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COMMUNITY DEVELOPMENT

Economic contribution of the Twin Cities Marathon Weekend: 2025

A report of the Economic Impact Analysis program

Authored by Brigid Tuck and Xinyi Qian



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Executive summary: Economic contribution of the 2025 Twin Cities Marathon Weekend

Known by many runners as the “Most Beautiful Urban Marathon in America,” the Twin Cities Marathon Weekend showcases the natural and physical attractiveness of both Minneapolis and Saint Paul. The full marathon starts near U.S. Bank Stadium in downtown Minneapolis and ends with runners flowing onto the Capitol grounds in Saint Paul. During the race, marathon participants run along the shores of Minneapolis’ most iconic lakes, cross the Mississippi River, and view historic houses on Saint Paul’s Summit Avenue.

Through the years, additional events have been added to the weekend. In 2025, approximately 22,000 runners lined up to participate in one or more of the events, including the Medtronic Twin Cities Marathon, the Twin Cities 5K, the Twin Cities 10K, and the Medtronic Twin Cities 10 Mile. The events also drew an estimated 300,000 spectators along the routes.

When the runners, spectators, and volunteers flocked to Minneapolis and Saint Paul, they brought their spending power with them. They rented hotel rooms, purchased meals, visited the expo, and more. Twin Cities in Motion, the lead local organizer of the marathon weekend events, was interested in understanding the economic impact of the activities in the Twin Cities, so the organization collaborated with University of Minnesota Extension to conduct an economic contribution study.

Major findings from the analysis include:

- **The Twin Cities Marathon Weekend generated economic activity for the state.** The total economic contribution of the 2025 Twin Cities Marathon Weekend was an estimated \$47.9 million. The events supported 250 jobs and \$12.8 million in labor income. In addition, the events generated an estimated \$3 million in state and local tax collections.

Restaurants, running-related retail stores, and gasoline stations received the highest direct benefits from the weekend’s events. These are the primary places where participants and spectators spent their money. The industries that benefited the most via the indirect and induced effects included real estate, professional and technical services, and wholesale trade.

- **Visitors play an important role in creating economic activity.** Nearly 55,000 visitors came to the Twin Cities to participate in marathon weekend events and activities. Of those, 80 percent were in the region primarily to run the events. Visitors come from across Greater Minnesota, the United States, and the world. Respondents to a survey of race participants reported home zip codes in 33 states, plus the District of Columbia. Survey respondents also came from 37 of Minnesota’s 87 counties. There were respondents from two foreign countries (Sweden and Canada).

On average, visitors who participated in the events spent \$202 per day while in the region for the weekend. Meanwhile, those in the Twin Cities to watch the race or encourage a runner spent an average of \$141.70 per person. In total, visitors accounted for 53 percent of the

total economic contribution. In this study, visitors are those who live outside of the seven-county Twin Cities region.

- **The Twin Cities Marathon Weekend contributes to the positive perception of the region and Minnesota.** Of all the survey respondents, 49 percent reported a more favorable perception of the Twin Cities region following their participation in the events, while 48 percent reported their perceptions were “about the same.” Among visitors, the percentage was higher, with 52 percent reporting a more favorable impression. The friendliness of the Twin Cities, quality of event facilities, and outdoor recreation opportunities were leading reasons for the positive impressions of the region.

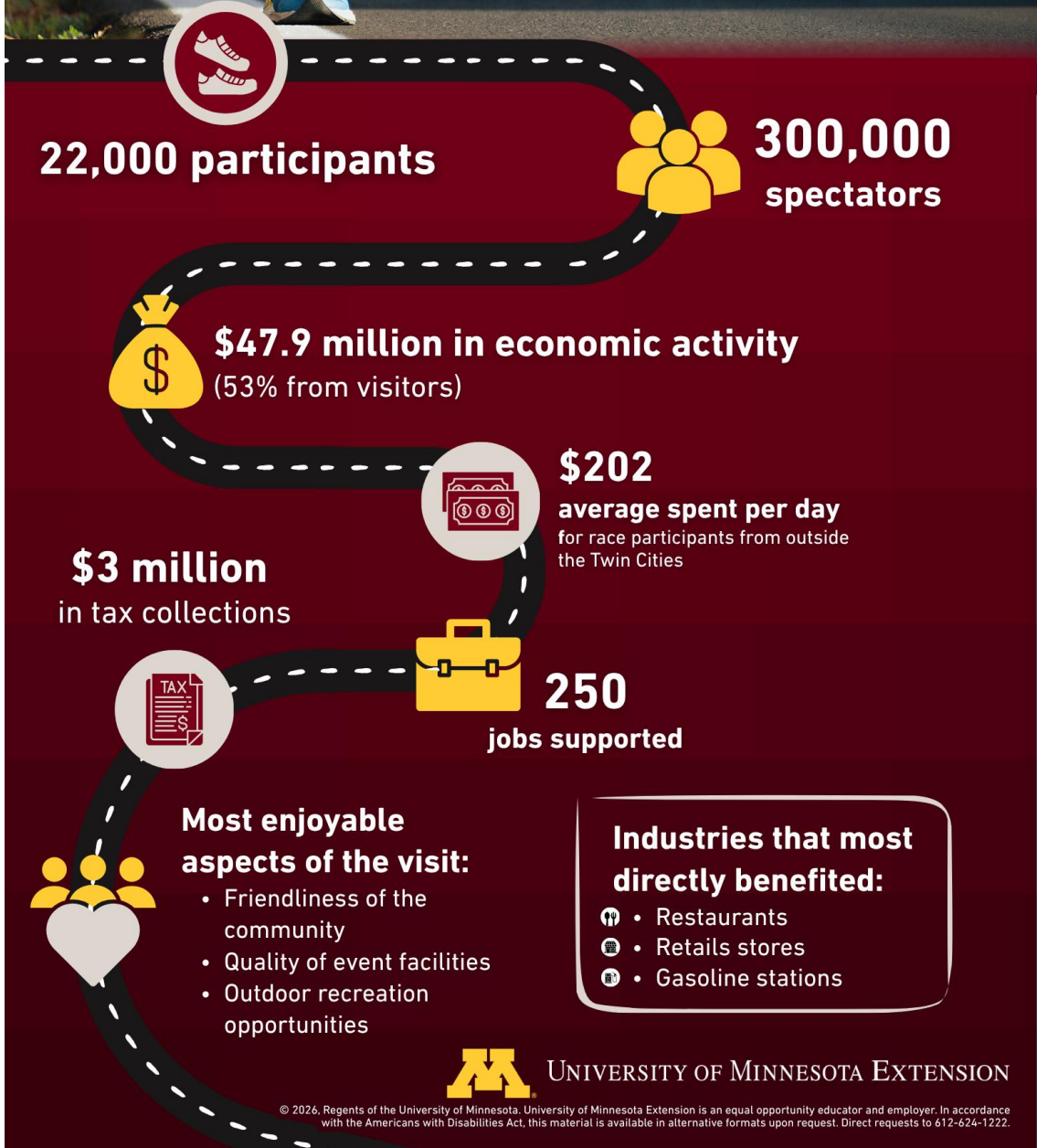
In addition to participating in Twin Cities Marathon Weekend events, respondents from a participant survey reported visiting other locations in Minnesota. The most commonly visited places were a local restaurant or brewery, a local retail shop, and the Mall of America.

- **Increasing the number of event participants and spectators could increase the impact of the weekend.** Twin Cities in Motion is exploring options to expand marathon weekend events and subsequently increase the number of participants and spectators. One goal is to increase the number of participants by 35 percent and the number of spectators to 400,000 (a 33 percent increase). Extension modeled this potential increase.

If the number of marathon weekend participants were to increase to 29,740 starters and the number of spectators were to increase to 400,000, the economic contribution of marathon weekend would increase to an estimated \$61.3 million, a 28 percent increase. Employment would increase to 320 with labor income of \$16.4 million.



Economic Contribution of the 2025 Twin Cities Marathon Weekend



Project overview

Known by many runners as the “Most Beautiful Urban Marathon in America,” the Twin Cities Marathon Weekend showcases the natural and physical attractiveness of both Minneapolis and Saint Paul. The marathon was first run in 1982, when the City of Lakes Marathon merged with the Saint Paul Marathon. As a result, the full marathon starts near U.S. Bank Stadium in downtown Minneapolis and ends with runners flowing onto the Capitol grounds in Saint Paul.¹ During the race, marathon participants run along the shores of Minneapolis’ most iconic lakes, cross the Mississippi River, and view historic houses on Saint Paul’s Summit Avenue.

Through the years, additional events have been added to the weekend. In 2025, approximately 22,000 runners lined up to participate in one or more of the events, including the Medtronic Twin Cities Marathon, the Twin Cities 5K, the Twin Cities 10K, and the Medtronic Twin Cities 10 Mile. The events also drew an estimated 300,000 spectators along the routes.

When the runners, spectators, and volunteers flocked to Minneapolis and Saint Paul, they brought their spending power with them. They rented hotel rooms, purchased meals, visited the expo, and more. Twin Cities in Motion, the lead local organizer of the marathon weekend events, was interested in understanding the economic impact of the activities in Minnesota, so the organization collaborated with University of Minnesota Extension to conduct an economic contribution study.

The goal of this project was to answer the following questions:

- How much did Twin Cities marathon weekend attendees spend in the region during their visits?
- Which businesses directly benefited from the events being held in Minnesota?
- Which businesses indirectly benefited from the events being held in Minnesota?
- How did the major events contribute to the perception of the Minneapolis and Saint Paul region?

2025 Medtronic Twin Cities Marathon Weekend

The 2025 Medtronic Twin Cities Marathon Weekend included multiple events and activities (Table 1). The festivities kicked off on Friday, October 3rd with the Health and Fitness Expo at the Saint Paul RiverCentre. The 10K, 5K, and family events were held on October 4th. The larger events (10-mile, marathon, and half-marathon) were held on Sunday, October 5th.

Table 1: 2025 Medtronic Twin Cities Marathon Weekend events schedule

Date	Activity	Location
Friday, October 3, 2025	Health and Fitness Expo	St. Paul RiverCentre
Saturday, October 4, 2025	10K, 5K, and family events	Start and finish at MN Capitol grounds
Sunday, October 5, 2025	10-mile, marathon, and half-marathon	Finish line at MN Capitol grounds

The majority of the weekend’s festivities were associated with the upper mall of the Minnesota Capitol grounds (Figure 1). The main running events on Saturday (the 5K and 10K) started and finished at the site. The family events were all held at the upper mall. On Sunday, the events finished at the Capitol.

¹ MPR News Staff. (2015, October 3). *All about the Twin Cities Marathon: Records, traffic, and the route*. Minnesota Public Radio. <https://www.mprnews.org/story/2015/10/03/twin-cities-marathon-overview>



Each surveyor had a goal of collecting 50 surveys. In total, the surveyors collected 402 responses. This yielded a 95 percent confidence level with a plus or minus five percent sampling error.

Economic contribution

Economic contribution is comprised of direct, indirect, and induced effects. The direct effect is the spending directly related to the activity itself—in this case, the spending by runners, their travel parties, and running event spectators, along with spending to host the events. Indirect and induced effects are the impacts on other businesses due to the direct spending. Indirect impacts relate to the supply chain—for example, a visitor buys dinner at a local restaurant. That restaurant, in turn, makes purchases from its food supplier, from the local utility for electricity, and so forth. Those businesses then increase their production, demanding more from their suppliers, and so forth. Induced impacts relate to the spending of income. A restaurant worker earns income, which they then spend on housing, health care, and food, thus increasing activity on those supply chains.

Direct effect

Event organization spending

The first component of the direct effect is spending by event organizers. In 2025, Twin Cities in Motion and their partners spent \$3.852 million to put on the running-related events.

Participant and spectator spending

The second component of direct effect is spending by participants and spectators when they attended the running-related events. To get total spending, Extension needed to determine the total number of people, as well as the average spending per person.

Total number of participants and spectators

Table 2 shows the number of registered participants by race, as provided by Twin Cities in Motion. In total, 24,475 people registered to participate in one of the weekend’s events. Twin Cities in Motion also estimated there were 300,000 spectators during the 2025 race weekend.

Table 2: Number of registered participants per race, Twin Cities Marathon Weekend events, 2025

Category	Total number
Marathon	7,357
10 Mile	9,116
5K and 10K	5,233
Half-marathon	321
Family events	2,448
Total	24,475

Extension needed to make two adjustments to the total number of registered race participants before the economic contribution could be calculated. First, economic contribution is driven by spending due to the race; if people register, but do not participate, they do not generate economic activity. Although most registered people participate in their respective races, there are always some “no show” registrations. To account for this, Extension assumed 90 percent of all registered participants started the race.

Extension also needed an estimate of the number of residents and the number of visitors. This is because each group has a different spending profile. The share of visitors and residents for each race was calculated from survey responses based on the home zip codes of the respondents. Across all race participants, 70 percent were considered residents and 30 percent were considered visitors.



Residents were defined as those living within the seven-county metro.² For spectators, 84 percent were residents and 16 percent were visitors.

Thus, of the 322,027 people in the Twin Cities to participate in or view the marathon weekend events, an estimated 267,539 were residents and 54,488 were visitors (Table 3).

Table 3: Number of race participants and total spectators for economic contribution calculations, Twin Cities Marathon Weekend events, 2025

Category	Totals	Estimated number of residents	Estimated number of visitors
Event participants	22,027	15,419	6,608
Spectators	300,000	252,120	47,880
Total	322,027	267,539	54,488

Spending per person

To measure spending per person, Extension analyzed data collected from the three surveys.³ In the surveys, participants and spectators were asked to estimate how much they or their household planned to spend while in the Twin Cities to participate in the running activities. Two details are worth noting here. One, the figures represent average spending across all respondents in the category, including those who reported no spending in a particular category. The average lodging expenditure for visiting spectators, for example, may appear low. However, some visitors may stay in free accommodations (such as with family or friends) or may split hotel fees among several people. Two, the question was worded to attempt to get at spending related to the races. Spending for groceries by resident race participants might include purchases of Gatorade or hydration gels, not their weekly grocery shopping trip.

In general, race participants spent more on average than spectators (Table 4). Visitors also spent more than residents. Race participants from the region spent an average of \$70 and spectators from the region spent \$58.70, while race participants from outside the region spent \$202 and spectators from outside the region spent \$141.70.

Table 4: Spending per person, per day, Twin Cities Marathon Weekend events, 2025

Category	Race participants, residents	Spectators, residents	Race participants, visitors	Spectators, visitors
Lodging	\$0	\$0	\$68.50	\$42.90
Dining out	\$11.60	\$9.50	\$39.20	\$29.30
Groceries	\$6.40	\$11.00	\$8.60	\$7.40
Expo merchandise	\$18.30	\$4.00	\$18.90	\$6.90
Running-related, not at Expo	\$19.30	\$11.10	\$12.80	\$17.90
All other retail	\$4.30	\$5.60	\$11.50	\$6.70
Entertainment and recreation	\$1.70	\$6.00	\$5.70	\$4.80
Transportation	\$7.20	\$7.00	\$35.10	\$25.80
Other	\$1.20	\$4.50	\$1.70	\$0
Total	\$70.00	\$58.70	\$202.00	\$141.70

² Seven-county metro is Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington counties.

³ Extension followed the best practices of analyzing survey spending data as outlined in Jeong, J.Y., Crompton, J.L., & Dudensing, R.M. (2016). The potential influence of researchers' "hidden" procedure decisions on estimates of visitor spending and economic impact. *Journal of Travel Research*, 55(7), 874-888.



The figures in Table 4 reflect spending per person, per day. For this analysis, it was assumed residents only spent one day engaged in Twin Cities Marathon Weekend events. Meanwhile, the survey results indicated that visitors spent an average of 2.8 days in the Twin Cities to participate in the events.

Total spending

Based on the estimates of the number of people and spending per person, Twin Cities Marathon Weekend event participants and spectators spent an estimated \$26.38 million while they were in the region for the events (Table 5). The highest amount of spending was on dining out, followed by running-related retail, transportation, groceries, and lodging. Residents accounted for more than half (60 percent) of the spending.

With the direct spending by Twin Cities in Motion to host the events, the total direct effect of the 2025 Twin Cities Marathon Weekend was \$30.24 million.

Table 5: Total Twin Cities Marathon Weekend event organization and participant and spectator spending, 2025

Category	Residents (millions)	Visitors (millions)	Total (millions)
Event and spectator spending			
Lodging	\$0	\$3.32	\$3.32
Dining out	\$2.59	\$2.13	\$4.72
Groceries	\$2.87	\$0.51	\$3.38
Expo merchandise	\$1.29	\$0.68	\$1.97
Running-related, not at Expo	\$3.11	\$1.09	\$4.20
All other retail	\$1.47	\$0.53	\$2.00
Entertainment and recreation	\$1.54	\$0.33	\$1.87
Transportation	\$1.87	\$1.88	\$3.75
Other	\$1.14	\$0.03	\$1.17
Total event and spectator	\$15.88	\$10.50	\$26.38
Twin Cities in Motion spending			\$3.85
Total direct effect			\$30.24

Indirect and induced effects

Input-output models trace the flow of goods and services throughout an economy. Once the flow is established, the models can quantify how a change in one area of the economy (for example, tourism) affects other areas of the economy. Extension used the input-output model IMPLAN for this analysis.

Total economic contribution

The total economic contribution of the 2025 Twin Cities Marathon Weekend events was an estimated \$47.9 million (Table 6). The events supported 250 jobs and \$12.8 million in labor income.

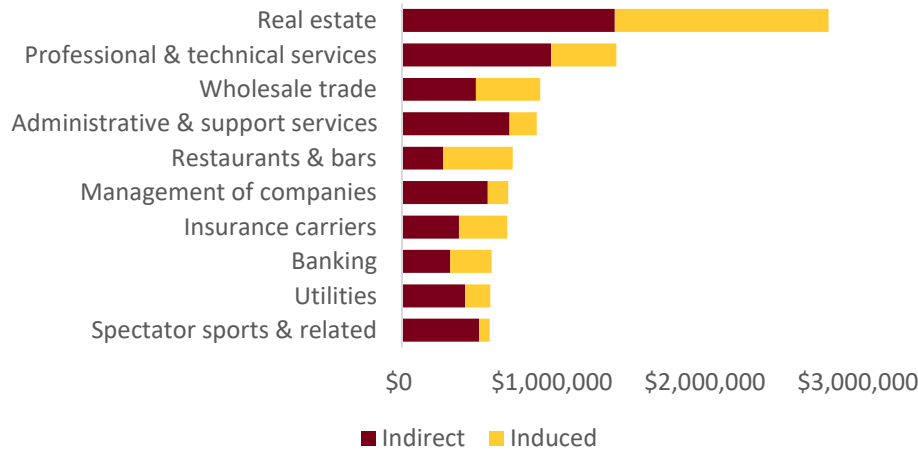
Table 6: Economic contribution of the Twin Cities Marathon Weekend, 2025

Category	Output (millions)	Employment	Labor income (millions)
Direct	\$30.2	170	\$6.8
Indirect	\$9.4	40	\$3.1
Induced	\$8.3	40	\$2.9
Total	\$47.9	250	\$12.8

Top industries impacted

The Twin Cities Marathon Weekend supported \$30.2 million in economic activity at businesses that were directly affected by the event attendees and operations. The events also created an estimated \$17.7 million in “ripple effects” or economic activity at businesses not visited by attendees. The industries that benefited the most via the indirect and induced effects included real estate, professional and technical services, and wholesale trade (Figure 2).

Figure 2: Top industries impacted, indirect and induced effects, sorted by output, Twin Cities Marathon Weekend events, 2025



Indirect effects are related to business supply chains. The indirect effects of the Twin Cities Marathon Weekend were highest in the real estate and professional and technical services industries. The real estate industry includes transactions such as payment of rent, so the rent paid by businesses using money earned from customers is part of the indirect effect.

Induced effects are related to spending by workers earning income during the events. Induced effects are highest in the real estate industry, reflecting the fact that workers use their paychecks to pay their rent and mortgages. Induced effects are also higher in the food services and drinking industry, as workers take their own families out to eat with their income.

Tax impacts

In addition to creating economic activity, the Twin Cities Marathon Weekend events generate tax collections. In 2025, the events generated an estimated \$3 million in state and local taxes (Table 7).

Table 7: State and local tax collections from the Twin Cities Marathon Weekend events, 2025

Category	Value
Income	\$331,780
Sales	\$1,254,670
Property	\$977,570
Other	\$441,050
Total	\$3,005,070

Contribution of visitors only

The above analysis of the economic contribution includes spending by both residents and visitors. Many economists argue that economic contribution should only include spending by visitors, as visitors reflect “new money” or money that would not exist in Minnesota but for the marathon weekend events.⁴ The counterargument is that large events, like Twin Cities Marathon Weekend, keep residents in the community that perhaps would have traveled elsewhere to do a running event. Since there is not a “right or wrong” answer to this question, Extension included both in this report.

Table 8 shows the total economic contribution of the Twin Cities Marathon Weekend events when only visitors are included. In this case, the marathon weekend events generated \$25.2 million in economic activity, supported 140 jobs, and paid \$6.8 million in labor income. This represents approximately 53 percent of the total economic activity.

Table 8: Economic contribution of Twin Cities Marathon Weekend events, visitors only, 2025

Category	Output (millions)	Employment	Labor income (millions)
Direct	\$14.4	90	\$3.3
Indirect	\$6.0	30	\$1.9
Induced	\$4.8	20	\$1.6
Total	\$25.2	140	\$6.8

Contribution of increasing the number of participants and spectators

Twin Cities in Motion is exploring options to expand marathon weekend events and subsequently increase the number of participants and spectators. One goal is to increase the number of participants by 35 percent and the number of spectators to 400,000 (a 33 percent increase). Extension modeled this potential increase. For purposes of this analysis, Extension assumed the spending by Twin Cities in Motion for operations would remain the same (\$3.852 million).

If the number of marathon weekend participants were to increase to 29,740 starters and the number of spectators were to increase to 400,000, the economic contribution of marathon weekend would increase from \$47.9 million to an estimated \$61.3 million (Table 9). The impact on employment would increase from 250 to 320. Finally, the amount of labor income attributable to the events would increase from \$12.8 million to \$16.4 million.

Table 9: Economic contribution of Twin Cities Marathon Weekend events with a 35 percent increase in the number of participants and an increase to 400,000 spectators

Category	Output (millions)	Employment	Labor income (millions)
Direct	\$39.1	220	\$8.9
Indirect	\$11.6	50	\$3.8
Induced	\$10.6	50	\$3.7
Total	\$61.3	320	\$16.4

⁴ Crompton, J.L., Lee, S., & Shuster, T.J. (2001). A guide for undertaking economic impact studies: The Springfest example. *Journal of Travel Research*, 40, 79-87.



Survey insights

Understanding the economic contribution of the Twin Cities Marathon Weekend events is valuable. So, too, is understanding the role the events had in motivating trips to Minnesota, the effect visiting the Twin Cities had on perceptions of the state, and the other places people visited while in the region.

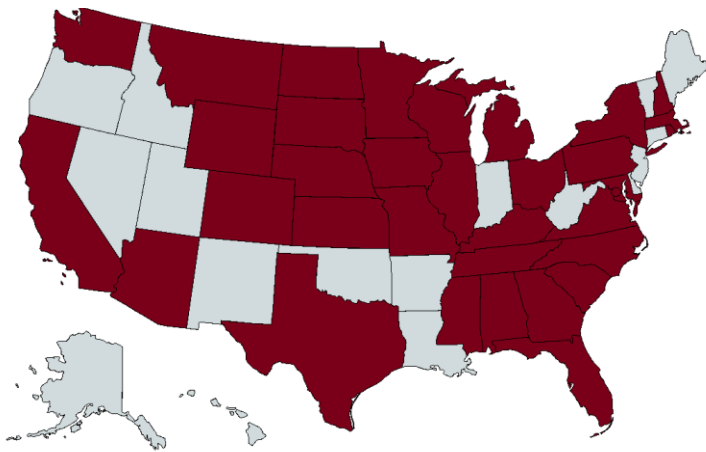
Participant survey

As explained earlier, all participants were invited to participate in a post-event survey administered by Twin Cities in Motion. Extension provided additional questions for this study. In all, 683 people responded to the survey. The data in this section of the report includes only the online, race participant survey responses. Survey respondents had the option of skipping questions, thus, for each figure the number of responses included in the figure are presented using “n =” as a notation. For example, in Figure 3, n = 613, which means 613 of the respondents provided a useable zip or country code.

Responses including both residents and visitors

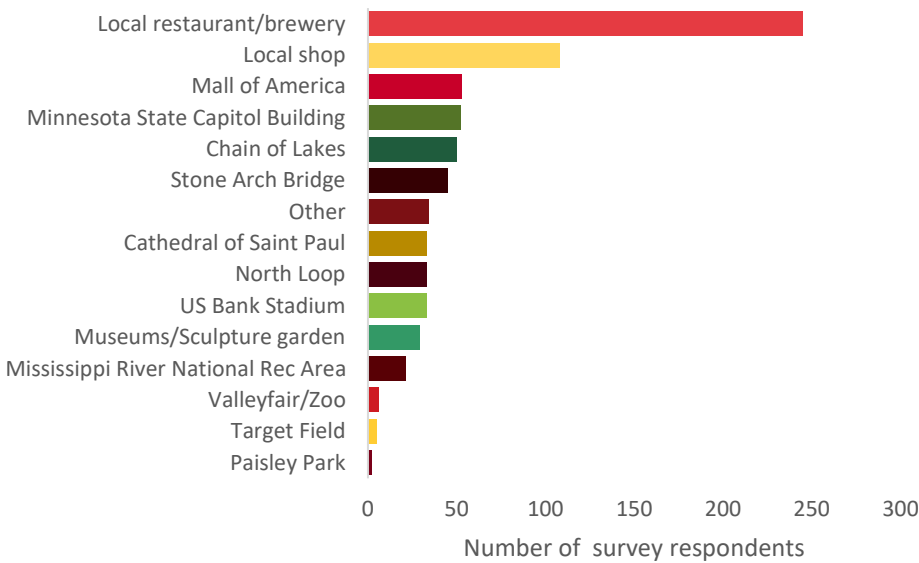
The survey respondents represented people from across Minnesota, the United States (Figure 3), and the world, which reflects the fact that the Twin Cities Marathon Weekend events drew its field in 2025 from a regional, state, national and global audience. This first section shares survey results from all those completing the race participant survey (both residents and visitors).

Figure 3: Home zip code of survey respondents by state, Twin Cities Marathon Weekend events, 2025, n=613



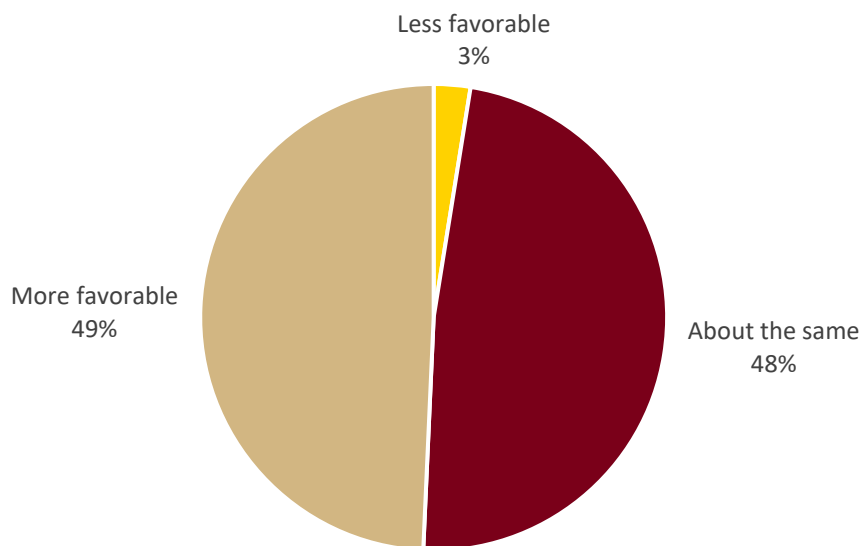
In addition to participating in Twin Cities Marathon Weekend events, survey respondents reported visiting other locations in the Minneapolis and Saint Paul region (Figure 4). The most commonly visited places were a local restaurant or brewery (47 percent of respondents), a local retail shop (21 percent), and the Mall of America (10 percent). This particular question asked respondents to select all the places they visited, so the total number of responses can be greater than the number of respondents.

Figure 4: Places visited during trip to Twin Cities for marathon weekend events (select all that apply), participant survey respondents, Twin Cities Marathon Weekend, 2025, n= 521



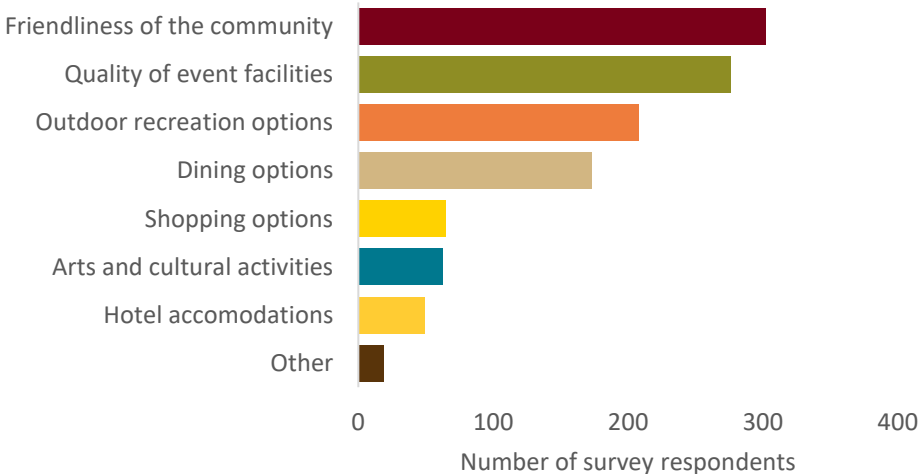
The Twin Cities Marathon Weekend events help create a positive image of the Twin Cities. Nearly half of survey respondents indicated they had a more favorable perception of the region after participating in the events (Figure 5).

Figure 5: Perception of the Twin Cities region following the events, participant survey respondents, Twin Cities Marathon Weekend, 2025, n=631



The friendliness of the Twin Cities, quality of event facilities, and outdoor recreation options were leading reasons for the positive impression of the region (Figure 6).

Figure 6: Most enjoyable aspects of visiting the Twin Cities (select all that apply), participant survey respondents, Twin Cities Marathon Weekend, 2025, n = 630

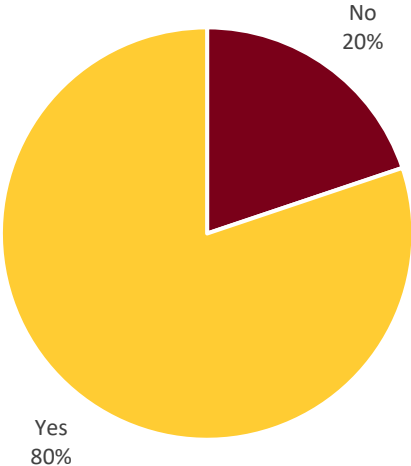


Responses including only visitors

Based on the zip codes of the survey respondents, 70 percent live in the Twin Cities seven-county region. The remaining 30 percent came from across the state, nation, and world. Survey responses from these participants provide some additional insights. This section of the report focuses on the results from survey participants who do not live in the Twin Cities.

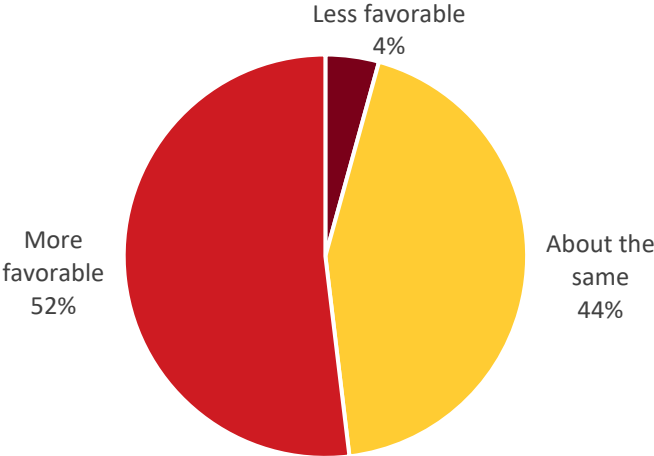
Of the non-Twin Cities based respondents, 80 percent reported the marathon weekend events were their primary reason for traveling to the region for the weekend (Figure 7). Twenty percent of respondents indicated they would have been in the Twin Cities even if the event had not occurred.

Figure 7: 2025 Twin Cities Marathon Weekend events were the primary reason to be in the Twin Cities for the weekend, participant survey respondents who do not live in the Twin Cities, n = 247



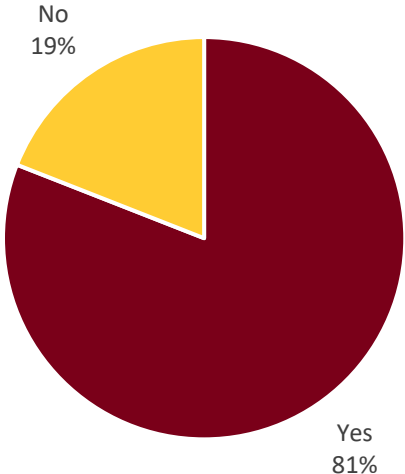
A visit to the Twin Cities for the marathon weekend events generally increased participants' perceptions of the Twin Cities. More than half (52 percent) of survey respondents who did not live in the Twin Cities had a more favorable view of the region following their experience with the running events (Figure 8). Visitors also appreciated the friendliness of the community, the quality of the event facilities, and the dining options.

Figure 8: Perception of the Twin Cities region following the 2025 Twin Cities Marathon Weekend events, participant survey respondents who do not live in the Twin Cities, n = 210



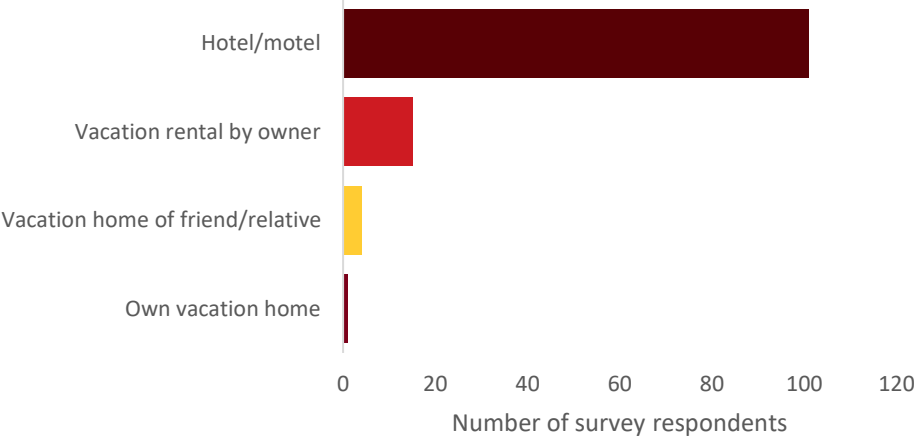
The majority (81 percent) of survey respondents who do not live in the Twin Cities region reported spending the night in the Twin Cities to participate in the marathon weekend events (Figure 9).

Figure 9: Stayed overnight in the Twin Cities to participate in the 2025 Twin Cities Marathon Weekend events, participant survey respondents who do not live in the Twin Cities, n = 210



For those not living in the Twin Cities region, the most commonly reported type of lodging used was a hotel or motel (Figure 10).

Figure 10: Type of accommodation used during the 2025 Twin Cities Marathon Weekend, participant survey respondents who do not live in the Twin Cities, n = 121

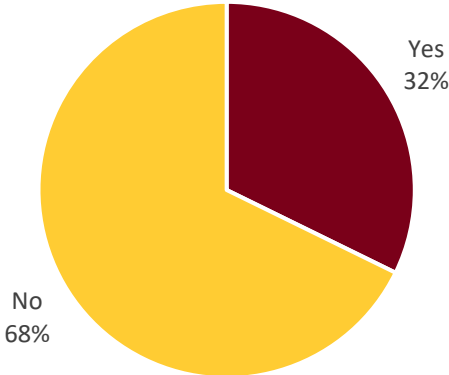


Spectator survey

The spectator survey was brief and included only six questions, most of which were designed to collect data for the economic contribution analysis. There were, however, two questions that provided some insights related to the spectator crowd.

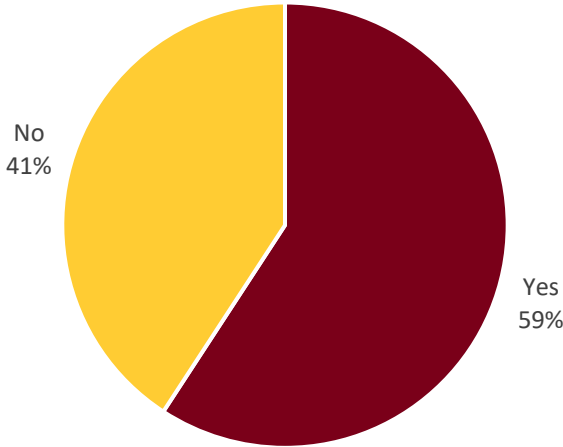
While many spectators were at the marathon or related events to cheer on a specific participant, two out of every three spectators were there simply to enjoy the atmosphere and cheer for all the racers (Figure 11).

Figure 11: Traveled with a person who is participating in any of the 2025 Twin Cities Marathon Weekend events, spectator survey respondents, n = 400



The Twin Cities Marathon Weekend drew repeat spectators, as nearly 60 percent of survey respondents indicated they had attended a previous marathon weekend (Figure 12). The marathon weekend also drew a fair number of new spectators.

Figure 12: Been a spectator at a previous Twin Cities Marathon Weekend event, spectator survey respondents, n = 402



Appendix 1: Terms and definitions

Input-Output Terms

Special models, called input-output models, exist to conduct economic impact analysis. There are several input-output models available, and IMPLAN is one such model. Many economists use IMPLAN for economic contribution analysis because it can measure output and employment impacts, is available on a county-by-county basis and is flexible for the user. While IMPLAN has some limitations and qualifications, it is one of the best tools available to economists for input-output modeling. Understanding the IMPLAN tool's capabilities and limitations helps ensure the best results from the model.

One of the most critical aspects of understanding economic impact analysis is the distinction between the “local” and “non-local” economy. The model-building process identifies the local economy. Either the group requesting the study or the analyst defines the local area. Typically, the study area (the local economy) is a county or a group of counties that share economic linkages. In this report, the study area is Minnesota.

A few definitions are essential to properly interpret the results of an IMPLAN analysis. These terms and their definitions are provided below.

Output

Output is measured in dollars and is equivalent to total sales. The output measure can include significant “double counting.” Think of food sold at an event, for example. The value of food (say, beef) is counted when it is sold from the farmer to the food manufacturing company, again when the food item (say, a hamburger patty) is sold to the wholesaler, and yet again when the vendor sells it as a hamburger to the event attendee. The value of the beef is built into the price of each of these items, and then the sale of each item is added to determine total sales (or output).

Employment

IMPLAN includes total wage and salaried employees, as well as the self-employed, in employment estimates. Because employment is measured in jobs and not in dollar values, it tends to be a very stable metric.

Labor Income

Labor income measures the value added to the product by the labor component. So, in the beef/hamburger example, when the beef is sold to the food manufacturing company, a certain percentage of the price is for the farmer's labor to raise the cow. Then when the hamburger is sold to the food vendor, it includes some markup for its labor costs in the price. When the vendor sells it to the event attendee, he/she includes a value for the labor. These individual value increments for labor can be measured, which amounts to labor income. Labor income does *not* include double counting.

Labor income includes both employee compensation and proprietor income. It is measured as wages, salaries, and benefits.

Direct Impact

Direct impact is equivalent to the initial activity in the economy. In this study, it is spending by Twin Cities Marathon Weekend event participants and spectators, and the event organizers.

Indirect Impact

Indirect impact is the summation of changes in the local economy that occur due to spending for inputs (goods and services) by the industry or industries directly impacted. For instance, if



employment in a manufacturing plant increases by 100 jobs, this implies a corresponding increase in output by the plant. As the plant increases output, it must also purchase more inputs, such as electricity, steel, and equipment. As the plant increases purchases of these items, its suppliers must also increase production, and so forth. As these ripples move through the economy, they can be captured and measured. Ripples related to the purchase of goods and services are indirect impacts.

Induced Impact

The induced impact is the summation of changes in the local economy that occur due to spending by labor—that is, spending by employees in the industry or industries directly impacted. For instance, if employment in a manufacturing plant increases by 100 jobs, the new employees will have more money to spend on housing, groceries, and going out to dinner. As they spend their new income, more activity occurs in the local economy. This can be quantified and is called the induced impact.

Total Impact

The total impact is the summation of the direct, indirect, and induced impacts.



Appendix 2: Survey questionnaires

Participant survey – Expo attendees

1. What drew you to the Twin Cities Health and Fitness Expo today (select the option that most applies)?

I am participating in a Twin Cities Marathon event

I am here with a Twin Cities Marathon event participant

I am here to view the exhibits and vendors

Other, please describe _____

2. We are evaluating the economic impact the Twin Cities marathon weekend has on surrounding businesses and our community, and we need to know how much you or your HOUSEHOLD (including you) plan to spend while in the Twin Cities to participate in the running activities. Please give us your best estimate. Thank you!

How much do you/your household plan to spend in the following categories?

Lodging

Dining out

Groceries

Expo merchandise

Running-related merchandise (not at the Expo)

Entertainment/recreation

Transportation

Other

3. Including yourself, how many people are included in your spending estimate?
4. What is your home zip code?
5. In what year were you born? _____

Full participant survey

1. How many days were you in the Twin Cities for Medtronic Twin Cities Marathon weekend and related race activities?
2. We are evaluating the economic impact the Twin Cities marathon weekend has on surrounding businesses and our community, and we need to know how much you or your HOUSEHOLD (including you) plan to spend while in the Twin Cities to participate in the running activities. Please give us your best estimate. Thank you!

Lodging

Dining out

Groceries

Expo merchandise

Running-related merchandise (not at the Expo)

Entertainment/recreation

Transportation

Other

3. How many people (including you) are included in your spending estimate?
4. How many people (including you) in your spending estimate participated in race activities?



5. Would you have visited the Twin Cities on marathon weekend if not for the marathon activities (choose one only). Yes No I live in the Twin Cities
6. When you attended the Twin Cities marathon activities, did you spend the night away from home? Yes No
7. If you stayed overnight, how many nights did you spend away from home to attend the running events?
8. If you stayed overnight, what type of accommodation did you use? (Choose all that apply)
 - Hotel/motel
 - Resort/cabin
 - Home of friend/relative
 - Airbnb
 - Vacation rental by owner
 - Your own vacation home
 - Vacation home of friend/relative
 - Other
9. What is your home zip code (or country code if you traveled from another country)?
10. How did your visit for the marathon events impact your perception of the Twin Cities area? Following my visit, I had a _____perception of the area, compared to before.
 - Much more favorable
 - A bit more favorable
 - Similar
 - A bit less favorable
 - Much less favorable
11. During your trip to the Twin Cities, what other attractions did you visit (check all that apply)?
 - Mall of America
 - Valleyfair
 - Museums or sculpture garden
 - Target Field
 - Paisley Park
 - Stone Arch Bridge
 - U.S. Bank Stadium
 - North Loop
 - Mississippi River National Recreation Area
 - Chain of Lakes
 - Minnesota State Capitol Building
 - Cathedral of Saint Paul
 - Local restaurant
 - Local shop
 - Other, please describe
12. What were the most enjoyable aspects of your trip to the Twin Cities (check all that apply)?
 - Quality of event facilities
 - Dining options
 - Hotel accommodations



Friendliness of the community
Shopping options
Outdoor recreation options (parks/trails)
Arts and culture activities (theaters/museums)
Other

Spectator survey

1. Have you been a spectator at the Twin Cities Marathon in the past? Yes No
2. On this trip, did you travel with a person who is participating in any of the Twin Cities Marathon races? Yes No
3. We are evaluating the economic impact the Twin Cities marathon weekend has on surrounding businesses and our community, and we need to know how much you or your HOUSEHOLD (including you) plan to spend while in the Twin Cities to participate in the running activities. Please give us your best estimate. Thank you!

Lodging
Dining out
Groceries
Expo merchandise
Running-related merchandise (not at the Expo)
Entertainment/recreation
Transportation
Other

4. Including yourself, how many people are included in your spending estimate?
5. What is your home zip code?
6. In what year were you born?

