



ASHEVILLE SPORTS

ASHEVILLE BUNCOMBE REGIONAL SPORTS COMMISSION

2023-2024 YEAR IN FOCUS





OUR STORY

The **Asheville Buncombe Regional Sports Commission** was formed in the fall of 2010 by a handful of civic-minded leaders with a vision to impact the local economy by bringing more sporting events to the region.

The Sports Commission is a community-driven organization that shares a common goal of improving the health and quality of life for Asheville and Buncombe County residents while enhancing our community's economic vitality with a thriving sports tourism market.

The Sports Commission staff works with event organizers, both locally and nationally, to showcase the Asheville community and its sport venues as the ideal location for their next event.



MISSION AND VISION

MISSION

Asheville Buncombe Regional Sports Commission will identify and attract sports events and related meetings to enhance the health, wellness and quality of life for area residents and sports enthusiasts and will generate a positive economic impact by promoting our region as a recognized sporting destination.

VISION

To host memorable sporting events that will enrich the lives of the athletes and spectators.



EVENT RESUME



Ingles SoCon
Volleyball Championship



Ingles Great Smoky
Mountain Grapple



New South Nationals
Youth Wrestling



Gala Gymnastics



Ingles SoCon
Basketball Championships



Gran Fondo Asheville



LOCAL ECONOMY

FY 2023-2024 EVENT IMPACT CALCULATION

Event	Month	Total Attendees	Direct Spend to the Economy	Jobs	Local Taxes Generated	Total Business Spend
Skyview Golf Tournament	July	413	\$72,837	24	\$3,532	\$119,381
Asheville Tennis Open	July	1,434	\$703,500	193	\$35,043	\$1,153,893
Gran Fondo Asheville	July	1,410	\$837,993	262	\$43,399	\$1,371,179
Asheville Championship	November	3,171	\$2,290,213	534	\$131,104	\$3,723,606
Great Smoky Mountain Grapple	December	2,360	\$468,486	325	\$22,794	\$770,706
Gala Gymnastics	January	3,353	\$1,430,833	483	\$69,726	\$2,351,678
SoCon Basketball Championships	March	27,834	\$5,553,492	1,367	\$252,768	\$9,159,145
Carpetbagger Lacrosse Classic (Boys)*	June	3,696	\$2,151,648	1,157	\$111,937	\$3,526,172
Carpetbagger Lacrosse Classic (Girls)*	June	3,617	\$2,075,344	1,121	\$106,837	\$3,402,866
Totals		47,288	\$15,584,346	5,466	\$777,140	\$25,578,626



CONNECTING COMMUNITY THROUGH SPORTS



3,500

SOCON EDUCATION DAYS



600

SOCON DOWNTOWN DRIBBLE



125

ASHEVILLE CHAMPIONSHIP GOING PRO IN SPORTS



LOOKING FORWARD

UPCOMING EVENTS

- October 5 – USA Beach Wrestling Asheville Grapple
- November 12 – UNC Asheville vs. Appalachian State Basketball
- November 21-24 – Southern Conference Volleyball Championship
- November 27 – Florida State vs. Western Carolina Basketball
- December 20-21 – Ingles Great Smoky Mountain Grapple
- December 22 – New South Wrestling Nationals





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THANK YOU



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ashevillesports.org



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