

West Central Tourney Results in \$241,840 Impact

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A late-January high school basketball tournament held at the new Pioneer Cellular Event Center in Weatherford had nearly a \$241,840 impact on the Weatherford area economy.

The West Central Basketball Tournament was held January 20-25 on the campus of Southwestern Oklahoma State University.

SWOSU's Center of Economic and Business Development estimated that approximately 3,023 fans from the region attended the games. CEBD statistics indicate that average visitors who make a one-day trip to Weatherford will spend about \$80. The business analysts at the CEBD say that even though most of the teams were local, which means no cost was factored in for lodging, visitors still spent at least \$241,840 on food, souvenirs, and fuel in Weatherford.

Teams that participated in the tournament included Arapaho-Butler, Burns Flat-Dill City, Calumet, Canute, Corn Bible Academy, Hydro-Eakly, Sentinel and Thomas-Fay-Custer.