

2021-2022 YEAR IN FOCUS



ASHEVILLE
BUNCOMBE REGIONAL
SPORTS COMMISSION





ASHEVILLE SPORTS

Our Mission

Asheville Buncombe Regional Sports Commission will identify and attract sports events and related meetings to enhance the health, wellness and quality of life for area residents and sports enthusiasts and will generate a positive economic impact by promoting our region as a recognized sporting destination.

Our Vision

To host memorable sporting events that will enrich the lives of the athletes and spectators.

EVENT RESUME

American
Cornhole League



Asheville
Championship



Billie Jean King Cup

**BILLIE JEAN
KING CUP**

BY  BNP PARIBAS

Gran Fondo Asheville
USA Cycling Gran Fondo
National Championships



Ingles Great Smoky
Mountain Grapple



SoCon Basketball
Championships



ROAD TO RECOVERY

2021-2022 EVENT IMPACT CALCULATION

Event	Month	Organization	Total Attendees	Direct Spend	Jobs	Local Taxes	Total Spend	Estimated Room Nights
Skyview Golf Tournament	July	Skyview Golf	282	\$ 200,834.00	105	\$ 10,922	\$ 327,667	460
Gran Fondo National Series	July	USA Cycling	1,876	\$ 878,590.00	578	\$ 46,315	\$ 1,435,642	2,248
Girls Summer Riverside Shootout	August	ABYSA	4,653	\$ 1,084,889.00	784	\$ 51,820	\$ 1,785,138	2,197
Beer City Cup	September	ABASA	3,500	\$ 1,869,784.00	946	\$ 109,054	\$ 3,041,049	4,041
Asheville Championship	November	Kemper Lesnik	1,760	\$ 1,456,228.00	361	\$ 80,108	\$ 2,384,856	3,650
Ingles Great Smoky Mountain Grapple	December	Sports Commission	2,340	\$ 332,870.00	249	\$ 14,218	\$ 550,336	680
ACL Open Championships	January	ACL	1,220	\$ 562,724.00	296	\$ 27,595	\$ 922,766	1,491
SoCon Basketball Championships	March	SoCon	21,696	\$ 3,567,369.00	1,091	\$ 160,127	\$ 5,880,089	6,359
Asheville Marathon & Half	March	iDaph	3,800	\$ 1,432,286.00	1,256	\$ 70,437	\$ 2,349,729	3,754
Billie Jean King Cup (P)	April	ITF/USTA	3,468	\$ 1,018,011.00	560	\$ 48,444	\$ 1,677,590	1,493
Carpetbagger Lacrosse- Boys (E)	June	Carpetbagger Lacrosse	4,092	\$ 1,075,577.00	774	\$ 51,947	\$ 1,769,014	2,230
Carpetbagger Lacrosse- Girls (E)	June	Carpetbagger Lacrosse	3,109	\$ 632,454.00	608	\$ 30,620	\$ 1,040,351	1,307
			49,638	\$ 13,032,192.00	6,925	\$ 644,370	\$ 21,400,918	27,202

Covid or Facility Based Losses

Asheville Spartan Race (2018)	July	Spartan	8,631	\$ 3,814,749.00	2,667	\$ 207,704	\$ 6,224,494	8,303
Gala Gymnastics (2019)	January	Gala	5,362	\$ 1,275,817.00	955	\$ 55,128	\$ 2,109,221	2,657
			13,993	\$ 5,090,566.00	3,622	\$ 262,832	\$ 8,333,715	10,960

CONNECTING COMMUNITY THROUGH SPORTS EVENTS



3,000

SOCON EDUCATION DAYS



594

**SOCON DOWNTOWN
DRIBBLE**



665

**BILLIE JEAN KING CUP
COMMUNITY EVENTS**



125

**ASHEVILLE CHAMPIONSHIP
EDUCATIONAL PROGRAM**

BOUNCE BACK

UPCOMING EVENTS

- June 18-19 - Carpetbagger Lacrosse Boys Summer Classic
- June 25-26 - Carpetbagger Lacrosse Girls Summer Classic
- July 8-9 - Flag Football World Championship Tour
- July 12-14 - Skyview Golf Tournament
- July 17 - USA Cycling Gran Fondo Asheville & USA Cycling Gran Fondo National Championships
- July 29-31 - Blue Ridge Lacrosse Classic
- September 2-4 - Beer City Cup
- November 11 & 13 - Asheville Championship
- December 16-17 - Ingles Great Smoky Mountain Grapple





**THANK YOU FOR YOUR
CONTINUED SUPPORT!**



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ashevillesports.org



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