



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



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.



2020 Executive Committee

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

Pensacola Sports Staff

Ray Palmer, President and CEO	
Laura McCullers	Jason Libbert
Amy Marquez	Miriam Yarbrough

2020 Board of Directors

Michael Capps	Steve Meyer
Michael Clarke	Will Moore
Will Condon	John Panyko
Brian Cooper	Ron Pulley
Denise Crowell	Michael Rhodes
Brooke Forester	Jeff Rogers
Charles Gheen	Norm Ross
Mitch Goldstein	Ted Roy
Jonathan Griffith	Dave Scott
Scott Grissett	Kevin Sluder
Bill Hamilton	Lauren Smith
Cam Johnson	Michael Stephens
David Kemp	Mark Taylor
Rhea Kessler	Harris Turner
Jared Martin	Jason Weeks
Ti McConnell	

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.



ACTIVE DISTANCING EVENTS

At Pensacola Sports, we pride ourselves in hosting events that reward the significant accomplishments of all our participants while supporting our community. Safety is always a top priority at all our events. 2020 brought many new challenges and safety concerns that resulted in the rescheduling and canceling of many of our events.

The events we did host in person after March, looked different and followed the current guidelines issued by the Centers for Disease Control, the federal government, the state of Florida and Escambia County. We appreciate all of the participants, volunteers, sponsors and community support.

DOUBLE BRIDGE RUN



COX DIAMOND BASEBALL INVITATIONAL



BUD LIGHT FISHING RODEO



BUD LIGHT CHARITY TENNIS



HIGH SCHOOL ALL-STAR SERIES



WOMEN'S 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

18,882
room nights

over
\$14 MIL
economic impact

26,265
visitors



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



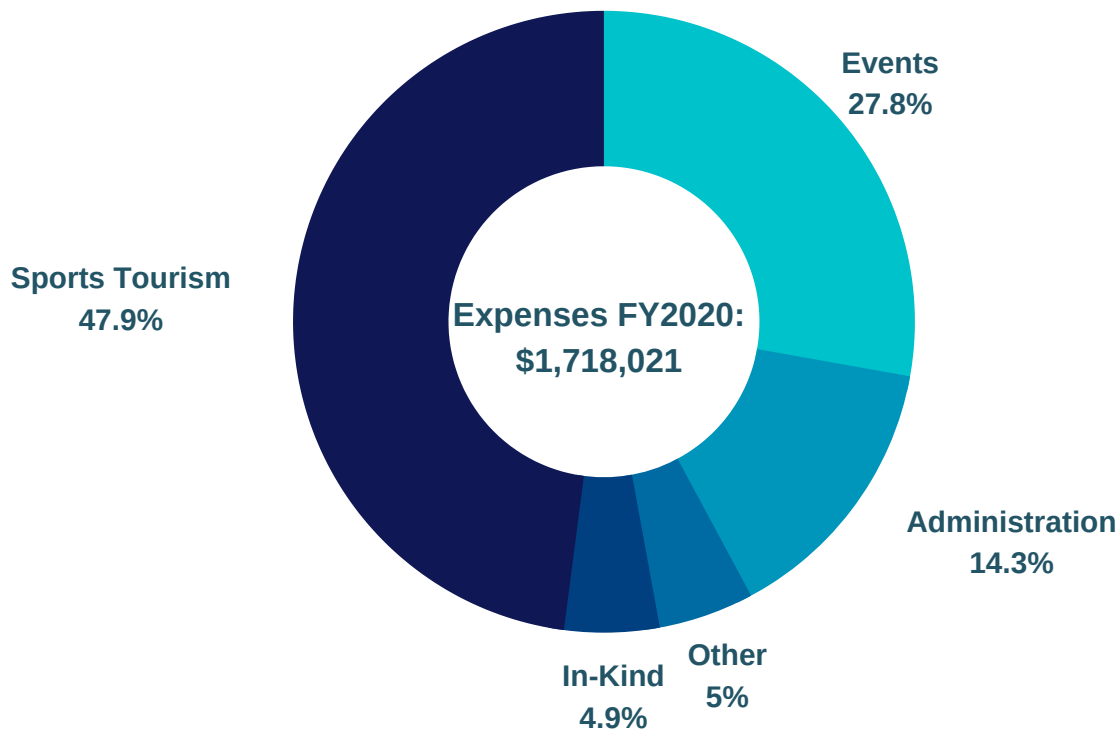
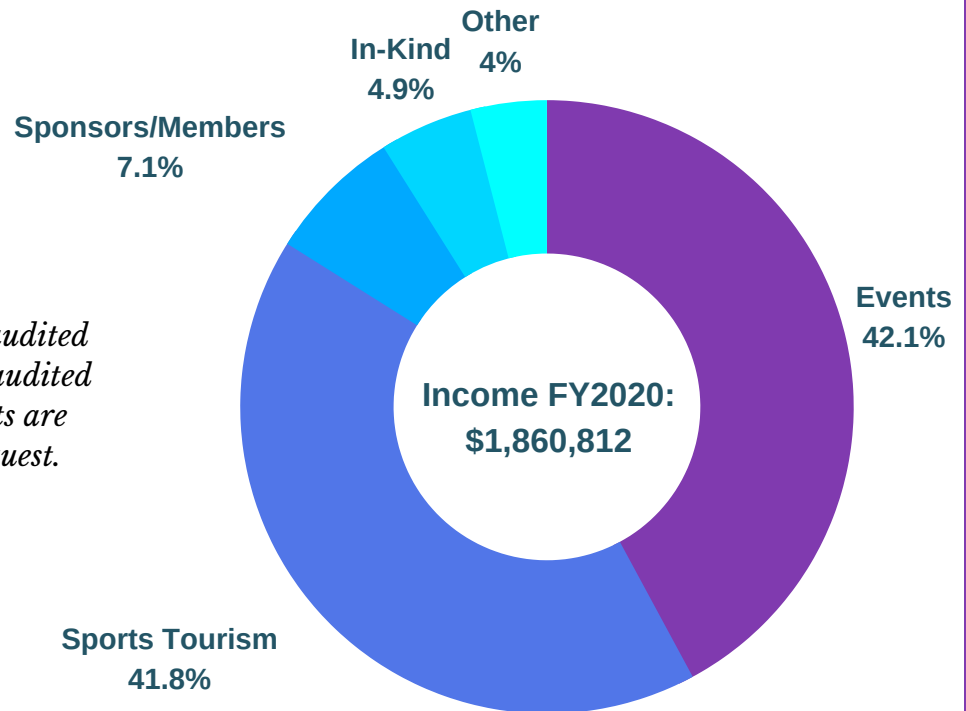
MEAC NCAA Bowling
326 visitors
313 room nights
\$155,117 economic impact



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!



PENSACOLASPORTS.ORG
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