



NEWS RELEASE

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For Immediate Release:

OKC Fairgrounds March Events Make Big Impact

Oklahoma City, OK – While adhering to pandemic protocols, the OK State High School Basketball Championships took place at the OKC Fairgrounds March 2 through 13. Athletes and spectators took to the Jim Norick Arena for the tournament. Eighty-five percent of attendees traveled from out-of-town, while 15 percent were locals. Attendance for the event exceeded 67,000, generating more than \$14.43 million worth of direct spending into the Oklahoma City economy.

The Oklahoma Youth Expo and the Gilt Show took place at the OKC Fairgrounds from March 9 through 19 and 24 through 27, respectively. Sixty percent of event attendees were from out-of-town, while 40 percent were locals. This year, the show was split and gilts were shown after the completion of the Expo. Combined attendance for the two livestock shows exceeded 54,000 and generated more than \$9.30 million worth of direct spending into the Oklahoma City economy.

The OKC Fairgrounds hosted a total of 14 events during the month of March. In addition to the above mentioned, other events included: the OKC Auto Show, Backwoods Hunting & Fishing Expo, OK County Free Fair Spring Livestock Show, R. K. Gun Show, Oklahoma Gun Shows, Claude Hall's Original OKC Gun Show, IMMY Labs Get Vaccinated, OKC Home + Outdoor Living Show, 'A Night Under The Stars' with Casting Crowns, MAC Shows Gun & Knife Show, and IMMY Labs Get Vaccinated. In all, while maintaining COVID-19 protocols, there were 198,698 visitors present during the March events held at the OKC Fairgrounds, generating more than \$31.06 million in direct spending into the Oklahoma City economy.

For more information regarding the March events, or any upcoming months, please contact the OKC Fairgrounds Office at 405-948-6700. To stay up-to-date on all the OKC Fairgrounds has to offer, visit www.okcfairgrounds.com, like us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

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