



PHOTO | DUSTY COMPTON | SPORTING GOODS EQUIPMENT COURTESY ACADEMY SPORTS & OUTDOORS  
 Tuscaloosa Sports Foundation Executive Director Don Staley hopes to help bring more sporting events to Tuscaloosa as well as raise the city's profile on the state, regional and national scene.

# Laying a foundation

Organization aims to bring big-time sporting events to Tuscaloosa

By Tommy Deas  
 Executive Sports Editor

**TUSCALOOSA** | The Tuscaloosa Sports Foundation sprouted from an idea to bring one major athletic event to the city and blossomed into a fledgling organization with a vision and a mission.

After securing funding and government support, all that was needed was someone to head up the effort to bring big-time sporting events to the city and raise Tuscaloosa's profile in the state, regional and national sporting scene.

The organization was looking for someone with a background in athletics and Don Staley was looking for a way to apply his coaching experience as an administrator. Staley, who resigned last November after 14 years as head soccer coach at the University of Alabama, filled the profile the organization was looking for and landed the job as executive director.

Retired banker Chuck Sittason didn't plan to launch a sports foundation when he enlisted former UA basketball coach C.M. Newton in an attempt to bring the state high school basketball championships back to Tuscaloosa three years ago.

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**Mission:** To attract quality sports events to the area at the youth, amateur and professional level

**Goal:** Make the area a regional, state, national and international destination

**Officers:** Don Staley, executive director; Chuck Sittason, president; C.M. Newton, vice president; Justin Williams, secretary-treasurer

**Board of Directors:** Johnnie Aycock, George Brown, Kelvin Croom, Lee Garrison, Don Kelly, Brandon Knowles, Ronnie Lett, Kirk McNair, Robert Ratliff, Jimmy Warren, Johnny Williams, Steve Webb, Toby Wilson

**Funding:** \$220,000 (from City of Tuscaloosa, Tuscaloosa County and City of Northport)