

**Rotary**

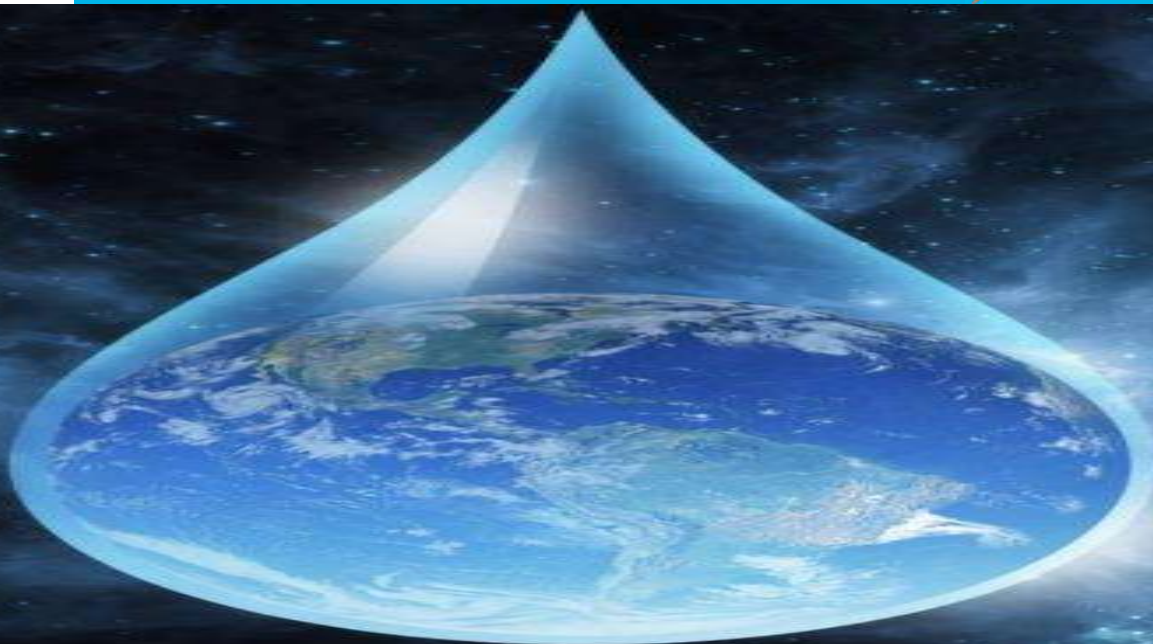
Rotary Club of Augusta



# March 17, 2025 Club Assembly



**THE MAGIC  
OF ROTARY**



**MARCH IS WATER, SANITATION, AND  
HYGIENE MONTH**



**Rotary**



**PLEDGE & INVOCATION by Eric Montgomery**





# THE SUNSHINE REPORT

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Matt Barrett



Rotary

Rotary Club of Augusta



# Member Anniversaries

## *Celebrating Years as a Rotarian*

Matt Barrett	33 years
Mark Gilliam	10 years
Surendra Gupta	7 years
Sonny Tucker	13 years



Presented By :  
**Dat Hoang**

# VISITORS AND GUESTS

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# Rotary



Rotary Club of Augusta

## Today's Challengers

### INSIDE CART CHALLENGER

**STEVEN MUNN**



**SCAN ME!**

Contribute to the blue buckets  
or online at [mycartfund.org](http://mycartfund.org)



### T.R & N. REDDY FOUNDATION



### OUTSIDE CART CHALLENGER <sup>6</sup>



# FOUNDATION MONDAY

## DONOR RECOGNITIONS

\$2,000 to 2,999.99 - one sapphire  
 \$3,000 to 3,999.99 - two sapphires  
 \$4,000 to 4,999.99 - three sapphires  
 \$5,000 to 5,999.99 - four sapphires  
 \$6,000 to 6,999.99 - five sapphires  
 \$7,000 to 7,999.99 - one ruby  
 \$8,000 to 8,999.99 - two rubies  
 \$9,000 to 9,999.99 - three rubies

**DEJENIRO PIERCE PHF+3**







**Michelle Pippin**  
**CEO**  
**Augusta Sports Council**



# Augusta Sports Council 101

- The ASC is an independent 501(c)3 organization that started in 1991.
- Our team vision is to be the premier sports destination in the Southeast.
- The ASC aims to secure, create and manage sporting events and activities of all skill levels which will beneficially impact the community.
- Funded by grants, sponsors, and owned events
- Home of the Ray Guy Award which is presented to the top collegiate punter each year, live on ESPN during The Home Depot College Football Awards.
- Owner of the FCS Punter Award
- Awards \$13,000 annually in scholarships





# Our Mission

To support the many facets of local, national, and international sporting events that contribute to our community's quality of life and economic development.



**AUGUSTA**  
SPORTS COUNCIL



# Who We Are

- **ASC Team of 4**
- **20 Board Members + Advisory Board**
- **60+ Community Sports Groups**
- **2,000+ strong Community Volunteer Team**
- **Owner of the Augusta Half Marathon, 10K & 5K event**
- **Member of GA Sports**
- **Member of the National College Football Awards Association (NCFAA)**
  - Ray Guy Award
  - FCS Punter of the Year Award



# ASC Services... help to get events here!

Event Bids

Gov't Relations (police, permits)

Marketing

Securing Facilities

Medical Support

Accommodations

Vendors (food, apparel, etc...)

Volunteer/ Local Support







# Sports Development Program

**Created to support local non-profits and sports organizations hosting events in our area.**

Past events supported include:

Aiken-Augusta Swim League

Nike EYBL Peach Jam

Walton Foundation Wheelchair Tennis Championship

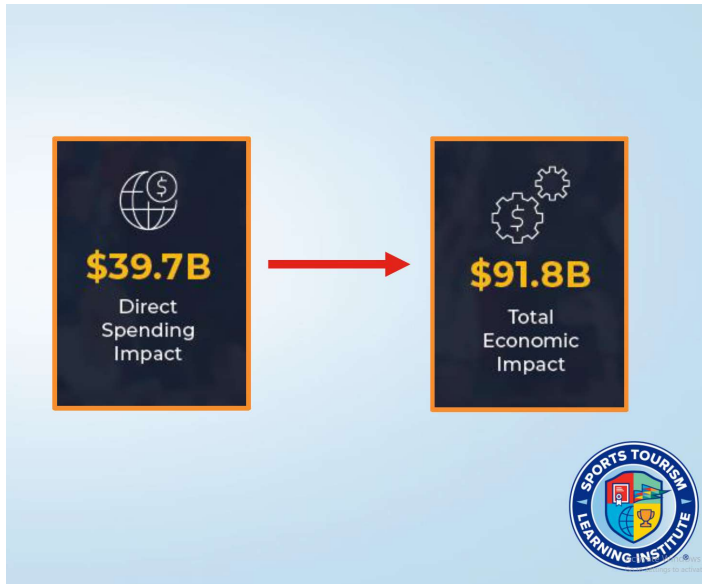
Augusta Rowing Club- Head of the South Regatta

Augusta Sailing Club- O'pen Skiff North American





**IS GOOD BUSINESS**



## Trends in Sports Events and Tourism

**Sports-related travel spending and annual growth**  
(\$ billions and year-over-year percentage change)



Source: Sports ETA, Longwoods International, U.S. Travel Association, Tourism Economics

**Looking back  
at 2020-2021**



# ***SPORTS TOURISM IS BIG BUSINESS***

## **ECONOMIC IMPACTS OF THE SPORTS TOURISM SECTOR**



**\$91.8B**

Total  
Economic  
Impact



**635,000**

Total  
Jobs  
Generated



**\$12.9B**

Total  
Tax Revenues



**Sports ETA**  
SPORTS EVENTS & TOURISM ASSOCIATION

#9

STATE WITH MOST  
ECONOMIC IMPACT BY  
SPORTS TOURISM



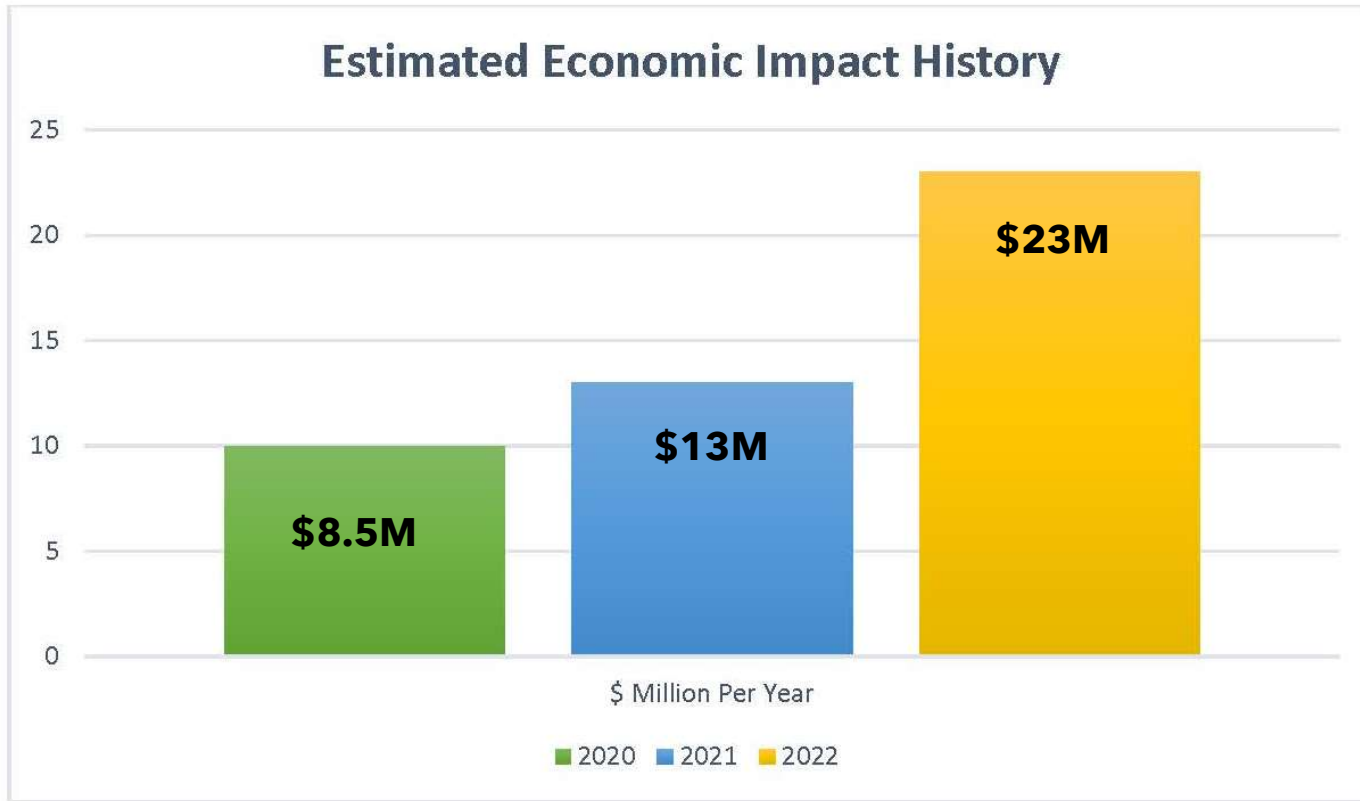
# ATLANTA, GEORGIA

## SELECTED AS A HOST CITY



**ATLANTA**  
FIFA WORLD CUP 2026™  
HOST CITY





# EEI Growth



# 2024 IMPACT



**11,950** ATHLETES IN TOWN



**20K** ROOM NIGHTS BOOKED FOR  
SPORTS EVENTS



**\$27.6 MILLION**  
IN ECONOMIC VALUE TO OUR COMMUNITY

# \$847

SAVED BY EACH RICHMOND COUNTY HOUSEHOLD IN 2024  
THANKS TO TOURISM IN OUR COMMUNITY





# 2025 Signature Programs & Events

- **USSSA Military World Softball Tournament**
- **October 8-12**
- Return event last hosted in 2016 and 2017 that brought in 130+ teams from around the world. 2,500 participants are expected to compete this year at Diamond Lakes Regional Park and Ft. Gordon (Eisenhower) if needed overflow.
- **Diamond Lakes Regional Park**
- **2,000 competitors/EEI \$3.4 million**





# IRONMAN® 70.3® AUGUSTA

- September 28, 2025
- 16<sup>th</sup> annual event
- Top 3 largest half Ironman events in North America since 2009.

- **North Augusta, SC**
- **Downtown Augusta**
- **3000+ competitors/'23 EEI**  
**\$6.16 million**





**IRONMAN®**  
**70.3®**  **AUGUSTA**

# IMPACT BY THE NUMBERS

**\$50**  
**Million**  
**Economic**  
**Impact YTD**

**\$162,000**  
**IRONMAN**  
**Foundation**  
**Volunteerism**  
**Grants**  
**awarded**

**Top 3**  
**largest 70.3**  
**event in**  
**North America**







# OPPORTUNITIES



## NCAA Collegiate Conference Bid Cycle 2030-2034



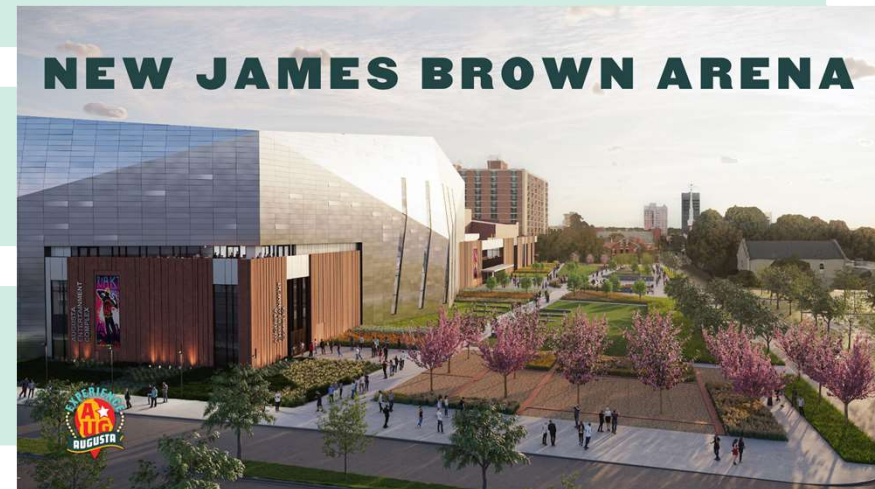
## Rowing/Water Sports Event Development on Langley Pond and Savannah River



## Adaptive Sports



## GA Sports growth with the state



**To date, the Augusta Sports Council has awarded over \$88,000 in college scholarships to 78 graduating high school student athletes in the Augusta community.**

**Nominate a student athlete before the April 1 deadline!**



[www.AugustaSportsCouncil.org](http://www.AugustaSportsCouncil.org)

**Volunteer or attend the  
event to support the ASC!**

**Augusta Craft Beer Festival  
May 17 [1-5PM]  
SRP Park**

**[AugustaCraftBeerFest.com](http://AugustaCraftBeerFest.com)**





# AUGUSTA

## SPORTS COUNCIL



**Contact: Michelle Pippin (706)722-8326**

**[Michelle@augustasportscouncil.org](mailto:Michelle@augustasportscouncil.org)**



**Rotary**



Rotary Club of Augusta



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## **Highest Number of Raffle Tickets Sold for the Signature Fundraising**

**Dusting Young**

**John Whitwell**

**Stacy Tallent**

**Pam Lightsey**

**Rotary**



Rotary Club of Augusta



**Augusta Rotary Club  
TopGolf Outing  
Monday, March 24, 2025  
Noon– 2:00**



**Rotary**



Rotary Club of Augusta



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## **Announcement**

Thanks to all Rotarians for all you have done for our student, Daniel Lopez Londono this year. We are coming down to the end of Daniels' stay in the GRSP Program. There are several upcoming opportunities that I need your help with.

- 1. Driver to and from the meetings for March and April**
- 2. Anyone with Masters Tickets that Daniel can use for the morning or afternoon?**
- 3. A ride to Macon for the student weekends on March 20-23**
- 4. Any fun spring activities you or your family may be doing? Please invite Daniel**



## Upcoming Club Meeting

- **March 24, 2025 – Top Golf Outing. No meeting at Fat Man's Restaurant**
- **Autism Awareness Day – Dr. Baris Often will speak on autism.**
- **April 7 & 14, 2025 – Holidays due to Masters Week and Masters Recovery.**



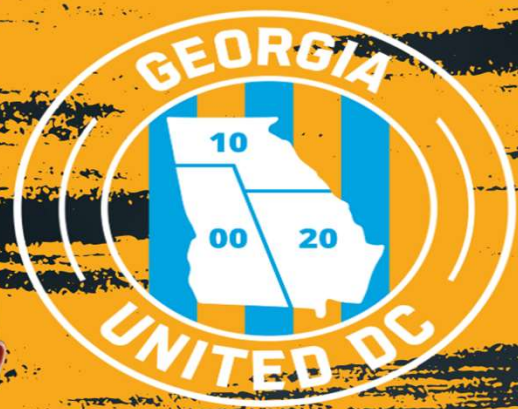
**Rotary**



Rotary Club of Augusta



# 2025 GEORGIA DISTRICT CONFERENCE



**APRIL 24-27, 2025**  
**JEKYLL ISLAND, GA**

**ALL 3 GEORGIA DISTRICTS UNITED TO CELEBRATE AND SERVE**

Georgia  
**Rotary**  
Districts 



**Rotary**  
Rotary Club of Augusta



# MAGIC ALL AROUND

21-25 JUNE 2025 • CALGARY, CANADA







## THE FOUR-WAY TEST

*Of the things we think, say or do:*

*first*

Is it the **TRUTH**?

*second*

Is it **FAIR** to all concerned?

*third*

Will it build **GOODWILL** and  
**BETTER FRIENDSHIPS**?

*fourth*

Will it be **BENEFICIAL** to  
all concerned?