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champions for business

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FOR IMMEDIATE RELEASE

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Princeton National Rowing Association Rowing Regattas Contribute \$10.97 Million in Total Sales to Mercer County

Princeton, NJ – October 22, 2014 – The Princeton National Rowing Association (PNRA), jointly with the Princeton Regional Chamber of Commerce and Convention & Visitors Bureau (PRCVB), have announced the results of an economic impact study for the major rowing regattas that took place in 2014. The results were announced this morning at the Caspersan Rowing Center, with Brian M. Hughes of Mercer County joined by members of the Princeton Regional Chamber of Commerce and PNRA.

The study found that \$6.6 million in direct sales, \$10.97 million in total sales, 4,206 direct jobs, 5,598 total jobs, and \$441,801 in local and state taxes can be attributed to the major rowing regattas in Mercer County. “The Princeton National Rowing Association is proud to be able to bring top level events to Mercer County that provides a positive impact for our community,” said Kristopher Grudt, Executive Director for PNRA. “Mercer Lake provides one of the premier rowing venues in the country and our partnership with the Mercer County Park enables us host events for rowers of all levels, from beginners to our Olympic Team. Our regattas draw rowers from all areas of the country as well as international competitors.” These events include the Mercer Lake Sprints, Mid-Atlantic Junior Regionals, Collegiate Small Boat Challenge, and the IRA & SRAA National Championships. “We’re proud of our outstanding park facilities and their ability to host major events like these regattas,” said Mercer County Executive Brian M. Hughes. “These events attract thousands of people to discover Mercer County’s many cultural, historical and recreational offerings, creating significant economic opportunities for our region.”

Kevin Bannon, Executive Director of the Mercer County Park Commission commented he is, “thrilled but not surprised to learn just how much economic impact the regattas at Mercer County Park are having. PNRA and the Mercer County Park Commission are great partners and Mercer Lake is as good as it gets. I know that we will continue to work together to do great things in the future.” The Princeton National Rowing Association is home to the world class Caspersan Rowing Center and has hosted the United States National Team Selection events, including the 1988, 1992, 2004, 2008 and 2012 U.S. Olympic Team Trials for Rowing. “As the area’s official destination marketing organization, the Princeton Regional Chamber of Commerce and Convention & Visitors Bureau is proud that we are the national home for the sport of rowing,” said Peter Crowley, President & CEO of the Princeton Regional Chamber of Commerce. “Independent businesses, non-profit organizations, and downtown and commercial corridors all benefit from the positive economic impact rowing brings each year to Mercer County.”

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The Princeton Regional Chamber of Commerce – The Princeton Regional Chamber of Commerce is a membership organization committed to promoting business growth within the Princeton Region and surrounding areas. With more than 1,900 individual contacts and more than 900 Member companies, the Princeton Regional Chamber of Commerce membership is primarily focused in five central New Jersey counties and stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at www.princetonchamber.org.