



pittsburghmarathon.com

Dick's Sporting Goods Pittsburgh Marathon  
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## **2009 Pittsburgh Marathon Independent Economic Impact Study Shows \$21.56 Million in Regional Revenue; 95% Satisfaction Runner Rating**

PITTSBURGH, PA - September 1, 2009 - The Pittsburgh Marathon announces that an independent firm, Forward Analytics, determined the 2009 race generated \$21.56 million for the Pittsburgh regional economy through direct and indirect spending. An additional \$254,000 was contributed to regional and national charities including The Leukemia and Lymphoma Society's Team in Training, Gilda's Club, Pittsburgh Promise, American Cancer Society and others. An overwhelming 95% of the runners were "very satisfied" or "satisfied" with the run, and all but 2% would consider running the event again.

The report was created based upon direct feedback from an online survey distributed to all registered runners. "We're extremely pleased to be able to quantify the economic value this world class event has for the Pittsburgh region," says Race Director Patrice Matamoros. "In addition to promoting health and wellness, our organization is committed to creating value for our sponsors, our runners and the City. Having reliable data is an important part of measuring our success."

Six years ago, the Pittsburgh Marathon was sidelined due to lack of funding. In 2009, the newly-returned race raised sufficient funds through sponsors, runner fees and in-kind donations to meet all of its expense obligations, from race management costs such as timing services and equipment rental, to runner amenities and even compensating the City for services such as police, course marking, barricades and EMS. Conducting the post-race study documents that the race is not just important for runners; it is an important asset for the region as a whole.

The economic impact details are as follows:

- Direct spending totaled \$5,825,914, and included:
  - \$4,662,388 in direct spending by out-of-area runners and families
  - \$597,335 in "import substitution" (money the study documents would have been spent elsewhere if not for the local marathon)
  - \$529,650 in spending by the Marathon organization on goods and services
  - \$23,120 in spending by non-local vendors and partners
- Indirect impact, or the re-spending of dollars attributable to the 2009 Pittsburgh Marathon as it circulates throughout the local economy, totaled \$15,729,967 million. According to the report, the Marathon generated substantial tax revenues for the local economy as well:

- \$607,194 for the state of Pennsylvania
- \$149,488 for Allegheny County
- \$135,445 for the City of Pittsburgh

### **MISSION STATEMENT**

Pittsburgh Three Rivers Marathon Inc. is a community-based non-profit organization based in Pittsburgh, Pennsylvania, which creates, manages and hosts all events of the Pittsburgh Marathon. We promote the love of long-distance running and enhance community involvement in fitness activities, by creating high quality events open to a wide variety of ages and ability levels. Our events will consistently serve the needs of our registered participants and our sponsors; will engage and reward our volunteers; will strive to enhance the economic well-being of the Pittsburgh region; will partner with public and private entities to create the best possible event experience; and partner with appropriate charitable organizations to give back to the community we serve.

### **OUR SPONSORS**

Pittsburgh Three Rivers Marathon Inc. thanks our sponsors: Dick's Sporting Goods, UPMC Health Plan, FedEx Ground, Nike, UPMC Sports Medicine, Trib Total Media, KDKA TV, Rothman Gordon Attorneys, McKnight Realty Partners, Pittsburgh Volkswagen Dealers, Shapers, Spaghetti Warehouse and Omni Hotels William Penn Pittsburgh. To become a sponsor, visit [www.pittsburghmarathon.com](http://www.pittsburghmarathon.com)

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