

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Region Sports Raises Its Game

Tournaments will collectively bring \$5 million in economic impact to the region

FOR IMMEDIATE RELEASE

October 24, 2016

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau announced today the addition of four large-scale sports tournaments that will take place in the Rockford region in 2017. Collectively, participants, coaches and fans that travel to the region for the tournaments are expected to have an estimated economic impact of \$5 million during their stays.

MAJOR 2017 TOURNAMENTS BOOKED:

- **2017 U.S. Synchronized Skating Championships** (February 23 – 25, 2017)
- **Amateur Athletic Union Midwest Regional Gymnastics Championships** (May 5 – 7, 2017)
- **Premier SuperCopa Championships** (June 9 – 12, 2017)
- **Elite Clubs National Playoffs** (June 22 – 27, 2017)

These first time events will bring more than **22,500 visitors** to our region.

“After months of preparation, it is so exciting to announce that with the help of several local partners we have secured some of the largest tournaments we’ve ever hosted - to date - in the Rockford region. This is a direct result of the commitment to give our partners the exceptional experience they should expect from a sports destination,” said Nick Povalitis, RACVB Sports Destination & Sales Manager. “We realize there are plenty of options throughout the nation and we are truly honored these organizations put their faith in us to host their tournaments in the coming year.”

“The riverfront city of Rockford, Illinois is a hidden gem on the outskirts of Chicago. In addition to the impressive soccer facilities, there are multiple family-oriented activities being arranged by the local Convention & Visitors Bureau and the Rockford Park District for SuperCopa families,” said Dawn Simpson, U90C Executive Director. “The 2017 Premier SuperCopa Soccer Tournament will be an experience for families both on and off the pitch that they will not forget.”

Poalitis adds, “We recently put out the call to action to tournament directors and planners to **Raise Your Game** by hosting their tournaments and events in the Rockford region. We’ve also upped our own game with excellent customer service, some of the best sports facilities in the Midwest and unique experiences while exploring our region for fun things to see and do. This trifecta gives us an edge when securing nationally recognized and non-traditional sporting events like the most recent wins announced for 2017.”

The RACVB’s strong relationship with the Rockford Park District and BMO Harris Bank Center helped to secure these events to the region.

-MORE-

“The Rockford Park District is thrilled to be the host facility for these two premier soccer tournaments. Thanks to the addition of five new multi-use outdoor turf fields and the expansion of the Indoor Sports Center at Mercyhealth Sportscore Two, weather is no longer an obstacle. Enhancing and enlarging this world class amateur sports facility sets us apart and is another big win for the Reclaiming First initiative to make the Rockford area the number one regional amateur sports city,” said Louis Mateus, General Manager of Mercyhealth Sportscore Complexes.

“We couldn’t be more thrilled to host the best of the best in the sport of synchronized skating,” said Troy Flynn, Executive Director RAVE.” Our team at the BMO Harris Bank Center anticipates this tournament to be another exciting event for the Stateline community. “

TOURNAMENT DETAILS:

2017 U.S. Synchronized Skating Championships

Date: February 23-25, 2017

Location: BMO Harris Bank Center, Rockford, IL

Attendance: 96 teams and 5,000 total visitors expected

Economic Impact: Estimated 3,500 Room Nights and \$630,000 EEI

Website: <http://www.ussynchrochampionships.com/>

Quote: “Having worked with the Starlights Synchronized Skating Program before, I was excited to review their bid with the BMO Harris Bank Center in Rockford. Hard working people with a great venue is a win-win for an organizer,” said Mia Corsini, U.S. Figure Skating Manager, Events. “With a grassroots synchronized skating program, my hope is the city will embrace this discipline and support the event in February.”

AAU Midwest Regional Gymnastics Championships

Date: May 5-7, 2017

Location: UW Health Sports Factory, Rockford, IL

Attendance: 400-500 athletes traveling from across the region and 1,500 total visitors expected

Economic Impact: Estimated 485 room nights and \$87,300 EEI

Website: <http://360sports.events/aau-midwest-regionals-2016/>

Note: Regional team awards will recognize the top three teams per district. Each gymnast with a contributing score will be named on the District Team and receive a star designation pin to place on the Regional Participation Patch.

Premier SuperCopa Soccer Tournament

Date: June 9-12, 2017

Location: Mercyhealth Sportscore Two, Loves Park, IL

Attendance: 92 boys teams, 64 girls teams; U9-U12 for both genders, national tournament (invitation only) and 6,000 total visitors expected

Economic Impact: Estimated 10,000 room nights and \$1,800,000 EEI

Website: <http://www.premiersupercopa.com/home>

Note: This is the first year this soccer tournament will be held in the Rockford region.

-MORE-

Quote: “The U90C Management Group is excited to announce the Premier SuperCopa Soccer Tournament will be hosted in Illinois in June 2017. After reviewing multiple national facilities in search of the perfect SuperCopa location, the tournament committee unanimously voted on one destination, said Monty Holloway, U90C Executive Director. “Mercyhealth Sportscore Two in the Rockford region exceeded all expectations and provided the poor weather contingency options the committee was requiring. Our intent was to keep the tournament in the central part of the United States and find a destination with a cooler climate in the month of June.”

Simpson also noted, “Rain has been an issue for the SuperCopa in both 2015 and 2016, causing the games to be moved at the last minute. Mercyhealth Sportscore Two having turf and indoor fields on site as a backup if the 20 natural grass fields are unplayable is an unprecedented security element for the SuperCopa teams,” stated Dawn Simpson, U90C Executive Director. “Tournament travel is expensive, and we are confident the SuperCopa games will be played at the scheduled location rain or shine.”

Elite Clubs National League (ECNL) Playoffs

Date: June 22-27, 2017

Location: Mercyhealth Sportscore Two, Loves Park, IL

Attendance: Approximately 240 teams, all girls competitive youth leagues ages 14-18 and 10,000 total visitors expected

Economic Impact: Estimated 14,000 room nights and \$2,520,000 EEI (Teams will stay in the Rockford region and extend into Chicago, Milwaukee and possibly Madison.)

Website: <http://www.eliteclubsnationalleague.com/>

Note: Approximately 70 percent of ECNL girls will receive scholarships from over 500 college and pro scouts at the tournament.

***RACVB** is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region's economy by investing in marketing programs that grow tourism. gorockford.com*

###

FOR MORE INFORMATION:

Andrea Mandala, Marketing & Communication Manager: 815.489.1664 or amandala@gorockford.com