



WHERE

# CHAMPIONS

COME TO TRAIN & PLAY SINCE 1988

SERVING ALACHUA COUNTY FLORIDA

**GAINESVILLE**  
SPORTS COMMISSION

**Our Mission** is to be the leading voice of the sports tourism industry in Alachua County; to add to our community's quality of life through sports; to recruit and create sustainable sports recreation, and entertainment events that have a positive community impact; to build an understanding in the community of the importance of sports, recreation and tourism and to skillfully do so while meeting all industry professional standards and best practices



## Vision Statement:

To be a nationally recognized leader in the sports tourism industry and the primary driver of visitor impact through sports tourism in Alachua County.





- ❑ Founded in 1988
- ❑ Not for Profit Organization contracted through Alachua County



- ❑ Receives TDT funds through VisitGainesville, Alachua County, FL's marketing budget for operations and Bid Pool
- ❑ Alachua County's official sports marketing arm with mission of creating economic impact through visitors spending by hosting and/or help hosting sporting events
- ❑ Staff of four
- ❑ Reliance on additional help from contract staff, interns and volunteers
- ❑ 40 - 60 host and/or help hosting sporting events annually
- ❑ Managed by a 20-member local community volunteer board
- ❑ Report to VisitGainesville, Alachua County, FL and TDC monthly and annually



# *Why Sports Tourism ?*



# SPORTS TRAVELER SPENDING BY INDUSTRY

Sports travelers, event organizers, and venues spent **\$39.7 billion** across a wide range of sectors in 2021.

Sports travelers, event organizers, and venues spent \$9.7 billion on transportation, \$8.4 billion on lodging, and \$7.5 billion on food and beverages. Recreation, retail, and tournament operations rounded out spending, registering \$5.3 billion, \$5.0 billion, and \$3.7 billion, respectively.

The lodging sector accounted for 21% of all sports-related travel spending. In 2021, sports-related travel generated 66.5 million room nights, which is an important factor given that hotel taxes are a primary funding source for many entities (refer to pages 30 and 38 for additional information).



**\$39.7 BILLION**

Sports-related traveler spending in 2021



**\$9.7B TRANSPORTATION**

Airfare, rental cars, taxis, buses, parking, public transportation, ride share



**\$8.4B LODGING**

Hotels, motels, private home rentals, RVs



**\$7.5B FOOD & BEVERAGE**

Full-service restaurants, fast food, convenience stores, alcohol



**\$5.3B RECREATION**

Amusements, theaters, entertainment, and other recreation



**\$5.0B RETAIL**

Souvenirs, general merchandise, malls, local retailers



**\$3.7B TOURNAMENT OPERATIONS**

Event organizer and venue spending



**\$91.8B**

Total Economic Impact



**635,000**

Total Jobs Generated



**\$12.9B**

Total Tax Revenues

\*Sports ETA / Tourism Economics

Sports Events and Tourism State of the Industry Report 2021



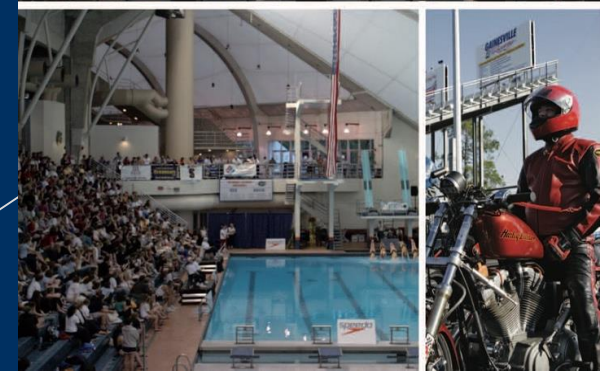
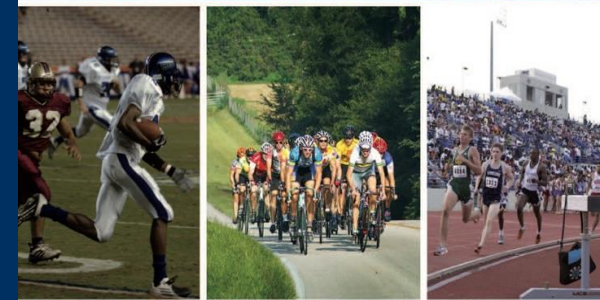
## *How We Grow Sports Tourism in Alachua County*

- Market Alachua County to regional, national, and international event organizers, National Governing Bodies (NGBs) and event owners
- Research, strategize and market potential sporting events to host
- Event management for hosted/helped hosted events
- Support and make existing events better
- Create new sport events
- Out-of-County Visitors and Hotel Impact reporting & research
- Market and work with local facilities
- Liaison between Local Hotels and NGBs/Event Owners
- Build awareness of sport tourism market



# Key Partners/Stakeholders

- ▶ **Alachua County / VisitGainesville, Alachua County, FL**
- ▶ **Hotels / Restaurants / Local Businesses**
- ▶ **Facilities and Local Parks and Recreation Departments**
  - ▶ Gainesville, Newberry, Alachua, High Springs
- ▶ **University of Florida**
  - ▶ Stephen C. O'Connell Center
  - ▶ University Athletic Association
  - ▶ UF Rec Sports / Club Sports
- ▶ **Local Sports Organizations**
  - ▶ Able to help host event and save on travel cost, being able to compete against high level athletes
  - ▶ Help Create Annual Event







*Fiscal Year 2022-2023*  
*By the Numbers*







## Funded TDT (Bed Tax) Sports Tourism Events:

- ❑ 43 Sports Tourism Events
- ❑ 15 different types of sports
- ❑ Majority sports events on weekends
- ❑ 22 events held were 2-days
- ❑ 19 events held were 3 + day
- ❑ 2 events were 1-day
- ❑ 108 event days



# NGBs/Sport Organizations - 35

## Local

- ❑ City of Alachua Parks and Rec
- ❑ City of Gainesville PRCA
- ❑ City of High Springs Parks and Rec
- ❑ City of Newberry Parks and Rec
- ❑ Gainesville Gaviatas
- ❑ Gainesville Pickleball
- ❑ Gainesville Table Tennis Club
- ❑ Gator Bowman Archery
- ❑ Gator Swim Club
- ❑ High Spring BMX
- ❑ Jonesville Soccer Alliance
- ❑ Makos Swim Club
- ❑ Santa Fe Hoop Group
- ❑ Sun Country Sports
- ❑ UF Rec Sports

## State

- ❑ Athlete Connections Foundation
- ❑ FHSAA
- ❑ FL Archery Assoc.
- ❑ FL Assoc. of Basketball Coaches
- ❑ Florida Sports Foundation

## Regional/National

- ❑ AAU
- ❑ American Cornhole League
- ❑ Backwards KK
- ❑ Connect Sports
- ❑ Easton Archery Foundation
- ❑ Insider Exposure Basketball
- ❑ Perfect Game
- ❑ Premier Girls Softball
- ❑ Savage Race
- ❑ USSSA Baseball

## NGBs

- ❑ USA Archery
- ❑ USA Artistic Swimming
- ❑ USA BMX
- ❑ USA Gymnastics
- ❑ USA Swimming

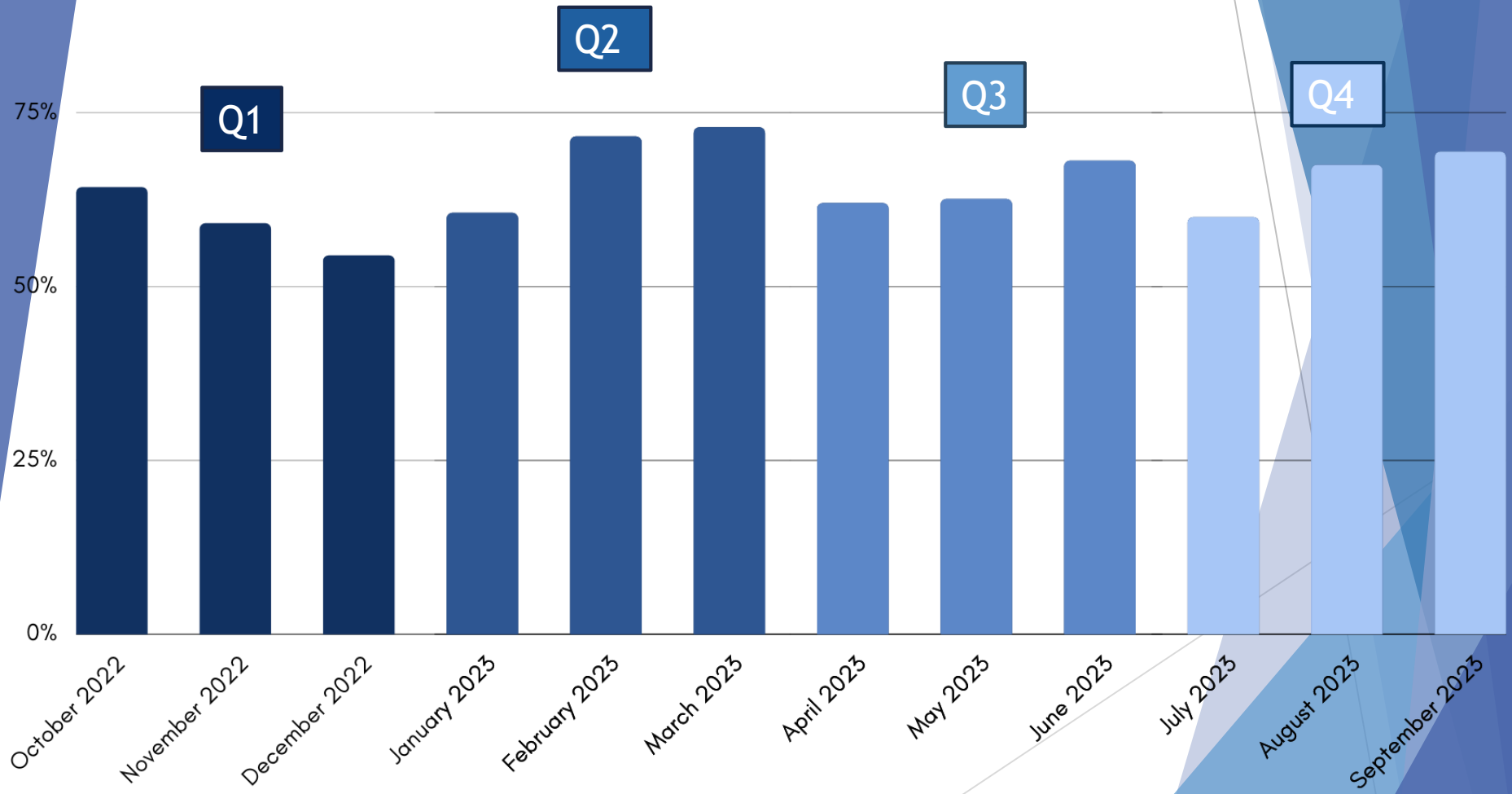
# *Alachua County Facilities & Venues*

18 Alachua County facilities and venues were used to host 43 events

- ❑ Alachua County Sports and Events Center
- ❑ Champions Park
- ❑ Dwight H. Hunter (Northeast Pool)
- ❑ Easton-Newberry Sports Complex
- ❑ Fred Cone Park Track
- ❑ Gainesville Raceway
- ❑ Gator Bowman
- ❑ High Springs BMX
- ❑ H. Spurgeon Cherry Pool
- ❑ Ironwood Golf Course
- ❑ Jonesville Sports Complex
- ❑ Legacy Park
- ❑ Northside Park
- ❑ Percy Beard Track
- ❑ Rembert Farms
- ❑ Santa Fe High School
- ❑ St. Francis High School
- ❑ Stephen C. O'Connell Center

# FY23 Alachua County Hotel Occupancy

Numbers provided from Visit Gainesville, Alachua County, FL





# FY Quarter 1 October 2022 - December 2022

**Invested** : \$18,542.74 in TDT (Bed Tax)

**Created:**

Est. Direct Hotel Impact – **\$584,388**

Est. Hotel TDT - \$29,209

Est. Hotel Sales Tax - \$43,814

- 
- Ray Seymour Invitational-Tampa Mustang Showcase
  - Teddy Bear Invitational
  - American Cornhole League SE Conference
  - PGF Classic Softball States
  - Hitchcocks Basketball Showcase
  - "Florida Get Down" Holiday Basketball Showcase



# FY Quarter 2 January 2023 – March 2023

**Invested:** \$66,050 in TDT (Bed Tax)

## **Created:**

Est. Direct Hotel Impact – **\$2.12 Million**

Est. Hotel TDT - \$106,234

Est. Hotel Sales Tax \$159,352



- Swamp Invitational Gymnastics
- Jimmy Carnes Indoor Track & Field Meet
- FHSAA Competitive Cheerleading State Championship
- Florida PGF Super 40
- Small Team Championship
- AAU Qualifier
- PGF President's Day
- PGF Spring Show Me the Money
- Perfect Game's Central Florida Super Regional NIT
- IE Florida Tournament Series
- Pepsi FL Relays



# FY Quarter 3

## April 2023 – June 2023

- Savage Race
- Florida North Association Synchro Meet
- AAU Gainesville 94ft of Heat Tournament
- USA BMX State Race
- PGF Gatorball
- IE May Madness
- AAU - Tournament of Champions
- PGF Unity Invitational
- Easton Foundation Scholarship Tour
- Easton Foundation's Gator cup
- Sunshine State Game Swimming
- PGF Summer State
- IE June FL Series
- PGF Show Me the Money
- Sunshine State Games Archery
- Sunshine State Games Artistic Swimming
- Sunshine State Games Ultimate
- Backwards k Showcase
- Sunshine State Games Fencing
- FABC Coaches Scholastics Live Period

**Invested:** \$131,109 in TDT (Bed Tax)

**Created:**

Est. Direct Hotel Impact - **\$ 3.1 Million**

Est. Hotel TDT - \$156,268

Est. Hotel Sales Tax - \$234,402





# FY Quarter 4 July 2023 – September 2023

**Invested:** \$11,000 in TDT (Bed Tax)

**Created:**

Est. Direct Hotel Impact - **\$590,415**

Est. Hotel TDT - \$29,520

Est. Hotel Sales Tax \$44,281.13

- PGF Battle of the Diamonds
- Backwards K Showcase
- Gainesville Indoor Pickleball Showcase
- PGF Fall Classic
- 21st Annual Gainesville Senior Games





# 2022-2023 GSC Fiscal Year Numbers



✧ \$226,702 in Tourism Development Tax (TDT) Bid Pool Funds=

✧ 41,888 Room Nights

✧ Est. Hotel Impact of **\$6.4 Million**

✧ Est. Hotel TDT Impacted of \$343,925

✧ Est. Hotel Sales Tax Impact of \$515,888

✧ \$1 of TDT = \$28 for local hotels

# Direct Visitor Spending:

## Team Sports:

PGF Fastpitch Classic - Feb 18 - 19, 2023

2,993 room nights

Overnight Travel Party (1,410) direct visitor spending was \$1,048/day

Total spending for Overnight travel parties (travel party =3) : **\$1,478,892**

## Individual Sports:

Easton Foundations Gator Cup - May 12 - 14, 2023

2,580 room nights

Overnight Travel Party (552) direct visitor spending was \$1,370/ day

Total spending for Overnight travel parties : **\$756,273.12**

Dr. Kiki Kaplanidou  
Professor  
*Director of Innovative Research  
Initiatives in Sport Events Lab*

Dr. Chris McLeod  
Assistant Professor

Jessica Broughman  
Research Assistant

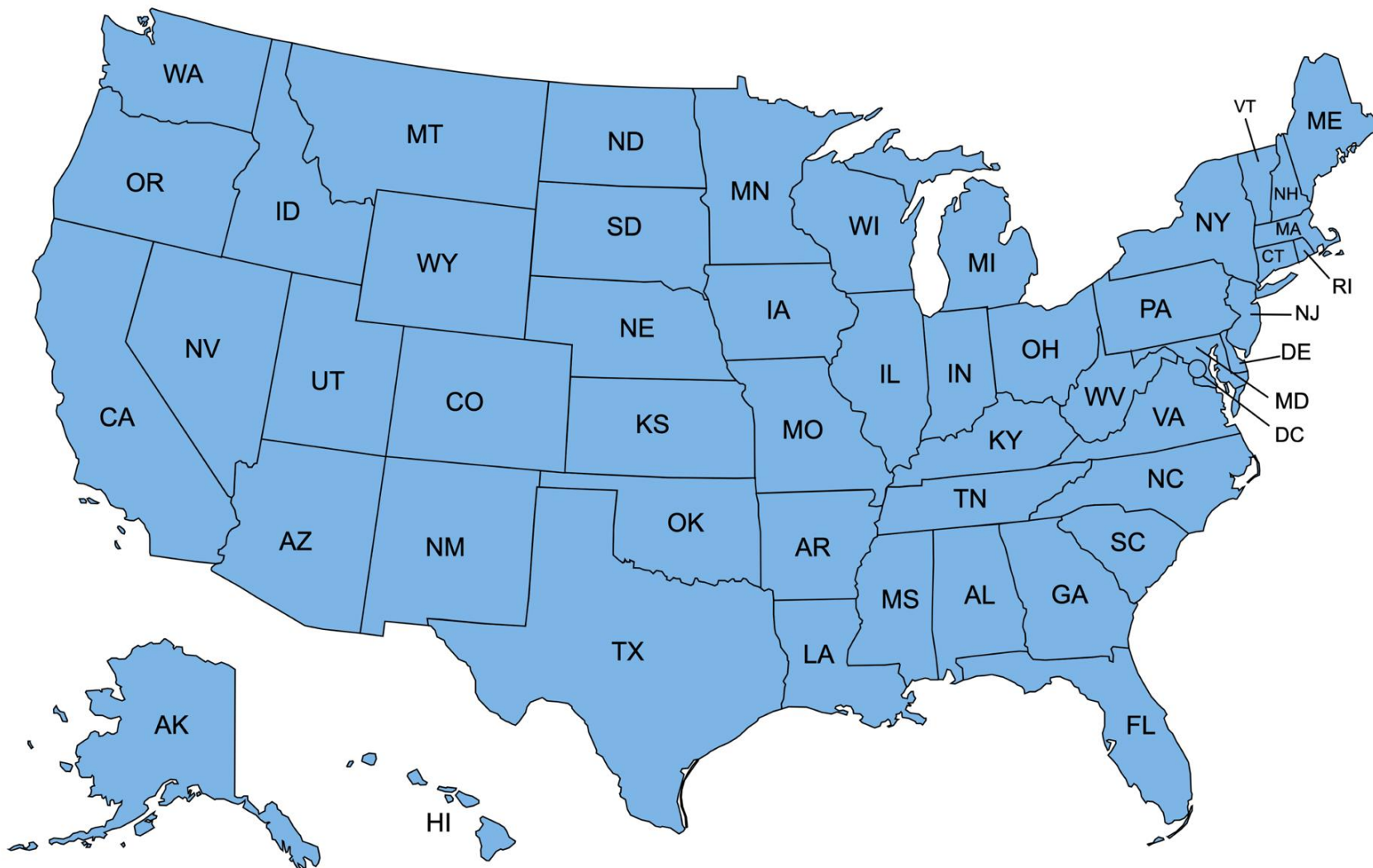
# 2022-2023 GSC Fiscal Year Numbers

- ✦ 100,585 Total Attendees
- ✦ **81,474** Out-of-Area Attendees
- ✦ 19,111 Local Attendees

81% of total event attendees are from out-of-area



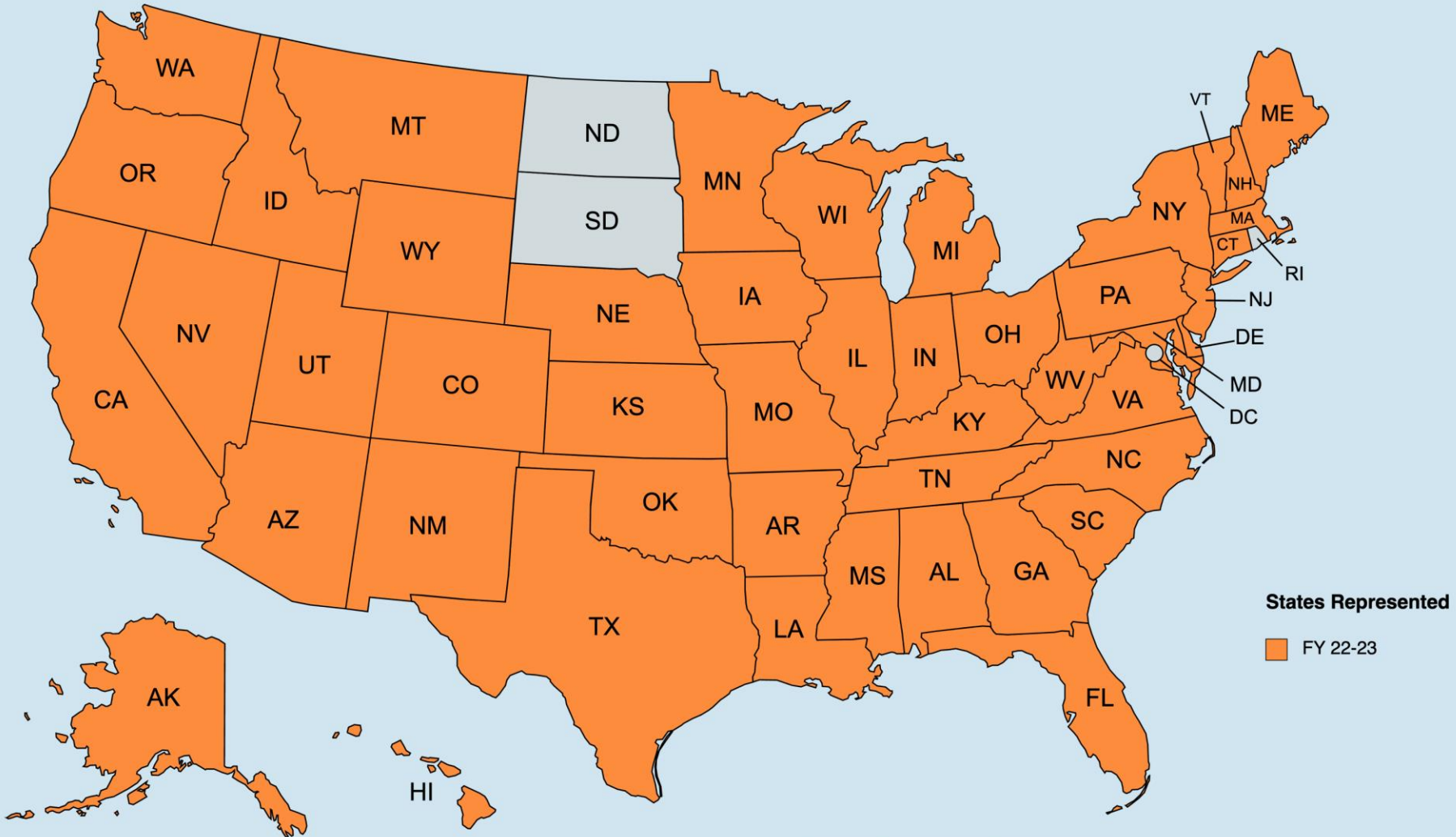




How many States were represented during GSC sports events?



# 48 States!



+ Canada, Guatemala, Bahamas, United Kingdom

# Which One Sporting Event had the Most States Represented?

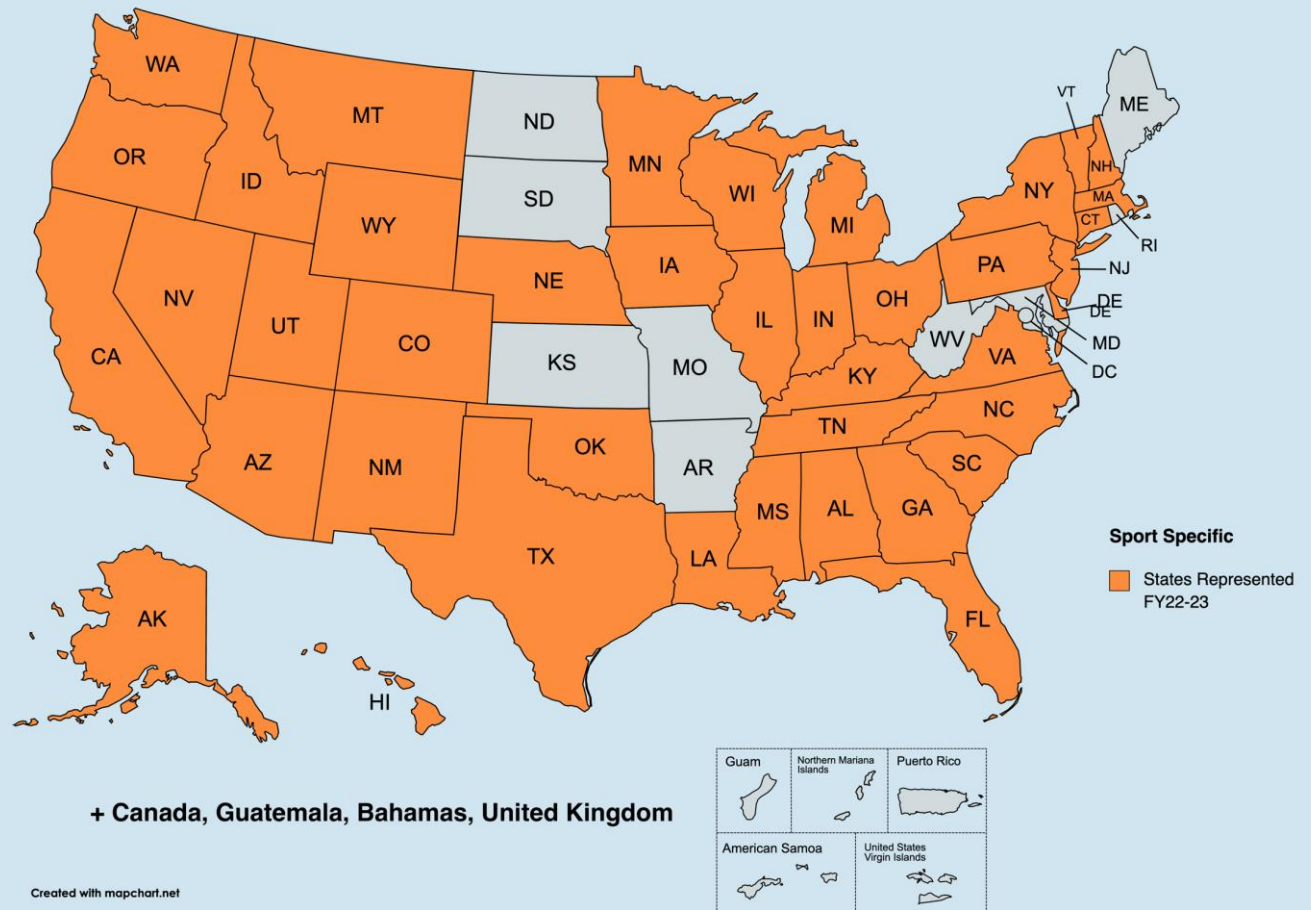
▶ Archery

▶ Gymnastics

▶ Pickleball

▶ Softball

▶ Swimming



## *Gator Cup – May 12- 14, 2023*

- 41 states
- + Canada, Guatemala, Bahamas, and the United Kingdom



Thank you!







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