



## IRONMAN Races in Dorchester County 2015 Economic Impact

Dorchester County is one of the few communities in the world to host two IRONMAN races in one year. In 2015, IRONMAN 70.3 Eagleman in June and IRONMAN Maryland (IMMD) in October brought thousands of athletes and their supporters from around the world to Dorchester.

While IMMD requires a licensing fee, the return on investment is powerful—both events brought an estimated \$5.47 million to the regional economy. That number likely would have been even higher had Hurricane Joaquin not forced the rescheduling of IRONMAN Maryland; many participants were unable to make it on the rescheduled date.

The community rallied behind IRONMAN Maryland by enthusiastically supporting the IRONClub Maryland booster organization. Over the past two years, more than 300 members raised more than \$100,000 in private contributions toward the licensing fees and leveraged that support with donations, in-kind services, and volunteerism.

These IRONMAN events make more than an economic impact. They introduce people from around the world to Dorchester, its people, and its places. Some athletes visit again to train; others return with their families to explore; some have even considered purchasing homes here.



In 2015, the two  
IRONMAN events had a  
**\$5.47 million**  
total estimated economic  
impact in the region



A few highlights from the economic impact report from the 2015 IRONMAN events in Dorchester. The report was produced by BEACON at Salisbury University. The figures are gleaned from those who responded to an online survey.

	2015 Eagleman	2015 IMMD
Participants	2,100	1,400*
Estimated total economic impact	\$2.73	\$2.74
Participants who traveled 100+ miles	70%	88%
Average # of guests brought	1.7 guests per participant	2.51 guests per participant
Average overnight stay	1.91 nights	3.87 nights
Money spent locally by participants	54% spent over \$750 while in Dorchester.	56% spent \$1,000+ while in Dorchester
Volunteers	800	1,400

\* Because of Hurricane Joaquin, IRONMAN rescheduled the race. That affected the number of participants, with fewer taking part than what was originally projected.

## Community support for IMMD

- 14 restaurants took part in a voucher program, offering athletes \$25 vouchers for dining. More than \$28,000 came into our community as a direct result of the voucher program.
- Cambridge International employees designed, fabricated, and installed a metal sculpture of the "M-Dot," a symbol of IRONMAN, at Long Wharf for IMMD. (Pictured on other side.)
- 1,400 volunteers, most from the local area, helped before, during, and after the race with everything from registration to aid stations to clean-up.

"Eagleman and IRONMAN Maryland make a difference in Dorchester County. The days around the races bring my restaurants the biggest crowds we get all year. The racers bring their friends and family, too. And a lot of the athletes come back to visit or train. These IRONMAN events are a win-win for everyone."

—Chef Patrick Fanning of High Spot, Stoked, Black Water, and Rock Lobstah