

FAIRFIELD PROPERTIES BALLPARK LONG ISLAND DUCKS 25-YEAR ECONOMIC IMPACT



DISCOVER
LONG ISLAND®
NEW YORK

EXECUTIVE OVERVIEW

For 25 years, the Long Island Ducks have served as a consistent economic and community driver for Long Island. Each season, the organization generates approximately **\$20 million** in local economic activity, supporting businesses, jobs, and household spending across Long Island. Over time, this sustained activity has produced an estimated **\$501 million** in total economic impact.

Beyond economics, the Ducks have built lasting community value through long-term nonprofit partnerships, charitable initiatives, and a strong digital platform that amplifies local causes.

WHY THE DUCKS ARE DIFFERENCE-MAKERS

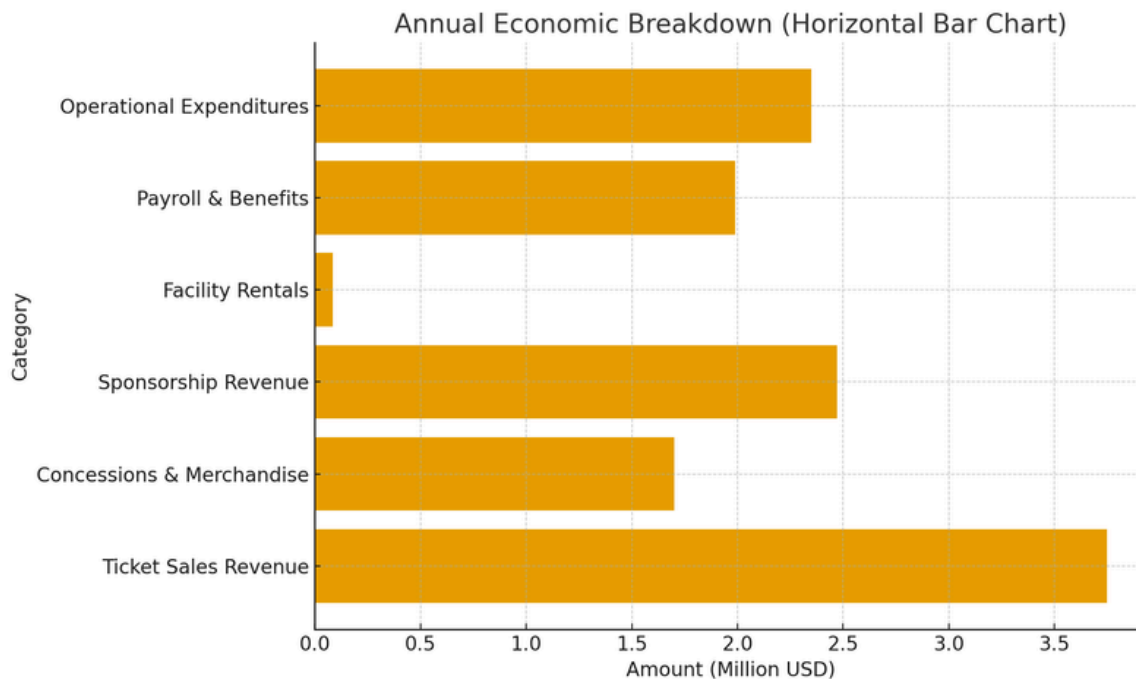
- Year-round operational spending that supports local vendors
- A fan base that drives off-site spending across Suffolk County
- Deep, long-standing nonprofit partnerships
- A strong owned digital platform that amplifies community initiatives

METHODOLOGY & ASSUMPTIONS

All economic impact estimates in this report are based on conservative assumptions commonly used in arts, entertainment, and recreation analyses. Multipliers were intentionally selected to reflect responsible, widely accepted standards, ensuring that results are realistic, defensible, and appropriate for long-term planning.



DIRECT IMPACT



DIRECT IMPACT BREAKDOWN

These figures represent the direct economic impact of the Long Island Ducks—meaning the money that flows immediately and directly into the local economy because the team operates each year.

The Ducks generate over **\$12.3 million annually** through:

- Ticket Sales (\$3.75M/year): Fan spending that goes straight into the local economy.
- Concessions & Merchandise (\$1.7M/year): On-site purchases supporting local vendors and staff.
- Sponsorships (\$2.47M/year): Investments from Long Island businesses that stay within the region.
- Facility Rentals (\$85K/year): Additional direct revenue from events held at the ballpark.
- Payroll & Benefits (\$1.99M/year): Income paid to employees who live and spend on Long Island.
- Operating Costs (\$2.35M/year): Money spent on utilities, maintenance, and local service providers.

Together, this activity represents the Ducks' baseline, measurable contribution to Long Island's economy before any multiplier effects are applied.

WHERE DIRECT SPENDING HAPPENS



INDIRECT IMPACT

ESTIMATED INDIRECT IMPACT PER YEAR:

\$6.15 M

INDIRECT IMPACT BREAKDOWN

Indirect impact refers to the additional economic activity created because the Ducks spend money locally. When the team purchases goods and services—like maintenance, utilities, security, printing, catering, or equipment—that spending supports other Long Island businesses.

Those businesses then buy supplies, pay their employees, and hire other local companies. That ripple effect is the indirect impact.

Why we use a 1.5 multiplier:

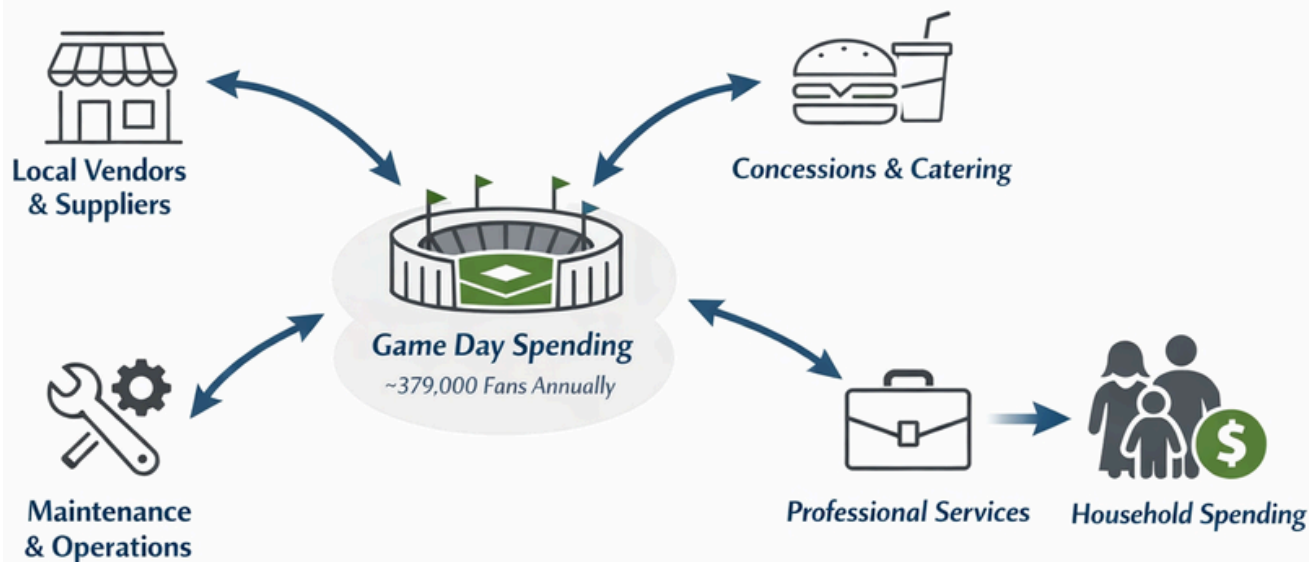
Using a 1.5 multiplier reflects a common, conservative standard for the Arts, Entertainment, and Recreation sector in regions similar to Suffolk County. A multiplier of 1.5 means that for every \$1 in direct spending, an additional 50 cents is generated in the local economy through supplier purchases and business-to-business activity. Since Suffolk County-specific multipliers are not publicly available without a paid model, 1.5 is the most responsible and widely accepted baseline for estimating indirect impact.



MONEY IN MOTION

How Ducks Spending Flows Through Long Island

Each dollar spent at the ballpark continues to circulate throughout the local economy.



Indirect spending supports a network of local businesses and households across Long Island.

KEY TAKEAWAY

Every dollar spent, every job supported, and every household benefited begins with Ducks attendance and operations. Indirect impact demonstrates the broader economic ripple generated by the organization each year, extending far beyond the ballpark to touch businesses and households across Long Island.

INDUCED IMPACT

**ESTIMATED INDUCED IMPACT PER
YEAR:**

\$1.59M

INDIRECT IMPACT BREAKDOWN

Induced economic impact represents the additional spending that occurs when employees use their wages in the local economy.

Ducks employees earn wages and then spend that income on everyday necessities such as housing, groceries, transportation, healthcare, dining, and other local services. That spending supports local businesses, which in turn pay their employees and continue the cycle of economic activity.

Based on standard economic impact modeling, it is commonly estimated that each dollar in wages generates additional local spending as income circulates through the economy. To remain conservative and realistic, a 0.8 multiplier was applied.

With \$1.99 million in annual employee wages, this results in an estimated **\$1.59 million per year** in induced economic activity. Over 25 years, that household spending generated approximately **\$39.8 million** in induced economic impact.

FROM STADIUM TO COMMUNITY

The Ducks Ripple Effect Across Long Island



HOW IT ALL CONNECTS

What begins at the ballpark spreads throughout the local economy, illustrating the far-reaching influence of Ducks games and events.



ESTIMATED TOTAL IMPACT

Component	Annual Impact (\$)	25-Year Impact (\$)
Direct Spending	12,300,000	307,500,000
Indirect Spending	6,150,000	153,750,000
Induced Spending	1,590,000	39,750,000
Total Economic Impact	20,040,000	501,000,000

KEY TAKEAWAYS

Over the past 25 years, the Long Island Ducks have welcomed nearly 9.5 million fans, generating significant economic and social value for the region. On average, approximately 379,000 attendees annually contribute an estimated \$15 million in visitor spending on food, transportation, merchandise, and lodging. This activity supports roughly \$12.3 million in direct local economic impact, along with an additional \$6.15 million in indirect business spending and \$1.59 million in induced household spending from employee wages. Together, these impacts generate a total annual economic contribution of approximately \$20.0 million, equating to an estimated **\$501 million** in total economic impact over 25 years.

COMMUNITY CONTRIBUTIONS

COMMUNITY AND SOCIAL IMPACT

Beyond their economic contributions, the Long Island Ducks make a meaningful and sustained impact on the region through the QuackerJack Foundation, which has partnered with more than 900 local nonprofits since 2003. These partnerships support youth programs, veteran services, health and wellness initiatives, and food security efforts. Signature programs such as annual food drives, themed awareness nights, hospital and school visits, and the “Home Runs for Hunger” campaign highlight the team’s commitment to improving quality of life for Long Islanders and strengthening their role as a trusted community pillar.

The Ducks further amplify this community impact through a strong and engaged digital presence, using social media to drive awareness, promote charitable campaigns, and spotlight local nonprofit partners. Their combined online reach includes:

- 40,000+ followers on Facebook
- 27,100+ followers on Instagram
- 13,679 followers on X
- 4,307 followers on TikTok and 27,200+ likes
- 5,000+ subscribers on YouTube

This robust social reach ensures the Ducks’ charitable efforts extend far beyond the ballpark, engaging residents across Long Island and reinforcing the team’s social value and community leadership.



MEDIA COVERAGE

BUILDING AWARENESS

The Long Island Ducks receive consistent local and national media attention each season. While media exposure is not included in direct economic impact calculations, it plays an important role in promoting Long Island and strengthening community pride.

Why It Matters:

- Expands Long Island’s reach beyond the region
- Builds community pride and recognition
- Supports long-term tourism and visitation
- Showcases local events and family-friendly experiences

Coverage Highlights

Local Media:

News 12 • Newsday • Long Island Press • Patch.com • LongIsland.com • Long Island Herald • Community Journal • and others

National Media:

ESPN (SportsCenter Top 10 – 3 times in 2025) • USA Today • Sports Illustrated • Forbes • Yahoo! • CBS Sports • CNBC

Key Takeaway

Media coverage strengthens Long Island’s visibility and reputation, supporting long-term community and tourism value—while not directly measuring economic impact.

MEDIA COVERAGE

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Long Island Ducks thrilled after securing 1,000th home win in front of 'best fans in the league'



Long Island Ducks begin 25th season with a few twists

April 25, 2025 | 3:44am

The Long Island Ducks have flown together for 25 years.



JAN 6, 2026

Ducks Hit Home Runs for Hunger

The Long Island Ducks have done it again as their long balls have given back to the community. The Ducks joined representatives from Fairfield Properties and three local food banks and nonprofit organizations over the holiday to celebrate a successful "Home Runs for Hunger" program during the Ducks' 2025 season. The initiative once again highlighted the strong commitment both organizations have to supporting the Long Island community.



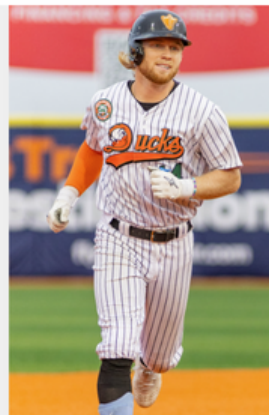
Long Island Ducks wrap up their season this weekend

The Long Island Ducks wrap up their season this weekend in Central Islip.

News 12 Staff • Sep 13, 2024, 1:08 PM • Updated 488 days ago

Long Island Ducks build momentum for second half

Posted July 14, 2025



River Town led the Ducks in first-half hits with 69 an added 17 stolen bases. ERIK LEE/HERALD

THANK YOU

THANK YOU

Discover Long Island extends our sincere thanks to all supporters who make our efforts possible. Your collaboration, enthusiasm, and commitment continue to strengthen Long Island's position as a premier destination. Together, we are driving meaningful economic impact, fostering memorable visitor experiences, and showcasing the very best our region has to offer.

