

**Unit 3****Lesson 3.5 – Economic Impact**

Intro to Sports &amp; Entertainment Business Principles

**CLASSROOM ACTIVITY****Instructions**

*Sports, entertainment and events inevitably make an impact on the host city's economy. Economic impact can be defined as the net change in an economy resulting from sport or entertainment event related activity.*

*As a class, consider the ways a sports or entertainment event could impact your local economy. In the space below, identify five (5) different ways you think an event could potentially benefit the economy.*

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**Class Activity (Part One)**

1) *More consumers visiting and spending money at local shops*

2)

3)

4)

5)

6)