



NEWS RELEASE

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For Immediate Release:

OKC Fairgrounds Events Generate Over \$36 Million for OKC in April

Oklahoma City, OK – The 2023 Oklahoma Youth Expo took place at the OKC Fairgrounds March 8 through 17. The livestock show took place in the Jim Norick Arena and across Barn Row. Ninety percent of attendees traveled from out-of-town, while 10 percent were locals. Attendance for the event exceeded 55,000, generating more than \$12.18 million in direct spending into the Oklahoma City economy.

The OK State High School Basketball Championships took place at the OKC Fairgrounds March 1 through 11. The basketball tournament took place in the Jim Norick Arena. Eighty percent of attendees traveled from out-of-town, while 20 percent were locals. Attendance for the event exceeded 74,000, generating more than \$15.25 million in direct spending into the Oklahoma City economy.

The OKC Fairgrounds hosted a total of 12 events during the month of March. In addition to the above mentioned, other events included the OKC Auto Show, Backwoods Hunting & Fishing Expo, Jack Morton Worldwide, Oklahoma Gun Shows, Jurassic Quest, Buchanan's Vintage Flea Market, Claude Hall's Original OKC Gun Show, 2023 OKC Home + Outdoor Living Show, Shrine Circus, and Show Me Reptiles & Exotic Show. In all, there were 212,782 visitors present during March events held at the OKC Fairgrounds, generating more than \$36.59 million in direct spending into the Oklahoma City economy.

For more information regarding 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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