CINCINNATIUSA
CONVENTION & VISITORS BUREAU

2015 MLB All-Star Game

Cincinnati USA
Facts & Figures

2015 MLB All-Star Game in Cincinnati USA
Facts & Figures

Economic impact*

Geography and economic impact of past All-Star Games are important in deriving an estimate for Cincinnati as a host of the 2015 event. Cincinnati is closer in size to Minneapolis, St. Louis and Kansas City rather than the coastal cities; an economic impact similar in size could be expected (see Table 1). Given the event occurs in the future, there will be some inflationary effect. Based on these factors, the estimated economic impact* of the 2015 MLB All-Star Game to the Cincinnati economy would be approximately $60 million[1]. Already, MLB has booked 16,165 hotel room nights for next year from July 11-15 for its contingent of executives, corporate sponsors and guests[1].

Table 1. The economic impact* of past and future All-Star games.

Year	Host	Economic Impact
2015	*Cincinnati*	*$60 million (est.)[1]*
2014	Minneapolis	$21 million to $55 million (est.)[2]
2013	New York	$191.5 million (est.)[3]
2012	Kansas City	$60 million[4]
2011	Phoenix	$67 million[5]
2010	Anaheim	$84 million to $85 million[6]
2009	St. Louis	$60 million[7]

Sources:

1: Cincinnati.com (2014). All-Star Game 2015 countdown begins. Retrieved from http://www.cincinnati.com/story/money/2014/07/16/star-game-countdown-begins/12720625/

2: Minneapolis Star-Tribune. (2014). 2014 All-Star Game was a hit, but not up to the hype. Retrieved from http://www.startribune.com/local/minneapolis/282360031.html

3: New York City. (2012). Mayor Bloomberg, MLB Commissioner Selig and New York Mets CEO Wilpon Announce 2013 All-Star Game will be Played at Citi Field [Press release]. Retrieved from http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pageID=mayor_press_release&catID=1194&doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2012a%2Fpr179-12.html&cc=unused1978&rc=1194&ndi=1

4: The Kansas City Star. (2012). All-Star Game created $60 million in economic impact. Retrieved from http://www.kansascity.com/news/local/article310541/All-Star-Game-created-60-million-in-economic-impact.html

5: ABC15 Phoenix (2011). City of Phoenix hopes for big economic boost from All-Star Game. Retrieved from http://www.abc15.com/news/region-phoenix-metro/central-phoenix/businesses-hoping-all-star-week-will-boost-summer-business

6: Venues Today (2010). MLB All-Star Game Wraps with Record Fan Fest. Retrieved from https://venuestoday.wordpress.com/2010/07/15/mlb-all-star-game-wraps-with-record-fan-fest/

7: Minneapolis Star Tribune (2012). All-Star Game's payoff: Homer or a solid single? Retrieved from http://www.startribune.com/sports/twins/167934745.html

Estimates are based on results and performance of past All-Star host cities of similar size and geographic location. No independent study has been conducted by the Cincinnati USA Convention & Visitors Bureau.

Recent large events hosted in Cincinnati

Over the years, Cincinnati has hosted many large, high-profile events. As a comparison and to show the overall impact of the Cincinnati USA Convention & Visitors Bureau's work to bring events to the city, the economic impact of these events on the local economy in Cincinnati is shown below in Table 2.

Table 2. The economic impact of prolific events hosted in Cincinnati

Year	Event	Economic Impact
2014	National Urban League Annual Convention	$2 million[1]
2014	Education Testing Service	$6.3 million[2]
2012	World Choir Games	$73.5 million* [3] [4]
2008	NAACP	$2.3 million[5]

Sources:

1: Cincinnati USA Convention & Visitors Bureau (2014). Cincinnati USA Welcomes the National Urban League for 2014 Annual Conference July 23-26. Retrieved from http://www.cincyusa.com/media/press-releases/cincinnati-usa-welcomes-the-national-urban-league-for-2014-annual-conference-july-23-26

2: Exhibit City News (2014). AP Test Reading to generate more than $6.3 million for Cincinnati in June. Retrieved from http://www.exhibitcitynews.com/ap-test-reading-generate-6-3-million-cincinnati-june/

3: Cincinnati USA Convention & Visitors Bureau (2012). The 2012 World Choir Games Impact Report [Report] Retrieved from http://www.cincyusa.com/images/editor/file/World%20Choir%20Games/CVB_Xform_printer-friendly.pdf

4: Cincinnati Enquirer (2010). Study: $73.5 million impact from Choir Games. Retrieved from http://archive.cincinnati.com/article/20100708/BIZ01/307080035/Study-73-5-million-impact-from-Choir-Games

5: Cincinnati Enquirer (2014). NAACP picks Cincinnati for 2016. Retrieved from http://www.cincinnati.com/story/news/2014/12/02/naacp-picks-cincy/19761081/

Economic impact from study conducted by University of Cincinnati Economics Center for Education and Research

Visitors to Cincinnati*

Table 3. The number of visitors* to past and future All-Star Games.

Year	Host	Out-of-Town Visitors
2015	*Cincinnati*	*100,000+ (est.)*[1]
2014	Minneapolis	160,000 (est.)[2]
2013	New York	176,239 (est.)[3]
2012	Kansas City	150,000[4]
2011	Phoenix	100,000+ (est.)[5]
2010	Anaheim	100,000+ (est)[6]
2009	St. Louis	230,000 (est.)[7]

Sources:

1: Cincinnati.com (2014). All-Star Game 2015 countdown begins. Retrieved from http://www.cincinnati.com/story/money/2014/07/16/star-game-countdown-begins/12720625/

2: Meet Minneapolis (2014). 2014 All-Star Game in Minneapolis Facts & Figures. Retrieved from http://www.minneapolis.org/sites/default/files/u121/PDFs/2014%20MLB%20ASG%20Fact%20Sheet%20-Meet%20Minneapolis.pdf

3: New York City. (2012). Mayor Bloomberg, MLB Commissioner Selig and New York Mets CEO Wilpon Announce 2013 All-Star Game will be Played at Citi Field [Press release]. Retrieved from http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pageID=mayor_press_release&catID=1194&doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2012a%2Fpr179-12.html&cc=unused1978&rc=1194&ndi=1

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5: ABC15 Phoenix (2011). City of Phoenix hopes for big economic boost from All-Star Game. Retrieved from http://www.abc15.com/news/region-phoenix-metro/central-phoenix/businesses-hoping-all-star-week-will-boost-summer-business

6: 89.3 KPCC (2010). Anaheim, Angels Stadium ready for All-Star close-up. Retrieved from http://www.scpr.org/news/2010/07/07/17008/all-star-prep/

7: St. Louis Business Journal (2009). Sheryl Crow to headline All-Star Game concert. Retrieved from http://www.bizjournals.com/stlouis/stories/2009/06/15/daily65.html

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Potential TV viewership*

A 2015 All-Star Game hosted in Cincinnati could be expected to be viewed on television by approximately 35 million people*[1]. Again the Midwestern geographic similarity of Cincinnati to Minneapolis, Kansas City and St. Louis factors into the estimate, as well the recent occurrence of these events.

Table 4. The total number of television viewers for past and future All-Star games.

Year	Host	Total Viewers
2015	*Cincinnati*	35 million (est.)[1]
2014	Minneapolis	35 million (est.)[2]
2013	New York	27.9 million[3]
2012	Kansas City	27.7 million[4]
2011	Phoenix	34.9 million[5]
2010	Anaheim	29.5 million[6]
2009	St. Louis	33.6 million[7]

Sources:

1: USAToday.com. (2014). 2015 All-Star Game could cost Cincinnati tax payers millions. Retrieved from http://www.usatoday.com/story/sports/mlb/allstar/2013/07/31/2015-mlb-all-star-game-cincinnati-great-american-ball-park/2604573/

2: Meet Minneapolis (2014). 2014 All-Star Game in Minneapolis Facts & Figures. Retrieved from http://www.minneapolis.org/sites/default/files/u121/PDFs/2014%20MLB%20ASG%20Fact%20Sheet%20-Meet%20Minneapolis.pdf

3: MLB.com (2013). 2013 MLB All-Star Week reaches new records and milestones [Press release]. Retrieved from http://m.mlb.com/news/article/54024060/2013-mlb-all-star-week-reaches-new-records-and-milestones

4: MLB.com (2012). 2012 Major League Baseball All-Star Week Experiences Great Success [Press release]. Retrieved from http://mlb.mlb.com/news/article.jsp?ymd=20120713&content_id=34872084&vkey=pr_mlb&c_id=mlb

5: New York City (2012). Mayor Bloomberg, MLB Commissioner Selig and New York Mets CEO Wilpon Announce 2013 All-Star Game will be Played at City Field. Retrieved From http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pageID=mayor_press_release&catID=1194&doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2012a%2Fpr179-12.html&cc=unused1978&rc=1194&ndi=1

6: MLB.com (2010). Major League Baseball Enjoys Successful All-Star Game in Anaheim [Press release]. Retrieved from http://mlb.mlb.com/news/press_releases/press_release.jsp?ymd=20100715&content_id=12259996&vkey=pr_mlb&fext=.jsp&c_id=mlb

7: MLB.com (2009). 80th Major League Baseball All-Star Game Achieves Record Results [Press release]. Retrieved from http://mlb.mlb.com/news/press_releases/press_release.jsp?ymd=20090715&content_id=5886804&vkey=pr_mlb&fext=.jsp&c_id=mlb

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MLB All-Star Game in Cincinnati

The 2015 All-Star Game will be the first to take place in Great American Ball Park, but is the fifth time Cincinnati has hosted the game. Cincinnati previously hosted the All-Star Game in 1938, 1953, 1970 and 1988.