

NCAA meet means dollars for Eugene

Not only will the best in track and field be in Eugene this week for the NCAA track and field championships, but a growing influx of money will pour into the community as well, according to city and University officials.

Athletes and the crowds they'll attract are expected to bring well over \$1 million to the Eugene-Springfield area

during the week-long event, says Jaimie Douglas of the city's convention and visitor's bureau.

Over \$230,000 will be spent by the 700 participants of the event and nearly \$1 million by the expected 10,000 spectators in the Hayward Field grandstands, Douglas says.

Restaurants and gas stations will see an increase in

sales this week, she says. All hotel and motel rooms in the area are filled, she says.

Each athlete is expected to add \$66.41 each of the five days they're in town, Douglas says. Spectators are expected to spend \$33 each for the final three days of the event.

Herb Yamanaka of the University's athletic department

says the championships will cost between \$50,000 and \$80,000 and any costs incurred by the University will be reimbursed by the NCAA.

Yamanaka expects \$200,000 in tickets will be sold for the event.

"When we went to Houston (for the championships last year) we spent

\$100 a piece on souvenir items bought at places like their bookstore," he says. "So the event won't just affect the University, but the coaches, families and friends of the athletes will have to eat, drink and sleep and spend money somewhere.

"Everybody in the community will benefit," Yamanaka says.



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