

# ANNUAL REPORT

# 2022



**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.

## WHAT WE DO

When 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, acting as a housing bureau on your behalf and as a liaison between city departments providing informational and promotional Huntsville material for participants, coordinating hospitality and catering, providing your event credentials, and enhancing event publicity.



IMAGE RIGHT:  
Women's NCAA South  
Regionals at John Hunt Park

# CALENDAR OF EVENTS

#WEDOSPORTS

DATE	EVENT	ECONOMIC IMPACT
<b>7-9</b> JAN	<b>BIG BID CHEERLEADING</b> Cheer	<b>\$807,133</b>
<b>17-19</b> FEB	<b>AHSAA STATE WRESTLING</b> Wrestling	<b>\$335,944</b>
<b>18-19</b> FEB	<b>FALCON FEST</b> Soccer	<b>\$344,000</b>
<b>25-27</b> FEB	<b>SOUTHEASTERN SHORT COURSE</b> Swim	<b>\$1,361,700</b>
<b>26-27</b> FEB	<b>NASA BASH</b> Volleyball	<b>\$262,340</b>
<b>4-6</b> MAR	<b>ELEVATE THE STAGE</b> Gymnastics	<b>\$1,684,861</b>
<b>4-6</b> MAR	<b>SECHC PLAYOFFS</b> Hockey	<b>\$439,000</b>
<b>4-6</b> MAR	<b>ISSA ROCKET CITY SPRING NATIONAL</b> Softball	<b>\$960,000</b>
<b>26-27</b> MAR	<b>HORIZON CUP</b> Soccer	<b>\$750,000</b>
<b>1-3</b> APR	<b>THE SPACE RACE BONSPIEL 5 &amp; UNDER</b> Curling	<b>\$500,000</b>
<b>8-10</b> APR	<b>U.S. PARALYMPIC CYCLING OPEN</b> Cycling	<b>\$559,078</b>
<b>25-1</b> APR MAY	<b>HUNTSVILLE CHAMPIONSHIP</b> Golf	<b>\$1,201,378</b>
<b>22-24</b> APR	<b>NORTH ALABAMA SC SPRING CLASSIC</b> Soccer	<b>\$267,000</b>
<b>22-25</b> APR	<b>ASUN BEACH VOLLEYBALL</b> Volleyball	<b>\$133,500</b>

# CALENDAR OF EVENTS

#WEDOSPORTS

<b>28-30</b> APR	<b>CCSA BEACH VOLLEYBALL CHAMPIONSHIPS</b> Volleyball	<b>\$941,000</b>
<b>28-30</b> APR	<b>CUSA BEACH VOLLEYBALL CHAMPIONSHIPS</b> Volleyball	<b>\$958,000</b>
<b>29-1</b> APR MAY	<b>ROCKET CITY INVITATIONAL</b> Basketball	<b>\$982,4620</b>
<b>4-8</b> MAY	<b>AJGA HUNTSVILLE JUNIOR</b> Golf	<b>\$343,024</b>
<b>5-7</b> MAY	<b>ASUN MEN'S LACROSSE CHAMPIONSHIP</b> Lacrosse	<b>\$1,090,994</b>
<b>6-8</b> MAY	<b>CWPA WOMEN'S WATER POLO</b> Water Polo	<b>\$740,762</b>
<b>9-10</b> MAY	<b>AHSAA STATE GOLF</b> Golf	<b>\$3,235,053</b>
<b>12-14</b> MAY	<b>AHSAA STATE SOCCER</b> Soccer	<b>\$379,084</b>
<b>21-22</b> MAY	<b>APOLLO CUP</b> Soccer	<b>\$750,000</b>
<b>27-28</b> MAY	<b>RUNNINGLANE TRACK CHAMPIONSHIPS</b> Track	<b>\$400,000</b>
<b>2-5</b> JUN	<b>USTA 3.0-4.0 STATE CHAMPIONSHIPS</b> Tennis	<b>\$279,585</b>
<b>4-5</b> JUN	<b>ROCKET CITY MOON SHOT</b> Water Polo	<b>\$190,673</b>
<b>9-10</b> JUN	<b>ROCKET CITY LINE CAMP</b> Football/Coach	<b>\$187,762</b>
<b>27-30</b> JUN	<b>AJGA HUNTSVILLE.ORG CHAMPIONSHIP</b> Golf	<b>\$343,024</b>
<b>28</b> JUN	<b>ARMED FORCES SOFTBALL GAME</b> Softball	<b>\$151,982</b>

# CALENDAR OF EVENTS

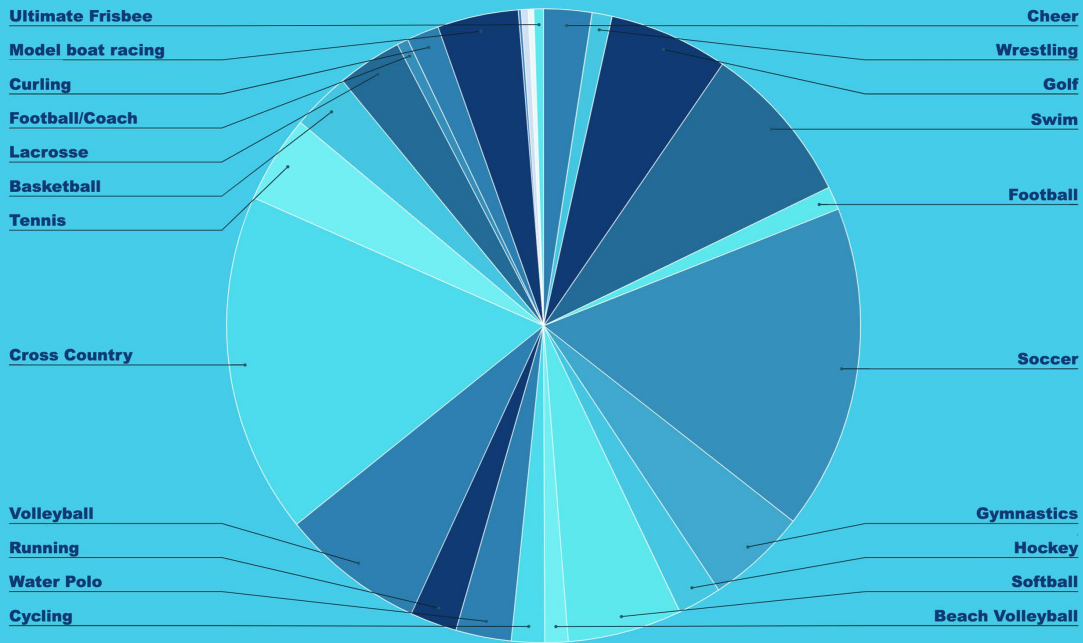
#WEDOSPORTS

<b>28</b> JUN	<b>7 ON 7 TOURNAMENT</b> Football	<b>\$5,000</b>
<b>30-3</b> JUN JULY	<b>SPARTAN COMBAT</b> Adult Tennis	<b>\$26,700</b>
<b>9-17</b> JUL	<b>USTA GIRLS 16S CLAY COURT NATIONAL CHAMPIONSHIP</b> Tennis	<b>\$887,300</b>
<b>11-18</b> JUL	<b>MODEL HOBBY BOAT ASSOCIATION INTERNATIONALS</b> Model Boat Racing	<b>\$1,361,700</b>
<b>14-22</b> JUL	<b>SUMMER SOUTHEASTERN LONG COURSE</b> Swim	<b>\$1,361,700</b>
<b>29-31</b> JUL	<b>SPACE OPEN - LLP HUNTSVILLE</b> Pickleball	<b>\$48,000</b>
<b>6-7</b> AUG	<b>YOUTH NATIONAL CHAMPIONSHIPS</b> Football	<b>\$365,652</b>
<b>2-4</b> SEPT	<b>ROCKE-IT CITY BONSPIEL</b> Curling	<b>\$45,754</b>
<b>16</b> SEPT	<b>NORTH ALABAMA SHOWCASE</b> Cross Country	<b>\$341,303</b>
<b>16-17</b> SEPT	<b>SOUTHERN SHOWCASE</b> Cross Country	<b>\$1,006,345</b>
<b>29-30</b> SEPT	<b>CHARGER TIPOFF</b> Basketball	<b>\$115,000</b>
<b>6-9</b> OCT	<b>65+ STATE CHAMPIONSHIP</b> Tennis	<b>\$305,000</b>
<b>14-16</b> OCT	<b>ROCKET CITY ELITE</b> Softball	<b>\$963,000</b>
<b>15</b> OCT	<b>RANDOLPH INVITATIONAL</b> Cross Country	<b>\$436,411</b>
<b>15</b> OCT	<b>UNA VS JACKSONVILLE STATE</b> Football	<b>\$186,157</b>

# CALENDAR OF EVENTS

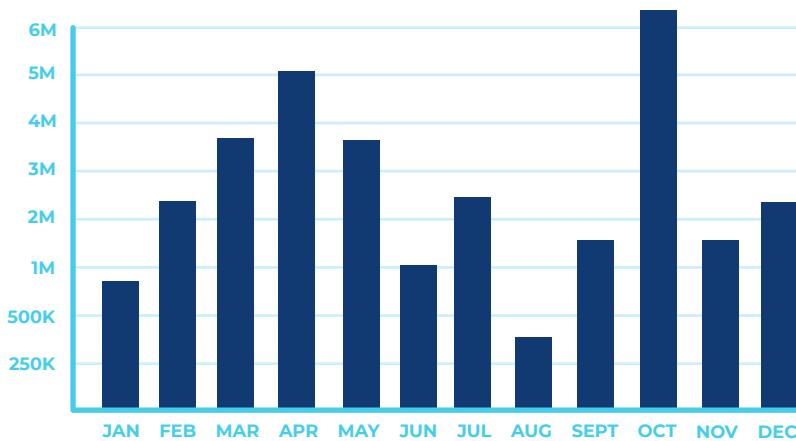
#WEDOSPORTS

<b>15-16</b> OCT	<b>KICKS INVITATIONAL</b> Soccer	<b>\$2,727,243</b>
<b>19-21</b> OCT	<b>AHSAA SUPER REGIONALS</b> Volleyball	<b>\$133,500</b>
<b>22</b> OCT	<b>UAH INVITATIONAL</b> Cross Country	<b>\$1,256,151</b>
<b>22</b> OCT	<b>CYCLOCROSS</b> Mountain Bike	<b>\$96,004</b>
<b>22</b> OCT	<b>VOLLEYBOO TOURNAMENT</b> Beach Volleyball	<b>\$1,361,700</b>
<b>29</b> OCT	<b>ASUN CROSS COUNTRY CHAMPIONSHIPS</b> Cross Country	<b>\$243,229</b>
<b>29</b> OCT	<b>FALL COLLEGIATE CLASH</b> Beach Volleyball	<b>\$119,103</b>
<b>3-6</b> NOV	<b>GSC SOCCER CHAMPIONSHIPS</b> Soccer	<b>\$250,398</b>
<b>4-6</b> NOV	<b>AVCA FALL COLLEGIATE BEACH CHAMPIONSHIPS</b> Beach Volleyball	<b>\$271,944</b>
<b>10-11</b> NOV	<b>NCAA DI REGIONAL</b> Cross Country	<b>\$529,667</b>
<b>11-12</b> NOV	<b>VETERAN'S DAY COLLEGE HOCKEY SHOWCASE</b> Hockey	<b>\$297,758</b>
<b>12-13</b> NOV	<b>TURKEY TOURNAMENT</b> Ultimate Frisbee	<b>\$162,060</b>
<b>18-19</b> NOV	<b>WALTER JONES TURKEY BOWL</b> Football	<b>\$963,000</b>
<b>3</b> DEC	<b>RUNNINGLANE NATIONALS</b> Cross Country	<b>\$1,924,168</b>
<b>10-11</b> DEC	<b>ROCKET CITY MARATHON</b> Marathon	<b>\$389,662</b>

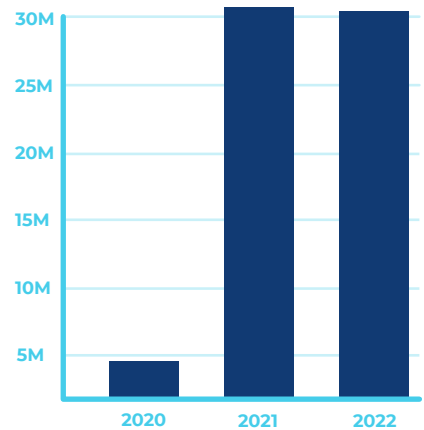


**2022 TOTAL ECONOMIC IMPACT \$ 31,114,373**

2022 AT A GLANCE



THREE YEARS OF GROWTH



In 2022, Huntsville hosted more championships than ever before with 16 different championship events across 9 different sports taking place. Even the 2020 Olympic all-around gold medalist, Sunisa “Suni” Lee performed with her team, Auburn University, at Elevate the Stage.



## AHSAA STATE WRESTLING

Wrestling



## ELEVATE THE STAGE

Gymnastics



## ASUN WOMEN'S BEACH VOLLEYBALL

Beach Volleyball



## CCSA/SUNBELT BEACH VOLLEYBALL CHAMPIONSHIPS

Beach Volleyball



## CUSA BEACH VOLLEYBALL CHAMPIONSHIPS

Beach Volleyball



## ASUN MEN'S LACROSSE CHAMPIONSHIP

Lacrosse



## CWPA WOMEN'S WATER POLO

Water Polo



## AHSAA STATE SOCCER

Soccer



## AHSAA STATE GOLF

Golf



## USTA 3.0-4.0 STATE CHAMPIONSHIPS

Tennis



## USTA 3GIRLS 16S CLAY COURT NATIONAL CHAMPIONSHIPS

Tennis



## 65+ STATE CHAMPIONSHIP

Tennis



## ASUN CROSS COUNTRY CHAMPIONSHIPS

Cross Country



## GSC SOCCER CHAMPIONSHIPS

Soccer



## AVCA FALL COLLEGIATE BEACH CHAMPIONSHIPS

Beach Volleyball



## NCAA DI CROSS COUNTRY CHAMPIONSHIPS

Cross Country



## GARMIN RUNNINGLANE CROSS COUNTRY CHAMPIONSHIPS

Cross Country

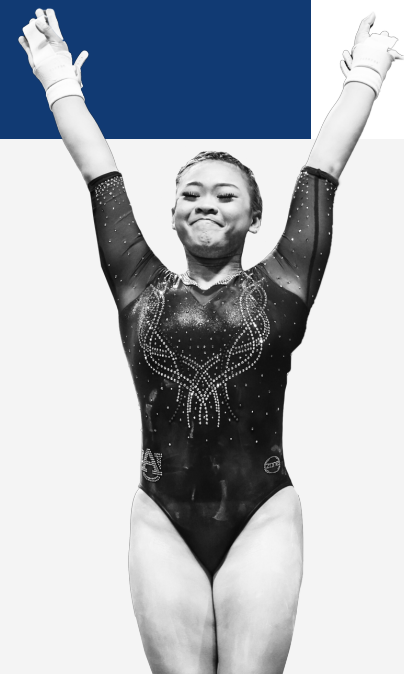


IMAGE RIGHT:  
Sunisa “Suni” Lee  
at Elevate the  
Stage at the Von  
Braun Center



## 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](http://huntsvillesports.com), to stay up to date with sporting events coming to Huntsville.



## 2022 WEBSITE SNAPSHOT

Unique users: 29,814

**+1,098.0%**

Sessions: 39,162

**+1,589.8%**

Time On-Page: 1m 47s

**+7.9%**



Reach: 146,001

**+ 122.2%**

Followers

**2.3K**

Demographics

**59.2% F**



Engagement: 5,000

**+4.2%**

Followers

**2.6K**

Impressions

**3.9K**



Reach: 15,592

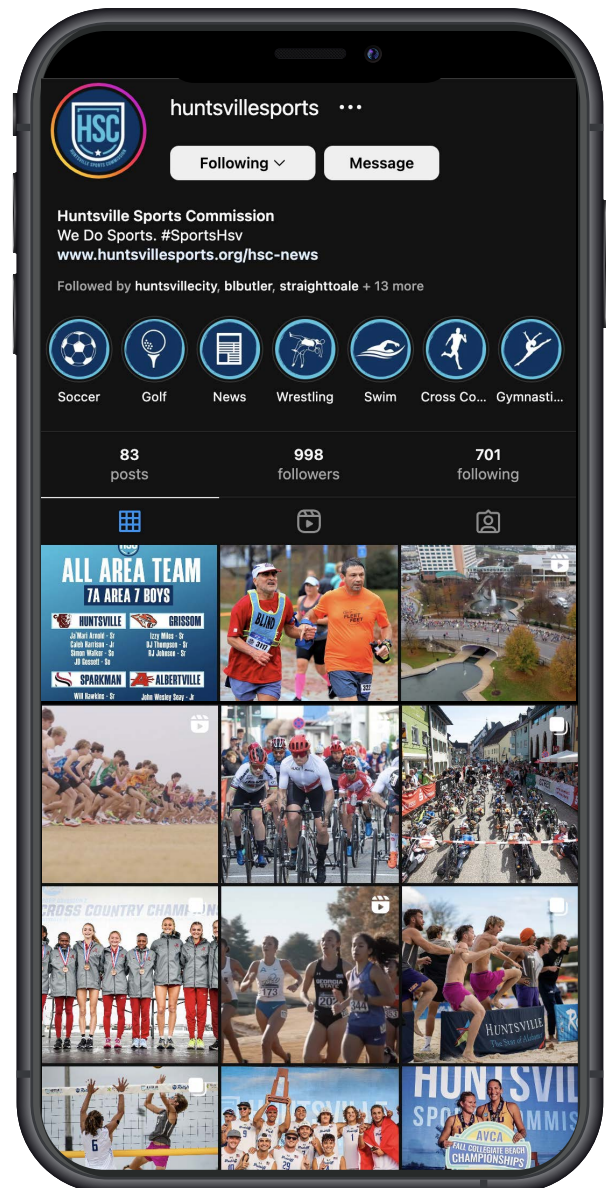
**+ 141.2%**

Followers

**998**

Demographics

**51.3% M**



# 2022 BOARD MEMBERS

#WEDOSPORTS



**CHARLES WINTERS**

Founding Board Member



**CLARISSA MCCLAIN**



**DARRELL BROWN**



**DAVID NAST**

Founding Board Member



**JAMES GOSSETT**



**JOHN HAMILTON**



**KEN WATSON**



**NATASHA J. PARKER**



**SALLY WARDEN**



**STEVE MAPLES**



**STEVE THORNTON**

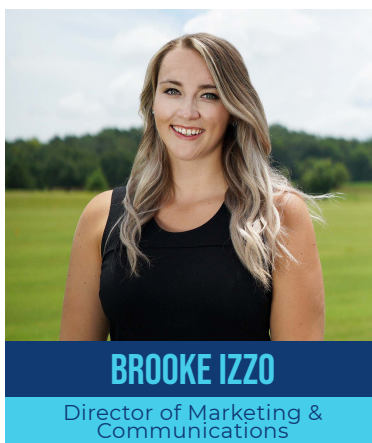


**SONNY BATCHELOR**



NOT PHOTOGRAPHED  
**MAC HOWARD**

## 2022 STAFF MEMBERS



## TESTIMONIALS

Thanks for hosting! Huntsville is a gem, and we are excited to come back in future years!!!!

- Andrew Fuller  
Head Coach, Stanford Beach Volleyball  
Stanford University

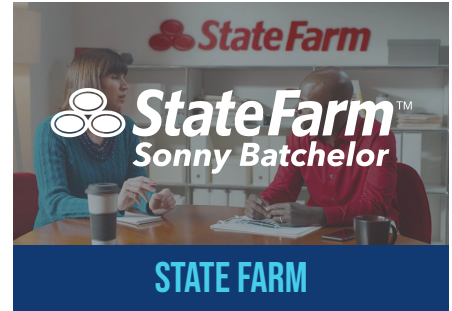
# FEATURED MEMBERS



**BULLET AND BARREL**



**BANK INDEPENDENT**



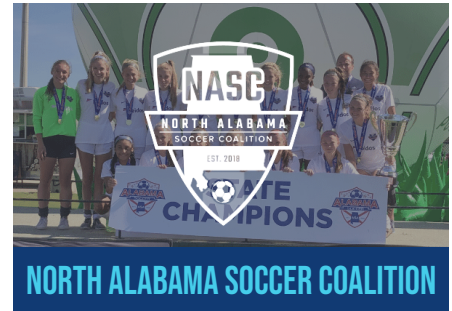
**STATE FARM**



**DOWNTOWN HUNTSVILLE**



**PROGRESS BANK**



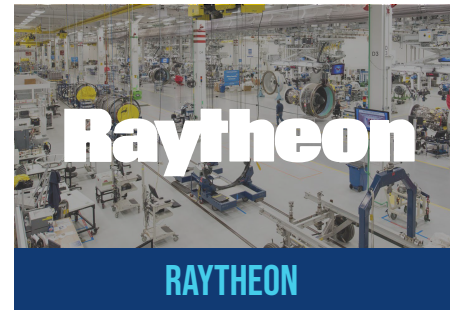
**NORTH ALABAMA SOCCER COALITION**



**FRACTAL BREWING PROJECT**



**EASTSIDE PARTNERS**



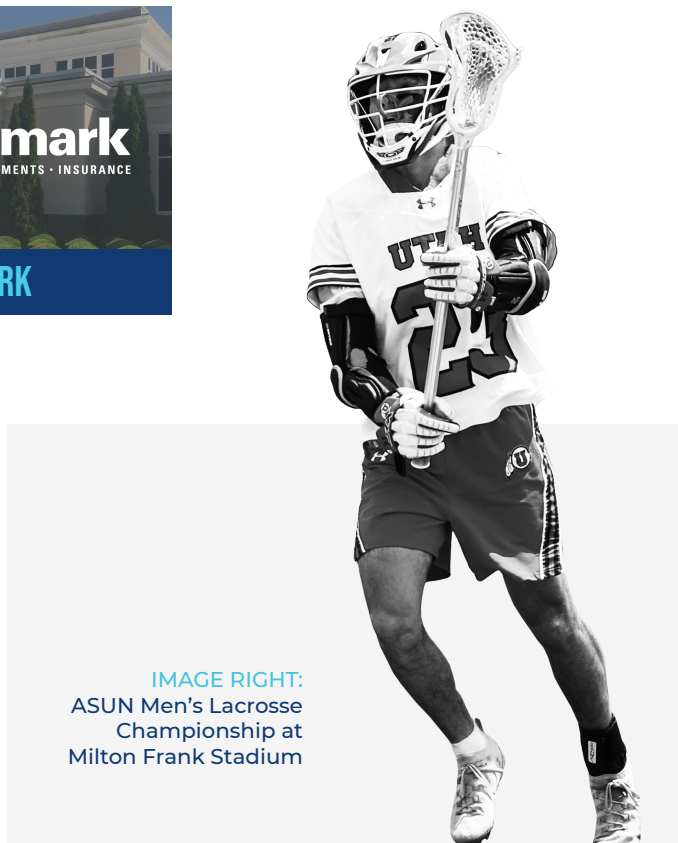
**RAYTHEON**



**CROSSFLOW TECHNOLOGIES**



**TRUSTMARK**



**IMAGE RIGHT:**  
ASUN Men's Lacrosse  
Championship at  
Milton Frank Stadium