



2014 Slam Dunk to the Beach Facts and Figures



Slam Dunk Thumbnail History

From 1990-2003, the original Slam Dunk to the Beach high school basketball tournament was held at Cape Henlopen High School, usually right after Christmas. It would come to be regarded as one of the nation's premier winter tournaments, attracting top high school players from as far away as California. The tournament put Delaware "on the map" in the high-stakes world of scholastic basketball, and remains a brand name that's familiar to top-echelon coaches and basketball organizations nationwide. The sports commission is now ready to announce that Slam Dunk's return will be a reality – it will officially relaunch Dec. 27-29, 2014, again at Cape Henlopen High School.

A look at the numbers ...

Basketball tournaments are big business nationwide. Here's a look at the economic impact they can have:

- ➔ In Wisconsin, the state boys and girls basketball tournaments held in the city of Madison generate an estimated \$9 million in spending. About 96,500 people attended the boys tournament and 55,000 the girls tournament in 2011. (source: Wisconsin State Journal)
- ➔ In York County, Pa., more than 3,600 high school girls from 300 teams competed in Blue Chip Basketball's USA Invitational Tournament in 2012. The event was expected to generate \$4.1 million in economic impact for the region. Return-on-investment was put at \$148 to every dollar spent on the tournament. (source: York Daily Record)
- ➔ More than 5,000 people head to Hawaii each year for the EA SPORTS Maui Invitational, delivering an estimated economic impact of \$11.5 million in visitor spending. Since its debut in 1984, the tournament has boosted the local economy by more than \$164 million and attracted teams from 99 NCAA Division I universities representing 40 states. (source: EA SPORTS)
- ➔ The Ohio State Athletic Association reports that its annual Boys Basketball State Tournament generates revenue of \$6 million per year. (source: Greater Columbus Sports Commission)
- ➔ In Naples, Fla., the City of Palms Classic is held the week after Christmas each year, filling hotels during a time of year, hoteliers said, when there is a lull in tourism. The 21-team tournament results in 1,400-1,600 hotel room bookings, according to the Lee County Visitor and Convention Bureau.
- ➔ A study by the Charlotte (N.C.) Regional Visitors Authority recently found that the Central Intercollegiate Athletic Association Men's and Women's Basketball Tournament generated \$47.2 million in economic impact and \$29.9 million in direct spending in 2013. The event is held Feb. 25-March 2.