



Mobile Sports Authority (MSA)
Managed and/or Supported Completed Events – FY2025
Economic Impact “Scoreboard” - FINAL
(October 1, 2024 – September 30, 2025)

Fiscal Year 2025 (10/1/24 – 9/30/25)

FY2025 Sports Event:

Est. Economic Impact

- 1) 2024 Gulf Coast Challenge Powered by the Mobile Sports Authority (7th Annual)** \$6,287,960
(MSA with Green Coast Boys Ent - Tim Hale, Jr. & Kevin Ball) – October 5, 2024
~6,138 visitors for 2-night stay + ~340 day-trippers (with ~600 teams/coaches/officials/high school and college bands/staff) – ~3,432+ room-nights reported by Visit Mobile
-**14,956 attendees** (AA&M vs. JSU) - Placer data used
- 2) 2024 Port City Classic Football Game** (second time event) \$4,551,400
(MSA with Brothers Working Together - Kevin Ball & Tim Hale, Jr.) – November 2, 2024
~4,430 visitors for 2-night stay + ~410 day-trippers (with ~600 teams/coaches/officials/high school and college bands/staff)
-**7,831 attendees** (ASU vs. Alcorn State) – Placer data used
- 3) 2024 Battleship Invitational Rugby Tournament (45th Annual)** \$280,500
(Presented by the Mobile Sports Authority) – Nov 2-3, 2024
(MSA with Battleship Rugby Football Club)
-275 visitors for 2 nights avg stay (15 teams with 13 from out of town)
- 4) 2024 AHSAA South Regional Cheer Competition** (6th time here) \$641,000
(MSA with AHSAA/Varsity Brands) – November 6, 2024
-2,173 cheerleaders competed + 3,916 gate - 129 teams (67 out-of-town)
-2,173 participants in 2024 were an 11% increase from the 1,960 in 2023 (~129 performances)
-6,289 attendees in 2024 were a 15% increase from the 5,447 in 2023 (includes 200 coaches/staff)
-1,100 visitors for a one-night avg stay + ~1,000 day-trippers
- 5) 2024 Publix Battleship 12K Race** (second time hosting, but 9th Annual) \$1,789,590
(MSA with Fresh Junkie Racing and Visit Mobile) – Nov 16-17, 2024
-38 visitors for 4 nights, 66 for 3 nights, 514 for 2 nights, 2,132 for one night (race director reported)
-(~2,702 total runners) - (28 states and Canada represented)

FY2025 Sports Event (con't):Est. Economic Impact

- 6) **2024 Gulf Coast Clash HS Wrestling Tournament Presented by the MSA (6th Annual)** \$762,620
(MSA with J.T. Gosnell/Wrestling Coach-Robertsdale HS) – Nov 22-23, 2024
-1,065 athletes; 1,442 visitors for one-night avg stay + 170 day-trippers for 2 days
-(52 boys' and 36 girls' teams/54 from out of town; 865B/275G wrestlers from AL, GA, LA, MS)
- 7) **2024 Lyons Park Turkey Day Classic Tennis Tournament (39th Annual)** \$178,500
(MSA with New Lyons Park Tennis Assn & Mobile Tennis Center) – Nov 21-23, 2024
-175 visitors for 2 nights avg stay (75 players) - **~225 attendees**
- 8) **2024 AHSAA North-South All-Star Football Game** (5th time here – **66th Annual**) \$334,050
(MSA with USA, MCPSS, MPD, and VM) – Dec 10-13, 2024
-37 players per team plus 9 coaches per team plus staff (688 tickets sold/200+ room-nights)
-120 visitors for 4-night stay + 175 avg for one-night stay
- 9) **2024 AHSAA AL/MS All-Star Football Game (38th Annual)** \$423,300
-(MSA with USA, MCPSS, MPD, and VM) – Dec 10-14, 2024
-42 players per team and 9 coaches per team plus staff (1,184 tickets sold/340+ room-nights)
-120 visitors for 4 nights stay + 350 visitors for one-night stay
- 10) **2024 USA Volleyball Port City Volley Jolley Christmas Tournament (5th Annual)** \$1,929,180
(MSA with Gulf Coast Region Volleyball) - Dec 13-15, 2024
-103 teams competing (plus 23 grassroots) with 72 being from out of the Mob-Bald Cty area
-An increase from 31 teams competing in 2020 to 126 teams in 2024 (1,187 room nights reported)
-1,865 visitors for two-night avg stay + 168 day-trippers for 2 days
- 11) **2024 Gulf Coast Holiday High School Basketball Classic (8th Annual)** \$383,900
(MSA with Richard Robinson at Springhill College) – Dec 26-28, 2024
-24 teams competed with 11 visiting teams (AL, FL, GA, MS)-201 room-nights reported
-345 visitors for a two-night stay + ~200 day-trippers for 2 days
- 12) **2025 Mobile Marathon Half-Marathon Presented Infirmary Health (21st Annual)** \$291,240
(MSA with First Light Community Mobile) – January 11-12, 2025
~278 visitors for 2-night stay + 96 day-trippers-**~728 total competitors (273-full, 355-half, 100-Fun Run)**
-187 competitors plus families from outside the Mobile/Baldwin County areas
- 13) **2025 AHSAA State Bowling Championship Tournament (2nd time here)** \$494,700
(MSA with the AHSAA and Visit Mobile) – February 3-4, 2025
-300 visitors for two-night stay + 370 for one-night (32 teams, 16 G, 16 B with 27 from out of town)
-254 competitors plus families/fans from outside the Mobile or Baldwin County areas
- 14) **2025 Hal Williams Collegiate Golf Tournament-USA (15th Annual)** \$359,550
(MSA with Ben Hannan/USA) – Feb 9-11, 2025 – formerly the MB Intercollegiate
-235 visitors for 3-night stay
-13 college teams from out of town plus USA competed at Magnolia Grove GC

FY2025 Sports Event:Est. Economic Impact

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| 15) 2025 AHSAA AL/MS High School All-Star Basketball Girls' & Boys Games (2nd time)
(MSA with the AHSAA, MCPSS, and Visit Mobile) – March 8, 2025
-65 visitors for 3-night stay + 300 for one-night (480 tickets sold) | \$252,450 |
| 16) 2025 US Fastpitch Assn Swing into Spring Softball Tournament (first time here)
(MSA with USFA and Visit Mobile) – March 22, 2025
-300 visitors for one-night stay (17 teams with 12 out of town) | \$153,000 |
| 17) 2025 Mobile Bay Intercollegiate Golf Tournament-USA (16th Annual)
(MSA with Ben Hannan/USA) – March 22-25, 2025
-215 visitors for 3-night stay
-12 college teams from out of town plus USA competed at Magnolia Grove GC | \$328,950 |
| 18) 2025 Port City Spring Jam Basketball Tournament-MSA (2nd time here)
(MSA with Mobile Hornets/Sherwonda Southall) – March 29-30, 2025
-52 teams competing with 27 from out of town (from AL, FL, LA, MS, TN)
-500 visitors for two-night stay + 150 day-trippers X 2 days | \$574,800 |
| 19) 2025 Mobile Challenge of Champions T&F Meet Pres by the MSA (32nd Annual)
(MSA with Steve Schoenewald/Complete Sports Productions) – April 4-5, 2025
-77 schools represented from 5 states (AL, FL, GA, LA, MS)
-1,131 competitors over 2 days/699 from out of town
-699 visitors for 2-night stay | \$712,980 |
| 20) 2025 Serve It Up with Love Tennis Tournament (19th Annual)
(MSA with Child Advocacy Center) – April 6-8, 2025
-76 visitors for two-night avg stay | \$77,520 |
| 21) 2025 National Gulf Lacrosse Alliance (NGLA) Mobile Tournament (5th Annual)
(MSA with NGLA/Brian Murphy) – April 5-6, 2025
-70 teams competing; 54 from out of town
-700 visitors for one-night plus 763 day-trippers for one day | \$418,040 |
| 22) 2025 Southern Super Late Model Series Race (Mobile Sports Authority 100)
(MSA with Roth/Shoemaker @ MIS) – April 12, 2025 (2 nd Annual)
-555 visitors for one-night avg + 495 day-trippers | \$322,650 |
| 23) 2025 AHSAA Tennis AL State Championship Tournament (3rd time-all 7 classes here)
(MSA with the Mobile Tennis Center/Scott Novak/VM and AHSAA) – April 21-25, 2025
-100 B&G teams competing (50B, 50G) with 86 from out of town; 71 schools total
-1,914 visitors for two-night avg stay (1,111 total players & coaches/957 visiting) | \$1,952,280 |
| 24) 2025 US Fastpitch Assn Flower Power Softball Tournament (first time here)
(MSA with USFA and Visit Mobile) – April 26, 2025
-300 visitors for one-night stay – (22 teams with 19 out of town) | \$153,000 |

FY2025 Sports Event:Est. Economic Impact

- 25) **2025 USA Volleyball Gulf Coast Region Championships Presented by the MSA** \$2,081,560
(MSA with Mobile Storm/USA Volleyball Gulf Coast Region) – April 25-27, 2025
(11th Annual) – (179 teams competed-includes 58 grass-root teams)-120 in Foley due to no CC
-109 out-of-town teams here plus 82 staff/officials; 921 room-nights reported
-1,898 visitors for avg two-night stay + 910 day-trippers for 2 days + 1,546 locals
- 26) **2025 American Cornhole Mobile Major Tournament** (3rd time here) \$204,000
(MSA with American Cornhole/Visit Mobile) – May 2-3, 2025
-200 visitors for two-night stay; ~400 room-nights estimated
-Competitors came from 15 states (AL, AK, AR, FL, GA, IL, IN, KY, MO, MS, TN, VA, WI + others)
- 27) **2025 Gulf Coast Showdown AAU Basketball Tournament** (2nd time) \$1,488,400
(MSA with Richard Robinson/John McDonald) – May 9-11, 2025
-144 teams competed with 71 from out of town (AL, FL, GA, LA, MS)
-1,420 visitors for two-night avg stay plus ~250 day-trippers X 2 days
- 28) **2025 USA Gymnastics Trampoline & Tumbling Region 5 Championship Meet-MSA** \$2,019,600
(MSA with USAG Region 5 Director Dmitri Poliaroush) – May 16-18, 2025 (6th time here)
620 competitors from AL, AR, FL, GA, LA, MS, TN
-~1,980 visitors for avg. two-night stay (includes 140 coaches, 28 judges, and 22 staff)
- 29) **2025 Ballin' on the Bay YBOA Basketball Tournament-MSA (9th Annual)** \$2,461,000
(MSA with Mobile Hornets/Sherwonda Southall) – May 31-June 2, 2025
-106 teams competing with 78 from out of town (AL, FL, GA, LA, MS)
~2,350 adult visitors for two-night stay + ~400 day-trippers X 2 days
- 30) **2025 World Turkey-Calling Championships** (6th time here) \$287,640
(MSA with West Mobile Golden Spurs Chapter/NWTF/Kenny Weiss) – June 6-7, 2025
-115 participants with 91 from out of town
-282 visitors for two-night stay
- 31) **2025 US Fastpitch Assn World Series Warm-Up Girls' Softball Tournament** (1st time) \$76,500
(MSA with USFA & WMCP) – June 21, 2025
-20 teams with 6 from out of town
-150 visitors for one night stay
- 32) **2025 Babe Ruth 7U AL State Baseball Tournament** (first time here) \$265,200
(MSA with Babe Ruth/Tony Hendrix) – June 27-29, 2025
-12 teams with 5 being from out of town (361 room nights reported)
-260 visitors for two-night avg stay
- 33) **2025 Babe Ruth 9U AL State Baseball Tour** (2nd time here) \$477,360
(MSA with Babe Ruth/Tony Hendrix) – June 27-29, 2025
-20 teams with 9 being from out of town (506 room nights reported)
-468 visitors for two-night avg stay

FY2025 Sports Event:Est. Economic Impact

34) 2025 Babe Ruth 11U AL State Baseball Tournament (2 nd time here) (MSA with Babe Ruth/Tony Hendrix) – June 27-29, 2025 -9 teams with 5 being from out of town (403 room nights reported) -260 visitors for two-night avg stay	\$265,200
35) 2025 Babe Ruth 18U AL State Baseball Tournament (3 rd time here) (MSA with Babe Ruth/Tony Hendrix) – July 9-13, 2025 -9 teams with 6 being from out of town (338 room-nights reported) -228 visitors for 2-night stays	\$232,560
36) 2025 US Fastpitch Assn Southern Nat'l Softball Tournament (1st time) (MSA with USFA & WMCP/VM) – June 27-29, 2025 -38 teams with 28 from out of town (554 room-nights reported) -~400 visitors for two-night stay + 200 day-trippers X 2 days	\$440,000
37) 2025 Primetime Gulf Coast Nat'l AAU Basketball Tournament (2nd time here) (MSA with Panhandle Basketball-Richard Robinson/John McDonald) – June 27-29, 2025 -a record 172 teams competed with 118 from out of town (AL, FL, GA, LA, MS, TX, VA) -~2,500 visitors for two-night avg stay plus 634 day-trippers X 2 days	\$2,651,440
38) 2025 Mobile 5v5 Soccer Tournament (MSA with Warrior 5v5 and Visit Mobile) – July 12, 2025 (4th time here) -34 teams with 2 visiting teams (increase from 22/1 in 2024) -75 visitors for a one-night stay	\$38,250
39) 2025 Dauphin Street Vault Presented by the Mobile Sports Authority (14th Annual) (MSA with High Vaultage Events) – July 19, 2025 (250 vaulters) ~600 visitors for one-night stay + ~1,000 day-trippers	\$386,000
40) 2025 Southern Super Late Model Series Race #2 (third time here) (Craneworks 100 Presented by the Mobile Sports Authority) (MSA with Roth/Shoemaker @ MIS) – August 2, 2025 -521 visitors for one-night avg + 478 day-trippers	\$303,950
41) 2025 US Fastpitch Assn Golden Gloves Softball Tournament (first time here) (MSA with USFA and Visit Mobile) – September 6, 2025 -25 teams competed with 13 from out of town -195 visitors for one night stay + 200 day-trippers for one day	\$115,450

Fiscal 2025 MSA Estimated Economic Impact Total: (41/41 events): **\$37,579,070**

MSA Economic Impact Formula:

of visitors X # nights-stayed X \$255/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 \$255/overnight-spending figure was based on an extensive 2012 U. S. survey conducted by the University of Arizona (originally \$208/day in 2012) on what visitors spend on average attending various amateur sporting events and is adjusted for inflation for 2024 and for the average costs for Mobile (90% of national average).
- Note: Out-of-area day-trippers spend an average of \$40 per person per day based on previous studies