



IFO Releases Economic Impact Report on the Pittsburgh Pirates and PNC Park

Harrisburg, PA - July 10, 2024 - At the request of Pennsylvania State Representatives Timothy Bonner (Mercer and Butler Counties) and Jim Gregory (Blair and Huntingdon Counties), the Independent Fiscal Office (IFO) performed an analysis that measures the 2023 economic footprint attributable to the Pittsburgh Pirates' Major League Baseball (MLB) operations at PNC Park. An economic footprint analysis is a broad study that quantifies all economic activity related to direct spending for team operations and fans who attend games.

The report examines (1) the general relationship between team spending, wins, fan attendance and the economic footprint; (2) the 2023 economic footprint of the Pittsburgh Pirates' MLB operations; and (3) state taxes generated from those operations.

Key Findings and Highlights

- For 2023, the Pirates won 76 games, the most since 2018. Paid attendance was 1.6 million fans, a 30% increase from 2022.
- An average fan spent \$96 per day trip and \$253 per overnight trip to attend a regular season game. Family (day trip) and couples (overnight) spending profiles are shown in the table.
- Due to team operations and fan spending, an estimated \$254 million was spent on goods and services in the Commonwealth.
- Based on spending patterns and supply chain relationships, the IMPLAN economic model derives a spending multiplier of 2.15, so that every \$1.00 spent in-state ultimately generates \$2.15 in total state spending (\$546 million total).
- Nearly 3,000 full-time equivalent jobs were supported by the spending.
- The economic footprint includes \$22 million in state taxes: \$10 million in sales tax, \$9 million in personal income tax and \$4 million in other state taxes. Local taxes were not part of the request.

Pittsburgh Pirates Economic Impact 2023		
Fan Spending	Family (Day Trip)	Couple (Overnight)
Food & Beverage	\$150	\$115
Lodging & Transport	\$40	\$250
Retail & Merchandise	\$50	\$40
Entertainment	\$145	\$100
Total	\$385	\$505
Economic Footprint (\$ millions)		
Net Direct Spending		\$254
Total Spending		\$546
Spending Multiplier		2.15
Labor Income		\$219
FTE Jobs Supported		2,950
State Taxes		\$22
Personal Income		\$9
Sales & Use		\$10
Other		\$4

The report concludes with a simulation of the impact on fan spending attributable to a hypothetical 28% increase in average paid attendance relative to 2023. That level approximates the regular season attendance from 2012 to 2019 (prior to Covid, includes seasons with playoffs). Based on the assumptions noted in the report, the analysis estimates that direct fan spending could increase by up to \$76 million. That amount does not reflect any multiplier effects (i.e., 2.15) and includes higher fan spending inside (tickets, food-beverage) and outside (lodging, food-beverage) the park.

The full report, including a response letter from the Pirates, is available on the [IFO's website](#).