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Waddell & Reed Kansas City Marathon with Ivy Funds has an economic impact of about \$8.6 million to the Kansas City economy

KANSAS CITY, MO (September 22, 2014) – The 2013 Waddell & Reed Kansas City Marathon with Ivy Funds attracted a total of 12,016 participants with 8,200 local and 3,816 non-local participants. The participants and spectators had an economic impact of about \$8.6 million on the Kansas City area economy, according to an economic impact study conducted by Kent State’s Department of Economics, led by Shawn Rohlin, Ph.D.

The marathon generated a direct spending increase of approximately \$3.3 million and an indirect spending total of about \$5.3 million, according to the Kent State study. Rohlin said indirect spending is additional money spent by other people who didn’t participate in the race. For example, a waitress gets a \$10 tip from a runner, and then the waitress uses the \$10 to buy herself lunch the next day, which goes back in to the economy.

“When out-of-town participants come into Kansas City for the marathon, they spend money on hotels, restaurants, parking and retail,” said Sarah Dee, Director of Events. “When local participants attend the Health & Fitness Expo, they might pay for parking, go out to eat and put gas in their car. All of this impacts the city’s economy.”

This year, the Waddell & Reed Kansas City Marathon with Ivy Funds anticipates roughly 12,000 participants to return to the starting line. With local and out-of-town participants along with their friends and family, the race is again on target to have an economic impact of about \$8.6 million.

“The KC Marathon is a great opportunity to showcase the progress our community continues to make with development,” said Ronnie Burt, President & CEO of Visit KC. “Last year’s race had runners from every state represented. We welcome this event back and appreciate the huge community support and national participation. We encourage visitors to experience all KC has to offer, from our world-class museums, unique attractions to popular restaurants and shopping.”

The study was conducted by collecting data through surveys distributed to participants after the event took place.

About The Kansas City Sports Commission and Foundation

The Kansas City Sports Commission & Foundation benefits the Kansas City region through sports by creating, attracting and managing major sporting events for Kansas City. And, promote the lifetime benefits of sports for youth through educational initiatives, tournaments and clinics.

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