

# ANNUAL REPORT

# 21



**HUNTSVILLE**  
SPORTS COMMISSION



## WHO WE ARE

The Huntsville Sports Commission is a not-for-profit, 501 (C) (3), advocacy organization that promotes an enhanced quality of life in the Huntsville area. The Huntsville Sports Commission prides itself in the customer service we provide. Our goal is to help you make your event the best that it can be. We worry about the details so you don't have to.

The Huntsville Sports Commission was founded in 1999 and incorporated on March 23, 2000. The Commission conducted business for two years by a 15-person board of volunteers, until the first executive director, Greg Patterson, was hired in July 2003.

## WHAT WE DO

If you team up with the Huntsville Sports Commission, we can assist you with the following services:

- Securing facilities
- Locating available hotels for participants and staff
- If needed, acting as a housing bureau on your behalf
- Acting as a liaison between city departments
- Providing informational and promotional Huntsville material for participants
- Coordinating hospitality and catering
- Providing your event credentials
- Enhancing event publicity



IMAGE RIGHT:  
Match from the  
CWPA Waterpolo  
Championships  
at the Huntsville  
Aquatics Center

# CALENDAR OF EVENTS

#WEDOSPORTS

DATE	EVENT	ECONOMIC IMPACT	PARTICIPANTS
<b>4-6</b> FEB	<b>CHARGER CHILLOUT</b> NCAA Softball	<b>\$599,090</b>	<b>600</b> Athletes
<b>5-6</b> FEB	<b>FALCON FEST</b> High School Soccer	<b>\$332,908</b>	<b>432</b> Athletes
<b>13-14</b> FEB	<b>NASA BASH</b> Youth Volleyball	<b>\$1,2249,238</b>	<b>1,704</b> Athletes
<b>18-20</b> FEB	<b>AHSAA STATE WRESTLING</b> High School Wrestling	<b>\$636,009</b>	<b>650</b> Athletes
<b>18-20</b> FEB	<b>SOUTHEASTERN SHORT COURSE</b> Youth Swim	<b>\$1,747,256</b>	<b>945</b> Athletes
<b>20-21</b> FEB	<b>ALABAMA INTERSCHOLASTIC CYCLING LEAGUE</b> Youth Cycle	<b>\$302,226</b>	<b>300</b> Athletes
<b>26-28</b> FEB	<b>JV SUPER CUP</b> High School Soccer	<b>\$100,000</b>	<b>100</b> Athletes
<b>5-7</b> MAR	<b>ELEVATE THE STAGE</b> NCAA & Youth Gymnastics	<b>\$1,350,423</b>	<b>1,200</b> Athletes
<b>5-7</b> MAR	<b>ISSA SENIOR SOFTBALL</b> Adult Softball	<b>\$556,102</b>	<b>420</b> Athletes
<b>20</b> MAR	<b>SEC GYMNASTICS CHAMPIONSHIP</b> NCAA Gymnastics	<b>\$500,000</b>	<b>210</b> Athletes
<b>27-28</b> MAR	<b>SNAP SOCCER - HORIZON CUP</b> Youth Soccer	<b>\$761,872</b>	<b>400</b> Athletes
<b>23-25</b> APR	<b>CCSA CHAMPIONSHIP</b> NCAA Beach Volleyball	<b>\$491,416</b>	<b>290</b> Athletes
<b>26- 2</b> APR MAY	<b>HUNTSVILLE CHAMPIONSHIP (KORN FERRY TOUR)</b> Professional Golf	<b>\$1,450,861</b>	<b>100</b> Athletes
<b>30-2</b> APR MAY	<b>ROCKET CITY INVITATIONAL</b> AAU Basketball	<b>\$924,896</b>	<b>800</b> Athletes

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<b>6-8</b> MAY	<b>AHSAA STATE SOCCER</b> High School Soccer	<b>\$1,008,008</b>	<b>750</b> Athletes
<b>22-23</b> MAY	<b>SNAP SOCCER - APOLLO CUP</b> Youth Soccer	<b>\$761,872</b>	<b>500</b> Athletes
<b>3-6</b> JUN	<b>USTA 3.0-4.0 ADULT</b> Adult Tennis	<b>\$254,707</b>	<b>350</b> Athletes
<b>21-1</b> JUN JUL	<b>AJGA</b> Youth Golf	<b>\$433,236</b>	<b>100</b> Athletes
<b>26-27</b> JUN	<b>HUCKFEST</b> Adult Ultimate Frisbee	<b>\$225,000</b>	<b>200</b> Athletes
<b>24</b> JUL	<b>ASOF SCHOLARSHIP SHOOTOUT BY DYNAMIC DISCS</b> Adult Disc Golf	<b>\$5,000</b>	<b>100</b> Athletes
<b>28-31</b> JUL	<b>FUTURES - USA SWIMMING</b> Youth Swimming	<b>\$3,235,053</b>	<b>975</b> Athletes
<b>10-14</b> AUG	<b>NCSA SUMMER SWIMMING CHAMPIONSHIPS</b> Youth Swimming	<b>\$1,085,937</b>	<b>715</b> Athletes
<b>3-4</b> SEP	<b>ROCK-IT CITY BONSPPEIL</b> Adult Curling	<b>\$154,276</b>	<b>250</b> Athletes
<b>3-4</b> SEP	<b>UAH INVITATIONAL VOLLEYBALL TOURNAMENT</b> NCAA Volleyball	<b>\$184,564</b>	<b>120</b> Athletes
<b>4-6</b> SEP	<b>DPL (DEVELOPMENT PLAYER LEAGUE) WEEKEND</b> Youth Soccer	<b>\$28,457</b>	<b>100</b> Athletes
<b>10-12</b> SEP	<b>ROCKET CITY SHOWCASE</b> Youth Softball	<b>\$926,381</b>	<b>612</b> Athletes
<b>17</b> SEP	<b>NORTH ALABAMA SHOWCASE - NCAA PRE-REGIONAL</b> NCAA Cross Country	<b>\$237,383</b>	<b>400</b> Athletes
<b>17-18</b> SEP	<b>SOUTHERN SHOWCASE</b> High School Cross Country	<b>\$1,590,270</b>	<b>2,500</b> Athletes
<b>18-19</b> SEP	<b>USA ULTIMATE SECTIONALS</b> Adult Ultimate Frisbee	<b>\$151,982</b>	<b>200</b> Athletes

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<b>25</b> SEP	<b>RACIN' THE STATION DUATHON</b> Adult Triathlon	<b>\$5,000</b>	<b>100</b> Athletes
<b>30-1</b> OCT NOV	<b>65'S ALABAMA STATE CHAMPIONSHIPS</b> Adult Tennis	<b>\$293,391</b>	<b>350</b> Athletes
<b>9</b> OCT	<b>UAH XC INVITE</b> NCAA Cross Country	<b>\$307,607</b>	<b>200</b> Athletes
<b>9-10</b> OCT	<b>MIDSOUTH CONFERENCE SOCCER</b> Youth Soccer	<b>\$320,505</b>	<b>400</b> Athletes
<b>15-17</b> OCT	<b>NASC KICKS INVITATIONAL</b> Youth Soccer	<b>\$761,872</b>	<b>500</b> Athletes
<b>15-17</b> OCT	<b>ROCKET CITY ELITE</b> High School Softball	<b>\$926,381</b>	<b>600</b> Athletes
<b>20-22</b> OCT	<b>AHSAA REGIONAL VOLLEYBALL</b> High School Volleyball	<b>\$308,755</b>	<b>1345</b> Athletes
<b>23</b> OCT	<b>ROCKET CITY CROSS</b> Adult Biking	<b>\$5,000</b>	<b>100</b> Athletes
<b>25</b> OCT	<b>ACAA STATE CROSS COUNTRY MEET</b> High School Cross Country	<b>\$10,000</b>	<b>100</b> Athletes
<b>29</b> OCT	<b>CHARGER TIPOFF (ALUMNI WEEKEND)</b> NCAA Basketball	<b>\$906,346</b>	<b>200</b> Athletes
<b>28</b> OCT	<b>AHSAA SECTIONALS</b> High School Cross Country	<b>\$105,000</b>	<b>400</b> Athletes
<b>1</b> NOV	<b>AHSAA CHEER</b> High School Cheer	<b>\$122,125</b>	<b>1,000</b> Athletes
<b>5-7</b> NOV	<b>ROCKET CITY FALL FINALE</b> Youth Softball	<b>\$688,667</b>	<b>250</b> Athletes
<b>6</b> NOV	<b>COLLEGIATE CLASH</b> NCAA Beach Volleyball	<b>\$50,000</b>	<b>150</b> Athletes
<b>12-13</b> NOV	<b>NCAA DI REGIONAL CROSS COUNTRY</b> NCAA Cross Country	<b>\$186,157</b>	<b>600</b> Athletes

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<b>12-14</b> NOV	<b>CWPA WATERPOLO CHAMPIONSHIP</b> Adult Waterpolo	<b>\$545,682</b>	<b>400</b> Athletes
<b>20-21</b> NOV	<b>TURKEY TOURNEY</b> Adult Ultimate Frisbee	<b>\$225,000</b>	<b>200</b> Athletes
<b>3-4</b> DEC	<b>HHS WRESTLING INVITATIONAL</b> High School Wrestling	<b>\$50,000</b>	<b>200</b> Athletes
<b>4</b> DEC	<b>RUNNINGLANE NATIONAL CHAMPIONSHIPS</b> Youth Cross Country	<b>\$2,734,106</b>	<b>2,300</b> Athletes
<b>11</b> DEC	<b>ROCKET CITY MARATHON</b> All Ages Running	<b>\$2,111,674</b>	<b>2,300</b> Athletes
<b>11</b> DEC	<b>BRAGGING RIGHTS 2021</b> High School Basketball	<b>\$168,689</b>	<b>150</b> Athletes

**2021 TOTAL ECONOMIC IMPACT \$ 32,116,389**

IMAGE RIGHT:  
The American National  
Record was smashed  
at John Hunt Park by  
Colin Sahlman with a  
time of 14:03.29.





## A YEAR OF DIGITAL GROWTH

The Huntsville Sports Commission has seen a tremendous amount of growth across digital platforms following the company rebrand and new website launch last year. Digital marketing is ever evolving and so is the Huntsville Sports Commission. Our team continues to utilize social media to bring the best sports updates and information straight to you. In addition to our social media pages and website, we launched a monthly newsletter. We encourage everyone to register for our newsletter on the Huntsville Sports Commission website, **huntsvillesports.com**, to stay up to date with sporting events coming to Huntsville.



## 2021 WEBSITE SNAPSHOT

Unique users: 19,000

**+1,046.0%**

Sessions: 26,000

**+1,228.8 %**

Time On-Page: 1m 3s

**+27.9 %**



Reach: 67,306

**+ 60.6%**

Followers

**1.7K**

Demographics

**56.9% F**



Engagement: 5,000

**+58%**

Followers

**2.3K**

Impressions

**2.4K**



Reach: 6,467

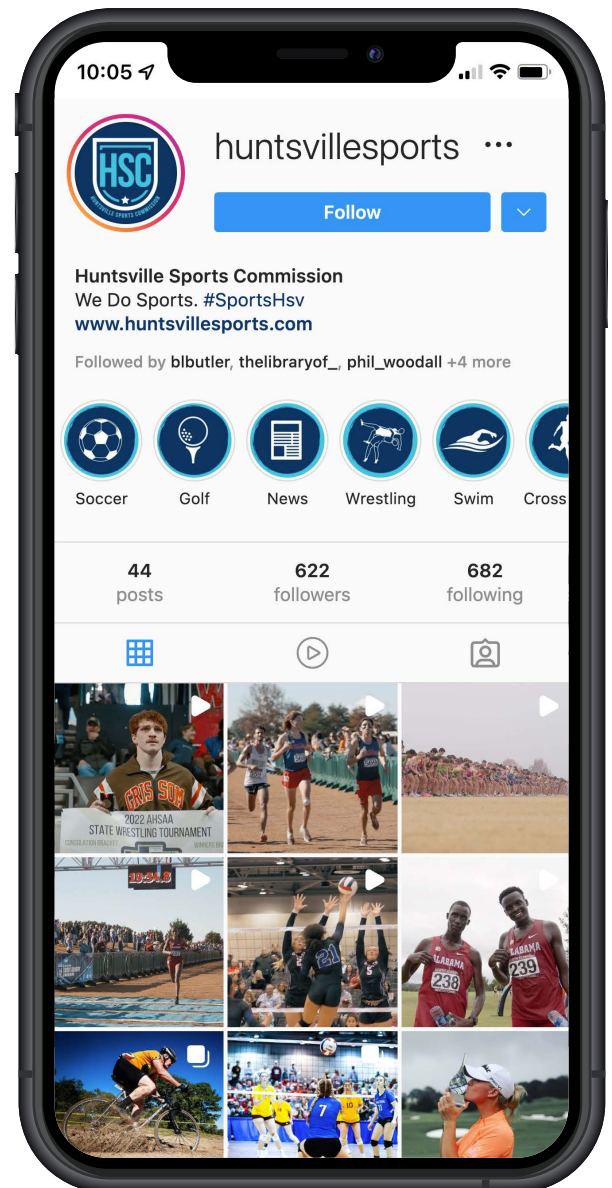
**+ 371.5%**

Followers

**591**

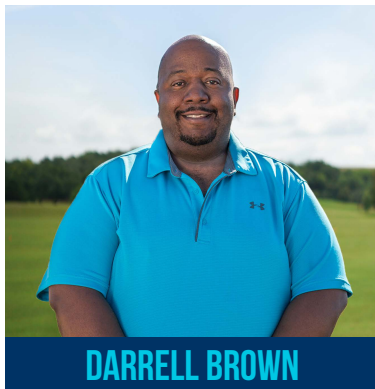
Demographics

**52.6% M**



# 2021 BOARD MEMBERS

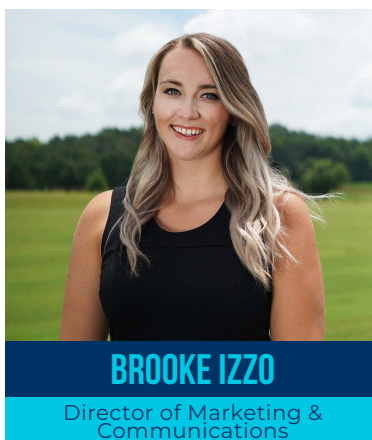
#WEDOSPORTS





# 2021 STAFF MEMBERS

#WEDOSPORTS



## TESTIMONIALS



"Thank you for the work completed to host the 2021 SEC Gymnastics Championship. We were proud to provide our student-athletes with a memorable experience in Huntsville. Please extend our appreciation to your board and staff!"

- **Greg Sankey,**  
Commissioner of the SEC



"Thank you and your staff for your contribution to the 2021 NCAA Division I Men's and Women's Cross Country Championships. The success of any NCAA championship is dependent on the efforts of a great many individuals who generously devote their time and talents to the management of the event. You should be commended for your outstanding support in administering these events."

- **Jeff Mlynski, Associate Director**  
Championships and Alliances for NCAA



"Thank you for all of the hard work you and your team put into making our event in Huntsville memorable! Everyone is still talking about our time in HSV. We appreciate your partnership and those touches that moved our event from good to GREAT!"

- **Tiffany Daniels,**  
Associate Commissioner  
of the SEC

# FEATURED MEMBERS

