

# ECONOMIC IMPACT

<u>YEAR</u>	<u>PARTICIPANTS</u>	<u>X 2 *</u>	<u>X \$71.89 **</u>	<u>DIRECT (x 2.5) ***</u>	<u>EXTENDED (x 1.9) ****</u>
1985	600	1,200	\$86,268.00	\$215,670.00	\$409,773.00
1986	3,167	6,334	\$455,351.26	\$1,138,378.15	\$2,162,918.49
1987	6,760	13,520	\$971,952.80	\$2,429,882.00	\$4,616,775.80
1988	11,062	22,124	\$1,590,494.36	\$3,976,235.90	\$7,554,848.21
1989	16,480	32,960	\$2,369,494.40	\$5,923,736.00	\$11,255,098.40
1990	20,362	40,724	\$2,927,648.36	\$7,319,120.90	\$13,906,329.71
1991	23,413	46,826	\$3,366,321.14	\$8,415,802.85	\$15,990,025.42
1992	25,474	50,948	\$3,662,651.72	\$9,156,629.30	\$17,397,595.67
1993	27,183	54,366	\$3,908,371.74	\$9,770,929.35	\$18,564,765.77
1994	29,351	58,702	\$4,220,086.78	\$10,550,216.95	\$20,045,412.21
1995	31,878	63,756	\$4,583,418.84	\$11,458,547.10	\$21,771,239.49
1996	34,322	68,644	\$4,934,817.16	\$12,337,042.90	\$23,440,381.51
1997	36,882	73,764	\$5,302,893.96	\$13,257,234.90	\$25,188,746.31
1998	37,416	74,832	\$5,379,672.48	\$13,449,181.20	\$25,553,444.28
1999	39,007	78,014	\$5,608,426.46	\$14,021,066.15	\$26,640,025.69
2000	36,444	72,888	\$5,239,918.32	\$13,099,795.80	\$24,889,612.02
2001	37,722	75,444	\$5,423,669.16	\$13,559,172.90	\$25,762,428.51
2002	34,934	69,868	\$5,022,810.52	\$12,557,026.30	\$23,858,349.97
2003	33,500	67,000	\$4,816,630.00	\$12,041,575.00	\$22,878,992.50
2004	34,410	68,820	\$4,947,469.80	\$12,368,674.50	\$23,500,481.55
2005	36,067	72,134	\$5,185,713.26	\$12,964,283.15	\$24,632,137.99
2006	35,006	70,012	\$5,033,162.68	\$12,582,906.70	\$23,907,522.73
2007	36,085	72,170	\$5,188,301.30	\$12,970,753.25	\$24,644,431.18
2008	37,146	74,292	\$5,340,851.88	\$13,352,129.70	\$25,369,046.43
2009	37,400	74,800	\$5,377,372.00	\$13,443,430.00	\$25,542,517.00
2010	35,878	71,756	\$5,158,538.84	\$12,896,347.10	\$24,503,059.49
2011	34,527	69,054	\$4,964,292.06	\$12,410,730.15	\$23,580,387.29
2012	34,994	69,988	\$5,031,437.32	\$12,578,593.30	\$23,899,327.27
2013	33,273	66,546	\$4,783,991.94	\$11,959,979.85	\$22,723,961.72
2014	34,056	68,112	\$4,896,571.68	\$12,241,429.20	\$23,258,715.48
2015	32,001	64,002	\$4,601,103.78	\$11,502,759.45	\$21,855,242.96
2016	30,723	61,446	\$4,417,352.94	\$11,043,382.35	\$20,982,426.47
2017	28,514	57,028	\$4,099,742.92	\$10,249,357.30	\$19,473,778.87
33 Years	966,037	1,932,074	\$138,896,799.86	\$347,241,999.65	\$659,759,799.34

\*Each participant brings an average of one spectator

\*\* Each participant and spectator spend an average of \$71.89 per day

\*\*\*Direct economic impact multiplier from the Department of Commerce

\*\*\*\*Extended economic impact multiplier from the Department of Commerce

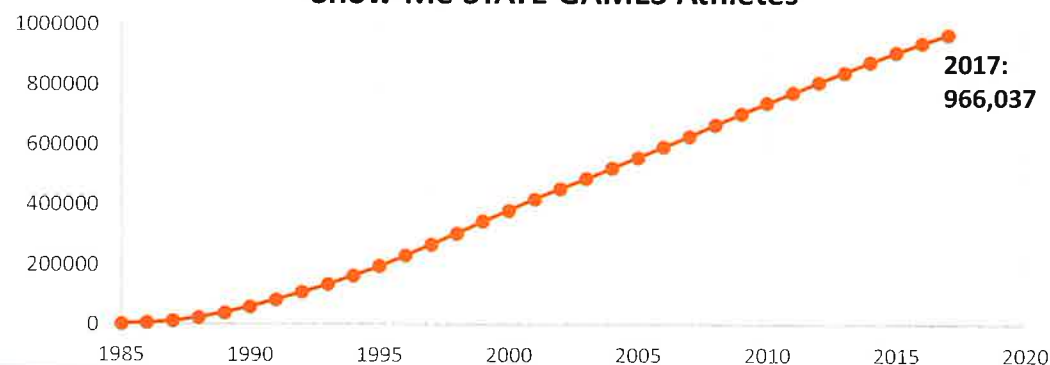


# SHOW-ME STATE GAMES BY THE NUMBERS

## SAVE THE DATE 2018

January 20	MFA Oil – Break Time Shootout
February 23-25	Hoopin' It Up Basketball
February 24	SMSG MoNASP Archery Tournament State Qualifier
March 23-25	Hoopin' It Up Basketball
March 24-25	Spring Slam Volleyball Tournament
April/May/July	Shelter Insurance® Torch Runs
June 2018	3v3 Soccerfest
<b>June 7-10</b>	<b>Missouri State Senior Games</b>
<b>June 8-10</b>	<b>Show-Me STATE GAMES June weekend</b>
July 19-21	Audrey Walton Youth Leadership Conference
<b>July 20-21-22</b>	<b>Show-Me STATE GAMES</b>
<b>July 27-28-29</b>	<b>Show-Me STATE GAMES</b>
September 2018	Pumpkin Fun Run
November 2018	3v3 Soccerfest

**The Path to a Million**  
**Show-Me STATE GAMES Athletes**



## ONLINE REACH – JULY 2016 - JULY 2017

Unique Visitors	101,729
Visits	205,650
Pageviews	771,520
Pages/Visits	3.75
Average time	2:55
Facebook 	5,478 fans
Twitter 	2,612 followers
Enewsletter	30,829 subscribers
Instagram 	404 followers

## HOTEL NIGHTS

Summer – 3 weekends	7,408
Nov. 2016 3v3 Soccer	139
February Basketball	447
March Basketball	393
<b>Total</b>	<b>8,387</b>

# Show-Me STATE GAMES

"101 THINGS ALL SPORTS FANS MUST  
EXPERIENCE BEFORE THEY DIE".  
- ESPN

## 2018 Fact Sheet

- Our mission is to provide all Missourians the opportunity to participate in activities of health, fitness, family & fun.
- Established in 1985, the Show-Me STATE GAMES (SMSG) is a non-profit program of the Governor's Council on Physical Fitness & Health, hosted by the University of Missouri.
- The Show-Me STATE GAMES has grown to become the largest state games in the nation!
- The 2017 SMSG summer competition had 20,653 participants and year-round participation was 28,514.
- This means the GAMES brought more than 57,000 athletes and spectators to Columbia in 2017!
- In 33 years of existence, more than 966,037 participants have taken part in the Show-Me STATE GAMES!
- The SMSG was recognized for contributing to the University of Missouri's designation as a "community-engaged campus." The GAMES has also been profiled in *Sports Illustrated* and had two athletes featured in its Faces in the Crowd.
- The 2017 GAMES was featured in more than 100 media articles, with more than 824,891 impressions.
- Out of the 114 counties in Missouri, 112 had representation in the 2017 GAMES... a truly statewide event.

### 2018 Show-Me STATE GAMES

**Show-Me STATE GAMES June  
and Missouri State Senior Games  
June 8-10, 2018**

**2018 Show-Me STATE GAMES  
July 20-22 and July 27-29**

### What sports are included?

Archery, Baseball, Basketball, Bowling, Cycling, Disc Golf, Equestrian, Fencing, Flag Football, Youth Tackle Football, Golf, Golf Par-3 Doubles, Gymnastics, Handball, Ice Hockey, Judo, Kickball, Lacrosse, Martial Arts, Miniature Golf, Mountain Biking, Pickleball, Powerlifting, Road Race/Racewalk, Rugby, Shooting, Soccer, 3v3 Soccer, Softball, Swimming, Synchronized Swimming, Tennis, Track & Field, Triathlon/Duathlon, Ultimate Frisbee, Volleyball and Wrestling.

### How is the SMSG funded?

The Show-Me STATE GAMES' funding is provided from four different avenues, with the largest being corporate sponsorships and entry fees. The SMSG relies on fundraisers and merchandising for the remainder of the funding.

### How does the SMSG impact Columbia and Boone County?

Direct Economic Impact: More than \$10,200,000  
Extended Economic Impact: More than \$19,400,000  
The GAMES not only brings economic development to the community, but also directly hires hundreds of officials, commissioners and supervisors, totaling \$129,740.



Walsworth  Health Care

**www.smsg.org**  
**573-882-2101**