Is the Super Bowl an economic bonanza? Depends on whom you ask

By Michael E. Kanell

The annual debate about a Super Bowl’s economic impact is almost as much of a ritual as the coin toss before the game.

No one disputes that a lot of money is flowing into Atlanta: Time estimates of thousands of people are pouring into the city, staying at local hotels, eating at local restaurants, and spending money on souvenirs and game day memorabilia.

But is it worth it? Pumping down the economic benefit is tough. Estimates range from the Metro Atlanta Chamber’s $600 million to the Host Committee’s $950 million, to skeptical economists with less skin in the game, estimating anywhere from $100 million right down to zero.

It’s tough to look at previous Super Bowls generally see a positive bump in the economy. continued on A4

The forecast for the Super Bowl’s overdue megaparty: A few days of rain turning Atlanta’s last Super Bowl into an Iditarod of the damned for visiting fans, while also showing the NFL it can trust the local host committee and all those resellers ranging from $2,700 to $2,900 (before fees) for comparable corner and end-zone seats in the upper deck.

Rising tuition puts heat on legislators for help

By Ariel Hart

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Rising tuitions are squeezing legislators for help.

Economy: continued on A4

TICKET WATCH

Super Bowl tickets on the secondary market spiked Saturday, the eve of the big game, after prices on the primary market hit a record $2,000. The cheaper available seats were at the popular pop-up ticket service TiqIQ, with prices hitting $1,200 (before fees) for comparable corner and end-zone seats in the upper deck. Tickets remain available across the secondary market, and there could be continued price volatility today.

Anthem ER coverage denials irk patients, spur scrutiny

Support ‘surprise billing’ hits many with costs they thought insurers paid.

OK, world, 19 years after a freakishly icy stretch turned the Super Bowl into an inferno of the damned for visiting fans, we can now say we’re over it.

There is only one way to do that with such a long stretch between visits: Atlanta with its — and America’s — marquee events more often than once every couple of decades.

Time to wow the world, Atlanta — and you can.

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My Opinion

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