



SPORTS



MARYLANDSPORTS.US

Background Information

Sports tourism is a vibrant industry in the U.S. that has experienced growth in recent years. Travel associated with youth, amateur, and collegiate level sporting events brings visitors to the host city who often stay for several days and infuse the area economy with spending on lodging, food/beverage, transportation, retail, and entertainment establishments.

According to a recent study commissioned by the National Association of Sports Commissions (NASC), sports travel drew 27.5 million visitors throughout the U.S. that generated \$8.3 billion in visitor spending in 2012. This spending amount represented approximately 1% of the \$597 billion national leisure travel industry, according to the U.S. Travel Association, and has been increasing during challenging economic conditions.

As communities continue to realize the economic value of sports tourism to area economies, competition has increased in terms of the number and quality of facilities offered as well as the entities responsible for creating and attracting events.

In an effort to better position the State of Maryland to capitalize on this thriving industry, Governor Martin O'Malley created the Maryland Office of Sports Marketing in 2008. It is a strategic partnership between the Maryland Stadium Authority (MSA) and the Department of Business and Economic Development (DBED). From 2008 through 2012 the Maryland Office of Sports Marketing resided in the DBED Division of Tourism, Film and Arts (TFA). DBED/TFA provided the Maryland Office of Sports Marketing with access to State tourism stakeholders, an annual stipend for support personnel and web hosting. However, the primary funding source for the office was provided by the MSA.



Since its inception, the Maryland Office of Sports Marketing has been involved in attracting numerous major sporting events to Maryland including Army/Navy football games, international soccer matches, collegiate neutral site football games, USA track and field championships, USA BMX, Dew Tour, ICF Canoe Slalom World Championships, USA and USSSA Softball, NCAA men's lacrosse national championship among others. The office played a significant role in helping Elite Tournament's expand their Memorial Day tournament to over 700 teams in recent years.

In January 2013, the Maryland Office of Sports Marketing transitioned to being fully funded and housed by the MSA. In Fiscal Year (FY) 2014, DBED/TFA managed and administered a \$100,000 pilot grant program with Wicomico County Tourism, Recreation and Parks to attract, retain and expand amateur youth sports tournaments in the lower Eastern Shore region. While awaiting the results of this pilot program, DBED/TFA committed another \$100,000 for a FY 2015 statewide grant program which will be developed in conjunction with Maryland Sports and with input from jurisdictional tourism organizations and the sports tourism industry.

The Office of Sports Marketing since the transition in FY 2014 has evolved to become Maryland Sports, a division of MSA. Maryland Sports' new brand and identity offers an opportunity to enhance recognition and increase overall awareness of Maryland Sports locally, regionally, nationally and internationally. The new name and branding will enhance the continuing justification that Maryland Sports is the Sports Commission for the State of Maryland.

Mission Statement of Maryland Sports

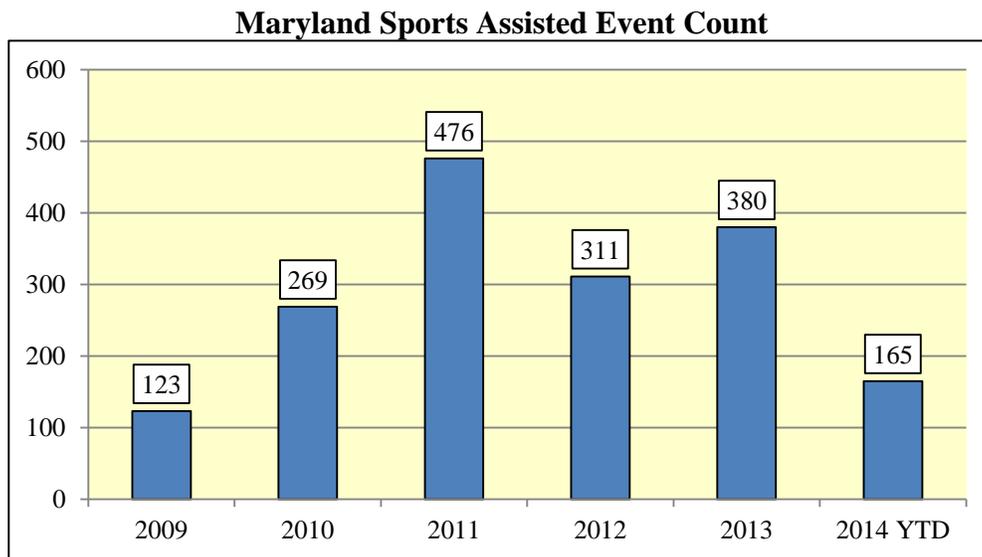
To enhance Maryland's economy, image and quality of life through the attraction, promotion, retention and development of regional, national and international sporting events

Maryland Sports' core services include the following:

- *Event Services* - Assisting partners with a full range of services from development of initial bids to on-site logistics and helping with volunteer coordination, sponsorship and event promotion.
- *Sport Development* - Helping to develop recreation and competitive amateur sports programs in Maryland by leveraging and coordinating resources among partner organizations throughout the State.

- *Marketing* - Unifying the State’s sports community and strengthening Maryland's presence in the global marketplace by:
 - Developing and maintaining an information database of existing venues, sports organizations and events to facilitate marketing activities and resource development.
 - Partnering with tourism industry leaders and sports entities to target and develop bids, coordinate volunteer efforts, and develop sponsorship and promotional opportunities for new and existing sporting events.
 - Creating and leveraging marketing activities including web-based initiatives and collateral materials to build a strong presence in the worldwide sports community.
 - Targeting key National Governing Bodies (NGB) and International Federations (IF) in the sports industry; encouraging the establishment of headquarters or satellite offices, and bringing sports events and other related opportunities to Maryland.

The following graphic summarizes the number of sporting events Maryland Sports has provided some level of leadership/assistance with over the past five years in terms of programming, event planning, operational assistance, and/or marketing services.



Note: 2014 preliminary figure as of June.

The Maryland Sports’ FY 2015 annual budget of \$250,000 is entirely funded by the MSA. Maryland Sports also receives approximately \$70,000 to \$80,000 annually through its TEAM Maryland initiative which is a cash-in/cash-out strategic partnership program that is used directly for events. Maryland Sports is staffed by an Executive Director and, at the time of this report, a project manager, a PIO, and several interns.

Limited Comparison of Maryland Sports to Other Peer Sports Marketing Entities

As communities continue to recognize the value of sporting events as a tourism generator, many jurisdictions have created organizations to foster this unique industry. Often called sports commissions, these organizations are tasked with event development, marketing, and partnership development to draw sports competitions to their region for the primary purpose of generating visitor spending. Sports commissions usually work with teams, governing bodies, local organizing committees, event producers, venues, and vendors in order to assist with an event or produce events themselves.

According to a recent NASC survey, *Sports Tourism: A State of the Industry Report*, conducted by George Washington University, sports tourism organizations use a variety of methods to prospect for event activity. The most common responses include attending conferences and networking with individuals to develop relationships. The same NASC survey reported that public funding for sports tourism increased from a prior survey. More than three-quarters of sports tourism organization budgets originate from public funding sources.

In order to attract many sporting events, communities are asked to pay bid fees for events. According to the NASC survey, the number of organizations reporting that they pay bid fees increased significantly from 66% to 83% between 2011 and 2012. Approximately one-third (32%) reported that bid fees increased which suggests a competitive market place.

Finally, the survey reported that two-thirds of respondents have expanded, grown or modified their sports facilities in the last year which represents a 26% increase from the prior year. These statistics suggest more destinations understand the value of sporting events from an economic perspective, investing more in infrastructure and bid fees.

For comparative purposes, the following table illustrates the organization type of other State-level sports promotion entities. As shown, profiled peers operate in 13 states. Profiled entities are most commonly non-profit organizations. Organizations in Kentucky, Virginia and Wisconsin fall under their respective state's department dedicated to tourism. Arizona and Minnesota organizations are quasi-public entities. The Arizona organization also develops, manages, and operates sports facilities in addition to sports promotion.

Entity	Organization Type		
	Government	Quasi-Public	Non-Profit
Arizona Sports & Tourism Authority		X	
Delaware Sports Commission	X		
Florida Sports Foundation			X
Indiana Sports Corporation			X
Kentucky Sports Authority	X		
Maryland Sports	X		
Massachusetts Sports Marketing Office	X		
Minnesota Amateur Sports Commission		X	
New York State Sports & Events Commission			X
Oregon Sports Authority			X
Rhode Island Sports Commission			X
Sports Virginia	X		
Sports Wisconsin	X		
Utah Sports Commission			X

Note: Sorted alphabetically.

Sources: Individual entities; NASC.

Many of the state-level organizations, including Maryland Sports, are at least partially funded through some level of State appropriations. All of the non-profit organizations receive private funding primarily through membership fees. Long-term plans for Maryland Sports include the creation/development of a non-profit arm that will allow it greater opportunity to solicit private sector funding and leverage those partnerships to attract large sporting events to the State.

Study Objectives

In an effort to most effectively plan for Maryland Sports' future, Crossroads Consulting Services LLC (Crossroads) was retained by the MSA, DBED, and Maryland Sports to assist in collecting and analyzing data from sports event organizers/producers. In addition, Crossroads was asked to use these statistics to develop an on-going methodology and calculation tool that estimates the direct economic impacts generated by competitive amateur sports activity to local and State economies. Amateur sports refer to non-professional level play and can include children and adults as well as collegiate level participants. For purposes of this study, local recreational sports and regular Maryland State collegiate activity are not included due to the focus of this effort to understand the impacts of competitive amateur sporting events.

Survey Process

Estimating the economic impact of competitive amateur sports events is largely based on the inputs used, primarily those related to the number of participants/spectators and their spending in the host city. In addition, event promoters spend money in the host city/state on various business services in preparation for the event. Utilizing destination and event-specific statistics provides more credibility than inputs based on larger-scale samples.

Maryland Sports and Crossroads jointly developed the survey that was distributed through a web-based tool to collect responses. Maryland Sports identified the survey candidates and sent an email to these event organizers/producers that outlined the purpose and importance of the survey, emphasized that survey responses would be kept confidential, and encouraged their cooperation. Surveys had questions about each event specific characteristics, attendee travel and spending characteristics, and organization spending. Several questions allowed respondents to choose multiple answers. For instance, they may host youth and amateur event activity. In these cases, response percentages will not add to 100%.

Survey Respondents

As summarized in the following table, event organizers/producers from 86 organizations participated in the survey effort at some level - not all respondents answered all of the questions. Some organizations represent multiple sporting events that were hosted in the State. Most (88%) of the organizations responding are based in Maryland with the remaining organizations based throughout the U.S. Organizations that hosted multiple events were asked to provide separate responses for each one. In aggregate, the survey sample represents 124 events held in Maryland. Given the range of events in any given year involving various age groups, sports, and event scope, the sample of responses is not necessarily representative of the typical annual activity occurring in Maryland in any given year. That said, these events account for approximately 40% of the average annual sporting events that Maryland Sports has historically provided some level of assistance with either through programming, event planning, operational assistance, and/or marketing services. As such, the survey results are a significant step to understanding the value of competitive sporting events on the local/State economies.

**86 organizations provided responses associated
with 124 events held in Maryland.**

**These events represent 40% of the average annual sporting events
Maryland Sports has historically assisted.**

Maryland Sports - Survey Respondents	
Academies of Fencing in Baltimore Inc	Masters Motocross Series
ACPR Gymnastics	Merritt Athletic Clubs
All American Bicycle Club	Mid Atlantic Wrestling Association
Aloha Tournaments	Mount St. Mary's University
American Historic Racing Motorcycle Association	National Collegiate Athletic Association
Artemis Racing	National Field Hockey Coaches Association
Baltimore Beach	Naval Academy Athletic Association
Baltimore County Tourism and Promotion	Notre Dame of Maryland University
Baltimore Ravens	Ocean City Convention Center
Calvert County Department of Economic Development	Ocean City Department of Tourism
Cecil County Tourism	Ocean City Recreation & Parks
Central Maryland Soccer Association	Olney Fastpitch
Charles County Department of Community Services	Potomac Curling Club
Charles County Government, Office of Tourism	Potomac Valley District of the Amateur Athletic Union
Chesapeake Baseball Association	Potomac Velo Club
City Frostburg	Queen Anne's County Department of Community Services
City of Bowie	Red Raider Softball, Inc.
College of Southern Maryland	Reed Street Productions
Columbia Association	Retriever Aquatic Club
CSTT Sports Management	Ripken Baseball Inc.
Delmarva Shorebirds	Squadra Coppi
Elite Tournaments	St. Mary's College of Maryland Athletics
Fairland Girls Gymnastics	St. Mary's County Recreation & Parks
Fairland Girls gymnastics Booster Club	The Point at Pintail
Fencing	TOP of the BAY Lacrosse
Frederick County Division of Parks and Recreation	Turf Valley
Frostburg State University	United States Specialty Sports Association
Hagerstown-Washington County CVB	University of Maryland Baltimore County Athletics
Halfway Little League	University of Maryland Fencing Club
Harford College	US Lacrosse
Harford County Travel Baseball	US Sports Congress
Hogan's Lacrosse	USATF Masters
Howard Community College	Washington County Girls Softball League
Howard County Recreation & Parks	Washington County Parks and Facilities Department
Johns Hopkins University	Washington County Public Schools
Kelley Acres Speed Shop	Washington Figure Skating Club
Kent County Parks and Recreation	WBC inc (formerly Washington Bible College)
Lady Clippers of Southern Maryland	Wicomico County Recreation, Parks & Tourism
Liquid Adventures Kayak School	Wicomico Motorsports Park
Maryland Division, US Fencing Association	Williamsport/Pinesburg Softball Association
Maryland Gymnastics, Inc	Win-The-Fight Events
Maryland International Raceway	Woodrow Wilson Bridge Half Marathon
Maryland Soccer Foundation	Worcester County

Event Characteristics

Given the variance in event types, the survey sample was not meant to be statistically representative. Instead, it sought to encompass a variety of events in terms of sport, event type, level of play, age group, gender, scope of event, geographic location, gender, frequency, event length and number of participants. These and other characteristics of the survey sample respondents are summarized on the pages that follow.

The survey sample included a broad range of sports. The highest number of responses was from event organizers/producers representing soccer, lacrosse, softball, and basketball. Other sports include field hockey, running events, motocross racing, motorcycle racing, fencing, figure skating, and curling.

Most Common Survey Responses

Soccer, lacrosse, softball, basketball

Tournaments

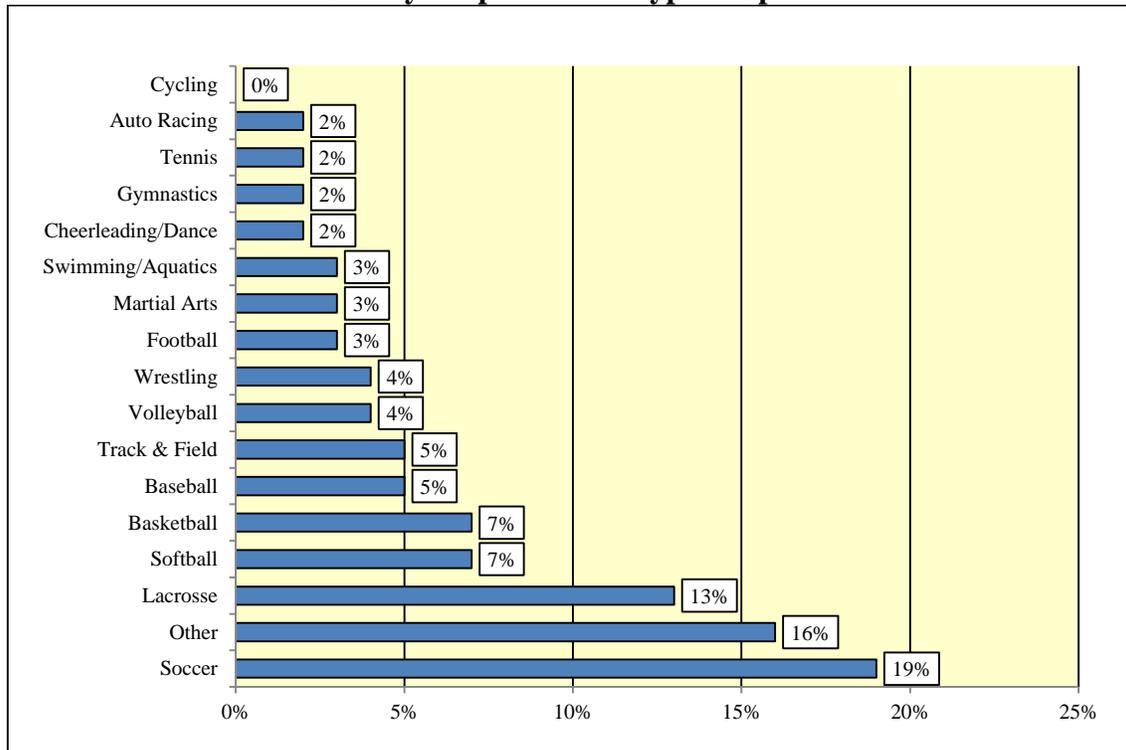
Youth participants

Male and female participants

Regional events that draw attendees from multiple states

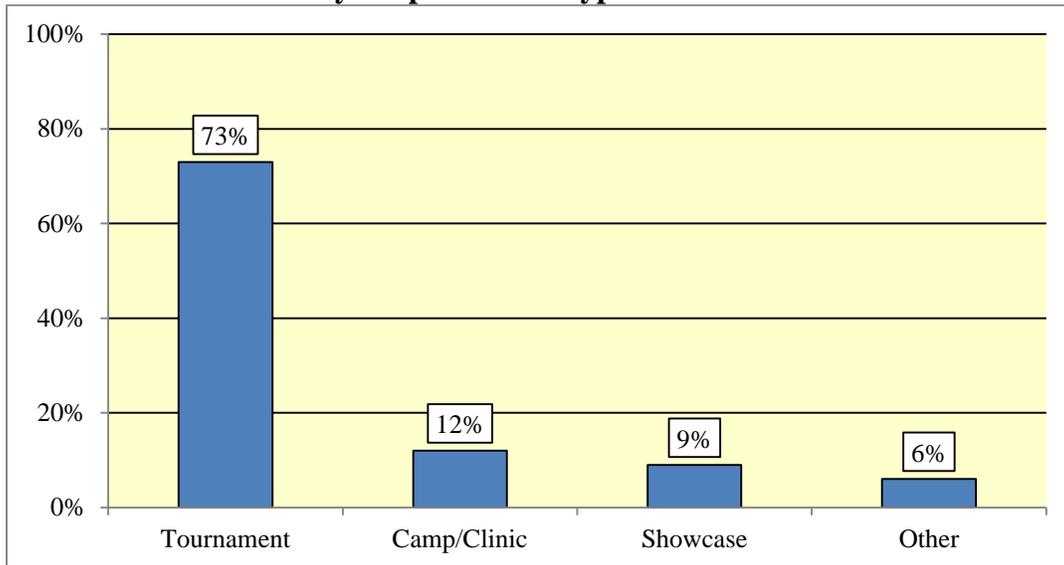
Are held throughout Maryland

Survey Respondents - Type of Sport



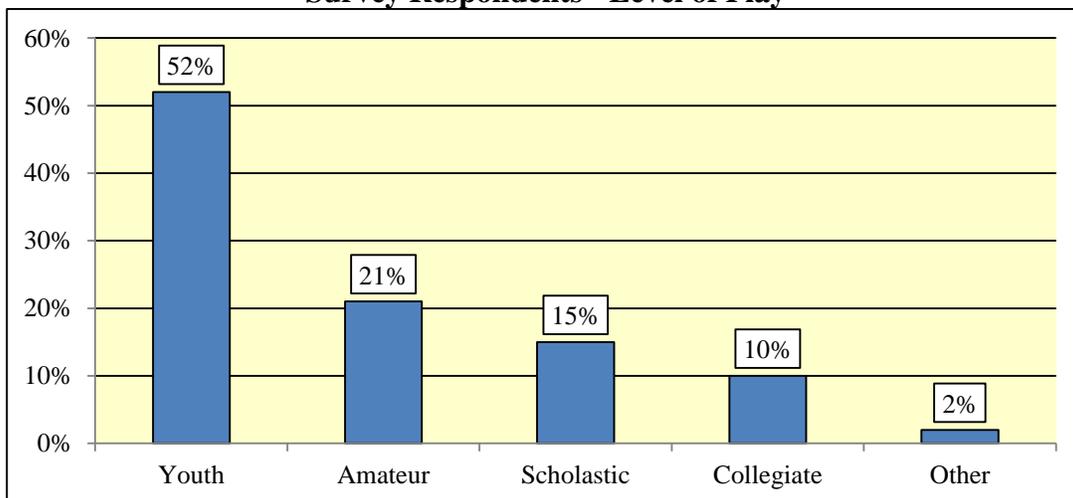
The majority of events (73%) represented by the sample were tournaments followed by camps/clinics, showcase events, and other events such as races, track and field events, and running sports. Showcase events include those where high level players compete in front of spectators such as high school players competing with college recruiters in the audience.

Survey Respondents - Type of Event Held



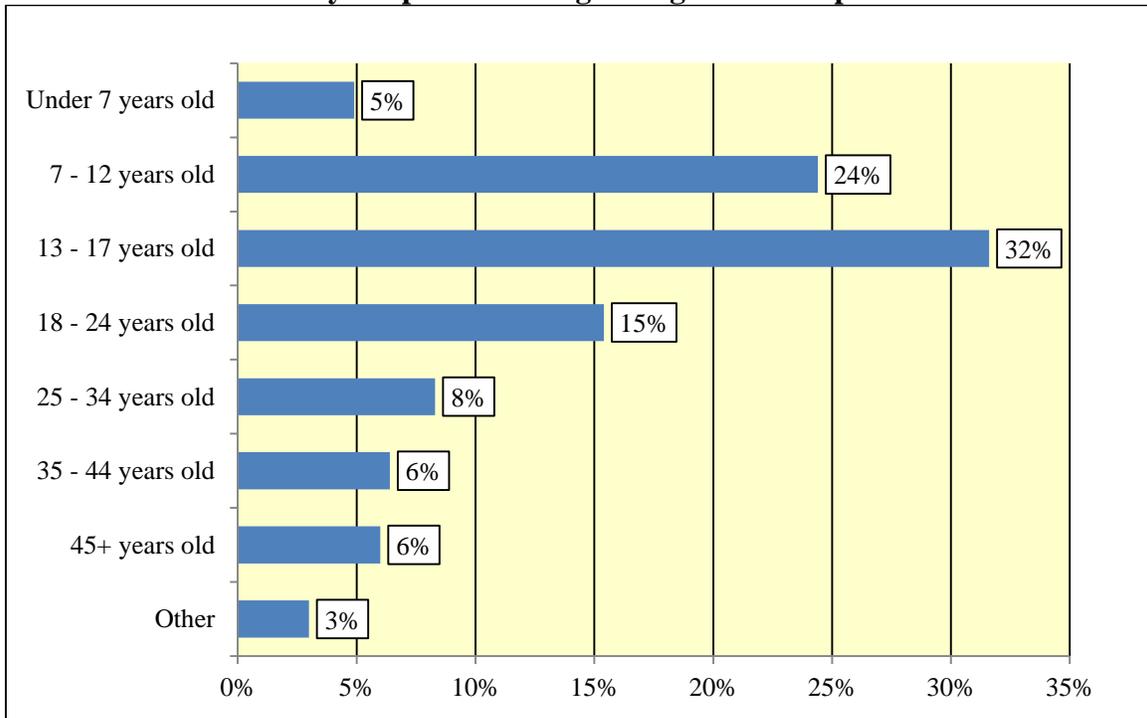
More than half (52%) of events were youth sports and an additional 21% were amateur sporting events.

Survey Respondents - Level of Play



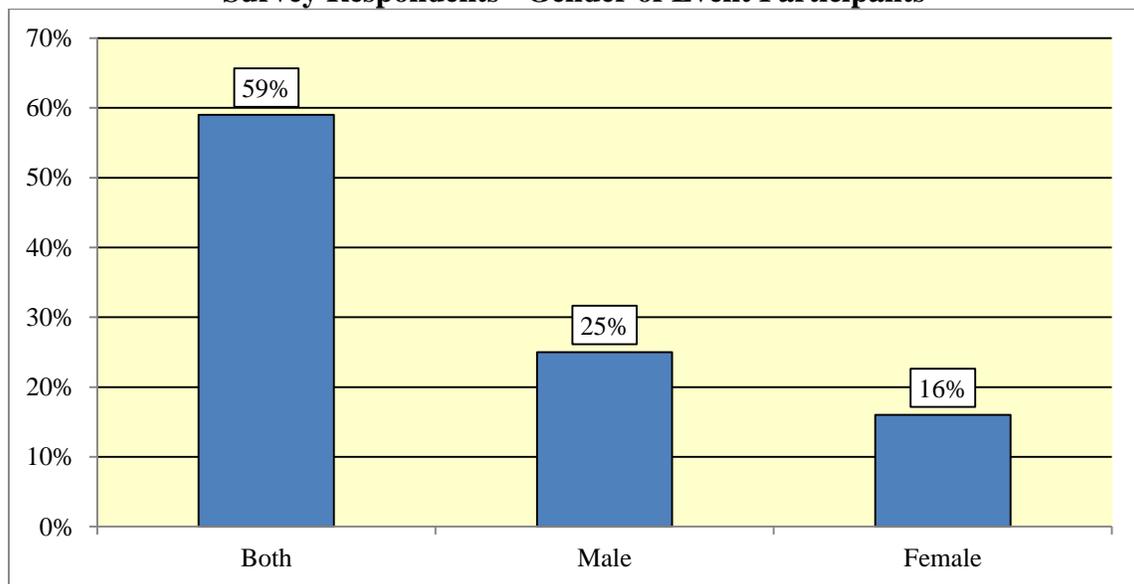
More than one-half (56%) of the survey sample were events hosted for youth ranging in age from 7 years old to 17 years old.

Survey Respondents - Age Range of Participants



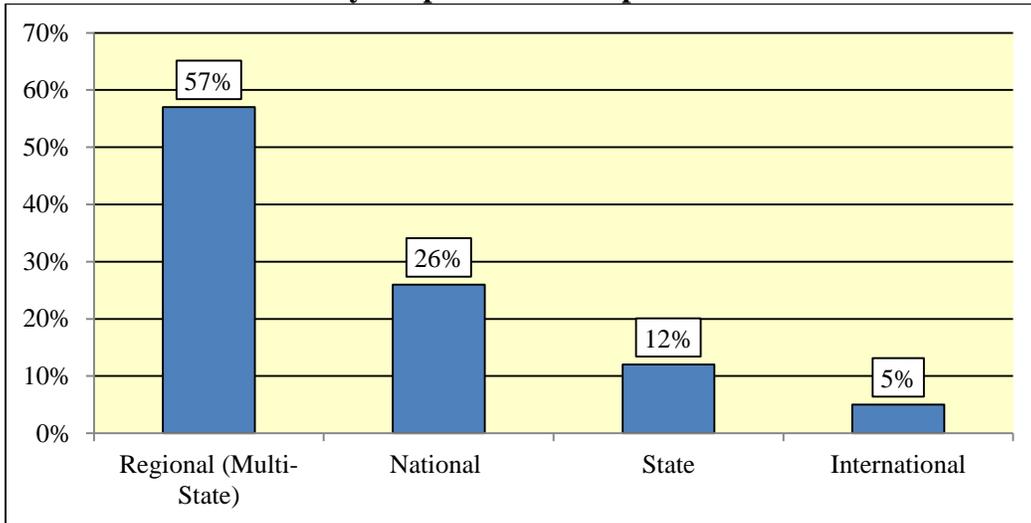
Nearly 60% of events were held for both male and female participants.

Survey Respondents - Gender of Event Participants



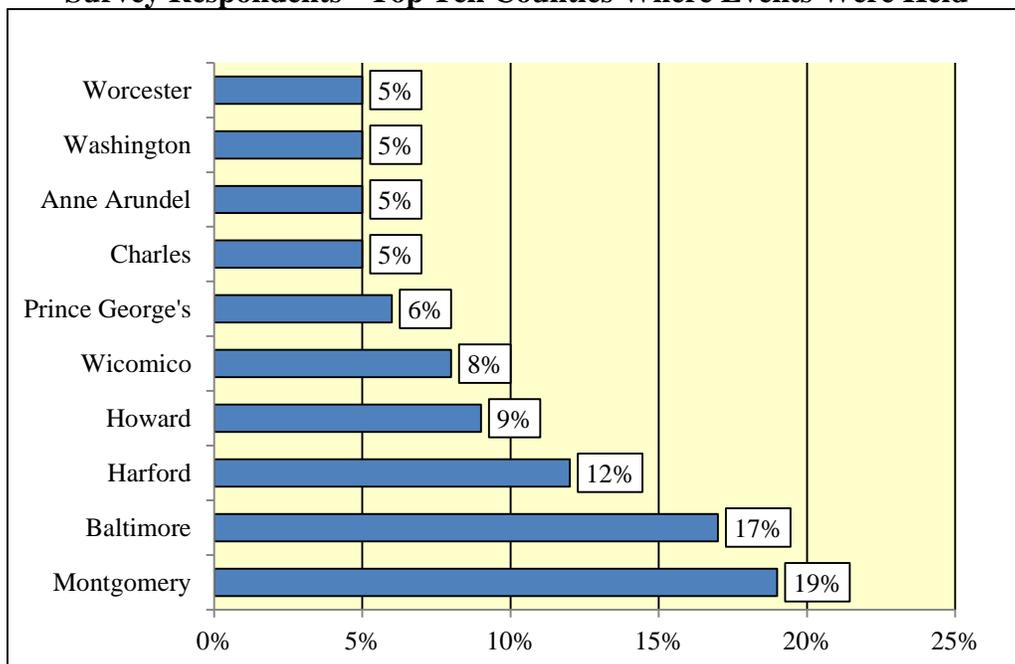
Sporting events drew attendees from different geographic areas depending on the scope of the event. Most events (57%) were regional in scope that drew attendees from multiple states and 26% were national in scope.

Survey Respondents - Scope of Event



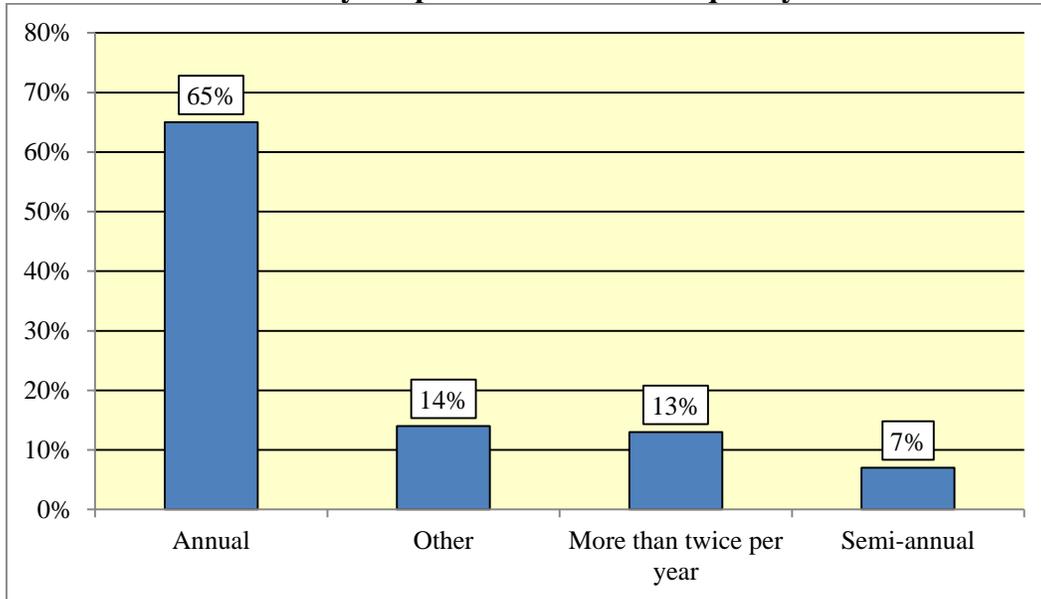
Events represented in the survey sample were held in a total of 16 counties throughout Maryland. Some events utilized multiple counties. Montgomery County and Baltimore County, respectively, were the most common counties for event activity which is primarily attributable to the competitive facilities offered in these destinations.

Survey Respondents - Top Ten Counties Where Events Were Held



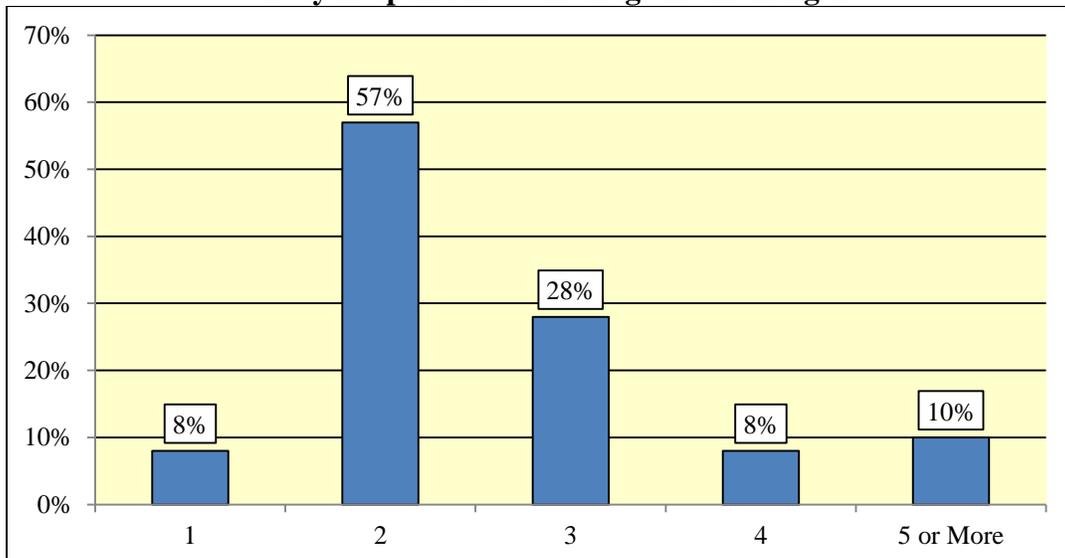
Nearly two-thirds (65%) of events represented by respondents occur annually.

Survey Respondents - Event Frequency



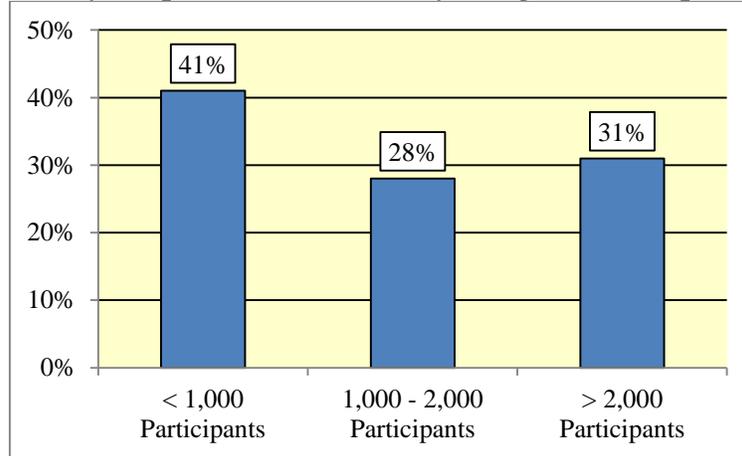
More than one-half (57%) of the events in the survey sample were two event days. For events that occur between one and four event days, the average was 2.4 event days. Nine other respondents host events that occur over 5+ event days, with an average of 12. Some of these longer events occur over multiple weekends. In addition, 77% of respondents require at least one move-in/move-out day which yielded an average of 1.5 days.

Survey Respondents – Average Event Length



As shown in the following graph, 41% of the survey sample represented groups with less than 1,000 participants and 31% represented events with more than 2,000 participants.

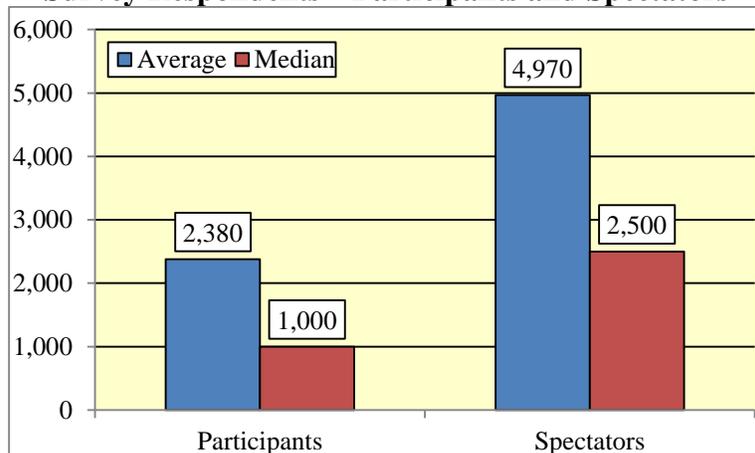
Survey Respondents – Events by Range of Participants



Survey respondents represent event types with varying event characteristics. For instance, a triathlon has participants but no teams whereas a large soccer tournament can draw 500 teams. As such, some questions solicited a wide-range of responses. For some questions, one unique large-scale event response skewed results representative of the broader sample. In these cases, the data was adjusted for the outliers in order to present the average and median for more typical responses. For instance, one NCAA tournament reported 105,000 spectators, which was significantly higher than the median for all other responses (2,500).

As shown in the following graph, respondents represent events that average 2,380 participants and 4,970 spectators. According to responses, events drew an average of 2.9 spectators for each participant. It should be noted that not all respondents provided answers to each question and, as such, the average number of spectators divided by average participants will not equal the average of responses for the ratio.

Survey Respondents – Participants and Spectators



Attendee Travel Characteristics

This section summarizes highlights of the sporting event attendee travel characteristics including origin, attendees staying overnight in a hotel/motel, average length of stay, average travel party size, and average people per hotel/motel room.

Attendee Travel Attributes

**46% originate from
outside Maryland**

**2.4 people per
household travel party**

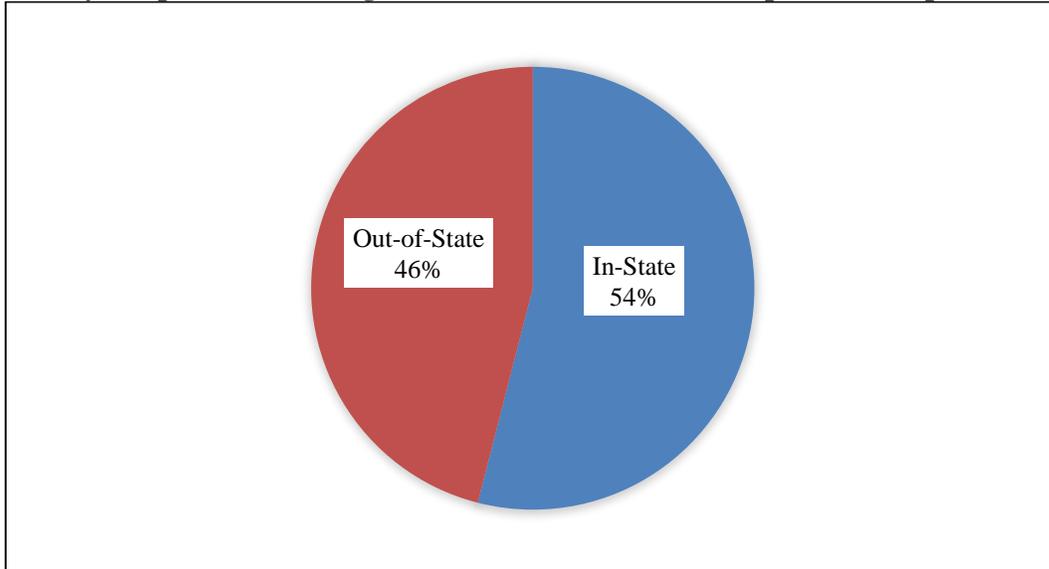
**47% stay overnight in a
hotel/motel**

Spend 2.1 nights in the host city

2.5 people per hotel/motel room

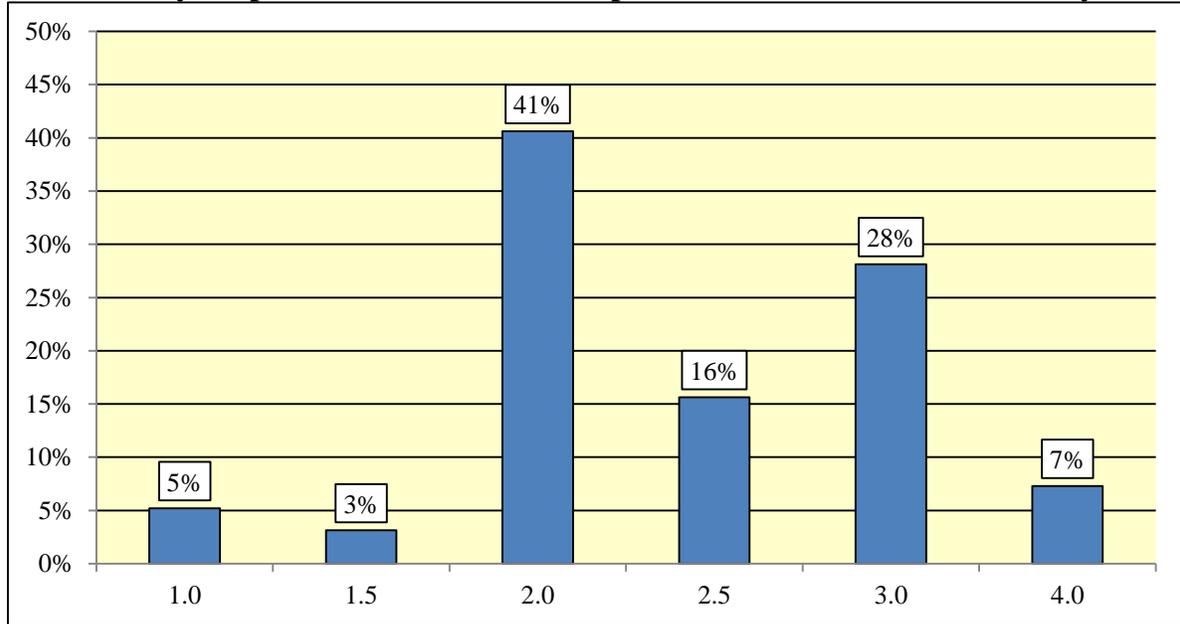
On average, sporting events represented by the survey sample attracted 46% of their total attendees from outside the State of Maryland compared to 54% who were estimated to originate from in-State. Irrespective of their origin, more than 88% of survey respondents indicated that they use their personal car to travel to and from the event.

Survey Respondents – Origin of Attendees (Both Participants and Spectators)



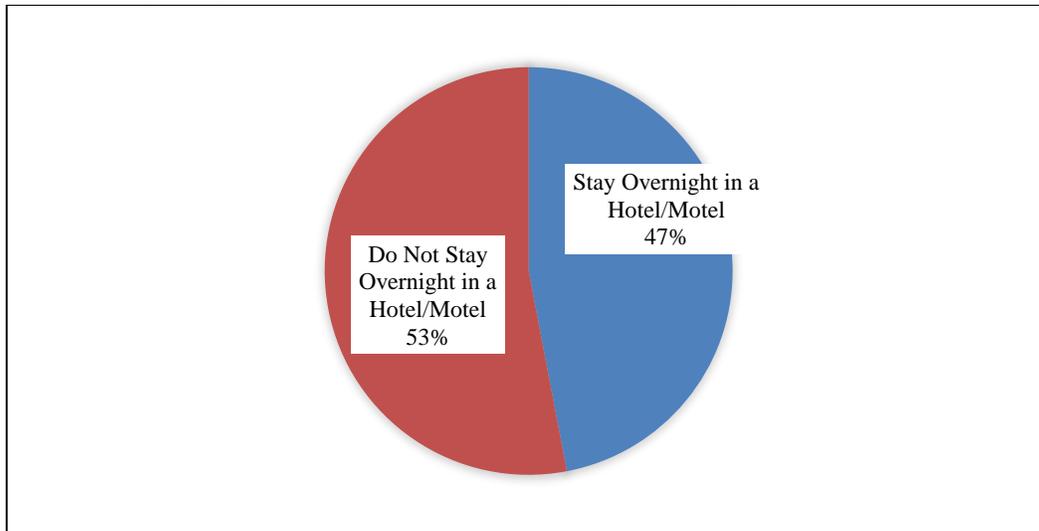
The average travel party size was 2.4 people.

Survey Respondents – Number of People from Household in Travel Party



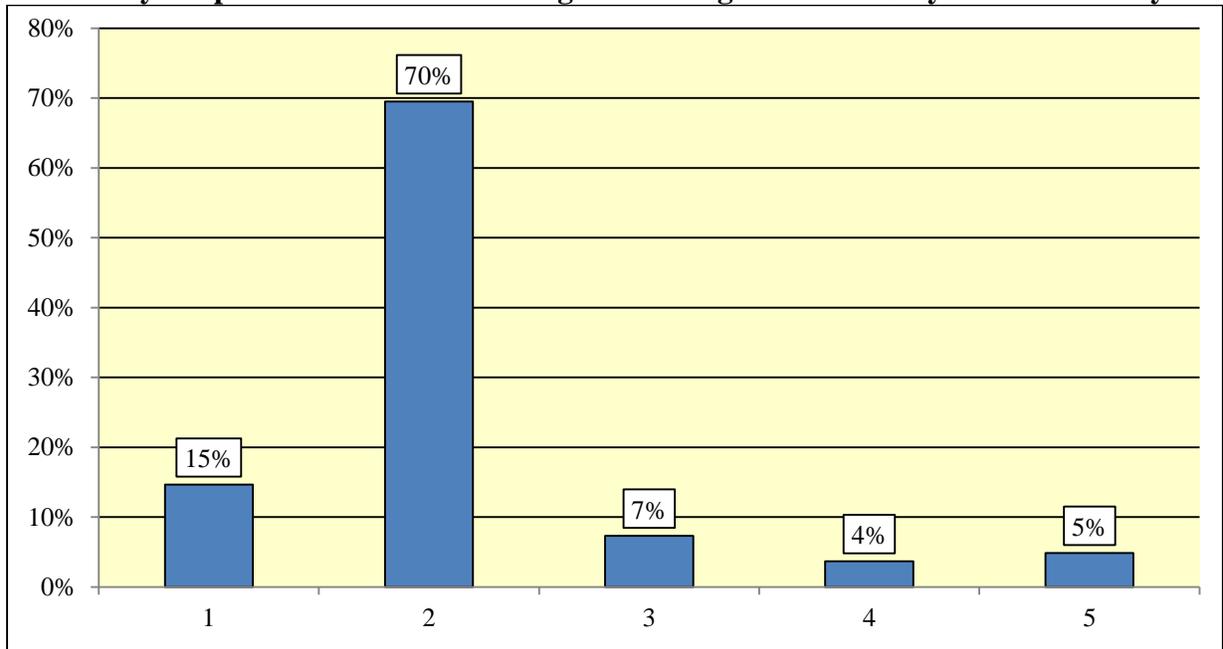
Only six respondents indicated their events do not attract overnight attendees. Of those events that did attract attendees who stay overnight, event organizers/producers estimated that 47% of attendees stayed overnight in a hotel/motel irrespective of whether they originate in Maryland or not. In addition, it is probable that some percentage of attendees also choose to stay overnight with family and friends rather than at a hotel/motel.

Survey Respondents – Attendees Staying Overnight in a Hotel/Motel



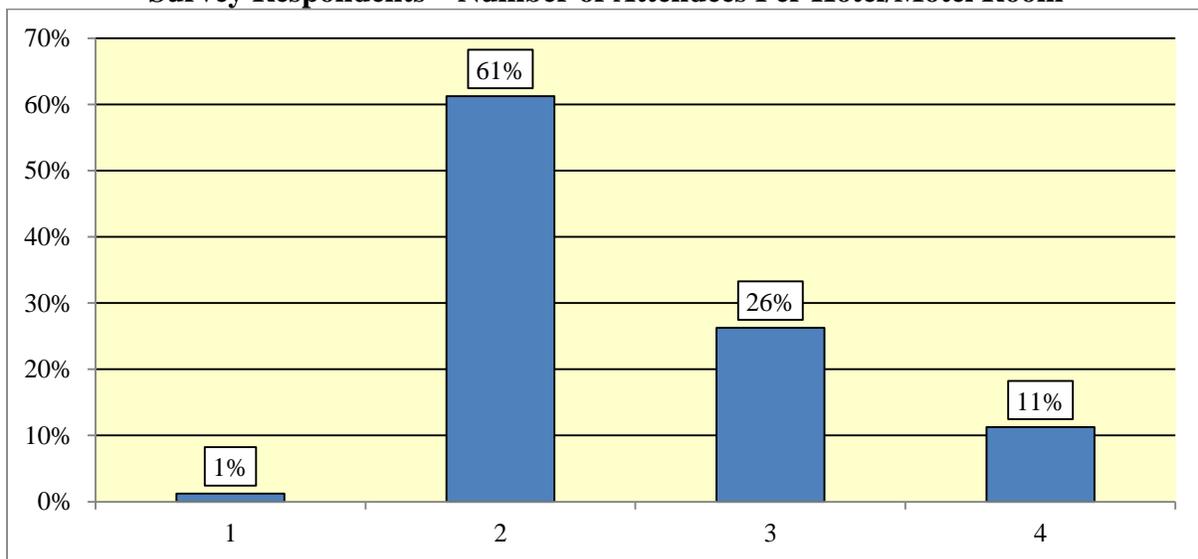
Survey respondents estimated that 70% of overnight visitors stayed in the host city for two nights which yielded an average length of stay of 2.1 nights in the host city.

Survey Respondents – Number of Nights Overnight Visitors Stay in the Host City



Survey respondents estimated that 61% of attendees had two people per hotel/motel room which produced an average of 2.5 attendees per hotel/motel room which is consistent with the average household travel party size statistic.

Survey Respondents – Number of Attendees Per Hotel/Motel Room



Attendee Spending Characteristics

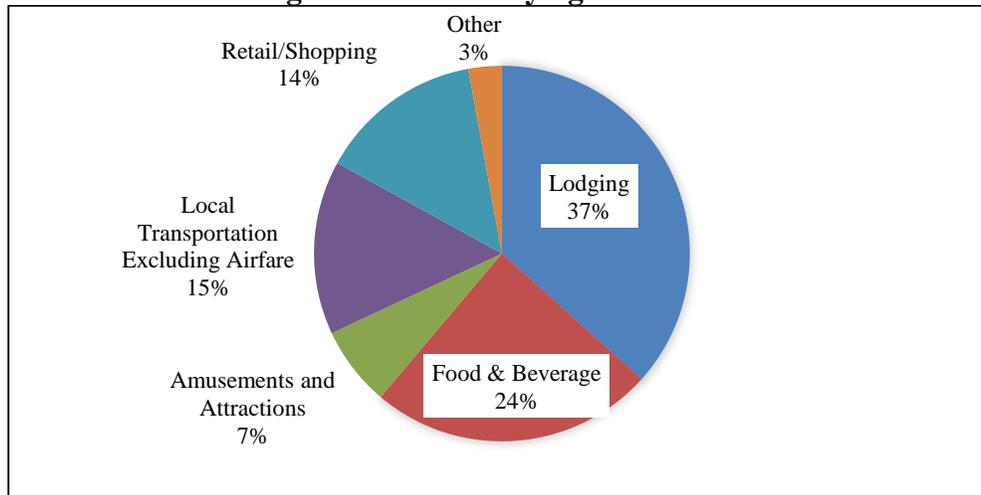
Event organizers/producers estimated that overnight attendees spend an average of \$150 per person per day outside the host venue. This amount includes spending on lodging, food/beverage, amusements/attractions, local transportation, retail/shopping, and other categories. The following graph summarizes the average distribution of spending by these categories for overnight attendees based on survey respondents. It is important to note that spending amounts and distribution of spending on individual purchases will vary based on several factors including geographic location and surroundings. For instance, attendees may spend more per day in a beach location such as Ocean City or in a major city such as Baltimore compared to a more rural destination with less amenities within close proximity.

Average overnight attendee spending per person per day = \$150

Average daily spending per person less lodging = \$95

Average organizer spending in Maryland per event = \$63,400

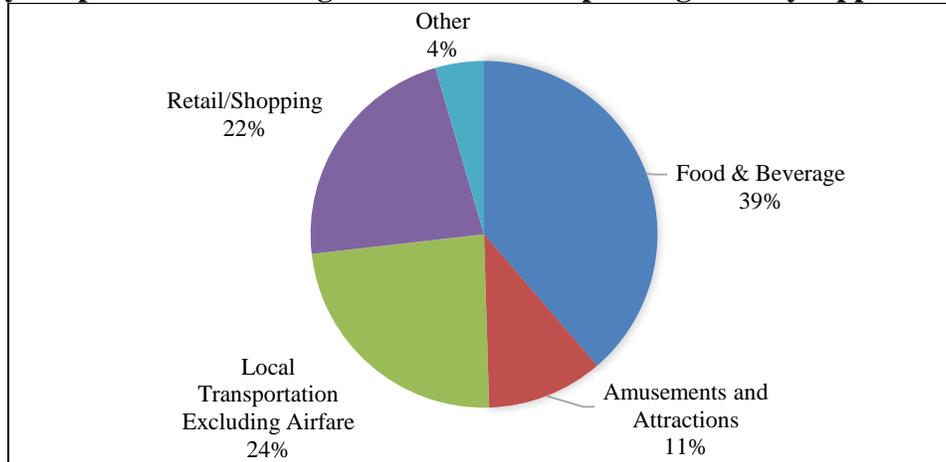
Survey Respondents – Average Distribution of Spending for Overnight Attendees Staying in a Hotel/Motel



There was not a sufficient number of survey responses to accurately analyze spending patterns of non-overnight attendees. However, assuming daytrippers spend similar amounts on the other categories yields an estimate of \$95 per person per day excluding lodging. This amount is consistent with estimates for leisure daytripper spending (\$93) provided by a recent study conducted for Visit Baltimore, *The Economic Impact of Tourism in Baltimore* by Tourism Economics.

Based on these assumptions, the following graph shows the average distribution of spending by these categories for daytripper attendees.

Survey Respondents – Average Distribution of Spending for Daytripper Attendees



Event producers/organizers were asked to estimate how much their organization spent in the State on business services related to event production/promotion (e.g., facility rental, staffing, advertising, etc.). As with the question related to the number of participants and spectators, the average and the median calculations varied significantly: an average of \$63,400 compared to a median of \$30,000. This discrepancy is related to the large variance in responses ranging from \$600 to \$400,000. This is indicative of the breadth of events participating in the survey sample from smaller State events to larger, international events.

Sample Calculations Using Survey Averages

As supported by the survey sample, sporting events draw local, regional, national, and/or international participants to compete in a variety of sports throughout Maryland. These participants bring friends and family members with them to the host city, often staying overnight and purchasing a variety of goods and services. Event organizers also spend money in Maryland on various business services such as event production and promotion. This activity generates direct spending in the host city as well as throughout Maryland supporting jobs and income for a variety of businesses.

Sporting events generate direct spending from two primary sources:

***Attendees* making purchases in the host city on lodging, food/beverage, retail, entertainment, and transportation**

***Event organizers* making purchases throughout Maryland on business services associated with the event**

As previously noted, one of the objectives of the survey effort is to obtain Maryland-based event and attendee statistics that can be used on an on-going basis to estimate the relative value of a sporting event and the potential economic return to the State economy. This section of the report provides sample direct economic impact calculations using survey averages for two scenarios: a hypothetical single event and a combined total for a subset of survey responses.

These estimates are not intended to represent the direct economic impact of the entire population of sporting events taking place in Maryland in any given year. Rather, they are intended to provide an example of the magnitude of the competitive amateur sporting event industry's impact on the economies of the local host cities and the State as a whole.

Hypothetical Calculation of Direct Economic Impact for a Single Event

As stated previously, the sample is not necessarily representative of the annual activity occurring in Maryland in any given year. That said, it is a significant step to understanding the economic value of these events. The hypothetical calculation of direct spending from one event is meant to provide Maryland Sports with a tool to measure the relative impact of various events by inputting the statistics they do know about each individual event and using averages from the survey responses for statistics they may not know. The results of the survey analysis provide averages for key inputs that the MSA and Maryland Sports can use to estimate the order-of-magnitude direct economic impact created by competitive amateur sporting events. This scenario estimates the direct economic impact associated with one hypothetical event with 1,000 participants. The averages from all survey respondents for the following key inputs were used in this calculation:

- Average household travel party size to calculate total attendees (i.e., participants and spectators)
- Percentage of attendees staying overnight in a hotel/motel
- Average length of stay in the host city
- Estimate of attendee spending outside the host venue per person, per day
- Average event organizer spending in the State on event promotion/production

Utilizing averages for the above inputs for one hypothetical event with 1,000 participants yields an estimate of \$522,000 in direct spending from attendees outside the host venue and event organizer/producer spending.

Not all survey respondents provided answers to all questions for the key inputs noted above. As such, there is not a direct correlation among the average response and the total number of events represented in the sample.

Based on average responses for all surveys, one hypothetical event with 1,000 participants generates an estimated \$522,000 in direct spending from attendees and event organizers.



Estimated Calculation of Direct Economic Impact for a Subset of Survey Responses

In order to provide an order-of-magnitude direct economic impact created by a specific subset of responses that did answer all key input questions, survey results were filtered to only include those that provided all of the following statistics:

- Number of participants attending event
- Number of spectators attending the event
- Number of people in household travel party
- Percentage of attendees staying overnight in a hotel/motel
- Length of stay in the host city
- Estimate of attendee spending outside the host venue per person, per day
- Estimate of event producer/organization spending in the State of Maryland on business services related to event promotion/production (i.e., facility rental, staffing, advertising, business services, etc.).

A total of 63 responses met these criteria and average responses were used to provide an estimate of the order-of-magnitude direct spending generated by attendees and sponsoring organizations as a result of these events. As shown in the following table, this subset of events is estimated to generate \$80.7 million in annual direct spending throughout the State of Maryland.

**A subset of 63 events responding to the survey
was estimated to generate \$80.7 million
in combined annual direct spending throughout Maryland.**

Hypothetical Calculation of Direct Economic Impact for a Single Event

Category	Assumption
<i>Attendance Characteristics</i>	
Number of Events	1
Total Participants	1,000
Average Household Travel Party Size	2.4
Total Attendees (Spectators & Participants)	2,400
<i>Number of Room Nights</i>	
Total Attendees (Spectators & Participants)	2,400
Percentage Staying Overnight in a Hotel/Motel	47%
Overnight Attendees	1,128
Average Length of Stay	2.0
Total Overnight Attendee Days	2,256
People Per Room	2.5
Total Room Nights	902
<i>Attendee Spending Outside the Venue</i>	
Total Overnight Attendee Days	2,256
Average Spending Per Person Per Day	\$150
Total Direct Spending - Overnight Attendees	\$338,000
Daytripper Attendee Days	1,272
Average Spending Per Person Per Day	\$95
Total Direct Spending - Daytripper Attendees	\$121,000
Total Direct Spending - All Attendees	\$459,000
Weighted Average - Direct Spending Per Attendee	\$130
<i>Event Organizer/Producer Spending in the State</i>	
Number of Events	1
Average Spending Per Organization Per Event	\$63,400
Total Direct Spending - Event Organizer/Producer	\$63,000
Grand Total - Direct Spending	\$522,000

Notes: All of the above assumptions used in the hypothetical sample calculation reflect the averages from all survey respondents. Spending totals are rounded to the nearest thousand. Above amounts only reflect direct spending - no indirect or induced impacts and no tax revenues.

Estimated Calculation of Direct Economic Impact for a Subset of Survey Responses

Category	Assumption
<i>Attendance Characteristics</i>	
Number of Events	63
Average Participants Per Event	2,600
Average Household Travel Party Size	2.4
Total Attendees (Spectators & Participants)	393,120
<i>Number of Room Nights</i>	
Total Attendees (Spectators & Participants)	393,120
Percentage Staying Overnight in a Hotel/Motel	46%
Overnight Attendees	180,835
Average Length of Stay	2.0
Total Overnight Attendee Days	361,670
People Per Room	2.4
Total Room Nights	150,696
<i>Attendee Spending Outside the Venue</i>	
Total Overnight Attendee Days	361,670
Average Spending Per Person Per Day	\$153
Total Direct Spending - Overnight Attendees	\$55,336,000
Daytripper Attendee Days	212,285
Average Spending Per Person Per Day	\$100
Total Direct Spending - Daytripper Attendees	\$21,228,000
Total Direct Spending - All Attendees	\$76,564,000
Weighted Average - Direct Spending Per Attendee	\$133
<i>Event Organizer/Producer Spending in the State</i>	
Number of Events	63
Average Spending Per Organization Per Event	\$66,200
Total Direct Spending - Event Organizer/Producer	\$4,171,000
Grand Total - Direct Spending	\$80,735,000

Notes: All of the above assumptions used in the survey subset calculation reflect the averages from those 63 survey respondents only. Spending totals are rounded to the nearest thousand. Above amounts only reflect direct spending - no indirect or induced impacts and no tax revenues.

Average responses for the key inputs used in the calculation of direct economic impact were similar for all survey respondents and for the subset of more complete responses. This consistency among different survey samples suggests these key inputs provide a good order-of-magnitude measurement for Maryland Sports to use in estimating the relative direct economic impact of future competitive amateur sporting events to the State of Maryland.

The above estimates do not account for attendee spending inside the host venue nor do they apply a multiplier to take into account the indirect and/or induced impacts (spinoff effects) on support businesses and households required to accommodate these events. Further, the above estimates do not include any local and State tax benefits that may be generated by hosting these events such as sales/use tax, admissions and amusement tax, hotel occupancy tax, personal income tax, etc. As such, the calculation represents a conservative estimate relative to the overall economic value generated by competitive amateur sporting events in the State.

**Additional benefits from
sporting events:**

**Spinoff spending, jobs,
and earnings for businesses
and households**

Local and State taxes

Qualitative Impacts

In addition to the quantitative economic impacts associated with hosting competitive amateur sports events, there are also several qualitative benefits that can occur at the local and State level including, but not limited to:

- Enhancing the State's appeal as a sports destination
- Receiving increased State, regional, national, and international media exposure
- Providing first-class sporting event experiences for area residents and out-of-town attendees that complements other tourism initiatives
- Enhancing the overall quality of life and livability of the area
- Capitalizing on existing and planned tourism efforts
- Supporting venues to retain and expand existing sports programs as well as develop new ones
- Generating additional economic activity in terms of spending, jobs, and earnings
- Producing additional fiscal revenues for local and State governments

Challenges Associated with the Survey Effort

Sports commissions, marketing agencies, amateur sports venues and industry stakeholders throughout the country are challenged with collecting timely and reliable spending statistics for use in the estimation of economic impacts that competitive amateur sports business generates. This initiative by the MSA and Maryland Sports to generate Maryland-specific spending statistics is innovative in the competitive amateur sports industry as other sports marketing organizations have commonly relied upon national level spending data. That said, the following outline challenges associated with the survey effort:

- There is a finite number of target competitive amateur sporting events hosted in Maryland each year.
- In any given year, the mix of event type, scope, sport, and/or age group that comprise the universe of potential groups varies and may not necessarily be representative of all target categorizations.
- Obtaining sufficient samples is challenging in any survey effort but larger samples are needed in order to compare key event and spending statistics among various sports.
- While a large percentage of event organizers/producers were willing to participate in the survey effort, many groups do not allow a direct survey of their attendees which would be ideal from a data collection perspective. Having said that, obtaining input from individual attendees requires significant human and sometimes financial resources in order to increase participation and response rate.

Next Steps

Although there were some challenges with this survey effort, it is meant to be an initial, focused endeavor to estimate the value of the sporting event industry on the State of Maryland and to educate organizers about the importance of collecting attendee travel and spending characteristics. As such, Maryland Sports' plans to continue its efforts to collect surveys from events held in Maryland and their attendees on an on-going basis to augment this effort and retain timely statistics on the real value of the sporting event industry. For instance, in FY 2015 DBED has committed \$100,000 to develop a grant program to attract and expand amateur sporting events that will increase the economic impact of sports tourism. Maryland Sports will work with DBED and the tourism industry to develop the guidance to maximize this effort. Grant recipients will be required to meet certain criteria including submitting to a survey of their event attendees.

This survey along with on-going efforts to solicit and compile additional Maryland-based attendee statistics will assist Maryland Sports and the MSA in better conveying the benefit of this visitor segment to the State's economy as well as provide a relative measure of the return on investment for various funding initiatives related to sports event marketing and production.