

# 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

- Standardized Calculator Tool—credible methodology, used consistently
- Adaptable to diverse events and festivals
- Expertise: SportsEconomics, LLC
- Partners: CVB, Sports Authority, six event producers
- Surveyed six recent events to secure benchmark data
- Three of the six events are new events to San Jose with 2 years or less experience

# RECOMMENDED METHODOLOGY IS CREDIBLE AND 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

# 6 PRIMARY SURVEYS: COLLECT BENCHMARK DATA & SHOWCASE METHODOLOGY

- San Jose Grand Prix (July 28-30, 2006)
- ZeroOne San Jose (August 7-13, 2006)
- Jazz Festival (August 17-20, 2006)
- Tapestry Arts Festival (September 2-4, 2006)
- Mariachi Festival (October 6-9, 2006)
- Rock n Roll Half Marathon (October 8, 2006)

Standardized survey form across all events

# 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	<b>\$74,146,000</b>

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

***Direct spending activity related to the events resulted in a \$44.2 million increase in resident income levels and supported 1,280 FTE jobs.***

# SUMMARY OF EVENT RESULTS

	<b>Economic Impact from Outside Visitors</b>	<b>City Fiscal Impact</b>	<b>Spending By Local Residents/Others</b>
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
<b>Total</b>	<b>\$74.1 million</b>	<b>\$1.9 million</b>	<b>\$75.7 million</b>

# 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	<b>\$16,479,800</b>

# ROCK N ROLL HALF MARATHON FINDINGS

- 78% of survey respondents were visitors to San Jose
- 39% booked their hotel through the event website; 19% through other “online” method
- Typical visitor spent \$162 per day outside the event, \$70 inside the event area
- On average, visitors spent \$438 during their trip to San Jose
- Direct spending generated about 304 FTE jobs and \$10.6 million in resident income

# 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	<b>\$23,624,800</b>

# SAN JOSE GRAND PRIX FINDINGS

- 58% of survey respondents were visitors to San Jose
- The average household income of visiting attendees was \$109,500 (64% above the Bay Area median)
- Average age: 42
- Typical visitor spent \$126 per day outside of the race, and \$164 inside the track area.
- On average, visitors spent \$446 during their trip to San Jose.
- Direct spending generated about 362 FTE jobs and \$12.8 million in resident income
- 95% of visitors rated their visit to San Jose as “Excellent” or “Good”

# 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	<b>\$1,518,500</b>

# SAN JOSE INTERNATIONAL MARIACHI FESTIVAL

- 39% of survey respondents were visitors to San Jose
- The average household income of visiting attendees was \$61,500 (10% below the Bay Area median)
- 80% of visitors listed Mariachi Festival as the primary reason for their trip to San Jose
- Typical visiting spends \$62 per day outside the Festival, and \$60 inside the Festival.
- On average, visitors spent \$129 during their trip to San Jose
- Spending generated about 28 FTE jobs and \$959,000 in resident income

# 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	<b>\$10,884,700</b>

# SAN JOSE JAZZ FESTIVAL FINDINGS

- 71% of survey respondents were visitors to San Jose (17% from out of state)
- 50% of attendees came to multiple days
- Average household income of visiting attendees was \$93,700 (40% above Bay Area median)
- Visitors skewed older; 40% of visitors were over age 55.
- Typical visitor spent \$107 per day out the the Festival, and \$26 inside the Festival area
- On average, visitors spent \$232 during their trip to San Jose
- Direct spending generated about 191 FTE jobs and \$6.4 million in resident income
- 96% of visitors rated their visit to San Jose as “Excellent” or “Good”

# 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	<b>\$12,361,600</b>

# TAPESTRY ARTS FESTIVAL FINDINGS

- 40% of survey respondents were visitors to San Jose
- 75% of visitors came for a single day
- 55% of attendees were over 45 years old
- 66% of visitors listed Tapestry Arts Festival as the primary reason for their trip to San Jose
- Typical visitor spent \$74 per day outside of the Festival and \$82 inside the Festival
- On average, visitors spent \$224 during their trip to San Jose
- Spending generated about 239 FTE jobs and \$8.0 million in resident income
- 90% of visitors rated their visit to San Jose as “Excellent” or “Good”

# 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	<b>\$9,276,600</b>

# ZEROONE SAN JOSE FINDINGS

- 70% of attendees came for more than a single day; one-third were from out of state.
- Attendees skewed younger; 56% of attendees were between the ages of 25 to 44
- The average annual household income of attendees was \$76,400 (15% above Bay Area median)
- Typical visitor spent \$123 per day
- On average, visitors spent \$282 during their visit to San Jose
- Direct spending generated about 157 FTE jobs and \$5.3 million in resident income
- 84% of visitors rated their visit to San Jose as “Excellent” or “Good”

# SAMPLE ECONOMIC IMPACT SURVEY



## Spectator Survey for California Amateur Hockey Association Playoffs

The City of San Jose and the Event organizers would like to thank you for taking the time to fill out this event questionnaire. Your responses will be useful in helping us estimate the economic impact of this event. All data provided will be used exclusively for these purposes. By completing this survey, you will be **entered to win a replica San Jose Sharks jersey!**

- How many people are in your immediate traveling party? \_\_\_\_\_
- Are you affiliated with the City of San Jose or the event organizers in an official capacity?  
City/Event Employee    Media Rep    Vendor    No affiliation/Spectator    Other
- Including this event, what days of the Playoffs did you attend? Please circle all that apply.  
Thursday    Friday    Saturday    Sunday
- What events did you attend while participating in this event? Please circle all that apply.  
Bantam AA    16AA    16AAA    18AA    18AAA
- What is your residential zip code? \_\_\_\_\_

## VISITORS TO THE CITY OF SAN JOSE

**Note: If you are a RESIDENT of San Jose, please skip to Question 12 on the other side of this page**

- Would you have visited San Jose this weekend if this event were not taking place?     Yes     No
- Primary reason for trip to San Jose:  
Attend this event    Business    Pleasure/Vacation    Other \_\_\_\_\_
- How long will you be visiting San Jose? Day(s) \_\_\_\_\_ Night(s) \_\_\_\_\_
- Does this visit to San Jose replace any other past/future visit to this area within the previous/next 6 months?  
 Yes     No  
If YES, how long would you have stayed for the visit you are replacing? Day(s) \_\_\_\_\_ Night(s) \_\_\_\_\_
- While visiting San Jose for this event, how many people in your party will you be paying for, including yourself? \_\_\_\_\_
- While visiting San Jose, how much do you **plan to spend DAILY within the city of SAN JOSE for ALL members of your party** on the following? (If expenditures are shared, please report only those which are your responsibility)

### Amount Spent Daily (within SAN JOSE, outside of the Ice Arena)

Lodging	\$ _____	Entertainment	\$ _____
Food/Beverage	\$ _____	(e.g., museums, nightlife, etc.)	
Transportation	\$ _____	Shopping	\$ _____
(rental car, gas, bus)		Misc. (tips to valets, service staff, other)	\$ _____
Parking	\$ _____		

### Event-Related (spending within the Ice Arena)

Tickets	\$ _____	Concessions	\$ _____
Merchandise	\$ _____	Other	\$ _____

Please continue survey on other side of page.

## RESIDENTS OF THE CITY OF SAN JOSE

**Note: If you are a VISITOR to San Jose, please skip to Question 14**

- While engaging in event activities, how many people in your party will you be paying for, including yourself? \_\_\_\_\_
- While participating in event activities, how much do you plan to spend **DAILY within the city of SAN JOSE for the above group** on the following during this timeframe than if the event were not in town? (If expenditures are shared, please report only those which are your responsibility)

### Amount Spent Daily (within SAN JOSE, outside of the Ice Arena)

Food/Beverage	\$ _____	Entertainment	\$ _____
Transportation	\$ _____	(e.g., museums, nightlife, etc.)	
(rental car, gas, bus)		Shopping	\$ _____
Parking	\$ _____	Misc. (tips to valets, service staff, other)	\$ _____

### Event-Related (spending within the Ice Arena)

Tickets	\$ _____	Concessions	\$ _____
Merchandise	\$ _____	Other	\$ _____

## ALL RESPONDENTS PLEASE COMPLETE

- What is your age?     Under 18     18-24     25-34     35-44     45-54     55+
- Please indicate your annual household income:  
 <\$50,000     \$50,000 - \$74,999     \$75,000 - \$99,999     \$100,000 - \$124,999  
 \$125,000-\$149,999     \$150,000-\$174,999     \$175,000 - \$199,999     \$200,000+
- Primary lodging while visiting San Jose:  
Hotel/Motel    Private home    RV    Other  
If you stayed in a Hotel/Motel, please indicate name of Hotel/Motel franchise: \_\_\_\_\_
- Primary mode of transportation used in getting to San Jose:  
Personal Car/Truck    RV    Plane    Rental Car    Bus/Train    Other

### Thank you for your time and cooperation!

Please provide your contact information where you can be reached. If you have won the random drawing, we will contact you no later than March 31, 2007. If you have not won, we will destroy your contact information and it will not be used for any other purpose.

Email/Phone Number: \_\_\_\_\_

# ECONOMIC IMPACT TOOL

https://www.eitool.com/SanJose/Login

User: **sanjose**  
[Logout](#)  
[Change Password](#)  
[Help](#) ?



## Economic Impact Tool Festivals & Events

### Enter Data

\* Required

Event Year\*

Event Location\*

Event Type\*

Estimated Attendance\*

% of Attendees Who are Visitors  %

% of Attendees Staying Overnight  %

Event Number of Days\*

Vendors Selling Food  Yes  No

Is Food Taxed?  Yes  No

Vendors Selling Merchandise  Yes  No

Is Merchandise Taxed?  Yes  No

Is Event Ticketed?  Yes  No

Average Ticket Price \$



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# 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 <sup>1</sup>	12.7
San Jose Jazz Festival	\$10.9 m	\$60,400 <sup>1</sup>	180.2
Tapestry Arts Festival	\$12.4 m	\$31,900 <sup>1</sup>	387.7
ZeroOne San Jose Festival	\$9.3 m	\$381,900 <sup>2</sup>	24.3

<sup>1</sup> 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.

<sup>2</sup> 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.