

# Football Playoff Games Have \$300,000 Plus Impact

01.31.2014

Four Oklahoma high school football playoff games held in late November/early December at Southwestern Oklahoma State University had a \$313,000 impact on the Weatherford area, according to an economic impact study recently released.

An estimated 3,800 fans attended two Class C semifinal contests, one Class C state championship contest and one Class B state title game at Milam Stadium on the SWOSU campus. Business analysts at SWOSU's Center for Economic and Business Development believe those guests spent at least \$313,000 on food, souvenirs, fuels and lodging.

Doug Misak, director of the center, said statistics indicate that the average visitor on a one-day trip to Weatherford spends about \$80. If that guest spent the night in one of Weatherford's 400 hotel rooms, that figure goes up to \$200. The CEBD estimates that 75 total rooms were occupied by sports fans such as grandparents and other relatives.

Participating teams were Shattuck, Cherokee (twice), Tipton (twice), Sharon-Mutual, Laverne and Pond-Creek Hunter.

SWOSU President Randy Beutler said these games are another example of how SWOSU helps support and shape the economic strength and future of Weatherford and western Oklahoma.