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A STRONGER MINNESOTA

THROUGH AMATEUR SPORT

Blueprint for
the Minnesota Amateur Sports Commission
(MASC)

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Appendix:

"Economic Impact of Amateur Athletics
Upon the Economy of Utah", University
of Utah, Department of Economics,
December 16, 1985

"Potential Economic Impact of Winter
Special Events Upon the Bemidji
Community", Bemidji State University
Institutional Research, February 17, 1987

April 20, 1987



OPEN LETTER TO: ALL MINNESOTANS

Fairview St. Mary's
Medical Office Building
606 21th Avenue South
Suite 701
Minneapolis, Minnesota 55454
612 339-8976

As a representative of Minnesota's Olympic sports movement, I write, along with the other Minnesota Olympians named at the end of this letter, to urge your support for the creation of a Minnesota Amateur Sports Commission (Senate File #1112, House File #1460) and for legislation granting bonding authority for the Olympic Development Center Program (Senate File #1105, House File #919).

Lester W. Carlander, M.D.
E. Harvey O'Phelan, M.D.
John A. Hartwig, M.D.
John A. Wilson, M.D.
John E. McMahon, M.D.
Richard J. Aadalen, M.D.
Gordon M. Aamoth, M.D.
James D. Priest, M.D.
Robert E. Heeter, M.D.
Gary E. Wyard, M.D.
David A. Fischer, M.D.
J. Patrick Smith, M.D.
William H. Call, M.D.
Alan W. Markman, M.D.
John A. Steubs, M.D.
Mark E. Friedland, M.D.

These types of programs are the kind where everyone wins---the state wins in economic development and tourism; amateur athletics wins in gaining support and facilities; and the people of Minnesota win with more opportunities for every Minnesotan to have the good fortune, as we did, to be involved in a variety of sports activities.

Thank you in advance for what we hope will be your active involvement in passage of this important legislation.

George E. Nelson, M.D. 1971
Arnold L. Hamel, M.D. 1982

Sincerely,

Robert C. Finke, R.P.T., A.T.C.
Coordinator of Sports
Medicine Services

E. Harvey O'Phelan

Richard F. Board, FACMGA
Robert D. Bergstrom
Administration

E. Harvey O'Phelan, M.D.
Physician-U.S. Olympic Team, Munich, Germany 1972

Southdale Medical Building
6545 France Avenue South
Suite 270
Edina, Minnesota 55435
612 920 7676

Herb Brooks
1960, 1964, 1968, 1980 Olympics

501 South Maple
Waconia, Minnesota 55387
612 112 2163 Metro 145-8580

Brian Gust
1960, 1964, 1968, 1980 Olympics

Ridgepoint Medical Building
Suite 210
11050 Nicollet Avenue South
Bryn Mawr, Minnesota 55337
612 336 1150

George Hovland
1952 Olympics

Brian Derwin
1980 Olympics

Braemar Sports Medicine Center
7291 Washington Avenue South
Edina, Minnesota 55435
612 914 2419

William Cushman
1980, 1984 Olympics

Kim Kostron
1976, 1980 Olympics

109 Oakdale Medical Building
1476 Oakdale Avenue
Robbinsdale, Minnesota 55422
612 522 6146

Eugene Sandvig
1956, 1976 Olympics

Gordon Bowers
1988 Olympics

Murray Williamson
1960, 1964 Olympics

David Hazewinkel
1968, 1972 Olympics

G. Robert Mowerson
1971 Pan-Am Games

James Hazewinkel
1968, 1972 Olympics



GOALS OF THE MINNESOTA AMATEUR SPORTS COMMISSION (MASC)

TO CREATE ECONOMIC DEVELOPMENT THROUGH AMATEUR SPORT

By attracting major sport events to Minnesota.

By developing Minnesota's amateur sport events, camps and clinics.

By establishing a statewide network for sport promotion.

TO SUPPORT MINNESOTA'S AMATEUR SPORT ASSOCIATIONS

By the sponsoring of an "Olympic style" State Winter and Summer Games.

By establishing a Minnesota Amateur Sports Congress.

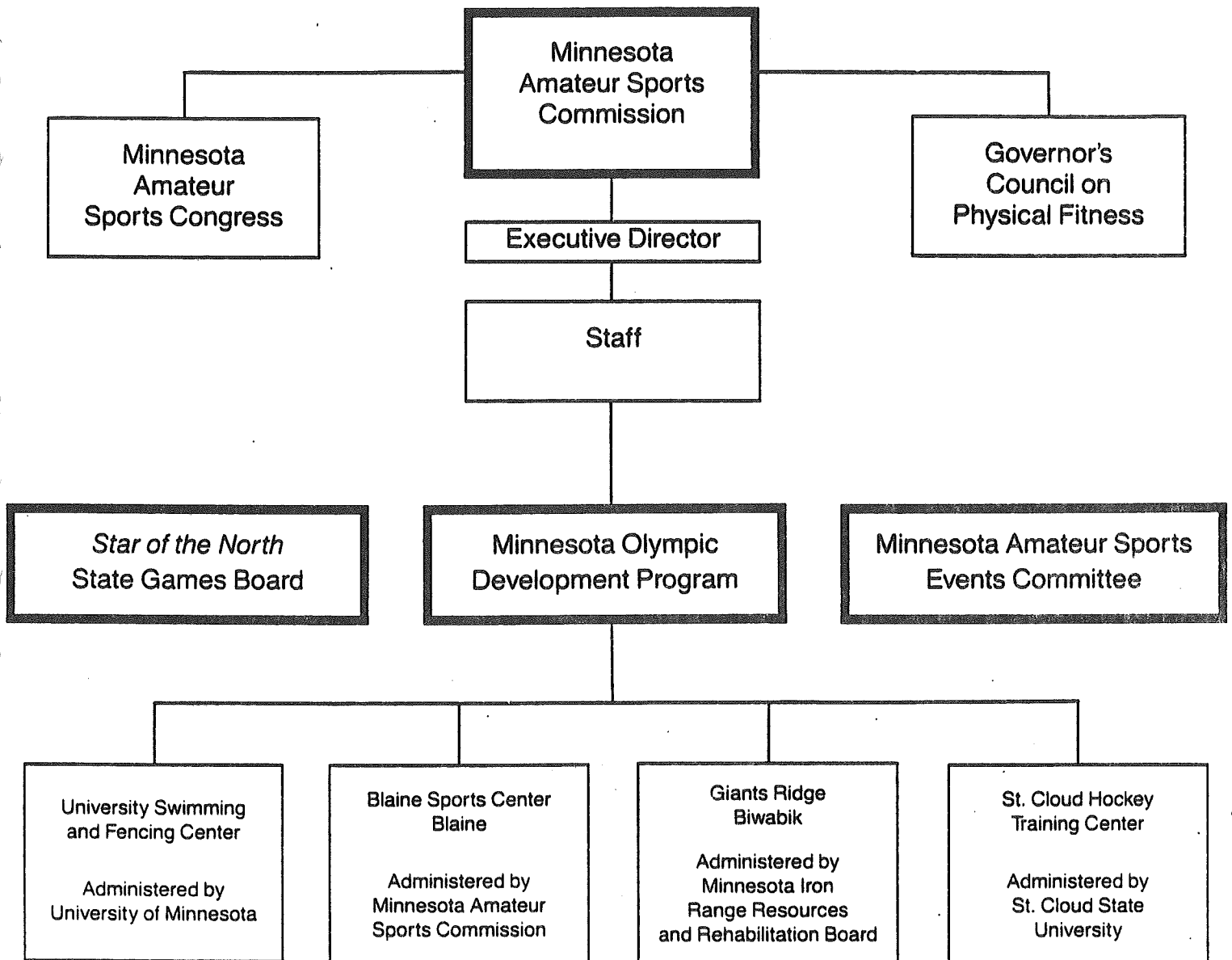
By the establishment of the Governor's Council on Physical Fitness and Sports.

TO ESTABLISH MINNESOTA AS A CENTER FOR NATIONAL AND OLYMPIC TEAM TRAINING

By bringing National and Olympic Team training to Minnesota.

By establishing Olympic-caliber amateur sport facilities at urban, suburban, and greater Minnesota sites.

Minnesota Amateur Sports Commission



DESCRIPTION:
MINNESOTA AMATEUR SPORTS COMMISSION (MASC) GOALS

GOAL #1: TO CREATE ECONOMIC DEVELOPMENT THROUGH AMATEUR SPORT.

Background: The economic impact of sports in the United States is well documented by the enormous financial investment in television rights for athletic events and the tremendous investment that cities make to attract professional and major amateur sport competitions. Championship amateur sporting events generate \$300 million annually in the United States according to a 1985 study.¹

A significant number of visitor and convention bureaus across the country have special initiatives for the attraction of amateur sporting events as part of their convention business portfolio. A number of cities and states, realizing the economic potential in amateur sporting events, have created special offices in government to specifically attract these amateur sport dollars. The City of Indianapolis is recognized as the most aggressive "sport city" in the United States. Florida, with its \$1.25 million funded agency, employing 17 full-time staff, is the leading state specializing in attracting amateur sport-related economic impact.

Attracting major amateur sport events to Minnesota.

Presently, Minnesota has 55 amateur sport associations, representing 600,000 Minnesotans. Many of these associations are some of the largest in the country and have very sophisticated sport programs; these would include ice hockey, wrestling, soccer, and figure skating. The Minnesota Amateur Sports Commission (MASC) will assist these individual associations in successfully bidding for and attracting the major amateur sport events to Minnesota.

At the present time, there are at least 20 major amateur sport events that state associations would be interested in bidding for. These events range from the National Figure Skating Championships in 1991, which would have a \$5 million economic impact, to Minneapolis-St. Paul's bid for the U.S. Olympics Sports Festival for 1990, which has a \$25 million impact. A sophisticated, well articulated effort, coordinated by the Minnesota Amateur Sports Commission, will attract an increased number of these premier amateur sport events to Minnesota.

Developing Minnesota's amateur sport events, camps and clinics

In addition to the premier amateur sporting events as illustrated in the previous section, there are many additional economic benefits that can be realized through amateur sport on a second tier of sports promotion. Minnesota presently hosts a number of "home grown" annual sporting events. These include the Twin Cities Marathon, Grandma's Marathon, the Vasaloppet Cross-Country Ski Race, the Finlandia Ski Race, the Sons of Norway USA Cup Soccer Tournament, etc.

The beauty of these events is that they originated and continue to thrive in Minnesota on an annual basis. Many of these events attract hundreds of visitors from outside the state of Minnesota and the U.S. For example, the USA Cup Soccer Tournament held annually in Blaine, Minnesota attracts up to 2,000 players and parents from outside the state for a ten-day period. It is estimated the tournament has almost a \$1 million impact on the community, and it is expected to double by 1990.

Sporting camps and clinics that attract people from outside the state also have a significant economic benefit to the state of Minnesota. In a 1987 study by Bemidji State University, it was estimated that the tournaments, camps and clinics in curling, bowling, and ice hockey have a potential \$6 million economic impact on the Bemidji economy annually.²

Establishing a statewide network for sport promotion.

It is the goal of the Minnesota Amateur Sports Commission to organize a statewide network to attract premier sporting events and to develop "home grown" sporting events, camps and workshops. In the same way the State Tourism Office organizes the statewide network of tourism industry officials for the purpose of statewide referrals and promotion, the MASC will organize amateur sport promotion committees in all areas of the state for the purpose of a coordinated effort to develop economic benefits through amateur sport.

GOAL #2: TO SUPPORT MINNESOTA'S AMATEUR SPORT ASSOCIATIONS.

Background: Minnesota amateur sport associations are an important factor in involving thousands of young people in positive structured, healthy activity in our state. The MASC's aim is to assist the associations in order to increase their memberships at all age levels in all regions of the state.

The sponsorship of Olympic-style "State Winter and Summer Games".

The MASC has announced the planning of an Olympic-style "Winter and Summer State Games" beginning in 1989. Preliminary sporting events leading up to the main event will be held in the summer of 1988. It is intended that the State Games will become the premier annual amateur sporting event in the state of Minnesota. The State Games can be a "showcase" for all amateur sporting associations in our state.

It is important to note that approximately 35 states have an established State Games program, and can involve up to 50,000 athletes in the week-long event.

Establishment of a "Minnesota Amateur Sports Congress".

It is important for the MASC to actively support and advise all 55 amateur sport associations in the state of Minnesota. An effective way to do this is to establish an annual meeting whereby all associations would send delegates. This Amateur Sports Congress would establish its own volunteer board, assign committees, and would be a great asset to the amateur sport movement.

The Governor's Council on Physical Fitness & Sports:

The Governor's Council on Physical Fitness and Sports would be an integral part of Minnesota's new initiative for amateur sport. The Council will be a key advisory group that will make recommendations to the MASC on promoting general health, fitness, and sport activities in the state of Minnesota. The MASC's goal would be to have representatives from the medical community, amateur sport community, and civic leaders serve on this advisory body in order to provide a broad base of input. The Council would seek the answers to two important questions:

- 1) Where does Minnesota stand today in terms of the physical fitness of all its citizens and of programs existing to promote physical fitness? and
- 2) What can be done to inform our citizens of the need for physical fitness and of the best means to strengthen present efforts and to develop new approaches aimed at improving the vitality and well-being of all the people of the state?

GOAL #3: TO ESTABLISH MINNESOTA AS A "CENTER FOR NATIONAL TEAM TRAINING".

Background: The benefits of establishing National Team Training in Minnesota are two-fold:

- 1) First the existence of Olympic-caliber facilities and the resources of national coaching staffs can be a great catalyst for the youth development of that sport to scores of Minnesotans; and
- 2) It is customary that once the state can attract a national training center, the high-level matches, competitions, clinics, etc. will also be held at that site.

The many visitors and spectators participating in these activities will have a profound tourism impact on the Minnesota host communities.

Bringing National and Olympic Team Training to Minnesota.

Minnesota has been designated by the United States Ski Association and the United States Biathlon Association for national training centers in Minnesota. Upon completion of additional amateur sport facilities, Minnesota has the opportunity to be designated a "national training center" in the following sports: swimming, fencing, soccer, track & field, hockey, speedskating, cycling, canoe/kayak, shooting and archery. Also, there is the possibility for additional sports in wrestling, weightlifting and sailing at a future date. Minnesota is widely-recognized as having a well organized system of amateur sport, and the state's central location with the major Minneapolis-St. Paul Airport hub, makes Minnesota a very good choice for national team training.

Establishing Olympic-caliber sport facilities at urban, suburban, and greater Minnesota sites.

The Governor has placed \$31 million in his 1987 capital budget for the construction of Olympic-caliber amateur sport facilities:

- 1) University of Minnesota (Minneapolis) - swimming, diving, fencing
- 2) Blaine Soccer Complex/Anoka County - soccer, track & field, ice hockey, cycling, speedskating
- 3) Giants Ridge Recreational Area, Biwabik - skiing, biathlon, nordic combined, archery, shooting, canoe/kayak
- 4) St. Cloud Hockey Training Center, St. Cloud State University - ice hockey

DESCRIPTION OF ORGANIZATION

Minnesota Amateur Sports Commission -- Nine-member governing body appointed by the Governor.

Minnesota Amateur Sports Congress -- An advisory group with representatives from 55 amateur sports groups which makes recommendations on promoting amateur sports.

Governor's Council on Physical Fitness -- An advisory group with representatives from education, communities and the medical profession that studies and recommends programs which enhance general physical fitness.

Star of the North State Games Board -- A working committee with representatives of most sports that organizes summer and winter state games and other major multi-sport events.

Minnesota Amateur Sports Events Committee -- A working committee with representatives from the news media, Chambers of Commerce, tourism promotion and convention bureaus that assist amateur sport associations in hosting major events that attract tourism dollars to Minnesota.

Minnesota Olympic Development Program -- Staff administers general policy guidelines and will provide program and marketing support for all four Olympic Development Centers.

FOOTNOTES

- 1/ "Economic Impact of Amateur Athletics Upon the Economy of Utah", University of Utah, Department of Economics, December 16, 1985
- 2/ Potential Economic Impact of Winter Special Events Upon the Bemidji Community", Bemidji State University Institutional Research, February 17, 1987

**ECONOMIC IMPACT OF AMATEUR ATHLETICS
UPON THE ECONOMY OF UTAH**
For The Governor's Task Force On Amateur Athletics
December 16, 1985

Introduction

During the months of September and October, 1985 a group of Ph.D. Students from the Economics Department of the University of Utah conducted a survey of sports organizations under contract to the Utah Department of Community and Economic Development, and drew conclusions relating to the economic impact of sporting events held in Utah upon Utah's economy. The survey included the identification of sports organizations, the events which are sponsored by the organizations, sufficient statistical information with which to draw conclusions about the economic impact of the events they sponsor, and general conclusions about the conduct of the State of Utah with regard to its development of amateur sporting events as State policy.

This report covers relevant issues relating to the study including the personnel involved, the requirements of the study, limitations, organizations contacted, methodology and organizations included within the report, and conclusions.

Personnel

The survey was conducted by a small group of students from the University of Utah Department of Economics. Each of the students is in a stage of advanced studies; that is, each is in the third and final year of classwork towards a Ph.D. degree in economics. Each student is in his/her mid to late thirties and each has had experience in business or university level education, and/or publishing. Each student has also received graduate level statistical training.

Study Requirements

The purpose of the inquiry was to identify as many organizations conducting amateur athletic events as possible, determine which events could be held in Utah, and assess the economic impact of those events upon the State's economy.

The organizations identified came primarily from a list provided by the Department of Community and Economic Development. From this list, a statistically large number of organizations was contacted in order to identify specific events. The organizations were sub-divided into two sets, those that can and those that cannot conduct events in Utah given existing facilities available within the State.

The investigation was to determine the gross economic impact upon all segments of

the State as well as the direct tax revenues generated from hosting such competitions. The value of certain goodwill was also considered as a side issue.

The study finally explored the general impact of Utah as a location for meets and conditions under which organizations would hold events within Utah.

Definitions

For purposes of clarifying certain aspects of this report, definitions of key concepts is required.

Economic Impact: the gross revenues generated to any business within Utah as a result of the holding of a sporting event within the State. Secondly, it is the gross tax revenue generated to any taxing authority within the State from such events. The term 'economic impact' does not include any multiplier effects except as specifically stated in this report.

Organization: any establishment which exists in order to promote, host, or sanction sporting events.

Amateur Sport: any sport in which the venture is not designed to be a profit-making enterprise. This definition does not preclude athletes from receiving payment for their performances as long as the payments are directed for training and other costs incident to their sport and sanctioned by their sport's governing body.

Limitations

There were a number of factors limiting the scope and accuracy of this report.

1. Time. The report was contracted on September 1, 1985 and was required to be finished by October 31, 1985. The results of the survey were presented to the Governor's Task Force on Amateur Athletics on October 29, 1985. At the recommendation of that body, as well as a subcommittee of that group, the report has undergone several minor revisions and the inclusion and elimination of certain competitions from the final draft. These changes came about primarily due to the information provided by the task force with regard to facilities available and past experience relating to the feasibility of bringing certain events into the State. It was impossible, given the time constraint, to survey all organizations or to poll large numbers of actual participants. However, a sufficient number of organizations and participants were contacted to give reliable results.

2. Lack of statistics available from organizations. The survey was interested in the economic impact of sporting events. Most of the impact from such meets, with the exception of ticket sales, come from out-of-state visitors. No organization could provide accurate data relating to the attendance of its games or the breakdown

between in-state and out-of-state attenders. It was required to make estimates based upon information that was provided by the contacted organizations.

3. Professional sports. No professional sporting events were considered.

4. National events. Although most establishments hold or sanction many regional and local events that could be held within Utah, none of these events is included in this report. Only meets of national championships are included.

5. Conventions. The vast majority of organizations hold a convention or meeting at least once per year in addition to its national events. Conventions are not included in this report although such meetings could be the source of significant revenues.

6. Small organizations. Organizations with fewer than 1000 members were not included in the survey. Often these groups, while small, sanction or conduct major events. While time did not allow a sampling of these groups, preliminary indication suggests that these groups should be included in any large scale study of amateur sports.

7. Certain other events. Certain competitions were believed to skew the results of the outcome or be very unlikely to be drawn to Utah. Examples of this type of meet are the NCAA basketball championships of any or the "bowl" football games.

Methodology

The methodology employed to develop the conclusions contained herein is as follows:

1. The list of organizations sponsoring or otherwise sanctioning sporting events in the United States was obtained from the Department of Community and Economic Development.

2. The list was narrowed by eliminating certain organizations. These included groups with a membership less than 1000, groups which held their tournaments in the same geographical location each year, and groups whose physical facility requirements were outside of the scope of facilities available within the Utah, and all professional groups.

3. A survey of facilities was made to specifically identify which sports could not be held in Utah. This was compared to those sports ruled out due to expected limitations.

4. All remaining organizations were called.

5. Of the organizations called, the organizations which could provide certain information were included in the event inventory. The information required was a. the national events held each year; b. the number of participants; c. the total gate;

d. the number of days during which an event was held. Where possible, names of participants were obtained, or interviews were conducted with organization officials covering attitudes about Utah, numbers of dollars spent per participant or spectator per day, and types of lodging/restaurant facilities required.

6. The information was compiled in such a way that sports were separated by the affluence of the participants/spectators. For example, it was concluded that tennis enthusiasts were a very affluent group willing to pay large sums of money for food and lodging while softball enthusiasts chose significantly less expensive lodging.

7. Local lodging and dining establishments were surveyed regarding their prices. This information became the basis for establishing expected spending levels of visitors to Utah.

8. Three spending categories were established, and sporting events were grouped according to the expected spending pattern of the mean enthusiast. Spending per day by participant or spectator was assumed to fall into three possible categories: \$85, \$65, or \$35. Tickets for transportation are paid at the point of origin. No figures for transportation (other than motor fuel) or taxes generated from transportation revenues are included in the inventory. Revenues are assumed to come entirely from food purchases, lodging, and fuel sales.

9. Total number of out-of-state spectators was extrapolated from the data obtained and from interviews.

10. Tax rates were acquired from the State Tax Commission. It was estimated that the mean tax revenue generated from out-of-state visitors was 6.75%. The figures were based upon sales tax (5.75%), transient room tax (3.0% added to the sales tax), and fuel taxes (approximately 9.2%).

11. The information was input into the Amateur Sporting Events Inventory and appropriate information was calculated to provide the results (see attached schedule).

The survey found 715 organizing bodies. Approximately 150 were contacted. This is about 21% of the total. Of the remaining organizations, many were too small to meet the criteria of this evaluation. Some were professional. Skewing of results occurred with others. Some of the groups were solely sanctioning bodies. A large group was not able to provide information over the telephone. A sample of 21% of the total is statistically significant.

Of the 150 groups contacted, sixty-six appear in the inventory along with 102 events. The inventory consists of 9.2% of the total number of groups and 44% of the groups contacted. These numbers represent statistically significant samples. Organizations were excluded from the inventory if they were unable to provide sufficient or accurate data.

Conclusions

The figures from the inventory indicate that, if all events held in the survey were held in Utah, gross revenues from the hosting of these events would be approximately \$300 million with direct tax revenue equal to about \$20 million. It is obvious, however, that the State of Utah will not be able to host all such events in a given year. It is equally obvious that these figures only begin to indicate the true value of sporting events to the State.

If the events of all contacted organizations are included in the inventory, the revenues climb to approximately \$681 million and \$45 million in tax revenues. In addition, it is estimated that the 150 contacted organizations represent only about 30% of the total organizations which conduct sports activities. If this is correct, the gross revenues climb to \$2 billion and tax revenues to \$135 million. Finally, 90% of the 715 organizations, which include professional sports, hold annual conventions. The revenue generated from these conventions may be as great or greater than the sum of the revenue generated from sporting events. If reduced to only one-half of the sporting events, the total revenue jumps to \$3 billion and tax revenue becomes \$202 million. Further study, if undertaken, can be expected to verify the magnitude of these numbers.

None of the figures contained in this report includes any regional competitions. The review of national events disclosed that there are several thousand regional events, many of which could be hosted in Utah.

This report does not deal with events which are generated within the State. An example of this is the National Cattle Show held each year in Denver, Colorado. Investigation of this one meet indicates that the direct economic impact is \$97 million to the Denver area each year. If held in Utah with the same success and the same participation, such revenues would produce approximately \$6.5 million in tax revenues.

Indirect benefits should not be overlooked. A strengthened sports industry will increase long-term employment and reduce unemployment. This provides the double benefit of reducing the pressure upon the State's resources while at the same time increasing actual revenues.

Another benefit to Utah is the impact television will have on both future events and tourism. The average cost of one minute of national prime-time advertising is about \$130,000. This varies greatly depending upon the program. For example, one minute of advertising aired during the Cosby Show costs \$300,000, and the Superbowl will demand \$1.2 million per minute. The entire advertising budget for the Utah Travel Council in the current fiscal year is \$1,951,600 or fifteen minutes of average primetime advertising. The hosting of a single national event which brings about television coverage will produce a very valuable byproduct.

The final consideration is that of the multiplier; that is, the indirect benefit to the State as the dollars brought into the State work through many levels of the economy. Each dollar of revenue eventually is spent at many levels and is, in turn taxed again. While this process works through many levels of the economy, the moderate movement of these funds will triple the effect of any original spending, and may reach far beyond that. Although time prevented a study of the full impact of such secondary and additional spending cycles associated with the sporting events included here, it is not difficult to justify the position that a \$20 million impact which produces \$1.4 million in direct taxes actually has an economic impact of \$60 million and \$4.2 million respectively.

Given the above explanation and responses from organizations to questions regarding Utah, the following general conclusions are reached:

1. Sporting events have the potential of producing significant revenue for the State.
2. Sporting events are most often sponsored and hosted by local, independent sports organizations who are affiliated with national organizations.
3. Governments seldom involve themselves directly as sponsors of events, but are very active in their support.
4. The State of Utah has several strong points in any quest to bring meets into the State, including:
 - a. Excellent facilities. Most events can be accomodated in Utah.
 - b. Excellent transportation. The ease with which Utah's physical facilities are accessed tends to be easier than in most other areas of the United States regardless of population density.
 - c. a good history of past success.
5. The State should participate in developing the potential of amateur sports in the following manner:
 - a. Promote the State generally.
 - b. Provide local sports organizations with bidding expertise in order to maximize the probability of successfully drawing events into the State.
 - c. Undertake efforts to see that events held in Utah are sanctioned by the governing body of each sport.
 - d. Provide coordination of all physical facilities, both

public and private, available for meets, and correlate the scheduling of these facilities.

e. Accompany local sports groups to meetings where bids are presented and otherwise show a high profile.

f. The State should be prepared to advance funds to organizations willing to conduct a meet within the State with some sort of a revenue sharing scheme to guarantee that the State will recoup its investment.

g. The State should coordinate its own regulations as well as those of local governments within the State to facilitate the reduction of "red tape" for organizers.

Goals

In evaluating this information, a conclusion should be reached regarding the potential for the State which should serve as a long-run goal. If Utah were to receive a share of sports events equal to all other states, it would receive a total of 2% of all revenues generated by the industry. It is clear that some states, such as California and Florida, will receive a much larger share by virtue of their climates, facilities, etc. It is also clear that some states will not generate significant revenues through the sports industry due to their lack of the necessary traits. Utah's unique position of excellent facilities coupled with better than average transportation should bring about a disproportionate share of industry revenues. A long-run goal of 5% given the implementation of the recommendations above should be an achievable level.

If 5% is reached, and if \$2 billion in amateur sports revenues are generated annually, Utah should generate \$100 million in direct revenues per year and \$6.8 million in direct tax revenues. In addition, the multiplier will increase this impact by no less than a factor of three. These numbers do not include any regional events, any professional events, or any events "invented" and staged in the State such as the National Cattle Show. This also fails to include any conventions which are connected with sporting events.

Further Study

In order to verify these figures a comprehensive study should be considered. Such a study should involve the development of a questionnaire to be submitted to all organizations and as many participants as possible. Such information can be obtained for a reasonable cost by utilizing Ph.D. level students. The questionnaire should address the following issues:

1. The degree to which camping facilities are used to the exclusion of paid lodging.

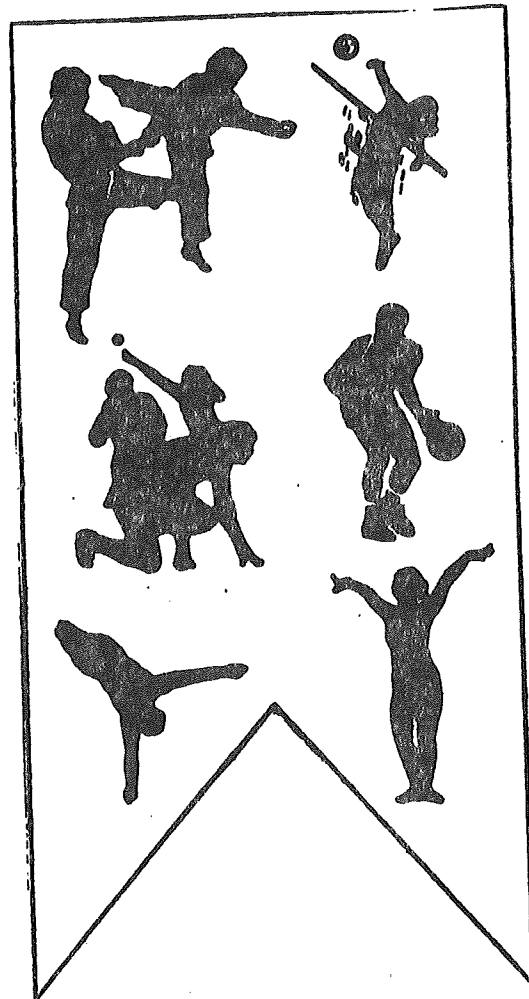
2. The degree to which restaurant facilities are used.
3. The ratio of visitors who fly to the State versus those who drive.
4. The length of each event.
5. The average length of stay.
6. Sizes of teams.
7. The age groups involved in each event.
8. Income class associated with each sport.
9. Winter versus summer sports.
10. Existence of required facilities.
11. Do local teams participate.
12. Is a convention held by the organization.
13. How long each organization has been in existence.
14. Total membership.
15. Does the organization publish.
16. Number of sanctioned events per year.
17. National versus regional events.
18. Services required (such as police).

From such information an econometric model can be designed so that any event can be evaluated. Such a modelling tool will enable the State to determine the extent to which it desires to directly participate in the promotion of a given event for Utah.

Summary

The amateur sports industry holds great potential as a means to increase revenues for the State of Utah. It provides virtually no negative side-effects. There are few, if any, environmental problems (given existing facilities), it is low in cost, it requires minimal investment on the part of government, and it is an industry

generally enjoyed by the indigenous population. In short, the amateur sports industry increases the utility of the residents of Utah without extracting a great social cost.



AMATEUR SPORTING EVENTS INVENTORY:

IMPACT UPON UTAH'S ECONOMY

<u>ORGANIZATION</u>	<u>EVENT</u>	<u>#PAR</u>	<u>#D</u>	<u>DRAW</u>	<u>REVENUE</u>	<u>TAX REV</u>
AAU	JUNIOR OLYMPICS	4000	5	12000	2100000.00	141750.00
AAU	INDOOR NAT TRACK CHAMPIONSHIP	500	4	5000	700000.00	47250.00
ALL-AMERICAN AMATEUR BASEBALL	NATIONAL TOURNAMENT	270	7	5400	1323000.00	89302.50
AMATEUR GOLF ASSOC OF AMERICA	REGIONAL CHAMPIONSHIP	288	4	576	195840.00	13219.20
AMATEUR SOFTBALL ASSOCIATION	NATIONAL TOURNAMENT	800	7	1800	441000.00	29767.50
AMERICAN AMATEUR BASEBALL CON	COMBINED WORLD SERIES	5000	8	50000	14000000.00	945000.00
AMERICA CASTING ASSOCIATION	NATIONAL TOURNAMENT	200	3	400	78000.00	5265.00
AMERICA ENDURANCE RIDE CONFERENCE	ANNUAL RIDE	100	3	100	10500.00	708.75
AMERICAN HIKING SOCIETY	ANNUAL HIKE	150	2	150	10500.00	708.75
AMERICAN LEGION BASEBALL	WORLD SERIES	500	08	25000	7000000.00	472500.00
AMERICAN PLATFORM TENNIS ASSOC	MEN'S CHAMPIONSHIPS	150	4	450	153000.00	10327.50
AMERICAN PLATFORM TENNIS ASSOC	WOMEN'S CHAMPIONSHIPS	150	4	450	153000.00	10327.50
AMERICAN PLATFORM TENNIS ASSOC	MIXED DOUBLES CHAMPIONSHIPS	150	4	450	153000.00	10327.50
AMERICAN PLATFORM TENNIS ASSOC	SENIORS CHAMPIONSHIPS	150	4	450	153000.00	10327.50
AMERICAN POWER BOAT ASSOCIATION	NATIONAL RACE	200	2	2000	260000.00	17550.00
AMERICAN WATER SKI ASSOCIATION	NATIONAL CHAMPIONSHIP	530	3	1590	405450.00	27367.88
AMERICAN WATER SKI ASSOCIATION	NATIONAL CHAMPIONSHIP	530	4	3180	1081200.00	72981.00
AMERICAN DART ORGANIZATION	NO AMERICAN OPEN	2000	2	2000	340000.00	22950.00
AMERICAN LAWN BOWLING ASSOCIATION	NATIONAL CHAMPIONSHIP	450	3	900	229500.00	15491.25
AMERICAN TENNIS ASSOCIATION	NATIONAL CHAMPIONSHIP	960	6	4800	2448000.00	165240.00
BABE RUTH BASEBALL	WORLD SERIES	540	5	2700	472500.00	31893.75
BALLOON FEDERATION OF AMERICA	WORLD CHAMPIONSHIP	200	2	200	28000.00	1755.00
BASS'N GAL	WOMEN'S BASS CHAMPIONSHIP	150	3	300	58500.00	3948.75
BILLIARD CONGRESS	NATIONAL CHAMPIONSHIP 1	4500	3	9000	1755000.00	118462.50
BILLIARD CONGRESS	NATIONAL CHAMPIONSHIP 2	4500	3	9000	1755000.00	118462.50
BILLIARD CONGRESS	NATIONAL CHAMPIONSHIP 3	4500	3	9000	1755000.00	118462.50
CASE BULLET ASSOCIATION	NATIONAL CHAMPIONSHIP	40	3	80	15600.00	1053.00
INT HANDGUN MET SILHOUETTE A	NATIONAL TOURNAMENT	1200	3	2400	468000.00	31590.00
INT BATON TWIRLING ASSOCIATION	NATIONAL MEET	1400	3	8000	840000.00	56700.00
INTER JET SKI ASSOCIATION	NATIONAL CHAMPIONSHIP	200	3	600	117000.00	7897.50
INTER UNIVERSITY SPORTS BOARD	EVENT 1	2000	4	16000	4160000.00	280800.00
INTER UNIVERSITY SPORTS BOARD	EVENT 2	2000	4	16000	4160000.00	280800.00
INTER UNIVERSITY SPORTS BOARD	EVENT 3	2000	4	16000	4160000.00	280800.00
LITTLE LEAGUE BASEBALL	COMBINED WORLD SERIES	9999	7	149985	36746325.00	2480376.94
NATIONAL AMPUTEE GOLF ASSOCIATION	NATIONAL TOURNAMENT	100	3	200	51000.00	3442.50
NATIONAL ASSOC OF LEFT-HANDED GOLF	WORLD TOURNAMENT	340	3	680	173400.00	11704.50
NATIONAL ASSOC OF LEFT-HANDED GOLF	COMBINED NATIONAL TOURNAMENT	1300	3	2600	663000.00	44752.50
NATIONAL BATON TWIRLING ASSOCIATION	NATIONAL MEET	4000	4	8000	1120000.00	75600.00
NATIONAL CAMPERS AND HIKERS	CONVENTION AND CAMPOUT	3000	5	12000	2100000.00	141750.00
NATIONAL DUCKPIN BOWLING ASSOCIATION	NATIONAL TOURNAMENT	9000	7	18000	8190000.00	552825.00

AMATEUR SPORTING EVENTS INVENTORY:
IMPACT UPON UTAH'S ECONOMY

<u>ORGANIZATION</u>	<u>EVENT</u>	<u>#/PAR</u>	<u>#/D</u>	<u>DRAW</u>	<u>REVENUE</u>	<u>TAX REV</u>
NATIONAL FIELD ARCHERY	NATIONAL INDOOR CHAMPIONSHIP	700	3	1400	273000.00	18427.50
NATIONAL FIELD ARCHERY	NATIONAL OUTDOOR CHAMPIONSHIP	700	4	1400	364000.00	24570.00
NATIONAL HORSESHOE PITCHERS ASSOC	NATIONAL TOURNAMENT	500	4	1500	210000.00	14175.00
NATIONAL POCKET BILLIARDS	U.S. TEAM OPEN	500	4	1000	260000.00	17550.00
NATIONAL SENIOR SPORTS ASSOC	NAT TOURNAMENT COMBINED(3 EVENTS)	320	3	640	163200.00	11016.00
NATIONAL SKEET SHOOTING ASSOC	U.S. OPEN	300	3	600	153000.00	10327.50
NATIONAL SKEET SHOOTING ASSOC	WORLD CHAMPIONSHIP	900	3	2700	638500.00	46473.75
NATIONAL WHEELCHAIR ATHLETIC ASSOC	NATIONAL CHAMPIONSHIP	400	3	800	204000.00	13770.00
NATIONAL BASEBALL CONGRESS	NATIONAL CHAMPIONSHIP	612	5	1836	321800.00	21687.75
NATIONAL BICYCLE LEAGUE	MOTOCROSS CHAMPIONSHIP	1000	4	3000	420000.00	28650.00
NATIONAL BOWLING	NATIONAL TOURNAMENT	1500	4	22500	3150000.00	212625.00
NATIONAL RIFLE ASSOCIATION	U.S. INTER CHAMPIONSHIP	1200	3	2400	468000.00	31590.00
NATIONAL RIFLE ASSOCIATION	COLLEGIATE CHAMPIONSHIP	200	3	400	42000.00	2835.00
NCAA	FOOTBALL (2 DIVISIONS)	7500	1	742500	48262500.00	3257718.75
NCAA	COMBINED EVENTS	7500	2	375000	48750000.00	3290625.00
PEOPLE TO PEOPLE SPORTS	ANNUAL HORSE SHOW	1000	4	4000	1360000.00	91800.00
PONY BASEBALL	WORLD SERIES 11-12	9750	7	97500	23887500.00	1612406.25
PONY BASEBALL	WORLD SERIES 13-14	7500	7	75000	18375000.00	1240312.50
PONY BASEBALL	WORLD SERIES 15-16	5250	7	52500	12862500.00	868218.75
PONY BASEBALL	WORLD SERIES 17-18	3000	7	3000	735000.00	49612.50
U.S. ASSOC FOR BLIND ATHLETES	NATIONAL MEET	500	4	1000	260000.00	17550.00
U.S. BASEBALL	U.S. BASEBALL WORLD JR. CUP	144	4	1440	201600.00	13608.00
U.S. CANOE ASSOCIATION	U.S. MARATHON CANOE & KAYAK	500	4	1000	260000.00	17550.00
U.S. CROQUET	NATIONAL CHAMPIONSHIP	50	3	100	25500.00	1721.25
U.S. CROQUET	NATIONAL CLUB TEAMS	110	3	220	56100.00	3786.75
U.S. CROQUET	NATIONAL COLLEGE CHAMPIONSHIP	50	3	100	10500.00	708.75
U.S. CURLING	NATIONAL CURLING CHAMPIONSHIP	1500	4	3000	780000.00	52650.00
U.S. CYCLING FEDERATION	NATIONAL CHAMPIONSHIP	540	4	1080	280800.00	18954.00
U.S. FENCING ASSOCIATION	JR. NATIONAL CHAMPIONSHIP	450	4	1350	459000.00	30982.50
U.S. FENCING ASSOCIATION	SR. NATIONAL CHAMPIONSHIP	650	4	1300	442000.00	29835.00
U.S. FIGURE SKATING ASSOCIATION	COMBINED EVENTS	500	3	1500	360000.00	248000.00
U.S. GOLF ASSOCIATION	U.S. MEN'S OPEN	250	3	2500	637500.00	48031.25
U.S. GOLF ASSOCIATION	COMBINED TOURNAMENT	5274	3	10548	2689740.00	181557.45
U.S. HANG GLIDING ASSOCIATION	MASTERS CHAMPIONSHIP	32	3	64	12480.00	842.40
U.S. HANG GLIDING ASSOCIATION	REGIONAL CHAMPIONSHIP	90	3	180	35100.00	2369.25
U.S. PARACHUTE ASSOCIATION	NATIONAL CHAMPIONSHIP	1150	2	1150	149500.00	10091.25
U.S. PARACHUTE ASSOCIATION	SKIING/SKY DIVING	100	3	100	25500.00	1721.25
U.S. PARACHUTE ASSOCIATION	COLLEGIATE MEET	150	4	150	39000.00	2632.50
U.S. POLO ASSOCIATION	U.S. OPEN	40	4	400	136000.00	9180.00
U.S. POLO ASSOCIATION	GOLD CUP	80	4	800	272000.00	18360.00

AMATEUR SPORTING EVENTS INVENTORY:IMPACT UPON UTAH'S ECONOMY

<u>ORGANIZATION</u>	<u>EVENT</u>	<u>#PAR</u>	<u>#D</u>	<u>DRAW</u>	<u>REVENUE</u>	<u>TAX REV</u>
U.S. SKI ASSOCIATION	COMBINED EVENTS	1000	3	10000	2700000.00	182250.00
U.S. SQUASH RACQUETS ASSOCIATION	NAT CHAMP COMBINED (8 EVENTS)	1320	5	3960	1683000.00	113602.50
U.S. TABLE TENNIS ASSOCIATION	U.S. CLOSED TOURNAMENT	750	4	1500	390000.00	26325.00
U.S. TABLE TENNIS ASSOCIATION	U.S. OPEN	750	4	1500	390000.00	26325.00
U.S. VOLLEYBALL ASSOCIATION	NATIONAL CHAMPIONSHIP	900	3	1800	459000.00	30982.50
U.S. WOMEN'S CURLING	NATIONAL CHAMPIONSHIP	1300	4	2600	676000.00	45630.00
USA AMATEUR BOXING	U.S. AMATEUR CHAMPIONSHIP	100	3	500	52500.00	3543.75
USA AMATEUR BOXING	U.S. OLYMPIC TRIALS	100	7	2000	910000.00	61425.00
USA AMATEUR BOXING	U.S. JUNIOR BOXING CHAMPIONSHIP	100	4	500	70000.00	4725.00
USA FIELD HOCKEY	AUTUMN MEET	1300	4	3900	1014000.00	68445.00
USA FIELD HOCKEY	USA FIELD HOCKEY CLASSIC	1000	3	7000	1365000.00	92137.50
USA WRESTLING	NATIONAL JR. OLYMPICS	1500	4	4500	1170000.00	78975.00
USA WRESTLING	NATIONAL CHAMPIONSHIP 15-16	500	3	1000	105000.00	7087.50
USA WRESTLING	NATIONAL CHAMPIONSHIP 20+	500	3	1000	195000.00	13162.50
USA WRESTLING	NATIONAL SR. WORLD CHAMPIONSHIP	600	4	1200	408000.00	27540.00
USA WRESTLING 17-18	NATIONAL JR. OLYMPICS	2000	4	6000	840000.00	56700.00
WOMEN'S INTER BOWLING CONGRESS	AMERICAN BOWLING CONGRESS	8000	4	16000	4160000.00	280800.00
WOMEN'S INTER BOWLING CONGRESS	ABC MASTER'S TOURNAMENT	700	4	2100	546000.00	36855.00
WOMEN'S INTER BOWLING CONGRESS	ABC NATIONAL TOURNAMENT	5000	4	45000	11700000.00	789750.00
WOMEN'S SPORTS FOUNDATION	HALL OF FAME BANQUET	500	1	500	42500.00	2868.75
YOUNG AMERICAN BOWLING ALL	JR. BOWLING CHAMPIONSHIPS	162	3	486	51030.00	3444.52
YOUNG AMERICAN BOWLING ALL	NAT COLLEGIATE BOWLING CHAMP	120	3	480	50400.00	3402.00

TOTAL:

#PAR	161,141.00
#D	393.00
DRAW	1,942,125.00
REVENUE	300,320,565.00
TAX REV	20,271,638.14

Printed 102 of the 102 records.

POTENTIAL ECONOMIC IMPACT OF WINTER SPECIAL EVENTS UPON THE BEMIDJI COMMUNITY

ESTIMATED IMPACT OF A CURLING OR BOWLING TOURNAMENT:

The following figures are based on a 3-day event with an estimated 250 team participants and 400 out-of-town visitors (300 adults and 100 young people). The lodging estimates are based on double occupancy average rates.

Participants' Contribution (4 nights and 3 days in Bemidji):	
Lodging (250 X 4 X \$25)	\$25,000
Meals (250 X 3 X \$25)	18,750
Entertainment (250 X 4 X \$25)	25,000
Souvenirs, Merchandise, etc. (250 X 3 X \$25)	25,000
Gasoline (50% carpooling = 125 X 2 X \$20)	<u>5,000</u>
Total Contribution by Participants	\$ 98,750
Out-of-town Visitors' Contribution (3 nights and 3 days in Bemidji):	
Lodging (300 adults X 3 X \$25)	\$22,500
Meals (400 X 3 X \$25)	30,000
Entertainment [(300 X \$75) + (100 X \$25)]	25,000
Souvenirs, Merchandise, etc.	10,000
Gasoline (50% carpooling = 200 X 2 X \$20)	<u>8,000</u>
Total Contribution by Visitors	95,500
Other (from revenue for event):	
Utilities	\$ 1,700
Staff (Estimate of what is spent in Community)	3,700
Miscellaneous (Supplies, etc.)	<u>1,500</u>
	6,900
TOTAL DIRECT CONTRIBUTION TO THE COMMUNITY	\$201,150
Multiplier Factor	<u>X 2.2</u>
TOTAL ESTIMATED IMPACT UPON THE COMMUNITY	<u>\$442,530</u>

ESTIMATED IMPACT OF A YOUTH HOCKEY EVENT:

The following figures are based on a 3-day event with an estimated 400 participants and 800 out-of-town guests (600 adults and 200 young people) with double occupancy lodging for the guests and four to a room for participants' lodging.

Participants' Contribution:	
Lodging (400 X 4 X \$15)	\$24,000
Meals (400 X 3 X \$25)	30,000
Entertainment (400 X \$25)	10,000
Souvenirs, merchandise, etc. (400 X \$25)	10,000
Transportation (200 carpooling X 2 X \$20)	<u>8,000</u>
Total Participants' Contribution	\$ 82,000

Out-of-town Guests Contribution:

Lodging (600 adults X 3 X \$25)	\$45,000	
Meals (800 X 3 X \$25)	60,000	
Entertainment[(600 X \$75) + (200 X \$25)]	50,000	
Souvenirs, merchandise, etc. (800 X \$25)	20,000	
Gasoline (400 Carpooling X 2 X \$20)	<u>16,000</u>	
Total Guests' Contribution		191,000

Other:

Utilities	\$ 1,700	
Staff (Est. spent in community)	3,700	
Miscellaneous (supplies, etc.)	<u>1,500</u>	
Total		<u>6,900</u>

TOTAL DIRECT CONTRIBUTION INTO THE COMMUNITY \$ 279,900

Multitplier Factor X 2.2

TOTAL ECONOMIC IMPACT UPON THE COMMUNITY \$ 615,780

TOTAL IMPACT OF FIVE 3-DAY CURLING AND/OR BOWLING TOURNAMENTS \$2,212,650

TOTAL IMPACT OF FIVE 3-DAY YOUTH HOCKEY EVENTS \$3,078,900

ECONOMIC IMPACT OF THE SUMMER HOCKEY CAMP ON THE BEMIDJI COMMUNITY

The following estimates are based on 1986 participation rate of 1,100 over a period of eight weeks.

Contract with Bemidji Bus Lines	\$	10,000
Local printing of brochures		8,000
Expenditures by parents/relatives who drop off and pick up participant (Excludes participants who used bus): (Note: the estimates below are calculated on 1608 trips.)		
Lodging (Ave. 1.5 nights' lodging each trip @ \$65/night)	\$156,780	
Meals (Ave. 2 persons, 1 day per trip @ \$25)	80,400	
Gasoline (A full tank each trip @ \$20)	32,160	
Incidentals (Souvenirs, etc. @ \$20)	<u>32,160</u>	
Total Contribution by parents/relatives		301,500
Participants' contribution (Meals \$10; Entertainment \$15; Snacks, Souvenirs, etc. \$25; for each)		55,000
Additional Staff Requirements (Take home pay):		
Coaches (11)	\$ 24,500	
Secretary (1)	9,800	
Counselors (8)	4,800	
Head Resident (1)	1,750	
Trainers (2)	2,560	
Part-time students, janitors, etc. (15)	<u>12,800</u>	
Total Contribution from Additional Staff		56,210
Utilities		32,000
Additional Food Services Staff Required (ARA)		22,000
Miscellaneous (i.e. consultants, directors, supplies, etc.)		<u>2,500</u>
TOTAL DIRECT CONTRIBUTION TO THE COMMUNITY	\$	487,210
Multiplier Factor (Number of times dollar changes hands)		<u>x 2.2</u>
TOTAL CONTRIBUTION TO THE COMMUNITY		<u>\$1,071,862</u>