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LPGA State Farm Classic Economic Impact Study Quick Facts

A 2010 study, commissioned by The Greater Springfield Chamber of Commerce and conducted by the Regional Development Institute (RDI) at Northern Illinois University, identifies the economic impacts of the annual State Farm Classic Tournament. The study was sponsored by First Bankers Trust Company.

The analysis addresses the impacts of the week-long event in the areas of Output, representing the value of an industry's business activities including sales; Employment (jobs created both full and part-time); Employees Compensation; Value Added, which represents a measure of wealth created by a business in terms of employee compensation and benefits, rent, interest, taxes and profits paid or earned; and Taxes.

According to the findings, the LPGA State Farm Classic:

- Attracts 67,000 visitors to the region over the duration of the week long tournament
- Visitors will spend more than \$17.4 million in the region in merchandise, entertainment, food, accommodations and transportation
- Generates \$23 million in direct and indirect economic activity in Sangamon Co
- Creates 337 jobs
- Generates \$7.7 million in employee compensation
- Generates \$2.2 million in state and local taxes - \$213,000 of which comes from local sales tax
- Attracts 23,450 day visitors (do not spend the night), who spend an average of \$114.20 per day on food, merchandise, fuel and misc purchases totaling nearly \$2.7 million
- Attracts 36,850 overnight visitors who stay in paid accommodations, spending an average of \$131.40 per day
- Attracts 6,700 overnight visitors who stay in unpaid accommodations, spending an average of \$63.00 per day
- Approximately 62%-65% of the overnight visitors stay 1-2 nights, 35% stay 3 nights and less than 3% stay 7-8 nights
- Industries experiencing the greatest impact in the study area include accommodations (\$8.6 million), food service (\$6.5 million), and entertainment (\$1.8 million)