



USA INTERNATIONAL
BALLET COMPETITION
JACKSON, MISSISSIPPI

MAKING AN IMPACT



\$12.1
MILLION

ECONOMIC IMPACT

The two-week 2014 USA International Ballet Competition generated a total economic impact of \$12.1 million for the state of Mississippi, based on a study by the Department of Economic Development at the University of Southern Mississippi.

MEDIA IMPACT

The 2014 event garnered approximately 400 million impressions in editorial media (combined total of print, broadcast and digital) equivalent to an estimated \$10.7 million in advertising.



400 MILLION
IMPRESSIONS



40,171
TOTAL
ATTENDANCE

ATTENDANCE

The total attendance for the competition, USA IBC Dance School and special festival events was approximately 40,171. The 32,280 ticket holders were from 39 states and 23 nations.

COMPETING DANCERS



92 DANCERS
from
21 NATIONS

participated in the 10th USA IBC.

DANCE SCHOOL STUDENTS



The USA IBC Dance School drew
270 STUDENTS
from
25 STATES &
3 NATIONS

VOLUNTEERS



Approximately
600 PEOPLE
collaborated on
15 VOLUNTEER
COMMITTEES