A LETTER FROM OUR CEO

Dear Friends of the ASC,

On behalf of our Board of Directors and team, thank you for your continued support and dedication to the ASC’s mission of recruiting, attracting and supporting sporting events in our community.

Reflecting on the past year, 2021 brought industry and leadership changes to our organization. For our organization, change came in early November when I took over for Brian Graham as Chief Executive Officer. I am so thankful for the knowledge, the unique skill sets, and relationships that I’ve been able to gain over the past 12 years while learning from the previous CEOs.

A “bounce back” year in the sports industry saw the return of more large scale events met with new health and safety guidelines. Our contribution during our bounce back year totaled over $13 million in estimated economic impact for sporting events. In addition to the return of a spring Masters Tournament, events such as the IRONMAN 70.3 Augusta, July’s Nike EYBL Peach Jam and Nike Girls EYBL Nationals, and Head of the South Regatta were the biggest drivers for sports tourism in our community last year. These events were possible once again with the help of our event partners and many community volunteers.

As we look ahead to sporting events in 2022, our team is excited to host a new cycling event in Downtown Augusta and welcome back collegiate cyclists competing in the USA Cycling Collegiate Road Cycling National Championships at Fort Gordon and Downtown Augusta in May.

As the Augusta Sports Council crosses the 30th anniversary mark, I invite you to continue to be an advocate for the ASC’s mission, come out and watch an event, or join our volunteer team at our signature events. I look forward to seeing what we can all accomplish for the greater Augusta community in 2022!

Michelle Naval Pippin
Chief Executive Officer
Augusta Sports Council
ESTIMATED ECONOMIC IMPACT

2021 ESTIMATED ECONOMIC IMPACT SAMPLING

- Nike EYBL Peach Jam - $4,352,221
- Nike Girls EYBL Nationals - $1,608,549
- Head of the South Regatta - $882,468
- 44th GSGA Senior Championship - $109,626
- Georgia Soul Basketball - $34,803
- Walton Foundation Wheelchair Tennis Championship - $14,380

$13,056,594*

2021 ESTIMATED ECONOMIC IMPACT

*Total Estimated Economic Impact (EEI), the sum of all the direct, indirect and induced spending estimates, is calculated based on research commissioned by both the Georgia Department of Economic Development (GDEcD) and Destination Marketing Association International (DMAI) in conjunction with globally recognized research vendors, the U.S. Travel Association and Tourism Economics. Tourism Economics, a partner company of Oxford Economics, created the industry standard in event economic impact analysis using localized metrics that are updated annually.
To celebrate National Travel & Tourism Week and our upcoming 30th Birthday, we got a stellar present from our neighbors at Wier/Stewart, a makeover!

With nods to our past logo (we’ll always love you A-Man), a refresh of our energetic color scheme, and some cohesion with the branding of our friends at the Augusta CVB, we think this new look is a perfect blend of past and future, and it fits us just right.
In our 30 years as the Augusta Sports Council, we have created, recruited or supported more than 800 events take place right here in the greater Augusta community. From the small to the multi-sport, these events have attracted 450,000 athletes to the area, leaving behind more than $200 million in economic impact for our area.

A couple of stand-out events during our 30 years include the:

- 1996 Olympic Box-Offs
- 1999 and 2002 Georgia Games Championships
- Annual NIKE EYBL Peach Jam Basketball
- ESPN Bassmaster Tournament
- IRONMAN® 70.3® Augusta
- GHSA Boys & Girls State Golf Championships
- USA Cycling Championships (Masters, Amateur, Elite, Collegiate, and Paracycling)
- International Mountain Biking Association (IMBA) World Summit
- The Color Run
- Augusta University Half Marathon, 10K, 5K

The Ray Guy Award also celebrated it’s 20th anniversary year. The award has recognized the top FBS collegiate punter in the national and has been presented annually during The Home Depot College Football Awards, broadcast live on ESPN.

We are proud of all that we’ve accomplished in these last 30 years, and can’t wait to see what the future holds for #AUGUSTASPORTS!
In January of 2021, and in partnership with WJBF, the Augusta Sports Council co-hosted the All-CSRA Football Awards Show. The event was a pre-produced 60-minute broadcast naming the ALL-CSRA Football Team. The All-CSRA High School Football Team is annually made up of the very best high school football players in the area. Only the very best at their position, are selected to this team. Each player selected to this team received an All-CSRA Football Team ring from WJBF-TV and Jostens.

The Augusta Sports Council, home of the Ray Guy Award presented annually to the top FBS collegiate punter, presented the All-CSRA High School Punter of the Year Award at the event to Erick Harris Jr. from Hephzibah High School with a $1,000 scholarship sponsored by F.L. Russell Group. The Ray Guy Award winner, Pressley Harvin of Georgia Tech, and the FCS Punter of the Year, DJ Arnson of Northern Arizona were both featured in the show.

**2021 Scholarship Recipients**

- **All-CSRA Player of the Year**
  Malyk Walker
  $1,000 scholarship presented by the Augusta Sports Council

- **All-CSRA Offensive Scholar of the Year**
  James Schlegel
  $1,000 scholarship presented by Augusta Coca-Cola

- **All-CSRA Defensive Scholar of the Year**
  Rhys DeLoach
  $1,000 scholarship presented by Cadence Bank

- **High School Punter of the Year**
  Erick Harris Jr.
  $1,000 scholarship presented by the F.L. Russell Group
The GAMES Scholarship began in 2011 as part of the Augusta Sports Council’s annual G.A.M.E.S. Awards which was an annual program created to highlight outstanding amateur athletes who represented a broad spectrum of sports disciplines in the area.

To date, the Augusta Sports Council has awarded over $58,000 in college scholarships to 48 graduating high school student athletes in the Augusta community. In 2021, the Augusta Sports Council awarded 10 $1,000 scholarships to senior student-athletes.

The winners were also honored and celebrated at a summer Augusta Greenjackets game.

G.A.M.E.S SCHOLARSHIP PROGRAM

Laura Bachelder, Fox Creek H.S.
Miah Bernard, South Aiken
Virginia Chew, Augusta Prep
Morgan Clark, Edmund Burke
Jordyn Dorsey, Cross Creek H.S
Nathan Koehler, Augusta Prep
Sarah Grace Carroll, South Aiken
Michelle Pi, Lakeside H.S.
Anthony Ramage, Aquinas
Peter Schifer, South Aiken

2021 Recipients
For the health and safety of the Augusta community, the 2021 Augusta University Half Marathon/10k/5K and Medals for Miles Youth Fun Run was held virtually. The Augusta Sports Council used the race as an opportunity to launch their Community Giveback program, which provided meals for frontline workers at Gold Cross EMS and Augusta University Health, a fan vote-based charity donation to our partner charities, and free footwear in partnership with Fleet Feet Augusta.

We were also able to support 10 graduating student-athletes with $1,000 scholarships through our GAMES Scholarship Program.

745
REGISTERED HALF MARATHON PARTICIPANTS

411
REGISTERED 10K PARTICIPANTS

392
REGISTERED 5K PARTICIPANTS
COMMUNITY GIVEBACK

We love our community, and in 2021, we showed it! With proceeds from the Augusta University Half Marathon, 10K and 5K event, we were able to donate meals to our local hospitals (Augusta University, University Hospital, and Doctors Hospital) as well as to our friends at Gold Cross EMS and the Richmond County Sheriff’s Office. We also partnered with Fleet Feet Augusta to donate 30 pairs of comfortable shoes to Augusta University Health frontline workers! We didn’t forget about our amazing charities either! In 2021, our race charities received an additional donation based on an online fan vote, totaling $1,000.
The Ray Guy Award - named for football’s premier punter - honors the nation’s best collegiate punter was created by the Augusta Sports Council in 2000. Along with awards such as the Heisman Trophy and the Doak Walker Award, the Ray Guy Award honors an important member of any football team. This year, the award was presented on the Home Depot College Football Awards Show, which was held virtually and filmed in Bristol. The winner of the 2021 Ray Guy Award is Matt Araiza of San Diego State.

To celebrate the Ray Guy Award’s presentation live on ESPN, the Augusta Sports Council hosted a watch party at Doc’s Porchside that was attended by ASC Board members and ASC staff.
The Augusta Sports Council created the FCS Punter of the Year Award in 2019 to honor the best collegiate punter playing in the FCS. Among the statistics used to identify the winner is net punting average, number of times punt is downed or kicked out of bounds inside the opponents 20-yard line, total yardage punted, average returned yardage and percentage of punts not returned with particular emphasis placed on net punting average. The winner must display team leadership, self-discipline and have a positive impact on the team's success.

The 2021 FCS Punter of the Year was DJ Arnson of Northern Arizona University. The Arizona native punted 25 times in the 2021 season for a total of 1099 yards. His net average was 43.32 yards. 14 of his punts ended up inside opponent's 20-yard line and he had a long punt of 82 yards.
The 12th IRONMAN 70.3 Augusta took place on September 26th after a one-year delay due to the ongoing COVID-19 pandemic. The event once again sold out for its 12th straight year and featured elite-level amateurs, beginners and world class professional triathletes. In 2021, the race had 4,000 registered athletes representing 49 states and 15 countries.

In March, the IRONMAN Foundation awarded two local non-profits, The Lydia Project and Safehomes of Augusta, with a charitable grant through the IRONAJD COVID-19 Support Fund. Both local charities were 2 out of 40 organizations to be awarded funds in North America.

The 2021 IRONMAN® 70.3® Augusta was also home to the IM Local program for the second year, where local businesses, services, and community partners offer perks to participating athletes and volunteers. 15 local businesses participated in the 2021 IM Local Program.
Ironman 70.3 Augusta received the following recognition for 2021:

- Top Ten North American Overall Satisfaction
- Top Ten Most Improved Net Promoter 2021 vs. 2019
- Top Ten Most Improved Overall Satisfaction 2021 vs. 2019

- $5.7 M Economic Impact
- 3,551 Registered Athletes
- 12 Consecutive Sold Out Years
- 49 States Represented
- 15 Countries Represented
- 900+ Volunteers

- $18,000 Ironman Foundation Volunteerism Grants Awarded to Local Volunteer Groups
Board of Directors
Chairman: Bob Evans, M- Communications
Vice Chairman: Charlie Walker, Modern Business Systems
Secretary: Michael Ash, Community Volunteer
Treasurer: Yvonne Davis, State Bank & Trust Company
Immediate Past Chairman: Chris Lewis, Cherry Bekaert
Chairman Emeritus: William S. Morris III, Morris Communications
Sam Anderson - SofTact Solutions
Michael Ash - Community Volunteer
Keith Blackwell - Augusta Coca Cola
Bennish Brown - Augusta Convention & Visitors Bureau
Dave Brunk - Peach Belt Conference Commissioner
David Bullington - Queensborough National Bank & Trust
Katie Cason - Spectra Venue Management JBA
Yvonne Davis - Cadence Bank
Tom Denlinger - Augusta GreenJackets
Davis Dunaway - Hull Barrett Attorneys
Chris Lewis - Cherry Bekaert
Brian Marshall - Columbia County Board of Commissioners
Stacie McBride - Cyber Fusion Innovation Center
Maurice McDowell - Augusta Recreation & Parks Department
Tim McLane - Augusta University Sports Medicine
Fred Russell - FL Russell Consulting
John Smith - Gold Cross EMS
Neil Smith - Fort Gordon MWR
Charlie Walker - Modern Business Systems
Cathy Wall - The Bradley Schools
John Whitwell - Merrill Lynch

Augusta Sports Council Staff
Brian Graham - CEO
Michelle Naval - Operations Manager
Monica Martinez-Canty - Events Coordinator
Savanna Gonzales - Marketing Coordinator
Armani Fredrick - Intern
In May, Michelle Naval gained her Sports Tourism Strategist (STS) designation after completing 32 credit hours of leading-edge sports events and tourism industry education from the Sports Events & Tourism Association. In September, Brian Graham was honored as a 2021 Den of Distinction Inductee by Augusta Technical College. Michelle Naval was named the new Chief Executive Officer in November following Brian Graham’s departure from the organization.

**2021 SPONSORS AND COMMUNITY PARTNERS**

- Augusta Parks & Recreation Department
- Augusta Sports Leagues
- Augusta University Event Emergency
- Augusta University Sports Medicine
- Richmond County Sheriff’s Office
- Gold Cross EMS
- The FLRussell Group