



Mobile Sports Authority (MSA)
Managed and/or Supported Completed Events – FY2024
Economic Impact “Scoreboard” - FINAL
(October 1, 2023 – September 30, 2024)

Fiscal Year 2024 (10/1/23 – 9/30/24)

<u>FY2024 Sports Event:</u>	<u>Est. Economic Impact</u>
1) 2023 Gulf Coast Challenge Powered by the Mobile Sports Authority (6th Annual) (MSA with Green Coast Boys Ent - Tim Hale, Jr. & Kevin Ball) – October 7, 2023 ~3,883 visitors for 2-night stay + ~7,000 visitors for one-night stay + ~3,989 day-trippers -(JSU vs. AA&M) -(13,500 tickets distributed + ~5,000 comp tickets) + ~600 teams/coaches/officials/high school and college bands/staff) – ~3,000 room-nights estimated	\$6,461,770
2) 2023 ACCC/Gulf Atlantic Volleyball Championship Tournament (2nd time here) (MSA with Bishop State CC) – November 2-5, 2023 -9 teams competing with 8 from out of town -450 visitors for a two-night avg stay	\$374,400
3) 2023 Battleship Invitational Rugby Tournament (44th Annual) (Presented by the Mobile Sports Authority) – Nov 4-5, 2023 (MSA with Battleship Rugby Football Club) -440 visitors for 2 nights avg stay (14M/10W teams, 22 out of town)	\$366,080
4) 2023 AHSAA South Regional Cheer Competition (5th time here) (MSA with AHSAA/Varsity Brands) – November 7, 2023 -1,960 cheerleaders competed + 3,487 gate - 94 teams (46 out-of-town) -1,960 participants in 2023 was a 13% increase from the 1,731 in 2022 (~100 performances) -5,447 attendees in 2023 was a 13% increase from the 5,006 in 2022 -850 visitors for a one-night avg stay + 85 day-trippers (overnight total includes 50 coaches and staff)	\$360,400
5) 2023 Port City Classic Football Game (first time event) (MSA with Brothers Working Together - Kevin Ball & Tim Hale, Jr.) – November 4, 2023 ~2,000 visitors for 2-night stay + ~3,000 visitors for one-night stay + ~1,000 day-trippers -(GSU vs. ASU) -(5,000 tickets distributed + ~3,000 comp tickets) + ~600 teams/coaches/officials/high school and college bands/staff)	\$2,992,000

FY2024 Sports Event:Est. Economic Impact

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| 6) 2023 AHSAA South Regional Swimming & Diving Championships (8th Annual)
(MSA with the AHSAA/CMSA & Tyler Kerns) – Nov 17-18, 2023
-400 visitors for one-night stay + 100 day-trippers for two days – (330 swimmers) | \$182,400 |
| 7) 2023 Gulf Coast Clash HS Wrestling Tournament Presented by the MSA (5th Annual)
(MSA with J.T. Gosnell) – (??? team room-nights reported) - Nov 17-18, 2023
-1,322 visitors for one-night avg stay + 200 day-trippers for 2 days
-(46 boys' and 27 girls' teams/41 from out of town; 457B/113G wrestlers from AL, GA, LA, MS) | \$581,952 |
| 8) 2023 Lyons Park Turkey Day Classic Tennis Tournament (38th Annual)
(MSA with New Lyons Park Tennis Assn & Mobile Tennis Center) – Nov 17-19, 2023
-175 visitors for 2 nights avg stay (75 players) | \$145,600 |
| 9) 2023 Publix Battleship 12K Race (first time hosting, but 8 th Annual)
(MSA with Fresh Junkie Racing and Visit Mobile) – Nov 18-19, 2023
-29 visitors for 4 nights, 88 for 3 nights, 396 for 2 nights, 1,966 for one night (race director reported)
-(~2,483 total runners) -(29 states and Canada represented) | \$1,305,408 |
| 10) 2023 USA Volleyball Gulf Coast Region Friendship Tournament (first time here)
(MSA with Gulf Coast Region Volleyball) - Dec 1-3, 2023
-70 teams competing with 30 being from out of the Mobile-Baldwin County area
-610 visitors for two-night avg stay | \$507,520 |
| 11) 2023 USA Volleyball Port City Volley Jolley Christmas Tournament (4th Annual)
(MSA with Gulf Coast Region Volleyball) - Dec 8-10, 2023
-129 teams competing with 77 being from out of the Mobile-Baldwin County area
-An increase from 31 teams competing in 2020 to 129 teams in 2023 (1,183 room nights reported)
-1,257 visitors for two-night avg stay + 700 day-trippers for 2 days | \$1,157,824 |
| 12) 2023 AHSAA North-South All-Star Football Game (4th time here – 65 th Annual)
(MSA with USA, MCPSS, MPD, and VM) – Dec 12-15, 2023
-37 players per team plus coaching staff (677 tickets sold/200+ room-nights)
-120 visitors for 4-night stay + 200 avg for two-night stay | \$366,080 |
| 13) 2023 Gulf Coast Holiday High School Basketball Classic (7th Annual)
(MSA with Richard Robinson at Springhill College) – Dec 28-30, 2023
-16 teams competed with 6 visiting teams (AL, FL, LA)
-400 visitors for one-night stay + 200 day-trippers for 2 days | \$198,400 |
| 14) 2024 Mobile Marathon Half-Marathon Presented Infirmity Health (20th Annual)
(MSA with First Light Community Mobile) – January 13-14, 2024 - ~700 attendees
-160 visitors for 2-night stay - ~385 total competitors (61-full, 266-half, 58-Fun Run)
-88 competitors plus families from outside the Mobile/Baldwin County areas | \$133,120 |

FY2024 Sports Event:

Est. Economic Impact

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| 15) 2024 AHSAA State Bowling Championship Tournament (first time here)
(MSA with the AHSAA and Visit Mobile) – February 1-2, 2024
-504 visitors for two-night stay (32 teams, 16 G, 16 B with 28 from out of town)
-192 competitors plus families/fans from outside the Mobile or Baldwin County areas | \$419,328 |
| 16) 2024 Hal Williams Collegiate Golf Tournament-USA (14th Annual)
(MSA with Ben Hannan/USA) – Feb 11-13, 2024 – formerly the MB Intercollegiate
-225 visitors for 3-night stay
-14 college teams from out of town plus USA competed at Magnolia Grove GC | \$280,800 |
| 17) 2024 Mobile Cycling Classic (6th Annual)/Victor Burch 5K Run/Walk-MSA
(MSA with Pursuit Cycling and Emile Abraham) – March 2-3, 2024
-256 visitors for 2-night stay (206 cyclists) | \$261,120 |
| 18) 2024 Mobile Bay Intercollegiate Golf Tournament-USA (first time)
(MSA with Ben Hannan/USA) – March 23-26, 2024
-215 visitors for 3-night stay
-13 college teams from out of town plus USA competed at Magnolia Grove GC | \$328,950 |
| 19) 2024 Mobile Challenge of Champions T&F Meet Pres by the MSA (31st Annual)
(MSA with Steve Schoenewald/Complete Sports Productions) – April 5-6, 2024
-a record 110 schools represented from 7 states (AL, FL, GA, LA, MS, TN)
-1,371 competitors over 2 days/604 from out of town
-1,428 visitors for 2-night stay | \$1,456,560 |
| 20) 2024 Serve It Up with Love Tennis Tournament (18th Annual)
(MSA with Child Advocacy Center) – April 7-9, 2024
-128 visitors for two-night avg stay | \$130,560 |
| 21) 2024 Port City Spring Jam Basketball Tournament-MSA (first time here)
(MSA with Mobile Hornets/Sherwonda Southall) – April 12-14, 2024
-68 teams competing with 41 from out of town (AL, FL, LA, MS, TN)
-910 adult visitors for two-night stay + ~300 day-trippers X 2 days | \$976,200 |
| 22) 2024 American Basketball Association Final Four Tournament (first time here)
(MSA with Gulf Coast Gladiators/Charlie McCants) – April 19-20, 2024
-4 teams here for 2-night avg stay plus 110 from out of town
-220 adult visitors for two-night stay | \$244,400 |
| 23) 2024 USA Gymnastics Trampoline & Tumbling Region 5 Championship Meet-MSA
(MSA with USAG Region 5 Director Dmitri Poliaroush) – April 19-21, 2024 (5th time here)
-540 competitors (38 clubs) from AL, AR, FL, GA, LA, MS, NC, SC, TN
-1,680 visitors for avg. two-night stay (includes 125 coaches, 30 judges, and 25 staff) | \$1,713,600 |

- 24) **2024 National Gulf Lacrosse Alliance (NGLA) Mobile Tournament (first time here)** \$443,600
 (MSA with NGLA/John Romano) – April 20-21, 2024
 -68 teams competing; 54 from out of town
 -760 visitors for one-night plus 700 day-trippers for one day
- 25) **2024 AHSAA Tennis AL State Championship Tournament (2nd time-all 7 classes here)** \$1,588,140
 (MSA with the Mobile Tennis Center/Scott Novak and AHSAA) – April 24-28, 2023
 -96 B&G teams competing with 82 from out of town; 64 schools (MTC also reporting these numbers)
 -1,557 visitors for two-night avg stay (731 players/623 visiting)
- 26) **2024 Southern Super Late Model Series Race (first time back in Mobile since 2017)** \$307,630
 (MSA/VM with Roth/Shoemaker @ MIS) – April 27, 2024
 -529 visitors for one-night avg + 473 day-trippers
- 27) **2024 USA Volleyball Gulf Coast Region Championships Presented by the MSA** \$2,526,040
 (MSA with Mobile Storm/USA Volleyball Gulf Coast Region) – April 26-28, 2024
(10th Annual) – (211 teams competed-includes 52 grass-root teams)
 -81 out-of-town teams here plus 22 out of town out of the 52 grass-root teams plus 87 staff/officials
 equals 103 visiting teams competing in Mobile; reported 1,097 room-nights generated
 -2,338 visitors for avg two-night stay + 883 day-trippers for 2 days + 2,021 locals
- 28) **2024 American Cornhole Mobile Major Tournament** (2nd time here) \$255,000
 (MSA with American Cornhole/Visit Mobile) – May 3-4, 2024
 -250 visitors for two-night stay; 340 room-nights estimated
 -Competitors came from 11 states (AL, AR, FL, GA, IL, IN, KY, MO, MS, NC, TN)
- 29) **2024 Ballin' on the Bay YBOA Basketball Tournament-MSA (8th Annual)** \$2,614,000
 (MSA with Mobile Hornets/Sherwonda Southall) – May 31-June 2, 2024
 -109 teams competing with 83 from out of town (AL, FL, GA, LA, MS)
 ~2,500 adult visitors for two-night stay + ~400 day-trippers X 2 days
- 30) **2024 World Turkey-Calling Championships** (5th time here) \$246.840
 (MSA with West Mobile Golden Spurs Chapter/NWTF/Kenny Weiss) – June 7-8, 2024
 -118 participants with 91 from out of town
 -242 visitors for two-night stay
- 31) **2024 Babe Ruth 8U AL State Baseball Tournament** (2nd time here) \$1,092,420
 (MSA with Babe Ruth/Tony Hendrix) – June 27-30, 2024
 -23 teams with 14 being from out of town
 -733 room-nights reported/2,139 adult tickets sold over 3 days
 -714 visitors for three-night avg stay
- 32) **2024 Babe Ruth 12U AL State Baseball Tournament** (2nd time here) \$312,120
 (MSA with Babe Ruth/Tony Hendrix) – June 27-30, 2024
 -16 teams with 11 being from out of town
 -563 room-nights reported/1,440 adult tickets sold over 3 days
 -204 visitors for three-night avg stay

FY2024 Sports Event (cont'd):

Est. Economic Impact

33) 2024 Primetime Gulf Coast Nat'l AAU Basketball Tournament (2nd time here) (MSA with Panhandle Basketball-Richard Robinson/John McDonald) – June 28-30, 2024 -a record 168 teams competed with 76 from out of town (AL, FL, GA, LA, MS, TX) -2,128 visitors for two-night avg stay plus 532 day-trippers X 2 days	\$2,255,680
34) 2024 Mobile 5v5 Warrior Soccer Tournament (MSA with Warrior 5v5 and Visit Mobile) – July 13, 2024 (3rd time here) -26 teams with 1 visiting team (increase from 18/4 in 2022) -40 visitors for a one-night stay	\$20,400
35) 2024 Babe Ruth Southwest Reg'l 16U Baseball Tournament (first time here) (MSA with Babe Ruth/ Tony & Vickie Hendrix) – July 11-15, 2024 -13 teams with 12 being visiting teams (AL, AR, LA, MS, TX) -612 visitors for three-night stay (713 estimated room nights)	\$936,360
36) 2024 Babe Ruth Southwest Reg'l 18U Baseball Tournament (2nd time here) (MSA with Babe Ruth/ Tony & Vickie Hendrix) – July 11-15, 2024 -6 teams with 5 being visiting teams (AL, FL, LA, MS, TX) -255 visitors for three-night stay (287 estimated room nights)	\$390,150
37) 2024 Dauphin Street Vault Presented by the Mobile Sports Authority (13th Annual) (MSA with High Vaultage Events) – July 20, 2024 (200 vaulters) ~500 visitors for one-night stay + ~800 day-trippers	\$319,000
38) 2024 Mobile Challenge of Champions High School Cross-Country Meet Presented by the Mobile Sports Authority (32nd Annual) (MSA with Steve Schoenewald) – Aug 29-31, 2024 ~645 visitors for one-night avg stay - (from AL, & MS)	\$328,950
39) 2024 National Public Parks Tennis Championship Tournament (first time here) (MSA with the Mobile Parks & Recreation Dept) – Sept 20-22, 2025 ~40 visitors for two-night stay - (from all over the U. S.)	\$40,800

Fiscal 2024 MSA Estimated Economic Impact Total: (39/39 events): **\$38,064,170**

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