



# 2019 ANNUAL REPORT

*BE MOVED*

# WELCOME

Success! 2019 proved to be another great year for Pensacola Sports. Our signature events like the Double Bridge Run, Cox Diamond Invitational, Bayou Hills Run and Bud Light Fishing Rodeo had great participation and turnout. Also, in 2019, Pensacola Sports held the inaugural Pensacola Women's Half Marathon. In addition to being the first of its kind in our area, the event helped raise awareness and funds for the Rally Foundation.

The 15-year tradition of the Subway High School All-Star Series continued again in 2019. Student athletes from Escambia, Santa Rosa and Okaloosa Counties came together to compete one last time as high school seniors. Speaking of tradition, the 40 plus year tradition of Racquet Roundup Clinics continued in the Pensacola area as a free event for the youth in our community. Also, celebrating 40 years in 2019, was the Senior Scholar Athlete Awards Banquet. This event recognized local seniors for their academic success and provided scholarships from Pensacola State College, University of West Florida and the Pensacola Sports Foundation.

Our continued work with Visit Pensacola once again provided a great year as far as economic impact. Sports tourism continues to remain a strong part of our mission and a vital part of our local economy.

These successes would not be possible without the hard work and dedication of the Pensacola Sports staff, volunteers, board of directors, members, participants, sponsors and fans. On behalf of the organization, I thank you for your support and dedication to help Pensacola Sports fulfill our mission of enhancing the quality of life, health, well-being and economic development of Pensacola and surrounding region through sports and recreation.

Be Moved!

Rick Johnson  
2019 Chairman  
Board of Directors





# WHO WE ARE

Pensacola Sports is a recognized leader for professional and amateur participant sports, athletics and sports tourism in the Pensacola and the Northwest Florida region.

## OUR MISSION

To unite in common organization all others whose purpose is to foster and encourage amateur and professional sports and personal physical fitness in the Northwest Florida region.  
To recognize outstanding amateur and professional individuals and team performance.

To work with international, national, state and local governments and other public and private entities in the development, organization, bidding, advertising, promotion, encouragement, hosting and the operation of amateur and professional sports in Northwest Florida for the purpose of regional economic development through sports tourism.

## 2019 Executive Committee

Rick Johnson	Chairman
Katie McPhail	Chairman-Elect
Danny Herman	Vice-Chair Finance
Evan Malone	Vice-Chair Events
Janet Olliff	Vice Chair Sports Events
Jim Beran	Vice-Chair Membership
Brent Scott	Vice-Chair Sports Marketing
Robby Rushing	Vice-Chair TDC Affairs
Jehan Clark	Past Chairman

## Pensacola Sports Staff

Ray Palmer, President and CEO	
Laura McCullers	Jason Libbert
Amy Marquez	Andrew LeBlanc
Candy Carlisle	Miriam Yarbrough

## 2019 Board of Directors

Douglas Bates	Jared Martin
Brad Bradford	Ti McConnell
Zack Brothers	Steve Meyer
Will Condon	John Panyko
Brian Cooper	Ron Pulley
Bill Creedon	Michael Rhodes
Denise Crowell	Jeff Rogers
Brooke Forester	Norm Ross
Charles Gheen	Ted Roy
Jonathan Griffith	Robby Rushing
Bill Hamilton	Brent Schneider
Domenik Hixon	Dave Scott
Cam Johnson	Michael Stephens
David Kemp	Mark Taylor
Rhea Kessler	Jason Weeks

# PENSACOLA Women's HALF MARATHON

PRESENTED BY Publix.



The Women's Half Marathon & 5K race awards were custom designed glass vases by Joe Hobbs Art at First City Art Center.



It sure was a party after you crossed the finish line! The post race festivities included live music, desserts from Publix, Subway sandwiches, & much more!



Meet Penny the Pelican! The 2019 finisher's medal was not only unique, it's based on an image near and dear to Pensacola, the pelican! The Pensacola Pelican statues can be seen all over our city.



The inaugural half marathon and 5K courses started at Palafox Pier, ran along the beautiful Bayfront Parkway & returned to a festive post-race party at the finish line.



Rally Pensacola was the 2019 race beneficiary. The funds raised during the event weekend went to Childhood Cancer research. "Thank you for helping kids like us!" - Rally Kid Katie



## SPORTS MANAGEMENT: GIVING BACK

### BUD LIGHT CHARITY TENNIS CHALLENGE

Josh Koivu was the inaugural Brian Sakey Award recipient. The award was developed in honor of the late tennis pro who was instrumental in the creation of this event. Koivu was nominated & selected for embodying the attributes Sakey demonstrated — positive attitude, good sportsmanship & inspires those around him.

### BUD LIGHT CHARITY GOLF

The 2019 tournament proceeds benefited the Arc Gateway, an organization providing the best possible life experiences for children & adults with intellectual & developmental disabilities.

### BAYOU HILLS RUN

One of Pensacola's oldest and most unique events. The 2019 fun 5K & 10K courses ran through the East Hill neighborhood with the start & finish at the beautiful Bayview Park. Benefiting Creative Learning Academy.

### DOUBLE BRIDGE RUN

The 15K carries runners over two bridges, across Pensacola Bay and Santa Rosa Sound. This event is one of the premier 15K races in the country and benefits, Gulf Breeze Sertoma, Gulf Breeze Volunteers in Police Service (VIPS), and Gulf Breeze Optimist Club.



## SPOTLIGHT ON YOUTH



The 2019 Subway High School All-Star Series between East vs. West high school seniors from Escambia, Santa Rosa, & Okaloosa Counties, included volleyball, football, soccer, basketball, baseball, & softball. Eric Thomas Jr. claimed MVP honors as the West football team claimed a 26-16 victory over the East. "It's amazing to get to play with my senior teammates for the last time," Thomas Jr. said, who was among the area's leading pass rushers in the 2019 season with 14 sacks & 27 tackles. He picked up another four sacks in the all-star game.



The 42nd Annual Racquet Roundup clinics were held at multiple locations throughout the month of June for children of all skill levels. Instruction was by local tennis professionals & free racquets were available to use during the clinic.



In its fifth year, the KickStart Soccer Clinic held at Brent Athletic Field, included instructions, soccer balls & shin guards for the kids to keep. The Escambia County Sheriff's Office provided several demonstrations at the 2019 clinic.



A new class of seniors were recognized at the Annual Senior Scholar Athlete Awards Banquet. Cali Wilson, Gulf Breeze HS & Walker Parra, Washington HS, won the 2019 overall female & male foundation scholarships. The Whataburger Books Scholarship, Dr. Alec Kessler Memorial Scholarship & Pensacola State College Scholarship were also awarded.





## OUR FOUNDATION



The Pensacola Sports Foundation's mission focuses on the development, education, promotion & recognition of youth sports, amateur sports, scholar athletes, & athletic excellence in the Pensacola Area. In 2019, \$61,500 was awarded to area organizations, including Youth Bike & Tri Initiative & The First Tee of NWFL.

It was a special night celebrating Pensacola's individual athletic success at the Annual Awards Banquet. From 8-year-old running phenom Cameron Chandler, to power lifter Larry Tilley, who at 65-years-old set a world lift record for his age in winning a national U.S. Powerlifting event. Retired women's professional basketball player, Michelle Snow spoke from the heart. Her address as guest speaker compacted minutes of powerful motivation & riveting inspiration.

**Sportsman of Year - Marty Stanovich**  
**Hall of Fame - Tia and Fred Robbins**  
**Professional Athlete of Year - Bubba Watson**  
**Amateur Athlete of Year - Drew LaBounty**  
**Special Olympic Athlete of Year - Ryan Hamm**  
**Excellence In Sports Tourism Award - Sally Garst**  
**Volunteer of Year - Katie McPhail**

### 2019 BOARD OF DIRECTORS

**Cindi Bonner**  
**Shirley Cronley**  
**Blair Crooke**  
**Jackie Gheen**  
**Bill Hamilton**  
**Chris Hart**  
**John Hutchinson**  
**Rhea Kessler**  
**Hal Major - Treasurer**  
**Jake Renfroe - Secretary**  
**Norm Ross**  
**Charlie Sherrill**  
**Donovan Whibbs**  
**Greg Whibbs**  
**Jack Williams - Chairman**

# SPORTS TOURISM OUR IMPACT

Pensacola Sports has been the Sports Tourism agent for Escambia County since 1994. In fiscal year 2019, 52,268 visitors were generated through sports events, resulting in \$22,992,264 in direct economic impact in Escambia County.

Fiscal year referenced is October 1, 2018 to September 30, 2019. During that time, the direct impact of sports events are reported to the Escambia County Board of County Commissioners, the Escambia County Tourist Development Council and Visit Pensacola.

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*fiscal year 2019*

## NUMBERS & STATISTICS

**34,661**  
*room nights*

**\$22,992,264**  
*economic impact*





# SPORTS TOURISM

## HIGHLIGHTED EVENTS



### GULF SOUTH CONFERENCE SOCCER

Pensacola hosted the 2019 Gulf South Conference Soccer Championships (GSC) at Ashton Brosnham Park. The UWF Men's Soccer dropped the tournament final by a score of 1-0 to Lee University. Montevallo won their second GSC Women's Soccer Title in Program History.

### PRO WATERCROSS TOUR

Pro Watercross Jet Ski Racing returned to Pensacola Beach in May for the fifth year.

Participants from all over the world were greeted with breaking waves as the watercraft racing competition kicked off its 2019 summer series on Pensacola Beach.



### WESTERN GATE JUCO TENNIS

In its second year, Western Gate Tennis featured seven men's & women's junior college teams. The tournament was a dual-match format, allowing competition between several different teams in one trip to Pensacola at Roger Scott Tennis Center & the University of West Florida.

# SPORTS TOURISM

## OUR OUTREACH

Through our Sports Tourism Grant Program, Pensacola Sports supported 31 events representing 17 different sports including baseball, basketball, bowling, equestrian competitions, disc golf, fishing, softball, soccer, swimming, volleyball. These grants are funded by the Escambia County Tourist Development Council (TDC) and are administered by Pensacola Sports for events that demonstrate significant potential to draw visitors to the area.



**Pensacola Classic Soccer**  
1,020 visitors  
779 room nights  
\$500,765 economic impact



**End of Summer Showdown**  
2,471 visitors  
1,373 room nights  
\$1,251,044 economic impact



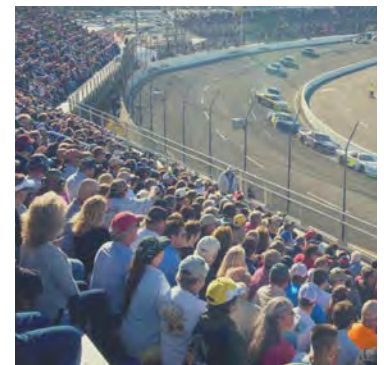
**The Blizzard Series**  
4,720 visitors  
1,461 room nights  
\$1,577,643 economic impact



**Wavefest Volleyball**  
3,799 visitors  
2,105 room nights  
\$1,833,688 economic impact



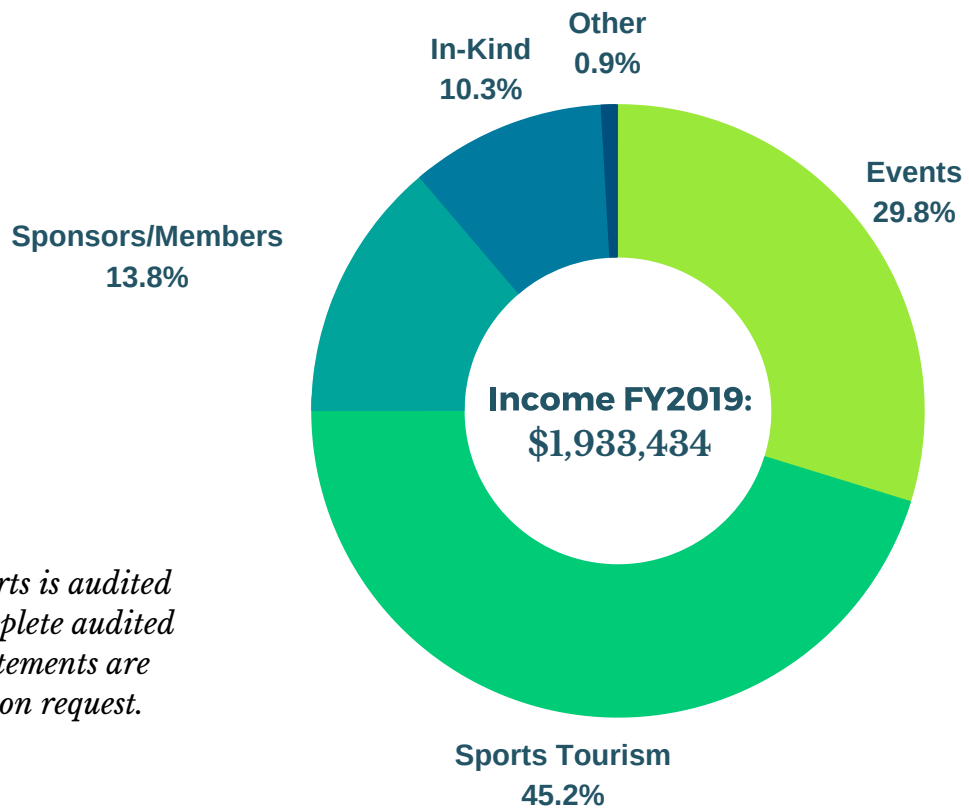
**The U.S. Finals Cheer & Dance**  
9,216 visitors  
3,943 room nights  
\$2,810,778 economic impact



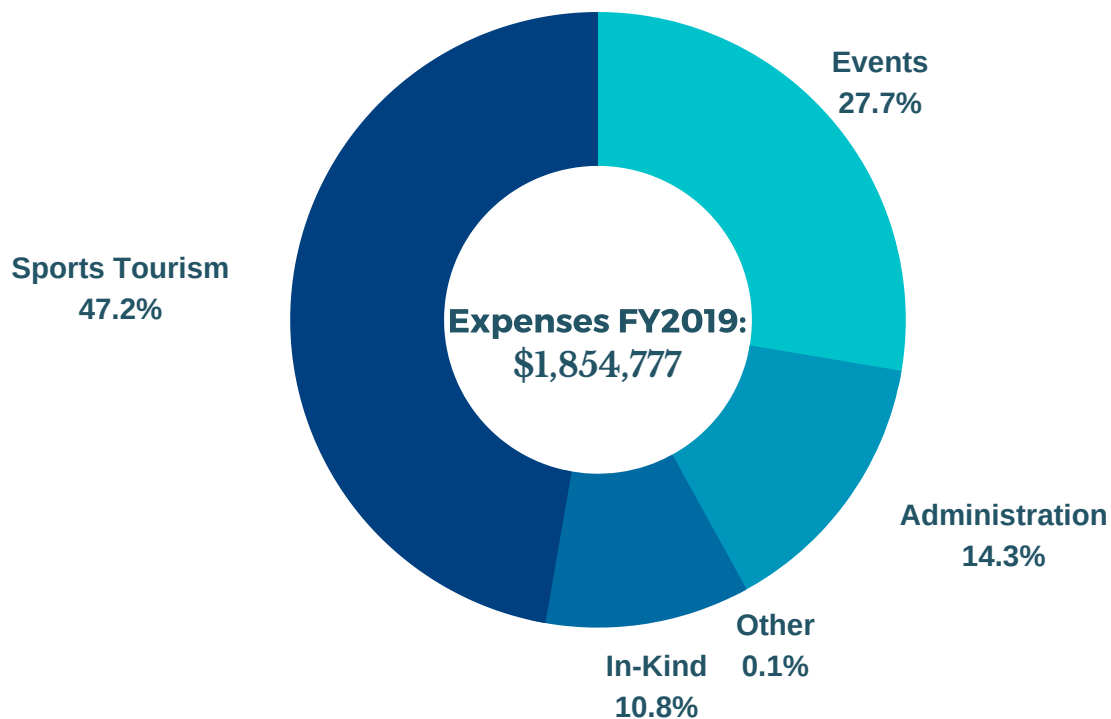
**52nd Snowball Derby**  
8,562 visitors  
7,769 room nights  
\$4,169,149 economic impact



# FISCAL FITNESS



*Pensacola Sports is audited annually. Complete audited financial statements are available upon request.*





**BE MOVED  
BE A MEMBER**

*Pensacola Sports Membership is valid one year from the purchase date*

**Pensacola Sports offers memberships to businesses & individuals who want to get involved & give back to the community. Business members have the opportunity to promote their company or products at our events & through website exposure. All members receive exclusive invitations & benefits at our events!**

**Membership PERKS offered are unique at each qualifying event. PERKS include:**

- Parking Privileges**
- Private Restrooms**
- Heat/AC Areas**
- Food/Beverages**
- Exclusive Seating**
- Skip the Lines**
- and MORE!**

**Other Membership benefits include:**

- Event Registration Discounts**
- Merchandise Discounts**
- Discounted Spectator Tickets**
- Pensacola Sports Apparel**
- Free Equipment Rentals**
- Company Logo & Link on our Website**
- Logo Placement at Events**
- and MORE!**

**For more information or to join: [pensacolasports.org/membership](https://pensacolasports.org/membership)**



**P E N S A C O L A S P O R T S . O R G**  
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