

ASHEVILLE BUNCOMBE REGIONAL SPORTS COMMISSION



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In 2010, the Buncombe County Tourism Development Authority was instrumental in the founding of Asheville Buncombe Regional Sports Commission. The vision of BCTDA with other partners and civic-minded leaders was to provide local economic impact by bringing more sporting events to the region while promoting health and wellness. *The BCTDA is now the primary funder of the Commission, which is co-located with the Explore Asheville Convention & Visitors Bureau.*

In collaboration with Explore Asheville, the ABRSC works with event organizers, both locally and nationally, to showcase the region and ensure that each sporting event held here is a successful and unforgettable experience. This collaboration has resulted in Asheville and Buncombe County hosting an impressive array of national and even international sporting events, including the following that took place during 2019:

Fed Cup 2019 *International Women's Tennis Tournament*

- Attendees: 6,560
- Local Taxes Generated: \$146,000
- Total Economic Impact: \$4.6 million

SoCon Basketball Championships *Men's and Women's College Basketball*

- Attendees: 31,628
- Local Taxes Generated: \$169,000
- Total Economic Impact: \$6.2 million

Haute Route Asheville *Amateur Cycling*

- Attendees: 875
- Local Taxes Generated: \$46,000
- Total Economic Impact: \$1.4 million

Asheville Spartan Race *Elite Athlete Obstacle Course Race*

- Attendees: 8,631
- Local Taxes Generated: \$208,000
- Total Economic Impact: \$6.2 million

Gala Gymnastics Meet *Girls Gymnastics*

- Attendees: 5,361
- Local Taxes Generated: \$55,000
- Total Economic Impact: \$2.1 million

Great Smoky Mountain Grappler *Boys and Girls Wrestling*

- Attendees: 2,975
- Local Taxes Generated: \$7,300
- Total Economic Impact: \$341,000