



**CHARLES H. ADAMS, Executive Director**

MARILYN Q. TUCKER  
*Deputy Executive Director*  
RAYMOND M. STRUNK, JR.  
*Associate Executive Director*  
CAROLYN C. SHANNONHOUSE  
*Assistant Executive Director*  
MARK R. DREIBELBIS  
*Assistant Executive Director*  
KAREN M. DEHART  
*Director of Development*

To: Mayor Kevin Foy  
Town Manager Roger Stancil  
Town Council Members

From: Karen Moose DeHart, Director of Development - NC High School Athletic Association

Re: Highlights re: NCHSAA impact on Chapel Hill Community

Date: May 14, 2008

I am pleased to share the following information regarding the estimated economic impact our nonprofit organization has had on the Chapel Hill community during the current fiscal year (7/1/07 through 6/30/08) relative to four (4) high school athletic events hosted in Chapel Hill to date.

**Total 2007-08 estimated impact: \$1,327,796**

Football	Indoor Track	Swimming	Basketball	Men's Tennis
2 games, 4 teams; 3A, 3AA, 1A	1A/2A/3A 4A	1 classification (4A)	4 games, 8 teams	1 classification (4A)
12/8/07	2/9/08	2/8-9/08	3/15/08	5/23-24/08
13,100 tickets sold	1,530 tickets sold	910 tickets sold	8,882 tickets sold	200-250 attendees etc.
360 participants	1152 participants	500 participants	180 participants	80 participants
<b>\$672,150</b>	<b>\$137,496</b>	<b>\$71,350</b>	<b>\$446,800</b>	<i>Event upcoming</i>

**NCHSAA Highlights:**

- Established in 1913 in Chapel Hill – **next year is 95<sup>th</sup> anniversary!**
- History of holding events in Chapel Hill – first championships held in 1913: track, football.
- Town of Chapel Hill support received since 1995/96 = **\$149,000** (includes 2007-08 pledge of \$30,000).
- NCHSAA event expenses for Chapel Hill-based events since 1991-92 = **\$663,368.79**.
- Cumulative economic impact for Chapel Hill since 1998-99: **\$11,141,986**.
- Estimated economic impact dollars are 44 times more than Town's investment.

**Appeal:**

- Consideration for continued funding from Town of Chapel Hill in amount of \$30,000 for future years, including 2008-09.

**Thank you!**



**Chapel Hill**

**And**

**North Carolina High School  
Athletic Association**

The need for community support & benefits to the community

# Table of Contents

About the NCHSAA.....	Page 1
State Championship Event History.....	Page 2
Funding for Chapel Hill based event .....	Page 3
Benefits to the Town and County.....	Page 4
Summary of Contributions.....	Page 5
Summary of Economic Impact.....	Page 6
Addendum .....	Page 9 +
- Event pictures	

## About the NCHSAA

The North Carolina High School Athletic Association, based in Chapel Hill, North Carolina, is a voluntary, nonprofit 501 (c)(3) organization that administers the statewide high school athletic program for about 160,000 student-athletes in North Carolina. This program offers student-athletes opportunities for involvement, participation, healthy competition, contributes to their overall mental and physical development, and teaches life skills.

The Association has been in existence and serving the youth of this State since 1913 and is the largest pure form of amateur sports in North Carolina. The membership and participation figures continue to rise annually: in the 2007-08 school year, our program serves 375 schools and our 'family' consists of over 160,000 student-athletes, 375 principals, 375 athletic directors, 12,000 coaches, 119 superintendents, and approximately 10,000 game officials.

Our goals are to:

- stimulate, control and direct high school athletics;
- maintain a high standard for contests;
- enact and enforce rules and regulations;
- educate and train;
- exercise disciplinary authority;
- promote physical and moral well-being;
- create a wholesome athletic environment;
- recognize responsible behavior and good sportsmanship;
- honor students who achieve in the classroom;
- improve and promote health and foster a drug-free climate.

The Association also seeks to give young people experiences, training, and values that they can utilize after their high school careers end. This is done through competition, leadership development, sportsmanship, teamwork, self-discipline, and by building self-confidence and self-esteem via the development of skills that will help our youth handle diverse situations throughout their entire lives as productive citizens.

*The North Carolina High School Athletic Association...inspiring individuals, encouraging excellence, and building better citizens through athletics.*

## Chapel Hill-Based NCHSAA Championship Events

### - A History

Football was first played in Chapel Hill in 1927 (the third game ever played at Kenan Stadium) and was played off and on there for many years. In 1989 we moved two games to Kenan and then from 1990 to 2001 all four games. In 2002, five games were played in Kenan (including new 1-AA final) and in 2007, an additional football game was brought to Chapel Hill for a total of three games/6 teams when Duke University opted out of the hosting rotation.

Basketball (men's) came to the Smith Center in 1986, and all four games were played there through 2002. In 1999, the women's games joined the men's at Smith Center and all eight games were played there for four years. Since 2004, two men's games and two women's games have been played at Smith Center.

In addition, Carmichael hosted women's basketball, all four games, from 1987 through 1998. Even prior to that, though, basketball was in Chapel Hill from 1915 through 1947 (men's, one or two classes because that's all there was).

Track has been held at UNC (four years, 1986 through '89 in recent times), and the four volleyball championships were also held at Carmichael (1987-95).

Swimming and tennis have also been held at UNC, and for a few years the 3-A wrestling was at Carmichael (until we consolidated all the wrestling into one large venue). Golf had the longest continuous run, being played at Finley starting in 1953 until 2001. Golf was moved to the Pinehurst area in 2002 due to course reconstruction and costly facility fees.

Currently, six classified events call Chapel Hill "home": three classifications of state football championships; 2 classifications each for men's & women's state basketball championships; one classification of men's & women's swimming/diving (although facility conflicts eliminated availability of the venue for the 2006-07 year); and one classification of men's individual tennis.

## Funding Issue - NCHSAA Chapel Hill-based Events

In an effort to keep state championship high school events in Chapel Hill, the North Carolina High School Athletic Association continues to seek financial support from the Town of Chapel Hill, key organizations, and local businesses in the total amount of \$60,000-70,000 annually. For the first time in many, many years, we have reached our local funding needs through local support.

By NCHSAA Board of Directors' directive, the NCHSAA is charged with ensuring that expenses associated with all state championship events, including events currently based in Chapel Hill<sup>1</sup>, are completely underwritten by the host community. Through support by the Chapel Hill-Carrboro Chamber of Commerce, the Orange County-Chapel Hill CVB, UNC Healthcare, BlueCross and BlueShield of North Carolina, the local BB&T branch, and the Town of Chapel Hill, we are currently able to underwrite most expenses associated with Chapel Hill-based events.

In order to justify keeping these events in Chapel Hill year-to-year, we must have complete funding in place, preferably for a minimum of four years. In the event that funding is not available, we must look to other host communities.

Numerous benefits to the Town of Chapel Hill and Orange County exist, most significantly and tangibly, the millions of dollars in economic impact. As a result of hosting various events over the past five years, the surrounding community has enjoyed over \$11 million in economic impact.

For a small investment relative to the economic impact experienced, the Town of Chapel Hill and area businesses and/or organizations ensure that these events remain in Chapel Hill and thus, retain the economic impact generated by visitors who participate in our events.

---

### Facts:

- Estimated economic impact from 1998/99 through 2007-08: **\$11million+**
- Economic impact data compiled at 12/6/03 state football event: **\$355,000**
  - one-day event bringing 4 teams
- Economic impact data for 3/13/04 state basketball event: **\$1 million**
  - one-day event bringing 8 teams
- Economic impact data for 2/12/05 indoor track event: **\$92,296**
  - one-day event bringing over 800 athletes and 1,200 spectators
- Economic impact data for 2/11-12/05 swimming event: **\$144,149**
  - two-day event bringing over 400 athletes and 1,200 spectators

---

<sup>1</sup> Events include: 2 football games, 4 basketball games (men's and women's), one classification each of individual tennis (men's and women's), one classification of swimming and diving (men's and women's), and men's and women's indoor track.

## Benefits

---

### **Benefits to Town of Chapel Hill and Orange County:**

- Chance for youth and parents to visit beautiful Chapel Hill at times of the year when local economy needs visitor-spending dollars.
- Significant economic impact for the community in terms of visitor spending and resulting tax revenues.
- Opportunity to utilize NCHSAA's reach to market Chapel Hill and Orange County to participating schools and spectators (and NCHSAA membership in general).
- Opportunity to promote Chapel Hill as a destination through NCHSAA.
- Provides opportunity for high school students to visit the University of North Carolina at Chapel Hill; while only 1% of high school athletes will go on to play on the collegiate level, many may return to attend UNC-CH once they've had the chance to visit the campus and town for a state championship event.
- Opportunity for community members to experience athletics in its purest form through corporate financial support and volunteer efforts with the NCHSAA.

## Contributions from the Chamber & Town of Chapel Hill 1995-96 through 2007-08 to NCHSAA

Year	Chamber \$	Town \$	Other \$	Total Event Expens	Events Held
1995-96	\$ 5,000.00	\$ 7,500.00	-	\$ 18,094.77	M&W Basketball, W Tennis, M&W Swimming
1996-97	\$ 5,000.00	\$ 8,500.00	-	\$ 47,551.28	W. Tennis, M&W Basketball, Football)
1997-98	\$ 5,000.00	\$ 9,500.00	-	\$ 51,698.46	W. Tennis, M&W Basketball, Football)
1998-99	\$ 5,000.00	\$ 10,000.00	-	\$ 61,547.49	M&W Tennis, M&W Basketball, Football, Swimming
1999-00	\$ 5,000.00	\$ 10,000.00	-	\$ 81,250.45	Football, M&W Basketball, M&W Tennis, M. Golf
2000-01	\$ 5,000.00	\$ 10,000.00	\$ 6,000.00	\$ 66,598.44	Football, M&W Basketball, M&W Tennis, M&W Golf
2001-02	\$ 5,000.00	\$ 10,000.00	\$ 6,000.00	\$ 64,954.26	Football, M&W Basketball, Indoor Track, M Tennis
2002-03	\$ 5,000.00	\$ 10,000.00	\$ 6,000.00	\$ 55,210.16	Football, M&W Basketball, Swimming, Indoor Track, M Tennis
2003-04	\$ 5,000.00	\$ 10,000.00	\$ 6,000.00	\$ 52,212.75	Football, M&W Basketball, Swimming, Indoor Track, M Tennis
2004-05	\$ 5,000.00	\$ 30,000.00	\$ 7,500.00	\$ 61,890.28	Football, M&W Basketball, Swimming, Indoor Track, M Tennis
2005-06	\$ 5,000.00	\$ 30,000.00	\$ 3,500.00	\$ 65,356.91	Football, M&W Basketball, Diving, Indoor Track, M Tennis
2006-07	\$ 5,000.00	\$ 30,000.00	\$ 5,000.00	\$ 63,465.27	Football, M&W Basketball, Swimming, Indoor Track, M Tennis
2007-08	\$ 7,000.00	\$ 30,000.00	\$ 27,500.00	\$ 69,806.61	Tennis
<b>TOTALS:</b>	<b>\$ 67,000.00</b>	<b>\$ 205,500.00</b>	<b>\$ 67,500.00</b>	<b>\$ 759,637.13</b>	

*\*Note: Football expense only; other events' expenses not finalized for 2005-06*



Summary of Estimated Economic Impact for Chapel Hill-based Events

Event	Estimated Impact	Number athletes & coaches	Number spectators	# event days
<b>1998-1999</b>				
Women's Golf	\$ 17,025.00	64	150	2
Football	\$1,174,500.00	420	23,000	2
Basketball	\$ 802,550.00	240	15,783	2
Swimming & Diving	\$ 189,600.00	1,470	2,230	2
M. Individual	\$ 11,500.00	70	150	2
Tennis (1 class)				
Men's Golf	\$ 62,950.00	360	350	2
<b>TOTAL:</b>	<b>\$ 2,258,125.00</b>	<b>2,624</b>	<b>41,663</b>	<b>12</b>
<b>1999-2000</b>				
Football	\$ 907,425.00	420	17,669	2
W. Individual	\$ 10,175.00	65	130	2
Tennis (1 class)				
Basketball	\$ 781,025.00	240	15,204	2
M. Individual	\$ 10,800.00	69	135	2
Tennis (1 class)				
M. Golf	\$ 69,475.00	374	300	4
<b>TOTAL:</b>	<b>\$ 1,778,900.00</b>	<b>1,168</b>	<b>33,438</b>	<b>12</b>
<b>2000-2001</b>				
Football	\$1,272,500.00	420	25,000	2
W. Golf	\$ 14,750.00	79	82	2
Basketball	\$1,013,925.00	232	20,000	2
M. Individual	\$ 9,500.00	63	100	2
Tennis (1 class)				
M. Golf	\$ 25,450.00	188	175	2
( 2 classes)				
<b>TOTAL</b>	<b>\$ 2,336,125.00</b>	<b>982</b>	<b>45,357</b>	<b>10</b>
<b>2001-2002</b>				
Football	\$ 189,250.00	525	23,106	2
Basketball	\$ 125,750.00	68	5,000	1
(4 games)				
M. Individual		60	75	2
Tennis (1 class)*				
Indoor Track*		620	550	1
<b>TOTAL</b>	<b>\$ 315,000.00</b>	<b>1,273</b>	<b>28,731</b>	<b>6</b>
<b>2002-2003</b>				
Football	\$ 125,175.00	300	4,307	1
(2 games)				
Basketball	\$ 114,175.00	48	4,442	1
(4 games)				
Indoor Track	\$ 40,925.00	619	682	1

Summary of Estimated Economic Impact for Chapel Hill-based Events

M. Individual Tennis (1 class)	\$ 3,400.00	66	50	2
Swim/Dive (1 class)	\$ 91,175.00	444	974	2
<b>TOTAL</b>	<u>\$ 374,850.00</u>	<b>1,477</b>	<b>10,455</b>	<b>7</b>
<b>2003-2004</b>				
Football (2 games)	\$ 243,075.00	300	8,321	1
Basketball (4 games)	\$ 200,475.00	160	7,788	1
Indoor Track	\$ 41,375.00	619	861	1
M. Individual Tennis (1 class)	\$ 6,000.00	66	100	2
Swim/Dive (1 class)	\$ 62,050.00	444	1,124	2
<b>TOTAL</b>	<u>\$ 552,975.00</u>	<b>1,589</b>	<b>18,194</b>	<b>7</b>
<b>2004-05</b>				
Football 4A, 4AA	\$ 185,750.00	300	6,883	1
Swimming	\$ 144,149.00	460	1,262	2
Indoor Track	\$ 92,296.00	841	835	1
Basketball	\$ 378,750.00	160	8,560	1
M. Individual Tennis (4A)	\$ 5,000.00	60	150	2
<b>TOTAL</b>	<u>\$ 805,945.00</u>	<b>1,812</b>	<b>17,690</b>	<b>7</b>
<b>2005-06</b>				
Football 2A, 2AA	\$ 183,975.00	360	6,843	1
Swimming	\$ 72,675.00	450	1,116	2
Basketball 1A, 3A	\$ 193,641.67	160	7,289	1
Indoor Track	\$ 37,441.67	861	1,216	1
<b>TOTAL</b>	<u>\$ 487,733.34</u>	<b>1,831</b>	<b>16,464</b>	<b>5</b>
<b>2006-07</b>				
Football, 1A & 1AA	\$ 360,300.00	180	6,787	1
Diving		35	150	2
Basketball, 2A & 4A	\$ 397,000.00	160	7,889	1
Indoor Track, 1A/2A/3A & 4A	\$ 110,512.00	1,018	1,729	1
M. 4A Tennis *	\$ 36,725.00	60	150	2
<b>TOTAL</b>	<u>\$ 904,537.00</u>	<b>1,453</b>	<b>16,705</b>	<b>7</b>

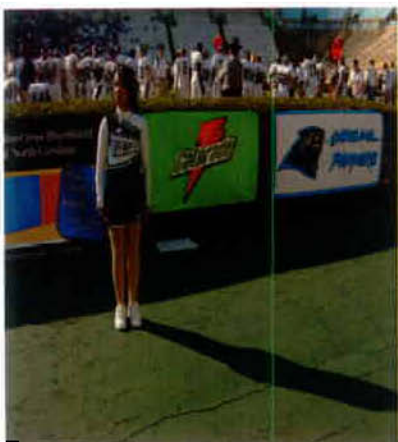
Summary of Estimated Economic Impact for Chapel Hill-based Events

Event	Estimated Impact	Number athletes & coaches	Number spectators	# event days
<b>2007-08</b>				
Football, 3A, 3AA, 1A	<b>\$672,150.00</b>	343	13,100	1
Indoor Track, 1A/2A/3A, 4A	<b>\$ 137,496.00</b>	1,152	1,530	1
Basketball, 1A & 3A	<b>\$ 446,800.00</b>	175	8,707	1
Swimming, 4A	<b>\$ 71,350.00</b>	500	910	2
Men's Tennis, 4A *	<u>\$ 1,327,796.00</u>			2
<b>Cummulative Total:</b> <i>(10 years)</i>	<u><u><b>\$ 11,141,986.34</b></u></u>			

## **ADDENDUM**

2007 BB&T/NCHSAA Football State Championships  
1AA, 3A, 3AA – Kenan Memorial Stadium – Chapel Hill, NC  
December 8, 2007

Total attendance: 13,100  
Total participants: 325



2008 4A NCHSAA State Swimming and Diving Championship  
Koury Natatorium – Chapel Hill, NC  
February 8, 2008  
Total Participants: 500  
Total attendees: 910



2008 NCHSAA Indoor Track Championship  
Eddie Smith Field House – Chapel Hill, NC  
February 9, 2008  
Total Participants: 1200  
Total Attendees: 1530



2008 1A, 3A NCHSAA Basketball State Championships  
UNC-Chapel Hill – Dean E. Smith Center  
March 15, 2008  
Total participants: 175  
Total attendance: 8,707

