



DCU CENTER DRIVES OVER \$200 MILLION ECONOMIC BOOST TO THE CITY OF WORCESTER IN UNDER A DECADE



(DCU Center brought over \$200 million in economic impact in the past decade. Photo: Josh Wingell.)*

(WORCESTER, MA – April 2, 2025) - [ASM Global](#), the world's No. 1 development and full-service venue company and manager of the [DCU Center Arena and Convention Center](#) and [Digital Federal Credit Union \(DCU\)](#), a \$12 billion nationwide financial cooperative, announced the results of a joint 2024 economic impact study.

According to the study, the DCU Center has generated over \$200 million in direct spending within the local Worcester community over the past decade. This significant economic impact underscores the DCU Center's role as a vital hub for entertainment, sports, and public events in Central Massachusetts.

DCU, the naming rights partner for the complex since 2004, requested and funded the economic impact study of the facility through their recent naming rights renewal.

“The DCU Center represents our mission of making a meaningful impact for our members and their local communities,” said Shruti Miyashiro, President and CEO of Digital Federal Credit Union. “Not only are we focused on providing our members with an exceptional financial experience, but we’re also committed to improving the quality of life and economic vitality of the communities we serve.”

“The findings of the study continue to illustrate what we all know — that the DCU Center is a major catalyst of economic vitality for downtown Worcester. The value proposition envisioned for the arena and the convention center continues to hold true,” said Worcester’s City Manager Eric Batista. “We are excited to see its continued success into the future.”

The study was conducted by CSL International, an industry leader in the provision of economic, market and financial assessment and planning services. The results showed that the direct economic impact of the DCU Center Arena and Convention Center over the last nine fiscal years of the venue’s operation, excluding the two pandemic years of 2020 and 2021, totaled \$204 million in direct spending credited to the operation of the facility, averaging \$27.6 million annually. The flow of direct spending was adjusted to reflect only the spending that is considered net new to the local economy, excluding spending that would likely take place even without the existence of the DCU Center.

The report also revealed that the DCU Center generated the following during its analysis period (2016-2024):

- Nearly \$341.4 million in total spending (economic output) within the Worcester economy or an average of \$46 million per year.
- More than \$25 million* in taxes generated by the DCU Center and its visitors, representing an average of \$3.5 million annually.
- An average of \$15.4 million* in annual earnings/wages, supporting a range of 521-769 full-time equivalent jobs annually.

The study also showed that in 2024:

- There were 691,800 visits to the DCU Center, averaging 1,895 per day.
- The visitor median income was \$86,000, 27% above Worcester’s median household income.
- 145,100 (21%) of the visitors came from over 50 miles from Worcester.
- The total number of events hosted at the DCU Center has rebounded to 90% of pre-pandemic levels, with attendance exceeding the pre-pandemic numbers by 20%.

Other observations of note include:

- Hotel spending per year averaged \$7.3 million* during the period surveyed, with an average number of room nights per year at 32,700.
- Dining spending per year averaged \$8.6 million* during the period surveyed, with organizers praising the area’s restaurants and the range of price points offered at nearby establishments. Planners interviewed reported that they would like to see even more restaurants in the local area.
- Organizers interviewed for the study noted the city improvements thanks to the continued investment in downtown.
- Hotels were praised individually, although their small size has caused difficulties in assembling sufficiently sized room blocks.
- The study also expressed concerns for the market if any hotels closed in the upcoming years, as has been reported in the marketplace.

“Understanding the impact of one of the city’s largest venues for hosting events helps identify some of the key drivers for downtown and tourism here in Worcester,” said Discover Central MA President Monique Messier-Joseph. “We will use the information gleaned from this study to work with ASM Global on marketing strategies that will help Worcester grow our visitation of 700,000 in 2024 to over 900,000 by 2030.”

“We are so grateful to continue to work with the nation’s top promoters and event producers to bring high-caliber concerts, sporting events and more to Worcester. The success of the building is due to the support of DCU, our naming rights partner of over two decades, our local and regional fan base along with our committed event planners who return year after year — all of whom drive additional revenue to the region,” said Sandy Dunn, ASM Global general manager of the DCU Center. “The strength of the numbers shown in this study provides a great outlook for the future and we feel extremely confident in the continued success for the DCU Center and the impact we have on the community.”

To view the full study, go to: dcucenter.com.

**Numbers exclude the pandemic years FY 2020 and 2021*

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About ASM Global

Award-winning ASM Global is the world’s No. 1 development and full-service venue company focused on client-first approaches for driving significant financial success. The company’s elite network spans five continents featuring a portfolio of more than 400 of the world’s most prestigious arenas, stadiums, convention/exhibition centers and performing arts venues.

ASM Global translates its unique visionary ownership experience into innovative project development, planning and execution; content programming; curated guest-immersive experiences; locally tailored solutions; and optimized revenue streams for our client’s properties and surrounding communities. Focused on value creation and economic growth, ASM Global realizes venue business potential to elevate the profitability and profile of our clients and partners. We cultivate strong, inclusive relationships with the communities we work and live in while championing the welfare and development of our employees and small-business partners, resulting in a more cohesive, resilient and vibrant community.

ASM Global's expertise and commitment extends across existing venue management, new venue development, and transformative renovation projects across the most exciting properties in the industry, including Kai Tak Sports Park (Hong Kong), Caesars Superdome (New Orleans, Louisiana), The Moscone Center (San Francisco, California), AO Arena (Manchester, U.K.), The Greek Theatre (Los Angeles, California), Desert Diamond Arena (Glendale, Arizona) and Fishers Event Center (Fishers, Indiana).

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About Digital Federal Credit Union

DCU is a \$12 billion financial cooperative headquartered in Marlborough, Massachusetts. Established in 1979 as the credit union for the employees of Digital Equipment Corporation (DEC) and their families, today, DCU serves over 1.1 million members across all 50 states and Puerto Rico. DCU has a proud legacy of serving many members who are newer to banking, including young adults, historically underserved, or new arrivals to the U.S. banking system. DCU's member-centric mission and commitment to digital innovation informs how products, solutions and services are created to provide a remarkable experience to support members' financial goals. With 23 branch locations and 35 ATMs across Massachusetts and New Hampshire, members have additional access to DCU's award-winning digital banking platform and mobile app, as well as more than 5,600 branches in a shared CO-OP network, plus over 30,000 surcharge-free ATMs nationwide. Federally insured by NCUA. Equal Housing Lender.

For additional information, visit dcu.org.

About the DCU Center

For over 40 years, ASM Global has managed the DCU Center in Worcester, Massachusetts, which has been recognized as the gathering place where people go to experience the finest in entertainment, sporting events and public functions. As a multipurpose facility and proven leader in the entertainment and convention industry, the DCU Center is uniquely designed to accommodate the needs of any size group from 15 to 15,000.

For additional information, visit dcucenter.com.

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