

SPORTS COMMISSION



18

New Events



15,974

Welcome Bags



6

Sports Planner
Site Visits



117,075

Room Nights



125

Events



\$121.44 M

Economic Impact

SPORTS PR COVERAGE



15 PRESS
RELEASES



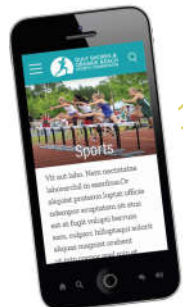
	TOTAL	REACH
ONLINE	60	10,422,395
NEWSPAPER	34	337,800
MAGAZINE	8	148,725
TELEVISION	12	246,575
TOTAL	114	11,155,495

ADVERTISING

- Sports Destination Management Magazine
- Sports Events Magazine
- Big Time Softball
- AL.com
- WKSJ
- Coast 360
- Sunny 105.7



WEBSITE



WEBSITE
201,443
Sessions

58%
New visits to site



SOCIAL MEDIA

f **10,476** fans with a
3,362,243 reach

t **2,457** followers

i **1,564** followers



TRADESHOWS

5

Tradeshows Attended

- NASC Annual Education Symposium
- Connect Sports
- SPORTS Institute
- TEAMS Conference
- USSSA Annual Convention

