The Hampton Roads Sports Commission is committed to strategically attracting, creating and hosting high caliber sports events, while fostering city cohesiveness and enhancing the economy, image and quality of life for the region.

July 29, 2020 - August 8, 2020

www.HamptonRoadsSports.org
Twenty-three years. Six AAU Junior Olympic Games. A tradition has been born in Hampton Roads. Today’s youngest generation of athletes set their sights on competing in the Junior Olympic Games and we will help provide them that opportunity. In 2020, over 15,000 athletes will achieve their goal, tens of thousands of fans will be here to watch, and the Hampton Roads Sports Commission promises to make the atmosphere and experience more thrilling and enjoyable than any athletic competition the athletes have ever experienced before.

While the Junior Olympic Games provide an avenue for athletes to compete on a national stage, the event also provides Hampton Roads and the Commonwealth of Virginia an avenue to national exposure. Coverage of the event will produce millions of impressions and provide millions of dollars in publicity value.

The AAU Junior Olympic Games have been a financial success for our economy. The Games have generated nearly $229,000,000 in economic impact in Hampton Roads. In 2020, with a demand for 15,000 room nights, our economy is set to experience an impact in excess of $50,000,000 for the eleven-day event.
Venues
The 2020 AAU Junior Olympics will take place in four cities and six different venues across Hampton Roads.

**BRITTINGHAM-MIDTOWN COMMUNITY CENTER**
The Brittingham-Midtown Aquatics Center, located in Newport News, is the only 50m competitive indoor pool in Hampton Roads. It has a three meter diving board and two, one meter diving boards with a 14 foot deep diving well. It has a retractable roof for natural lighting and ventilation and has seating for 500 people.

**CHESAPEAKE CONFERENCE CENTER**
The Chesapeake Conference Center is a premier, full-service banquet, conference, and meeting center. We are located in Coastal Virginia, the Southeastern area of Virginia’s Hampton Roads metropolitan region in the Greenbrier corridor of Chesapeake.

**DICK PRICE STADIUM - NORFOLK STATE UNIVERSITY**
Dick Price Stadium has a seating capacity of 30,000 and is recognized as one of the largest sports & entertainment venues in Hampton Roads. The track at Dick Price Stadium was renovated to include a new world-class surface.

**PRINCESS ANNE ATHLETIC COMPLEX**
The Princess Anne Athletic Complex is located across the street from the Virginia Beach Sportsplex. The complex includes eight lighted tournament quality softball fields and eight multi-purpose playing fields (which allow for football, soccer, etc), four of which are lighted synthetic and four are Hybrid Bermuda.

**VIRGINIA BEACH CONVENTION CENTER**
With its LEED Gold Certification, The Virginia Beach Convention Center continues to elevate the industry standard by continuing its on-going commitment to becoming as environmentally friendly as innovative.

**USA REGIONAL FIELD HOCKEY TRAINING CENTER**
The Field Hockey National Training Center features two artificial, international, competition-quality turf fields. Each field has a complex underground irrigation system and less than 1/16 of an inch crown from the center of the field to the sidelines.

Overview
In 2020, the AAU Junior Olympics will bring 35,000 people to Hampton Roads for eleven days of competition, July 29-August 8. Athletes ages 5-18 and from all 50 states will compete in 18 sports in venues throughout Hampton Roads.

**15,000 ATHLETES 18 SPORTS 11 DAYS 1 GOAL**

**35,000**
Average Attendance

**15,000**
Room Nights

**2,000**
Volunteers

**11**
Days of Competition
July 29 - August 8, 2020

**18**
Competing Sports

**4**
Host Cities
Chesapeake, Newport News, Norfolk, Virginia Beach

The AAU Junior Olympics is the largest youth, multi-sport event in the country and will generate over $50 million in economic impact for our region.
Alumni
AAU is one of the largest, non-profit, volunteer sport organizations in the country and is dedicated to the development of amateur sports and physical fitness. Providing the necessary tools for these young athletes to reach their full potential both on and off the field is of utmost importance to the organization. Some notable AAU Alumni include:

DAVID WRIGHT
Former MLB Player for New York Mets and Hickory High School (Chesapeake) Grad

APRIL ROSS
Professional Beach Volleyball Player and Silver & Bronze Olympic Medalist.

LEBRON JAMES
Professional basketball player. Four-time NBA MVP & two-time Olympic gold medalist.

JACKIE JOYNER-KERSEY
American Track and Field Athlete. Gold, Silver and Bronze Olympic Medalist.

BJ & JUSTIN UPTON
MLB Brothers from Chesapeake, VA.

CANDACE PARKER
Professional Basketball Player for the WNBA Los Angeles Sparks.

MICHAEL PHELPS
Competitive swimmer. Most decorated Olympic of all time, with 28 medals.

Consumer Information
From July 29-August 8, Chesapeake, Newport News, Norfolk, and Virginia Beach will welcome over 15,000 athletes, 2,000 coaches, and 18,000 friends and family members to Hampton Roads for the 2020 AAU Junior Olympic Games.

In 2015, the AAU Junior Olympics eclipsed $50,000,000 in economic impact and set records for spending by average travel party and per individual. The average travel party spent $2,460 in the Hampton Roads area during the Games, while the average spending per person was $496.

Demographics representing non-athletes reflects consumers that are mostly middle-aged (35-55) and well educated, with over 80% attaining a degree beyond a High School Diploma. Consumers can be best described as upper middle to upper class, as nearly 67% report a household income exceeding $75,000.