

THE ECONOMIC IMPACTS OF HOSTING THE ANNUAL ARMY/NAVY FOOTBALL CLASSIC



CLIENT

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Econsult Corporation was retained by the Philadelphia Sports Congress (PSC) to provide an analysis of the Army/Navy Game's economic and fiscal impacts on the city and the state. Philadelphia has hosted 79 Army/Navy Games since the first game in 1899. The information provided in this study was provided to the City of Philadelphia by PSC because the city was considering whether to extend the contract to host the game.



Econsult found that the Army/Navy Game generates significant intangible and tangible economic benefits to the City of Philadelphia and the State of Pennsylvania. These benefits include economic output, regional earnings, employment, and tax revenues. A large portion of these impacts is generated from resources outside of the region. This spending creates a substantial inflow of resources into the region, coming from non-local sources such as out-of-town visitor spending outside of the Army/Navy Game. "Public investment" in the Game warrants continued significant consideration, as it would generate positive returns to the city and state.

Econsult determined that the city and state benefit from a wide array of intangible benefits, including hotel stays during an otherwise low tourist period, enhancing Philadelphia's image as a destination, and worldwide TV and print media exposure.

