	<p>\$2,211,840</p>
<p>33) 2023 Dauphin Street Vault Presented by the Mobile Sports Authority (12th Annual) (MSA with High Vaultage Events) – July 15, 2023 (200 vaulters) -539 visitors for one-night stay + ~400 day-trippers</p>	<p>\$256,224</p>
<p>34) 2023 Babe Ruth Southwest Reg'l 9U Baseball Tournament (first time here) (MSA with Babe Ruth/ Tony & Vickie Hendrix) – July 13-16, 2023 -5 teams with 3 being visiting teams (AL, MS) -384 visitors for two-night stay (166 estimated room nights)</p>	<p>\$319,488</p>
<p>35) 2023 Babe Ruth Southwest Reg'l 10U Baseball Tournament (2nd time here) (MSA with Babe Ruth/ Tony & Vickie Hendrix) – July 13-16, 2023 -13 teams with 9 being visiting teams (AL, FL, LA, MS, TX) -730 visitors for two-night stay (402 estimated room nights)</p>	<p>\$607,360</p>
<p>36) 2023 AL High School Athletic Assn (AHSAA) State Football Officials' (Southern) Camp (MSA with the AHSAA SW District Football Officials) – August 11-13, 2023 (<u>third time here</u>) -120 officials plus families attending for 3 days -293 visitors for 2-night avg stay</p>	<p>\$243,776</p>
<p>37) 2023 Mobile Cycling Classic-MSA (4th Annual) (MSA with Pursuit Cycling and Emile Abraham) – August 12-13, 2023 -181 visitors for 2-night stay (191 cyclists)</p>	<p>\$150,592</p>
<p>38) 2023 Mobile Challenge of Champions High School Cross-Country Meet Presented by the Mobile Sports Authority (31st Annual) (MSA with Steve Schoenewald) – Aug 31-Sept 2, 2023 -518 visitors for one-night avg stay - (from 49 schools-AL, FL, GA, LA, MS)</p>	<p>\$215,488</p>
<p>39) 2023 Game Time Pre-Season Youth Football Tournament (MSA with Game Time Sports/Jermaine Roberson) – Sept 1-3, 2023 (4th-time event) -43 teams competing with 24 from out of town (1,187 tickets sold) -480 visitors for two-night stay</p>	<p>\$399,360</p>

Fiscal 2023 MSA Estimated Economic Impact Total: (39/39 events): \$30,939,248

MSA Economic Impact Formula:

of 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 previous studies