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### **Battle at the Rock Basketball Showcase earns national award**

*Visit York County receives Locally Created Event of The Year Award by the National Association of Sports Commissions*

The [National Association of Sports Commissions](#) presented the Locally Created Event of The Year Award for 2018 to Visit York County. The award was presented at the annual NASC Symposium to recognize the inaugural [Battle at the Rock Basketball Showcase](#). The award is given to an active member organization with the most outstanding locally-created program or event, including both newly created and long-standing events.

Nineteen total teams competed, including 5 local teams and 2 of the top nationally-ranked teams including national champion IMG Academy. Not only were highly-touted teams involved, but nationally recognized players were showcased as well, counting 5 of the top 25 ranked players in the country and 5 McDonald's All-Americans.

The tournament, held at Nation Ford High School, was created to highlight the local talent that York County has to offer on a national scale. "The Battle at the Rock Basketball Showcase gave players who may have otherwise gone unnoticed or under-recruited more attention from collegiate scouts," says Andy Clinton, VP of Sales with Visit York County. We are excited to see how this event grows in the future, and we will continue to bring some of the best high school basketball to our community."

The Battle at the Rock Basketball Showcase was a raging success on social media, garnering over 246,000 video views using the hashtag #BattleAtTheRock across platforms and over 408,000 Instagram Impressions. The sold-out tournament had over 2,600 in attendance. Among those in the crowd were more than 20 college coaches, National Recruiting Director for ESPN Paul Biancardi, and NBA Hall of Famer Allen Iverson.

In addition to bringing attention to the participating athletes, the event also brought more awareness to the Rock Hill/York County community. BATR brought over \$82,000 in direct spending to the area, as well as \$120,000 in economic impact as a whole and \$5,000 of revenue to the host school. The popularity of the tournament highlights on social media has helped to spread the brand of Battle at the Rock and Visit

York County. The tournament is gearing up to be even bigger next year, which will now include a girl's tournament and a college invitational at the Rock Hill Indoor Sports and Events Center.

**VISIT YORK COUNTY** (also known as the Rock Hill/York County Convention & Visitors Bureau)  
Visit York County is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of their destination, focusing on convention, sports and leisure sales, tourism marketing and services. The organization works in collaboration with the CVB Board as well as the York County Council and appropriate funding sources. In 2008, the Rock Hill/York County CVB became the first accredited destination marketing organization in South Carolina. For more information, log on to [visityorkcounty.com](http://visityorkcounty.com).

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