Bid & Event Management / Support Services
Venue Selection / Marketing & PR
Incentives / Governmental Liaison

301 Government St., Ste. 204
Mobile, AL 36602 / P. 251.725.1794
MobileSportsAuthority.com

Mobile Sports Authority (MSA)
Managed and/or Supported Completed Events – FY2026
Economic Impact *"Scoreboard"*- FINAL
(October 1, 2025 – September 30, 2026)

Fiscal Year 2026 (10/1/25 – 9/30/26)

FY2026 Sports Event:	Est. Economic Impact

1) ***2025 Gulf Coast Challenge Powered by the Mobile Sports Authority*** **(8th Annual)** $5,967,060
(MSA with Brother Working Together - Kevin Ball, LaSheryl Dotch) – October 4, 2025
~5,803 visitors for 2-night stay + ~600 day-trippers (with ~600 teams/coaches/officials/high school and college bands/staff included) – ~3,000+ room-nights reported by Visit Mobile
-13,802 attendees (JSU vs. AA&M) - Placer data used

2) ***2025 AHSAA South Regional Cheer Competition*** (7th time here) $402,000
(MSA with AHSAA/Varsity Brands) – October 9, 2025
-1,699 cheerleaders competed + 3,875 gate - 96 teams (34 out-of-town)
-1,699 participants in 2025 were a 22% decrease from 2,173 in 2024 (~96 performances)
-5,774 attendees in 2025 were an 8% decrease from 6,289 in 2024 (including 200 coaches/staff)
~600 visitors for a one-night avg stay + ~1,200 day-trippers

3) ***2025 US Fastpitch Assn Boo at the Beach Softball Tournament*** (1st time) $21,400
(MSA with USFA & WMCP/VM) – Oct 25, 2025
-20 teams with 8 from out of town
-~20 visitors for one-night stay + 140 day-trippers

4) ***2025 Battleship Invitational Rugby Tournament*** **(46th Annual)** $255,000
(Presented by the Mobile Sports Authority) – Nov 8-9. 2025
(MSA with Battleship Rugby Football Club)
-250 visitors for 2 nights avg stay (24 teams with 12 from out of town)

5) ***2025 Port City Classic Football Game*** **(3rd time event)** $2,598,000
(MSA with Brothers Working Together) – November 15, 2025
~2,500 visitors for 2-night stay + ~600 day-trippers (with ~700 teams/coaches/officials/high school and college bands/staff)
–6,123 attendees (ASU vs. Miss Valley State) – Placer data used

FY2026 Sports Event: Est. Economic Impact

6) ***2025 Publix Battleship 12K Race*** **(3rd time hosting, but 10th Annual)** $917,890
(MSA with Fresh Junkie Racing and Visit Mobile) – Nov 15-16, 2025 (1,759 r-n reported)
-21 visitors for 4 nights, 38 for 3 nights, 221 for 2 nights, 1,119 for 1 night (race director reported)
-(~record 2,880 total runners from 28 states, Canada, UK, Norway represented)

7) ***2025 Gulf Coast Clash HS Wrestling Tournament Presented by the MSA*** **(7th Annual)** $914,060
(MSA with J.T. Gosnell/Wrestling Coach-Robertsdale HS) – Nov 21-22, 2025
-1,402 athletes; 1,754 visitors for one-night avg stay + 122 day-trippers for 2 days
-(57 boys/38 girls/32 jr. high' teams/76 from out of town; 863B/305G HS/234 Jr High wrestlers from AL, GA, LA, MS – 58 separate schools represented)

8) ***2025 Lyons Park Turkey Day Classic Tennis Tournament*** **(40th Annual)** $204,000
(MSA with New Lyons Park Tennis Assn & Mobile Tennis Center) – Nov 22-23, 2025
-200 visitors for 2 nights avg stay (150 players)

9) ***2025 AHSAA North-South All-Star Football Game*** **(6th time here – 67th Annual)** $346,800
(MSA with USA, MCPSS, MPD, and VM) – Dec 9-12, 2025
-37 players per team plus 9 coaches per team plus staff (434 tickets sold/200+ room-nights)
-120 visitors for 4-night stay + 200 avg for one-night stay

10) ***2025 USA Volleyball Port City Volley Jolley Christmas Tournament*** **(6th Annual)** $1,683,440
(MSA with Gulf Coast Region Volleyball) - Dec 12-14, 025
-107 teams competing (plus 18 grassroots) with 71 being from out of the Mob-Bald Cty area
-An increase from 31 teams competing in 2020 to 125 teams in 2025 (918 room nights reported)
-1,572 visitors for two-night avg stay + 500 day-trippers for 2 days

11) ***2025 Gulf Coast Holiday High School Basketball Classic*** **(10th Annual)** $440,000
(MSA with Richard Robinson at Bishop State/Univ of Mobile) – Dec 27, 29-30, 2025
-32 teams (24B/8G) competed with 11 visiting teams (AL, FL, GA, MS, TN)
-400 visitors for a two-night stay + ~200 day-trippers for 2 days

12) ***2026 Mobile Marathon Half-Marathon Presented Infirmary Health*** **(22nd Annual)** $305,920
(MSA with First Light Community Mobile) – January 10-11, 2026 - ~1,000 attendees
~296 visitors for 2-night stay + 50 day-trippers-~440 total competitors (144-full, 296-half, 111-Fun Run)
-198 competitors plus families from outside the Mobile/Baldwin County area (36 states, 7 countries)

13) ***2026 AHSAA State Bowling Championship Tournament*** **(3rd time here*)*** $444,720
(MSA with the AHSAA and Visit Mobile) – January 29-30, 2026 - (502 tickets sold)
-300 visitors for two-night stay + 272 for one-night (32 teams, 16 G, 16 B with 25 from out of town)
-232 competitors (107G, 125B) plus families/fans from outside the Mobile or Baldwin County areas

14) ***2026 Hal Williams Collegiate Golf Tournament-USA*** **(16th Annual)** $344,250
(MSA with Ben Hannan/USA) – Feb 16-17, 2026 – formerly the MB Intercollegiate
-225 visitors for 3-night stay
-13 college teams from out of town plus USA competed at Magnolia Grove GC

FY2026 Sports Event: Est. Economic Impact

15) ***2026 National Gulf Lacrosse Alliance (NGLA) Mobile Tournament*** **(6th Annual)** $400,200
(MSA with NGLA/Brian Murphy) – March 21-22, 2026
-72 teams competing; 62 from out of town
-700 visitors for one night plus 270 day-trippers for 2 days

16) ***2026 Mobile Bay Intercollegiate Golf Tournament-USA*** **(17th Annual)** $328,950
(MSA with Ben Hannan/USA) – March 28-29, 2026
-215 visitors for 3-night stay
-12 college teams from out of town plus USA competed at Magnolia Grove GC

17) ***2026 Coastal Rush League Weekend Soccer Tournament*** **(1st time here)** $311,000
(MSA with Snap Soccer/John Guidroz) – March 28-29, 2026
-500 visitors for one-night stay + 350 day-trippers for 2 days
-40 teams with 20 from out of town (480 room-nights reported)

18) ***2026 AHSAA Southern Sectionals Tennis Tournament*** **(4th time-all 7 classes here)** $153,000
(MSA with the Mobile Tennis Center/Scott Novak/VM and AHSAA) – April 9-13, 2026
-66 B&G teams competing (30B, 36G) with 13 from out of town; 37 schools total (290 players)
-150 visitors for two-night avg stay (400 total players & coaches/80 visiting)

19) ***2026 AHSAA Tennis AL State Championship Tournament*** **(4th time-all 7 classes here)** $1,178,100
(MSA with the Mobile Tennis Center/Scott Novak/VM and AHSAA) – April 20-24, 2026
-101 B&G teams competing (51B, 50G) with 77 from out of town; 77 schools total (1,213 room-nights)
-1,155 visitors for two-night avg stay (1,212 total players & coaches/924 visiting)

20) ***2026 USA Volleyball Gulf Coast Region Championships Presented by the MSA*** $2,336,620
(MSA with Mobile Storm/USA Volleyball Gulf Coast Region) – April 24-26, 2026
(12th Annual) – (174 teams competed plus 63 grass-root teams here)
-85 out-of-town teams here plus 65 staff/officials; 1,222 room-nights reported-Placer/tickets
-2,181 visitors for avg two-night stay + 700 day-trippers for 2 days

21) ***2026 Serve It Up with Love Tennis Tournament*** **(20th Annual)** $149,940
(MSA with Child Advocacy Center) – April 26-28, 2026
-147 visitors for two-night avg stay

22) ***2026 American Cornhole Mobile Major Tournament*** (4th time here) $306,000
(MSA with American Cornhole/Visit Mobile) – May 1-2, 2026
-300 visitors for two-night stay; ~360 room-nights estimated
-Competitors came from 16 states (AL, AR, FL, GA, IL, IN, KY, LA, MO, MS, & TN plus others)

23) ***2025 Gulf Coast Showdown AAU Basketball Tournament*** (3rd time here) $1,190,400
(MSA with Richard Robinson/John McDonald) – May 9-10, 2026
-134 teams competed with 78 from out of town (AL, FL, GA, LA, MS)-Placer/tickets
-1,120 visitors for two-night avg stay plus ~300 day-trippers X 2 days

FY2026 Sports Event: Est. Economic Impact

24) ***2026 USA Gymnastics Trampoline & Tumbling Region 5 Championship Meet-MSA*** $2,156,280
(MSA with USAG Region 5 Director Dmitri Poliaroush) – May 15-17, 2026 (7th time here)
645 competitors from AL, AR, FL, GA, LA, NC, SC, TN
-2,114 visitors for avg. two-night stay (including 136 coaches, 24 judges, and 19 staff)

25) ***2026 Ballin' on the Bay YBOA Basketball Tournament-MSA (10th* Annual)** $1,521,200
(MSA with Mobile Hornets/Sherwonda Southall) – May 30-31, 2026
-121 teams competing with 73 from out of town (AL, FL, GA, LA, MS)-(Placer/tickets)
~1,460 adult visitors for two-night stay + ~200 day-trippers X 2 days

26) ***2026 World Turkey-Calling Championships*** (7th time here) $255,000
(MSA with West Mobile Golden Spurs Chapter/NWTF/Kenny Weiss) – June 12-13, 2026
-79 participants with 72 from out of town
-250 visitors for two-night stay

27) ***2026 Babe Ruth 6U AL State Baseball Tournament*** (2nd time here) $413,300
(MSA with Babe Ruth/Tony Hendrix) – June 25-29, 2026
-16 teams with 9 being from out of town (569 room-nights reported)
-270 visitors for 3-night avg stay

28) ***2026 Babe Ruth 7U AL State Baseball Tournament*** (2nd time here) $275,400
(MSA with Babe Ruth/Tony Hendrix) – June 25-29, 2026
-14 teams with 6 being from out of town (342 room-nights reported)
-210 visitors for 3-night avg stay

29) ***2026 Babe Ruth 9U AL State Baseball Tour*** (2nd time here) $367,200
(MSA with Babe Ruth/Tony Hendrix) – June 25-29, 2026
-11 teams with 8 being from out of town (463 room-nights reported)
-240 visitors for 3-night avg stay

30) ***2026 Babe Ruth 11U AL State Baseball Tournament*** (2nd time here) $275,400
(MSA with Babe Ruth/Tony Hendrix) – June 25-29, 2026
-10 teams with 6 being from out of town (406 room-nights reported)
-180 visitors for 3-night avg stay

31) ***2026 Babe Ruth 12U AL State Baseball Tournament*** $459,000
(MSA with Babe Ruth/Tony Hendrix) – June 25-29, 2026
-16 teams with 10 being from out of town (526 room-nights reported)
-350 visitors for 3-night stays

32) ***2026 Babe Ruth 16U Invitational Baseball Tournament*** $321,300
(MSA with Babe Ruth/Tony Hendrix) – June 26-29, 2026)
-11 teams with 7 from out of town (437 room-nights generated)
-210 visitors for 3-night stay

FY2026 Sports Event: Est. Economic Impact

32) ***2026 Primetime Gulf Coast Nat'l AAU Basketball Tournament*** (3rd time here) $1,664,000
(MSA with Panhandle Basketball-Richard Robinson/John McDonald) – June 26-28, 2026
-146 teams competed with 78 from out of town (AL, FL, GA, KY, LA, MS, OK, TN, TX)
-~1,600 visitors for two-night avg stay plus 200 day-trippers X 2 days
-922 gate tickets sold plus ~300 under-12 admitted free

33) ***2026 Mobile 5v5 Soccer Tournament*** $61,200
(MSA with Warrior 5v5 and Visit Mobile) – July 11, 2026 (5th time here)
-39 teams with 6 visiting teams (increase from 34/2 in 2025)
-120 visitors for a one-night stay

34) ***2026 Dauphin Street Vault Presented by the Mobile Sports Authority*** **(15th Annual)** $411,500
(MSA with High Vaultage Events) – July 19, 2025 (287 vaulters)
~650 visitors for one-night stay + ~1,000 day-trippers

35) ***2026 Port City Classic Football Game*** **(4th time event)** $2,064,000
(MSA with Brothers Working Together) – September 5, 2026
~2,000 visitors for 2-night stay + ~300 day-trippers (includes ~500 teams/coaches/officials/high school and college bands/staff)
–**6,071 attendees** (Tuskegee vs. Ft. Valley State) – Placer data used

36) ***2026 Southern Super Late Model Series Race*** **(*Mobile Sports Authority 100*)** $305,990
(MSA with Roth/Shoemaker @ MIS) – Sept 5, 2026 **(2nd Annual)**
-525 visitors for one-night avg + 478 day-trippers

37) ***2026 AHSAA South Regional Cheer Competition*** **(8th time here)** $628,000
(MSA with AHSAA/Varsity Brands) – October 9, 2025
-1,894 cheerleaders competed + 3,874 gate - 108 teams (35 out-of-town)
-1,894 participants in 2026 was an 11% increase from 1,699 in 2025 (~108 performances)
-5,968 attendees in 2026 was a 3% increase from 5,774 in 2025 (including 200 coaches/staff)
~1,200 visitors for a one-night avg stay + ~200 day-trippers

Fiscal 2026 MSA Estimated Economic Impact Total: (37/37 events): $32,420,460

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