



BACKGROUND



The Fargo Dome Authority and the Fargo-Moorhead Convention and Visitors Bureau commissioned a study to examine the economic effects of local events on the FM area economy. The 2019 study was based on the premise that spending associated with events & activities around our communities, including at FARGODOME, contribute to the economic base, increasing the demand for goods and services in a number of economic sectors, enhancing local employment opportunities, and augmenting local tax revenues.

Spending by event attendees for various types of events (e.g., concerts, family entertainment, sporting events, trade shows, and so on) were hypothesized to have different characteristics and event-related expenditures. Accordingly, events were grouped into 10 categories and a representative sample of events for each category were identified. Event attendees and/or participants were surveyed providing robust and defensible estimates of attendees' characteristics and expenditures. The survey also collected

information to differentiate between the direct economic impact of an event (the net increase in regional expenditures directly related to the event) and total spending of all event visitors and participants. Nearly 5,500 completed questionnaires were obtained from attendees at the various events surveyed.

Event attendee residence and expenditures, obtained from the surveys, were combined with attendance records provided by the event planners to estimate direct economic impacts from event attendance and participation. Secondary economic effects were estimated using input-output analysis, a common and widely accepted framework used in economic impact and economic contribution studies, which estimates how changes in industry and household activities affect an economy. Economic effects related to the community were described in terms of changes in economic output (sales), employment, labor income and tax revenues.

ED SHEERAN

Ed Sheeran returned to the FARGODOME for his concert in 2018.

October 17, 2018
FARGODOME
Total Attendees: 17,262

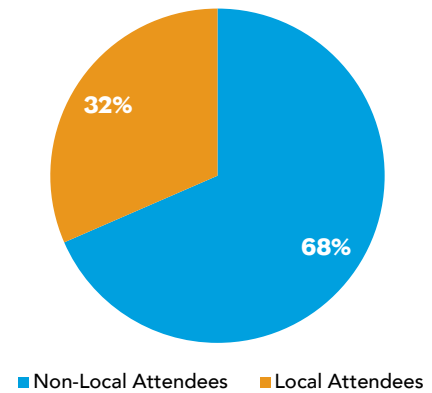
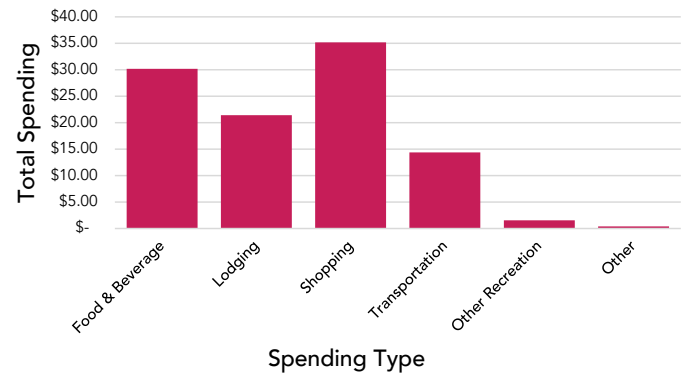
Total Surveyed: 1,532

Non-Local Attendees: 1,049
Local Attendees: 483

Average daily spending
by event attendee

Non-Local Attendees: \$137.33
Local Attendees: \$29.40

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$1.55M



NDPC CONFERENCE

The North Dakota Petroleum Council
annual meeting.

September 24-26, 2018
Delta Hotel by Marriott
Total Attendees: 500

Total Surveyed: 101

Non-Local Attendees: 89

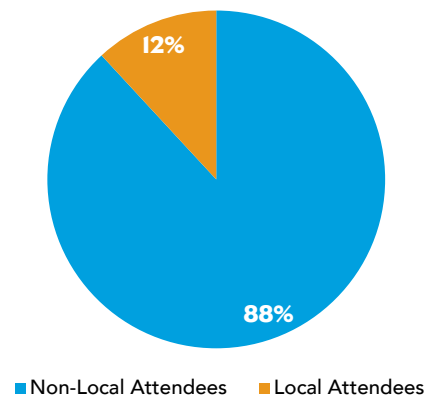
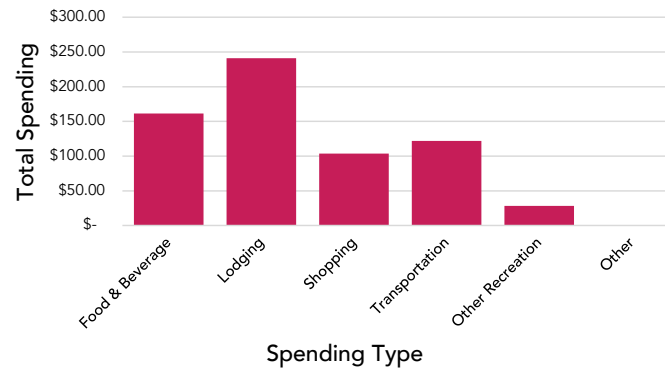
Local Attendees: 12

Average daily spending
by event attendee

Non-Local Attendees: \$701.06

Local Attendees: \$326.17

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$308K



GRAIN DEALERS

The North Dakota Grain Dealers Association meet annually in Fargo.

January 20-22, 2019

Holiday Inn

Total Attendees: 349

Total Surveyed: 349

Non-Local Attendees: 319

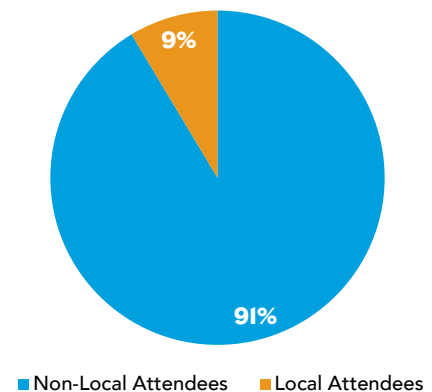
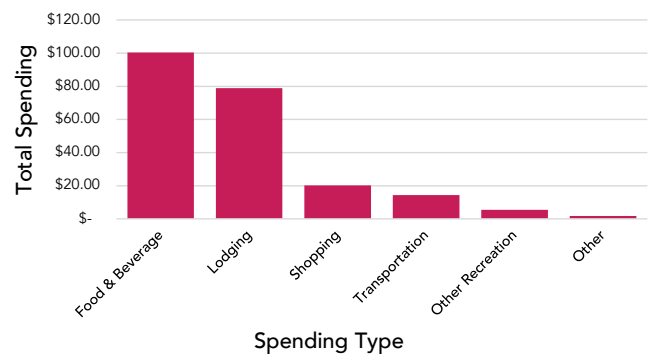
Local Attendees: 30

Average daily spending
by event attendee

Non-Local Attendees: \$247.35

Local Attendees: \$135.33

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$78,000



FARGO MARATHON

America's Best Small-town race is a Boston Qualifier.

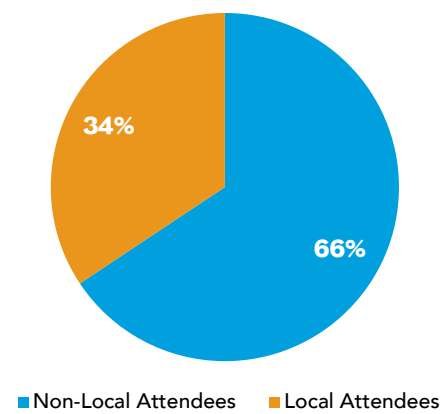
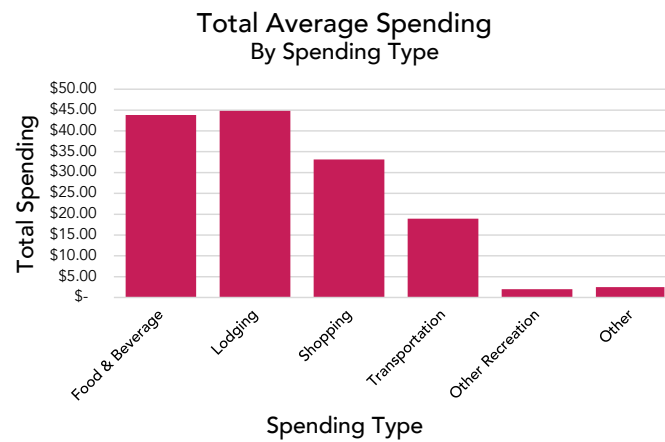
May 16-19, 2019
FARGODOME
Total Attendees: 5,034

Total Surveyed: 5,023

Non-Local Attendees: 3,298
Local Attendees: 1,725

Average daily spending
by event attendee

Non-Local Attendees: \$197.62
Local Attendees: \$45.25



TOTAL DIRECT VISITOR SPENDING: \$644K



FARGO AIRSHO

Performances by the Blue Angels, Navy Seals "Leap Frogs" and more.

July 20, 2019

Hector International Airport

Total Attendees: 21,000

Total Surveyed: 759

Non-Local Attendees: 462

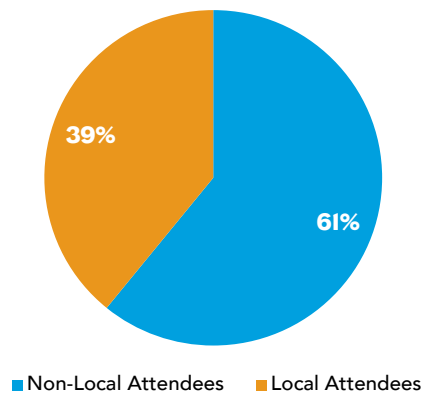
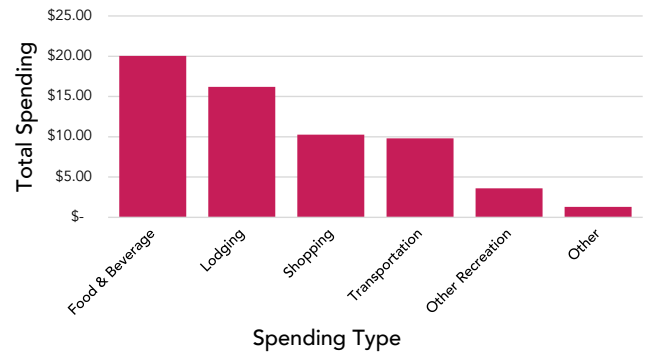
Local Attendees: 297

Average daily spending
by event attendee

Non-Local Attendees: \$113.55

Local Attendees: \$31.38

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$1.4M



BISON FOOTBALL

NDSU's football team is an NCAA Division I team who competes in the Missouri Valley conference.

Fall 2019

FARGODOME

Total Attendees (over 2 games): 35,693

Total Surveyed: 4,783

Non-Local Attendees: 2,135

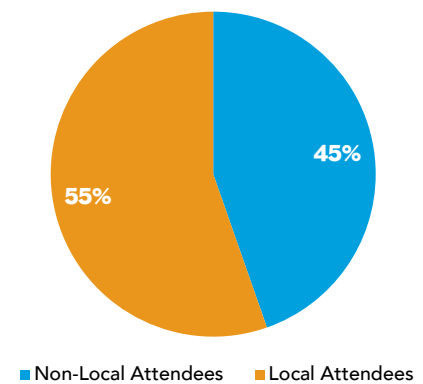
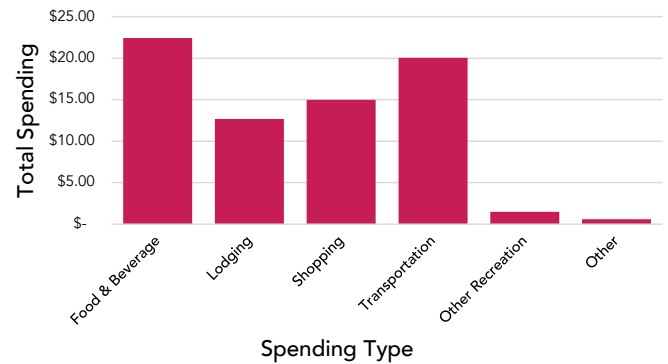
Local Attendees: 2,648

Average daily spending
by event attendee

Non-Local Attendees: \$122.11

Local Attendees: \$50.06

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$972K PER GAME



UMCVB CONFERENCE

The Upper Midwest Convention & Visitors Bureau's gathered in Fargo for their Fall conference.

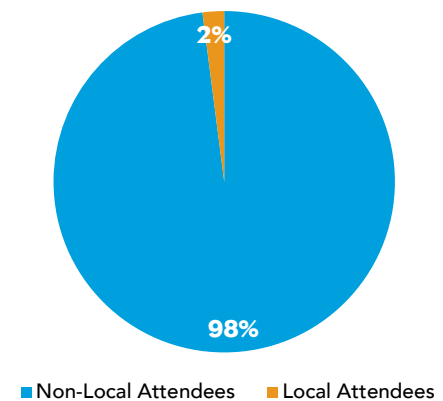
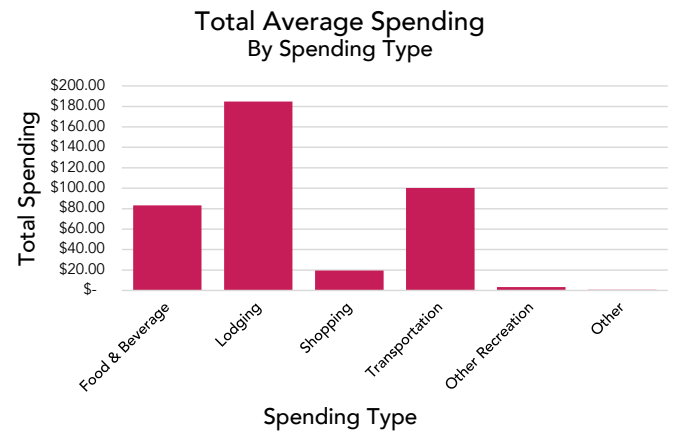
September 8-10, 2019
Fargo Holiday Inn
Total Attendees: 180

Total Surveyed: 98

Non-Local Attendees: 96
Local Attendees: 2

Average daily spending
by event attendee

Non-Local Attendees: \$398.55
Local Attendees: \$65.00



TOTAL DIRECT VISITOR SPENDING: \$70,048



BIG IRON

The largest farm show in the Upper Midwest happens in the fall at the Red River Valley Fairgrounds.

September 10-12, 2019
Red River Valley Fairgrounds
Total Attendees: 15,000

Total Surveyed: 224

Non-Local Attendees: 184

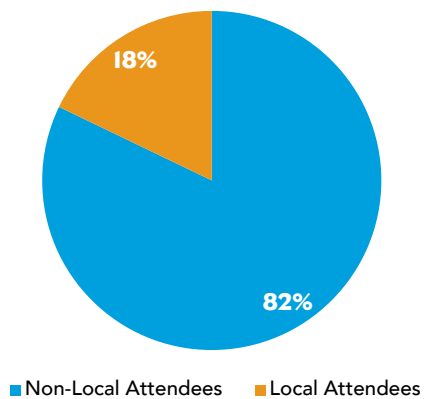
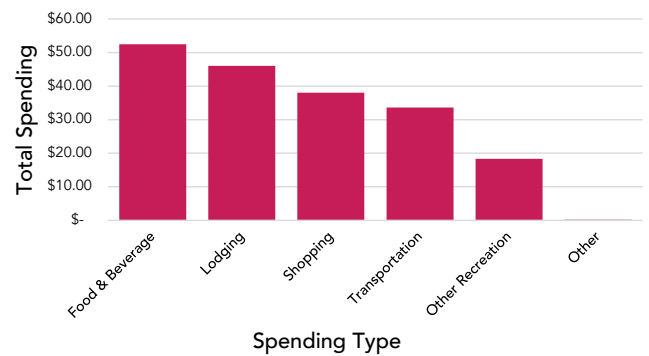
Local Attendees: 40

Average daily spending
by event attendee

Non-Local Attendees: \$238.99

Local Attendees: \$88.50

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$2.9M



BOB SEGER

Bob Seger's "Roll Me Away Tour" came to the FARGODOME.

September 14, 2019
FARGODOME
Total Attendees: 11,633

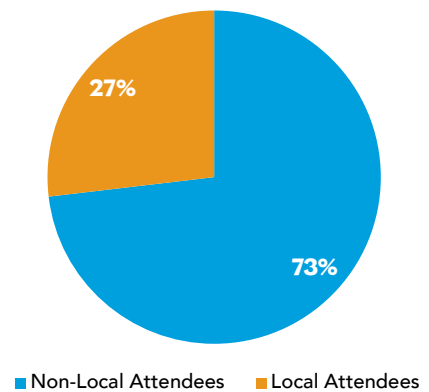
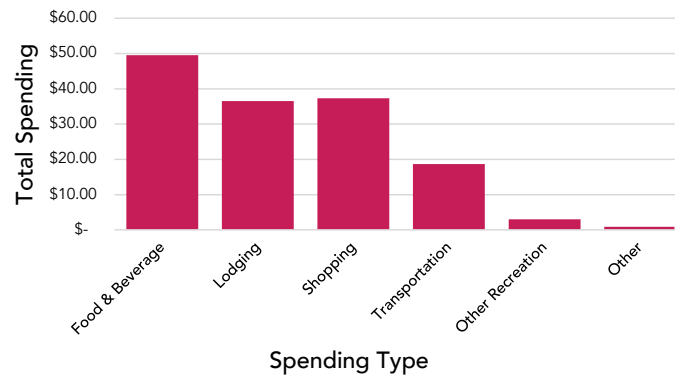
Total Surveyed: 1,165

Non-Local Attendees: 852
Local Attendees: 313

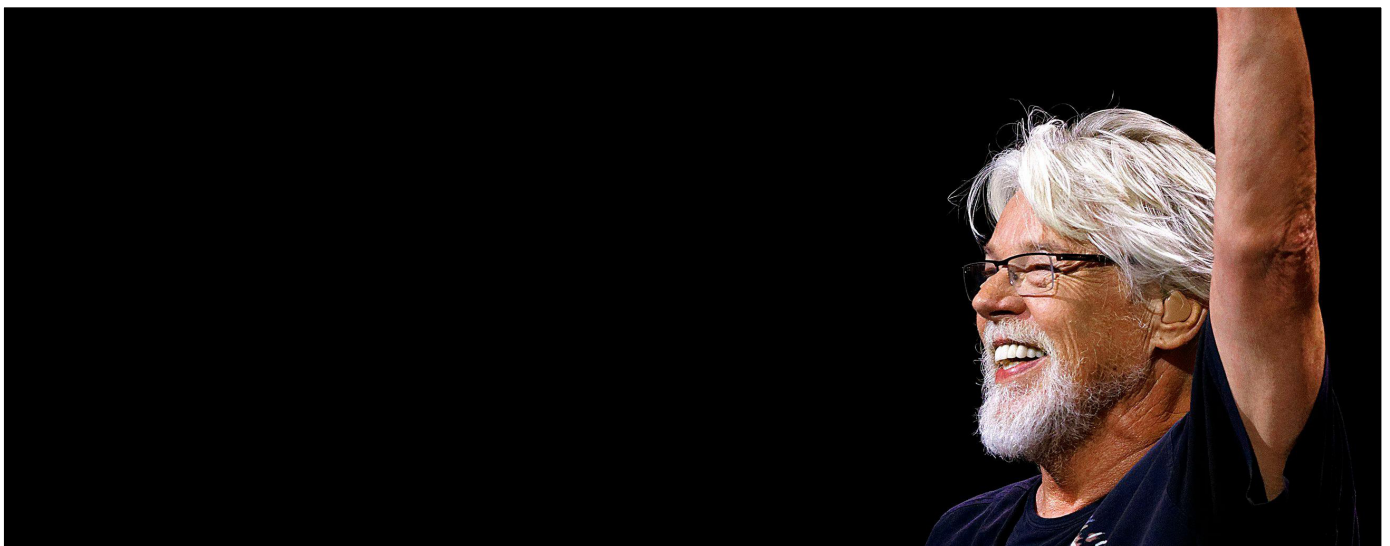
Average daily spending
by event attendee

Non-Local Attendees: \$182.63
Local Attendees: \$46.54

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$1.55M



CROSSFIT

Dakota Games, a national Crossfit competition. 2019 brought participants from 21 states and three Canadian providences.

September 20-22, 2019
Scheels Arena
Total Attendees: 191

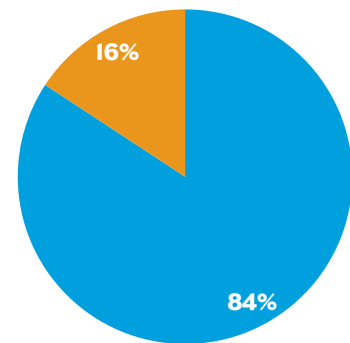
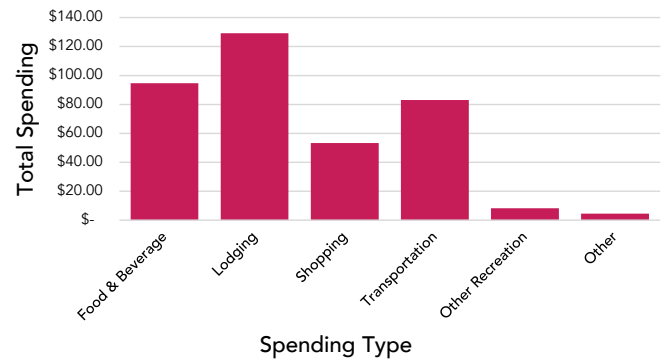
Total Surveyed: 185

Non-Local Attendees: 155
Local Attendees: 29

Average daily spending
by event attendee

Non-Local Attendees: \$420.24
Local Attendees: \$106.90

Total Average Spending
By Spending Type



■ Non-Local Attendees ■ Local Attendees

TOTAL DIRECT VISITOR SPENDING: \$45K



P!NK CONCERT

Music superstar, P!NK brought her Beautiful Trauma tour to Fargo in 2019.

May 4, 2019
FARGODOME
Total Attendees: 21,686

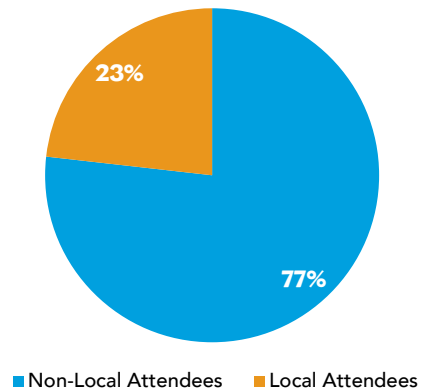
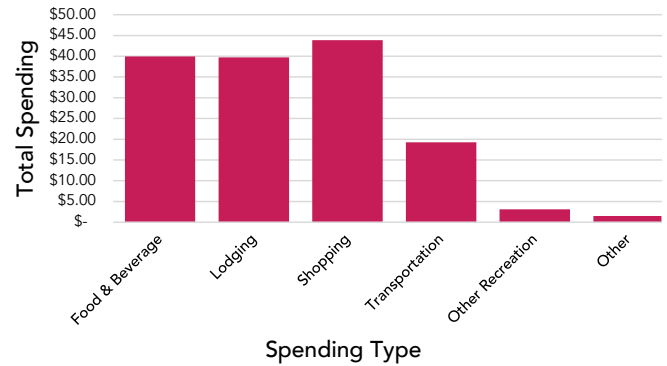
Total Surveyed: 2,675

Non-Local Attendees: 2,054
Local Attendees: 621

Average daily spending
by event attendee

Non-Local Attendees: \$177.4
Local Attendees: \$46.74

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$2.96M



DECA

DECA Fall Leadership Conference brings in future business leaders from North Dakota for competitions & learning.

October 13-16, 2019

Holiday Inn

Total Attendees: 302

Total Surveyed: 302

Non-Local Attendees: 189

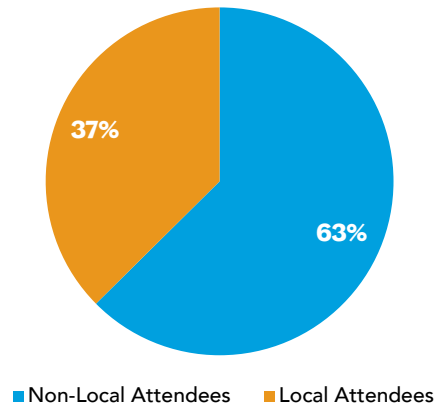
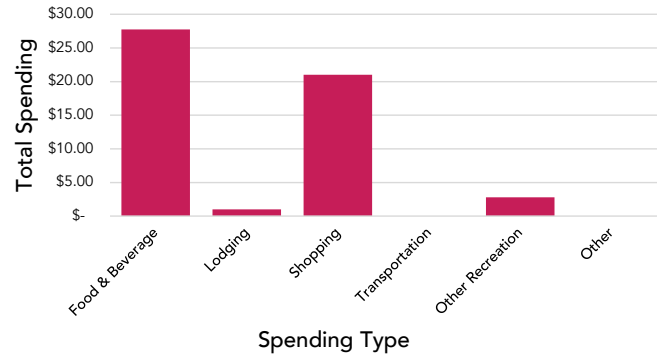
Local Attendees: 113

Average daily spending
by event attendee

Non-Local Attendees: \$57.89

Local Attendees: \$46.28

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$10,962



TRI CITY SOCCER

Annual premier youth soccer tournament
attracting over 150 teams

June 18-20, 2021

Pepsi Soccer Complex, Southside
Regional Park, and Scheels Complex

Total Attendees: 5,653

Total Surveyed: 628

Non-Local Attendees: 481

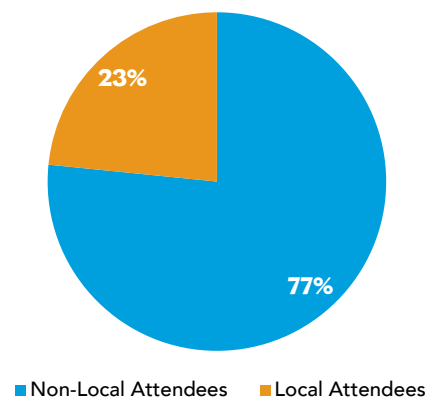
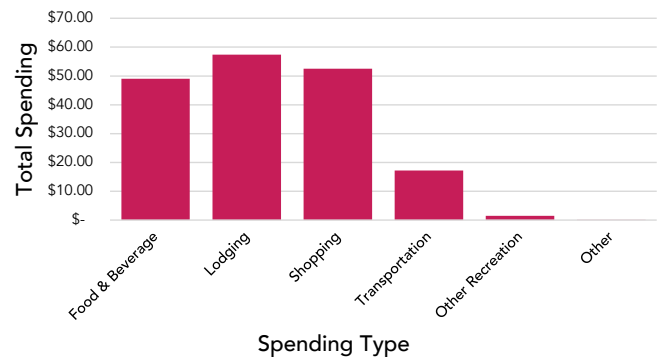
Local Attendees: 147

Average daily spending
by event attendee

Non-Local Attendees: \$219.63

Local Attendees: \$35.43

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$652K



USA WRESTLING

Nation's best boys and girls wrestlers compete annually in the world's largest wrestling competition.

July 16-25, 2021

FARGODOME

Total Attendees: 18,905

Total Surveyed: 561

Non-Local Attendees: 554

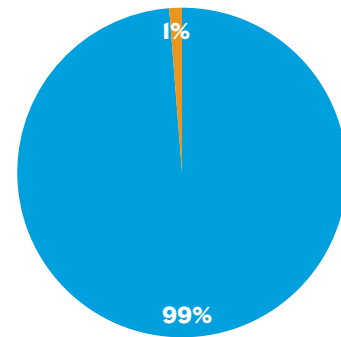
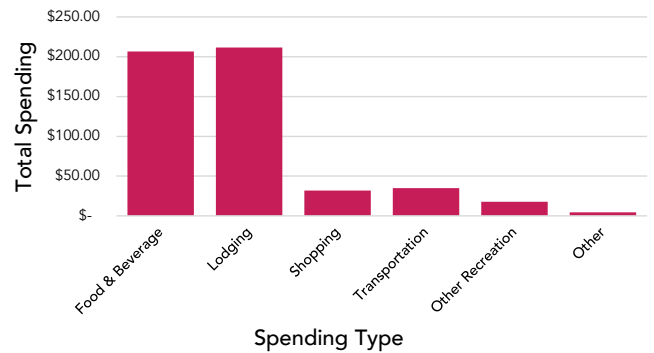
Local Attendees: 7

Average daily spending
by event attendee

Non-Local Attendees: \$551.59

Local Attendees: \$17.50

Total Average Spending
By Spending Type



■ Non-Local Attendees ■ Local Attendees

TOTAL DIRECT VISITOR SPENDING: \$4.4M



ND STATE SOFTBALL

North Dakota State Softball
Tournament Class C & D

August 6-8, 2021
North Softball Complex
Total Attendees: 467

Total Surveyed: 425

Non-Local Attendees: 286

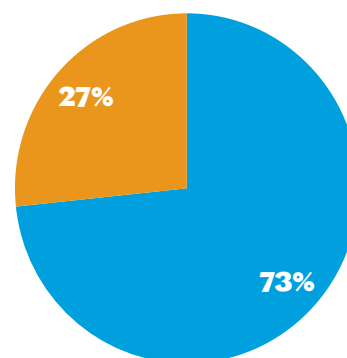
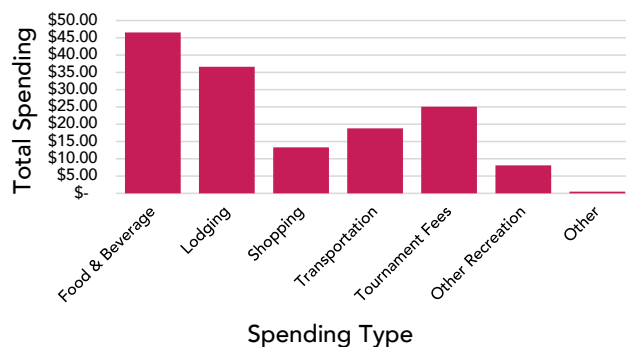
Local Attendees: 104

Average daily spending
by event attendee

Non-Local Attendees: \$213.00

Local Attendees: \$83.41

Total Average Spending
By Spending Type



■ Non-Local Attendees ■ Local Attendees

TOTAL DIRECT VISITOR SPENDING: \$109,742



HIGH SCHOOL SWIMMING

FM Gators Fall Fling is a high school swimming competition sanctioned by the ND LSC & USA Swimming.

November 19-21, 2021
Hulbert Aquatic Center
Total Attendees: 731

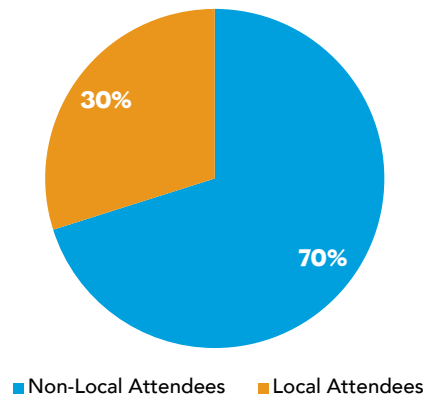
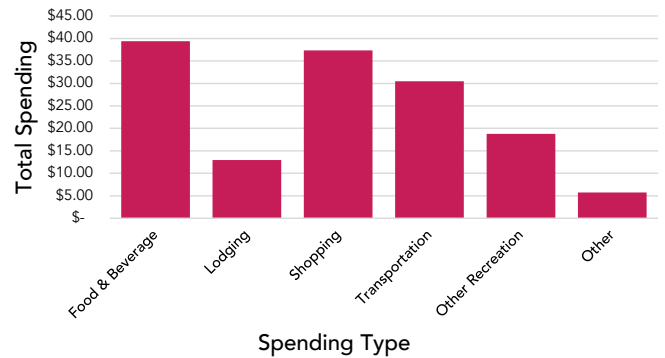
Total Surveyed: 445

Non-Local Attendees: 312
Local Attendees: 133

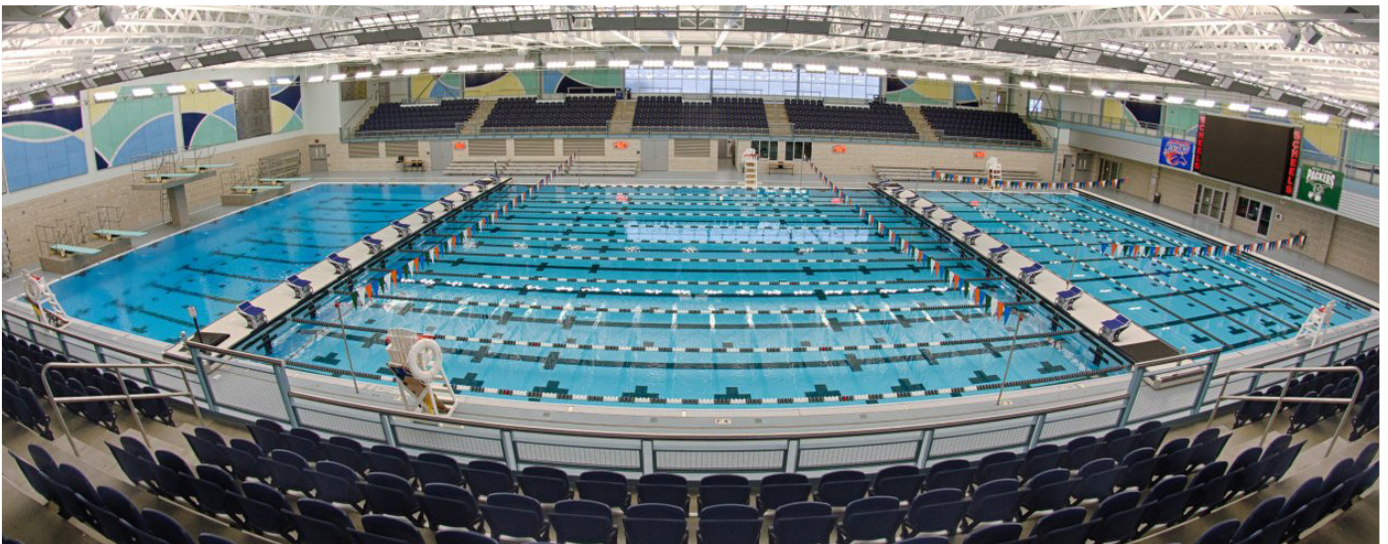
Average daily spending
by event attendee

Non-Local Attendees: \$170.54
Local Attendees: \$63.36

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$45,601



HIGH SCHOOL WRESTLING

Rumble on the Red Wrestling Tournament is the USA's largest high school sanctioned wrestling tournament.

December 29-31, 2021

FARGODOME

Total Attendees: 10,991 participants & families.

Total Surveyed: 651

Non-Local Attendees: 557

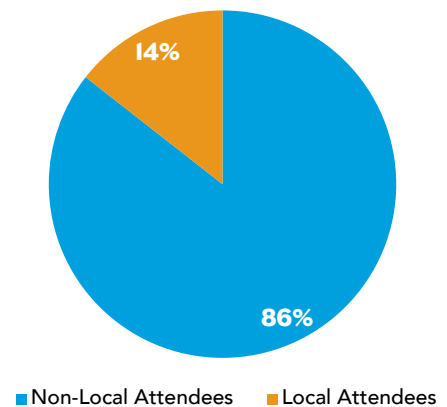
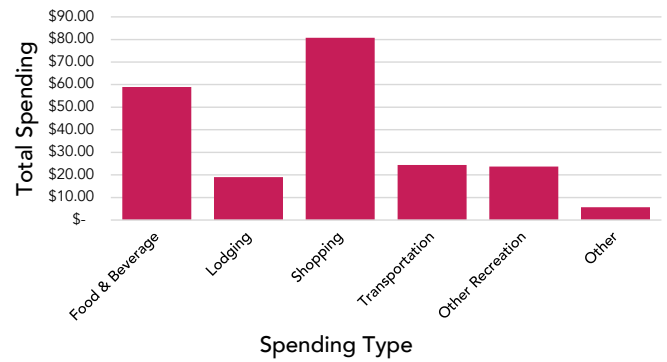
Local Attendees: 94

Average daily spending
by event attendee

Non-Local Attendees: \$237.53

Local Attendees: \$71.78

Total Average Spending
By Spending Type



TOTAL DIRECT VISITOR SPENDING: \$2.23M

