



## COLONIAL IMPACT SURPASSES \$47 MILLION FOR FORT WORTH

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### FOR IMMEDIATE RELEASE

THE PLACE TO MEET

(FORT WORTH) -- The annual Crowne Plaza Invitational at Colonial golf tournament helps the Fort Worth economy to the tune of more than \$47 million each year, according to a recent economic impact study. While the historic PGA TOUR event draws heavy local support, many attendees come from all over Texas and around the United States, and an estimated \$2 million in media exposure for the city is obtained through worldwide live telecasts and other media coverage.

“Obviously the tournament is known to have a great impact on the community in a variety of ways, but never before have we tried to determine a specific economic impact figure,” noted Tournament Chairman Harold Muckleroy Jr., a member of Colonial Country Club, which hosts the 61-year-old championship.

The study was performed this year by Impact Data Source, based in Austin. Information was compiled from the tournament and the PGA TOUR.

The report showed \$38.4 million in direct economic impact on the Fort Worth economy, and a total figure of \$47.7 million, using direct and indirect impact figures. Nearly 500 full-time and part-time jobs are created by the event, and \$29 million in taxable retail sales are created in the city.

“The Colonial greatly affects our city in many ways,” stated Fort Worth Mayor Mike Moncrief. “Certainly, it has an incredibly positive economic impact. But more importantly, for one week out of the year, Fort Worth is at the center of the professional golf world. That kind of exposure for our city is priceless.”

People who purchased tickets online to this year’s event came from as far away as Boston, San Francisco, Los Angeles, Chicago, Seattle and Tampa. The event was broadcast on 43 networks in 200 countries, with 470 million potential viewing households.

Spending by title sponsor Crowne Plaza Hotels & Resorts on its national advertising campaign garnered well over \$1.5 million in exposure for Fort Worth.

Also included in the study were the millions of dollars generated by the tournament for local charities. The 2007 figure is expected to exceed \$3.5 million, representing the latest installment of \$20 million in charity impact over the last 12 years.

The 2008 Crowne Plaza Invitational at Colonial will be held May 19-25, with a purse of \$6.1 million. Public tickets will go on sale March 1, 2008. For more information on the Crowne Plaza Invitational at Colonial please contact Peter Ripa, Tournament Director at (817) 927-4299 or [pripa@colonialfw.com](mailto:pripa@colonialfw.com)

#### Tournament Executive Committee

**Harold Muckleroy, Jr.**  
Tournament Chairman

**Scott Corpening**  
Players Chairman

**Dee Finley**  
Advisory Chairman

**Robert M. Lansford**  
Administration Chairman

**Mike Moore**  
Operations Chairman

**James Leito III**  
Operations Chairman

**Harold Muckleroy, Jr.**  
Special Events Chairman

**Chuck Scherer**  
Sponsors Chairman

**Tournament Dates**  
May 19 - 25, 2008



**Crowne Plaza Invitational at Colonial**

[www.CrownePlazaInvitational.com](http://www.CrownePlazaInvitational.com)

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