

# Celebrity golf tourney brings millions of dollars to region

The economic impact from this year's American Century Championship on the South Shore is estimated at between \$10 million and \$20 million, according to tournament officials.

The Lake Tahoe Visitors Authority says the amount represents total spending throughout the region on lodging, dining, activities, entertainment and gaming, combined with the media exposure.



Michael Jordan continues to be a player people want to see.

Photo/Kathryn Reed

In the coming months when hotel and sales taxes are tabulated in South Lake Tahoe and Douglas County, the direct impact will be better known.

The media exposure is something that is realized down the road when people decide they want to visit the area.

Media coverage online, in newspapers, magazines, radio and television continues to expand, providing exposure for the area, officials said.

The 22nd annual tournament at Edgewood Tahoe hit a record with more than 40,000 spectators. Plus, millions of people watched the July tournament on VERSUS and NBC Sports.

Since its inception in 1990, the tournament has raised more than \$4 million for national and local charities and organizations. Through its affiliation with American Century, Livestrong has been the tournament's official charity since 2007. This year's event generated some \$700,000 for Livestrong and other charities via fundraising and a hole-in-one scored by former NHL All-Star Joe Sakic, whose final round feat triggered an insurance payout of \$500,000 to the charity.

Numerous local groups benefit through their participation with the event including Soroptomist International South Lake Tahoe, Lake Tahoe Educational Foundation and Whittell and South Tahoe high school sports programs. Funding support of at least \$100,000 for area nonprofits will be realized once again this year.

*– Lake Tahoe News staff report*