

# A Preliminary Report: The Economic Impact of the Flying Pig Marathon

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From May 22, to August 1, Xavier University conducted a survey of participants in the 2002 Flying Pig Marathon. The purpose of the survey was to gather information to estimate the total economic impact of the Flying Pig Marathon and related events on the Greater Cincinnati Economy.

This economic impact study was conducted in two parts. The first part was designed to gauge the economic impact of non-local participants on the local economy. Only participants residing outside of the Cincinnati Consolidated Metropolitan Statistical Area (CMSA) were queried for this portion of the study.<sup>1</sup> The second part was designed to measure substituted spending by local participants (those inside the Cincinnati CMSA) as a result of the marathon. Known as *import substitution*, this spending can be counted toward the total economic impact of an event when it replaces spending that otherwise would have occurred outside the area of impact. For example, when a local participant runs the Flying Pig Marathon instead of traveling to run the Chicago Marathon, the dollars remaining in the local economy as a result of the participant's decision to run Flying Pig Marathon can be counted toward the marathon's total economic impact. Also included is spending by guests of local runners who were visiting the Cincinnati area as a result of their participation in the marathon.

Estimates of the total economic impact of the marathon are presented in Table 1.

**Table 1**

<b>The Economic Impact of the 2002 Flying Pig Marathon</b>	
<b>Nonlocal Runner Data</b>	
Number of runners	3270
Total direct spending by runners	\$1,781,552
Gross sales impact attributable to nonlocal runners	\$3,148,761
Earnings impact attributable to nonlocal runners	\$1,023,340
Employment impact attributable to nonlocal runners	77.2
<b>Local Runner Data</b>	
Number of runners	3587
Number who would have run in an out-of-town race	2045
Spending (per runner) by those who would have gone out-of-town	\$570
Total direct spending that would have occurred out-of-town	\$1,165,843
Guest spending (per local runner)	\$50.36
Total direct guest spending	\$180,641
Gross sales impact attributable to local runners	\$1,607,702
Earnings impact attributable to local runners	\$982,529
Employment impact attributable to local runners	65.7
<b>Total Economic Impact Estimates (rounded)</b>	
Output (gross sales)	\$4,750,000
Earnings	\$2,000,000
Employment	143

<sup>1</sup> The Cincinnati CMSA includes the Ohio counties of Hamilton, Brown, Clermont, Butler, and Warren, the Kentucky counties of Boone, Campbell, Kenton, Grant, Gallatin, and Pendleton; and Ohio and Dearborn counties in Indiana.

The marathon's operations benefit the following industries most significantly. Included in Table 2 is estimated direct spending by nonlocal participants in the major spending categories affected by the marathon. Table 3 presents other direct spending from registration fees and sponsorship.

**Table 2**

<b>Estimated direct spending by non local participants</b>			
<b>Spending Category</b>	<b>Per capita (n=405)</b>		<b>Estimated direct spending (N=3270)</b>
Gas	\$	11.38	\$ 37,211.39
Parking	\$	11.48	\$ 37,544.44
Public Transportation	\$	3.94	\$ 12,890.26
Rental Car	\$	8.28	\$ 27,073.42
Lodging	\$	172.47	\$ 563,985.38
Restaurants	\$	121.90	\$ 398,611.95
Drinking establishments	\$	15.83	\$ 51,766.93
Entertainment establishments	\$	5.67	\$ 18,554.22
Marathon Expo	\$	49.27	\$ 161,107.17
Department/variety/souvenir shops	\$	39.49	\$ 129,120.59
Grocery/drug stores	\$	9.21	\$ 30,124.37
Other stores	\$	10.13	\$ 33,127.93
Other type of spending	\$	16.59	\$ 54,233.56
<b>Total</b>			\$ 1,555,351.60

**Table 3**

<b>Other direct spending</b>			
<b>Spending category</b>	<b>Per capita</b>		<b>Estimated direct spending (N=3270)</b>
Registration fees from non local runners	\$	60.00	\$ 196,200.00
Estimated non local sponsor spending		N/A	\$ 30,000.00

## Definition of terms

*Direct spending* – the dollar amount that is directly spent by marathon participants in the local economy as a result of the event. This includes registration fees, and spending on local travel, lodging, food/beverages and retail.

*Gross sales (indirect) impact* – the amount of business activity generated in the entire economy as a result direct, local spending. This amount is calculated using location and industry specific multipliers.

*Total Economic Impact* – equals total direct spending plus the indirect impact of this spending. Note that while annual direct spending creates an economic impact, the impact is not felt in the economy over the same one-year period. It is estimated that the total economic impact cycles through the economy over a three-year period.

*Earnings Impact* – this is the total amount Greater Cincinnati households receive in the form of wages and salaries as a result of the Flying Pig Marathon.

*Employment* -- The full and part time jobs necessary to support the level of business activity implied by the impact of the Flying Pig Marathon.