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CONTACT:

Kathryn Schloessman, President  
LA Sports & Entertainment Commission  
(213) 236-2381  
[kschloessman@lasec.us](mailto:kschloessman@lasec.us)

## **2010 ESPN X GAMES BRINGS \$50 MILLION TO LOS ANGELES ECONOMY**

LOS ANGELES, CA (November 4, 2010) -- According to a recently released impact report, Los Angeles reaped significant economic benefit from hosting the ESPN X Games July 29 – August 1, 2010. The study, conducted by Micronomics, a leading local economic research and consulting firm, concluded that the event added at least \$50 million in identifiable benefits to Los Angeles.

The benefits quantified in this report include approximately \$12 million associated with increased tourism (reflecting as many as 58,000 additional visitor days spent in Los Angeles), around \$6 million associated with the setting up, staging and television broadcast production of X Games events, and roughly \$12 million in multiplier effects flowing from direct spending associated with the X Games.

In addition, the value to Los Angeles of having 31 original hours of X Games content live and in HD to all 50 states, 175 countries and more than 380 million homes is approximately \$20 million.

ESPN X Games events were held exclusively in Downtown Los Angeles for the first time utilizing facilities at the LA Memorial Coliseum, STAPLES Center and L.A. Live.

The LA Sports & Entertainment Commission commissioned Micronomics to undertake the investigation. ESPN X Games was held at Los Angeles' L.A. Live including STAPLES Center and the L.A. Memorial Coliseum on July 29 – August 1, 2010.

The study, "Economic Impact of the 2010 ESPN X Games," is available at <http://www.micronomics.com>.

**About LA Sports & Entertainment Commission**

LA Sports & Entertainment Commission is the official organization for the City of Los Angeles to seek, host, promote and retain major sporting and entertainment events that positively impact the local economy. Created in 1995, LASEC is a private, non-profit organization and an affiliate of LA INC. The Los Angeles Convention and Visitors Bureau.

**About Micronomics**

Micronomics is a leading Los Angeles economic research and consulting firm engaged in the collection, tabulation and interpretation of complex financial, economic, and statistical data. It provides litigation and business consulting services in a wide range of practice areas and industries, including antitrust analysis, valuation of intellectual property, calculation of economic damages, wage and hour litigation, and sports and entertainment economics. Its clients include law firms, publicly and privately held businesses, and government agencies.

**For additional information, please contact:**

Roy Weinstein, President  
Micronomics, Inc.  
777 S. Figueroa Street, Suite 4600  
Los Angeles, CA 90017  
Phone: (213) 629-2655

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