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SPORTS COMMITTEE REPORTS NEW ECONOMIC IMPACT RECORD FOR 2011

CHATTANOOGA, TENNESSEE – The Greater Chattanooga Sports & Events Committee estimates that \$26,454,700 million new dollars were brought into the Chattanooga area through sporting events in 2011. This is a new record surpassing the previous mark of \$25.1 million set just two years ago in 2009.

The top economic impact events of the year were: Athletic Championships Cheerleading (\$2.4 million), Southern Conference Men’s & Women’s Basketball Championships (\$1.3 million), National Softball Association Girls Class “A” Fast Pitch World Series (\$2.4 million), Amateur Softball Association 16-Under Girls Fastpitch National Championship (\$3 million), and Head of the Hooch Rowing Regatta (\$4.8 million).

Sports Committee Board Chairman Rick Thompson said, “Sports continue to play a vital role in our economy. These events draw large numbers of visitors to our city each year. Regardless of whether it’s youth softball or an event televised on ESPN, it is about economic impact and room nights. These amazing events get us closer to our vision of making the Chattanooga Area known as the Southeast’s premiere destination for successful athletic events”

“I had looked ahead to this year as a probable record for a couple of years knowing we would host the huge annual cheerleading and rowing events as well as the SoCon Tournaments, and NSA and ASA Softball events. It was an amazing year for sports in Chattanooga,” said Sports Committee President Scott Smith.

<i>Economic Impact Since 1993</i>	
2011	– \$26.5 million
2010	– \$23 million
2009	– \$25.1 million
2008	– \$19.9 million
2007	– \$16.9 million
2006	– \$17.7 million
2005	– \$23.8 million
2004	– \$17.7 million
2003	– \$15.3 million
2002	– \$23.6 million
2001	– \$18.2 million
2000	– \$20.1 million
1999	– \$22.4 million
1998	– \$17.4 million
1997	– \$22.7 million
1996	– \$15.2 million
1995	– \$11.9 million
1994	– \$10 million
1993	– \$7.2 million

2011 Sports Committee Calendar		
Date	Event	Est. Economic Impact
January 14-17	Athletic Championships Cheerleading	\$2,419,200
January 15-	Choo Choo City Volleyball Tournament	\$350,000
January 29-	TN Indoor Rowing Championships	\$190,000
February 19-	Choo Choo City Volleyball Tournament	\$350,000
February 25-27	Frost Softball Classic	\$100,000
February 26-	Scenic City Half Marathon	\$25,000
February 26-27	Deep Freeze Ultimate Tournament	\$40,000
March 3-7	SoCon Basketball Championships	\$1,300,000
March 5-6	Summit of Softball/Sr. Softball Tournament	\$180,000
March 6-	MLS Soccer: New England vs. Columbus	\$5,000
March 12-	Booker T Trail Run	\$10,000
March 18-20	Blitz Basketball Tournament	\$180,000
March 18-20	Great Southeastern Basketball Shoot-Out	\$101,000
March 26-	Choo Choo City Volleyball Tournament	\$350,000
April 1-2	Chattanooga Rotary Tennis Tournament	\$170,000
April 1-3	YBOA Basketball Tournament	\$100,000
April 1-3	Great Southeastern Basketball Shoot-Out II	\$100,000
April 9-	65 Roses 5K	\$10,000
April 14-17	FLW Tour	\$450,000
April 16-	Chickamauga Chase 15k	\$25,000
April 16-	Choo Choo City Volleyball Tournament	\$350,000
April 20-23	Southern Conference Tennis Championships	\$225,000
April 23-	Market Street Mile	\$10,000
April 29 - May 1	SEAA Baseball	\$100,000
April 29 - May 1	AAC Tennis Championships	\$80,000
April 30-	Smoothie King Scenic City 5k	\$7,500
May 5-7	Senior Games Tennis	\$20,000
May 6-8	Adidas Spring Fling Soccer	\$204,000
May 7-	3 State 3 Mountain Bicycle Challenge	\$220,000
May 7-	King of the Mountain Four Miler	\$10,000
May 9-10	District 7 A-AA Tennis Tournament	\$24,000
May 15-	Greenway Women's 5k	\$8,000
May 20-22	USSSA Adult Softball Tournament	\$80,000
May 20-22	Black Softball Circuit UCME Instant Classic	\$560,000
May 21-	Dragonboat Festival	\$20,000
May 21-22	TN State Soccer Division 3 Girl's and Boy's State Cup	\$460,000
May 27-29	ER Softball Tournament	\$90,000
May 27-29	Superior Baseball Events Memorial Day Invitational	\$100,000
May 30-	Chattanooga Chase 8k	\$25,000
June 3-9	TN Tennis Junior Qualifying	\$150,000
June 4-	USA Boxing Olympic Qualifier	\$5,000
June 9-11	TVOC Tennis	\$80,000
June 9 - 12	Gold Diamond Exposure Softball Tournament	\$594,000
June 15-17	Scenic City 16's Softball Exposure Tournament	\$405,000
June 18-	BCBS Riverbend Run	\$10,000
June 24-28	Dizzy Dean State Baseball - 7's	\$288,000
July 1-3	USTA National Open 12's	\$45,000
July 8-12	Dizzy Dean State Baseball - 8's & 12's	\$600,000

<u>Date</u>	<u>Event</u>	<u>Est. Economic Impact</u>
July 10-	Chattanooga Waterfront Triathlon	\$110,000
July 18-21	Choo Choo Volleyball Camp	\$90,000
July 23-27	Tennessee Junior State Closed Tennis	\$420,000
July 24-30	NSA Class "A" Girls Fastpitch World Series	\$2,475,000
August 1-7	ASA 16-Under Girls Fastpitch National Tournament	\$3,000,000
August 6-	Greenway 5 Mile Trail Race	\$20,000
August 13-	John Bruner Memorial Missionary Ridge Run	\$10,000
August 11-13	Heartland Softball Tournament	\$144,000
August 19-21	NSA 3rd Annual Black American World Series	\$340,000
August 19-21	Champ Boat Racing	\$20,000
August 26-28	Tennessee Mixed State Tennis Championships	\$120,000
August 27-	Raccoon Mountain 10k	\$6,500
September 2-3	Choo Choo Classic Volleyball Tournament	\$120,000
September 3-4	Shawn Adams Memorial Ultimate Tournament	\$100,000
September 5-	FCA 5k	\$7,500
September 8-	CTC Elementary Cross Country Series	\$50,000
September 10-	Symphony Classic 5k	\$8,500
September 16-18	Southern Junior Davis Cup 12's	\$30,000
September 23-25	Southern Junior Davis Cup 14's, 16's, 18's	\$180,000
September 30 - Oc	UTC Steve Baras Collegiate Fall Tennis Classic	\$60,000
October 1-	StumpJump 50k	\$9,000
October 3-9	Chattanooga Classic - PGA Nationwide Tour	\$400,000
October 7-9	Black Softball Circuit Co-Ed Worlds/Seniors	\$366,000
October 15-	Signal Mountain 10k	\$10,000
October 16-	7-Bridges Marathon	\$100,000
October 15-17	John Strang Junior Tennis Tournament	\$200,000
October 21-23	YSA Tournament	\$180,000
October 28-30	Tennessee Combo State Tennis Championships	\$200,000
October 28-30	Gold Diamond Exposure Softball Tournament	\$378,000
October 29-	Johnson Mental Health 10K	\$10,000
November 2-5	TSSAA Girls State Soccer Championships	\$240,000
November 4-	Ragnar Relay	\$120,000
November 4-6	Scenic City 16's Softball Exposure Tournament	\$240,000
November 5-6	Head of the Hooch Rowing Regatta	\$4,860,000
November 12-	Chickamauga Battlefield Marathon	\$48,000
November 12-	Upchuck 50k Trail Race	\$6,000
November 24-	Turkey Trot 8k	\$5,000
November 24-26	Choo Choo Bowl Youth Football	\$340,000
December 16-17	McCallie Wrestling Invitational Tournament	\$150,000
December 17-	Wauhatchie Trail 10k	\$7,500
December 17-	Lookout Mountain 50 k Trail Race	\$40,000
December 31-	Karen Lawrence 4 Mile Run	\$8,000
Total estimated economic impact:		\$26,454,700
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