

Annual Impact of Minor League Baseball on North Carolina

Based on 2007 Season

2,304,860	Total Attendance
2,042,626	Attendance by North Carolina Residents
262,234	Attendance by Out-of-State Residents/Visitors
19,260	Out-of-State Teams (person-days in North Carolina)
\$26,999,153	North Carolina Resident Spending (Direct)
\$15,550,759	Tickets
\$9,673,023	Concessions
\$1,775,371	Souvenirs
\$32,579,060	Visitor Spending in North Carolina (Direct)*
\$59,578,213	OVERALL ATTENDEE SPENDING (Direct)
\$27,198,750	Direct Economic Impact
\$12,951,785	Indirect Economic Impact
\$12,068,020	Club Spending with North Carolina Vendors (Indirect)
\$6,944,747	Induced Economic Impact
\$47,095,282	OVERALL IMPACT (VALUE ADDED) TO N.C. ECONOMY (Direct, Indirect, Induced)
\$5,270,344	Direct Wages to Club Employees
\$2,509,688	Indirect Wages
\$1,345,695	Induced Wages
\$9,125,726	OVERALL WAGES PAID TO NORTH CAROLINA RESIDENTS
\$356,753	Local Occupancy Tax
\$4,836,121	State and Local Sales Tax
\$5,192,874	OVERALL STATE AND LOCAL SALES TAX IMPACT

Note: Direct spending by North Carolina residents is included here to emphasize MiLB's overall impact; however, if MiLB did not exist in North Carolina, residents likely would use their discretionary income on other entertainment in the state.

* For the purposes of this analysis, North Carolina residents are not considered visitors, and their day-trip visitor impact on in-state destinations is excluded.

Sources: Individual teams, Minor League Baseball

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