



	1990-1991	1991-1992	1992-1993
0 McGee	4	0	0
1 Dickinson	0	0	0
2 Bulfin	3	2	0
3 Williams S	0	1	0
13 Howard	3	0	1

UM	9	15:08	9	UNC
TEAM TO	FOULS	1st	FOULS	TEAM TO
4	1	27	0	4



CHARLOTTE SPORTS FOUNDATION

2022 ANNUAL REPORT



CHARLOTTE SPORTS FOUNDATION

PICTURED LEFT TO RIGHT: Owen Godfrey, Director of Ticket Sales and Service | Miller Yoho, Director of Communications & Marketing | Angela Davis, Director of Ticket Operations | Will Pitts, Chief Operating Officer | Danny Morrison, Executive Director | Cadie Bates Koppenhaver, Director of Operations | Will Lawson, Director of Sponsorship Sales | Kaleah Rodgers, Director of Administration & Events

BOARD OF DIRECTORS

Francisco Alvarado

Marand Builders

Jeffrey Brown

Ally

Heath Campbell

Truist

Derick Close

Springs Creative

Chris Clunie

Davidson College

Kieth Cockrell

Bank of America Charlotte

Malcomb Coley

Ernst & Young

Kristi Coleman

Carolina Panthers

Jesse Cureton

Novant Health

Thomas Davis

Former NFL All-Pro Linebacker

Dena Diorio

Mecklenburg County

Sheldon Francis

Barings

John Giannuzzi

Deloitte

Johnny Harris

Lincoln Harris

Mike Hill

UNC Charlotte

Marcus Jones

City of Charlotte

Luke Kuechly

Former NFL All-Pro Linebacker

Luke Kissam

Former Chairman and CEO

Albemarle

Janet LaBar

CLT Regional Business

Alliance

Carol Lovin

Atrium Health

Steve Luquire

Luquire

Danny Morrison

Charlotte Sports Foundation

Tom Murray

CRVA

Jim Phillips

ACC

Jon Pollack

Former EVP, Belk

Jimmy Rayburn

Raycom Sports

Pat Rodgers

Rodgers Builders

Mark Schuler

Accenture

Andrea Smith

Former CAO, Bank of America

Marcus Smith

Charlotte Motor Speedway

Michael Smith

Center City Partners

Ron Smith

McMillan Pazdan Smith

Adam Sperling

Quail Hollow Club (Ex Officio)

Nicole Tepper

Tepper Sports & Entertainment

Will Webb

Former Executive Director

Charlotte Sports Foundation

Ed Weisiger Jr.

Carolina CAT

Fred Whitfield

Hornets Sports & Entertainment

Steve Young

Duke Energy

OUR MISSION

The Charlotte Sports Foundation is a nonprofit dedicated to promoting the city of Charlotte, enhancing the quality of life for its residents and supporting its business community

by hosting unforgettable, high-profile sporting events that reach millions of fans every year and generate millions of dollars for the Queen City.

\$77.2M
Total Economic Impact

\$2.6M
Taxes Generated

\$41.9M
Direct Visitor Spending

80,773
Hotel Rooms Booked

*All numbers provided by the Charlotte Regional Visitors Authority

**Economic impact data from the ACC Baseball Championship, Duke's Mayo Classic, Subway ACC Football Championship Game, Jumpman Invitational presented by Novant Health and Duke's Mayo Bowl



DUKE'S MAYO CLASSIC

Over Labor Day weekend, a 100-year-old rivalry came to the Queen City with the Eagles of NC Central defeating the Aggies of NC A&T in the Aggie-Eagle Classic. Bank of America Stadium welcomed in 35,798 people, which ranked in the top ten crowd sizes for HBCU games in 2022.

To amplify the importance and history of the game, CSF worked with the 100 Black Men of Charlotte to plan an entire weekend for fans that

included a college and career fair, step show presented by Ally, history lecture presented by Ally, marching band performances presented by Truist and even an HBCU pride run. Additionally, the teams were treated to programming that included visiting the 23XI NASCAR racing garage where they spent time with Bubba Wallace and his team.

[View recap video here](#)

\$14.6M
Economic Impact



SUBWAY ACC FOOTBALL CHAMPIONSHIP GAME

2022 marked the last season of divisional play in the Atlantic Coast Conference with Clemson defeating North Carolina in front of 64,115.

For over a decade, CSF has been a key part of planning the annual event in Bank of America Stadium and this year was no exception, assisting with game day activities as well as the ACC Football Honors programming, hospitality, hotel support, ticket operations and more.

Additionally, in 2022, CSF helped with the bid to bring the ACC conference offices to its new home in Charlotte starting in 2023.

\$26.3M
Economic Impact



JUMPMAN INVITATIONAL PRESENTED BY NOVANT HEALTH

At the intersection of culture, entertainment and college basketball, the inaugural Jumpman Invitational presented by Novant Health was created out of partnership and support from Jordan Brand, ESPN Events, Hornets Sports and Entertainment, Lowe's and Truist.

The latest jewel in the Queen City's sporting crown uniquely showcased both men's and women's teams from Florida,

Michigan, Oklahoma and North Carolina over two days, while providing exclusive player experiences, citywide branding, creative community impact, and a one-of-a-kind game day environment at the Spectrum Center, capped off by a crowd of 19,236 on the final night of competition.

[View recap video here](#)

\$10.2M
Economic Impact



DUKE'S MAYO BOWL

Charlotte's college football bowl game celebrated its 21st birthday with Maryland defeating NC State and, of course, gallons of mayonnaise being dumped on a coach and being consumed in the stands.

Playing in front of a filled lower bowl crowd of 37,228 at Bank of America Stadium, the game once again captured college football's attention with its unique flavor of marketing and presentation.

Behind the scenes, the players and coaches from the teams were treated to a first-class experience that included hospitality, community service, and taking laps around the Charlotte Motor Speedway at 160 MPH.

[View recap video here](#)

\$15.2M
Economic Impact



ADDITIONAL PREMIER EVENTS

CSF also helped facilitate other events throughout the year in Charlotte to further create economic impact and bring more sports events to the Queen City. In 2022 the foundation offered support

to the Big South Basketball Championships, ACC Baseball Championship and Presidents Cup.

COMMUNITY PROGRAMMING

In addition to our major events, CSF strives to provide programming utilizing a variety of platforms and partnerships to drive impact. Programming in 2022 included:

- Over \$20,000 in scholarships distributed at the Duke's Mayo Bowl for senior public high school football players as part of the Jimmie Lee Kirkpatrick Award presented by Dr Pepper.

- A partnership around the Jumpman Invitational with the Carolina Youth Coalition, Jordan Brand Wings Program, and event sponsors that included establishing community health clinics, refurbishing public spaces and starting an apparel design program for local youth.

CSF also participated in programming with Sports Biz Camp, Second Harvest Food Bank, Charlotte-Mecklenburg Schools (CMS), Thurgood Marshall College Fund, Charlotte Sports+Business, the Brooklyn Collective and more.





FINANCIAL CONTRIBUTIONS/DONATIONS

CSF worked to pair its programming with charitable contributions for community groups and causes in the region. Two of the more impactful examples of these include a partnership with the 100 Black Men of Charlotte around the Duke's Mayo Classic where CSF donated over \$140,000 to the organization as well as an award to local teachers as part of the College Football Playoff's Extra Yard for Teachers program where CSF donated \$11,000.

\$857,460
Total Giving



4,039

Tickets distributed to military,
police and veterans

3,203

Tickets distributed to CMS

1,418

Tickets distributed
to Community Partners

LEATHERHEADS

CSF is grateful to a group of select supporters, the Leatherheads, who help ensure every event is unforgettable by providing invaluable assistance with game logistics, marketing efforts and activations.

TRUIST SPEAKER SERIES

Multiple times this year, sponsors, Leatherheads and invited guests gathered to hear from sports leaders about their roles in the community and how Charlotte is continuing to shape the sports landscape. Speakers included:

- Kevin Warren, Big Ten
- Rosalyn Durant, The Walt Disney Company
- Johnny Harris & Adam Sperling, Presidents Cup
- Thomas Davis & Luke Kuechly, former NFL All-Pro Linebackers



CHARLOTTE SPORTS FOUNDATION

4250 CONGRESS STREET, SUITE 900 | CHARLOTTE, NC 28209 | WWW.CHARLOTTESPORTS.ORG

CHARLOTTE SPORTS FOUNDATION WOULD LIKE TO THANK OUR CO-CAPTAINS

EXECUTIVE DIAMOND



DIAMOND



PLATINUM



GOLD



BRONZE

