

High School Football Playoff Games Impact SWOSU Area by Nearly \$1 Million

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Southwestern Oklahoma State University being the choice for four Oklahoma high school football playoff games in late November/early December resulted in nearly a \$1 million impact on the area economy.

An estimated 12,000 fans attended the Class 2A and Class C games in Weatherford on November 23, November 30 and December 1, and business analysts at SWOSU's Center for Economic and Business Development believe those guests spent at least \$984,000 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 200 total rooms were occupied by sports fans such as grandparents and other relatives on the three dates.

Participating teams were Tipton (twice), Sharon-Mutual, Frederick, Oklahoma Christian, Forgan, Laverne and Pond Creek-Hunter.

"Whether the fans were wearing red, black, blue, gold or purple, they actually meant one color to the merchants of Weatherford—green," Misak said.

One local Weatherford restaurant owner said December 1 was the largest-ever sales day for that restaurant.

SWOSU President Randy Beutler said public events at university venues not only promote SWOSU's interests but also enrich the community, county and state of Oklahoma.