



SPORTS BEAT

ISSUE 1, AUGUST 2011



HAMPTON ROADS SPORTS COMMISSION

WHAT IS THE SPORTS COMMISSION?

In February of 1999, the Hampton Roads Sports Commission (HRSC) was formed as a private/public partnership among the municipalities of Hampton Roads and the Hampton Roads Chamber of Commerce.

The Sports Commission's primary function is to attract major amateur athletic events to the area to emphasize regional collaboration. Past events include: the Red Cross Heroes Games (2004, 2005), the National Senior Games (2003), and the AAU Junior Olympic Games (1998, 2001, 2006, 2010). During the past twelve years, the HRSC has generated more than \$168 million in economic impact for the region.

In the past six months, the Sports Commission has taken steps to enhance the impact of the Sports Commission on the region. We have undergone a transformation by updating the Sports Commission's bylaws, hiring additional staff, and most importantly, creating a new mission and business plan. The new business plan calls for additional annual events and a stronger local presence.

This *Sports Beat*, is the inaugural quarterly newsletter that will inform our partners and supporters of any updates in regard to upcoming and new events. Please feel free to share this newsletter with your friends, family and co-workers. We are looking forward to the opportunities ahead, and appreciate your support and patience as we move forward.

Contact the HRSC

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Suite 700
Norfolk, VA 23510

Telephone: 757.664.2573

Fax: 757.622.5563

Website: Coming Soon

MISSION

The mission of the Hampton Roads Sports Commission is to promote Hampton Roads while enhancing the economy and quality of life of its residents by creating and recruiting local and national amateur, military and youth sporting events, while providing unparalleled customer service.

THE HRSC IN ACTION

The Hampton Roads Sports Commission will become "the facilitator for sports." We will attract, promote and coordinate with municipalities, counties and the private sector to bring amateur, military and youth focused sporting events to the region. In addition, we will promote all sporting events in the region to increase regional support.

On January 31, 2012, the HRSC will conduct its first annual, *Hampton Roads Sports Commission Celebration of Collegiate Football*. The event will celebrate Christopher Newport University, Hampton University, Norfolk State University, Old Dominion University and the College of William and Mary football seasons. The HRSC Offensive and Defensive Player of the Year Awards will be presented. Please call 757.664.2573 for sponsorship opportunities.

This fall, the Sports Commission will launch its new website and Facebook page. The website will highlight the region, its athletic venues, and provide a calendar of sporting events throughout Hampton Roads. Between the new website and Facebook presence, the Sports Commission will serve as a central source for sporting information in the region.



The Hampton Roads Sports Commission is an affiliate of the Hampton Roads Chamber of Commerce

The Sports Commission would like to thank its current partners:

The City of Newport News

The City of Norfolk

The City of Virginia Beach

Upcoming Sporting Events in Hampton Roads

August 25-29

Coastal Edge East Coast Surfing Championships
Virginia Beach: Oceanfront

September 4

Rock 'N' Roll Half Marathon
Virginia Beach: Oceanfront

September 9-11

USTA Senior, Senior Mixed Doubles & Super Duper Sectional Championships
Newport News: Huntington Park Tennis Center

October 7-9

Hampton Roads Collegiate Invitational Tennis Tournament
Newport News: Huntington Park Tennis Center

November 11-13

Freedom Half Marathon
Norfolk: Downtown Norfolk

MEET THE SPORTS COMMISSION STAFF



Jack Ankersen, Executive Director

Jack Ankersen has been the Executive Director of the Hampton Roads Sports Commission since its inception in 1999. Prior to working with the Sports Commission, Jack served as the Vice-President of Operations for the Norfolk Admirals, General Manager of the Mariners Soccer Team, Director of Sales and Broadcasting for the Norfolk Tides, Sports Director of WTAR Radio and was co-host of the *Timeout with Jack and Chic* sports program on Cox Cable. Jack currently serves as the public address voice of the Norfolk Tides, Old Dominion University football, and Old Dominion University men's and women's basketball teams. In October 2010, Jack was inducted into the Hampton Roads Sports Hall of Fame and was named the 2010 Metropolitan Person of the Year in Sports by the Norfolk Sports Club.

Morgan Lang, Associate Executive Director

Morgan Lang joined the Hampton Roads Sports Commission in April 2011. Prior to joining the Sports Commission, Morgan was the Director of the 2010 U.S. Women's Amateur Championship, and Championship Coordinator for the 2008 & 2009 U.S. Opens and 2009 U.S. Women's Open, conducted by the USGA. Morgan received her graduate degree in Sport Leadership from Virginia Commonwealth University and undergraduate degree from the College of William and Mary. While at William and Mary, Morgan played women's lacrosse for four years.



BECOME A PARTNER

Sports are a multi-billion dollar industry. Our goal is to share in that by bringing more amateur, military and youth sporting events to Hampton Roads to generate economic activity and enhance the quality of life.

In order to implement our new business plan, we need your help.

The Sports Commission will welcome new corporate and individual partners interested in supporting the attraction and promotion of amateur, military and youth sporting events within Hampton Roads.

Packages will have a wide range of opportunities and price points to meet your interests. More information on the program will be released in the upcoming months.

If you are interested in receiving information in the future, please contact Morgan Lang at 757.664.2573 or mlang@hrccva.com.

Our game plan is to:

- Provide a forum to discuss sports opportunities.
- Provide sports education and marketing information to residents and visitors.
- Serve as the media contact and source of information for various Hampton Roads sports activities.
- Provide leadership to develop and support efforts to attract sports events, activities and facilities to the region.
- Develop and/or assist in producing amateur, military and youth focused events throughout the region.
- Conduct research to determine the economic impact sporting events and facilities have on the region.