



Town of Chapel Hill

And

**North Carolina High School
Athletic Association**

The need for community support & benefits to the community

Table of Contents

Executive Overview.....	Page 1
About the NCHSAA.....	Page 2
State Championship Events.....	Page 3
Benefits and investment.....	Page 4
Economic Impact Survey – 2003 State Football at UNC-CH.....	Pages 5 –23
Other Economic Impact Statistics – 1998 through 2003.....	Pages 24 - 25
Summary.....	Page 26
Addendum (press clippings, NCHSAA brochure).....	Page 27 +

Executive Overview

For ninety (90) years, the Town of Chapel Hill has been the home of the North Carolina High School Athletic Association (NCHSAA). Established in 1913 as part of the University of North Carolina at Chapel Hill Extension Division, the Association's purpose has been to govern and regulate high school athletics across the state. Initially funded and governed by UNC-CH, the NCHSAA relinquished University funding and governing in 1946 when a Board of Directors (comprised of school administrators statewide) was established and the NCHSAA assumed financial obligations.

As a 501©(3) nonprofit organization, the NCHSAA must rely heavily on corporate sponsorships, a percentage of gate receipts, membership dues, grants, and miscellaneous revenue sources to fund its numerous programs and services. In communities where events are held, the NCHSAA secures corporate funding through sports commissions/consortiums and/or key big businesses. It is imperative to the Association's and participating member schools' financial health that the host communities underwrite these events.

In most host communities, such funding is available to underwrite 100% of the event expenses. These expenses include, but are not limited to: facility and operating expenses; team expenses; and NCHSAA expenses to conduct each event.

A unique situation befalls the NCHSAA in the Town of Chapel Hill as no sports commission or consortium exists and there are but a few big businesses (UNC Hospitals, Blue Cross Blue Shield of NC, the Town of Chapel Hill, and UNC-CH). Funding has been an issue for years for events hosted in the Chapel Hill community. Through most appreciated [but limited funding] from the Town of Chapel Hill (hotel/motel grant), the Chapel Hill-Carrboro Chamber of Commerce, and two local banks, one-third of the NCHSAA's expenses have been met in recent years for the events held.

Since 1991/92, actual NCHSAA event expenses have totaled almost one half million dollars (\$469,289) while Town of Chapel Hill grant money has totaled \$89,000.

Beginning in 1998/99, the NCHSAA began conducting economic impact surveys through participating teams. Over the past five (5) years, conservative estimates indicate that over \$7 million has been left in the Chapel Hill community and surrounding areas by teams and spectators participating in Chapel Hill-based events. This year, we contracted with a UNC-CH professor to conduct economic impact studies for both our state football and basketball events. Results from the state football event indicate that for a one-day event bringing 4 teams to town, the economic impact was \$355,000+. Results from the recent state basketball event should be available within a month's time.

The North Carolina High School Athletic Association has a great product – sport at its purest level – and showcases North Carolina's finest student-athletes and North Carolina's future citizens. For a small investment, the Town of Chapel Hill can proudly host these events, retain the economic impact brought to the Town and surrounding areas during times of the year when other events are not taking place, while also promoting wholesome and pure entertainment.

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 140,000 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 2002-2003 school year, our program served 350 schools and our 'family' consisted of over 140,000 student-athletes, 350 principals, 350 athletic directors, 4,500 coaches, 119 superintendents, and approximately 6,000 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 all five games were played there (including new 1-AA final) and then last two years it's been two games of one classification.

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. In the last two years, 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. It had to take a hiatus due to course reconstruction and now is located primarily in the Pinehurst area.

Summary of Events for the 2003-2004 school year:

<i>Sport</i>	<i>Number Spectators</i>	<i>Number Players/Coaches</i>
Football 3A/3AA	8,321	267
Indoor Track	861	573
Swimming and Diving 4A	1,124	524
Basketball 1A/3A Men and Women's	Figures not in	124
Total	10,306 +	1,488 +

Since 1998, Chapel Hill has been the site of **32** NCHSAA championships, which brought in **9,012** players and coaches and **169,950** spectators to the city of Chapel Hill.

Benefits and Investment

Benefits to Town of Chapel Hill and Orange County:

- Opportunity to utilize NCHSAA's reach to market Chapel Hill and Orange County to participating schools and spectators (and NCHSAA membership in general).
- 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.
- 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.

Investment of Town of Chapel Hill:

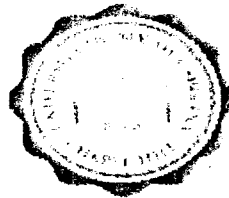
- \$20,000 annual financial consideration



NOVEMBER

**2003 North Carolina 3A/3AA
State Football Championships
At Kenan Stadium
Chapel Hill, NC
December 6, 2003**

**Economic Impact &
Market Research Study**



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TABLE OF CONTENTS

Executive Summary

Economic Content Analysis

Itemization of the Economic Impact

Survey Content Analysis

Graphs & Frequencies

Gender

Age

Income

Attendance by School

Next Year

Presenting Sponsors

Purchasing Habits

Spectator Survey

Team Survey

EXECUTIVE SUMMARY

On December 6, 2003, Kenan Stadium at the University of North Carolina in Chapel Hill hosted the North Carolina High School State Athletic Association 3A and 3AA Football Championships. The championships consisted of two games with four teams, including South Point, Northeast Guilford, Crest, and East Randolph High Schools. This report provides summaries of the economic impact associated with hosting the state 3A/3AA Championships, the demographic and psychographics regarding the out-of-town spectators, and the awareness level attained regarding the tournament's title sponsors.

The economic impact to the city of Chapel Hill and Orange County economy as a result of hosting the State 3A/3AA Championships is conservatively estimated at **\$355,288**. The Championships attracted approximately 7,822 out-of-town visitors to Chapel Hill. The estimations only include non-Chapel Hill residents, due to the belief that residents of Chapel Hill will spend their discretionary income within the city limits, and to calculate their spending within the total would misrepresent the findings. On average, each out-of-town spectator contributed \$42.70 to the local economy. The spectators spent the majority of their money on Attendance at the game (\$63,021), and Food (\$62,719), followed by Lodging (\$31,100), Retail Shopping (\$29,515) and Entertainment (\$10,352). Total tax revenue generated for the city of Chapel Hill and Orange County totaled \$11,878.

The study was conducted December 6, 2003. The survey tools utilized to gather the data were a 14-question survey (spectator) and a 5-question survey (team). The team survey was mailed to each coach following the football games. The spectator survey was collected prior, during, and after the football games at the two main entrances at Kenan Stadium. The distribution and collection location provide 335 completed and useable surveys. The results of the study were extrapolated to the total attendance at the football games.

The results of this study provides (1) information defining the value associated with hosting the 3A/3AA State High School Football Championships, (2) information applicable for local business marketing plans and initiatives, (3) information pertaining to solicitation and/or maintenance regarding presenting sponsorships, and (4) information allowing decision makers a more informed position regarding the bid solicitation operation of similar events.

ECONOMIC CONTENT ANALYSIS

General Information

On Saturday, December 6, the city of Chapel Hill welcomed four high school football teams and 8,321 of their fans. By Saturday evening, two teams were crowned state champions and the city of Chapel Hill was the recipient of approximately \$355,288 from non-Chapel Hill residents. This economic impact is defined as the net change in the host economy as a result of nonresident spending attributed to the sporting event.

Attendance

Attendance was deciphered utilizing the total turnstile attendance number and multiplied by the percent of non-residents in attendance. The total turnstile results of the first game (Northeast Guilford vs. South Point) was 4,237, while the total turnstile results for the second game (Eastern Randolph vs. Crest) was 4,084, for a total of 8,321 spectators. Survey research determined 94% in attendance were non-Chapel Hill residents; therefore $(8,321 \times .94)$ equals 7,822 out-of-town spectators in attendance. Total Gate Receipts for both games were \$63,021.

Lodging

Approximately 15.2% of the non-residents that came to Chapel Hill for the tournament stayed in a Hotel/Lodging. Of the spectators that stayed in a Hotel/Lodging, 82.3% percent stayed in Chapel Hill hotels, with the remaining 17.7% of spectators staying in Hotels/Lodging in Durham. A total of \$37,789 was spent on lodging by spectators, with \$31,100 being spent in the city of Chapel Hill. Of the fans that stayed in Chapel Hill, 32.4% stayed at the Hampton Inn, 23.5% stayed at the Days Inn, 17.6% stayed at the Holiday Inn, and 11.4% stayed at the Best Western and Carolina Inn each. Of the fans that stayed over night, 47.1% were from South Point, 29.4% were from East Randolph, with 11.7% from Crest and Northeast Guilford each. The South Point football team stayed at the Comfort Inn in Durham and spent approximately \$1,500 in lodging.

Food

The non-resident spectators of the State 3A/3AA football championships enjoyed dining in Chapel Hill by five principal outlets; restaurants on Franklin Street, Kenan Stadium concessions, fast food, grocery and convenience stores, and other, which consisted of Hotel food, Mall food, etc. Total money spent by non-residents on food in Chapel Hill was \$62,719. Fans spent the majority of their money on concessions at Kenan Stadium, totaling \$30,569. Each spectator averaged \$3.67 in concessions ($\$30,569 \text{ sales} / 8,321 \text{ attendance total}$). Of the spectators that attended the football championships 14.4% spent time at restaurants on Franklin Street, spending a total of \$13,230. The majority of fans (54.2%) spent \$20 - \$49, while 14.6% spent over \$80 on Franklin Street. Of the fans that frequented Franklin Street 37.5% were from East Randolph, more than any other group. Fans that spent money on Fast Food in Chapel Hill totaled 10.4% of all non-residents, and totaled \$6,447. A total of 6.6% of fans spent money at convenience/grocery stores in

Chapel Hill, totaling approximately \$4,850. The other food category was represented by 4.2%, and totaled approximately \$3,243. The football teams had combined restaurant sales of \$4,380 in Chapel Hill.

Retail Shopping

Of the non-resident spectators, 17.3% spent time shopping in Chapel Hill, spending a total of \$29,515. The majority of fans (43.1%) spent \$1 - \$49, with the second largest group (24.3%), spending \$100 - \$149. A total of 5.2% of people that went retail shopping spent over \$500.

Entertainment

A total of 7.7% of all fans to Chapel Hill found other means of entertainment when not at the football game. The approximate contribution to the local economy totaled \$10,352. The South Point team spent \$460 at the movies in Chapel Hill.

Fuel

Transportation revenues primarily consisted of fuel purchased in Chapel Hill. A total of 31.3% of respondents claimed to have purchased fuel, at a total of \$9,317. Team Expenditures are not included in this approximation.

Game Programs

Game Program sales were a total of \$3,412.

Miscellaneous Spending

Miscellaneous spending consists of expenditures consists of expenditures based on many different items; that may include newspapers, parking, public transportation, etc. Total miscellaneous spending totaled \$12,619.

Sales Multiplier

Spending by out-of-town visitors has a secondary ripple effect on the Chapel Hill economy. Those who receive this spending in turn spend a portion of their revenues locally. The process of re-spending goes on, with diminishing impact on each subsequent round. This study will use a conservative sales multiplier of 1.6, meaning that for every dollar generated from the state championship spending, an additional 60 cents is potentially generated indirectly in the local economy. Multiplier ranges from 1.2 to 2.5 are commonly used in economic models. The more conservative multiplier was used to because Chapel Hill is a semi-rural community, leading to more expected shopping outside of the city limits.¹

¹ Coughlin, C. C. & Mandelbaum, T. B. (1991). *A Consumer's Guide to Regional Economic Multipliers*. Federal Reserve Bank of St. Louis (73).

Total

The overall expenditures of the non-resident spectators and teams totaled approximately **\$222,055**. When the conservative sales multiplier of 1.6 is applied, the total economic impact of the State 3A/3AA Football Championships on the Chapel Hill economy is **\$355,288**.

Taxes

The State of North Carolina institutes three taxes that are pertinent to this study, a sales tax of 7% (of which 4.5% goes to State general fund and 2.5% is returned to county and local governments), a 2% tax on prepared food items (including alcoholic beverages and gasoline), and a 5% occupancy tax. Total tax generated for the city of Chapel Hill and Orange County will include \$8,882 in sales tax, \$1,441 in food tax, and \$1,555 in occupancy tax, for a total of **\$11,878**.

ITEMIZATION OF THE ECONOMIC IMPACT

Listed below are the total expenditures within the city of Chapel Hill by out-of-town spectators by category, application of the sales multiplier, and application of the sales, food, and lodging tax.

ITEM	SPENDING
Gate Receipts	\$ 63,021
Lodging	\$ 31,100
Food	\$ 62,719
Retail Shopping	\$ 29,515
Entertainment	\$ 10,352
Fuel	\$ 9,317
Game Programs	\$ 3,412
Miscellaneous Spending	\$ 12,619
	<hr/>
	\$ 222,055
Sales Multiplier	X 1.6
	<hr/>
Total Economic Impact	\$355,288
 TAX REVENUES	
Sales Tax (2.5% Local & County)	\$ 8,882
Food Tax (2% Food, Alcohol & Gas)	\$ 1,441
Occupancy (5% Hotel, Motel, etc.)	\$ 1,555
	<hr/>
Total Tax Revenue	\$ 11,878

SURVEY CONTENT ANALYSIS

Demographics

Males composed 64.2% of all respondents, while females composed 35.8%. The most represented age group was the 35 – 49 year old group (46.3%). All of the other groups were similar in their percentage of attendance with 18 – 25 (16.1%), 26 – 34 (17.9%), and 50 – 64 (15.8%). Respondents over the age of 65 totaled 3.9%. Those under the age of 18 were not allowed to participate in the study.

Income

The most represented household income levels were \$20,000 - \$49,999 (34.3%), followed by \$50,000 - \$79,999 (30.1%). A total of 15.8% of respondents had income levels over \$80,000.

Geography

Approximately 75.2% of attendees were residents of the towns that had teams competing. Northeast Guilford represented 23.6% of all attendees, Crest 19.7%, East Randolph 17.3%, and South Point 14.6%. The majority of travel groups consisted of 6 or more people (22.4%) with groups of 3 fairly high in number (20.9%). Approximately 10.1% of attendees came to the game alone.

Return Rate

When respondents were asked if they would return to the State High School Football Championships next year, 47.8% said they would, while only 7.8% responded that they would not. The remaining 44.5% were undecided.

Sponsorship Awareness

In regards to sponsorship awareness, 37.3% of attendees were aware that Wendy's was one of the presenting sponsors, 22.4% were aware Carolina Ford was a presenting sponsor, and 28.7% had no idea of who the sponsors were. Of the respondents that were aware that Wendy's was a presenting sponsor, 35.8% selected Wendy's quality as excellent, 53.9% rated their quality as good, 9.1% rated their quality average, and .02% rated the quality below average. Of the respondents that were aware that Carolina Ford was a presenting sponsor, 37.7% selected Carolina Ford's quality as excellent, 48.1% rated their quality as good, 14.2% rated their quality average, and no respondents rated the quality below average or poor in quality. Others companies that were cited as sponsors, but were not, included Wachovia (5.1%), Gatorade (3.6%), Lowe's (3.3%), Coke (2.4%), Hardees (1.1%), and the US Army (1.1%).

When asked if sponsorship of the NCHSAA State High School Football Championships influenced their purchasing habits, the largest group of respondents (28.4%) stated that sponsorship has "somewhat" of an influence, and 10.4% stated sponsorship has "a great

extent" of influence on their purchasing habits. Attendees that stated that sponsorship had little effect on purchasing habits totaled 20.3%, and 27.8% stated sponsorship had no influence at all on purchasing habits.

GENDER GRAPH AND FREQUENCIES

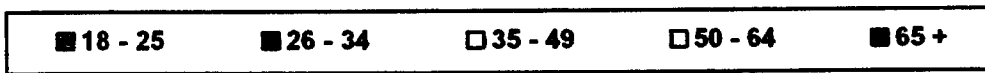
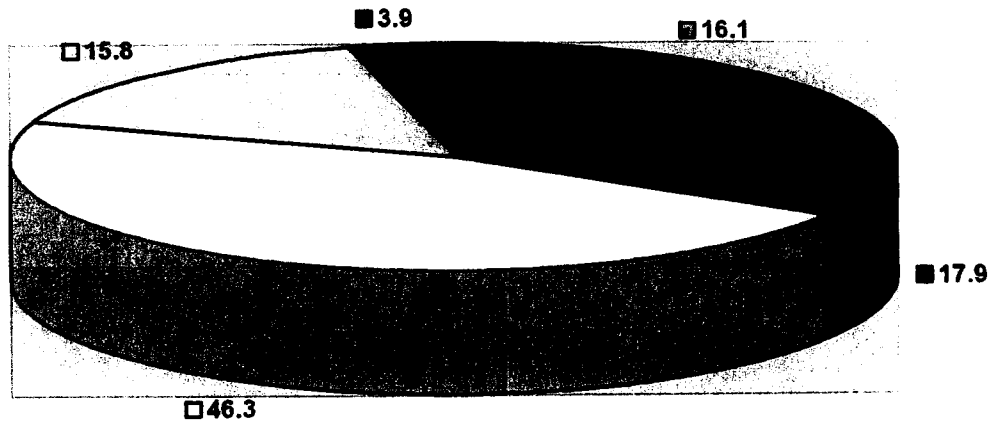
Gender



	Frequency	Percent
Male	215	64.2%
Female	120	35.8%
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Total	335	100.0%

AGE GRAPH AND FREQUENCIES

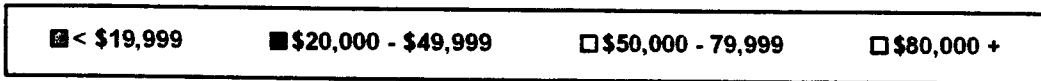
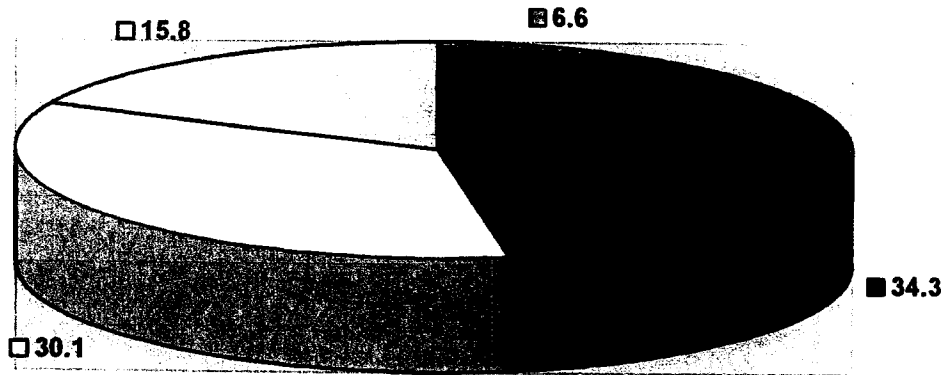
Age



	Frequency	Percent
18 - 25	54	16.1%
26 - 34	60	17.9%
35 - 49	155	46.3%
50 - 64	53	15.8%
65 +	13	3.9%
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Total	335	100.0%

INCOME GRAPH AND FREQUENCIES

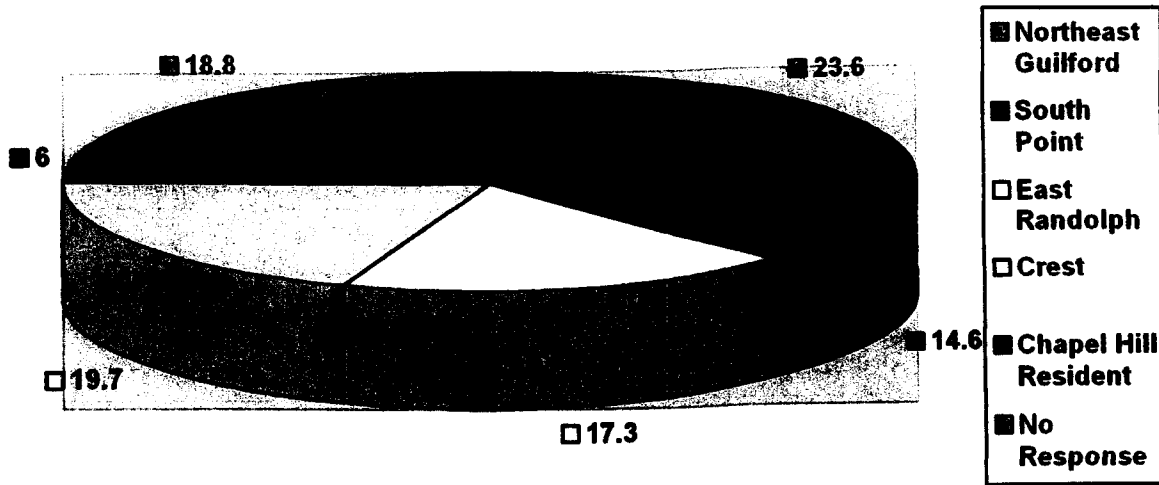
Income



	Frequency	Percent
< \$19,999	22	6.6%
\$20,000 - \$49,999	115	34.3%
\$50,000 - \$79,999	101	30.1%
\$80,000 +	53	15.8%
No Response	44	13.1%
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Total	335	100.0%

ATTENDANCE GRAPH AND FREQUENCIES

Resident of Competing Schools

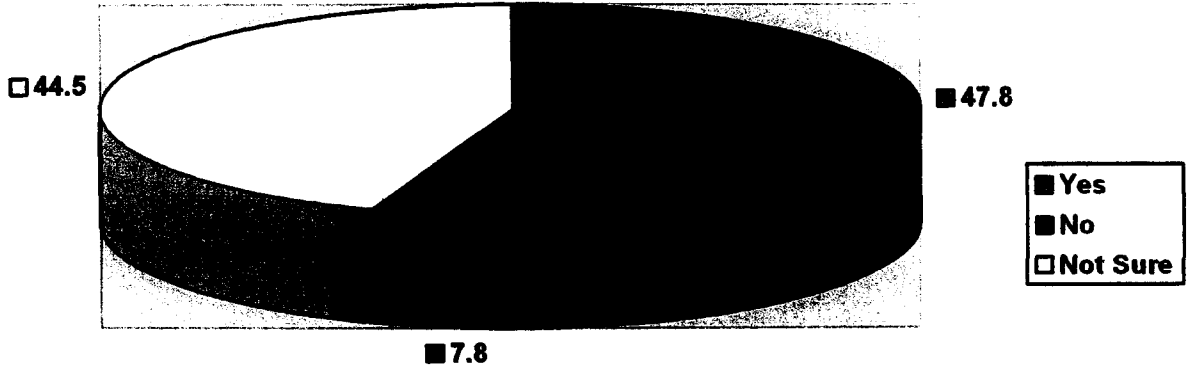


	Frequency	Percent
Northeast Guilford	79	23.6%
South Point	49	14.6%
East Randolph	58	17.3%
Crest	66	19.7%
Chapel Hill Resident	20	6.0%
No Response	63	18.8%
Total	335	100.0%

NEXT YEAR GRAPH AND FREQUENCIES

Question: Do you plan on attending next year's State Football Championships?

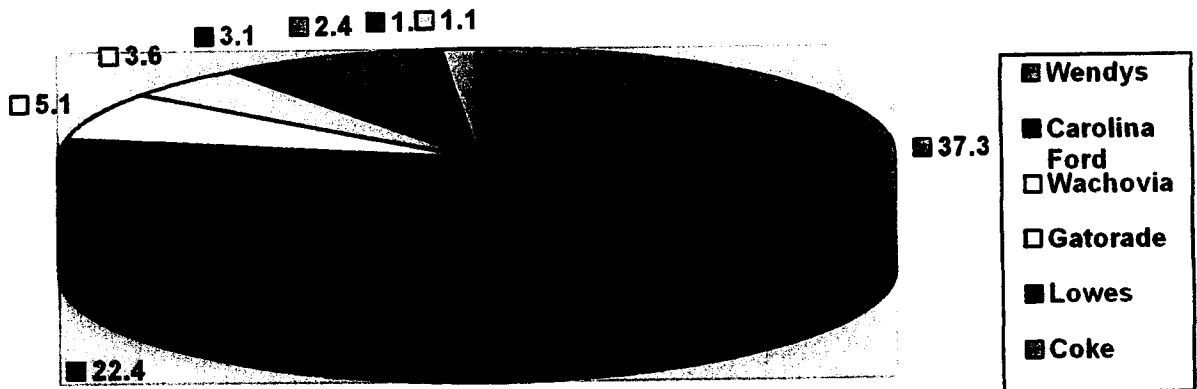
Next Year?



	Frequency	Percent
Yes	160	47.8%
No	26	7.8%
Not Sure	149	44.5%
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Total	335	100.0%

SPONSOR GRAPH AND FREQUENCIES

Presenting Sponsors

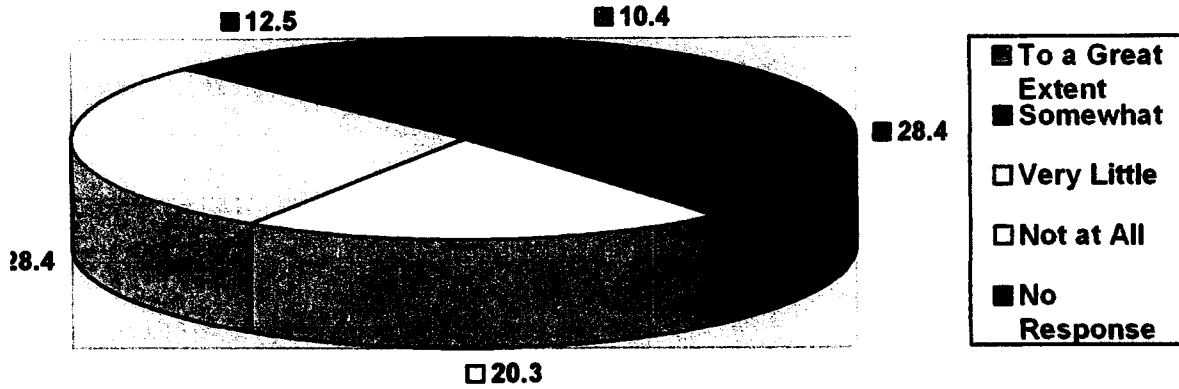


	Frequency	Percent
Wendy's	125	37.3%
Carolina Ford	75	22.4%
Wachovia	17	5.1%
Gatorade	12	3.6%
Lowes	11	3.3%
Coke	8	2.4%
Hardees	2	1.6%
US Army	2	1.6%
No Response & Other	83	24.7%
<hr/>		
Total	335	100.0%

PURCHASING HABITS GRAPH AND FREQUENCIES

Question: Does sponsorship of this event influence your purchasing habits?

Influence Buying



	Frequency	Percent
To a Great Extent	35	10.4%
Somewhat	95	28.4%
Very Little	68	20.3%
Not at All	95	28.4%
No Response	42	12.5%
<hr/>		
Total	335	100.0%



Economic Impact Study: State Football Tournament
Spectator Survey: December 6, 2003

Please circle or fill-in the appropriate answer

1. Gender: M F

2. Age: 18 - 25 26 - 34 35 - 49 50 - 64 65+

3. What was your 2003 household income?

Less than \$19,999 \$20,000 to \$49,999 \$50,000 to \$79,999
\$80,000 or more No Response

4. Are you a Chapel Hill Resident (defined as living within the **Chapel Hill city limits**)

Yes No

If no, approximately how many miles did you travel to Chapel Hill? _____

5. Are you a resident of the city or county of one of the competing teams?

Yes No

If yes, please circle the school.

Northeast Guilford South Point East Randolph Crest

5. How many people traveled in your immediate group (including yourself)? _____

6. If you stayed overnight, what **Hotel** did you stay in during your visit (**Please Circle Hotel**)?

Hampton Inn Days Inn Holiday Inn/Express
Best Western Carolina Inn Sheraton Inn
Red Roof Inn Comfort Inn Homewood Suites
Did not stay in a Hotel Other: _____

7. Please list the total estimated amount you spent on lodging during your stay? \$ _____

Please Complete Page 2 on Reverse Side

8. Please list the estimated amount you spent on meals at each location:
 (Please do not include money spent in Durham or other cities):

Franklin Street \$ _____
 Kenan Football Stadium \$ _____
 UNC Campus Dining \$ _____
 Fast Food Off-Campus \$ _____
 Chapel Hill Mall (University) \$ _____
 Convenience Store \$ _____
 Hotel \$ _____
 Other Locations: \$ _____

9. Please list the estimated amount you spent during your entire stay in Chapel Hill in the following categories (Please do not include money spent in Durham or other cities):

A). Retail Shopping \$ _____
 B). Entertainment (Not Related to Football) \$ _____
 C). Fuel \$ _____
 D). Miscellaneous: \$ _____

10. Outside of the football tournament activities, please indicate where and how you spent your time (Shopping, Tourism Activities, Visiting Family & Friends, Movies, etc). _____

11. Do you plan on attending next year's State Football Tournament?

Yes No Not Sure If no or not/sure, why? _____

12. If possible, please name the (2) companies that are the Title Sponsors of this year's State Football Championship?

1. _____
 2. _____

13. If you know the company name of the sponsors, how do you perceive the quality of these companies?

<u>Company 1</u>	<u>Company 2</u>
Poor Quality	Poor Quality
Less Than Average Quality	Less Than Average Quality
Average Quality	Average Quality
Good Quality	Good Quality
Excellent Quality	Excellent Quality

14. Does sponsorship of this event influence your purchasing habits?

To a Great Extent Somewhat Very Little Not at all

**Estimated Economic Impact of NCHSAA Events
Chapel Hill-based
1998-99 through 2002-03 School Years**

Event	Estimated Impact	Number athletes/coaches	Number spectators	# event days
1998-1999				
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
TOTAL:	<u>\$2,258,125.00</u>	<u>2,624</u>	<u>41,663</u>	<u>12</u>
1999-2000				
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
TOTAL:	<u>\$1,778,900.00</u>	<u>1,168</u>	<u>33,438</u>	<u>12</u>
2000-2001				
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)				
TOTAL	<u>\$2,336,125.00</u>	<u>982</u>	<u>45,357</u>	<u>10</u>
2001-2002				
Football	\$189,250.00	525	23,106	2
Basketball	\$125,750.00	68	5,000	1
(4 games)				
M. Individual	No data	60	75	2
Tennis (1 class)				

Indoor Track	No data	620	550	1
TOTAL	<u>\$315,000</u>	<u>1,273</u>	<u>28,731</u>	<u>6</u>
2002-2003				
Football	\$125,175.00	300	4,307	1
(2 games)				
Basketball	\$114,175.00	48	4,442	1
(4 games)				
Indoor Track	\$40,925	619	682	1
M. Individual	\$3,400.00	66	50	2
Tennis (1 class)				
Swim/Dive	\$91,175.00	444	974	2
(1 class)				
TOTAL	<u>\$374,850.00</u>	<u>1,477</u>	<u>10,455</u>	<u>7</u>



Summary

In an effort to help keep state championship high school events in Chapel Hill, the North Carolina High School Athletic Association is seeking financial support from the Town of Chapel Hill and key local businesses in the total amount of \$75,000 annually, triple the current local support we receive.

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 ¹, are completely underwritten by the host community. Through support by the Chapel Hill-Carrboro Chamber of Commerce, two local banks, and the Town of Chapel Hill, we are currently able to underwrite approximately one-third of expenses associated with Chapel Hill-based events.

In order to justify keeping these events in Chapel Hill, we must have complete funding in place, preferably for a minimum of three 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 almost \$7 million in economic impact.

For a small \$75,000 investment, the Town of Chapel Hill and area businesses and/or organizations can ensure that these events will remain in Chapel Hill and thus, retain the economic impact generated by visitors who participate in our events.

¹ 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.

UNC Will Continue to Host High School Athletic Championships

BY REINO MÄKKÖNEN

STAFF WRITER

Students had better get accustomed to the noisy high school football championships that take place in Kenan Stadium around exam time every fall, because they aren't going away.

Neither are the statewide high school basketball, volleyball, golf, tennis and track title contests also held using University facilities.

All of these events are staged by the North Carolina High School Athletic Association, a group founded by the University in 1913 to regulate state scholastic athletics.

"We certainly hope to address, reduce and eventually eliminate student problems with these events, but we do have a long, well-founded commitment to (the NCHSAA)," said Associate Athletic Director Jeff Elliott.

As a private, nonprofit organization, NCHSAA pays to use University facilities with funds received through high school membership dues, corporate sponsors and a share of playoff ticket revenue, said NCHSAA Associate Executive Director Richard Strunk.

NCHSAA is part of UNC's continuing education division but does not receive University funding. It stopped getting such funds in 1947.

The group began using facilities at the

University in 1984 because of concerns about safety and overcrowding at a number of high school athletic venues, Strunk said.

"We made an effort to upgrade what we do with our championships," Strunk said. "We really wanted to provide a showcase for kids to have a chance to play in the best facilities in the country."

Elliott said he thought holding the events on campus benefited the University as well as the Chapel Hill community and businesses.

"We definitely value any opportunity to bring young people to see the University," he said. "And local businesses love having all these people come into town to buy goods."

Strunk said he did not believe the University's hosting of several state athletic championships helped to recruit potential athletes for a number of Tar Heel teams.

"If you look at the number of kids that have played in championships vis a vis the number of kids from those teams that end up (at UNC), there's really no statistical correlation at all," he said.

The NCHSAA currently has a membership of 321 North Carolina high schools and certifies the eligibility of over 100,000 athletes annually.

The NCHSAA offices are located in the Simon F. Terrell Building on Finley Golf Course Road.



DITH/SUZANNE AUSTIN

The N.C. High School Athletic Association, whose headquarters are located near Finley Golf Course, certifies the eligibility of 100,000 athletes a year. The association is part of UNC's continuing education division.

