Cajundome gives Lafayette's economy a shot of adrenalin

At a time when our economy has stalled at best, there is some bright news on the horizon as a result of the Cajundome. The Cajundome has provided employment — full-time, part-time and contractual — for over 900 Acadiana residents with a payroll totalling more than $700,000. While enjoying major entertainment for the first time at home in Lafayette, local folks have spent over $5.5 million for tickets, handling fees, parking, merchandise, concessions and catering. Ticket sales totalled about $3.9 million. Concession sales totalled $20,000, while merchandise sales reached $450,000. Parking generated $96,000 and miscellaneous sources totalled another $91,000.

A substantial spinoff impact was also realized by the community since almost a half million patrons have purchased meals, clothing, gasoline, flowers and other event-related goods and services. Hotel room night occupancy increased also.

A conservative estimate of $30 to $100 per patron spending generated another $16.4 million in turnover dollars to bolster the local economy. The direct Cajundome revenues also generated $360,000 in new tax revenues, shared by the city $103,000, the School Board $51,000 and the state $206,000. The indirect event related expenditures produced an estimated $1,076,000 in tax collections: for the City $307,000, the School Board $154,000 and the state $615,000.

The advertising industry, as a direct result of the events being held in the Cajundome, has received an estimated $400,000 from promoters of 97 shows over the past year.