



CHARLOTTE SPORTS FOUNDATION 2024 ANNUAL REPORT



PICTURED LEFT TO RIGHT: MILLER YOHO, DIRECTOR OF COMMUNICATIONS & MARKETING | KALEAH ELLERBE, DIRECTOR OF ADMINISTRATION & EVENTS | WILL LAWSON, DIRECTOR OF SPONSORSHIP SALES | HANNAH BUTLER, DIRECTOR OF OPERATIONS | DANNY MORRISON, EXECUTIVE DIRECTOR | WILL PITTS, CHIEF OPERATING OFFICER | ANGELA DAVIS, DIRECTOR OF TICKET OPERATIONS | OWEN GODFREY, DIRECTOR OF TICKET SALES & SERVICE

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DAVIDSON COLLEGE | KEN GILL
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ALBEMARLE | MARCUS SMITH
SPEEDWAY MOTORSPORTS | |
| KIETH COCKRELL
BANK OF AMERICA | | | | |

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.



“THE HIGHLIGHTS IN THIS ANNUAL REPORT ARE A TESTAMENT TO THE MANY PARTNERSHIPS, FIRST-CLASS VENUES, AND PASSIONATE FANS IN OUR COMMUNITY. WE ARE GRATEFUL FOR SUCH SUPPORT AND LOOK FORWARD TO FURTHERING OUR MISSION THROUGH INNOVATION AND GROWTH.”

ANDREA SMITH
INTERIM CEO, CHARLOTTE REGIONAL BUSINESS ALLIANCE | CSF BOARD CO-CHAIR

“IT WAS CERTAINLY AN OUTSTANDING YEAR FOR THE CHARLOTTE SPORTS FOUNDATION WITH A RECORD NUMBER OF OWNED AND OPERATED EVENTS. THESE EVENTS PROVIDED SIGNIFICANT ECONOMIC IMPACT AND BROUGHT MUCH VISIBILITY TO CHARLOTTE AND THE REGION.”

JOHNNY HARRIS
MANAGING PARTNER, HARRIS INVESTMENT COMPANY | CSF BOARD CO-CHAIR



'24 BY THE NUMBERS

\$90.6 MM

TOTAL ECONOMIC IMPACT

\$2.73 MM

TAXES GENERATED

211,100

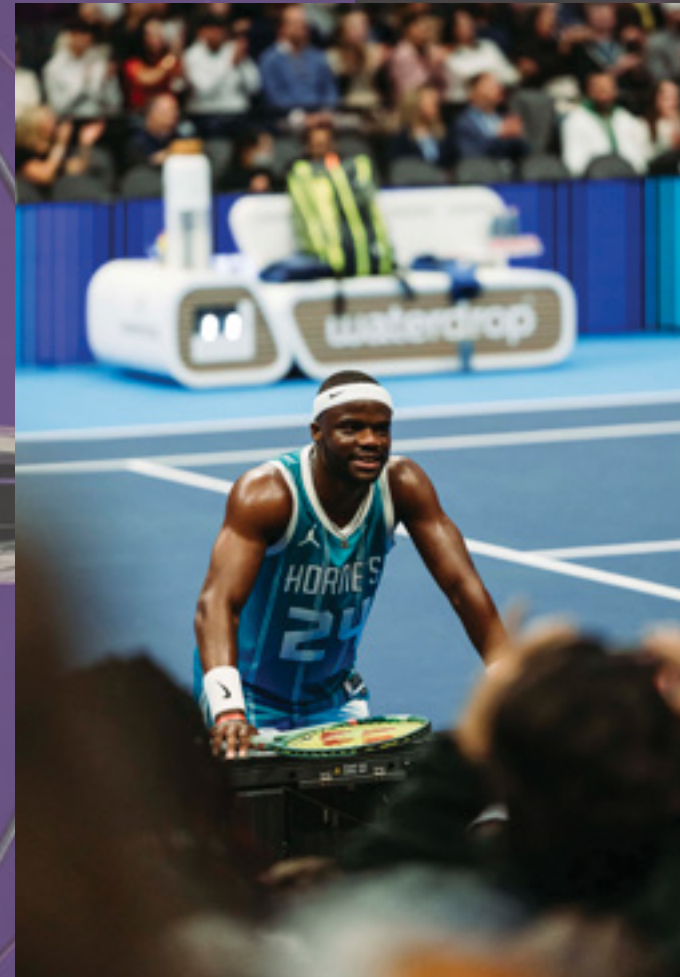
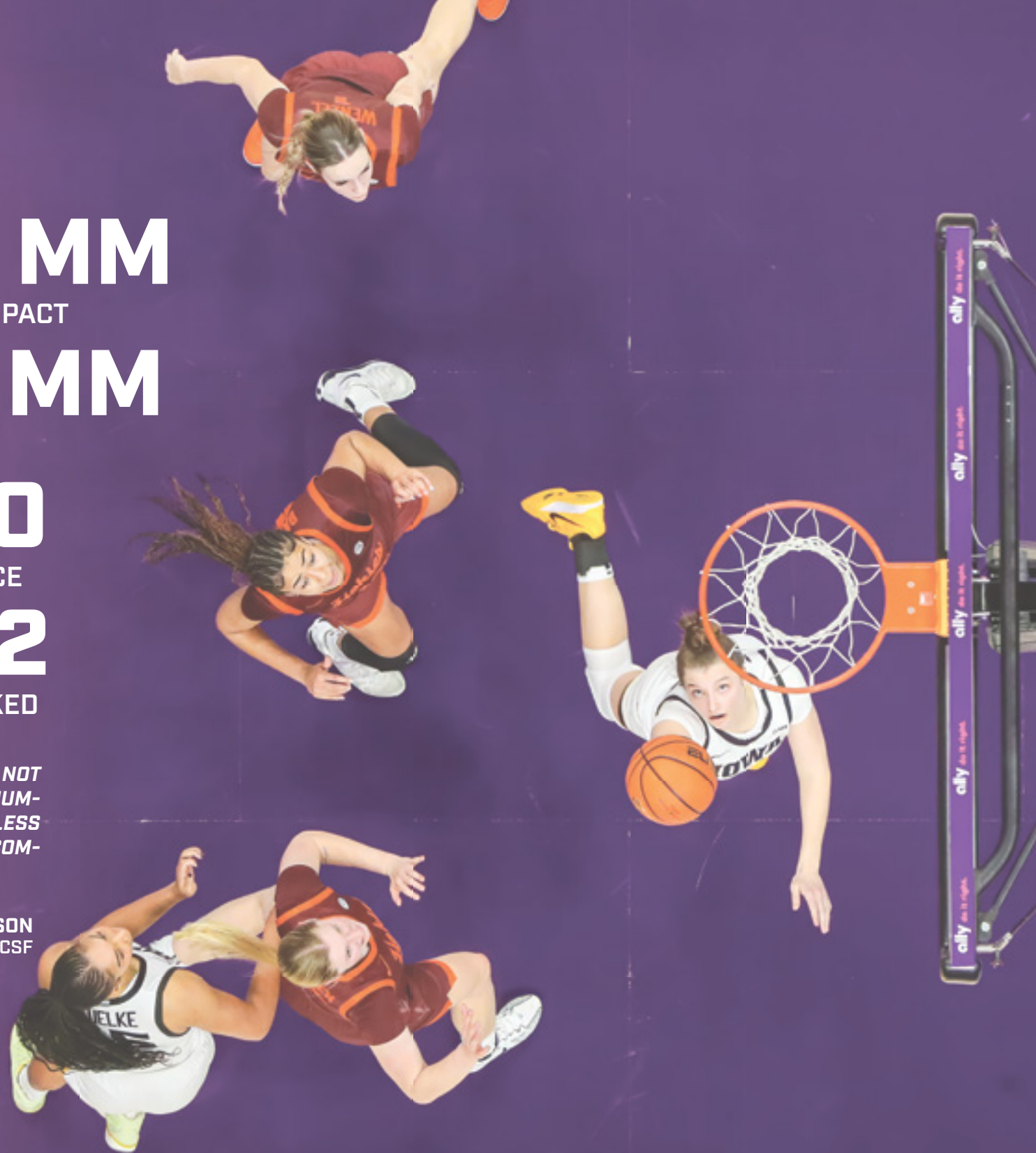
FANS IN ATTENDANCE

80,202

HOTEL ROOMS BOOKED

"THE SUCCESS OF 2024 IS NOT ONLY MEASURED BY THESE NUMBERS, BUT ALSO THE COUNTLESS MEMORIES CREATED BY COMPETITORS AND FANS ALIKE."

- DANNY MORRISON
EXECUTIVE DIRECTOR, CSF





FOR ONE DAY, ONE MILE WELCOMED RUNNERS, WALKERS AND PEOPLE OF ALL ABILITIES TO TAKE TO THE STREETS AROUND AMERICAN LEGION MEMORIAL STADIUM AS PART OF THE INAUGURAL MECK MILE PRESENTED BY ALBEMARLE.





IN THE 2024 DUKE'S MAYO CLASSIC, TENNESSEE DEFEATED NC STATE IN THE QUEEN CITY IN FRONT OF A PRIME-TIME TV AUDIENCE AS ONE OF THE MOST-ANTICIPATED EARLY SEASON MATCHUPS OF 2024.



OVER 72,000 FANS ATTENDED THE DUKE'S MAYO CLASSIC, CREATING AN ESTIMATED ECONOMIC IMPACT OF \$26.1 MILLION FOR THE CHARLOTTE REGION.



“THEY CREATED AN ENVIRONMENT THAT WE CAN ALL BE PROUD OF. WOMEN’S BASKETBALL WON TODAY.” - DAWN STALEY

HEAD COACH, USC



YEAR TWO OF THE ALLY TIPOFF DID NOT DISAPPOINT WITH ANOTHER RECORD-SETTING CROWD AND A DYNAMIC DOUBLE-HEADER FEATURING THE DEFENDING NATIONAL CHAMPION SOUTH CAROLINA DEFEATING NC STATE AND IOWA WINNING OVER VIRGINIA TECH.

THE INAUGURAL CHARLOTTE INVITATIONAL WAS NOTHING SHORT OF A STUNNING SUCCESS WITH CARLOS ALCAZAR, FRANCES TIAFOE, MADISON KEYS & SLOANE STEPHENS TAKING OVER THE CITY AND PROVING CHARLOTTE IS A TENNIS TOWN!



HendrickCars.com

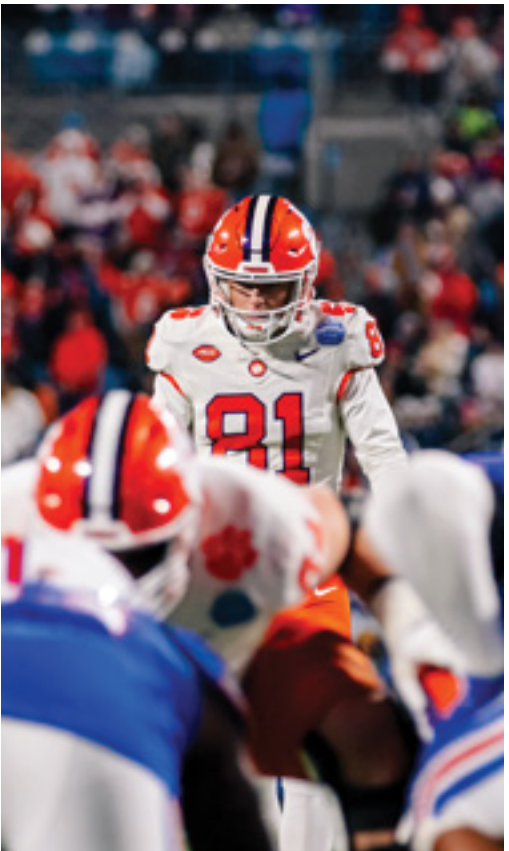
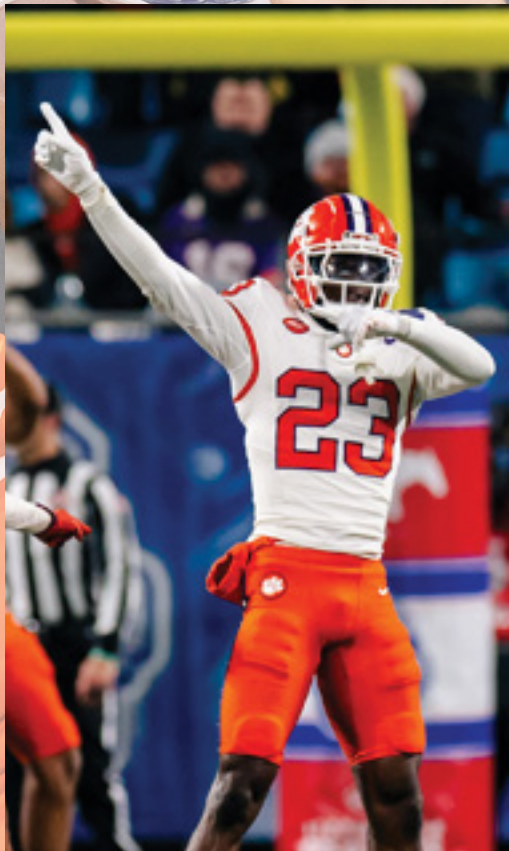


OVER 16,000 FANS SHOWED UP TO THE SPECTRUM CENTER TO SEE THE GLOBAL GAME IN THE QUEEN CITY AND WERE NOT ONLY TREATED TO HIGH-LEVEL PLAY, BUT ALSO CELEBRITY APPEARANCES AND MORE.

OVER 53,000 FANS ATTENDED THIS YEAR'S GAME, GENERATING AN ESTIMATED ECONOMIC IMPACT OF \$26.1 MILLION.



THE CLEMSON TIGERS RETURNED TO THE ACC FOOTBALL CHAMPIONSHIP GAME AND WON IN DRAMATIC FASHION ON A LAST-SECOND 56-YARD FIELD GOAL OVER SMU.





SPONSORED BY
NOVANT
 HEALTH
 TRUIST  

YEAR THREE OF THE JUMPMAN INVITATIONAL PRESENTED BY NOVANT HEALTH AGAIN SHOWCASED THE MEN'S AND WOMEN'S TEAMS FROM FLORIDA, MICHIGAN, OKLAHOMA AND NORTH CAROLINA.





“THAT WAS THE MOST INTERESTING FEELING THAT I THINK I’VE EVER HAD IN MY ENTIRE LIFE.”

- PJ FLECK

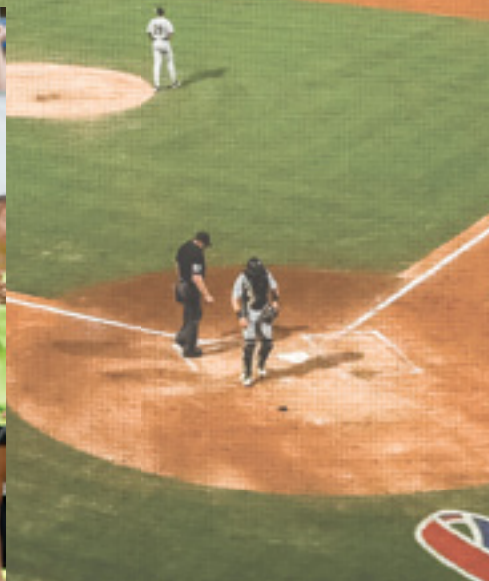
HEAD COACH, MINNESOTA



THIS YEAR'S DUKE'S MAYO BOWL WAS ALL MAROON WITH MINNESOTA DEFEATING VIRGINIA TECH IN BANK OF AMERICA STADIUM IN FRONT OF A NATIONAL TV AUDIENCE AND THOUSANDS OF MAYO-EATING FANS.

OUR ACC PARTNERSHIP

IN 2024, CSF GREW ITS PARTNERSHIP WITH THE ACC TO INCLUDE TICKET OPERATION SUPPORT FOR NUMEROUS POSTSEASON EVENTS INCLUDING BASEBALL AND MEN'S AND WOMEN'S LACROSSE THAT WERE HOSTED IN CHARLOTTE.



"THE ACC IS EXTREMELY PROUD TO CALL CHARLOTTE HOME, AND WE CONTINUE TO ENJOY AN INCREDIBLE PARTNERSHIP WITH THE CHARLOTTE SPORTS FOUNDATION. EXECUTING HIGH-LEVEL CHAMPIONSHIP EVENTS FOR OUR STUDENT-ATHLETES, COACHES, ALUMNI AND FANS IS OF THE HIGHEST PRIORITY, AND THE SUPPORT PROVIDED BY CSF IS INCREDIBLY VALUABLE IN HELPING US ACCOMPLISH OUR GOALS."

- ACC COMMISSIONER
JIM PHILLIPS, PH.D





COMMUNITY

FROM COURT UNVEILINGS TO FOOD BANK VISITS, WE WORKED TO CREATE A LASTING IMPACT FOR THE CHARLOTTE COMMUNITY THAT EXTENDED BEYOND THE ARENAS AND STADIUMS.



TESTIMONIALS

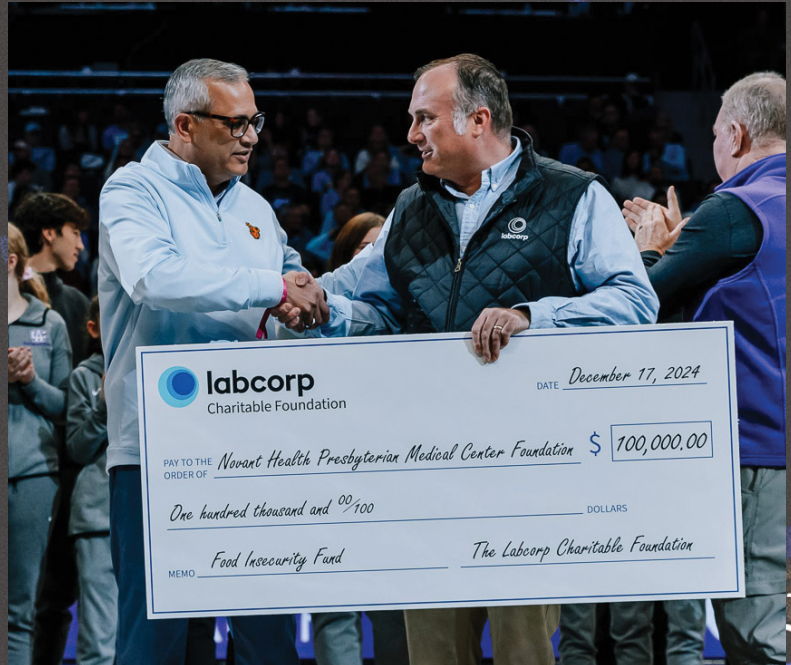
“CHARLOTTE SPORTS FOUNDATION’S IMPACT ON THE CHARLOTTE COMMUNITY GOES FAR BEYOND BRINGING WORLD-CLASS SPORTS EXPERIENCES TO THE QUEEN CITY. IN ADDITION TO THE ECONOMIC BENEFIT THEIR WORK HAS ON LOCAL BUSINESSES OF ALL SIZES, WE’VE WITNESSED FIRSTHAND THE INTENTIONALITY WITH WHICH THEY INCORPORATE ENGAGEMENTS THAT EXPOSE YOUTH TO VARIOUS OPPORTUNITIES ON AND OFF THE FIELD OF PLAY.”

- AARON RANDOLPH
CO-FOUNDER & EXECUTIVE DIRECTOR, CAROLINA YOUTH COALITION

“THROUGH CSF’S SUPPORT WE HAVE BEEN ABLE TO CREATE A NURTURING AND COMPETITIVE ENVIRONMENT WHERE OUR STUDENTS CAN DEVELOP THEIR ATHLETIC SKILLS, LEADERSHIP QUALITIES AND CHARACTER.”

- ERICIA R. TURNER
EXECUTIVE ATHLETIC DIRECTOR, CHARLOTTE-MECKLENBURG SCHOOLS

CHARLOTTE INVITATIONAL



FINANCIAL CONTRIBUTIONS \$650,000+ IN CHARITABLE DONATIONS

WHILE OUR MISSION IS TO CREATE AN ECONOMIC IMPACT, WE ALSO STRIVE TO GIVE BACK DIRECTLY TO THE COMMUNITY WE CARE SO MUCH ABOUT. FROM CHECK PRESENTATIONS TO TICKETS FOR DESERVING GROUPS, WE WORKED TO SHOWCASE AND SUPPORT THOSE WHO MAKE AN IMPACT IN THE QUEEN CITY.



JIMMIE LEE KIRKPATRICK AWARD



AFTER AN INSPIRING SENIOR SEASON ON AND OFF THE FIELD, CAMERON CYR OF HOUGH HIGH SCHOOL WAS THE RECIPIENT OF THIS YEAR'S JIMMIE LEE KIRKPATRICK AWARD PRESENTED BY DR PEPPER.



CHARLOTTE SPORTS FOUNDATION'S INTERNSHIP PROGRAM CONTINUES TO GROW WITH STUDENTS JOINING THE TEAM FROM SOUTH CAROLINA, NC STATE, HAMPTON, VCU AND WINSTON-SALEM STATE.

SPORTS BIZ & OUR INTERNSHIP



THIS SELECT GROUP OF CHARLOTTE SPORTS FOUNDATION SUPPORTERS, THE LEATHERHEADS HAVE EXCLUSIVE ACCESS TO EVENTS AND HELP ENSURE EACH ONE IS UNFORGETTABLE BY PROVIDING INVALUABLE ASSISTANCE.



SPEAKER SERIES IN PARTNERSHIP WITH TRUIST

JOINING US FOR THE 2024 TRUIST SPEAKER SERIES WERE DAVE DOEREN AND BOO CORRIGAN OF NC STATE; LUKE KUECHLY, GREG OLSEN AND CHARLIE DAYTON OF THE CAROLINA PANTHERS; SHELLY CAYETTE-WESTON OF THE CHARLOTTE HORNETS; AND CARLOS ALCARAZ AND FRANCES TIAFOE OF THE ATP.





2025

PLUS SURPRISES COMING SOON!





MECKLENBURG COUNTY
North Carolina



AMERICAN LEGION
MEMORIAL STADIUM



Mecklenburg County
Park and Recreation

CHARLOTTE SPORTS FOUNDATION WOULD LIKE TO THANK OUR CO-CAPTAINS

EXECUTIVE DIAMOND

Albemarle



lūquire

NOVANT
HEALTH

TRUIST

DIAMOND

ACC



CHARLOTTE



CRVA

ESPN EVENTS

BRONZE

PLATINUM

accenture

ally

amazon

AMWINS

AtriumHealth

belk

ESPOKE

Carolina



Deloitte

JW

Harris Teeter

HendrickCars.com

Honeywell

Huntington



Moore & Van Allen

GOLD

BARINGS

BUD LIGHT



elliott davis

EY

IMARAND



RAYCOM
Sports

RODGERS

Coca-Cola
CONSOLIDATED

forv/s
mazars

LINCOLN
HARRIS



THE SPRINGSTEEN FOUNDATION

