

## A COMPARISON OF THE ECONOMIC RETURN AND THE FINANCIAL RETURN

*Kenneth Crawford - 2024 Baseball Tournament Schedule (3 Day Event Fri-Sat-Sun)*

### Context

22 Tournaments / Events 2024 March-July.

All  $24 \times 22 = 528$  teams that participated in the 66 days of the event were from outside the local area. The average number of players per team was 12. All players were accompanied by a minimum of 2 adult family members (parents / grandparent combination), the average size of the contingent associated with each team, including players, was 36. Because this was a "Pool-Play into (2 separate) Single Elimination Brackets-Sunday Play", the length and time that the teams stayed in the community were 2 "Overnight Trippers" (Fri-Sat) and 1 "Day Tripper" (Sun).

### Economic Return

- **Total Expenditures:  $\$190,944.00 \times 22 = \$4,200,768.00$** 
  - Total expenditures in the local area by players and their families:  $\$190,944.00 \times 22 = \$4,200,768.00$  **OR**
  - Total Economic Impact On Sales:  $\$190,944.00 \times 22 = \$4,200,768.00$
- **Total Economic Impact Event Personal Income:  $\$13,356.40 \times 22 = \$293,840.80$** 
  - $\$11,756.40 \times 22 = \$258,640.80$  Salary Staffing +  $\$1,600.00.00 \times 22 = \$35,200.00$  Part-Time Staffing
  - No other commercial business employee salaries considered from but should be noted the event / tournament provides additional sales industry requiring additional employees increasing local household income (hotels, restaurants, amenities...) indirect public sales.
    - **Total Economic Impact Annual Personal Income:  $\$736,000.00$**
    - $\$116,000.00$  Salary Staffing +  $\$620,000.00$  Salary Officials Staffing

### Financial Return

- **Income:  $\$26,544.00 \times 22 = \$583,968.00$** 
  - Municipality Parks & Recreation, Oklahoma Athletics Commission or Local User Groups from entry fees, gate fees and concession sales.
- **Cost:  $\$13,356.40 \times 22 = \$293,840.80$** 
  - Cost incurred by the Municipality Parks & Recreation, Oklahoma Athletics Commission or Local User Groups, including manpower, to host the 3 day event.
- **Net Financial Gain:  $\$13,187.60 \times 22 = \$290,127.20$** 
  - Municipality Parks & Recreation, Oklahoma Athletics Commission or Local User Groups.

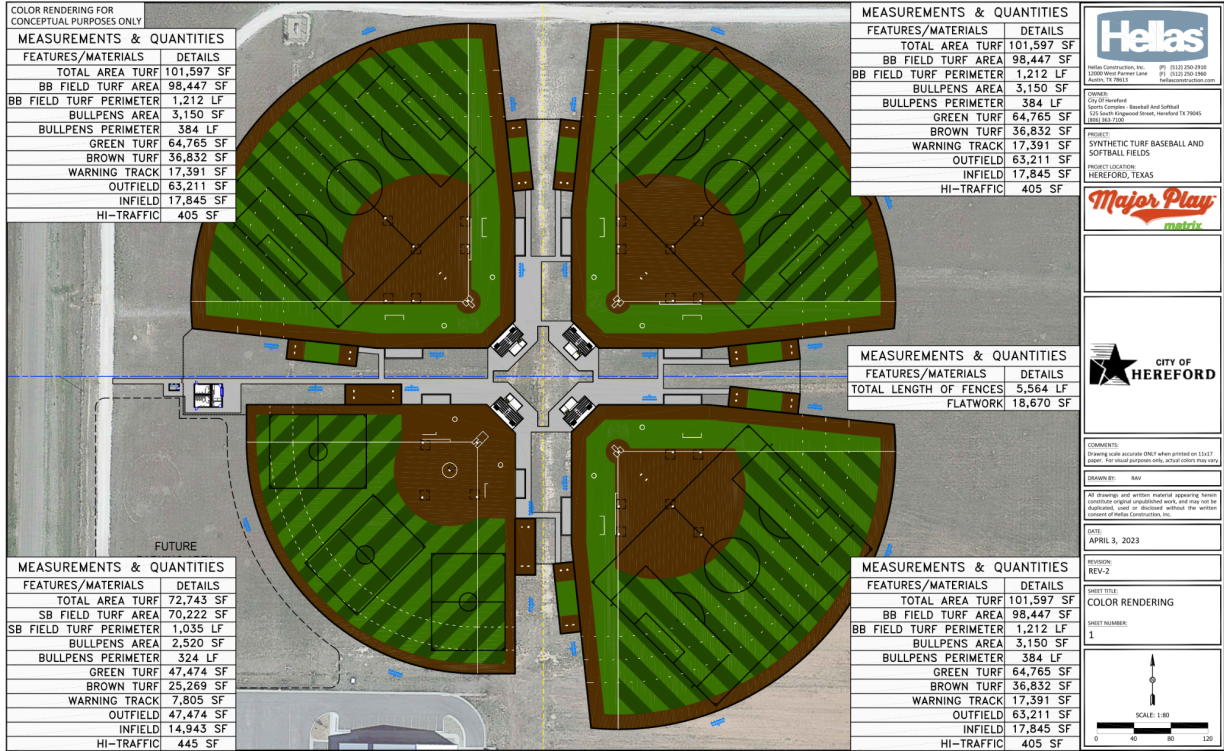
### Pay-Back Period

The cost of constructing the Multi-Sport-Facility (baseball, softball, soccer, football (flag/tackle) is still in the budgeting phase projected at \$5 million. Based on the economic return to residents in terms of personal income, the capital cost of the multi-sport-facility would be repaid after a total of 17 years similar events or tournaments hosted by the Municipality Parks & Recreation, Oklahoma Athletics Commission or Local User Groups. Total Economic Impact Event Personal Income:  $\$13,356.40 \times 22 = \$293,840.80$

- Estimated Multi-Sport-Facility Construction Budget: \$5M
- $\$13,356.40 \times 22 = \$293,840.80$  / \$5M Budgeted
  - 22 Events / Tournaments Annually
  - 17.01 Years

*Note:* The Oklahoma Athletics Commission suggests that the economic impact values established by GamePlan of Oklahoma are tremendously undervalued by 50% for night & day trippers. Given the above report the Oklahoma Athletics Commission would estimate Total Expenditures increase by from  **$\$190,944.00$  to  $\$381,888.00$**

Kenneth Crawford 24 Team (1 Quad w/4 Fields) Gameday Management



24 Team Tournament Gameday Management - Supporting Data

OAC			Showcase	
Teams	<b>24</b>	<i>VARIABLE</i>	<b>24</b>	
Entry Fee	X \$350.00	<i>VARIABLE</i>	X \$1,700.00	
<b>Entry Total Fees</b>	<b>= \$8,400.00</b>		<b>= \$40,800.00</b>	
Teams	24	<i>VARIABLE</i>	24	
Players Per Team	X 12		X 12	
Total Players	= 288		= 288	
Fans Per Player	X 2		X 2	
Total Fans	576		576	
Gate Fee	\$350.00	<i>VARIABLE</i>	\$350.00	
Teams	24	<i>VARIABLE</i>	24	
<b>Total Gate Fee</b>	<b>\$8,400.00</b>		<b>\$8,400.00</b>	
<b>OR</b>				
Daily Gate				
Total Fans	576		576	
Admission Fee	X \$7.00		X \$7.00	
Total Daily Gate	= \$4,032.00	<i>VARIABLE</i>	= \$4,032.00	
Event Days	X 3	<i>VARIABLE</i>	X 3	
<b>Total Event Gate</b>	<b>\$12,096.00</b>		<b>\$12,096.00</b>	
Officials	Annual Salary		Showcase Respon.	
Concession				
Daily Gate	= \$4,032.00		= \$4,032.00	
	X 1/2		X 1/2	
Daily Concession	= \$2,016.00		= \$2,016.00	
Event Days	X 3	<i>VARIABLE</i>	X 3	
<b>Total Event Concession</b>	<b>= \$6,048.00</b>		<b>= \$6,048.00</b>	

Overnight Trippers

(Friday) Hotel Rooms = Number of Teams (24) x Number of Players Per Team (12) = 288 rooms

(Saturday) Hotel Rooms = Number of Teams (24) x Number of Players Per Team (12) = 288 rooms

Total Rooms 2 night stay = 576

Night Tripper Rate **\$289.00** x 576 = \$166,464.00

*(Night Tripper Rates are extremely low per Oklahoma Athletics Commission)*

Day Trippers

(Sunday) 288

Day Tripper Rate **\$85.00** x 288 = \$24,480.00

*(Day Tripper Rates are extremely low per Oklahoma Athletics Commission)*

**Economic Return**

- **Total Expenditures** in the local area by players and their families: \$190,944.00
  - *Total expenditures are extremely low per Oklahoma Athletics Commission*
  - *Rate was established by GamePlan of Oklahoma mid 2000's*
- No input-output model that calculated multipliers was utilized
- Total **Economic Impact On Sales:** \$190,944.00
- Total **Economic Impact Annual Personal Income:** \$736,000.00 (\$116,000 Salary Staffing + \$620,000.00 Salary Officials Staffing)
  - Full-Time Salary Staff *(Consider Adding Benefits Factor)*
    - 1 Facility Director / Management (\$21.87 hr / \$42,000 - Annual Salary)
    - 1 Concession Manager / Gate Manager (\$16.00 hr / \$32,000 - Annual Salary)
    - 1 UIC / Groundskeeper / Maintenance (\$21.87 hr / \$42,000 - Annual Salary)
    - 12 Multi-Purpose Game Certified Officials (\$21.87 hr / \$42,000 - Annual Salary)
      - *Formula - hourly rate x 40 average hours worked x 52 weeks*
      - Baseball, Softball, Football, Soccer, Basketball, Wiffle Ball, Pickleball & Wallball
      -
  - Part-Time Contract Labor Staff
    - 10 - 15 Employees (\$10.00 hr / \$10,400 - Annual Per Employee)
      - *Formula - hourly rate x 20 average hours worked x 52 weeks*
      - 10 Employees - \$104,000.00
      - 15 Employees - \$156,000.00
      - Gate Workers
      - Concession Workers
      - Housekeeping - Restrooms
      - Park Cleanliness
  - **Financial Return**
    - **Financial Return Income: \$26,544.00**
      - Municipality Parks & Recreation, Oklahoma Athletics Commission or Local User Groups
      - 3 Day Event Team Entry Fees: \$8,400.00
      - 3 Day Event Daily Gate Fees: \$12,096.00
      - 3 Day Event Concession: \$6,048.00