



ANNUAL *Tourism* CELEBRATION

MICHELLE PIPPIN

PRESIDENT/CEO

AUGUSTA
SPORTS COUNCIL



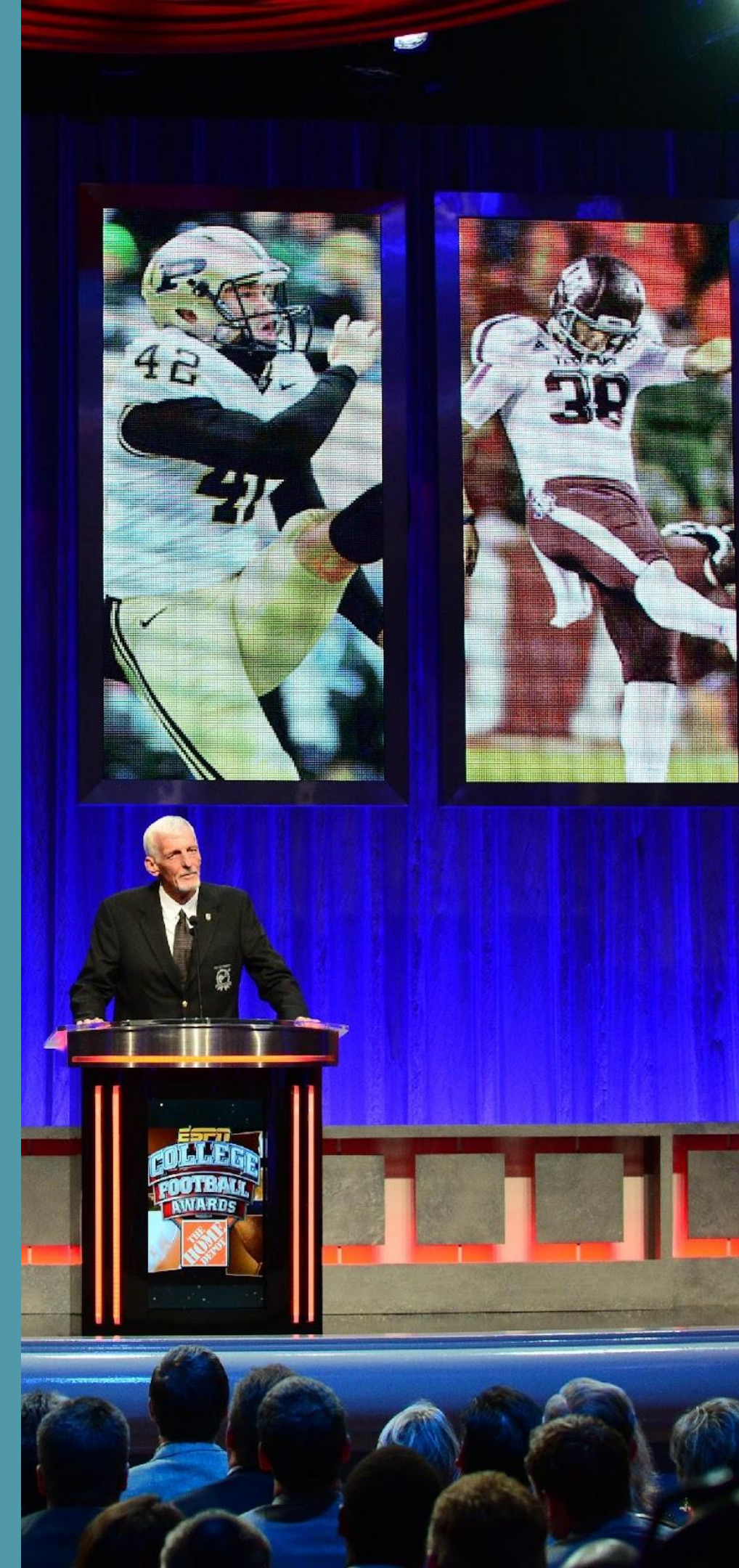
#AugustaSports





About us

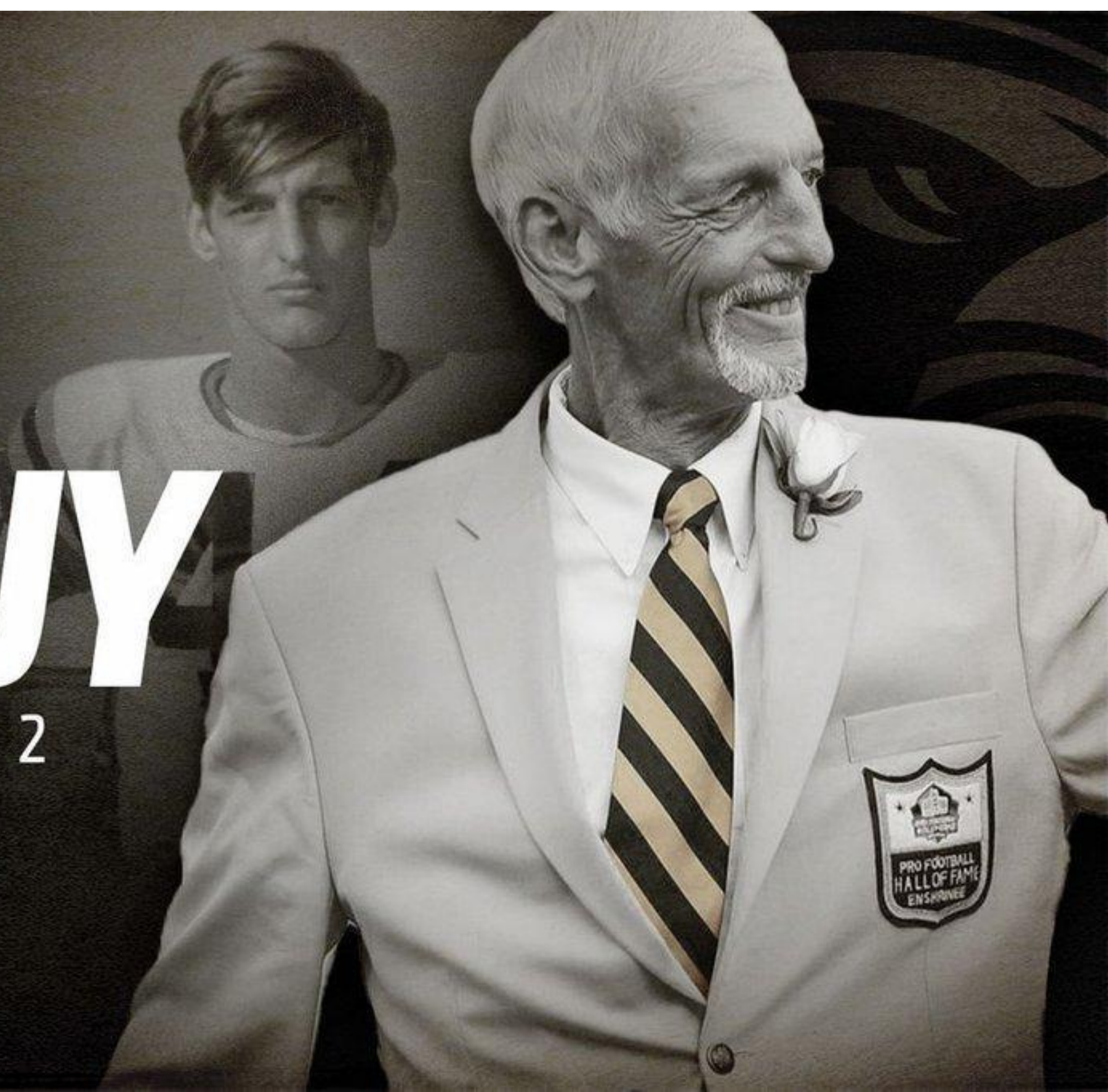
ESPN-December 9th



RAY GUY

1949 - 2022

FOREVER OUR LEGEND

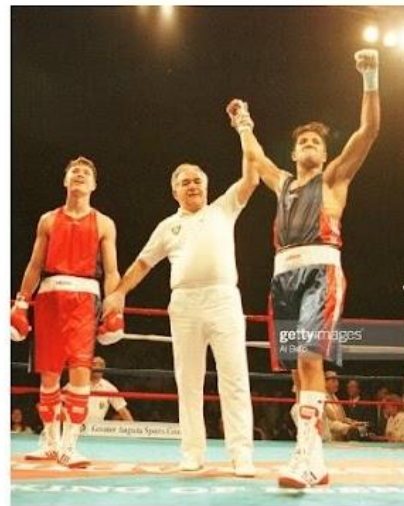




August 2, 2014



30 Years of Sports



30 Years of Sports





IRONMAN
70.3 AUGUSTA

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IRONMAN
70.3 AUGUSTA

2022 In Review

10,000 competitors that competed in
ASC supported events

17,125 room nights filled for sporting
events that the ASC serviced

\$22.3 Million

Estimated Economic Impact generated
from events that the ASC attracted,
hosted, or supported



AUGUSTA
Half Marathon, 10K and 5K
presented by The Augusta Sports Council



Soul City
CRITERIUM



IRONMAN
70.3  **AUGUSTA**

2022 Signature Events

What's Next...



Dec 9, 2022



Jan 2023



AUGUSTA
Half Marathon, 10K and 5K
presented by The Augusta Sports Council

February 25, 2023

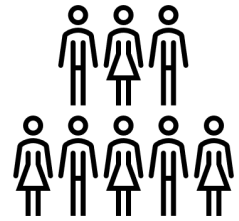


THE AUGUSTA SPORTS COUNCIL
G.A.M.E.S
SCHOLARSHIP

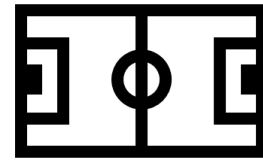
May 2023

Ten \$1,000 scholarships to be awarded to local
graduating student athletes

2023 FOCUS



Local Commitment



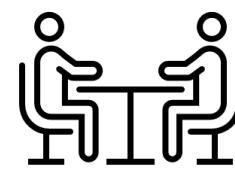
Data Tracking/Venue
Development



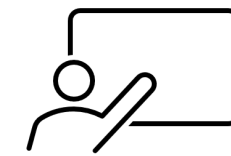
Adaptive Sports



TEAM GA Sports



Strengthening
Relationships



2024-2026
Strategic Plan

Our Mission

The Augusta Sports Council enriches the quality of life and economic well-being for the Augusta metropolitan area by supporting and attracting sporting activities.



AUGUSTA
SPORTS COUNCIL

#AugustaSports

