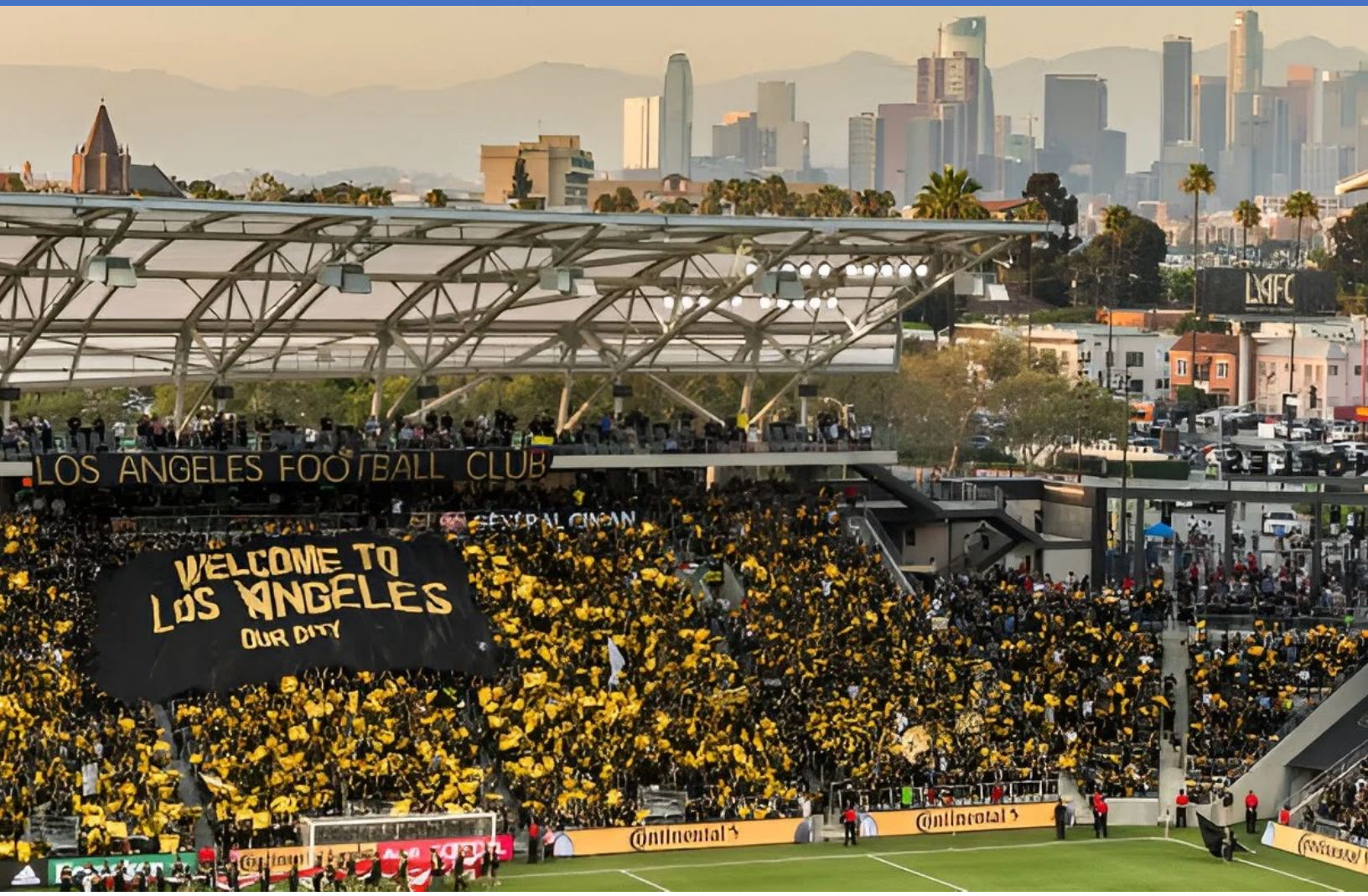


Sports in the Los Angeles Basin

2025 Economic Impact Study

LA SPORTS

INNOVATION CONFERENCE

Commissioned by: LA Sports Council

LA SPORTS

LAEDC Los Angeles County Economic Development Corporation

Sports in the Los Angeles Basin

2025 Economic Impact Study

Los Angeles County Economic Development Corporation

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October 2025

Supporting Partners:

This report was prepared by the Institute for Applied Economics of the Los Angeles County Economic Development Corporation (LAEDC) for Los Angeles Sports Council.

The LAEDC Institute for Applied Economics provides objective economic and policy research for public agencies and private firms. The group focuses on economic impact studies, regional industry analyses, economic forecasts and issue studies, particularly in workforce development, transportation, infrastructure and environmental policy.

Every reasonable effort has been made to ensure that the data contained herein reflect the most accurate and timely information possible and they are believed to be reliable.

The report is provided solely for informational purposes and is not to be construed as providing advice, recommendations, endorsements, representations or warranties of any kind whatsoever.

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Executive Summary

The Los Angeles Basin – spanning Los Angeles and Orange counties – remains one of the most dynamic sports markets in the world. From record-breaking attendance to historic championships, 2024 was a banner year that underscored sports' growing role as both an economic driver and a cultural touchstone for the region.

Anchored by world-class teams, state-of-the-art venues, and a deep connection to fans, the region's sports economy continues to expand. The completion of the Intuit Dome, renovations at Crypto.com Arena, and sustained attendance across all major leagues position Los Angeles as a global leader in sports infrastructure and event hosting. The momentum sets the stage for the 2026 FIFA World Cup, 2027 Super Bowl, and 2028 Olympic and Paralympic Games, all of which will leverage existing venues and deliver long-term benefits without major new stadium construction.

In 2024, the sports industry in the Los Angeles Basin generated record high impact, including economic output, taxes and attendance.

The success of the sports industry in the Los Angeles Basin is also supported by the commitment of local organizations that focus on economic development and the promotion of athletes and spectator sports. One such organization is the Los Angeles Sports Council (LASC), a private nonprofit established in 1988. LASC plays a key role in advancing community development and promoting sporting events across the region.

Economic Contribution of the Industry

The total annual economic contribution of the sports industry in the Los Angeles Basin is shown in Exhibit ES-1. Combined, professional and collegiate sports was associated with approximately:

- 92,970 total jobs
- $9.7 billion in total labor income
- $12.1 billion in total output
- $726 million in state and local taxes

Exhibit ES-1:
Economic and Fiscal Impact of Professional and Collegiate Sports, 2021, 2022, 2023, and 2024 (nominal $)

	2024			2023			2022			2021		
Total Economic Impact:	**Total**	**Prof'l**	**Collegiate**	**Total**	**Prof'l**	**Collegiate**	**Total**	**Prof'l**	**Collegiate**	**Total**	**Prof'l**	**Collegiate**
Output ($ billions)	$12.1	$10.2	$1.9	$11.7	$9.9	$1.8	$8.9	$7.4	$1.5	$7.0	$6.0	$1.0
Employment (jobs)	92,970	78,610	14,360	83,880	70,950	12,930	83,430	69,210	14,220	39,690	30,860	8,830
Direct	*56,470*	*47,750*	*8,720*	*46,740*	*39,530*	*7,210*	*54,440*	*45,160*	9,280	*20,850*	*14,350*	*6,500*
Indirect and induced	*36,500*	*30,860*	*5,640*	*37,140*	*31,410*	*5,730*	*28,990*	*24,050*	4,940	*18,840*	*16,510*	*2,330*
Labor income ($ billions)	$9.7	$8.2	$1.5	$8.9	$7.6	$1.4	$6.9	$5.7	$1.2	$4.0	$3.5	$0.5
Total State and Local Taxes ($ millions):	**$725.9**	**$613.8**	**$112.1**	**$704.80**	**$596.10**	**$108.70**	**$365.1**	**$302.9**	**$62.2**	**$363.6**	**$311.3**	**$52.3**

Source: Estimates by LAEDC

Exhibit ES-2
Total Output Impact of Sports Industry in LA Basin (2021-2024)
(billions of nominal $)

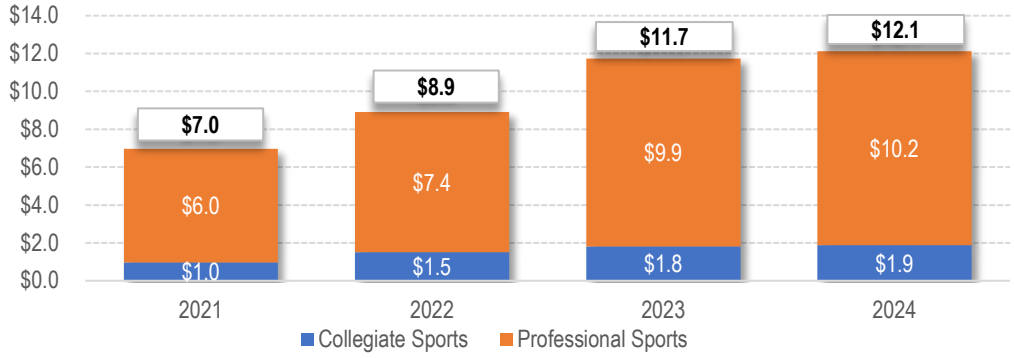


Exhibit ES-3
Total Employment of Sports Industry in LA Basin (2021-2024)
(Direct, Indirect, and Induced)

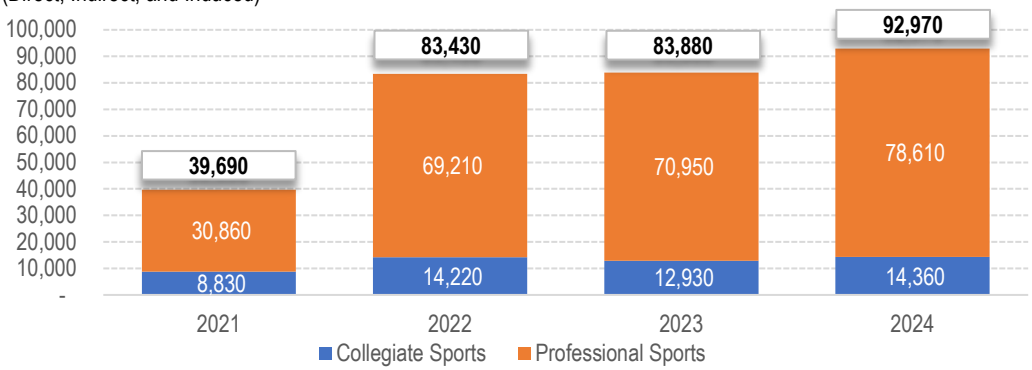
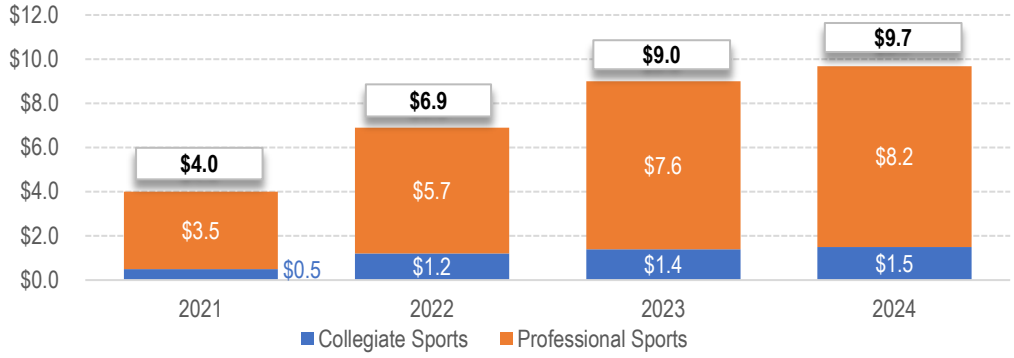
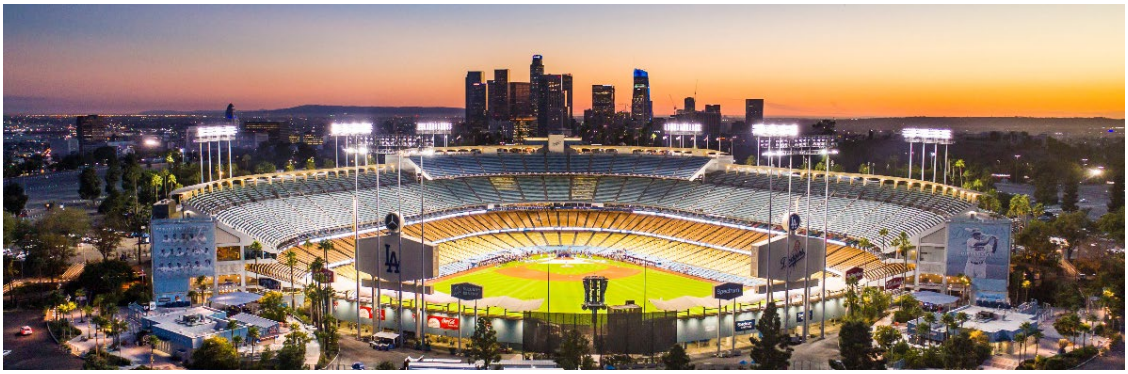


Exhibit ES-4
Labor Income of Sports Industry in LA Basin (2021-2024)
(billions of nominal $)



Key Findings

- The sports industry in the Los Angeles Basin generated **$12.1 billion** in economic output in 2024, an increase of **$420 million** over 2023, or **3.4 percent** year-over-year growth.
- Growth in economic activity was driven by higher direct revenues from both professional and collegiate sports, supported by rising attendance, event expansion, and increased labor income.
- In 2024, the sports industry in the region supported **92,970 total jobs**, up from **83,880** in 2023. Professional sports accounted for the majority of this increase, adding more than **7,600 jobs**, while collegiate sports employment rose by **1,430 jobs** year over year.
- Professional sports continued to dominate the sector, accounting for over **84 percent** of total industry output. In total, professional sports generated **$10.2 billion in output**, **$8.2 billion in labor income**, and **$613.8 million in state and local taxes**, supporting **78,610 jobs** across the Los Angeles Basin.
- Collegiate sports contributed **$1.87 billion in output** and **$1.49 billion in labor income**, supporting **14,360 jobs** in 2024. The sector's employment and economic contributions continued to expand following its post-pandemic recovery, boosted by rising attendance and program activity.
- Major special sporting events further enhanced the region's economic impact. The **Acura Grand Prix of Long Beach**, **US Open of Surfing**, **Rugby Sevens World Championship**, and **The Genesis Invitational** attracted hundreds of thousands of visitors, supported thousands of jobs, and showcased the region's capacity to host large-scale events.
- Attendance across professional sports remained strong in 2024, building on the rebound seen in the previous year. **Angel City FC** maintained average **attendance above 19,300**, while **LAFC** and **LA Galaxy** drew average **crowds exceeding 22,000**.
- The opening of **Intuit Dome** for the **2024–25 NBA season** and the completion of **Crypto.com Arena** renovations strengthened the region's sports infrastructure, positioning Los Angeles to host future global events at full capacity.
- The Los Angeles Basin's collegiate sports ecosystem included **56 athletics programs** and more than **17,500 student athletes**, sustaining a robust pipeline of talent and regional engagement.
- Upcoming global events such as the **2026 FIFA World Cup**, **2027 Super Bowl**, and **2028 Olympic and Paralympic Games** are expected to generate significant tourism and economic activity, building on the region's existing infrastructure.
- The ongoing rise in economic and fiscal impacts highlights the sustained expansion of the region's sports industry, with continued growth expected as new facilities open and global events approach.



1. Introduction

The greater Los Angeles region, encompassing Los Angeles and Orange counties, remains one of the largest markets for collegiate and professional sports in the United States. The area is home to two marquee college sports programs (USC and UCLA), two MLB teams (Dodgers and Angels), two NFL teams (Rams and Chargers), two NBA teams (Lakers and Clippers), two NHL teams (Kings and Ducks), and two MLS teams (LAFC and Galaxy). It also hosts a WNBA team (Sparks), an NWSL team (Angel City FC), and multiple minor league programs, making the Los Angeles Basin one of the most diverse and competitive sports markets in the world.

During the 2024–25 athletic season, Los Angeles strengthened its standing as a premier sports hub. The Dodgers' World Series championship was the most significant highlight of the year, while across all leagues, attendance increased by 1.0 percent, led by dramatic growth for the Sparks and consistent gains for the Dodgers and Galaxy. Football continues to anchor the region, with the Rams and Chargers essentially filling SoFi Stadium each week, while other major franchises such as LAFC, Angel City FC, and the Lakers also sustained strong fan bases. These outcomes underscore the enduring role of sports in Southern California's cultural and economic life.

The region also continued to serve as a host for major sporting events, drawing national and international attention. In 2024, BMO Stadium hosted the U.S. Open Cup Final before a sellout crowd of more than 22,000, and in 2025 SoFi Stadium welcomed the CONCACAF Nations League Finals, adding to the growing list of high-profile international competitions held locally. Traditional events such as the Rose Bowl Game further added to the region's prestige, with the 2025 edition again drawing more than 90,000 fans to Pasadena. These events, alongside those already awarded to Los Angeles including the FIFA World Cup in 2026, NBA All-Star Game in 2026, U.S. Women's Open Championship for golf in 2026, Super Bowl in 2027, and the Summer Olympic and Paralympic Games in 2028, confirm the region's global prominence as a center for sports and entertainment.

This report details the economic impact of the sports industry during the 2024 season, offering a comprehensive analysis of the contributions made by both collegiate and professional sports to the local economy. The LAEDC Institute for Applied Economics has been retained to estimate the economic activity (i.e., the economic and fiscal impact) associated with these schools and teams. Economic impact analysis models direct inputs using economic and econometric methods in order to estimate the total economic and fiscal contribution to the local economy. Examples of direct inputs include revenues and employment estimates.

Report Organization

This report is split into two parts, separately examining the collegiate and professional sports industries in the Los Angeles Basin. The first section shares the economic impact of the collegiate sports industry in the Los Angeles Basin in the academic year running from fall 2023 through spring 2024. The second section of the report looks at the economic impact of professional sports in the Los Angeles Basin during the 2024 season. After the conclusion of the report, an appendix is provided with a detailed approach and methodology and descriptions of the North American Industry Classification System (NAICS) codes used throughout the report.

2. Professional Sports

Professional Major League Sports Teams in the Los Angeles Basin

- Los Angeles Chargers
- Los Angeles Rams
- Los Angeles Angels
- Los Angeles Dodgers
- Los Angeles Clippers
- Los Angeles Lakers
- Los Angeles Sparks
- Anaheim Ducks
- Los Angeles Kings
- Los Angeles Football Club (LAFC)
- Los Angeles Galaxy
- Angel City Football Club

The most significant sports story in Los Angeles during the **2024–25** season was the **Dodgers** capturing the **2024 World Series**, defeating the New York Yankees in five games to claim their **eighth championship**. Their postseason run broke records and reinforced Los Angeles' dominance in Major League Baseball. During the regular season the **Dodgers drew over 3.94 million fans at home**. Those figures represent the franchise's highest attendance in years and demonstrate its continued ability to mobilize one of the largest fan bases in sports. The **Angels**, while drawing steady attendance, did not qualify for the postseason and continue to work toward building a roster capable of returning to playoff contention.

The NBA and NFL seasons brought mixed results. In basketball, both the **Lakers** and **Clippers** finished 50–32, with the Lakers winning the Pacific Division and the Clippers debuting their new **Intuit Dome** in Inglewood, a state-of-the-art arena that quickly became a centerpiece of the region's sports infrastructure. Despite strong regular-season performances, both teams were eliminated in the first round of the 2025 playoffs. On the football field, the **Rams** returned to the postseason but lost in the Wild Card round, while the **Chargers** narrowly missed playoff qualification after a season that underscored their competitiveness but highlighted the difficulty of breaking through in a crowded AFC race

Soccer continued to thrive across Los Angeles. **LAFC** remained one of Major League Soccer's most competitive franchises, sustaining momentum from its 2022 MLS Cup victory and 2023 appearance in the CONCACAF Champions League Final. The club added another major accomplishment in 2024 by winning the **U.S. Open Cup Final** at **BMO Stadium** before a crowd of more than 22,000. **Angel City FC** maintained strong support after its 2023 playoff debut and continues to expand its NWSL fan base. The **Galaxy** also delivered consistent attendance and remain one of the league's most recognized clubs, highlighted by their **2024 MLS Cup championship** in front of a sellout crowd at **Dignity Health Sports Park**.

In the NHL, the **Kings** once again reached the playoffs but were unable to advance beyond the first round. The **Ducks**, meanwhile, continued their rebuilding process and extended their playoff drought that dates back to 2018.

Other professional teams active in the region include the **Sparks** in the WNBA and the **South Bay Lakers** in the NBA G League. The **Sparks** recorded

Exhibit 2-1:
Professional Teams in the Los Angeles Basin



the league's largest year-over-year attendance growth in 2024, reflecting renewed momentum for the franchise. The South Bay Lakers, serving as the developmental affiliate of the Lakers, continue to provide a pipeline for emerging talent while contributing to the depth of the Los Angeles Basin's professional sports ecosystem. The map in Exhibit 2-1 shows the current major and minor league teams active in the two-county region.

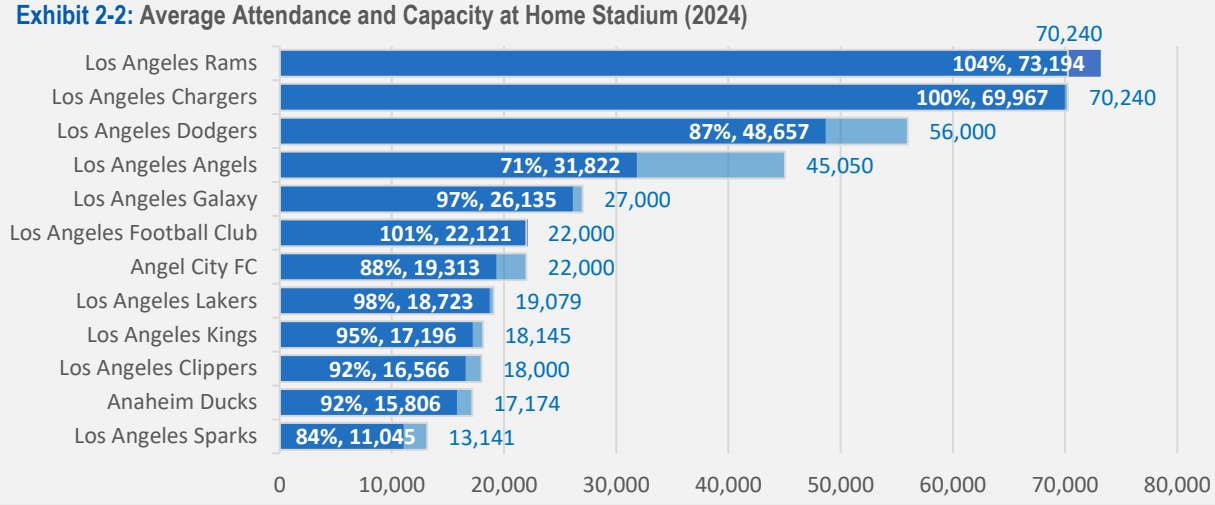
Looking ahead, Los Angeles and Orange Counties will soon welcome additional professional franchises. The California Legion, formed through the merger of Rugby FC Los Angeles and the San Diego Legion, will debut in Major League Rugby in 2026. Discussions are also underway in Long Beach regarding the establishment of a new minor league baseball team at Blair Field.

With the Dodgers' championship, the Clippers' new arena, and sustained fan engagement across leagues, Los Angeles continues to cement its standing as one of the world's foremost sports markets. This infrastructure also positions the region to host global events such as the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games.

Attendance

Between 2023 and 2024, attendance at professional sporting events in Los Angeles increased by an average of 1.0 percent across all major teams. Football continues to anchor the region's sports scene, with the Rams averaging 73,194 fans per game and the Chargers 69,967, both essentially filling SoFi Stadium to capacity, with the Rams again exceeding its official seating limit. Soccer also demonstrated strong support, with Los Angeles Football Club averaging 22,121 per game, the Galaxy increasing to more than 26,000, and Angel City FC averaging just over 19,300, reflecting the sport's broad appeal in Southern California. Baseball followed closely, with the Dodgers drawing 48,657 fans per game at Dodger Stadium, the highest in Major League Baseball, and the Angels attracting 31,822 at Angel Stadium. Basketball and hockey teams also maintained steady support, with the Lakers averaging 18,723, the Kings 17,196, and the Ducks 15,806. The Sparks recorded the most dramatic year-over-year increase, rising from 6,554 to 11,045 per game, while the Clippers posted the sharpest decline, down 12.6 percent, reflecting the transition to the newly opened Intuit Dome, which offers a smaller seating capacity than their previous home at Crypto.com Arena. Exhibit 2-2 provides a breakdown of average home attendance and stadium or arena capacity for all professional sports teams in Los Angeles, highlighting both the role of venue size and the depth of the region's fan base.

Exhibit 2-2: Average Attendance and Capacity at Home Stadium (2024)



Stadium and arena capacity play a central role in shaping these outcomes. SoFi Stadium's ability to accommodate more than 70,000 attendees for football games ensures that the Rams and Chargers lead all franchises in average attendance. Baseball follows, with Dodger Stadium's 56,000 seats and Angel Stadium's 45,050. The Galaxy's stadium holds 27,000, while LAFC and Angel City FC share a 22,000-seat venue. Basketball and hockey are also played in arenas that regularly fill to near or full occupancy, with the Lakers in a 19,079-seat arena and the Kings and Ducks in arenas of about 18,000 and 17,000, respectively. The Clippers' move to the Intuit Dome, with a capacity of approximately 18,000, lowered their attendance totals despite consistently strong fan demand. Meanwhile, the Sparks continue to play in Crypto.com Arena, where they recorded the largest percentage increase in the WNBA in 2024.

Although these crowds generate significant spending on concessions, parking, and other game-day activities, that spending is not included in the direct economic contribution of sports to the Los Angeles region. Similarly, major international events such as the 2024 U.S. Open Cup Final at BMO Stadium and the 2025 CONCACAF Nations League Finals at SoFi Stadium provided one-time boosts to the local economy, but they are excluded from the recurring annual analysis.

Economic Impact

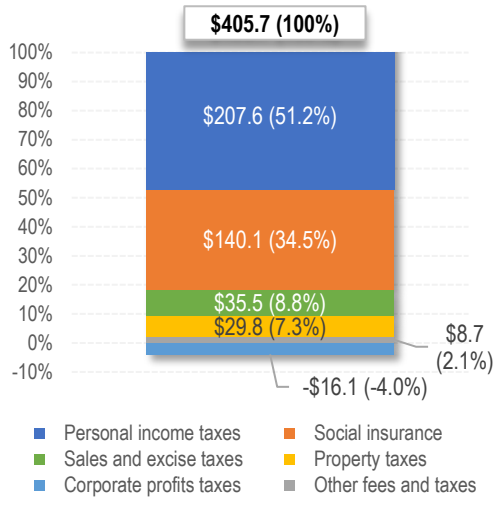
Exhibit 2-3 presents the estimated economic impact of professional sports teams in the Los Angeles Basin, calculated based on their reported revenues. In the most recent complete season, the sports teams of Los Angeles and Orange counties generated approximately $4.2 billion in direct revenues. This direct economic activity contributed to a total regional output of $10.2 billion, with about $6.0 billion stemming from indirect and induced effects. Specifically, an additional $0.9 billion was generated within the professional sports supply chain through indirect effects, while $5.2 billion resulted from induced household spending by employees of the teams and their suppliers.

Exhibit 2-3:
Economic and Fiscal Impact of Professional Sports, 2024 Season

Total Economic Impact:	
Output ($ billions)	$ 10.2
Employment (jobs)	78,610
Direct	*47,750*
Indirect and induced	*30,860*
Labor income ($ billions)	$ 8.2
Total State and Local Taxes ($ millions):	**$613.8**

Source: Estimates by LAEDC

Exhibit 2-4
Distribution of Fiscal Impacts of Coolegiate Sports by Type of Tax ($ millions)

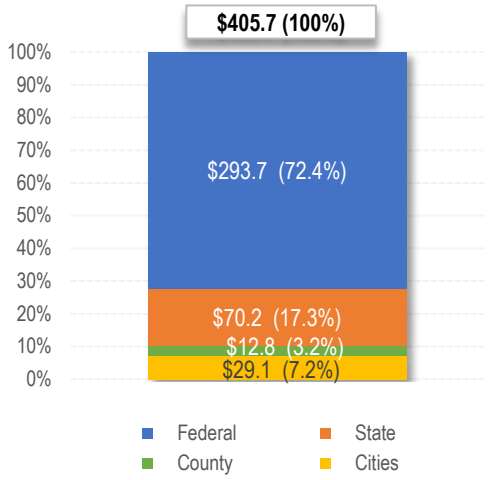


The professional sports industry in the Los Angeles Basin supported an estimated 78,610 jobs in the most recent complete season. Approximately 61 percent of these jobs, or 47,750 workers, were directly employed by professional sports teams, venues, and related operations. An additional 30,860 jobs were supported through indirect and induced effects, reflecting employment generated throughout the supply chain and through local household spending. Collectively, these workers earned $8.2 billion in labor income, while the industry generated $613.8 million in state, county, and city tax revenues. The economic benefits of professional sports extend throughout the Los Angeles Basin, reaching communities from Lancaster to Newport Beach.

Exhibits 2-4 and 2-5 provides a detailed breakdown of the fiscal impacts of professional sports. By type of tax, personal income taxes contribute the largest share, accounting for $1.14 billion or just over half of the total fiscal impact, followed by social insurance taxes at $767.5 million (35 percent). The remaining fiscal impacts come from sales and excise taxes ($194.5 million), property taxes ($163.3 million), corporate income (–$88.1 million), and other taxes and fees ($47.7 million).

By level of government, the fiscal impact is notably larger at the federal level, which collected $1.61 billion, roughly 2.6 times the combined total of state and local taxes. The State of California collected $384.6 million, counties collected $70.2 million, and cities collected $159.1 million in taxes during the 2024 season.

Exhibit 2-5
Distribution of Fiscal Impacts of Collegiate Sports by Level of Government ($ millions)



A closer look at the distribution of employment and output impacts by industry, presented in Exhibit 2-6, provides additional insight. The Arts, Entertainment, and Recreation industry, which includes professional sports teams and clubs, accounts for more than 52,000 jobs, $6.3 billion in labor income, and $4.8 billion in output. This represents nearly half of all output supported by the industry, more than 60 percent of total employment impacts, and over 75 percent of total labor income.

Exhibit 2-6: Economic Impact of Professional Teams by Industry
($2024)

	Employment (jobs)	Labor Income ($ millions)	Output ($ millions)
Natural Resources	20	$1.1	$4.6
Construction	200	15.5	39.0
Manufacturing	300	26.9	205.0
Wholesale Trade	700	77.4	299.5
Retail Trade	3,040	161.9	437.2
Transportation, Warehousing and Utilities	1,480	92.0	242.2
Information	680	109.6	403.8
Finance and Insurance	2,230	204.2	627.4
Real Estate and Rental and Leasing	1,340	54.5	990.4
Professional, Scientific, and Technical Services	1,450	169.9	342.1
Management of Companies	380	54.2	99.5
Administrative and Support and Waste Mgmt and Remediation Services	1,700	107.0	224.7
Educational Services	1,180	74.0	110.7
Health Care and Social Assistance	5,050	382.3	669.9
Arts, Entertainment, and Recreation	52,180	6,327.9	4,816.3
Accommodation and Food Services	3,480	141.4	393.8
Other Services	2,920	142.1	252.7
Government	260	41.0	90.8
Total All Industries*	**78,610**	**$8,182.5**	**$10,249.7**

*May not sum due to rounding
Source: Estimates by LAEDC

Indirect and induced effects also create meaningful economic benefits across a range of other industries. Health Care and Social Assistance, Accommodation and Food Services, Other Services, Retail Trade, and Finance and Insurance each experience more than 2,000 jobs attributable to the professional sports

industry. Across these five industries, professional sports support over **$1.0 billion** in labor income and **$2.4 billion** in output. The **Real Estate and Rental and Leasing** sector also sees nearly **$1.0 billion** in output, the second-largest industry impact after **Arts, Entertainment, and Recreation**. Across all industries, the average labor income per job supported by the professional sports industry exceeds **$104,000 annually**, reflecting the relatively high wages associated with direct employment in professional sports and related sectors, and representing a living wage in both **Los Angeles** and **Orange counties**.

Temporal Comparison

As shown in **Exhibit 2-7**, the professional sports industry in Los Angeles and Orange counties has experienced significant growth between 2018 and 2024, with steady increases in total output, employment, labor income, and state and local tax revenues. Total economic output rose from **$5.3 billion** in 2018 to **$10.3 billion** in 2024, nearly **doubling** over this six-year period. Employment more than **tripled** during the same timeframe, increasing from **24,400 jobs** in 2018 to **78,610 jobs** in 2024.

Exhibit 2-7:

Economic and Fiscal Impact of Professional Sports

2018, 2021, 2022, 2023, and 2024 (nominal $)

Total Economic Impact:	**2024**	**2023**	**2022**	**2021**	**2018**
Output ($ billions)	$10.25	$9.93	$7.40	$6.00	$5.30
Employment (jobs)	78,610	70,950	69,210	30,860	24,400
Direct	*47,750*	*39,530*	*45,160*	*14,350*	*12,900*
Indirect and induced	*30,860*	*31,410*	*24,050*	*16,510*	*11,500*
Labor income ($ billions)	$8.18	$7.57	$5.70	$3.50	$3.10
Total State and Local Taxes ($ millions):	**$613.83**	**$596.09**	**$302.90**	**$311.30**	**$294.20**

Source: Estimates by LAEDC

Between 2023 and 2024, total economic output increased by **$320 million**, rising from **$9.93 billion** to **$10.25 billion**. Labor income grew by **$610 million**, reaching **$8.18 billion** in 2024, and state and local tax revenues rose from **$596.1 million** to **$613.8 million**. These gains reflect continued expansion in both direct and indirect economic activity, as well as sustained regional spending tied to professional sports.

This growth was further supported by the opening of the **Intuit Dome** in August 2024 and the completion of renovations at **Crypto.com Arena** in fall 2024, which expanded the region's capacity to host professional sports events and related activities.



3. Collegiate Sports

College athletics remain one of the most visible and celebrated elements of the sports economy in the United States, and Southern California is home to some of its most iconic programs. Within the Los Angeles Basin, the **University of Southern California (USC)** and the **University of California, Los Angeles (UCLA)** continue to set the standard. Both institutions maintain nationally recognized programs across football, basketball, and Olympic sports, anchoring the region's reputation for high-level collegiate competition.

NCAA Division I Schools in the Los Angeles Basin

- University of Southern California (USC)
- University of California, Los Angeles (UCLA)
- University of California, Irvine (UCI)
- California State University, Long Beach (CSULB)
- California State University, Northridge (CSUN)
- California State University, Fullerton (CSUF)
- Loyola Marymount University (LMU)
- Pepperdine University

The collegiate landscape extends well beyond these two flagship programs. Other **Division I** schools include the **University of California, Irvine (UCI)** and the **California State University** campuses at **Long Beach**, **Fullerton**, and **Northridge**. Private universities **Loyola Marymount (LMU)** and **Pepperdine** also contribute to the region's Division I presence. Institutions at the **Division II**, **Division III**, **NAIA**, and **community college** levels further expand opportunities for student-athletes and sustain the broader collegiate sports ecosystem.

Exhibit 3-1 illustrates the financial scale of athletics at the Division I level in 2023–24. **USC** led all regional programs with revenues of **$242.4 million**, followed by **UCLA** at **$170.9 million**. These totals are far above other Division I programs in the region, with **LMU ($39.7 million)** and **Pepperdine ($31.4 million)** representing the next tier. Beyond Division I, several non-FBS schools also generated notable revenues, including **Concordia University-Irvine**, **Biola University**, **Azusa Pacific University**, and **Hope International University**, each with totals above **$10 million**. Across institutions not individually listed, average revenue climbed to **$3.9 million**, reflecting modest year-over-year growth.

Exhibit 3-1: Revenues for NCAA Division I Schools, 2024
($ millions)

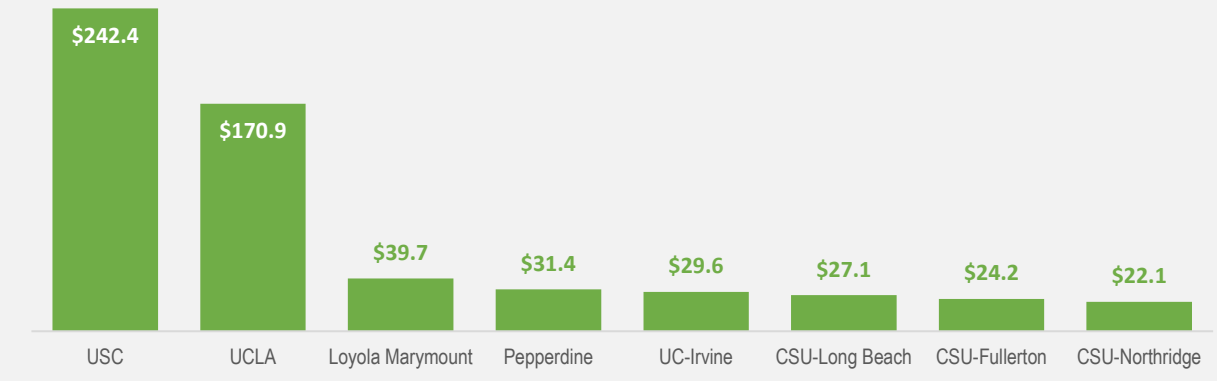
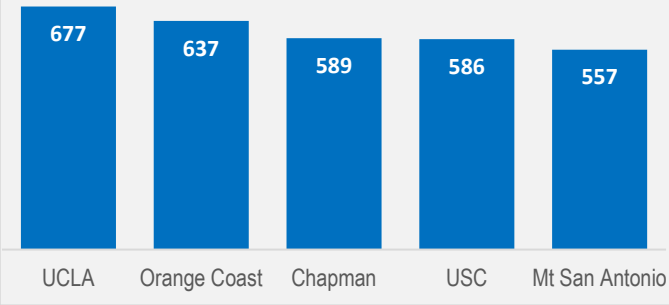


Exhibit 3-2 shows the wide reach of collegiate athletics in the Los Angeles Basin. In 2023–24, a total of **55 colleges and universities** supported **17,041 student-athletes**, a slight decline from the previous year. **UCLA** remains the largest program with **677 athletes**. **Orange Coast College** ranked second with **637**, followed by **Chapman University (589)**, **USC (586)**, and **Mt. San Antonio College (557)**. **Pomona-Pitzer (516)** and **Concordia University-Irvine (509)** also fielded sizable programs just outside the top five. The shifts in these rankings highlight the strength of community colleges and smaller private institutions, reinforcing that athletic participation is widely distributed across different associations and levels of competition.

Exhibit 3-2: Top 5 Collegiate Sports Programs by Participation, 2024



Taken together, the data reveal the dual character of collegiate sports in the Los Angeles Basin. On one side are the nationally prominent programs of **USC** and **UCLA**, whose scale and visibility set them apart. On the other side is a diverse network of smaller programs across **NCAA Division II and III, the NAIA**, and the **California Community College Athletic Association**, all of which ensure that collegiate sports remain inclusive, far-reaching, and a vital part of the regional sports economy.

Economic Impact

Exhibit 3-3:
Economic and Fiscal Impact of Collegiate Sports, 2023-24 Season
($2024)

Total Economic Impact:	
Output ($ millions)	$ 1,871.7
Employment (jobs)	14,360
Direct	*8,720*
Indirect and induced	*5,640*
Labor income ($ millions)	$ 1,494.2
Total State and Local Taxes ($ millions):	**$ 112.1**

Source: Estimates by LAEDC

Exhibit 3-3 highlights the economic and fiscal contributions of collegiate sports programs and athletes to the regional economy during the 2024 season. These programs generated a total of **$1.87 billion** in economic output and supported **14,360 jobs** across Los Angeles and Orange counties. Of these, **8,720 jobs** were directly tied to collegiate sports programs, while **5,640 jobs** were supported through indirect and induced effects. Collectively, the industry paid out **$1.49 billion** in labor income. In addition, collegiate sports generated **$112.1 million** in state and local tax revenues, with substantially higher totals when federal taxes are included.

Further details on the fiscal impact are presented in **Exhibits 3-4** and **3-5**. By type of tax, personal income taxes account for the largest share, totaling **$207.6 million** and representing approximately **51 percent** of the total fiscal impact. Social insurance taxes contributed **$140.1 million**, or **35 percent**. Sales and excise taxes added **$35.5 million**, property taxes contributed **$29.8 million**, corporate income was negative at **$16.1 million** due to net credits and subsidies, and other taxes and fees added **$8.7 million**. By level of government, the federal government collected **$293.7 million**, while the State of California collected **$70.2 million**, counties collected **$12.8 million**, and cities collected **$29.1 million**.

Exhibit 3-4
Distribution of Fiscal Impacts of Professional Sports by Type of Tax ($ millions)

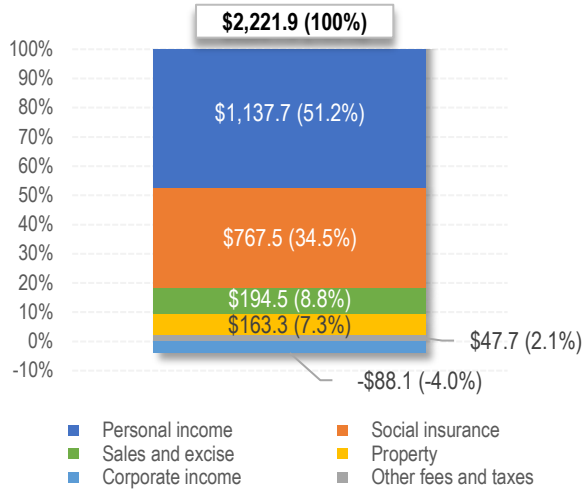


Exhibit 3-5
Distribution of Fiscal Impacts of Professional Sports by Level of Government ($ millions)

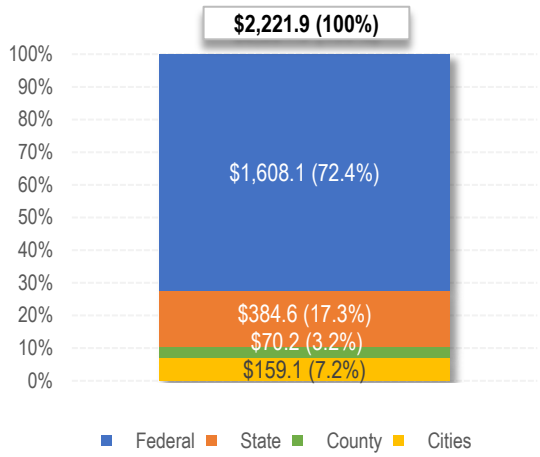


Exhibit 3-6 further breaks down the employment, labor income, and output impacts of collegiate sports by industry sector. As with professional sports, the **Arts, Entertainment, and Recreation** industry captures the largest share of the economic activity, accounting for **9,530 jobs**, **$1.16 billion** in labor income, and **$879.5 million** in output, which represents a majority of employment and labor income impacts and nearly **half** of total output. The **Real Estate and Rental and Leasing** sector experiences the second-largest output impact at **$180.9 million**, followed by **Health Care and Social Assistance ($122.3 million)** and **Finance and Insurance ($114.6 million)**. These spillover effects demonstrate the broader role collegiate sports play in supporting industries beyond campus operations.

Exhibit 3-6:
Economic Impact of Collegiate Sports by Industry
($2024)

	Employment (jobs)	Labor Income ($ millions)	Output ($ millions)
Natural Resources	0	$0.2	$0.8
Construction	40	2.8	7.1
Manufacturing	60	4.9	37.4
Wholesale Trade	130	14.1	54.7
Retail Trade	550	29.6	79.8
Transportation, Warehousing and Utilities	280	16.8	44.2
Information	120	20.0	73.7
Finance and Insurance	410	37.3	114.6
Real Estate and Rental and Leasing	250	9.9	180.9
Professional, Scientific, and Technical Services	260	31.0	62.5
Management of Companies	70	9.9	18.2
Administrative and Support and Waste Mgmt and Remediation Services	310	19.5	41.0
Educational Services	220	13.5	20.2
Health Care and Social Assistance	920	69.8	122.3
Arts, Entertainment, and Recreation	9,530	1,155.6	879.5
Accommodation and Food Services	640	25.8	71.9
Other Services	530	25.9	46.1
Government	50	7.5	16.6
Total All Industries*	**14,360**	**$1,494.2**	**$1,871.7**

*May not sum due to rounding
Source: Estimates by LAEDC

Temporal Comparison

Exhibit 3-7:
Economic and Fiscal Impact of Collegiate Sports
2018, 2021, 2022, 2023, and 2024 (nominal $)

Total Economic Impact:	2024	2023	2022	2021	2018
Output ($ millions)	$1,871.73	$1,809.87	$1,513.10	$963.70	$1,180.00
Employment (jobs)	14,360	12,930	14,220	8,830	12,630
Direct	*8,720*	*7,210*	*9,280*	*6,500*	*9,440*
Indirect and induced	*5,640*	*5,730*	*4,940*	*2,330*	*3,190*
Labor income ($ millions)	$1,494.23	$1,379.76	$1,172.00	$509.70	$474.20
Total State and Local Taxes ($ millions):	**$112.09**	**$108.67**	**$62.20**	**$52.30**	**$59.70**

Source: Estimates by LAEDC

When comparing the impacts over time, total economic output from collegiate sports increased by $62 million between 2023 and 2024, rising from $1.81 billion to $1.87 billion. Employment also grew from 12,930 jobs in 2023 to 14,360 jobs in 2024, driven by gains in both direct and indirect employment. Labor income increased by $114 million, reaching $1.49 billion in 2024, while state and local tax revenues rose from $108.7 million to $112.1 million over the same period. These gains build on a sustained upward trajectory since the pandemic, with continued recovery and growth across key indicators (Exhibit 3-7).

Compared to 2018, total economic output has grown by 59 percent, rising from $1.18 billion to $1.87 billion, while labor income has more than tripled, increasing from $474.2 million to $1.49 billion. Employment has grown by 13.7 percent since 2018, with direct employment slightly below pre-pandemic levels but offset by higher indirect and induced employment. This shift has supported stronger overall earnings and broader economic impacts in the region. State and local tax revenues have nearly doubled since 2018, increasing from $59.7 million to $112.1 million.

The collegiate sports industry in the Los Angeles Basin is well positioned for continued growth in the coming years. The recent ability of NCAA athletes to monetize their name, image, and likeness (NIL) has introduced new revenue streams, bringing additional funds into the industry. In addition, the entry of USC and UCLA into the Big Ten Conference in August 2024, alongside Oregon and Washington, has elevated the competitive landscape and visibility of collegiate athletics in the region. This shift is expected to generate greater revenue from athletics and stimulate further economic activity in Southern California.



4. Economic Impact of Major Sporting Events

In addition to professional and collegiate sports, the Los Angeles Basin hosts a wide range of special sporting events that generate economic activity, attract regional and international visitors, and highlight the region's capacity as a global sports destination. These events span motorsports, surfing, golf, rugby, endurance sports, and multi-sport competitions. Collectively, they bring **hundreds of thousands of spectators** to **Los Angeles** and **Orange counties** each year and contribute to local economies through visitor spending, media exposure, and tourism. While these events are analyzed separately from the annual professional and collegiate totals, they represent **additional recurring and one-time economic activity** that strengthens the region's overall sports ecosystem.

Major recurring events include the **Acura Grand Prix of Long Beach**, **US Open of Surfing in Huntington Beach**, **The Genesis Invitational**, and the **Rugby Sevens World Championship**, along with other prominent competitions such as the **Rose Bowl Game**, the **Los Angeles Marathon**, volleyball and aquatics tournaments, and regional golf events.

Acura Grand Prix of Long Beach

The **2024 Acura Grand Prix of Long Beach** attracted approximately **194,000 attendees** over three days. Initial visitor and event-related expenditures totaled **$58 million**, supporting **702 jobs** across the Southern California region. Total economic output reached **$98.7 million**, with **$40.3 million** in income generated and **$17.9 million** in tax revenues, including **$8.3 million** at the state and local levels.



Photo credit: Doug Gifford/Grand Prix Association of Long Beach

Within the **City of Long Beach**, the event generated **$58.7 million** in output, supported **525 jobs**, and produced **$8.9 million** in local tax revenues, reinforcing its role as one of the region's largest annual spectator and tourism events[1].

[1] Source: Kleinhenz Economics. *Economic Impact of the 2024 Acura Grand Prix of Long Beach.* Prepared for the Grand Prix Association of Long Beach. December 2024

US Open of Surfing, Huntington Beach



The US Open of Surfing, organized by the World Surf League, is one of the largest surfing events in the world and a defining part of Orange County's sports calendar. In 2022, the event attracted an estimated 370,000 spectators over nine days. While only 39 percent of attendees stayed overnight in Huntington Beach, the event generated sharp spikes in hotel occupancy (85.9 percent), average daily rates, and visitor spending on key event days. The majority of out-of-state attendees also visited nearby destinations such as Disneyland and Knott's Berry Farm, underscoring the event's role in regional tourism flows and economic spillovers[2].

The Genesis Invitational

The Genesis Invitational is one of the PGA TOUR's signature events. Hosted annually at the historic Riviera Country Club (except for 2025 when it was temporarily relocated due to the wildfires in Los Angeles), the tournament showcases an elite field drawing from a history that includes Jack Nicklaus' professional debut and Tiger Woods' first PGA TOUR tournament. While tournament revenues are not publicly disclosed, filings from the TGR Foundation, which benefits from tournament proceeds, reported $33.4 million in total revenue in FY 2024, reflecting the scale of charitable and community programming tied to the event. Celebrating it's 100 year anniversary in 2026, the tournament attracts over 60,000 attendees annually and provides global coverage with over 70 broadcast hours each year. Tournament delivers an estimated $17 million in direct economic impact in market annually.



[2] Source: Visit Huntington Beach. *US Open of Surfing 2022 Analysis.* Huntington Beach, CA, 2022

Rugby Sevens World Championship

The Los Angeles stop of the HSBC SVNS international rugby series, officially titled HSBC SVNS Los Angeles, served as the championship event of the global series and was hosted at Dignity Health Sports Park in Carson. The tournament attracted a crowd of over 27,000 across the weekend, filling the 27,000-seat main stadium and utilizing the adjacent 10,000-capacity track stadium, which was also at full capacity during portions of the event.



The competition brought together athletes and fans from around the world, including countries such as New Zealand, South Africa, Spain, and the United States, creating a vibrant international atmosphere throughout the event footprint. Attendance increased compared to prior years, reflecting the tournament's growth trajectory and the region's expanding role in hosting international rugby competitions. The event also served as a testing ground for future large-scale rugby competitions in the lead-up to the 2028 Olympic and Paralympic Games in Los Angeles[3][4].

Additional Events and Organizational Footprint

A range of other organizations and events further illustrate the breadth of the region's sports landscape. The Rose Bowl Game remains a nationally significant college football event, and the Los Angeles Marathon attracts tens of thousands of runners and spectators annually.

The Southern California Golf Association generated $10.7 million in revenue in 2023 through amateur and qualifying tournaments. Organizations such as the Southern California Volleyball Association, USA Water Polo, and the California Beach Volleyball Association host tournaments and competitions that draw participants and families from across the country and internationally, adding to the year-round economic contributions of the region's sports sector. Financial filings from these organizations indicate significant ongoing operational activity, even when individual event revenues are not publicly itemized.

Together, these special sporting events complement the region's professional and collegiate sports ecosystem, driving visitor spending, supporting thousands of jobs, and generating tax revenues that benefit local communities. They also contribute to Los Angeles and Orange counties' global sports identity, attracting diverse audiences and media attention. The breadth of events, from motorsports and surfing to golf, rugby, and endurance sports, illustrates the Los Angeles Basin's distinctive position as both a competitive sports hub and a cultural tourism destination, reinforcing its reputation on both the national and international stage.

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[3] Gary Klein, "Rugby Sevens World Championship provides testing ground for L.A.," *Los Angeles Times*, May 4, 2025. https://www.latimes.com/sports/olympics/story/2025-05-04/rugby-sevens-world-championships-los-angeles-olympics

[4] [2] *Goff Rugby Report*, "Growth of LA Sevens a Good Finish With More to Come," May 6, 2025. https://www.goffrugbyreport.com/news/growth-la-sevens-good-finish-more-come-0

5. Education & Academic Programs in Sports Business, Marketing & Management

Los Angeles and Orange counties educate a steady pipeline of talent for the region's sports economy. Universities, colleges, and certificate providers offer sport business training that feeds roles in ticketing, partnerships, venue operations, sponsorship fulfillment, media, and analytics, which reinforces the workforce behind professional and collegiate teams and year-round events.

These programs feed the workforce behind the activity measured in this report, where professional and collegiate sports support about **93,000 jobs** and roughly **$9.7 billion** in labor income in the Los Angeles Basin.

Exhibit 5-1:
Education Programs in the Los Angeles Basin

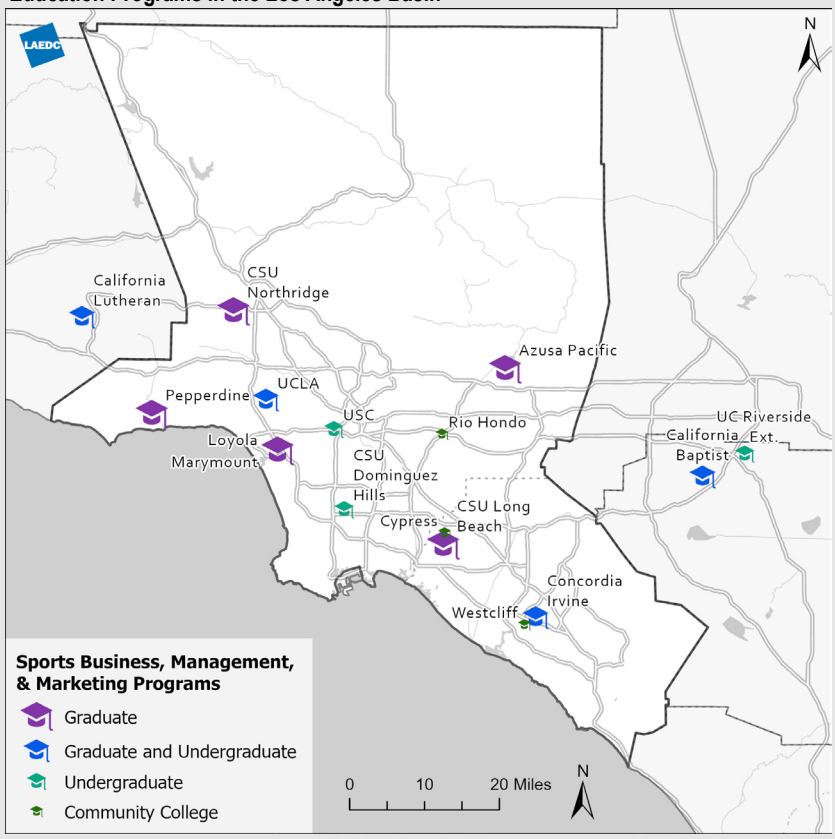


Exhibit 5-1 provides an overview of where opportunities sit across the two-county region. Programs are offered across a mix of public and private institutions, and clusters appear near major campus hubs and employment centers.

Recent program activity reflects this demand. Local institutions have added new degrees, certificates, and MBA pathways that emphasize leadership, analytics, and industry engagement. Examples include Loyola Marymount University's Master in Entertainment Leadership and Management, launched in 2024, and UCLA's Sports Leadership and Management MBA specialization introduced the same year, alongside established offerings at CSU Long Beach, Pepperdine, Concordia Irvine, and others.

Programs are translating into graduates. In 2023, colleges in the two-county area conferred about **370 awards** in sport business and sports communication fields, while related occupations in the region post about **10,000 annual openings**.[5][6] Employers therefore draw not only from dedicated sport-business programs but also from general business, communication, and kinesiology pathways.

[5] Lightcast, *Program Snapshot: Sport and Fitness Administration/Management and Sports Communication*, Los Angeles and Orange Counties, Q3 2025 dataset, completions year 2023.
[6] Lightcast, *Target Occupations for Sport and Fitness Administration/Management and Sports Communication*, Los Angeles and Orange Counties, Q3 2025 dataset. Figures reflect current employment, annual openings, and median earnings at the time of the snapshot.

Exhibit 5-2

Sports Business and Management Education Programs

Institution	Cred.	Program Name	Delivery	Notes
Los Angeles Basin Offerings				
Graduate Programs				
Azusa Pacific	M.S.	Physical Education – Sport Management emphasis	IP	Kinesiology graduate degree with a sport management emphasis that covers administration, budgeting, and event operations.
CSU Long Beach	M.A.	Sport Management	Hyb./Chrt.	Long-running cohort program that blends weekend and online coursework focused on sport business and administration.
CSU Northridge	M.S.	Tourism, Hospitality, and Recreation Mgmt (Sport Management option)	IP	Recreation and hospitality management degree with a sport management option that emphasizes business and venue operations.
Concordia Irvine	MBA	Sports Business	Eve./Hyb.	MBA concentration in sports business with evening hybrid delivery geared to working professionals.
Loyola Marymount	M.S.	Master in Entertainment Leadership & Management (MELM)	IP	Launched Fall 2024 with coursework in entertainment, media, and sports leadership and strategy.
Pepperdine	MBA	MBA with Entertainment, Media, and Sports electives	Hyb./Eve.	MBA program offering electives in sports, media, and entertainment business topics.
UCLA	MBA	Sports Career Path	IP	Curated career pathway inside the full-time MBA coordinated by the Center for Media, Entertainment and Sports.
UCLA	MBA	*Sports Leadership and Management Program*	IP	MBA specialization launched January 2024 focused on leadership, analytics, and strategy in sports organizations.
Undergraduate Programs				
Concordia Irvine	B.A.	Sports Business	IP	Dedicated undergraduate major covering sport finance, marketing, ticketing, and sponsorship.
UCLA	Credit	Sports Marketing and Management (six-week summer program)	IP	Four-unit summer course that can be applied to undergraduate credit with industry speakers and case work.
USC	Minor	Sports Business and Management Minor	IP	University-wide minor administered by the Marshall School of Business with courses in sport marketing and finance.
CSU Dominguez Hills	Cert.	Sports Management	OL	Short online certificate emphasizing sport operations, event management, and governance.
Westcliff	Cert.	Sports Management	OL	Undergraduate certificate - 18 units - in sports management offered online.
Community College Programs				
Cypress	COA	Sport Management	IP	Credit certificate that introduces sport marketing, event operations, and venue management.
Rio Hondo	COA	Fitness and Sport Management	IP	Pipeline program covering business, operations, and marketing content in sport settings.
Rio Hondo	COA	Sport Leadership	IP	Leadership and administration-focused certificate relevant to sport organizations.
Other Southern California Offerings				
California Baptist	M.S.	Kinesiology (Sports Management concentration)	IP	Graduate kinesiology degree that offers a dedicated sport management concentration with administration coursework.
California Lutheran	M.S.	Sport Management	OL	Fully online master's with concentrations in NIL, global sport business, and digital marketing.
Point Loma Nazarene	MBA	MBA with concentration in Sport Management	IP/Hyb.	MBA program offering a sport management concentration and capstone projects with local franchises.
Point Loma Nazarene	M.S.	Kinesiology – Sport Management	OL	Online M.S. in Kinesiology that provides a sport management track focused on administration and compliance.
San Diego State	MBA	Sports MBA (accelerated cohort program)	IP	Year-long cohort MBA fully dedicated to the global business of sports.
California Baptist	B.S.	Sports Management	IP	Undergraduate major focused on sport marketing, law, and event operations.
California Lutheran	B.S.	Sports Management	IP	Active undergraduate major housed in the School of Management.
California Lutheran	Minor	Sports Management	IP	Minor or emphasis available for B.S. in Business Administration students.
UC Riverside Ext.	PGDip	Sports Management	OL	Continuing education diploma oriented to early career professionals pivoting into sport business.
University of San Diego	Cert.	Professional & Continuing Ed – Sports-related career certificates	OL/IP	Short noncredit certificates that rotate topics such as sport leadership and event management.

A broader base of kinesiology and physical education keeps the funnel wide. In 2023, institutions in the area produced more than **2,600 kinesiology-aligned awards** that often serve as on-ramps into sport-business roles through transfer and early career experience. This broader feeder strengthens the local pipeline, with many graduates beginning in coaching, training, or game day roles before transitioning into business functions that scale with events and attendance.[7]

Employer demand aligns with this training footprint. In the Los Angeles and Orange County market, sport-business and sports-communication aligned occupations account for about **54,000 jobs** with about **10,000 annual openings**, and a median wage near **$64,000** per year. [8] These functions expand as attendance, events, and media activity grow, which helps explain the link between the education pipeline and the broader economic results reported elsewhere in this study.

Kinesiology Programs in the Los Angeles Basin

Graduate Programs

- Azusa Pacific University
- California State University, Dominguez Hills
- California State University, Los Angeles
- California State University, Northridge
- California State University, Fullerton

Undergraduate Programs

- Azusa Pacific University
- Biola University
- California Polytechnic State University, Pomona
- California State University, Dominguez Hills
- California State University, Los Angeles
- California State University, Northridge
- California State University, Fullerton
- Concordia University – Irvine
- University of California, Irvine
- Vanguard University of Southern California
- Whittier College



Community College Programs

- Antelope Valley College
- Citrus College
- College of the Canyons
- East Los Angeles College
- El Camino College
- Glendale Community College
- Long Beach City College
- Los Angeles City College
- Los Angeles Harbor College
- Los Angeles Mission College
- Los Angeles Pierce College
- Los Angeles Southwest College
- Los Angeles Trade-Technical College
- Los Angeles Valley College
- Mt. San Antonio College
- Pasadena City College
- Rio Hondo College
- Santa Monica College
- West Los Angeles College
- Cypress College
- Fullerton College
- Golden West College
- Irvine Valley College
- Orange Coast College
- Saddleback College
- Santa Ana College
- Santiago Canyon College

[7] Lightcast, *Program Snapshot: Sports, Kinesiology, and Physical Education/Fitness, General*, Los Angeles and Orange Counties, Q3 2025 dataset, completions year 2023.
[8] Lightcast, *Target Occupations for Sport and Fitness Administration/Management and Sports Communication*, Los Angeles and Orange Counties, Q3 2025 dataset. Figures reflect current employment, annual openings, and median earnings at the time of the snapshot.

Appendix

Sports in the Los Angeles Basin

This report is the third in a series of economic impact analyses performed to quantify the economic activity associated with the sports industry in the Los Angeles Basin, comprised of Los Angeles and Orange counties. The three previous studies, released in 2019, 2022, and 2023, can be found through the links below.

- *Sports in Los Angeles and Orange Counties: An Economic Impact Analysis*, released June 2019. https://laedc.org/economic-impact-team-sports/
- *Sports in the Los Angeles Basin,* released November 2022. https://laedc.org/research/reports/sports-in-the-los-angeles-basin/
- *Sports in the Los Angeles Basin,* released October 2023. https://laedc.org/research/reports/sports-in-the-los-angeles-basin-2/
- *Sports in the Los Angeles Basin,* released October 2024. https://laedc.org/research/reports/sports-in-the-los-angeles-basin-2024-economic-impact-study/

About Los Angeles County Economic Development Corporation (LAEDC)

LAEDC drives action in support of a reimagined Los Angeles regional economy that is growing, equitable, sustainable and resilient, and provides a healthy and high standard of living for all. A public-benefit nonprofit celebrating its 44th year of working collaboratively to improve the lives of people through economic inclusion, LAEDC is a trusted leader working on behalf of the Los Angeles County region.

Approach and Methodology

The approach and methodology of economic impact analysis typically begins with a look at the revenues from firms within that industry. Our approach used the publicly available data on professional sports and EADA data for collegiate sports. Where relevant for comparison, numbers have been updated to reflect their value in 2024-25 season. Employment estimates are reported on an annual basis, i.e., the number of full and part-time jobs supported in one year.

The magnitude of the multiplying effect differs from one region to another depending on the extent to which the local region can fill the demand for all rounds of supplying needs. For example, the automobile manufacturing industry has high multipliers in Detroit and Indiana since these regions have deep and wide supplier networks, while the same industry multiplier in Phoenix is quite small. In another example, the jobs multiplier for the construction industry is higher in say, Arkansas, than in California because the same amount of spending will purchase fewer workers in Los Angeles than in Little Rock.

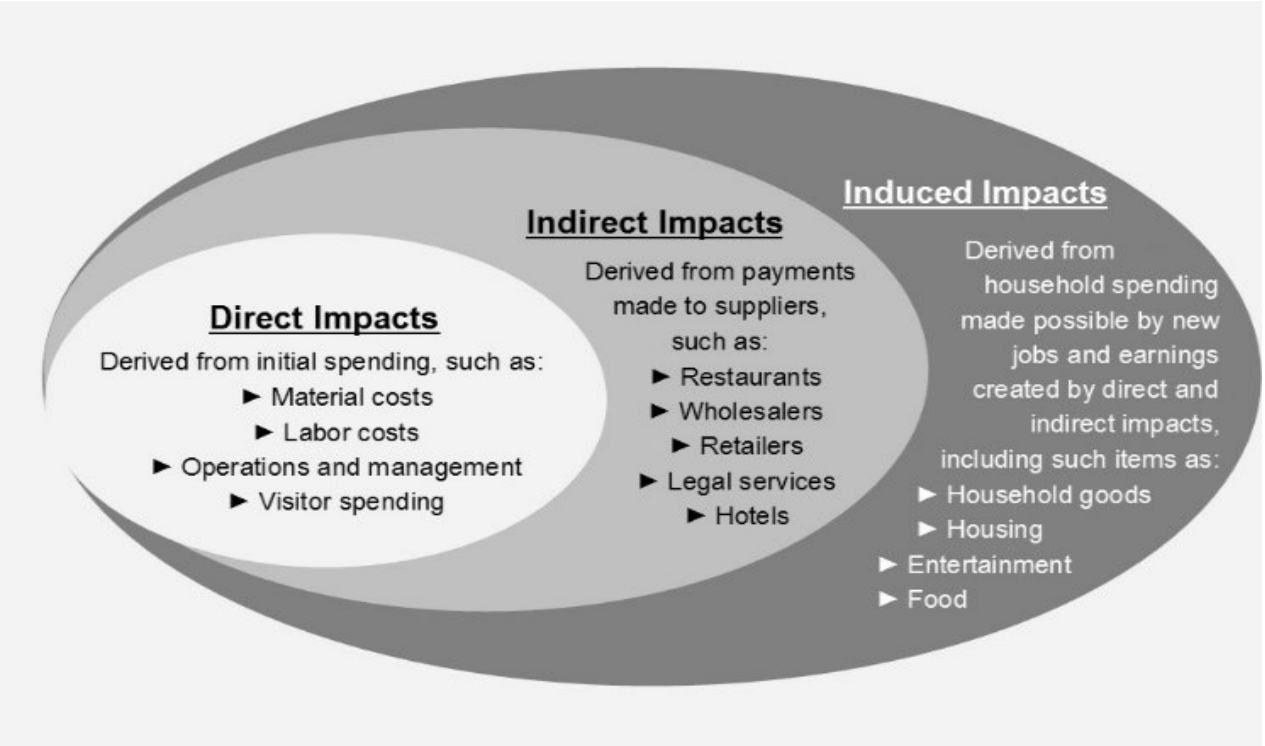
Multipliers can also differ from year to year as relative material and labor costs change all while the production "recipe" of industries changes as well. For example, the IT revolution significantly reduced the

job multiplier of many industries (such as manufacturing, accounting, architecture, and publishing) as computers replaced administrative and production workers.

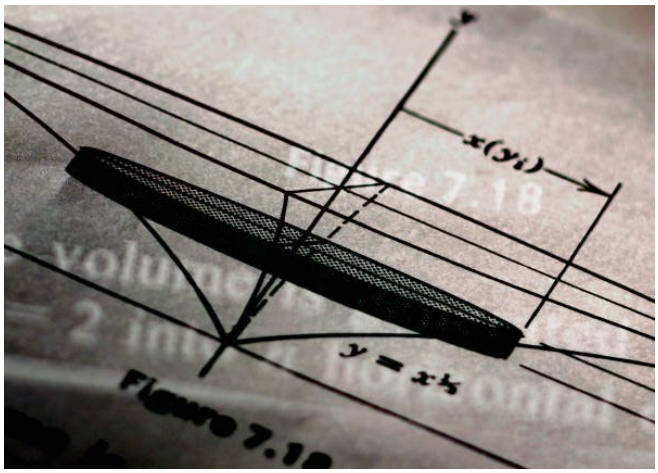
Once the initial direct activity was determined, we estimated the indirect and induced impacts using models developed with data and software from IMPLAN. The IMPLAN system is a robust, widely used set of modeling tools that provide economic resolution from the national level down to the ZIP code level. For purposes of this study, the region of our interest is the Los Angeles Basin comprised of Los Angeles County and Orange County.

The metrics used to determine the value of the economic impact include employment, labor income and the value of output. Employment numbers include full-time, part-time, permanent, and seasonal employees, and the self-employed, and are measured on a job-count basis regardless of the number of hours worked. Labor income is a measure of all income received by both payroll employees and the self-employed, including wages and benefits such as health insurance and pension plan contributions. Output is the value of the goods and services produced. For most industries, this is simply the revenue generated through sales; for others, in particular retail industries, output is the value of the services supplied.

Direct employment are the workers hired by sports teams throughout the two counties. Direct output is the value of the services provided by each business firm or entity. Indirect effects are those that stem from the employment and output motivated by the purchases made by each team or program. For example, indirect jobs are sustained by the suppliers of the office supplies and insurance coverage purchased by participating institutions. Induced effects are those generated by the household spending of employees whose wages are sustained by both direct and indirect spending.



Description of Industry Sectors



The industry sectors used in this report are established by the North American Industry Classification System (NAICS). NAICS divides the economy into twenty sectors, and groups industries within these sectors according to production criteria. Listed below is a short description of each sector as taken from the sourcebook, North American Industry Classification System, published by the U.S. Office of Management and Budget (2022).

Agriculture, Forestry, Fishing and Hunting: Activities of this sector are growing crops, raising animals, harvesting timber, and harvesting fish and other animals from farms, ranches, or the animals' natural habitats.

Mining: Activities of this sector are extracting naturally-occurring mineral solids, such as coal and ore; liquid minerals, such as crude petroleum; and gases, such as natural gas; and beneficiating (e.g., crushing, screening, washing and flotation) and other preparation at the mine site, or as part of mining activity.

Utilities: Activities of this sector are generating, transmitting, and/or distributing electricity, gas, steam, and water and removing sewage through a permanent infrastructure of lines, mains, and pipes.

Construction: Activities of this sector are erecting buildings and other structures (including additions); heavy construction other than buildings; and alterations, reconstruction, installation, and maintenance and repairs.

Manufacturing: Activities of this sector are the mechanical, physical, or chemical transformation of material, substances, or components into new products.

Wholesale Trade: Activities of this sector are selling or arranging for the purchase or sale of goods for resale; capital or durable non-consumer goods; and raw and intermediate materials and supplies used in production, and providing services incidental to the sale of the merchandise.

Retail Trade: Activities of this sector are retailing merchandise generally in small quantities to the general public and providing services incidental to the sale of the merchandise.

Transportation and Warehousing: Activities of this sector are providing transportation of passengers and cargo, warehousing and storing goods, scenic and sightseeing transportation, and supporting these activities.

Information: Activities of this sector are distributing information and cultural products, providing the means to transmit or distribute these products as data or communications, and processing data. This industry contains all aspects of motion picture recording and distribution as well as the sound and telecommunications industry.

Finance and Insurance: Activities of this sector involve the creation, liquidation, or change of ownership of financial assets (financial transactions) and/or facilitating financial transactions.

Real Estate and Rental and Leasing: Activities of this sector are renting, leasing, or otherwise allowing the use of tangible or intangible assets (except copyrighted works), and providing related services.

Professional, Scientific, and Technical Services: Activities of this sector are performing professional, scientific, and technical services for the operations of other organizations.

Management of Companies and Enterprises: Activities of this sector are the holding of securities of companies and enterprises, for the purpose of owning controlling interest or influencing their management decision, or administering, overseeing, and managing other establishments of the same company or enterprise and normally undertaking the strategic or organizational planning and decision-making of the company or enterprise.

Administrative and Support and Waste Management and Remediation Services: Activities of this sector are performing routine support activities for the day-to-day operations of other organizations, such as: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.

Educational Services: Activities of this sector are providing instruction and training in a wide variety of subjects. Educational services are usually delivered by teachers or instructors that explain, tell, demonstrate, supervise, and direct learning. Instruction is imparted in diverse settings, such as educational institutions, the workplace, or the home through correspondence, television, or other means.

Health Care and Social Assistance: Activities of this sector are operating or providing health care and social assistance for individuals.

Arts, Entertainment and Recreation: Activities of this sector are operating facilities or providing services to meet varied cultural, entertainment, and recreational interests of their patrons, such as: (1) producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) preserving and exhibiting objects and sites of historical, cultural, or educational interest; and (3) operating facilities or providing services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests.

Accommodation and Food Services: Activities of this sector are providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.

Other Services (except Public Administration): Activities of this sector are providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grant-making, advocacy, and providing dry-cleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.



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