



ASHEVILLE BUNCOMBE REGIONAL SPORTS COMMISSION



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GALA GYMNASTICS

- 1,443 Participants from across the Southeast
- \$2.1 Million Event Value Calculation





SOUTHERN CONFERENCE BASKETBALL CHAMPIONSHIPS

- Sellout of Semi-Finals and Finals
- Championship Game on ESPN



MARCH 12, 2020

LOSS OF EVENTS SNAPSHOT

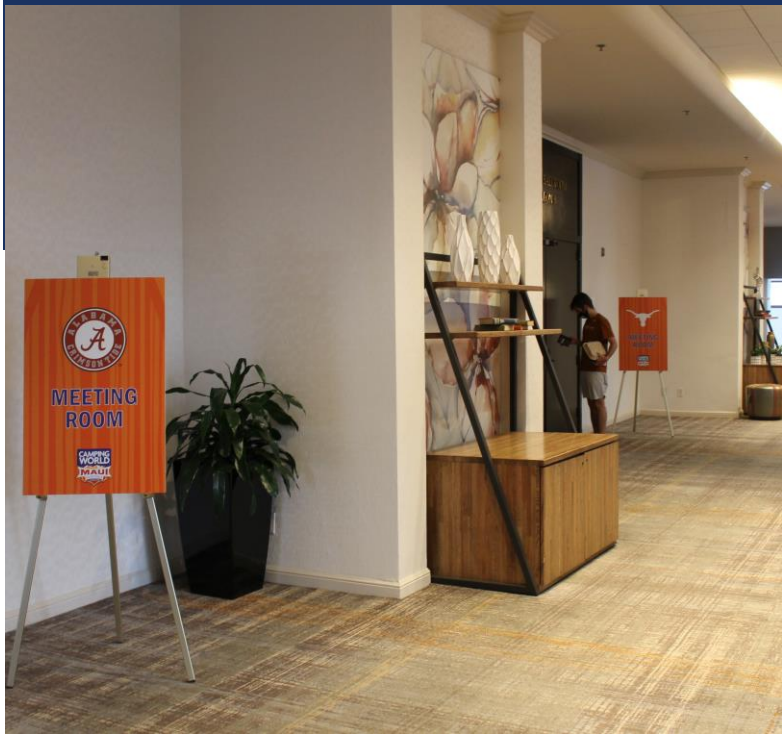


- **French Broad Invitational Golf** - (March)
- **River Ruckus Crossfit** - (April)
- **NCYSA Kepner Cup** - (May)
- **Carpetbagger Lacrosse** - (June)
- **Spartan Race** - (July)
- **Grand Fondo Cycling National Championships** - (July)
- **Asheville Open Tennis** - (July)
- **Skyview Open** - (July)
- **Blue Ridge Classic Lacrosse** – (August)
- **Riverside Soccer Shootout** - (August)
- **Ville to Ville** - (September)
- **Beer City Cup Soccer** - (September)
- **Beer City Beatdown Crossfit** – (October)
- **Grapple** - (December)
- **Gala Gymnastics** - (January)
- **Other Local Events***

A PRESTIGIOUS EVENT FOR ASHEVILLE



- Event Organizer: **KemperLesnik**
- **12** Games on ESPN & ESPN2
- Two **Top 20** AP Poll Teams Participated (#16 UNC & #13 Texas)
- **8** Team from the ACC, SEC, Big 12, Pac 12, Big East, Big Ten, Atlantic 10, Mountain West
- **\$489,000** Donated by Plating Change



A NEW WORLD

"MITIGATING THE RISK"





IMPACT ON HOTELS ALONE



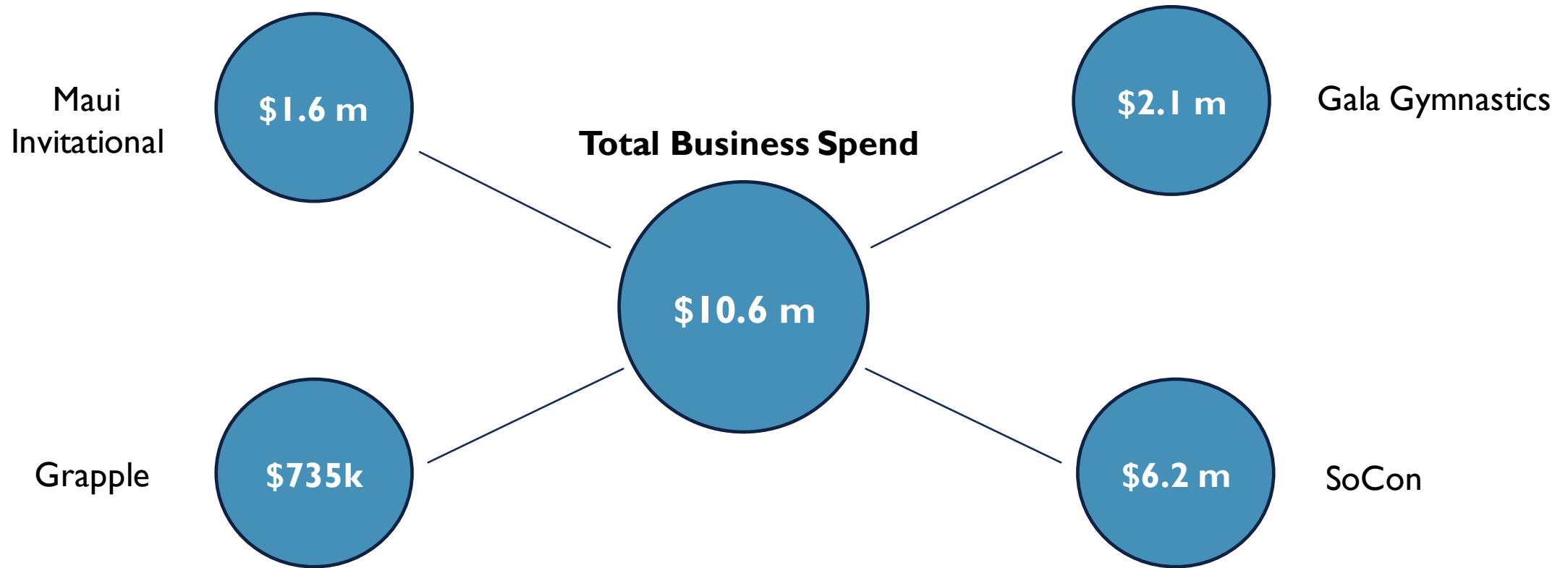
- **877** Room Nights for the Teams
- **630** Room Nights For Support Staff / Media In The Bubble
- Total Room Nights = **1,507**
- Average Daily Rate (ADR) = **\$185.69**
- **1,087** Room Nights Booked from Sunday – Thursday
- Team Only Food and Beverage Spend = **\$237,270**
- Average F&B of **\$29,659** Per Team

THE REAL WINNER – ASHEVILLE



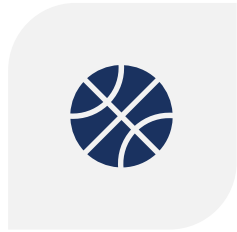
- Direct Business Spend: **\$959,850**
- Direct Jobs Supported: **334**
- Total Jobs Supported: **432**
- Total Local Taxes: **\$38,499**
- Total Business Spend: **\$1,574,141**

SPORTS EVENT VALUE CALCULATION



2019-2020 EVENT IMPACT - DETAILED

Event	Month	Total Attendees	Direct Spend	Jobs	Local Taxes	Total Spend
Gala Gymnastics 2019	January	5,362	\$1,275,817	955	\$55,128	\$2,109,221
Fed Cup 2019	February	6,560	\$2,789,942	2,012	\$145,569	\$4,582,964
SoCon Basketball Championships - 2020	March	31,628	\$3,752,694	1,555	\$169,360	\$6,210,056
Haute Route Asheville - 2019	May	875	\$884,379	395	\$45,913	\$1,449,585
NC USTA State 55 & Over Championships - 2020	May	1,846	\$811,770	548	\$43,751	\$1,325,935
Asheville Spartan Race - 2019	July	8,631	\$3,814,749	2,667	\$207,704	\$6,224,494
NC Mixed Doubles State Tennis Championships - 2019	September	3,000	\$1,604,776	671	\$90,496	\$2,615,484
Great Smoky Mountain Grapple - 2019	December	2,975	\$445,193	209	\$19,150	\$735,568
Totals		55,515	\$14,103,503	8,057	\$721,943	\$23,144,086



SPORTS
GUIDELINES



MASS GATHERINGS
LIMITATIONS



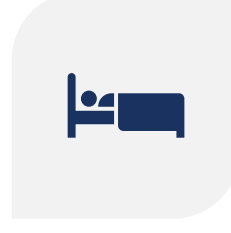
TESTING



FACILITIES /
FACILITY RENTALS



COSTS / BID FEES



HOTEL RATES

CURRENT OBSTACLES FOR SPORTSTOURISM

(COVID & NON-COVID)

BUILDING FOR THE FUTURE

- Southern Conference Basketball Tournament
- Return of the Grapple and Other Wrestling Events
- Additional Tennis Events
- Additional College Basketball Opportunities
- Cycling Events
- Return of Gymnastics Events



**SPORTS EVENTSTRAVEL
READERS' CHOICE AWARDS**

Asheville Buncombe Regional Sports Commission

2021 All-Star Destination
Partner of the Year!!

**2020 Camping World
Maui Invitational**

Best Live or Virtual Sports
Event of 2020!!





**THANK YOU
FOR YOUR
CONTINUED
SUPPORT!**



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