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## **ECONOMIC IMPACT OF THE TOP20 CLIENT EVENTS for the HERSHEY HARRISBURG SPORTS & EVENTS AUTHORITY**

### **Authority's top Sports & Events clients attract 370,000 visitors and generate \$124 million for the local economy.**

Harrisburg, PA (May 10, 2017) – Local tourism officials today issued a comprehensive report on the impact of the Hershey Harrisburg Sports & Events Authority's (HHSE) TOP20 Clients for 2017.

Today's report includes both new business secured for 2017 and annual or long-term clients. The list reveals the largest sports tournaments and special events in the Hershey Harrisburg Region in 2017 will attract approximately 370,000 visitors, support nearly 27,000 jobs and generate \$124 million for the regional economy.

To determine the economic impact of each event, HHSE uses the Event Impact Calculator program developed by Destination Marketing Association International ([DMAI](#)) and Tourism Economics, an Oxford Economics company. The program uses localized tax rates and additional personalized data sources to calculate a variety of statistical information beyond the overall direct and indirect economic impact of a particular client event. It can estimate federal, state and local taxes generated, and the number of local jobs supported by each event.

"So many of us know what it's like to dedicate time and money to travel for our children's sports tournaments, or to mark the calendar for a road trip to attend a special event," says HHSE Executive Director Gregg Cook.

"We build this report to remind the local community that hundreds of thousands of people are doing those same things each year with the Hershey Harrisburg Region locked into their GPS. People outside of the tourism industry may not think about how gas money, meal tabs and hotel bills add up to impact the economy they're visiting, so it's important for us to remind our community that the work we're doing to attract large scale sports & events business has a tremendous impact on our area."

HHSE is a division of the Hershey Harrisburg Regional Visitors Bureau (HHRVB). This report does not include the millions of dollars in economic impact made possible through the efforts of HHRVB's International, Meetings & Conventions and Groups & Tours sales teams.

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#### **MEDIA INTERVIEWS**

Mary Smith, President & CEO of the Hershey Harrisburg Regional Visitors Bureau is available for media interviews regarding the contents of this news release. (*HHSE Executive Director Gregg Cook is in Colorado Springs on a Sales Mission this week.*) Please try to make interview requests at least 12-hours in advance. The bureau will make every effort to accommodate all interview requests. Contact HHSE Marketing & Communications Manager Allison Rohrbaugh at [Allison@hhsportsandevents.com](mailto:Allison@hhsportsandevents.com) or cell 717-580-9396.

## REPORT

# TOP20 CLIENTS 2017 Hershey Harrisburg Sports & Events Authority

### SOURCE

The official source of the results in this report must be attributed to The Hershey Harrisburg Sports & Events Authority (HHSE). HHSE is committed to promoting sports tourism and events initiatives in the Hershey Harrisburg Region, forging mutually beneficial partnerships with new and existing clients, supporting locally produced events to expand audiences, and driving economic development as it relates to sports and events tourism. HHSE is a division of the Hershey Harrisburg Regional Visitors Bureau (HHRVB). HHRVB serves as the official non-profit partnership-based Destination Marketing Organization (DMO) for Dauphin and Perry Counties located in the Commonwealth of Pennsylvania. Questions related to the contents of this report should be directed to Allison Rohrbaugh, HHSE Marketing & Communications Manager at [Allison@hhsportsandevents.com](mailto:Allison@hhsportsandevents.com) or 717-580-9396.

### ABOUT THIS DATA

The results for Estimated Economic Impact and Jobs Supported within this report have been calculated by HHRVB using the DMAI Event Impact Calculator developed for the travel & tourism industry by Tourism Economics, an Oxford Economics company. Jobs Supported: includes the employment supported by all event-related business sales. It includes indirect (B2B supply chain purchases) and induced (incomes spent in the local economy) business sales. This is a more complete view of the impact of an event as dollars flow through the local economy.

**The following events list is arranged from the highest overall economic impact to the 20<sup>th</sup> largest impact in the Sports & Events tourism category for 2017.**

### Great American Outdoor Show (GAOS) - [Link](#)

### RETURN EVENT

Annual (since 2014) February 3-12, 2017  
PA Farm Show Complex & Expo Center | Harrisburg, PA  
Estimated Attendance: 180,000 (Includes 1,200 exhibitors)  
Jobs Supported: 8,000  
Estimated Economic Impact: \$75 million

### PA National Horse Show - [Link](#)

### RETURN EVENT

Annual - October 12-21, 2017  
PA Farm Show Complex & Expo Center  
Estimated Attendance: 15,000  
Jobs Supported: 1,362  
Estimated Economic Impact: \$8.7 million

### PIAA State Championships - [Link](#)

### RETURN EVENT

*Giant Center<sup>SM</sup>, Hersheypark<sup>®</sup> Stadium, Hershey Parkview Course & Hershey Racquet Club | Hershey, PA*  
Event Breakouts:  
Girls & Boys Basketball (Jobs: - Impact: \$2 million)  
Individual Wrestling (Jobs: 760 - Impact: \$1.6 million)  
Team Wrestling (Jobs: 359 - Impact: \$870K)  
Competitive Spirit (Jobs: 469 - Impact: \$1 million)  
Football (Jobs: 239 - Impact: \$524K)  
Boys & Girls Cross Country (Jobs: 260 - Impact: \$456K)  
Boys & Girls Soccer (Jobs: 141 - Impact: \$247K)  
Boys Tennis w/Singles, Doubles, Team (Jobs: 40 - Impact: \$70K)  
Girls Tennis w/Singles/Doubles/Team (Jobs: 38 - Impact: \$67K)  
Estimated Attendance: 65,700 (\*Includes athletes for all sports listed above and attendees)  
Jobs Supported: 3,112 (\*Includes all sports listed above)  
Estimated Economic Impact: \$8.7 million (\*Includes all sports listed above)

## **REPORT - CONTINUED**

### **Mecum Auto Auction - [Link](#)**

**RETURN EVENT**

Annual - August 3-5, 2017 - 4th annual  
Pennsylvania Farm Show Complex & Expo Center | Harrisburg, PA  
Estimated Attendance: 16,000  
Jobs Supported: 1,746  
Estimated Economic Impact: \$6.2 million

### **US Junior Nationals Hershey Showcase (USJN Girls Basketball) - [Link](#)**

**RETURN EVENT**

Annual - June (June 24-27, 2017 - 16th annual)  
Pennsylvania Farm Show Complex & Expo Center (+ various high school gyms)  
Estimated Attendance: 7,875 including 250(+) teams  
Jobs Supported: 967  
Estimated Economic Impact: \$3.4 million

### **Standardbred Horse Sale - [Link](#)**

**RETURN EVENT**

Annual - November (November 6-10, 2017)  
Pennsylvania Farm Show Complex & Expo Center | Harrisburg, PA  
Estimated Attendance: 8,200  
Jobs Supported: 688  
Estimated Economic Impact: \$3.1 million

### **Hogan's Hershey Lacrosse - [Link](#)**

**RETURN EVENT**

Annual - Summer (July 8-9, 2017)  
Central Dauphin East High School, Lebanon Valley College and additional locations  
Estimated Attendance: 6,000  
Jobs Supported: 1,217  
Estimated Economic Impact: \$2.7 million

### **Reflections Synchronized Skating Invitational - [Link](#)**

**RETURN EVENT**

Annual - February (February 19-20, 2017)  
*Giant Center*<sup>SM</sup> | Hershey, PA  
Estimated Attendance: 9,000  
Jobs Supported: 1,474  
Estimated Economic Impact: \$2.6 million

### **IMLCA National Cup | Lacrosse - [Link](#)**

**NEW EVENT**

June 16-18, 2017  
Lebanon Valley College  
Estimated Attendance: 9,800  
Jobs Supported: 1,464  
Estimated Economic Impact: \$2.6 million

### **Eastern Synchronized Skating Sectional Championships - [Link](#)**

**NEW EVENT**

January 26-28, 2017 (3<sup>rd</sup> time hosting - 2012, '14, '17)  
*Giant Center*<sup>SM</sup> | Hershey, PA  
Estimated Attendance: 6,000  
Jobs Supported: 1,178  
Estimated Economic Impact: \$2.6 million

### **Keystone Regional Volleyball Assoc. (KRVA) Boys Atlantic Northeast Tournament - [Link](#)**

**RETURN EVENT**

February 25-26, 2017 (3<sup>rd</sup> annual)  
Pennsylvania Farm Show Complex & Expo Center | Harrisburg, PA  
Estimated Attendance: 5,022 (Includes 200+ teams from California to Canada)  
Jobs Supported: 969  
Estimated Economic Impact: \$1.7 million

### **Keystone Regional Volleyball Assoc. (KRVA) Girls Bid & Club Challenge - [Link](#)**

**RETURN EVENT**

March 25-26, 2017 (3<sup>rd</sup> annual)  
Pennsylvania Farm Show Complex & Expo Center | Harrisburg, PA  
Estimated Attendance: 4,500  
Jobs Supported: 995  
Estimated Economic Impact: \$1.7 million

## **REPORT - CONTINUED**

### **Keystone Regional Volleyball Assoc. (KRVA) Girls Open & Club Challenge – [Link](#) RETURN EVENT**

May 6-7, 2017 (3<sup>rd</sup> annual)  
Pennsylvania Farm Show Complex & Expo Center | Harrisburg, PA  
Estimated Attendance: 4,500  
Jobs Supported: 995  
Estimated Economic Impact: \$1.7 million

### **Youth STEP USA National Championships – [Link](#) RETURN EVENT**

Annual – Memorial Day Weekend (May 26-27, 2017)  
Harrisburg High School | Harrisburg, PA  
Estimated Attendance: 2,700 (Includes 40+ teams from 17 states)  
Jobs Supported: 523  
Estimated Economic Impact: \$1.2 million

### **Harrisburg City Islanders Capital Cup Tournament (Youth Soccer) – [Link](#) RETURN EVENT**

Annual – June (June 17-18, 2017)  
Central Dauphin East High School & Middle School | Harrisburg, PA  
Estimated Attendance: 4,500  
Jobs Supported: 783  
Estimated Economic Impact: \$1.1 million

### **Antiques Road Show – [Link](#) NEW EVENT**

One-time event – June 3, 2017  
Noteworthy: Popular PBS show will film in June and air sometime in fall 2017  
Pennsylvania Farm Show Complex & Expo Center | Harrisburg, PA  
Estimated Attendance: 4,000 (Includes 3,500 winners from ticket lottery plus staff)  
Jobs Supported: 430  
Estimated Economic Impact: \$955,000

### **Enders Harrisburg Marathon – [Link](#) RETURN EVENT**

Annual – November (November 12, 2017)  
Harrisburg, PA  
Estimated Attendance: 1,800  
Jobs Supported: 323  
Estimated Economic Impact: \$731,000

### **Artisan Guitar Show – [Link](#) NEW EVENT**

April 7-9, 2017  
The Best Western Premier, the Central Hotel & Conference Center | Harrisburg, PA  
Estimated Attendance: 1,625  
Jobs Supported: 273  
Estimated Economic Impact: \$586,000

### **The Color Run™ – [Link](#) RETURN EVENT**

Annual – June (June 17, 2017)  
*Giant Center*<sup>SM</sup> / Hershey Parkview Course  
Estimated Attendance: 10,250  
Jobs Supported: 326  
Estimated Economic Impact: \$565,000

### **Big 33 Football Classic – [Link](#) RETURN EVENT**

Annual – Summer (June 17, 2017)  
Landis Field | Harrisburg, PA  
Noteworthy: 2017 marks the 60<sup>th</sup> anniversary of this high school football tradition  
Estimated Attendance: 5,200  
Jobs Supported: 336  
Estimated Economic Impact: \$557,000