

Market & Economic Analysis of W.H. Lyon Fairgrounds Released

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Sioux Falls, SD - The Minnehaha County Board of Commissioners released the Market & Economic Analysis of the W.H. Lyon Fair Grounds following a joint meeting with the W.H. Lyon Fair Grounds Task Force. The 180-acre site includes the 150,000 square foot Expo Building, a 4,200 seat grandstand, and stalling for over 650 horses. The Fair Grounds is home to the annual W.H. Lyons Fair and 54 other annual events for an annual attendance of over 500,000 people.

The Market & Economic Analysis demonstrates the existing W.H. Lyons Fair Grounds has an economic impact of \$32.7 million annually. This includes direct spending of \$21.4 million, and indirect spending of \$11.3 million. The Analysis calculated that events at the Fair Grounds generates the use of 64,974 hotel room nights annually. CSL International conducted over 40 interviews with past, current, and potential new users representing more than 500 total events. The interviews highlighted that people want to come to Sioux Falls for events.

The Market & Economic Analysis was conducted by CSL International in association with Smith Architecture.

The report can be found at www.minnehahacounty.gov, under the Commission tab and click on the W.H. Lyons Fair Grounds Task Force.

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