

CLARKONOMICS

THE IMPACT OF CAITLIN CLARK & HAWKEYE WOMEN'S BASKETBALL ON IOWA'S ECONOMY

University of Iowa's homegrown star, Caitlin Clark, began her college basketball career playing in empty arenas at the height of the COVID-19 pandemic. Now she competes in sold-out arenas wherever she goes—and for good reason. **The Caitlin Clark Effect has increased state GDP by**

\$14.4 TO \$52.3 MILLION

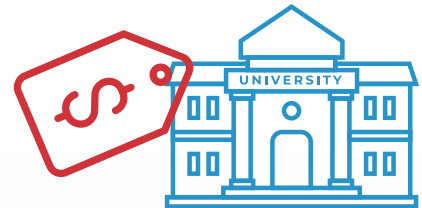
AN EQUIVILANT TO PURCHASING

1,418-5,176
ACRES OF CROPLAND



\$50 MILLION

IS **EQUAL** TO THE **COST** OF UNIVERSITY OF IOWA STANLEY MUSEUM OF ART



\$33.3 MILLION

IS ENOUGH TO BUY EVERY **IOWAN** A TICKET TO THE STATE FAIR WITH **\$1.6M** LEFT OVER FOR FUNNEL CAKES.

