



# CITY OF ANNISTON, ALABAMA

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### **ECONOMIC IMPACT OF THE 2021 NOBLE STREET FESTIVAL & ALABAMA CYCLING CLASSIC**

**ANNISTON, AL** — The City of Anniston requested JSU’s Center for Economic Development and Business Research (CED) to perform an **Economic Impact Analysis on the 2021 Noble Street Festival (NSF) and Alabama Cycling Classic (ACC), which includes the Sunny King Criterium (SKC)**. This event was held on July 3, 2021 in downtown Anniston, AL.

Around 8,500 individuals from local, state, national and international locations attended the 2021 NSF and SKC. It is estimated that at least 2,500 of these 8,500 visitors were children. It is estimated that a total economic impact of nearly **\$2 Million was generated in the local Calhoun County economy due to the 2021 NSF and SKC**.

This impact was incurred during one weekend in the local Calhoun County economy which displays the importance of such events, not only on the local quality-of-life to local citizens but by creating opportunities for visitors to come in and spend disposable income in our local economy which adds to our local revenue base.

Main Street Anniston Director, Jackson Hodges, stated: *“Our team is thrilled with the impact our 2021 NSF and SKC had on the City of Anniston, and on Calhoun County as a whole! The turnout exceeded our expectations, and it brings us great joy to know that our event provided such an economic impact for our local businesses and merchants. I must commend Main Street Event Coordinator, Karla Eden, who in her first festival, put on one of the greatest festivals in the 19 year history of this event! I would also like to acknowledge SKC Director, Marilyn Hill, who has consistently coordinated such incredible professional bike races throughout her tenure as director. Truly, this type of success could not have been obtained without Karla, Marilyn, and the many tremendous volunteers who put their full heart into putting on this event!”*

#### ~ Total Impact Summary ~

Impact Type	Employment	Labor Income (\$)	Value Added (\$)	Output (\$)
Direct Effect	17	\$406,484	\$690,586	\$1,391,778
Indirect Effect	3	\$103,612	\$165,174	\$378,562
Induced Effect	2	\$55,630	\$109,670	\$197,415
<b>Total Effect</b>	<b>22</b>	<b>\$565,726</b>	<b>\$965,430</b>	<b>\$1,967,755</b>

