

# MILWAUKEE MILE 2024 RACE

## ECONOMIC IMPACT & DEMOGRAPHIC ANALYSIS





# INTRODUCTION



The iconic Milwaukee Mile, which has played host to INDYCAR SERIES events since 1939, offered two races during the 2024 Labor Day weekend. This marked the first time the Milwaukee Mile was featured on the INDYCAR SERIES schedule since 2015.

The Milwaukee Mile has a rich history, having witnessed victories by legendary drivers, such as Rodger Ward, Michael Andretti, Mario Andretti, A.J. Foyt, Gordon Johncock, and Johnny Rutherford. Their triumphs have contributed to the track's legacy.

Milwaukee and the state of Wisconsin have a strong connection with INDYCAR racing, and the return of this event is a testament to the fans in the region. Thanks to a partnership with the Wisconsin State Fair Park, the Milwaukee Mile is ready to write a new chapter in its story.

Additional data and was provided from the Milwaukee Mile 250s Customer Survey.

# METHODOLOGY

The UW-Whitewater Fiscal and Economic Research Center (FERC) utilized IMPLAN to give a quantitative assessment of the Milwaukee Mile's economic impact on the local area and Wisconsin as a whole. IMPLAN is an input-output method of measuring the economic impact. It can assess the ripple effects of a significant sporting event on the local and regional economy.

**Direct Effect:** The direct effect refers to the production change associated with a change in demand for a good. In other words, the direct effect is the initial impact to the economy. The event's spending comes from hosting the event, the costs of maintaining the grounds, and the money that visitors spend on tickets, food, drinks and other items purchased from vendors. The output is the value of production by industry in a calendar year.

**Indirect Effect:** The indirect effect refers to the secondary impact caused by changing input needs of directly affected industries (e.g., additional input purchased to produce additional output).

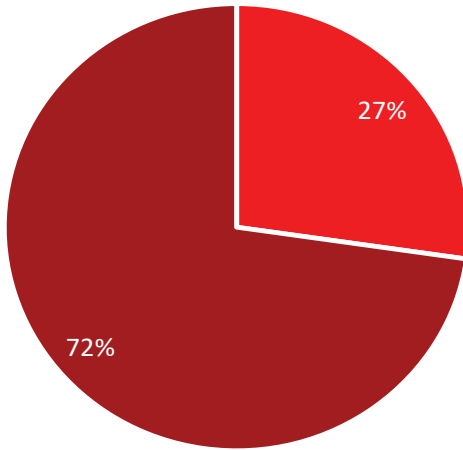
**Induced Effect:** The induced effect is caused by the changes in household spending due to the additional employment created by the direct and indirect effect. The direct and indirect effects on employment and income affect overall purchasing power within the economy. An increase in employment increases purchasing power, resulting in greater consumption spending.





# DEMOGRAPHICS

## GENDER

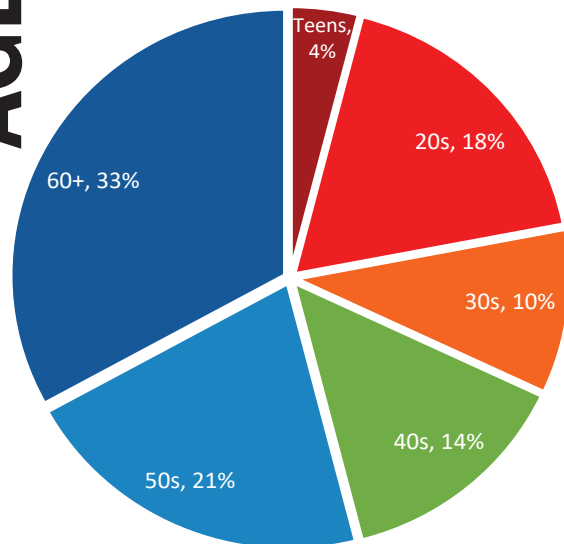


There is a strong male majority among attendees, this could reflect the nature of events hosted at the venue or the preferences of its audience base.

To broaden appeal and engage the female demographic, organizers could consider introducing initiative or events tailored to diverse interests.

■ Female ■ Male

## AGE

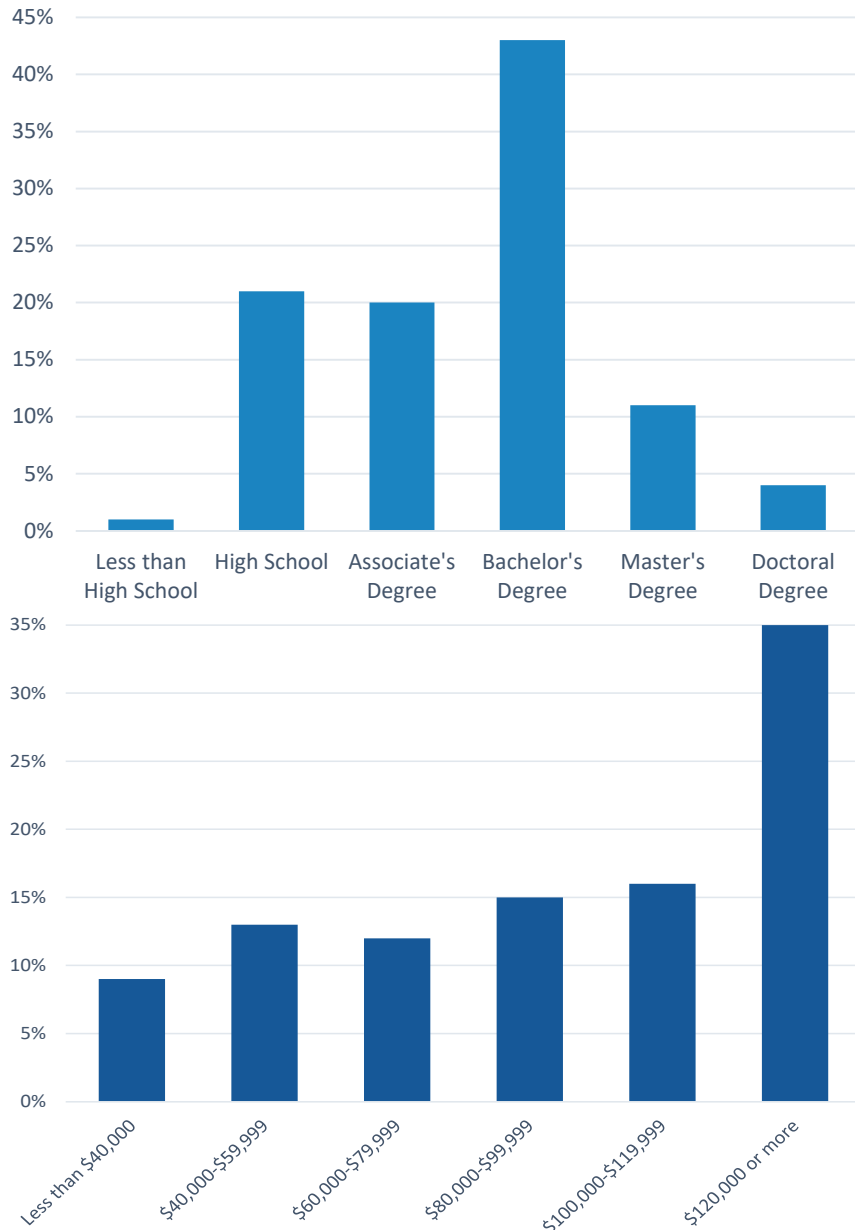


This showcases the age distribution of attendees at the event. Individuals aged 60+ form the largest segment, making up 33% of the audience. While people in their 50s and 20s shortly follow with 21% and 18%.

This could be attributed to various factors, such as the event's appeal to older demographics, the local demographic makeup, or the event's marketing strategies. Analyzing age breakdowns can provide valuable insights into the attendee profile and help organizers adjust the event structure.

■ Teens ■ 20s ■ 30s ■ 40s ■ 50s ■ 60+

# EDUCATION & INCOME



This data displays the significant presence of individuals with higher education. Those with a bachelor's degree represent the largest segment, making up 43% of the audience. Individuals with an associate's degree and high school diploma follow with 20% and 21%.

This demographic could be due to the event's appeal to individuals with higher education, the local demographic makeup, or the event's marketing strategies.

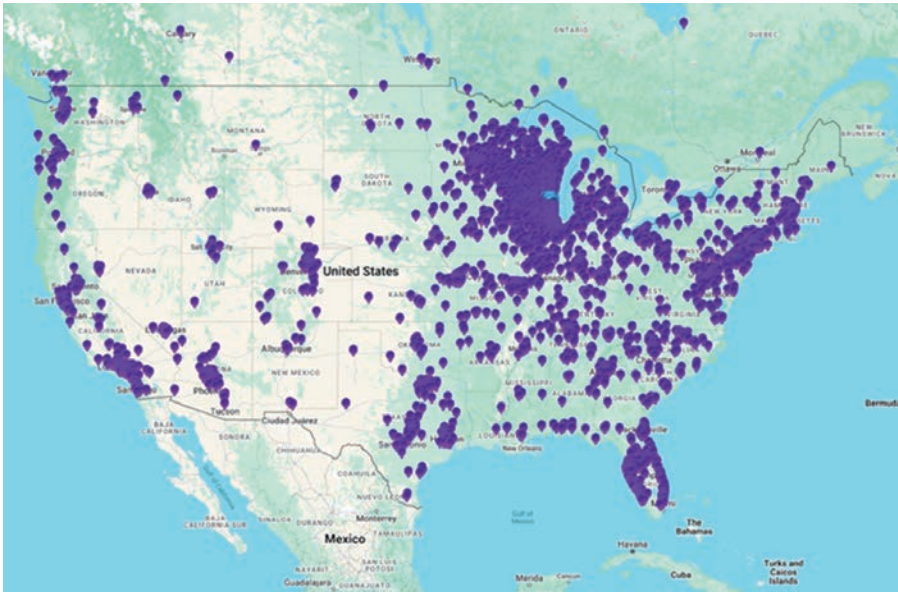
This chart reveals that the majority of Milwaukee Mile attendees fall within the higher income brackets. Individuals earning \$120,000 or more make up the largest portion of the audience, accounting for 35%. This income distribution could be attributed to elements such as higher ticket prices or the event's appeal to affluent individuals.

Evaluating demographics like income and examining ticket sales data could provide valuable insights into the factors influencing the income profile of attendees.



# CUSTOMER SURVEY

## 2024 HIGHLIGHTS

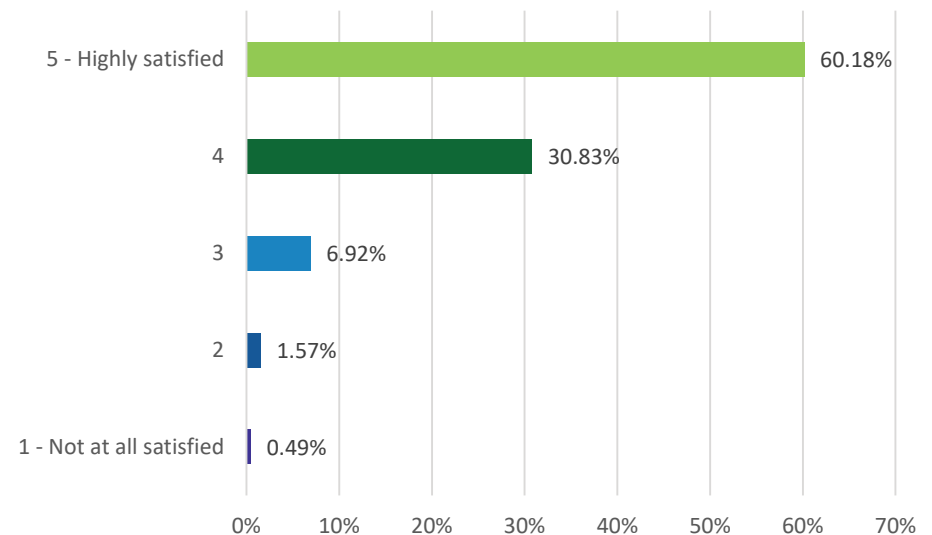


The Milwaukee Mile drew attendees from an impressive 7 countries and all 50 states, showcasing its widespread appeal and global enthusiasm of racing fans from across the globe.

***“It was like being at an amusement park without the rides: colorful, clean, easy to navigate, lots of places to sit in sun or shade. The vibe was very positive and mellow.”***

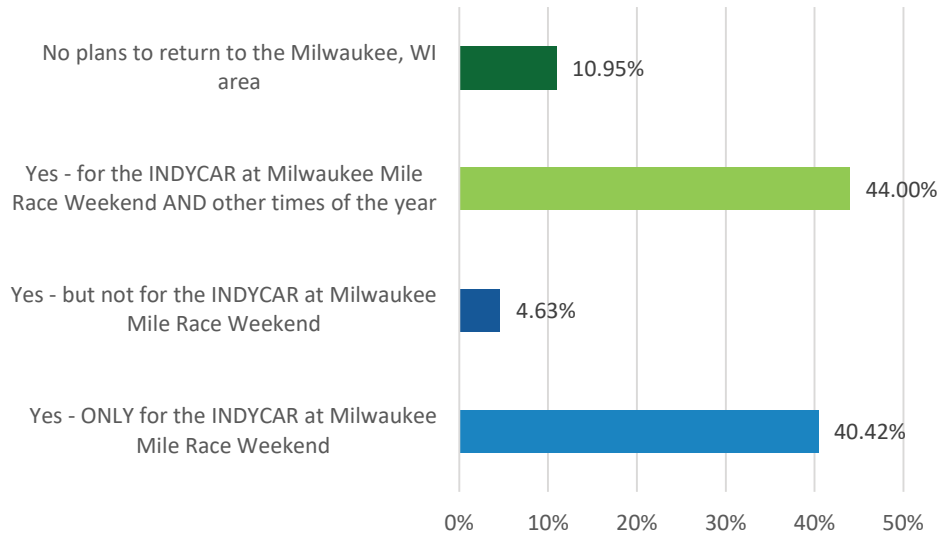
This chart displays attendees’ overall experience at the 2024 Milwaukee Mile. Over 90% of the people that answered the survey were either highly satisfied or satisfied with their experience.

***“We were extremely pleased with the fan area and midway. It was one of the most pleasant experience at any track I’ve been to. Keep this going.”***



# CUSTOMER SURVEY

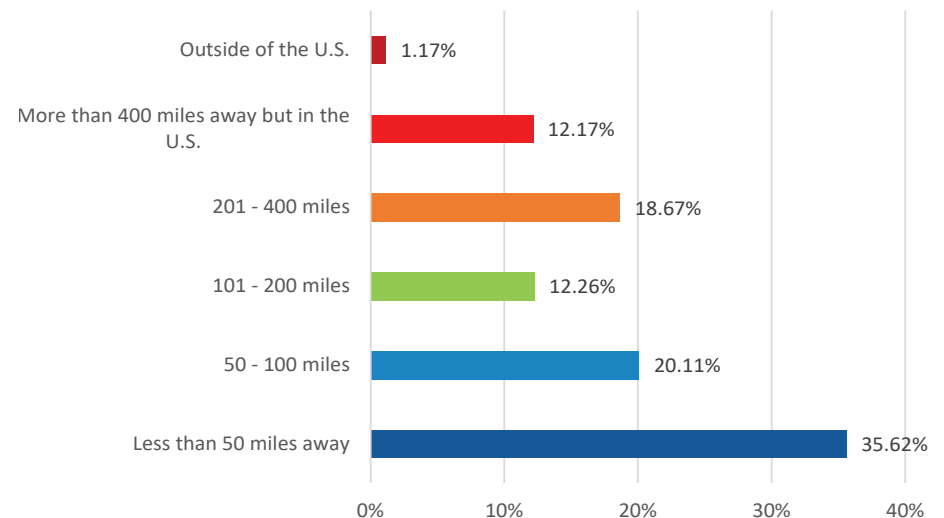
## 2025 RETURN RATE & TRAVEL DEMOGRAPHICS



According to the survey, over 80% of attendees either had plans to return to Milwaukee for only the Milwaukee Mile Race Weekend or both the Milwaukee Mile Race Weekend and other times of the year.

Over 60% of the attendees lived 50 miles or farther from Milwaukee.

Many of the survey responders that plan on returning to Milwaukee for the Milwaukee Mile Race and/or more live 50 or more miles away. It speaks to their past pleasant experiences at the event that they are continuing to travel that distance.





# VIEWERSHIP & ENGAGEMENT

The 2024 Milwaukee Mile 250s Race 1 aired exclusively on Saturday, August, 31 on Peacock from 5:40PM to 8PM. The day after the 2024 Milwaukee Mile 250s Race 2 aired on USA Network from 2:30PM to 5:30PM.

**735K** MILWAUKEE MILE 250S RACE 2  
**RACE 2** AVERAGED 735K VIEWERS ON  
**AVERAGE TAD** USA NETWORK

# SOCIAL ENGAGEMENT

**2.77M** NET FOLLOWERS  
5.2K GAINED RACE WEEKEND

**184.27M** VIDEO VIEWS YTD  
7.78M VIDEO VIEWS OVER RACE WEEKEND

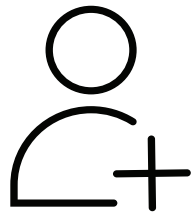
**24.58M** ENGAGEMENTS YTD  
1.16M ENGAGEMENTS OVER RACE WEEKEND

High engagement over race weekend and overall emphasizes fan attraction to the event.

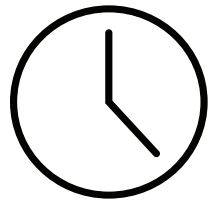


# DIGITAL ENGAGEMENT

**64.1K** AVG. RACE DAY APP

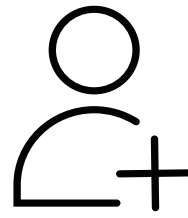


**4.5K**  
NEW DOWNLOADS



**11:22 MINS**  
AVG TIME SPENT

**792.9K** TOTAL PAGE VIEWS



**209.0K**  
TOTAL USERS

The amount of both social and digital engagement demonstrates people's prominent interest in the Milwaukee Mile. This data was provided through the 2024 NTT INDYCAR SERIES's Race Recap: Hy-Vee Milwaukee Mile 250s.







# ECONOMIC IMPACT

| IMPACT                                | EMPLOYMENT | LABOR INCOME   | OUTPUT         |
|---------------------------------------|------------|----------------|----------------|
| <b>DIRECT</b>                         | <b>260</b> | <b>\$8.4M</b>  | <b>\$23.0M</b> |
| <b>INDIRECT<br/>&amp;<br/>INDUCED</b> | <b>100</b> | <b>\$5.0M</b>  | <b>\$18.0M</b> |
| <b>TOTAL</b>                          | <b>360</b> | <b>\$13.4M</b> | <b>\$41.0M</b> |

The table highlights the significant economic impact of the Milwaukee Mile event, breaking it into Direct and Indirect/Induced contributions. These figures reflect the immediate benefits to the local economy, including jobs created at the venue, increased consumer spending, and revenue from

attendees and vendors directly connected to the event. This also reveals the Indirect and Induced impact, which include secondary economic benefits, such as businesses supplying goods/services to support the event and the ripple effect of employee spending.

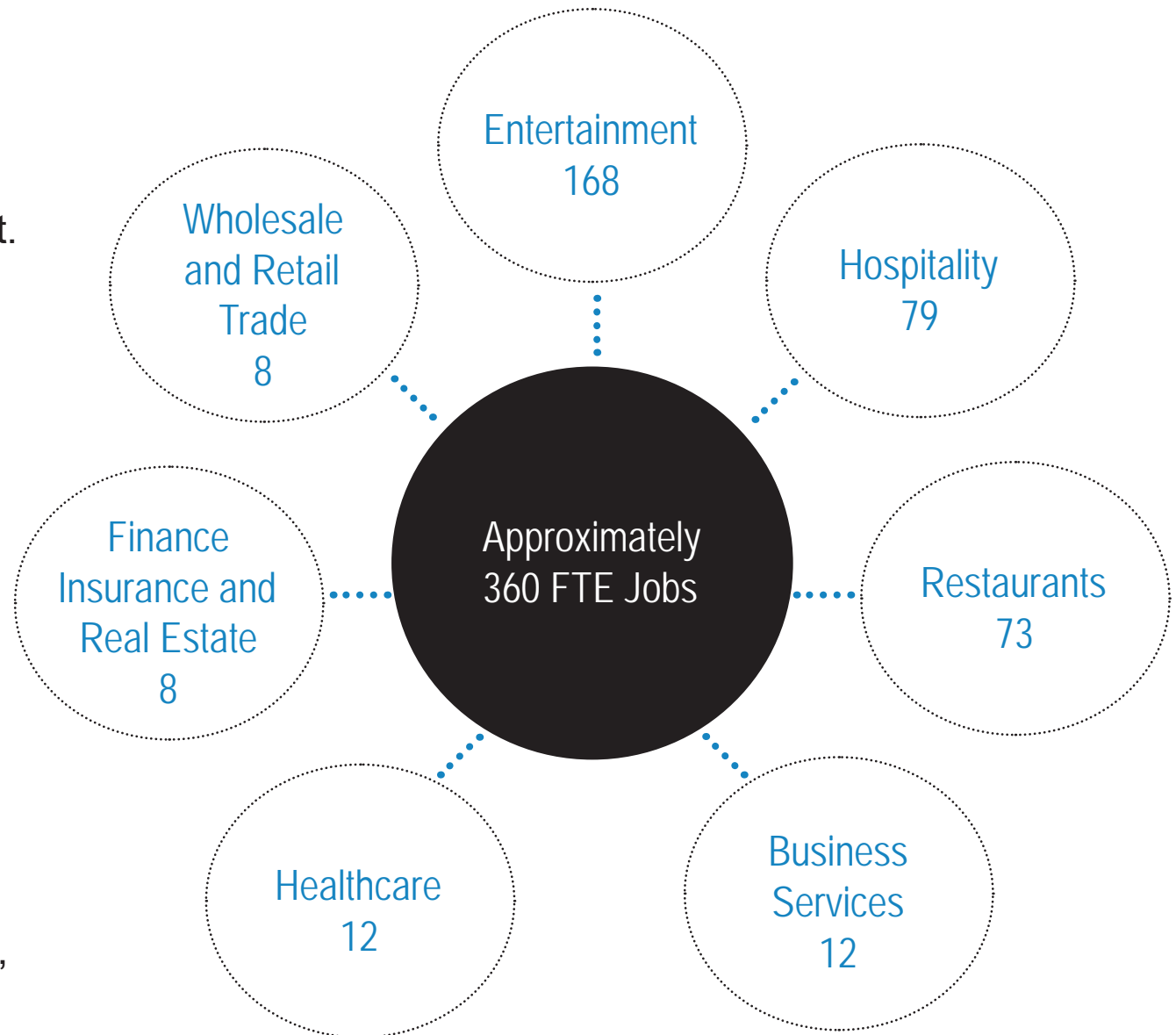


# INDUSTRIES IMPACTED

This illustrates the varying contributions of different industries to job creation, providing a clear visual representation of their impact.

At the top center of the diagram, the entertainment industry has the greatest number of jobs created of 168. Hospitality and restaurants follow with 79 and 73 jobs.

This potential suggests the Milwaukee Mile event will create new substantial jobs for businesses focusing on the entertainment, hospitality, and restaurant industry.



# AVERAGE SPENDING

## TRAVELING PARTY AVERAGE SPEND ON

## AMOUNT RANGE

**FOOD & BEVERAGES**

**\$123**

**SOUVENIRS**

**\$71**

**LOCAL RESTAURANTS**

**\$230**

**LODGING & TRAVEL**

**\$607**

Lodging & travel cost for attendees averaged \$607 with local restaurants costing \$230, while food and beverages at the event between \$123.

It isn't surprising that these three categories have a higher amount of average spend considering the diagram on the prior page. Hospitality and restaurants are tied for second place in job creation.







# HyVee

## MILWAUKEE MILE 250s

2<sup>ND</sup> 3<sup>RD</sup>

Firestone  
LUCAS OIL  
HOKA  
mission onsemi  
Arrow  
SmartStor Self Storage  
Mahindra  
AMERICA'S FAVORITE RICE

VELO  
NICOTINE POUCHES | VELO.COM

NTT DATA  
Firestone

Arrow  
Five Years Full  
CARTETS  
TOMORROW

PHOTO

HyVee  
MILWAUKEE MILE  
NTT INDYCAR



# CONCLUSION

The Milwaukee Mile event has demonstrated its significant economic and social impact on the state of Wisconsin. Demographic analysis revealed that the audience primarily consists of males and older age groups. The event appeals to attendees with higher levels of education and income, with most of them holding a bachelors degree and earning \$120,000 or more annually. The attendee profile provides opportunities for targeted marketing strategies that will engage underrepresented demographics.

Economically, the Milwaukee Mile contributes to employment, labor income, and output within the region. The event generated a total of 360 jobs, \$13.4 million in labor income, and \$41 million in economic output. Industries such as entertainment, hospitality, and restaurants experienced the most significant job creation, underscoring the event's importance to these sectors. The Milwaukee Mile serves a key driver of economic growth, job creation, and tourism in Wisconsin. This impact reaffirms its historical legacy in motorsports and importance in regional development.



# ABOUT THE FERC & AUTHORS

The University of Wisconsin Whitewater- Fiscal and Economic Research Center provides research services for area businesses, not-for-profit organizations and government entities, including:

- Economic analysis
- Geographic Information Systems (GIS) analysis
- Market research, marketing strategy, and planning
- Statistical analysis
- Simulation analysis
- Ecological and biological analysis
- Government and public policy analysis
- Entrepreneurship
- Economic forecasting and business development

**Russ Kashian** is an economics professor at the University of Wisconsin- Whitewater. He served as a specialist for the University of Wisconsin-Extension and is co-founder and director of the Fiscal and Economic Research Center at UW-Whitewater. In the 25 years that he has taught at the university, his focus has been on conducting applied research projects that are valuable, serve the region, and foster student growth. Dr Kashian's main areas of interest are financial intermediaries, tourism, education, and economic development.

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