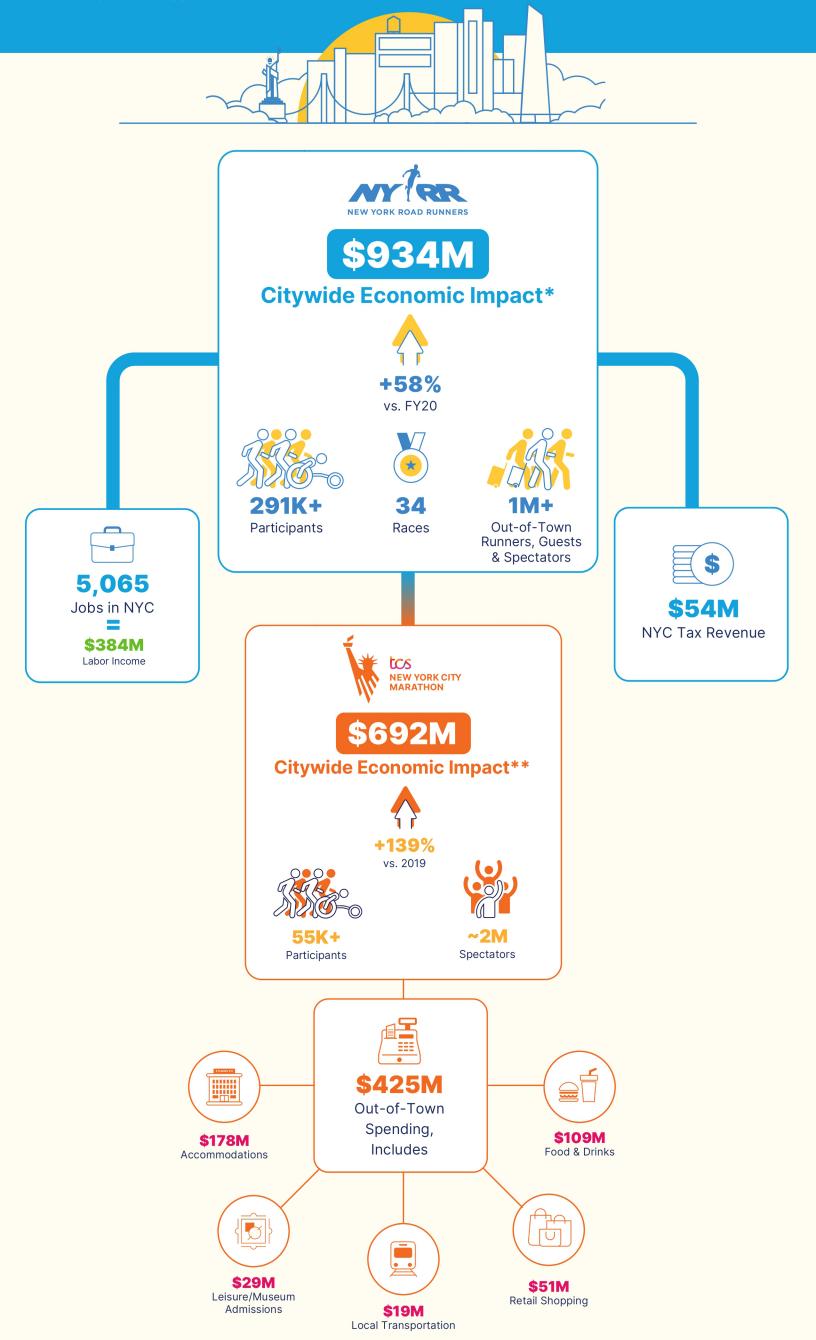


FY25 ECONOMIC IMPACT ON NEW YORK CITY

As the nonprofit that "runs" New York City, New York Road Runners draws millions of athletes and spectators to the city to participate in its globally iconic races—part of its vision to build healthier lives and stronger communities through the transformative power of running. In FY25, New York Road Runners' 34 adult races, including the TCS New York City Marathon, contributed nearly \$1 billion (+58% since its FY20 study) to the local NYC economy. Below are highlights from the Audience Research & Analysis with Appleseed study.



*This study was conducted by Audience Research & Analysis with the assistance of Appleseed. Economic and fiscal impacts were calculated using the IMPLAN model and informed by survey data collected from 22k+ participants and spectators across select representative races over FY25 (including the TCS New York City Marathon). It includes direct and indirect spending and induced effects from out-of-town race participants, guests and spectators, and year-round operating expenses for New York City-based workers, residents, vendors, charities, partners, and sponsors. Both the economic and resulting fiscal impacts are incremental to New York City, i.e. they would not have occurred in the absence of NYRR's operations. Only new spending entering the economy by those not residing here and whose trip purpose was to participate in or view New York Road Runners races, including the TCS New York City Marathon, were counted.