

2023 ANNUAL REPORT



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:
Men's Top 5 Winners
Southern Showcase
at John Hunt Park



CALENDAR OF EVENTS

#WEDOSPORTS

DATE	EVENT
20-22 JAN	BAMA BATTLE Volleyball
11-12 FEB	NASA BASH Volleyball
16-18 FEB	AHSAA STATE WRESTLING TOURNAMENT Wrestling
16-19 FEB	ICE SPORTS CENTER ISI COMPETITION Ice Skating
17-18 FEB	FALCON FEST 2023 INVITATIONAL Soccer
24-26 FEB	SOUTHEASTERN SHORT COURSE Hockey
1-5 MAR	ISSA SOFTBALL Softball
3-5 MAR	ELEVATE THE STAGE Gymnastics
5-7 MAR	HUNTSVILLE.ORG WOMEN'S INVITATIONAL Golf
7-10 MAR	ACCC MEN'S & WOMEN'S BASKETBALL CHAMPIONSHIP Basketball
9-13 MAR	USTA LEVEL 4 SECTIONALS - YOUTH Cycling
16-17 MAR	ROCKET CITY LINE CAMP Football/Coach
25-26 MAR	HORIZON CUP - SNAP SOCCER Soccer

CALENDAR OF EVENTS

#WEDOSPORTS

DATE	EVENT
31 - 2 MAR APR	SPACE RACE 5U BONSPIEL Curling
5-7 APR	BASSTACTIX ALABAMA STATE CHAMPIONSHIP Bass Fishing
15-18 APR	ASUN WOMEN'S GOLF CHAMPIONSHIP Golf
21-23 APR	NASC SPRING CLASSIC Soccer
24-30 APR	HOMETOWN LENDERS CHAMPIONSHIP Golf
27-29 APR	CCSA/SUNBELT BEACH VOLLEYBALL CHAMPIONSHIPS Volleyball
5-7 MAY	ROCKET CITY INVITATIONAL Basketball
11-13 MAY	AHSAA STATE SOCCER Soccer
20-21 MAY	APOLLO CUP - SNAP SOCCER Soccer
26-27 MAY	RUNNINGLANE TRACK CHAMPIONSHIPS Track
26-29 MAY	UCI PARA-CYCLING ROAD WORLD CUP Para-Cycling
30-2 MAY JUN	HUNTSVILLE.ORG JUNIOR CHAMPIONSHIP Golf
26-29 JUN	AJGA HUNTSVILLE JUNIOR Golf

CALENDAR OF EVENTS

#WEDOSPORTS

DATE	EVENT
27 JUN	ARMED FORCES SOFTBALL GAME Softball
8-16 JUL	USTA U16 CLAY COURT NATIONALS Tennis
20-22 JUL	7 V 7 CHAMPIONSHIP Football
2-4 SEPT	ROCK-IT CITY BONSPIEL Curling
15 SEPT	NORTH ALABAMA SHOWCASE Cross Country
15-16 SEPT	SOUTHERN SHOWCASE Cross Country
23 SEPT	F3 ERIKA'S RUN Cross Country
7-9 OCT	USTA LEVEL 4 SECTIONALS Tennis
13-15 OCT	LEIDOS KICKS INVITATIONAL Soccer
14 OCT	RANDOLPH INVITATIONAL Cross Country
14-16 OCT	ROCKET CITY ELITE Basketball
19-21 OCT	AHSAA VOLLEYBALL SUPER REGIONALS Volleyball
21 OCT	GSC CROSS COUNTRY CHAMPIONSHIP Cross Country

CALENDAR OF EVENTS

#WEDOSPORTS

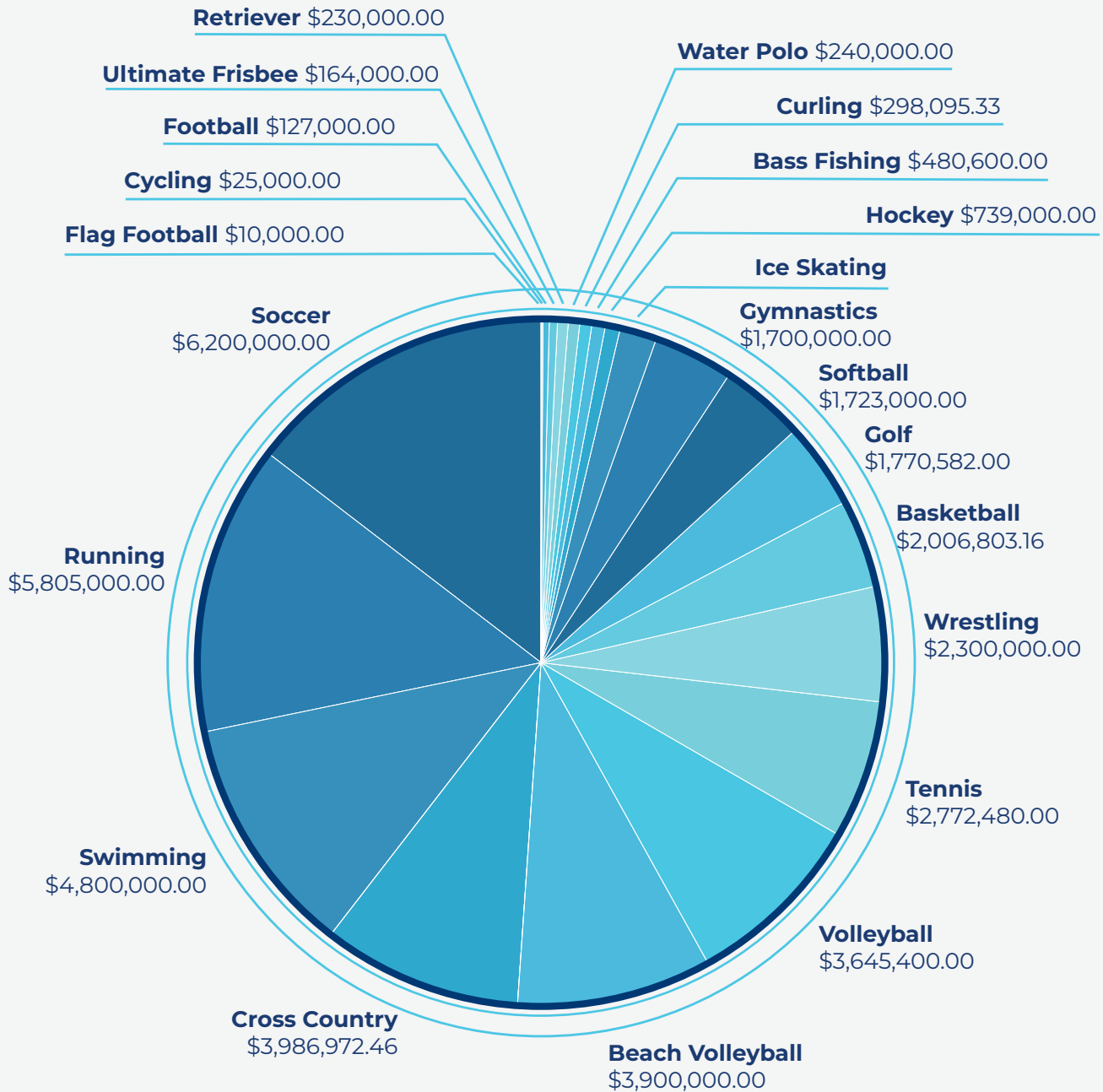
DATE	EVENT
23 OCT	ACAA STATE CROSS COUNTRY Cross Country
1-5 NOV	KING KAT CLASSIC Bass Fishing
3-5 OCT	AVCA FALL COLLEGIATE BEACH CHAMPIONSHIPS Volleyball
9-12 NOV	GSC SOCCER CHAMPIONSHIPS Soccer
11-15 NOV	NJCAA CROSS COUNTRY CHAMPIONSHIPS Cross Country
18-19 NOV	TURKEY TOURNAMENT Soccer
18-19 NOV	TRI-STATE CUP - SNAP SOCCER Soccer
2 DEC	RUNNINGLANE NATIONALS Cross Country
9-10 DEC	ROCKET CITY MARATHON Marathon

IMAGE RIGHT:
Players celebrate at
CCSA Beach Volleyball
at John Hunt Park



ECONOMIC IMPACT

#WEDOSPORTS



2023 TOTAL ECONOMIC IMPACT \$42,517,129.79

GROWING OUR BRAND

#WEDOSPORTS

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, to stay up to date with sporting events coming to Huntsville.



2023 WEBSITE SNAPSHOT

Unique users:

+ 34,000

Sessions:

+ 43,000

Time On-Page:

+ 1MIN 8SEC



Followers

2.8K

Engagement: 12,900

+ 85.3%

Reach: 1,700,00

+ 1,100%



Followers

1.8K

Engagement: 1,600

+ 100%

Reach: 670,000

+ 4,300

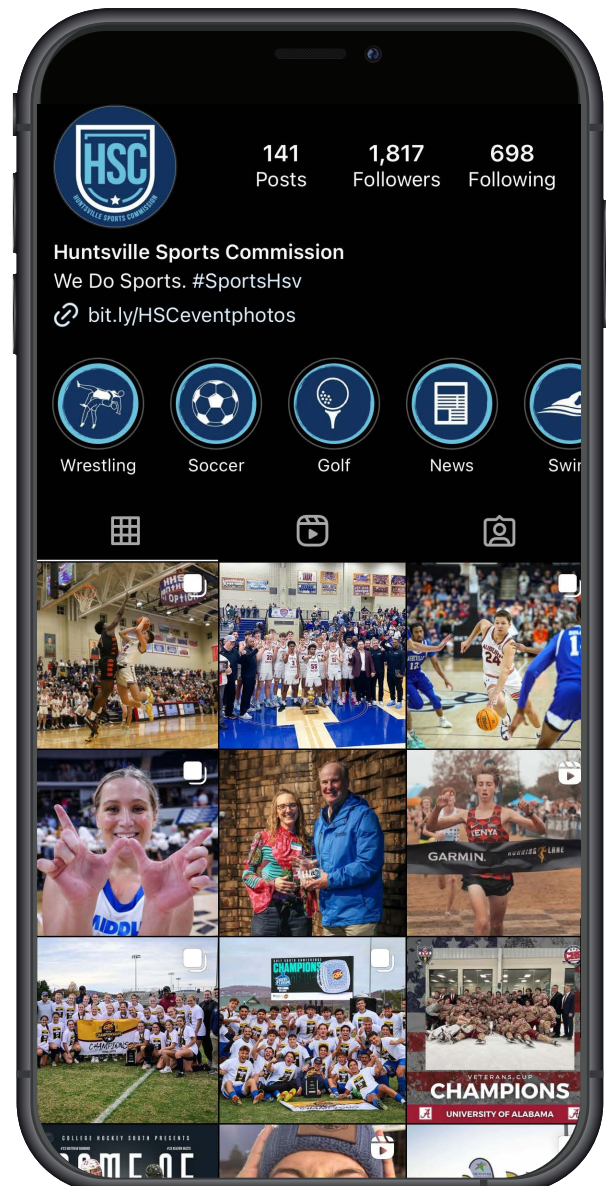


Followers

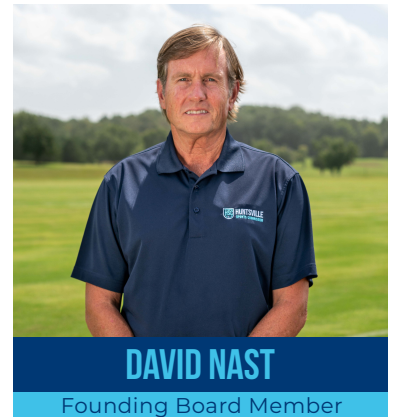
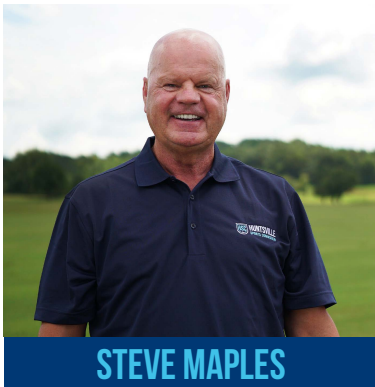
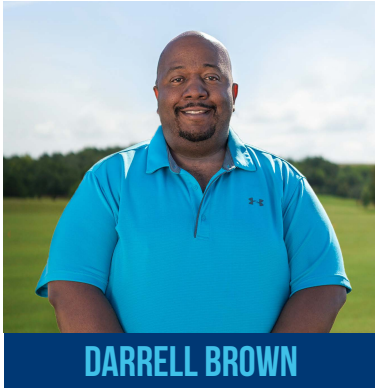
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Engagement:

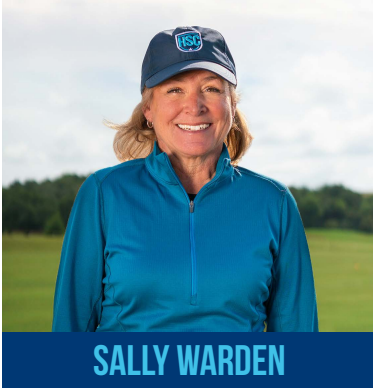
Impressions:



2023 BOARD MEMBERS



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SALLY WARDEN



KEN WATSON

2023 STAFF MEMBERS



MARK RUSSELL

Executive Director



BROOKE IZZO

Director of Marketing & Communications



JALEN WILLIAMS

Event Operations Manager



CHANCE COFIELD

Event Operations Coordinator

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