

EVENTS ARE IMPORTANT FOR MULTIPLE REASONS

- ✓ Build & Celebrate Community
- ✓ Drive Economic Impact
- ✓ Raise Community Profile
- ✓ Drive Repeat Business

*San Jose supports a range of cultural and sporting events
that reflects the unique characteristics and interests
of the community*

GOAL: ECONOMIC IMPACT TOOL

- “Economic Impact” was directive of DSE Committee, EI is different than Cost-Benefit
- Standardized Calculator Tool—credible, conservative methodology, used consistently
- Adaptable to diverse events and festivals
- Partners: San Jose CVB, San Jose Sports Authority
- Surveyed six diverse events to secure benchmark data

RECOMMENDED METHODOLOGY IS CONSERVATIVE

Start: Total Attendance
Subtract: Multiple visits by Attendees
Equals: Number "Unique Attendees"
Subtract: Local residents
Equals: Number of "Unique Visitors"
Subtract: "Time-Switcher" Visitors
Subtract: "Casual" Visitors
Subtract: Visitors who are both Time-Switchers/Casual
Equals: "Relevant Visitors"

- Counts spending by "Relevant Visitors" only toward economic impact
- Views local spending as substitutionary
- Methodology will be regularly re-calibrated to ensure accuracy

TOTAL ECONOMIC IMPACT OF SIX EVENTS

Total Attendance	505,600
Number of “Relevant Visitors”	132,600
Relevant Visitor Spending Outside the Event	\$29,968,900
Relevant Visitor Spending Inside the Event	\$10,010,900
Corporate/Team/Media/Vendor Spending	\$5,281,100
Total Direct Spending	\$45,261,000
Indirect Spending	\$28,885,000
Total Economic Impact	\$74,146,000

In this model, spending by locals is not “counted”, nor is spending by visitors in town for another reason.

SUMMARY OF EVENT RESULTS

	Economic Impact from Outside Visitors	City Fiscal Impact	Spending By Local Residents
Rock n Roll Half Marathon	\$16.4 million	\$554,900	\$5.5 million
San Jose Grand Prix	\$23.6 million	\$559,000	\$19.9 million
San Jose International Mariachi Festival	\$1.5 million	\$22,600	\$16.2 million
San Jose Jazz Festival	\$10.9 million	\$312,400	\$6.1 million
Tapestry Arts Festival	\$12.4 million	\$251,400	\$24.0 million
ZeroOne San Jose	\$9.3 million	\$225,500	\$4.0 million
Total	\$74.1 million	\$1.9 million	\$75.7 million

ROCK N ROLL HALF MARATHON

Total Attendance	63,000
Number of "Relevant Visitors"	23,700
Relevant Visitor Spending Outside the Event (\$368 for Trip)	\$8,733,000
Relevant Visitor Spending Inside the Event (\$70 for Trip)	\$1,654,600
Corporate/Team/Media/Vendor Spending	\$246,100
Direct Spending	\$10,633,700
Indirect Spending	\$5,846,200
Total Economic Impact	\$16,479,800

SAN JOSE GRAND PRIX

Total Attendance	117,600
Number of "Relevant Visitors"	21,700
Relevant Visitor Spending Outside the Event (\$282 for Trip)	\$6,104,700
Relevant Visitor Spending Inside the Event (\$164 for Trip)	\$3,543,100
Corporate/Team/Media/Vendor Spending	\$3,749,300
Direct Spending	\$13,397,100
Indirect Spending	\$10,227,700
Total Economic Impact	\$23,624,800

SAN JOSE INTERNATIONAL MARIACHI FESTIVAL

Total Attendance	34,500
Number of "Relevant Visitors"	7,600
Relevant Visitor Spending Outside the Event (\$69 for Trip)	\$520,000
Relevant Visitor Spending Inside the Event (\$60 for Trip)	\$456,900
Corporate/Team/Media/Vendor Spending	\$13,000
Direct Spending	\$989,900
Indirect Spending	\$528,600
Total Economic Impact	\$1,518,500

SAN JOSE JAZZ FESTIVAL

Total Attendance	76,000
Number of "Relevant Visitors"	27,000
Relevant Visitor Spending Outside the Event (\$206 for Trip)	\$5,555,700
Relevant Visitor Spending Inside the Event (\$26 for Trip)	\$715,100
Corporate/Team/Media/Vendor Spending	\$260,800
Direct Spending	\$6,531,600
Indirect Spending	\$4,353,000
Total Economic Impact	\$10,884,700

TAPESTRY ARTS FESTIVAL

Total Attendance	130,000
Number of "Relevant Visitors"	36,700
Relevant Visitor Spending Outside the Event (\$141 for Trip)	\$5,195,900
Relevant Visitor Spending Inside the Event (\$82 for Trip)	\$3,020,100
Corporate/Team/Media/Vendor Spending	\$56,500
Direct Spending	\$8,272,500
Indirect Spending	\$4,089,100
Total Economic Impact	\$12,361,600

ZEROONE SAN JOSE

Total Attendance	84,600
Number of "Relevant Visitors"	15,900
Relevant Visitor Spending Outside the Event (\$243 for Trip)	\$3,859,700
Relevant Visitor Spending Inside the Event (\$39 for Trip)	\$621,200
Corporate/Team/Media/Vendor Spending	\$955,400
Direct Spending	\$5,436,200
Indirect Spending	\$3,840,300
Total Economic Impact	\$9,276,600

RETURN ON INVESTMENT

	Community Economic Impact	City Investment in the Event	Leverage of City \$ (one year)
Rock n Roll Half Marathon	\$16.4 m	\$130,500	126.3
San Jose Grand Prix	\$23.6 m	\$2,282,000	10.4
San Jose International Mariachi Festival	\$1.5 m	\$119,200 ¹	12.7
San Jose Jazz Festival	\$10.9 m	\$60,400 ¹	180.2
Tapestry Arts Festival	\$12.4 m	\$31,900 ¹	387.7
ZeroOne San Jose Festival	\$9.3 m	\$381,900 ²	24.3

¹ City investment figure includes city “Festival, Parade & Celebration Grant, but excludes city “Unrestricted Operating Grant.” These Operating Grants were: \$71,116 for Jazz Festival, \$49,211 for Tapestry Arts and \$71,728 for Mariachi Festival.

² Investment figures are for 12-month period associated with each event year, except for the inaugural ZeroOne San Jose which includes all City support for planning and implementation since FY 04-05 and contracted support for two city-initiated artworks and performances.