

2019 BMW Championship Economic Impact Report

Medinah Country Club
DuPage County, IL



BMW Championship



BUILDING ON TRADITION

The tourism sector of the economy of DuPage County, Illinois, is powerful. For nearly 100 years, DuPage has regularly played host to nationally recognized events and championships across many disciplines of sport.

This tradition, supported by numerous positive destination tourism attributes and the second-largest base of hotel inventory outside of the Central Business District of Chicago, contributed to DuPage attracting \$2.72 billion in visitor travel expenditures in 2018. Over the last five years, increases in key performance indicators – spending, tax revenue, and jobs – represent a savings of approximately \$1,300 per year in taxes for the average DuPage County household, according to the Illinois Office of Tourism.

In May of 2019, the DuPage Sports Commission was founded to harness the power of sports tourism on behalf of the county's 38 communities and nearly one million residents. As advocates for sports development, our efforts help DuPage realize the economic, social and community-based benefits of sports.

This report represents results verified by industry leading standards to demonstrate the positive impacts the BMW Championship – hosted at Medinah Country Club – delivered to DuPage, as the most significant sports event to call DuPage home in 2019.

To learn how you can support sports tourism development in DuPage, contact the DuPage Sports Commission. Together, we can continue building on tradition.

DuMore in DuPage.



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Founded in 1899, the Western Golf Association (WGA) conducts championships for professional and amateur golfers, promotes the use of caddies, and supports the Evans Scholars Foundation's efforts to award full tuition and housing college scholarships to hardworking caddies with limited financial means.

Today, the WGA conducts four amateur championships and two professional events, including the penultimate event of the PGA TOUR FedExCup Playoffs, the BMW Championship – previously known as the Western Open. Each year, the BMW Championship features the best field in golf competing at world-class venues.

As the oldest championship on the PGA TOUR, and the signature fundraising event for the Evans Scholars Foundation, the BMW Championship has raised more than \$30 million since 2007 for the foundation. With 1,010 Evans Scholars enrolled in 18 leading universities nationwide this year, and more than 11,500 Alumni of the Program, Evans Scholars excel in school, maintaining a cumulative 3.3 GPA and 95 percent graduation rate.

With an unrivaled tradition of incomparable golf since 1924, Medinah Country Club has a history of hosting major PGA championships and prestigious international events, including the Ryder Cup (2012), the PGA Championship (1999 & 2006), the U.S. Senior Open (1988), and three Western Opens (1939, 1962, 1966). The challenge and the famed history of their golf courses have drawn the likes of golf legends, professional athletes, politicians and celebrities to Medinah Country Club and DuPage County.

"Medinah's rich history of hosting world-class golf Championships continued this year by hosting the 2019 BMW Championship," said Bruce D'Angelo, 2019 BMW Championship Chairman. "Golf fans were treated to amazing displays of golf, and Medinah's golf course did not disappoint. Course conditions were impeccable and everything went off without a hitch."

In the more than 100 years since the inception of the Western Open/BMW Championship, the J.K. Wadley trophy has been engraved with the names of golf's greatest legends, including Ben Hogan, Arnold Palmer, Jack Nicklaus and Tiger Woods.



BY THE NUMBERS

PREVIOUS BMW CHAMPIONSHIP HOSTS

- 2019**
Medinah Country Club/Medinah, IL
- 2018**
Aronimink Golf Club/Newtown Square, PA
- 2017**
Conway Farms Golf Club/Lake Forest, IL
- 2016**
Crooked Stick Golf Club/Carmel, IN
- 2015**
Conway Farms Golf Club/Lake Forest, IL

MEDIA COVERAGE REPORT

Total Media Summary
717 Hits
2.5 billion Media Impressions
\$26.8 million In Estimated Publicity Value

Earned Media Coverage
491 Hits
498 million Media Impressions
\$8.4 million In Total Publicity Value

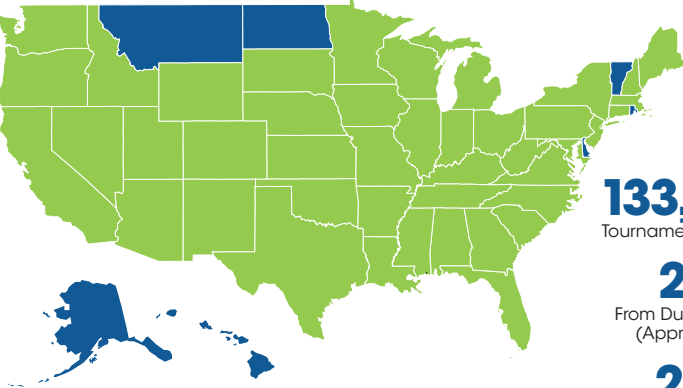


Organic Media Coverage
226 Hits
1.9 billion Media Impressions
\$18.4 million In Estimated Publicity Value

Earned Media Coverage Breakdown
281 Broadcast (TV and Radio)
12,052,430 Media Impressions
\$3,969,782 In Total Publicity Value

Stat Source: DITTOE Public Relations

SPECTATOR & ATTENDANCE REPORT



Visitors from
44 States & 3 Countries
Including the Canadian Provinces of Alberta, British Columbia, Manitoba, Ontario, Quebec, Saskatchewan, and both Nuevo León and Querétaro in Mexico

133,000+ Tournament Attendance
21% From DuPage County (Approx. 28,000)
23% Traveled From More Than
50 miles (Approx. 30,000)

VOLUNTEER REPORT



2202 Total Volunteers From
24 States
36,900 Volunteer Hours Worked
17% Traveled From More Than
50 miles (Approx. 347)
Source: Western Golf Association



BY THE NUMBERS

Designed by Richard G. Schmid in the 1920's, the Medinah clubhouse continues to be one of the most recognized clubhouses in golf.

ECONOMIC IMPACT REPORT

 Direct Spending \$19.5 million	 Lodging Revenue \$3 million	 Food & Beverage Revenue \$4 million	 Retail Revenue \$4.2 million	 Hotel Room Nights Demand (total) 30,281	 Jobs Supported 7,088	 State Taxes Generated \$1.7 million	 Local Taxes Generated \$408,143
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Source: Destinations International Event Impact Calculator



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