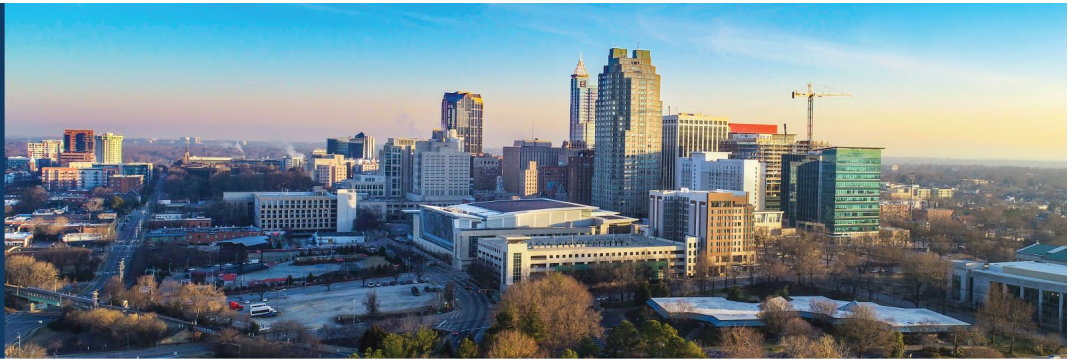


Manager's Update

raleighnc.gov



Issue 2026-33

August 21, 2026

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INFORMATION:

Meet Us at the Square on September 30

Staff Resource: Erika Brandt, Housing and Community Development, 996-6975, erika.brandt@raleighnc.gov

On Wednesday, September 30, Housing and Community Development will host the City's fourth annual Meet Us at The Square community event at Moore Square from 10 am to 2 pm. The purpose of the event is to extend holistic support and resources to individuals experiencing homelessness or housing instability. While lack of affordable housing is the root cause of homelessness, resource events such as this play an important role in meeting the immediate needs of our neighbors.

Uniting nonprofit organizations, service providers, volunteers, and community members, Meet Us at The Square will offer a comprehensive array of services to individuals in need. Last year, more than 30 organizations and City departments participated, offering services such as:

- Free health screenings
- Barbering and hair cuts
- Showers
- Employment assistance
- Food and clothing distribution
- Transportation resources
- Veterinary Care

In addition to vendors and community organizations, key partners include Raleigh Police Department's ACORNS Unit and the Wake County Continuum of Care (CoC) lead agency within Wake County government.

City staff and officials are encouraged to attend. Anyone interested in volunteering at the event may contact Erika Brandt (erika.brandt@raleighnc.gov) to sign up.

(No Attachment)

Historic Design Standards Update – Community Engagement

Staff Resource: Tania Tully, Planning/Development, 996-2674, tania.tully@raleighnc.gov

The Historic Design Standards Update project to update and augment the *Design Guidelines for Raleigh Historic Districts and Landmarks* is well underway. The update will result in nine documents – one for each of the eight Historic Overlay Districts (HOD) and one for Raleigh Historic Landmarks. During the week of August 10, initial community engagement included two Community Open Houses and 12 stakeholder focus groups. The attached staff memo includes additional information.

(Attachment)

Emerging Trends for Long-Range Land Use Planning

Staff Resource: Sarah Shaughnessy, Planning/Development, 996-2234, sarah.shaughnessy@raleighnc.gov

Reflecting Raleigh is the process of developing the Next Comprehensive Plan. As part of this process, staff conducted a literature scan of the key trends and emerging issues impacting long-range land use planning across the country. The attached memorandum summarizes staff research and potential implications for Raleigh's Next Comprehensive Plan.

(Attachment)

Biannual Ask Raleigh Update

Staff Resource: Karen Ray, City Manager's Office, 996-2379, karen.ray@raleighnc.gov

Included with the *Update* materials is a staff memo detailing the status of volumes from the Ask Raleigh system, as well as an update on additional enhancements planned for the system in coming months.

(Attachment)

Weekly Digest of Special Events

Staff Resource: Sarah Heinsohn, Office of Special Events, 996-2200, sarah.heinsohn@raleighnc.gov

Included with the *Update* materials is the special events digest for the upcoming week.

(Attachment)

Council Member Follow Up Items

Follow Up from June 16th Council Meeting

2026 Stanley Cup Playoffs Economic Impact Report (CM Forte)

Staff Resource: Evan Raleigh, City Manager's Office, 996-4656, evan.raleigh@raleighnc.gov

During the June 16th City Council meeting, staff was requested to provide information related to the local economic impact of the Carolina Hurricanes' run to, and eventual victory in, the Stanley Cup Finals. Attached to this update is a report from the Greater Raleigh Convention and Visitors Bureau that details the estimated total economic impact of the Hurricanes' Stanley Cup Final and Playoff home games, the Championship Celebration Parade, and the watch parties at the Lenovo Center, Red Hat Amphitheater and Moore Square.

(Attachment)

To	Marchell Adams-David, City Manager
Thru	Patrick O. Young, AICP, Director; Bynum Walter, AICP, Assistant Director
From	Tania Tully, Preservation Planning Supervisor Collette Kinane, Senior Preservation Planner
Department	Planning and Development
Date	August 21, 2026
Subject	Historic Design Standards Update

Overview

Design Standards are required by state law for the City to enforce the Historic Overlay District (HOD) and Raleigh Historic Landmark regulations, and process Certificate of Appropriateness (COA) applications.

The [Historic Design Standards Update](#) project is well underway. The updated Design Standards will amend the *Design Guidelines for Raleigh Historic Districts and Landmarks* (adopted 2017) to improve usability, add specificity about the character defining elements of each HOD, add design standards tailored to reflect the special character of each HOD, and enhance design standards related to non-character defining elements. The result of the project will be nine sets of Design Standards – one for each of the eight HODs and one for Raleigh Historic Landmarks.

Community Engagement Week

Development of the updated Design Standards will include robust community engagement. From August 10 to 13, the Historic Preservation Unit and The Lakota Group held Community Engagement week. This included a presentation to the Raleigh Historic Development Commission (RHDC), two open house format Community Meetings, and 12 focus groups. These were opportunities for people to meet the consultant team and tell us what matters to them in terms of COA review. Overall, we heard from about 75 people representing HOD and landmark property owners, developers, design professionals, former RHDC commissioners and more. Feedback covered such topics as ADUs, substitute materials, solar panels, building repair and more. We also heard suggestions on how to make the new design standards easier to understand. A follow-up online survey will be released in the coming weeks.

An Issues and Engagement Memorandum will be provided by the consultant in September. Additional information on the feedback will be available at that time

Upcoming Schedule

Below is the anticipated schedule. City Council updates will be provided via Manager's Update at each major milestone.

- September 2026: Issues and Engagement Memorandum provided
- October - December 2026: Design Standards drafting
- December 2026/January 2027: Draft (review by staff and RHDC)
- February 2027: Draft (public comment)
- March 2027: Final draft (review by staff and RHDC and available for public comment)
- April/May 2027: Final presentation and adoption by RHDC
- May/June 2027: Presentation to City Council

To	Marchell Adams-David, City Manager
Thru	Patrick O. Young, AICP, Planning & Development Director
From	Joe Wilson, Planner Sarah Shaughnessy, AICP, Principal Planner
Department	Planning and Development
Date	August 21, 2026
Subject	Emerging Issues for Long-Range Planning

Overview

Reflecting Raleigh is the process of developing the Next Comprehensive Plan. As part of this process, staff conducted a literature scan of the key trends and emerging issues impacting long-range land use planning across the country. The sections below summarize staff research and potential implications for Raleigh’s Next Comprehensive Plan. This information, in combination with the community priorities and technical insights shared in previous memoranda, will help shape the next comprehensive plan.

Emerging Issues

Population Changes & Housing Needs

National population growth is slowing,¹ but local and regional growth is projected to stay strong.² In both cases, growth is driven by migration more than birth/death rates – in North Carolina, “natural” population growth is projected to go negative in the 2030s.³

Slowing birthrates, longer life expectancies, and changing preferences are also leading to a national population that’s getting older⁴ and households that are getting smaller.⁵ Nationally, less than a fifth of households fit the traditional “nuclear family” model.⁶ Cost of living – particularly housing, childcare, and elder care expenses – is often cited as a challenge for those who would like to have children.⁷

Housing affordability is a top priority for Americans.⁸ Housing shortages are a major issue in North Carolina,⁹ even while construction starts have risen steadily since 2011.¹⁰ Increasingly, homelessness is understood as a housing issue, and cities are taking a “housing first” approach to addressing it.¹¹

¹ Congressional Budget Office. (2025). *The Demographic Outlook: 2025 to 2055*.

² Fink, C. (2025). *North Carolina 2050: Forecasting Future Growth*.

³ SB Friedman. (2025). *Demographic & Market Analysis Key Takeaways*.

⁴ Congressional Budget Office. (2025). *The Demographic Outlook: 2025 to 2055*.

⁵ SB Friedman. (2025). *Demographic & Market Analysis Key Takeaways*.

⁶ Aragão, C., Parker, K., Greenwood, S., Baronavski, C., & Mandapat, J. C. (2023). *The Modern American Family*. Pew Research Center.

⁷ Hurst, K. (2024). *What do Americans think about fewer people choosing to have children?*. Pew Research Center.

⁸ Williams, T. (2026). Poll: Americans want Congress to act on lowering housing costs. *HousingWire*.

⁹ APA-NC Housing Choice Task Force. (2025). *NCAPA Housing Choice Needs and Policies Report*. American Planning Association North Carolina Chapter.

¹⁰ Joy Crossfield, E. (2024). *Construction Cost Increases and The Impact On Housing Affordability*. NC Housing Finance Agency.

¹¹ National Alliance to End Homelessness. (2022). *Housing First Fact Sheet*.

In and around Raleigh, demand for housing and city services is likely to remain high. Housing options will need to meet the needs of diverse households; starter homes, “missing middle” housing, and a variety of multifamily housing forms are likely to be important options. In Phase 1 of *Reflecting Raleigh*, residents voiced support for neighborhoods that offer a variety of housing types for people in all stages of life.¹² City infrastructure and services should also be ready to meet the needs of large numbers of senior citizens, especially as federal social safety nets come under strain.¹³

Climate Change & Technology

In the face of continuing climate change, many cities’ climate strategies have shifted from prevention toward adaptation.¹⁴ “Climate-ready infrastructure” can help protect public health and physical assets,^{15,16} and thoughtful technologies can help with city operations and public safety.¹⁷ Nature-based solutions are increasingly recognized as sustainable both ecologically and financially.¹⁸

The changing climate is also impacting financial systems. The probable damage of flooding is not yet priced into the insurance and housing markets, meaning that many remain underinsured and overexposed.¹⁹ Cities should consider the possible need to accommodate coastal displacement, either from financial hardship or extreme weather events.^{20 21}

Large new energy demand, much of it from artificial intelligence, is driving both increased renewable energy capacity and rising carbon emissions.²² Data centers, power plants, and wind and solar farms, are becoming major (and controversial) land uses,²³ especially amid AI-skepticism and “digital fatigue.”²⁴

Social, Political, and Economic Dynamics

Americans have grown distrustful of a wide range of institutions,²⁵ and misinformation and distrust are leading to dangerous trends such as vaccine skepticism.²⁶ Local communities are on the frontlines of broad political turmoil – funding cuts,²⁷ preemption,²⁸ and outright hostility²⁹ from higher levels of government are having immediate impacts on the ground.

Social, labor, and consumer habits are also changing. Feelings of isolation and loneliness are widespread and demonstrate a need for spaces and programs that foster sociability.³⁰ Late-night activity has

¹² City of Raleigh. (2025). *Reflecting Raleigh Phase 1 Engagement Summary*.

¹³ Schwabish, J. (2025). *Social Security Faces an Uncertain Financial Future. What Will Your Benefits Look Like in the Coming Decades?*. Urban Institute.

¹⁴ American Planning Association; Lincoln Institute of Land Policy. (2025). *2025 Trend Report for Planners*.

¹⁵ Pew Research Center. (2024). *Climate Change Poses Risks to Neglected Public Transportation and Water Systems*.

¹⁶ Nature Index. (2024). *Climate Change Impacts on Transportation Infrastructure*. Nature.

¹⁷ City of Raleigh. (2026). *Flood Early Warning System*.

¹⁸ Brown, J., & Santiago Fink, H. (2022). *Planning for Biophilic Cities*. American Planning Association.

¹⁹ Gourevitch, J. D., Kousky, C., Liao, Y., Nolte, C., Pollack, A. B., Porter, J. R., & Weill, J. A. (2023). Unpriced climate risk and the potential consequences of overvaluation in US housing markets. *Nature Climate Change*, 13, 250-257.

²⁰ Ainsworth, B., & Milligan, S. (2025). *Climate change is upending homeowners insurance nationwide*. Institute for Business in Global Society.

²¹ Fink, C. (2025). *North Carolina 2050: Forecasting Future Growth*.

²² Gabbatiss, J. (2025). *AI: Five charts that put data-centre energy use – and emissions – into context*. Carbon Brief.

²³ Mineo, L. (2026). Why are communities pushing back against data centers? *The Harvard Gazette*.

²⁴ American Planning Association; Lincoln Institute of Land Policy. (2025). *2025 Trend Report for Planners*.

²⁵ Deane, C. (2024). *Americans’ Deepening Mistrust of Institutions*. Pew Research Center.

²⁶ Yeyati Preiss, L., & Merrow, W. (2017). *Vaccine Skepticism Has Risen in the U.S. — And in Many Other Countries*. Council on Foreign Relations.

²⁷ Desjardins, L., & Midura, K. (2025). How federal funding cuts have hit nonprofits and the communities they serve. *PBS Newshour*.

²⁸ Planetizen. (n.d.). *What Is State Preemption*.

²⁹ Gale, W., & West, D. (2025). *The war over federalism*. Brookings.

³⁰ Bones, A. (2026). *Building Belonging: Urban Strategies to Combat America’s Loneliness Crisis*. Municipal Research and Services Center.

declined, even as planners recognize the benefits of the “24-hour city.”^{31 32} Remote work has accelerated a shift of downtowns from jobs bases to live-work centers and cultural hubs.³³ And while overall per-capita retail space has contracted,³⁴ neighborhood-scale retail has become an attractive market.³⁵ Cities are looking to make commercial amenities more accessible and to bring vibrancy into neighborhoods.³⁶

Transportation

Remote work has also disrupted regular commuting hours, while off-peak travel has risen,³⁷ raising new challenges for transit providers. A dense housing and jobs mix along frequent transit routes remains key to maximizing investment in transit systems.³⁸ Similar strategies can promote active transportation along trails and greenways.³⁹ Some cities are investing in climate shelters to make active transportation and transit safer and more pleasant amid rising temperatures.⁴⁰

Rideshares and food and goods delivery are increasing demands on cities’ curb space and freight infrastructure. Some cities are building “micro-freight” infrastructure and implementing pricing strategies to manage deliveries.⁴¹ Autonomous vehicles are also an area of scrutiny for cities, and could impact travel behavior, parking demands, and attitudes around vehicle ownership.⁴²

Infrastructure and Services

Rapid growth and demand for new services can stress local systems. In general, compact development patterns allow for lower per-capita service costs.⁴³ Existing and planned infrastructure and municipal services should be a key part of land use decisions.

Over the past decade, infrastructure costs have risen sharply. Project costs remain elevated, even though materials and labor have stabilized. Possible explanations include higher perceived risk, demand that’s outstripping supply, higher financing costs, and reduced in-house capacity.⁴⁴ Nature-based solutions are increasingly recognized as sustainable both ecologically and financially, since they can be self-renewing and may not require the ongoing maintenance of “grey” infrastructure.⁴⁵

³¹ Zhu, C. (2025). *People nowadays are reluctant to stay out late. Is it killing nightlife?*. CBC Radio.

³² Mateo, C. (2024). *The City that Never Sleeps Alone*. IE Insights.

³³ Trueblood, A. (2024). *To Save Downtowns, Cities Need to Do More Than Turn Offices into Housing*. Urban Wire.

³⁴ SB Friedman. (2025). *Demographic & Market Analysis Key Takeaways*.

³⁵ Lung, H. (2025). *Neighborhood Shopping Centers: A National Retail Revival*. CRE Daily.

³⁶ Sisson, P. (2025). *How the Push to Revive 'Ghost Stores' Can Bring Back Hyperlocal Communities*. *Planning Magazine*.

³⁷ Kaplan, J. (2026). *Revenge of the commute*. Business Insider.

³⁸ Freemark, Y. (2026). *Transit-Oriented Development Can Help Cities Grow. Which Urban Areas Are Doing Best?*. Urban Institute.

³⁹ Toole Design. (2025). *Trail-Oriented Development Playbook*.

⁴⁰ Lavery, J., & Luger, K. (2024). *The role of climate shelters in promoting active transportation*. Economic and Social Commission for Asia and the Pacific.

⁴¹ Franco, A. (2025). *From Edge to Epicenter*. Public Square.

⁴² West, D. (2025). *How autonomous vehicles could change cities*. Brookings.

⁴³ American Planning Association. (2012). *APA Policy Guide on Smart Growth*.

⁴⁴ Truslow, G. (2025). *Rising Construction Costs: Analyzing the Contributors to Cost Escalations and the Impact on Federal Transportation Infrastructure Investments*. Eno Center for Transportation

⁴⁵ Brown, J., & Santiago Fink, H. (2022). *Planning for Biophilic Cities*. American Planning Association.

Next Steps for *Reflecting Raleigh*

To navigate these emerging conditions, *Reflecting Raleigh* will lean on the resident priorities identified in [Phase 1](#), feedback from institutional stakeholders, and the work of the [Civic Assembly](#) and [Technical Teams](#).

The city is currently working with [Interval, LLC](#), a planning firm led by John Zeanah, and [Covive](#), a web development firm, to draft the next comprehensive plan. This work is expected to be completed by early 2027. From there, it will go through another round of community engagement and feedback.

To	Mayor and City Council
Thru	Marchell Adams-David, City Manager Ryan Bergman, Assistant City Manager
From	Karen Ray, Customer Experience Manager
Department	City Manager's Office
Date	08/21/2026
Subject	Biannual Ask Raleigh Update

On February 10th council received an update on the status of Ask Raleigh since implementation on July 1st, 2025. The goal in delivering the Ask Raleigh solution has been to reduce confusion for customers, improve routing and reduce duplication of work for staff while delivering timely and consistent service to our customers.

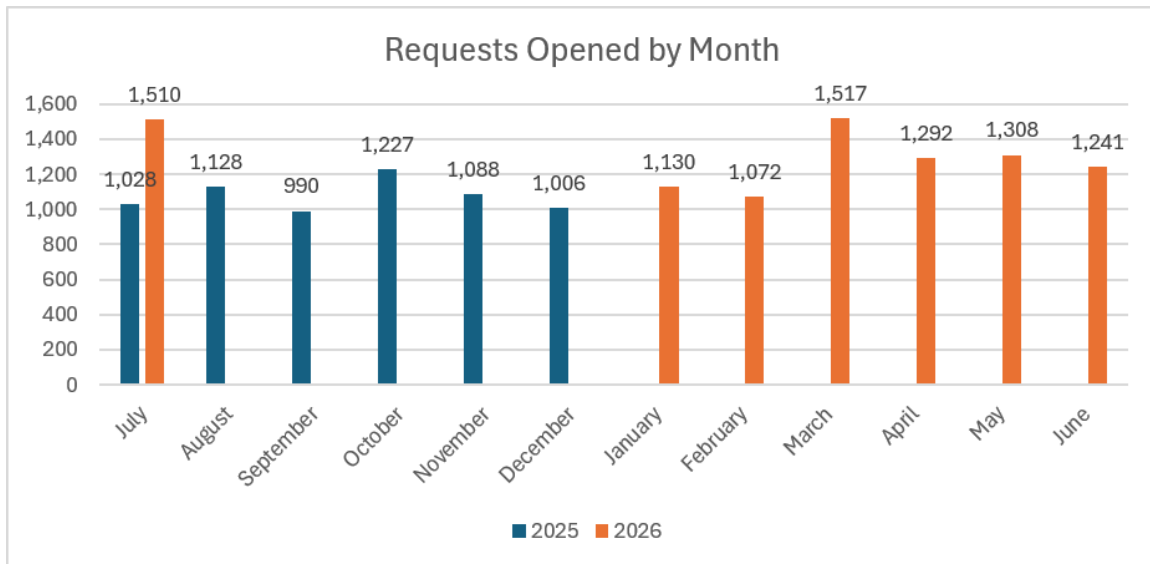
Since implementation, we have had 1,727 customers register accounts with the system and have over 20,000 requests. As we continue to develop the system, we can identify opportunities for improvement through use of system generated data. This allows us to prioritize outstanding issues and seek to improve the customer experience.

As we come to the close of the fiscal year, we are happy to provide an update on the status of volumes from the Ask Raleigh system and an update of additional enhancements we plan to add to the system.

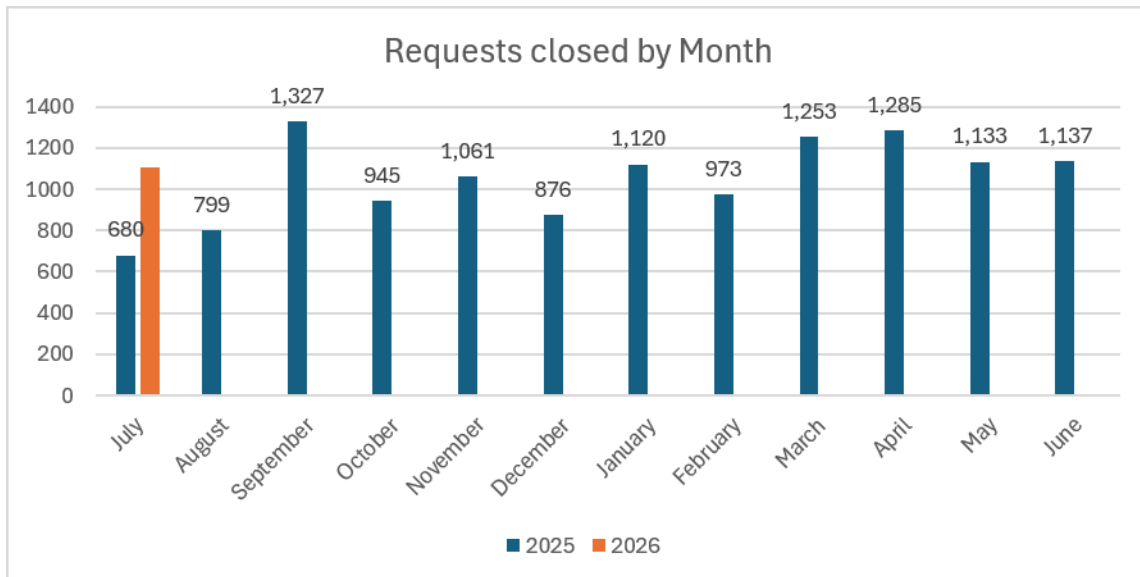
- Solid Waste Service Missed Collection requests will be available in Ask Raleigh in early September.
- Raleigh Water customer requests will be available in Ask Raleigh the early part of CY27.
- Continued improvements will be made to existing template requests that will include routing and service level modifications specifically for transportation and public nuisance requests.
- The main page of Ask Raleigh will receive a “facelift” to make the external facing portal more user friendly and appealing to the general population.

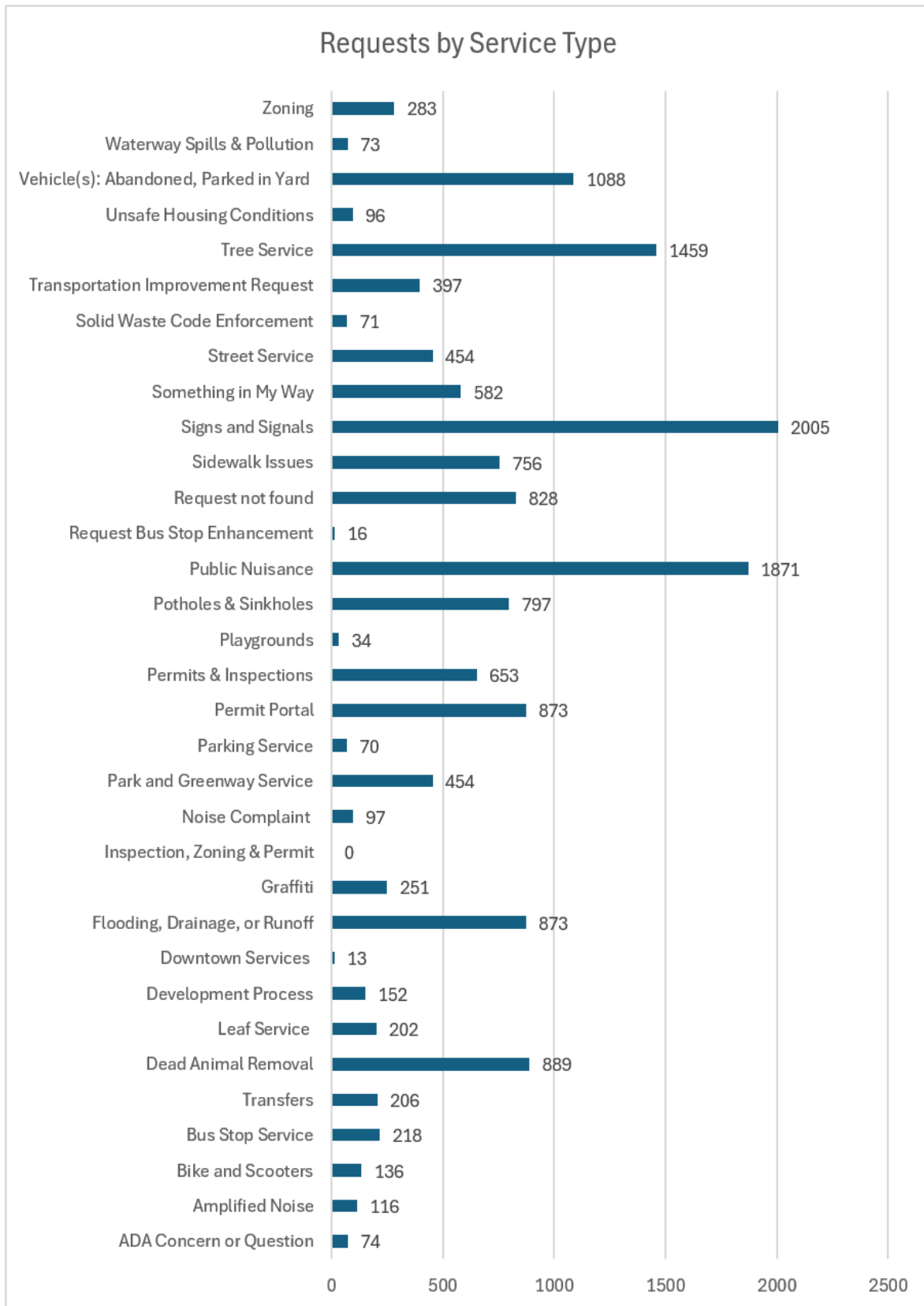
We also plan to focus heavily on broadly encouraging resident use of the system through social media, web updates and attending CAC and committee meetings. Ask Raleigh was recently featured on the City of Raleigh podcast, and we have received some positive and constructive feedback from the public because of this.

As a reminder, you can access a general overview of issues logged in Ask Raleigh by visiting the [Ask Raleigh Dashboard](#) which IT plans to make additional improvements to in the coming months. Below you will find some end of year data from the system to better highlight the volume of work requests generated by our customers.

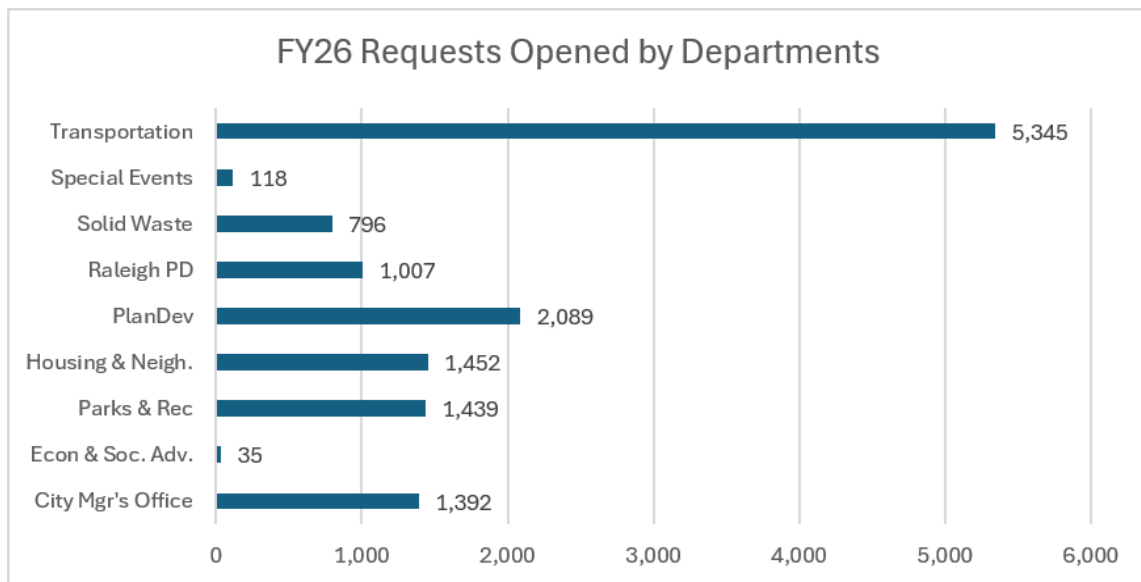


*March saw an increase in requests for leaf service as well as the introduction of parking service and “other” noise.





*Many of the sign requests are related advertising signs in the right of way.



Weekly Events Digest

Friday, August 21 – Thursday, August 27

City of Raleigh Special Events and Hospitality
specialevents@raleighnc.gov | 919-996-2200 | raleighnc.gov/special-events-office

Permitted Special Events

Lifted – Connected Discover Have Fun

Bledsoe Avenue

Saturday, August 22

Event Time: 10:00am – 1:00pm

Associated Road Closures: Bledsoe Avenue between Ellington and S. East streets and S. Bloodworth Street between Bledsoe Avenue and E. Lee Street will be closed from 8:00am until 2:00pm.

Packapalooza

Hillsborough Street

Saturday, August 22

Event Time: 2:00pm – 10:00pm

Associated Road Closures: Hillsborough Street between Pullen Road and Enterprise Street will be closed from 3:00am on 8-22-26 until 4:00am on 8-23-26. The following roads will be closed from 5:00am on 8-22-26 until 4:00am on 8-23-26:

- Hillsborough Street between Enterprise Street and Dan Allen Drive
- Brooks Avenue, Gardner Street, Pogue Street, and Horne Street between Hillsborough Street and Vanderbilt Avenue
- Chamberlain Street between Hillsborough Street and Logan Court
- Logan Court and Enterprise Street between Hillsborough and Hope streets
- Maiden Lane between Hillsborough Street and the dead-end

Kirby Derby

Dix Park, Harvey Hill

Saturday, August 22

Event Time: 3:30pm – 8:00pm

Associated Road Closures: The following roads will be closed from 6:00am until 10:00pm:

- Cranmer and Middleton drives between Palmer and Umstead drives
- Umstead Drive between S. Boylan Avenue and Lake Wheeler Road
- Black Drive between Middleton and Palmer drives

Finley Frenzy Youth Triathlon

Baileywick Road & Lead Mine Road

Sunday, August 23

Event Time: 7:30am – 10:30am

Associated Road Closures: The following roads will be closed from 6:50am until 10:00am; note that all cross-streets one block in each direction will be detoured:

- Baileywick Road between Baileywick Elementary School and Harvest Oaks Drive
- Harvest Oaks Drive between Baileywick and Lead Mine roads
- Lead Mine Road between Harvest Oaks Drive and the A.E. Finley YMCA entrance

Raleigh Food Truck Rodeo

Fayetteville Street

Sunday, August 23

Event Time: 12:00pm – 6:00pm

Associated Road Closures: Fayetteville Street between Hargett Street and the south end of City Plaza,

and Martin and Davie streets between S. Salisbury and S. Wilmington streets will be closed from 8:00am until 7:30pm.

Other Upcoming Events

[Square Dance Social](#)

Friday, August 21
Dix Park, Gipson Play Plaza

[Jordan Davis](#)

Friday, August 21
Red Hat Amphitheater

[Affordable Housing Forum](#)

Saturday, August 22
Raleigh Convention Center

[Grief Sucks: A One Man Show by KevOnStage](#)

Saturday, August 22
Fletcher Opera Theater

[Jack Johnson](#)

Saturday, August 22
Coastal Credit Union Music Park at Walnut Creek

[Summer Concert Series](#)

Sunday, August 23
Fred Fletcher Park

[Fourth Ward Gospel Extravaganza](#)

Sunday, August 23
Fletcher Opera Theater

[Billy Idol](#)

Sunday, August 23
Coastal Credit Union Music Park at Walnut Creek

[Welcome Home Celebration](#)

Monday, August 24
NCSU Centennial Campus, The Oval

[Lenovo Center Hiring Event](#)

Tuesday, August 25
Lenovo Center

[State of Downtown presented by PNC](#)

Wednesday, August 26
Martin Marietta Center for the Performing Arts

[Twinkle, Twinkle, Little Star](#) (Theatre for the Very Young)

Wednesday, August 26 – Sunday, September 13
Raleigh Little Theatre

Weekly Events Digest

Friday, August 21 – Thursday, August 27

City of Raleigh Special Events and Hospitality
specialevents@raleighnc.gov | 919-996-2200 | raleighnc.gov/special-events-office

Jazz in the Square

Thursday, August 27
Moore Square

Public Resources

Event Feedback Form: Tell us what you think about Raleigh events! We welcome feedback and encourage you to provide comments or concerns about any events regulated by the Office of Special Events. We will use this helpful information in future planning.

Road Closure & Road Race Map: A resource providing current information on street closures in Raleigh.

Online Events Calendar: View all currently scheduled events that impact city streets, public plazas, and Dix Park.

New Amplified Noise Ordinance Takes Effect January 2026

The City Council approved a [new amplified noise ordinance](#), which went into effect Jan. 1, 2026. Stadiums, arenas, and outdoor sports or entertainment venues, including amphitheaters, are exempt. Parades, outdoor events, races, festivals, and concerts that receive a permit from the Office of Special Events are also not subject to the ordinance.

Council Member Follow Up

Estimated Total Economic Impact Stanley Cup (2026)

The **estimated total economic impact** of the 2026 Stanley Cup Final and Playoff home games; the Championship Celebration Parade 2026; and the watch parties at Lenovo Center, Red Hat Amphitheater and Moore Square was **\$48,107,715**. The total local tax revenue from visitor spending was **\$1,178,788**. An estimated **189,850** attendees visited from outside of Wake County, with a total of **439,009** attendees. Note: These findings are based on admissions per day and different ticket types.

Note: These findings are based on admissions per day and different ticket types. Not all visitor spending might have been prompted by this event; in some cases, an event may be taken by visitors traveling for other purposes but attending while here. The spending of Wake County residents is excluded from the calculations, as the basis of tourism economic impact is to track new money into the local economy, not the circulation of local money.

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Origin Cities (Stanley Cup Home Games and Official Watch Parties)		
Wake County Residents	Day-Trip Visitors	Overnight Visitors
Raleigh, N.C.	Durham, N.C.	Boca Raton, F.L.
Cary, N.C.	Clayton, N.C.	Charlotte, N.C.
Fuquay-Varina, N.C.	Greensboro, N.C.	Wilmington, N.C.
Apex, N.C.	Chapel Hill, N.C.	New York, N.Y.
Wake Forest, N.C.	Carrboro, N.C.	Winston-Salem, N.C.

Sources: Destinations International Event Impact Calculator (2026), Lenovo Center (2026), Red Hat Amphitheater (2026), CoStar Group (2026), Arrivalist (2026)



GREATER RALEIGH CONVENTION AND VISITORS BUREAU

Estimated Direct Impacts

Stanley Cup (2026)

Total Attendance	439,009
Wake County Residents	249,159
Day-Trip Visitors	128,276
Overnight Visitors	61,574
Total Visitors	189,850
Lodging Spending/Direct Business Sales	\$4,321,822
Transportation Spending/Direct Business Sales	\$4,442,527
Food & Beverage Spending/Direct Business Sales	\$5,909,184
Retail Spending/Direct Business Sales	\$5,633,414
Recreation Spending/Direct Business Sales	\$4,702,993
Business Services (Organizer + Media/Sponsors)	\$1,373,127
Direct Economic Impact (Attendees + Organizer + Media/Sponsors)	\$26,383,067
Indirect/Induced Impact	\$21,724,648
Total Economic Impact (Direct + Induced + Indirect)	\$48,107,715
Local Direct Sales Tax Revenue Generated	\$731,022
Local Direct Occupancy Tax Revenue Generated	\$258,297
Local Direct Food and Beverage Tax Revenue Generated	\$55,207
Other Direct Local Tax Revenue Generated	\$134,262
Total Local Tax Revenues Generated	\$1,178,788
Direct Jobs Supported (on average per event)	1,201
Estimated Room-Night Demand	30,539

Notes: Not all visitor spending might have been prompted by this event; in some cases, an event may be taken in by visitors traveling for other purposes but attending while here.

Direct economic impact (comprised of direct spending/business sales with visitors, organizer and media/sponsors) is not the same as total economic impact (direct + indirect + induced effects); direct spending indirectly influences additional spending by local businesses (through affiliated supply chain) and induces additional spending by employees of local businesses (through generated income). Some of this total economic impact also leaks outside of the local economy, due to the purchase of goods, services and raw materials outside of the county by locals/event organizer. These aspects are not factored into the estimates above.

The spending of Wake County residents is excluded from the calculations, as the basis of tourism economic impact is to track new money into the local economy, not the circulation of local money.

Sources: Destinations International Event Impact Calculator (2026), Lenovo Center (2026), Red Hat Amphitheater (2026), CoStar Group (2026), Arrivalist (2026)



GREATER RALEIGH CONVENTION AND VISITORS BUREAU