



2020 ANNUAL REPORT

BE MOVED



WELCOME

We made it! 2020 was a year of challenges, struggles and changes. Despite the pandemic and Hurricane Sally's aftermath, Pensacola Sports pushed through adapting to the "new normal", continuing to pursue safe, enjoyable events, while learning and keeping up with the ever-changing CDC restrictions. This took everyone "out of the box" being innovative, creative, while keeping the safety of participants, staff and spectators our top priority.

Although many of the events were postponed or cancelled, Pensacola Sports was determined to hold as many events as possible in 2020 while taking the extra safety precautions necessary. Our signature events like the Double Bridge Run, Bud Light Fishing Rodeo and the second Annual Women's Half Marathon, which raises awareness and funds for the Rally Foundation, had great participation and turnout. The High School All-Star Series, a 16-year tradition as well as the Senior Scholar Athlete Banquet continued to provide recognition opportunities for our high school seniors.

Our continued work with Visit Pensacola, once again proved to be instrumental in continuing to make an economic impact during these trying times. Sports tourism continues to remain a strong part of our mission and a vital part of our local economy.

These events took a team of supporters and believers to be successful, and they would not have been 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 would like to thank you for your continued support and dedication to help Pensacola Sports fulfill our mission of enhancing the quality of life, health, well-being and economic developments of Pensacola and surrounding region through sports and recreation.

Be Moved!

Katie McPhail
2020 Chairman
Board of Directors



BE MOVED VIRTUALLY

REEL IT IN AMERICA

Fishing is the perfect social distancing activity for all ages! These virtual fishing tournaments were open to Anglers along the Gulf Coast states and the east coast of Florida. A portion of registration fees were donated to Disabled American Veterans.



BAYOU HILLS RUN

In 2020, this race went all virtual and honored health care workers with a free entry for the first 200 health care workers who registered.



SENIOR SCHOLAR ATHLETE AWARDS BANQUET

Presented by Ascension Sacred Heart, a virtual awards ceremony streamed live. The overall male and female scholar athletes were surprised at their homes during the live stream.

WOMEN'S HALF MARATHON

The 2nd annual event was still an experience completely unique to Pensacola and to the race community, with a virtual option added to the 2020 half marathon.



NEW IN 2020



Play golf and earn some cash! Golfers can participate at Scenic Hills Country Club, Marcus Pointe Golf Club, and Tiger Point Golf Club. Simply register with the front desk and if you hit a hole in one, you'll win the pot, a minimum of \$200! Then be invited back for one shot to win \$1M!

Here's how to register for the chance to win up to \$1M!!

- 1** Tell the desk staff you want to register for the Hole in One Shootout - **IT'S ONLY \$3!!**
- 2** Pay the \$3 when you pay for your round.
- 3** Fill out the registration sheet - name, e-mail, phone number.

That's it! Go play your round and **GOOD LUCK!**

Hit a hole in one and win the current pot!!
BONUS: Get invited for a shot to win \$1M!!

For full list of rules, see the front desk or visit
PensacolaSports.org/HoleInOne

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 2020, over \$55,000 was awarded to area organizations, including Golden Elite Track & Field & Southern Youth Sports.

It was a special night honoring 30 athletes, coaches and sports philanthropists at our Annual Awards Banquet. Special achievement award winners included Pensacola Christian College’s men’s soccer national championship team, Navarre High School’s state-champion weightlifting team and Tate High’s state-champion cheerleading team. High school standouts included state champions such as Pine Forest hurdler Koriyunna Arrington and Pensacola Christian pole vaulter Blake Rimmer, national champions included Milton water skier Kennedy Hansen and world-record holders like local weightlifter Larry Tilley.

Hall of Fame - Jerry Pollard, Brian Sakey, & Josh Sitton
 Sportsman of the Year - Troy Rafferty
 Special Olympic Athlete of the Year - SunRayz Cheerleading Team
 Amateur Athlete of the Year - UWF Football
 Pro Athlete of the Year - Joe Durant
 Volunteer of the Year – Rita Dotson

2020 BOARD OF DIRECTORS

- Jehan Clark
- Shirley Cronley
- Blair Crooke
- Mike Eddins
- Jackie Gheen
- Bill Hamilton
- John Hutchinson
- Rhea Kessler
- Hal Major - Treasurer
- Jake Renfroe - Secretary
- Norm Ross
- Charlie Sherrill
- Donovan Whibbs
- Jack Williams - Chairman



SPORTS TOURISM OUR IMPACT



Pensacola Sports has been the Sports Tourism agent for Escambia County since 1994. In fiscal year 2020, 26,265 visitors were generated through sports events, resulting in \$14,162,150 in direct economic impact in Escambia County.

Fiscal year referenced is October 1, 2019 to September 30, 2020. 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.

fiscal year 2020

NUMBERS & STATISTICS



SPORTS TOURISM OUR OUTREACH

Through our Sports Tourism Grant Program, Pensacola Sports supported 19 events representing 15 different sports including basketball, bowling, disc golf, fishing, football, soccer, swimming. 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.



Blue Angel Classic Soccer
1,503 visitors
1,241 room nights
\$819,030 economic impact



Turkey Bowl Youth Football
1,112 visitors
442 room nights
\$613,435 economic impact



GSC Soccer Championships
1,010 visitors
428 room nights
\$302,618 economic impact



Innisfree Basketball Tournament
1,439 visitors
2,068 room nights
\$1,065,547 economic impact



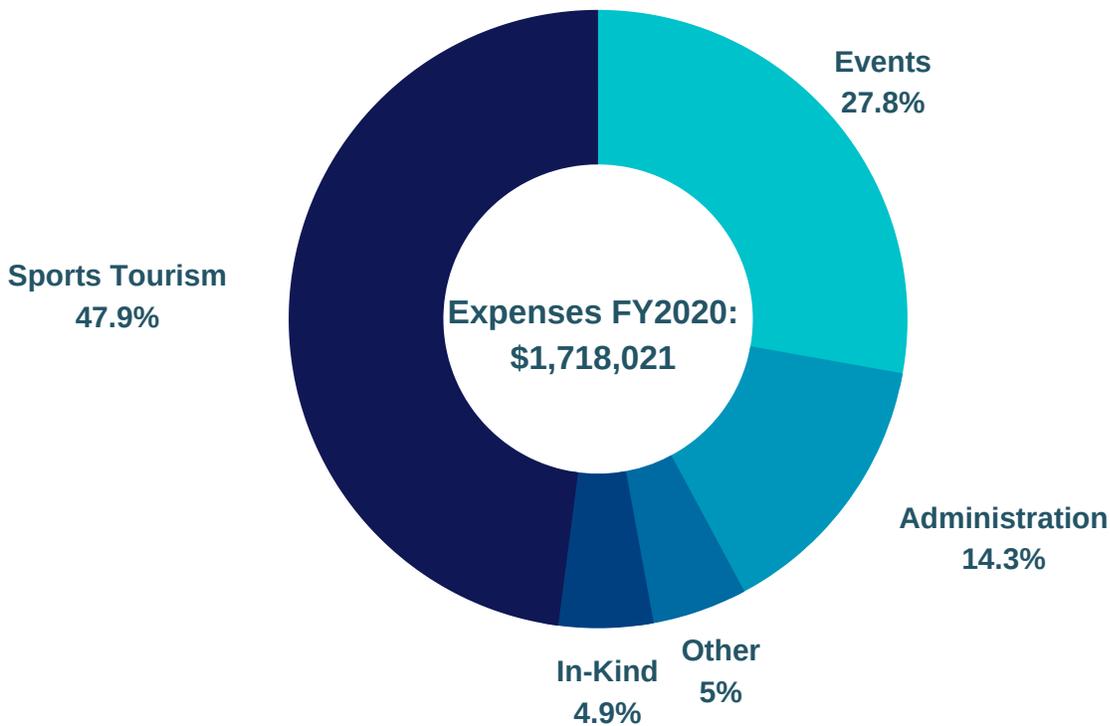
MEAC NCAA Bowling
326 visitors
313 room nights
\$155,117 economic impact



53rd Snowball Derby
8,812 visitors
8,244 room nights
\$4,975,537 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 MEMBERSHIP - \$75

- Exclusive access to PERKS at Pensacola Sports Events Year Round for (1) PERKS PASS cardholder!
- 10% Off Event Registration Rates
- Buy one get one Spectator Tickets
- Choice of (1) Pensacola Sports Apparel
- 15% Off Merchandise

CLUB MEMBERSHIP - \$400

- Receive (2) PERKS PASS for Exclusive access to PERKS at Pensacola Sports events year round!
- Additional PERKS PASSES may be purchased for \$50
- Choice of (2) Pensacola Sports Apparel
- Company name and link displayed on our Website
- Use of Pensacola Sports Equipment Upon Request
- Receive an exclusive Member Price for your booth at the Marathon and Double Bridge Run Expo

ALL-STAR MEMBERSHIP - \$600

- All of the above plus receive (1) more PERKS PASS and (1) more Pensacola Sports Apparel
- Hospitality Partners will be added to our Play & Stay/Accommodations and/or Venue Directory Listing
- Logo Placement on PERKS PASS Banner at Pensacola Sports Events

PERKS PASS "PERKS"

PERKS offered to members are unique at each qualifying event. PERKS include:

- Hospitality Tents
- Parking Privileges
- Private Restrooms
- Heat/AC Areas
- Food/Beverages, Exclusive Seating and MORE!

For event specific PERKS or for more info on Membership visit pensacolasports.org

QUALIFYING PERKS PASS EVENTS:

- Pensacola Double Bridge Run
- High School All-Star Series
- Bayou Hills Run
- Pensacola Beach Firefighter Challenge
- DeLuna's Beach Swim
- Futures Pros Circuit Tennis
- Bud Light Fishing Rodeo
- Bud Light Charity Challenge Tennis
- Pensacola Women's Half Marathon and MORE!



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