



NEWS FLASH

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2013 HMBIM Contributes \$1.56M to San Mateo County Economy

Economic Impact Study by Kent State University Measures Benefits from Influx of Athletes

Half Moon Bay, CA – The Half Moon Bay International Marathon (HMBIM) today released the results of an [Economic Impact Study](#) conducted by the Department of Economics at Kent State University which outlined the impact made by the 2013 event. The Study showed a total of \$594,312 of direct spending by athletes, and another \$973,823 in generated indirect spending, with 75% of the 2013 athletes having travelled from outside San Mateo County. In total, the 2013 HMBIM total economic benefit of \$1.56m generated an employment impact equivalent to 21 full-time jobs.

“The entire HMBIM team is very excited to receive Kent State’s report,” said Eric Vaughan, HMBIM Executive Director. “We couldn’t be more pleased with what the HMBIM has delivered to the entire Half Moon Bay community. In 2013, we sold out for our 3rd straight year, welcoming athletes from 40 states and 6 countries, provided direct contribution to local charity organizations, founded [the new JUST RUN outreach program to students](#), and now we understand the economic benefits delivered to the greater community. We’re very proud.”

The data included direct and indirect spending measurements of athletes from outside San Mateo County, guests of County athletes, as well as the amount of money spent by local athletes. Summary findings are shown below:

Source	Direct Spending	Indirect Spending	Total Spending Impact	Earnings Impact	Employment Impact
Non-local Participants	\$406,052.78	\$720,377.31	\$1,126,430.09	\$590,933.96	16.83
Guests	\$65,632.16	\$114,901.39	\$180,533.55	\$54,840.77	1.54
Local Import Substitution	\$122,627.60	\$138,544.66	\$261,172.26	\$41,480.27	2.68
Total:	\$594,312.54	\$973,823.35	\$1,568,135.90	\$687,255.00	21.04

The HMBIM organization worked with Dr. Shawn M. Rohlin in Kent State’s Department of Economics, organizing the relevant questions of the post-race survey of athletes to gather the data necessary for the analysis.

The University’s full report is [available on the HMBIM Web site](#).

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About the Half Moon Bay International Marathon:

Featuring "26.2 Miles of Running Heaven", the Half Moon Bay International Marathon (HMBIM) was founded in 2011 to showcase the unique beauty of the California coast along with some of the best weather a marathon athlete could ever hope for. The inaugural event in 2011 featured athletes from 25 states and 4 countries and sold out in two months despite very little promotion, and doubled in size in 2012 with athletes from 37 states and 6 countries. The 2013 event continued the growth pattern, welcoming athletes from 40 states and 6 countries. An official Boston Qualifier event sanctioned by the USA Track and Field organization, the HMBIM also focuses on creating an eco-friendly event to consider the precious coastal community and worked to attain official status with the Council for Responsible Sport, receiving the coveted Gold Certification from this organization in the Event's very first year. The HMBIM features a full and half marathon and a free JUST RUN 5k event, all held on the same day.