

**The Economic Impact of the 2022 Washington  
International Horse Show on Prince George's County, MD**

**Prepared for**

**The Washington International Horse Show**

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# **The Economic Impact of the 2022 Washington International Horse Show on Prince George's County, MD**

## **Executive Summary**

The 64<sup>th</sup> edition of the Washington International Horse Show (WIHS) was held at the Show Place Arena at Prince George's Equestrian Center October 24<sup>th</sup> – 30<sup>th</sup>, 2022, returning to the Washington, DC area for the first time since its 2019 Show. The 2022 WIHS spanned seven days and three nights. The 2022 WIHS debut at the Prince George's Equestrian Center followed a two-year period of adjustment in response to the COVID 19 Pandemic that resulted in a scaled-down Show in 2020 held in Tryon, North Carolina followed by a full Show, also in Tryon, in 2021. With the 2022 Show, WIHS returned to the Washington area with its historic indoor format.

The 2022 Show achieved the highest FEI (International Federation for Equestrian Sports) Five-Star designation in international equestrian sport to become the only Five-Star FEI world cup jumping qualifier of this level in the United States. Elevation to a FEI Five-Star rating and being the only world cup qualifier in the U.S. raised the WIHS' visibility among competitors and sporting fans. In addition to the 432 competitors (horses) participating in the Show's many events, the Show attracted top riders from eight countries to compete for the show's ultimate prize, the \$406,000 Longines FEI jumping World Cup™ Washington for the President's Cup Grand Prix, which was presented by Experience Prince George's. Also in attendance at the 2022 Show was the entire silver medal winning Tokyo 2020 United States Olympic team.

In preparation to host the 2022 Show, both the Prince George's Equestrian Center and the WIHS undertook extensive one-time investments to enhance the facilities at the Equestrian Center and its Show Place Arena. Additionally, the WIHS established the Show's headquarters and created a Hospitality Campus at National Harbor where it held a Kid's Day event on October 22<sup>nd</sup> as well as its welcoming party on October 26<sup>th</sup>.

The participants in the Show—including the owners, riders, and trainers—totaled 1,301 in 2022, plus their families and associates, most of whom required accommodations and made purchases of goods and services over the week's run of the Show. Additionally, there were 147 judges and officials, the professionals and technicians required to manage and operate the Show with an average length of stay of 7 days. Altogether, there were approximately 1,450 vendors, exhibitors, participants—riders, owners and trainers, managers, and Show-related support personnel attracted to the Prince George's County for up to a full week, staying in hotels, eating in local restaurants, and spending monies for personal and professional needs; 95 percent of the exhibitors, judges, and officials were non- Maryland residents.

The Show's seven daytime and three evening performances attracted more than 15,000 spectators with attendance limited at the three evening programs by the capacity of Show Place Arena; attendance for the daytime events that were scheduled over six days were priced and targeted to a broad-based and younger audience. Ninety percent (90%) of the show's spectators were non-county residents and 38 percent were non-Maryland residents.

The Show's 2022 economic impacts are detailed in Table 2, page 10. These demonstrate the economic value of the Washington International Horse Show and its ability to generate unique expenditures and tax revenues to the benefit of the Prince George's County economy. The staging of the WIHS in Prince George's County attracted visitors—both spectators and exhibitors—to the county from at least 37 states and the District of Columbia and more than six different countries giving the county increased visibility as a sports tourism destination.

- Direct outlays to stage the Washington International Horse Show and by all participants in and visitors to the Show in 2022 totaled \$7.045 million;
- The total impact of this spending on the Prince George's County economy in 2022 was \$9.85 million;
- As the direct spending associated with the WIHS was re-cycled through (re-spent in) the Prince George's County economy, it generated \$2.0 million in new personal earnings for workers residing within the county; and,
- This spending associated with the WIHS supported a total of 69 full-time, year-round equivalent jobs with an estimated 45 of these jobs being held by residents of Prince George's County.

The contribution of the WIHS to Prince George's County economy in 2022 can be measured in terms of increases in the county's total annual output—new and expanded business income—as well as the generation of new personal earnings to the benefit of workers residing in the county and the support of jobs that otherwise, in the absence of the WIHS, would not have been achieved. These results confirm that the WIHS is an important source of economic activity even as its full potential was not realized in this first year of operation, and that it offers Prince George's County further growth potential by expanding its brand regionally, nationally and internationally.

## **The 2022 Washington International Horse Show**

The 64<sup>th</sup> edition of the Washington International Horse Show (WIHS) was held at the Show Place Arena at Prince George's County Equestrian Center October 24<sup>th</sup> – 30<sup>th</sup>, 2022, returning to the Washington, DC area for the first time since its 2019 Show. The 2022 WIHS spanned seven days and three nights. The 2022 WIHS debut at the Prince George's County Equestrian Center followed a two-year period of adjustment in response to the COVID Pandemic that resulted in a scaled-down Show in 2020 held in Tryon, North Carolina followed by a full Show also in Tryon in 2021. With the 2022 Show, WIHS returned to the Washington area with its historic indoor format.

With its inaugural Show at the Prince George's Equestrian Center, the WIHS achieved the highest FEI (International Federation for Equestrian Sports) Five-Star designation in international equestrian sport to become the only Five-Star FEI world cup jumping qualifier in the United States. In preparation to host the 2022 Show, both the Prince George's Equestrian Center and the WIHS undertook extensive one-time investments to enhance the facilities at the Equestrian Center, expand the show's branding and décor.

The WIHS established partnerships with local and state organizations to promote and realize opportunities that could further enhance the Show's beneficial impacts on the local community. The WIHS established the show's headquarters and created a Hospitality Campus at National Harbor where it held its welcoming party on October 26<sup>th</sup> as well as a Kid's Day event on October 22<sup>nd</sup> on the Carousel lot; this event was attended by more than 1,800 guests. Shuttle service throughout the run of the Show was provided between National Harbor and the Equestrian Center.

Elevation to a FEI Five-Star rating and being the only world cup qualifier in the U.S. at this level raised the WIHS' visibility among competitors and sporting fans. In addition to the 432 competitors (horses) participating in the Show's many events, it attracted top riders from eight countries to compete for the show's ultimate prize, the \$406,000 Longines FEI jumping World Cup™ Washington for the President's Cup Grand Prix, which was presented by Experience Prince George's. Also in attendance at the 2022 Show was the entire silver medal winning Tokyo 2020 United States Olympic team. The competitions scheduled over the run of the Show resulted in either sold-out or near-sold out events Thursday, Friday and Saturday evening and diversified attendance for the day-time events scheduled over seven days that were priced and targeted to a broad-based and younger audience.

The attendance for the inaugural 2022 WIHS at the Prince George's Equestrian Center was constrained by the capacity limits of Show Place Arena, with approximately useable 3,500 seats, with sold out Shows on Thursday and Saturday evenings and near-sold out Show on Friday night with attendance ranging widely on the day-time competitions, all well below capacity. Total attendance for all activities

hosted by the WIHS was estimated at approximately 15,000 including events taking place at National Harbor.

The competitors attracted to the 2022 WIHS—owners, riders, trainers, the judges and officials who managed the competition, and the retail vendors displaying merchandise at the Arena represented approximately 1,400 individuals, many accompanied by their families, to Prince George’s County for the run of the show. Approximately 95 percent of these competitors, judges and officials, and vendors came from out-of-state and representing major sources of new economic activity to the benefit of the county’s local businesses. These visitors and the Show’s spectators, 90 percent of whom resided outside of Prince George’s County represent new markets for Prince George’s County businesses that would not have existed in the absence of the WIHS. The economic potential of these visitors is a function of how long they remain in the county during the run of the Show (and before and after), whether they choose to stay overnight in the county, and what incidental spending they undertake during their time in the county for food, refreshments, retail items, consumer services, entertainment, and other goods and services.

### **Sources of Economic Impact**

The 2022 Washington International Horse Show’s economic impacts derived from multiple sources including the expenditures required to stage and operate the Show by WIHS. While much of this spending is confined to the one-week period in October (24-30) during which the WIHS took place, some of the vendor-related outlays generated by the Show support on-going activities within the local economy over the course of the full year.

Beyond the direct outlays to stage the Show that originate with the WIHS throughout the year, there are other major sources of expenditures and beneficial impacts that are linked directly to participation in or support of the Show. These include: (1) the exhibitors and professionals associated with the Show (riders, trainers, owners, judges and officials); (2) the vendors providing retail opportunities at the Show; (3) same-day spending before, during and after attending the Show by its spectators; and (4) same-day operational outlays by the Prince George’s Equestrian Center that are directly associated with hosting the Show during its scheduled run. These constitute outlays that would not have occurred in Prince George’s County in the absence of WIHS.

#### **Direct Outlays by WIHS**

WIHS outlays during the February 2022-2023 period, inclusive of those expenses to stage the 2022 Show in October, totaled \$3.772 million. These annual outlays included staffing throughout the year as well as during the Show, rental of the Equestrian Center, one-time outlays for improvements to the facilities and its décor totaling \$485,000 to support the Show in its new location, marketing and entertainment, and administration, among others. These expenditures involved

more than 450 vendors, businesses, and individuals, over the course of the year underscoring the breadth of economic impact potential of the WIHS.

### Exhibitors, Judges and Show Officials

The exhibitors and show professionals numbered approximately 1,400 individuals, many accompanied by family, bringing 432 horses with them, and largely come to the WIHS for the full run of the Show ranging up to 8 days for those individuals involved in setting up and teardown the Show. Approximately 95 percent of the exhibitors and show professionals were residents of states other than Maryland; 37 states and the District of Columbia were listed for these individuals' places of residence.

Records for this year's Show identified 581 owners, 470 riders, and 250 trainers expected to be in attendance during the Show. These exhibitors came to the Show from at least 37 different states and the District of Columbia and included participants from several foreign countries. This international and national geographic reach of the WIHS makes it one of the premiere sporting events hosted by any jurisdiction in the Washington region.

The 2022 WIHS required 147 professionals to stage the Show. Known as "Judges and Officials" these are the professionals who set up and manage the day-to-day operations of the Show, these are the technicians required to manage and operate the Show with an average length of stay of 7 days during the run of the Show. They included the Show's manager, photographer, stewards, starters, timekeepers, judges, announcers, veterinarians, TV production staff and 7 fulltime WIHS staff. These are the professionals who set up the Show, manage the flow of daily activities, and close it down.

### Vendors

Thirty-five retail vendors were reported at the 2022 WIHS including five food services vendors—caterers and food trucks. Several other vendors were associated with special events and only were in attendance on one or two days. Twenty-six of the vendors were on-site for the full run of the Show and were present within the local economy for as long as eight days given set up and tear-down time before and after the show. Of these twenty-six, full-run retail vendors with booth space in the Show Place Arena were all from states other than Maryland. Some of the seven vendors listing Virginia as their home state were from distances sufficiently far away from Upper Marlboro that they required overnight accommodations and had similar spending patterns as vendors from more distant states. These out-of-town vendors represent an important source of demand for lodging and food services over the full duration of the WIHS requiring hotel accommodations plus daily spending for a wide range of consumer services during their stay.

### Accommodations in support of WIHS

An example of the economic impacts of the WIHS include its hotel room demand during the run of the Show. One measure of the economic importance of the out-of-town participants at the WIHS (vendors, exhibitors, contestants, and Show management) is the estimated 3,231 total room nights—2,274 exhibitor and 957 staff room nights—booked in local hotels during the 2022 Show. The average booking was for 7.6 nights. The number of hotel room nights booked reflects both those rooms booked through the Show’s official agent and an estimate of the number of rooms booked individually by contestants, exhibitors and vendors at the Show but excludes accommodations that may have been booked individually by participants or spectators.

### One-Time Equestrian Center Improvements and Operating Outlays

Capital outlays to enhance the facilities at the Prince George’s Equestrian Center to support the 2022 WHIS were made by the M-NCPPC Department of Parks and Recreation. These one-time capital outlays totaled \$1.6 million enhancing both the Equestrian Center and Show Place Arena including landscaping, signage, renovations to bathrooms, and paving of parking lots and access roads. These outlays also included the purchase of tent lights. Prince George’s County incurred additional operating costs associated with the Equestrian Center and Show Place Arena during the run of the Show including regular staffing supplemented by temporary personnel—parking, events, custodial, and outlays to support the vents during Show week.. These one-time capital outlays and operating expenditures generated additional impacts in the county’s economy as these were recycled through the local economy generating new business income, personal earnings, and support local employment.

Prince George’s County reported that it has 95 employees, both seasonal and regular staff, working at the Arena during the show supporting its concessions and day-to-day facility operations with an operating budget for the run-of-the-Show of \$335,433.82 not including payroll for the county’s staff total of 5,168.5 hours.

### **Geographic Distribution of Spectators, Owners, Riders and Trainers, WIHS 2022**

The WIHS attracts participants from near and far. Table 1a presents the percentage of various categories of participants who were from Maryland compared to the remainder of the United States and includes several from international locations. While most spectators (88.3%) were from the Washington region, defined broadly to include the State of Maryland, the District of Columbia, and Northern Virginia and largely would be day trippers, the remaining 11.7 percent were attracted from states and distances that require overnight accommodations and represent significant spending potential over the run of the Show. This is especially true of the competitors—the owners, riders, and trainers, of whom 94-95 percent were out of

state visitors, transporting their horses to Upper Marlboro from substantial distances, and participating in multiple events over the length of the Show.

The WIHS largely draws its spectators from the Washington metropolitan area and counties adjacent to Prince George’s County. This distribution is shown in Table 1b. While the State of Maryland accounts for 62.2 percent of all spectators (who purchased tickets on-line or at the box office), one-half of these spectators came from three counties—Anne Arundel, Prince George’s, and Montgomery. Northern Virginia jurisdictions—Alexandria City and the Counties of Arlington, Fairfax, Loudoun, Prince William, Stafford, Spotsylvania, and Culpeper accounted for 21.6 percent of all spectators. The District of Columbia, with 4.5 percent of the spectators, the non-Northern Virginia portion of Virginia and 23 other states with 11.7 percent, accounted for the remaining 16.2 percent of the spectators.

Table 1a  
Geographic Distribution of Spectators, Owners,  
Riders, Trainers, Judges and Officials, WIHS 2022

Type of Visitor	Number <sup>1</sup>	Percent From	
		Maryland	Other States <sup>2</sup>
Spectators <sup>3</sup>	12,000	62.2	37.8
Other Visitors			
Owners <sup>4</sup>	581	5.7	94.3
Riders	470	5.7	94.3
Trainers	250	7.2	92.8
Judges and Officials <sup>5</sup>	147	7.5	92.6
Vendors <sup>5</sup>	26	0.0	100.0
Total Other Visitors	1,380	5.9	94.1

Source: WIHS; calculations by author.

<sup>1</sup>registrations

<sup>2</sup>includes several owners, riders and trainers from other countries.

<sup>3</sup>spectator estimates based on sold out evening performances, and ticket sales by Ticket Master, Universe and the Arena Box Office.

<sup>4</sup>not counting Maryland, owners’ places of residents totaled 37 states, and the District of Columbia, and several foreign countries.

<sup>5</sup>percentages exclude 7 fulltime WIHS staff and are based on a sample of the total.

<sup>6</sup>merchants excluding food trucks and catering services; excludes vendors supporting one-time special events.

The WIHS attracts “visitors” to Prince George’s County for the day or for multiple days, and as long as eight days for vendors and those involved in setting up the Show and shutting it down after the last event. These “visitors” like other visitors

attracted to other venues in Prince George’s County spend money for accommodations, food and beverages, retail and personal services, recreational/entertainment activities, and transportation during their visit. The “visitors” attracted to the WIHS represent a market potential that can be captured in Prince George’s County by its local business establishments but like all market potential it is not guaranteed as it is a competitive market and can be lost to establishments in nearby jurisdictions.

The availability of accommodations, restaurants, and retail establishments at the Arena, elsewhere in Upper Marlboro, and in convenient and nearby locations will determine to a large extent the capture rate for the day-time visitor spending generated by the WIHS. For the out-of-state visitors staying multiple days, National Harbor was set up to serve a headquarters function and captured a large share of this market potential for accommodations, food and beverage sales, and retail and consumer services. Clearly, the market potential from this collateral spending associated with and attracted by the WIHS is not fixed in magnitude or capture rate, and Prince George’s County can increase its capture rate by anticipating these opportunities and targeting them by its business development activities.

Table 1b  
Geographic Distribution of Spectators, WIHS 2022  
Washington Area and Maryland

County/State of Origin	Percentage
Maryland	62.2
Anne Arundel	15.1
Prince George’s	10.1
Montgomery	9.7
Baltimore <sup>1</sup>	4.0
Howard	2.6
Carroll	2.0
Frederick	1.7
District of Columbia	4.5
Northern Virginia <sup>2</sup>	21.6
Washington Area <sup>3</sup>	88.3
Other States <sup>4</sup>	<u>11.7</u>
Total	100.0

Source: WIHS; calculations by author.

<sup>1</sup>Baltimore County and Baltimore City combined.

<sup>2</sup>as defined by the U.S. Census.

<sup>3</sup>includes all counties in Maryland plus DC and Northern Virginia.

<sup>4</sup>includes non-Northern Virginia counties of Virginia and 23 other states and several foreign countries.

## **Economic Impacts Associated with Staging the Show**

Total spending associated with the 2022 Washington International Horse Show can be divided into two major categories: (1) spending to stage the Show including annual operations and (2) spending associated with the participants in and spectators attending the Show. Spending to stage the Show in 2022 totaled \$3.772 million. These outlays included staffing, rental of the Equestrian Center, one-time outlays for improvements to the facilities and its décor to support the Show, marketing and entertainment, and administration. These staff and administration expenses included labor, supplies, rentals, and a wide range of operating costs. While this spending is concentrated during a short period surrounding the dates of the Show, some of these outlays extend over the course of the year. An important source of spending by the WIHS was salaries and wages—labor income—that is largely re-spent within the local and area economies thereby supporting a broad cross section of other local jobs and businesses.

The most recently calculated overall economic multiplier (U.S. Bureau of Economic Analysis) for Prince George’s County for spectator events, such as the WIHS, is 1.4183; that is, for each \$1 of direct spending generated by the WIHS in Prince George’s County, the county’s economy, will expand by a total of \$1.42. Spending by exhibitors, vendors, WIHS staff, and Show attendees for accommodations, restaurant services, transportation and other locally provided services during the run of the Show has an aggregate multiplier of 1.372; that is, for every dollar of direct spending for retail and consumer services in the County, a total of \$1.37 is generated to the benefit of the County’s economy.

The economic benefits that are generated by the direct outlays associated with staging the Show are presented in Table 2. This direct spending by WIHS of \$3.772 million contributed a total of \$5.35 million Prince George’s County’s economy (its Gross County Product), generated \$1.19 million in personal earnings (wages and salaries) to the benefit of workers residing in Prince George’s County, and supported 44.8 full-time, year-round equivalent jobs more broadly across regional, state, and national economies with an estimated 29.1 of these jobs (full-time, year-round equivalent) being held by Prince George’s County residents.

Exhibitors and competitors, including “judges and officials”, vendors, and spectators to the Show represent additional sources of economic benefits that accrue to Prince George’s County are also shown in Table 2. Exhibitors, competitors, judges and officials, and vendors are largely non-local and therefore require lodgings and meals during their one-week stay during the Show. These estimated 1,438 exhibitors and Show-related professionals (Table 1b), many accompanied by family members and associates, represent a significant source of local spending, including lodging, meals, retail, and outlays associated with maintaining their horses during the Show.

In 2022, exhibitors and show-related professionals are estimated to have spent a total of \$2.9 million in the local economy over the run of the Show. This spending by

exhibitors—owners, riders, trainers, and judges and officials—contributed \$3.9 million to the Prince George’s County economy over the run of the Show, generated \$765,000 in new personal earners that would have accrued to workers residing in the county, and supported a total of 21.4 full-time, year-round equivalent jobs with 14 of these jobs being held by county residents.

Table 2  
Summary of Economic Impacts Generated By The  
2022 Washington International Horse Show  
(in millions of dollars)

Sources	Direct Outlays	Total Output <sup>1</sup>	Personal Earnings <sup>2</sup>	Jobs Supported <sup>3</sup>
WIHS	\$3.772	\$5.350	\$1.193	44.8
Other Sources				
Exhibitors <sup>4</sup>	2.876	3.945	0.765	21.4
Spectators	0.216	0.305	0.050	1.6
Vendors	<u>0.181</u>	<u>0.249</u>	<u>0.048</u>	<u>1.3</u>
Sub-total Other	<u>\$3.273</u>	<u>\$4.500</u>	<u>\$0.862</u>	<u>24.3</u>
Total WIHS	\$7.045	\$9.850	\$2.055	69.1
Equestrian Center	\$1.941	\$2.745	\$0.393	9.6
One-time Outlays <sup>5</sup>	\$1.606	\$2.269	\$0.287	5.6
Arena Operations <sup>6</sup>	\$0.335	\$0.476	\$0.106	4.0

Source: Washington International Horse Show; M-NCPPC, author.

<sup>1</sup>the total value of goods and services generated directly and indirectly as a result of direct spending to stage the WIHS.

<sup>2</sup>the additional earnings generated within Prince George’s County accruing to resident workers as a result of the direct outlays by the WIHS.

<sup>3</sup>the additional new jobs supported by the spending and re-spending of outlays associated with the 2022 WIHS.

<sup>4</sup>includes riders, trainers, owners and judges and officials.

<sup>5</sup>One-time capital outlays by Prince George’s County for upgrades to the Equestrian Center and Show Place Arena in support of the 2022 WIHS.

<sup>6</sup>includes the Equestrian Center’s operating expenses in support of the WIHS; excludes payroll for 95 Prince George’s County staff who worked during the WIHS.

Spending by spectators at the Show, both inside the Arena and Equestrian Center, and before and after the Show elsewhere in Prince George’s County, is an important source of “new” business activity as an estimated 90 percent of the Show’s spectators are not Prince George’s County residents and, therefore, their spending would not have occurred in the County in the absence of the WIHS. The market potential of this direct, on- and off-site spending by spectators to the WIHS,

including food services, retail, and miscellaneous spending, totaled an estimated \$216,000 in 2022 if it could be captured locally.

The experience of the 2022 Show suggests that with more food and beverage services capacity at the Show Place Arena and possibly targeted marketing by local vendors within the county to capture this market demand during the 2023 WIHS, spectator spending can become an even more significant source of local economic impact. If these expenditures had been fully captured by local vendors in the county, its total economic impact would have contributed \$305,000 to the county's economy, generated \$50,000 in new personal earnings, and supported 1.6 full-time, year-round jobs, all from spectator sales during, before and after the WIHS.

Vendors operating booths at the Show and providing food services—catering and food trucks—represent an important source of economic impact. Of the 34 vendors at the Show, 26 vendors, all from out-of-state, provided retail opportunities for spectators and other visitors throughout the Show. Each vendor represents several people requiring accommodations for seven to eight days, food and beverage services, and business support services—marketing, advertising, merchandising—during their set up, operating hours, and take-town period.

An earlier survey of WIHS vendors found that on average these full-time vendors spent approximately \$7,010.00 (in 2022 \$s) locally during the week of the Show. Food trucks and caterers serving the events during the Show also incur expenses— Labor, food, operations—that contribute to the local economy. No attempt has been made herein to estimate the magnitudes of these outlays (or revenues) due to the proprietary nature of these businesses. However, these vendors are a source of sales and expenses linked directly to the WIHS and the 2022 experience suggests that these types of vendors have greater market potential they can be achieved at the 2023 Show.

Non-WIHS spending, spending by exhibitors, vendors, and spectators, totaled an estimated \$3.27 million over the run of the 2022 Show. This direct spending added a total of \$4.5 million to the county's economy (Gross County Product) and generated an additional \$862,000 in new personal income for workers residing in Prince George's County. Overall, this spending to stage the Show and occurring during its six-day run, supported a total of 24.3 full-time, year-round equivalent jobs either locally or elsewhere in the broader economy with an estimated 16 of these jobs (full-time, year-round equivalent) being held by county residents.

Spending by the Prince George's County Department of Parks and Recreation in support of the Show involved both one-time capital outlays for repairs and enhancements to the Equestrian Center and Show Time Arena—landscaping, signage, bathroom upgrades, paving, and tent lighting, as well as event-related operational outlays to support payroll and non-payroll expenditures attributable to the WIHS before, during and after the Show. As shown in Table 2, these outlays generated additional economic impacts as measured by gains in the county's total

economy, its generation of personal earnings accruing to workers residing in the county, and the support of jobs. Prince George's County's capital outlays to enhance the Equestrian Center in support of the WIHS of \$1.606 million contributed \$2.269 million to the county's economy in 2022, generated new personal earnings totaling \$287,345.50, and supported a total of 5.6 full-time, year-round equivalent jobs, an estimated 3.6 of which were held by residents of Prince George's County.

Additionally, Prince George's County incurred expenses during the run of the Show to support the WIHS's use of the Equestrian Center. These expenditures included 95 regular and seasonal staff who worked during the show's week of activities as well as temporary staff (\$33,775) who were hired to support extra parking, food services, custodial, and stall cleaning requirements. Expenses include tent rentals, security, rental of golf carts, a temporary trailer for use as an office for FEI, and a generator for communications/broadcast. These county expenditures totaled \$335,000, excluding county payroll for full-time and seasonal staffing, and generated economic impacts totaling \$475,745.78, new personal earnings beyond direct payroll totaling \$106,000 and supported 4.0 full-time, year-round equivalent jobs beyond those at the Center, with 2.6 of these jobs being held by workers residing in Prince George's County further illustrating the indirect and induced economic values that are generated by the initial outlays associated with supporting the WIHS.

### **Summary of Economic Impacts**

The direct spending by WIHS to stage the 2022 Show and the spending by vendors, exhibitors, competitors, and spectators while in the county participating in or attending the Show totaled \$7.045 million. The economic impacts generated by the WIHS and related spending contributed a total of \$9.85 million to the Prince George's County's economy in 2022; that is, each \$1 of direct spending associated with the WIHS, from all sources, generated \$1.40 of total benefits for the County's economy.

This direct spending of \$7.045 million also generated \$2.055 million in new personal earnings for workers residing in Prince George's County because of the re-spending of payroll and business income by employees, vendors, and exhibitors associated with the 2022 Show and the spending before-and-after daily shows by spectators, vendors, exhibitors and Show officials in 2022.

This economic activity—direct outlays, indirect impacts and induced effects—also supported 69.1 full-time, year-round equivalent jobs locally and elsewhere in the broader economy with an estimated 45 of these jobs being held by county residents.

The WIHS attracted a significant number of non-resident exhibitors, vendors and spectators to Prince George's County from across the U.S. and internationally (see Tables 1a and 1b) who supported the local economy through their spending for goods and services over the one-week run of the Show. This "visitor" spending and

the spending to stage the Show generated economic benefits accruing to local businesses, workers residing in the Prince George's County, and the county's fiscal base (much of this spending and its personal earnings impacts are subject to county taxes) that would not have been realized in the absence of the Washington International Horse Show being staged at the Equestrian Center.

The magnitude and breadth of these economic benefits underscore the value of the WIHS to the Prince George's County's economic vitality. And not to be understated, the publicity associated with the WIHS strengthens Prince George's County's sports tourism brand by attracting large numbers of day-visitors to the county from elsewhere in the Washington region and from around the country and internationally to visit and to experience Prince George's County.