

PENSACOLA



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SPORTS



# 2021 ANNUAL REPORT

# A LETTER FROM CHAIRWOMAN KATIE MCPHAIL

In 2021 Pensacola Sports continued to build on the momentum created from the “new normal” of the pandemic. While still maintaining the necessary safety precautions, Pensacola Sports held numerous events and even launched a new partnership. Pensacola Sports utilized events like the Bayou Hills Run, Women’s Half Marathon, and the Bud Light Tennis Tournament to raise proceeds for other non-profit organizations within the community in order to benefit their missions of service.

This year Pensacola Sports was able to celebrate over 400 senior athletes with the High School All-Stars Series and the Senior Scholar-Athlete Awards Banquet. Since 2009 Pensacola Sports has continually supported the development of amateur and professional sports across Northwest Florida. The High School All-Star Series brings the best senior athletes from Escambia, Santa Rosa, and Okaloosa County together for one night to showcase their talents to family, classmates, and collegiate scouts. The Senior Scholar-Athlete Awards Banquet took place in May and it awarded various scholarships to senior athletes who’ve achieved academic excellence.

More than 200 kids participated in our summer clinics: Racquet Roundup and Kickstart Soccer. These clinics provide a fun opportunity for youth within the community to explore the basic fundamentals of tennis and soccer while learning positive teamwork.

Sports tourism continues to be a strong part of our mission and a vital part of our local economy. Working alongside our partner, Visit Pensacola, allowed us to bring more than 33,000 visitors to the beautiful Pensacola, FL! This resulted in a huge economic impact for both the city and the county.

Year after year Pensacola Sports has utilized sports to educate and improve the community, and on behalf of the organization, I would like to thank everyone who played a vital role in our success in 2021. None of this would have been possible without our staff, volunteers, sponsors, and board members. To our fans and supporters, thank you for your participation and motivation to go above and beyond.



Katie McPhail  
2021 Chairman  
Board of Directors





# Who Are We?

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 organizations 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, regional, state, and local governments and other public and private entities. With sports tourism, we aim to emphasize regional economics by helping, developing, organizing, bidding, advertising, promoting, encouraging, and hosting the operation of amateur and professional sports in Northwest Florida.



## 2021 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, CEO         |
| Laura McCullers      | Director of Operations |
| Jeff Schmitt         | Director of Events     |
| Amy Marquez.         | Event Manager          |
| Domonique Whitehurst | Marketing Manager      |

## 2021 Board of Directors

|                   |                     |                |
|-------------------|---------------------|----------------|
| Michael Capps     | Jared Martin        | Mark Taylor    |
| Michael Clarke    | Ti McConnel         | Harris Turner  |
| Will Condon       | Steve Meyer         | Donovan Whibbs |
| Brian Cooper      | Will Moore          | Jack Williams  |
| Brooke Forester   | John Panyko         |                |
| Charles Gheen     | Shenna Payne        |                |
| Jonathan Griffith | Anthony Porterfield |                |
| Scott Grissett    | Ron Pulley          |                |
| Daniel Herman     | Michael Rhodes      |                |
| John Hutchinson   | Jeff Rogers         |                |
| Cam Johnson       | Norm Ross           |                |
| Rick Johnson      | Ted Roy             |                |
| David Kemp        | Robby Rushing       |                |
| Rhea Kessler      | Brent Scott         |                |
| Bryan Lewallyn    | Dave Scott          |                |
| Hal Major         | Kevin Sluder        |                |

# THE DOUBLE BRIDGE RUN BUT WITH ONLY ONE BRIDGE?

September 2020 Hurricane Sally made landfall in Pensacola causing catastrophic damage. The massive impact of winds, gusts, and heavy waves caused a barge to strike and destroy the Pensacola Bay Bridge. This bridge is the magic gateway that not only connects Gulf Breeze to Pensacola but is an imperative component for our signature Double Bridge Run.

Without knowing a definite reopening of the new bridge, Pensacola Sports had to be creative when mapping out the course for the 2021 Double Bridge Run. Initially, the 15K run starts in Pensacola and ends at the Portofino Boardwalk but instead both the 15K and 5K races began at Casino Beach. The 15K racers ran over the Bob Sikes Bridge and then touched the tip of the Pensacola Bay Bridge.



# PENSACOLA SPORTS GIVES BACK



The Bud Light Tennis Charity Challenge Tournament donated proceeds to the Arc Gateway. This non-profit organization has built programs and services that cater to helping these individuals accomplish their dreams and live out their full potential.

The 3rd Annual Women's Half Marathon was dedicated to the Rally Foudation. This non-profit organization is dedicated to raising money and awareness for childhood cancer research. Here in Pensacola, this organization strives to be a constant light within the community.



Also known as the "Official Pensacola 5K and 10K Championships," the Bayou Hills Run is one of Pensacola's oldest running events. This year's race was dedicated to teachers and education. Proceeds from the run were donated to Creative Learning Academy. For 50 years this school challenges their students to learn through discovery by creating a space where they feel happy and free.





# PENSACOLA SPORTS ANNUAL AWARD BANQUET

The Pensacola Sports Annual Awards Banquet presented by Cox, is a very special event in the community. Each year Pensacola Sports honors the finest athletes.

This year's banquet was held at the Pensacola Yacht Club. Pensacola Sports awarded 11 awards to athletes, sports teams, and impactful community leaders.

Among the awards, the James Curries Volunteer of the Year was given to one special individual. This award is dedicated to James Currie who dedicated 40 years as a faithful volunteer and employee to Pensacola Sports.

|  |                            |
|--|----------------------------|
| <b>Sportsman of the Year</b>               | <b>Greg Harrison</b>       |
| <b>Special Olympic Athlete of the Year</b> | <b>Frank Russell</b>       |
| <b>Amateur Athlete of the Year</b>         | <b>Veresia Yon</b>         |
| <b>Volunteer of the Year</b>               | <b>Hal Major</b>           |
| <b>Sports Tourism of the Year</b>          | <b>Five Flags Speedway</b> |

**Special Achievement**

**Tori Bendi - UF Swimming**  
**Larry Tilley - Weightlifter**  
**Gabe Jacobs - Pace Wrestling**  
**Kris Prather - Bowling**  
**Kennedy Hansen - Water Skier**



# SPORTS TOURISM: OUR IMPACT

Pensacola Sports has been the Sports Tourism agent for Escambia County since 1994. In the fiscal year 2021, 33,065 visitors were generated through sports events, resulting in \$24,962,049 for direct economic impact in Escambia County.

The fiscal year referenced is October 1, 2020 to September 30, 2021. During that time, the direct impact of sports events is reported to the Escambia County Board of County Commissioners, the Escambia County Tourist Development Council (TDC), and Visit Pensacola.

## NUMBERS & STATISTICS

FISCAL YEAR 2021

**24,804**

**HOTEL ROOMS BOOKED FROM SPORTING EVENTS**

over  
**\$24 MIL**

**DIRECT ECONOMIC IMPACT IN ESCAMBIA COUNTY**

**33,065**

**PEOPLE VISITED PENSACOLA, FL FOR SPORTING EVENTS**



# Pensacola Sports Welcomes The Sun Belt Conference!

Pensacola Sports aims to bring the best to the Pensacola area. This year "tipped off" the five-year deal with the Sun Belt Conference for their Men's and Women's Basketball Championship Tournament.

Due to COVID regulations, the tournament was "different." In 2021 no bands and spirit groups accompanied the teams but fans were allowed inside to cheer on the twelve institutions at a limited compacity. Outside the arena, fans and locals had the chance to experience "Fan Fest!" This event was filled with food and local vendors all coming together to ignite the excitement of the tournament, despite its restrictions.



**TROY UNIVERSITY  
2021 SUN BELT CONFERENCE  
WOMEN'S BASKETBALL  
CHAMPIONS**



**APPALACHIAN STATE UNIVERSITY  
2021 SUN BELT CONFERENCE  
MEN'S BASKETBALL CHAMPIONS**





# SPORTS TOURISM: OUR IMPACT

Through our Sports Tourism Grant Program, Pensacola Sports supported 16 events representing a variety of different sports including basketball, bowling, disc golf, fishing, sailing, soccer, and 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.



**The U.S. Finals Cheer & Dance**  
 7,539 visitors  
 3,555 room nights  
 \$2,829,331 economic impact



**53rd Snowball Derby**  
 9,749 visitors  
 8,308 room nights  
 \$7,906,207 economic impact



**NCAA Division II Baseball South Region Championship**  
 750 visitors  
 652 room nights  
 \$655,497 economic impact



**Southern National Doubles Championship Disc Golf**  
 205 visitors  
 269 room nights  
 \$179,363 economic impact



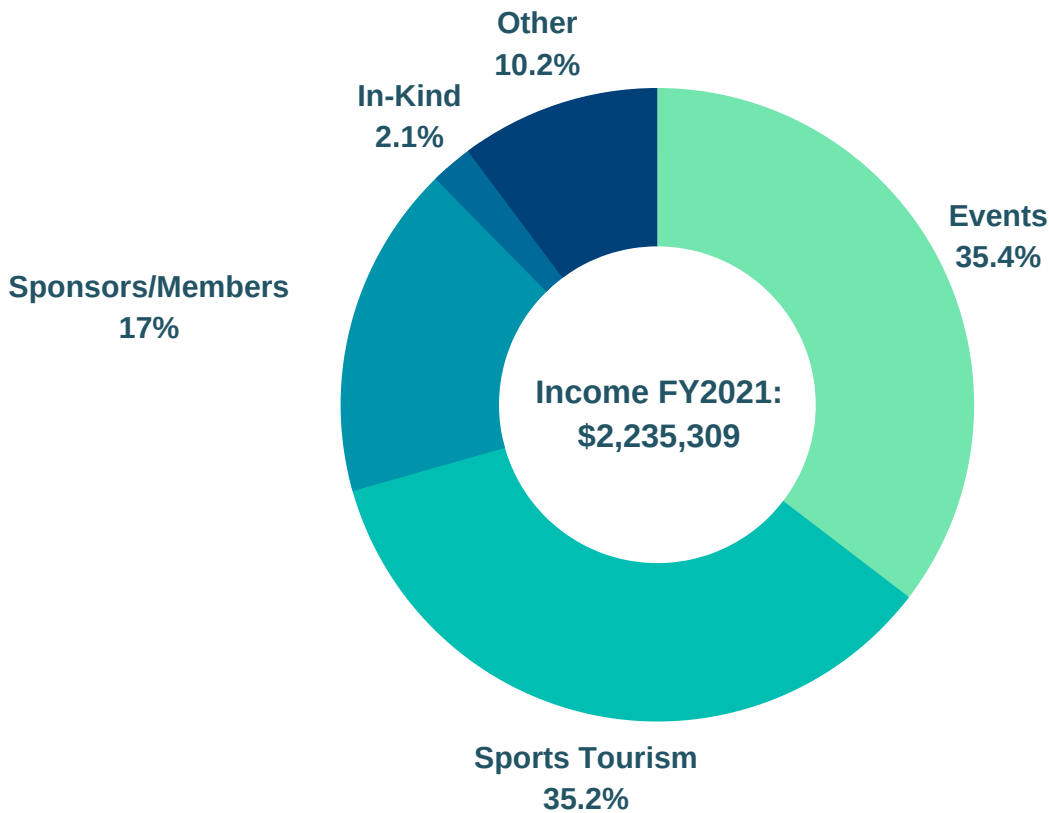
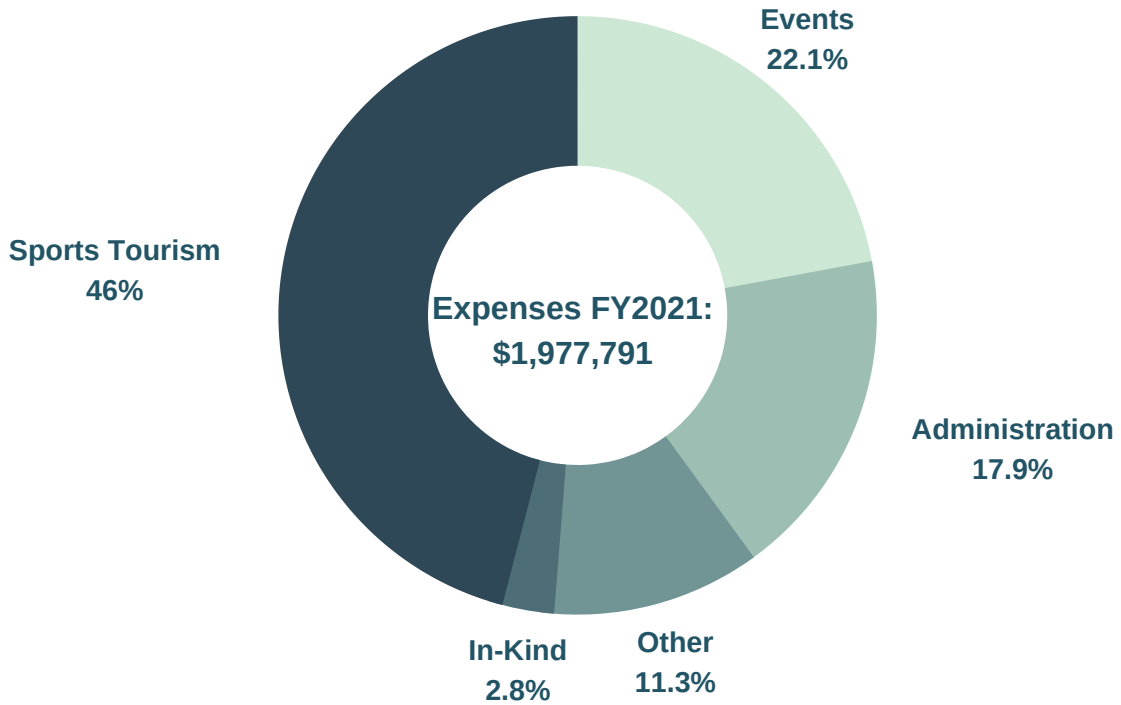
**Tom Lalor Swim Invitational**  
 725 visitors  
 443 room nights  
 \$531,850 economic impact



**Blue Angel Classic Soccer**  
 1,792 visitors  
 1,213 room nights  
 \$1,669,702 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 and (1) guest!
- 10% Off Event Registration Rates
- Buy one get one spectator tickets
- Additional family PERKS PASSES may be added for \$50
- 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!

## QUALIFYING PERKS PASS EVENTS:

Pensacola Double Bridge Run  
High School All-Star Series  
Bayou Hills Run  
Pensacola Beach Firefighter Challenge  
DeLuna's Open Water Swim  
Bud Light Fishing Rodeo  
Bud Light Charity Challenge Tennis  
Sun Belt Basketball Championship Tournament



**PENSACOLASPORTS.ORG**

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