

# CASWELL SPORTS

REGIONAL SPORTS COMPLEX



# 2016 CASWELL SPORTS OPERATIONS REVIEW AND ECONOMIC IMPACT ANALYSIS

*Submitted to the City of North Mankato December, 2016*

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# Executive Summary

- **Caswell Park Rebranded to a Sports and Marketing Entity** – Caswell Park is now Caswell Sports; a sports management and marketing entity for softball, baseball, and now events such as the North Star Bike Race, Anthony Ford Pond Hockey Tournament, triathlons, and 5K races for an estimated economic impact of \$77,000.
- **Economic Impact greater than estimates** – The 2016 direct economic benefit of Caswell Park is estimated to be \$7.35 million, compared to previous estimates of \$4.9 for 2015 and \$3.5 million for 2014. There has been an estimated total impact for years 2013-2016 to be \$18.07 million. These estimates are based on assumptions for spending on hotels, restaurants, groceries, fuel and shopping among athletes and their guests traveling to North Mankato for tournaments. 2017 is projected to have an economic impact of \$7.56 million.
- **Tournaments and Events** – Caswell Sports hosts on average (2013-2016) 22 tournaments each year for softball, baseball and soccer bringing in an average of 632 teams and 39,467 visitors. 2016 had 28 tournaments and 4 events with 66,204 visitors. 2017 is projected to have 30 tournaments and 4 events with 69,723 visitors.
- **Operationally Sustainable** – Caswell Sports expenditures are estimated at \$316,741 for 2016 and will break even with a \$93,941 tax levy contribution. Caswell sports is projecting to significantly reduce this number over time with additional sponsorships and the implementation of a food and beverage tax in the community.
- **Caswell Sports Partnerships** – Caswell Sports continues to grow beyond the partnerships with schools, national athletic associations and local youth athletic associations. Caswell Sports is actively involved with the Mankato Sports Commission in coordinated efforts to attract, coordinate, and run athletic and other events. Caswell Sports is also developing the North Mankato Events and Promotion Advisory Group to develop sustainable events to the community.

# Definitions and Assumptions

*Visitors* are the total players + the total spectators.

*Local Visitors* are those traveling within 75 miles (Willing to drive back and forth).

*The following costs are assumed for Local visitors:*

- Shopping = \$6 per day
- Meals = \$10 per day
- Grocery = \$5 per day

*Out of Town Visitors* are those traveling more than 75 miles (Likely to spend the night)

*The following costs are assumed for Out of Town visitors:*

- Hotel = \$36 per night per day for softball / \$57 per night per day for soccer and baseball
- Fuel= \$15 per tournament/ \$24 per tournament for soccer and baseball
- Shopping = \$12 per day
- Meals = \$20 per day
- Grocery = \$5 per day

*Average spending at a 1 day softball tournament:*

- \$21 for Local Visitor
- \$52 for Out of Town Visitor

*Average Spending at a 2 day softball tournament:*

- \$42 for Local Visitor
- \$93 for Out of Town Visitor

*Average spending at a 1 day baseball or soccer tournament:*

- \$21 for Local Visitor
- \$63 for Out of Town Visitor

*Average spending at a 2 day baseball or soccer tournament:*

- \$42 for Local Visitor
- \$157 for Out of Town Visitor

# Introduction

## What is Caswell Sports?

Constructed in 1987, the Caswell Sports Complex is a nationally recognized sporting facility for softball competitions. As a regional recreational asset, the Caswell Complex, by hosting local, state, and national tournaments, first serves the local needs of sporting groups and second serves as a generator of commercial activity for the hospitality, food, and retail sectors. In 2013, construction of an addition to the Caswell Sports Complex was completed to serve the needs of youth soccer in the region. This addition also serves as a generator of commercial activity.

Caswell Sports is home to six softball fields, six soccer fields, and sand volleyball courts which give adults and youth alike the opportunity to participate on competitive teams. Caswell is the hub to many local, state, regional, and national tournaments, including the North America Fastpitch Association Tournament held in 2016 with 22 teams playing the first weekend and 68 teams playing the second weekend. This tournament alone brought in 2,700 total visitors with an estimated economic impact of \$946,680.

In 2016 Caswell Sports grew from hosting events within the confines of the park into a sporting, cultural, and recreational event support and management service for a variety of events, including the Anthony Ford Pond Hockey Tournament, the North Star Bike Race, Rip Roar Triathlon, and the North Mankato Triathlon. These events also fit within the vision and rebranding Caswell Sports. The Caswell Sports brand and logo was completed in 2016 as a way to showcase that Caswell is more than just softball.

## Purpose of the Study

The purpose of this study is to quantify the regional economic impact of the Caswell Sports Complex, provide an operational overview of the agency, explain the growth of the event coordination service with local partners, and setting future parameters for projecting the impact of expanding Caswell Sports in the future to accommodate more sports such as ice hockey and other facilities expected for a growing community.

## Economic Benefits Defined

Economic impact is the net change in the host community's economy as a result of spending attributed to a specific service or event and typically relates only to new money injected into an economy by visitors from outside the community. Only those visitors who reside outside the jurisdiction and whose primary motivation for visiting is to attend the event, or who stay longer and spend more time in the community because of the event, are typically included in an economic impact study<sup>1</sup>. However, if there is evidence to suggest that a sports tournament keeps some residents at home who would otherwise leave the area for a trip, then these local expenditures are legitimately considered as an economic impact because money has been retained in the host community that would otherwise have been spent outside it<sup>2</sup>.

With several local teams participating in tournaments held at Caswell Park, this study includes the impact of spending from both visiting teams and local teams and assigns an economic impact to both visitors and local spectators.

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<sup>1</sup>Howard, D. & Crompton, J. (2004). *Financing Sport 2<sup>nd</sup> Edition*, p. 104-105.

<sup>2</sup>Crompton, J. (2010). *Measuring the Economic Impact of Park & Recreation Services*, p. 25.



# Facilities, Tournaments, Events, and Partnerships

## Caswell Sports Softball Complex

The complex features six lighted and fully equipped softball fields, permanent concessions, restrooms, and a playground as well as onsite parking. Each of the six softball fields is complete with shaded concrete dugouts, bat racks, and drinking fountains. Caswell Park has electronic scoreboards and upper deck viewing for all six fields.

- *Tournaments (Softball)*
  - **The Minnesota State High School League (MSHSL) hosts the following tournaments for Girls Softball:**
    - Mankato West Softball Invite
    - Mankato East Cougar Invite
    - Mount Olive School
    - Valley Classic
    - Sections
    - Minnesota State High School League State Softball Tournament (1994-Present)
  - **Minnesota Sports Federation (MSF) hosts the following tournaments for softball:**
    - All-Star Girls Fast Pitch (1994-2015)
    - Men's Fast Pitch Class B, C, & D
  - **Minnesota Fastpitch Coaches Association (MCA) hosts the following tournaments for softball:**
    - All-Star Game (2016-Present)
  - **Minnesota Metro Fast Pitch League (MMFL) hosts the following tournaments for Girls Softball:**
    - State Championship Tournament
    - State Fall Tournament
  - **Mankato Area Girls Fast Pitch Association (MAGFA) hosts the following tournaments:**
    - Summer Sizzler
    - Rising Stars
    - Pepper's Classic
  - **Other Tournaments Held at Caswell Park**
    - 2005 North American Fast Pitch Association (NAFA) World Series (National)
    - 2007 ASA Softball National Boys Fast Pitch Tournament and Men's 23-Under Tournaments
    - 2007 Senior Softball World Series (National)
    - North Central Regionals for College (Regional) (Varies)
    - Men's State Fast Pitch Tournaments (1993-Present)

- **Other Tournaments Held at Caswell Park, *cont.***
  - Men's State Slow Pitch Tournament (Varies)
  - 2008 NAFA World Series (National)
  - 2009 ASA Softball National Boys Fast Pitch Tournament and Men's 23-Under Tournaments
  - 2010 ASA Girls' Northern Nationals 14-Under A and 16-Under B
  - 2011 ASA Softball National Boys Fast Pitch Tournament and Men's 23-Under Tournaments
  - 2011 ASA Men's Modified Pitch National Tournament
  - 2011 ASA Women's Class C and D Northern National Tournament
  - 2012 ASA Men's Fast Pitch National Tournament
  - 2013 ASA Girls' Slow Pitch National Tournament
  - 2013 ASA Boy's and Men's Fast Pitch National Tournament
  - 2016 NAFA World Series (National)
  - 2017 ASA Northern Nationals (14B)
  - 2017 ASA Regional Qualifier (Regional)
  - 2018 ASA Northern Nationals (16B)

### Caswell Sports Fallenstein Field (Miracle League Field)

Fallenstein Field is a special needs accessible softball/baseball field which complies with all National Wheelchair Softball Association (NWSA) specifications. Fallenstein Field provides opportunities for children and adults with disabilities to actively participate in the sport of softball/baseball.

The Miracle League of North Mankato broke ground on the building of Fallenstein Field at Caswell Park on July 10, 2007. The field features a rubberized surface conducive to wheelchair use as well as a scoreboard, lights, spacious dugouts and enough bats, balls and helmets to outfit all players. For guests, the field features a shaded picnic area, chairs, tables, bleachers and electrical outlets.

#### *Tournaments (Miracle League)*

Most of the Miracle Leagues' 103 athletes live in the area and play four nights a week during the nine week summer season. The league also has a five-week fall season with 40 athletes. A relatively new aspect of this years' League is the introduction of traveling teams coming to play at the Miracle League Field. This years' schedule hosts one team traveling from Lakeville on August 8 and the Miracle League is desires to expand this tournament in the future. Participation in the Miracle League grew nearly 40% in the past two years.

## Caswell Sports North Soccer Complex

Established in 2013, Caswell North Soccer Complex consists of 25 acres divided into ten, high quality soccer fields, concessions and bathrooms. The championship field is equipped with lighting. The demand of this complex was in response to the growing popularity of soccer in the area and the need for quality facilities. Caswell North Soccer Complex is the primary playing site for the Mankato United Soccer Club (MUSC).

### *School Use*

- Mankato East/ Mankato West “Pack the Stands”
- Immanuel Lutheran School
- Mount Olive Lutheran School
- Mankato West Home Games (Pending)
- Mankato East Some Home Games

### *Tournaments (Soccer)*

Caswell North Soccer Complex hosted the US Youth Soccer Minnesota State Cup and the Minnesota Youth Soccer Association Summer State Championship in 2015 and 2016.

Tournaments planned for 2017 will be finalized in mid-December.

## Caswell Sports Events

As Caswell Sports continues to grow in popularity and use, more events are being cohosted by Caswell Sports as a way to promote the recreation and sporting opportunities available in the North Mankato community. In 2016, the following other sporting events were held in North Mankato and cohosted by Caswell Sports:

- Anthony Ford Pond Hockey Classic – 2016-Present
  - Partnering with the Anthony Ford Fund, this two day tournament with one day dedicated to youth and one day dedicated to adults relocated to Spring Lake Park in 2016 from its previous location. The inaugural year in 2016 had 28 adult teams and 37 youth teams each with 6-8 players for a total of 425 players and an estimate of 638 spectators.
- North Star Bicycle Grand Prix –2016-Present
  - The North Star Bicycle Grand Prix is a part of the North Star Bicycle Festival. The event is a part of a six leg race around the state. The North Mankato leg of the event had 250 men’s and women’s professional bike racers with

an estimate of 600 spectators coming to the event.

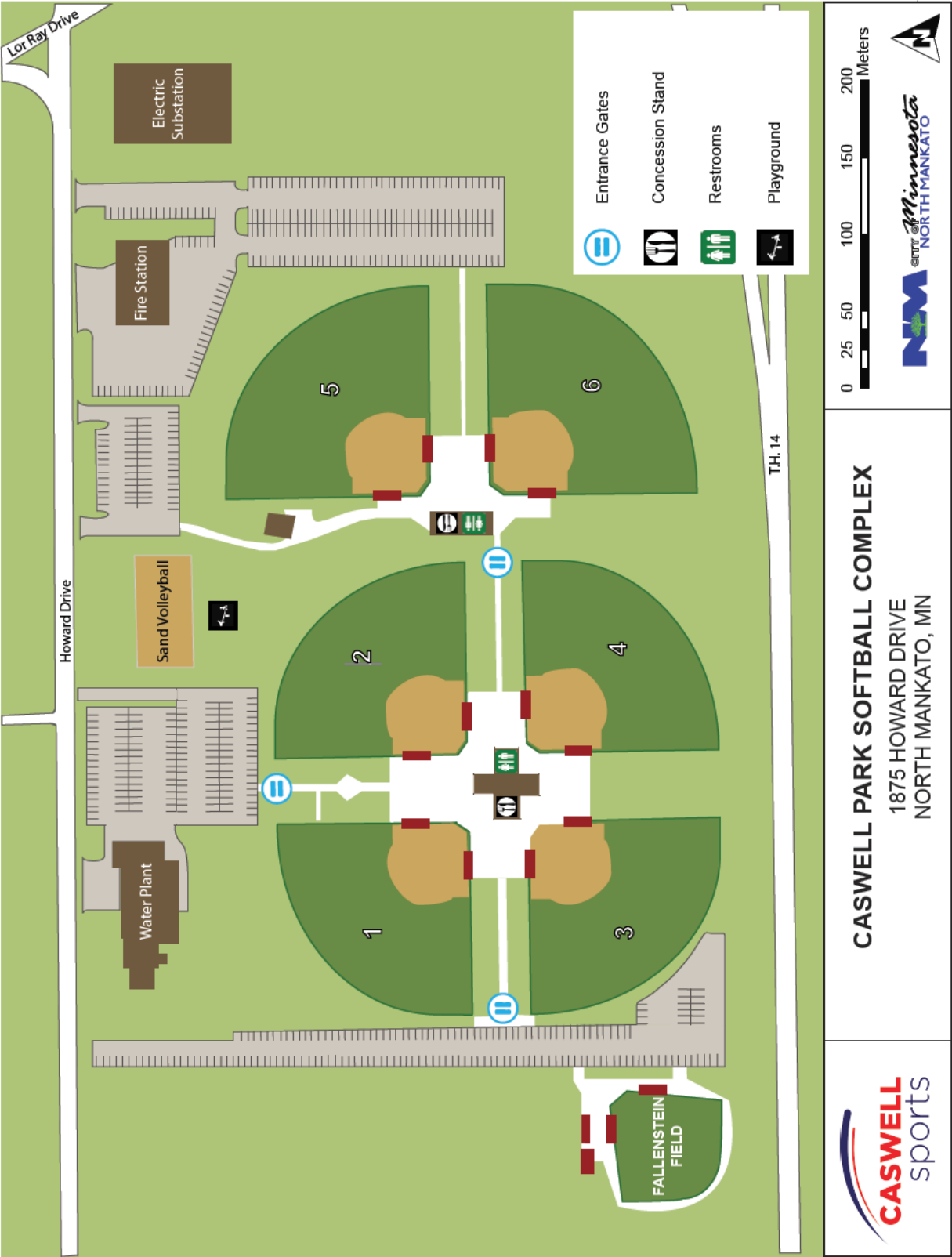
- Rip Roar Youth Triathlon – 2014-Present
  - Rip Roar is travelling youth triathlon five cities in the upper Midwest. The event takes place at Spring Lake Park. The North Mankato event had 129 participants in 2016 and estimate of 245 spectators.
- North Mankato Triathlon
  - Final Stretch puts on the North Mankato Triathlon. The triathlon begins with swimming in Hiniker Pond, with biking along Judson bottom road, and a run around spring lake pond. In 2016, there were 47 youth participants and 2074 adult participants and an estimate of 400 spectators.
- Numerous 5Ks/Fun Runs

### Local Needs and Regional and National Partnerships

Caswell Sports meets the local and national needs for athletic and recreational facilities for practice, regulation games, local tournaments, state tournaments, regional tournaments, and national tournaments. The local schools of Mankato East, Mankato West, Mount Olive Lutheran School, and Immanuel Lutheran School use the Caswell Sports facilities for tournaments, home games, and practice. Caswell Sports also has additional partnerships with the following groups:

- USSSA – United States Specialty Sports Association
- ASA – Amateur Softball Association
- NAFA – North American Fastpitch Association
- MSF – Minnesota Sports Federation
- MMFL – Minnesota Metro Fastpitch League – Host various tournaments for teams from Metro and other areas
- MYSA – Minnesota Youth Soccer Association
- MUSC – Mankato United Soccer Club
- MAGFA – Mankato Area Girls Fastpitch Association Hosts various girls softball tournaments including the 4<sup>th</sup> of July Tournament and Peppers Classic Tournament
- Bethany and Gustavus Adolphus Games
- Mankato Sports Commission – The City has been involved with Commission since inception in 2015 helping to plan, organize, and run various events in Mankato and North Mankato including the Mankato Marathon, the Governors Pheasant Opener, and the Anthony Ford Pond Hockey Tournament.
- North Mankato Events and Promotion Advisory Group – Group of experts who are developing events to bring people to the community and are self-sustainable

Caswell Sports Softball Complex

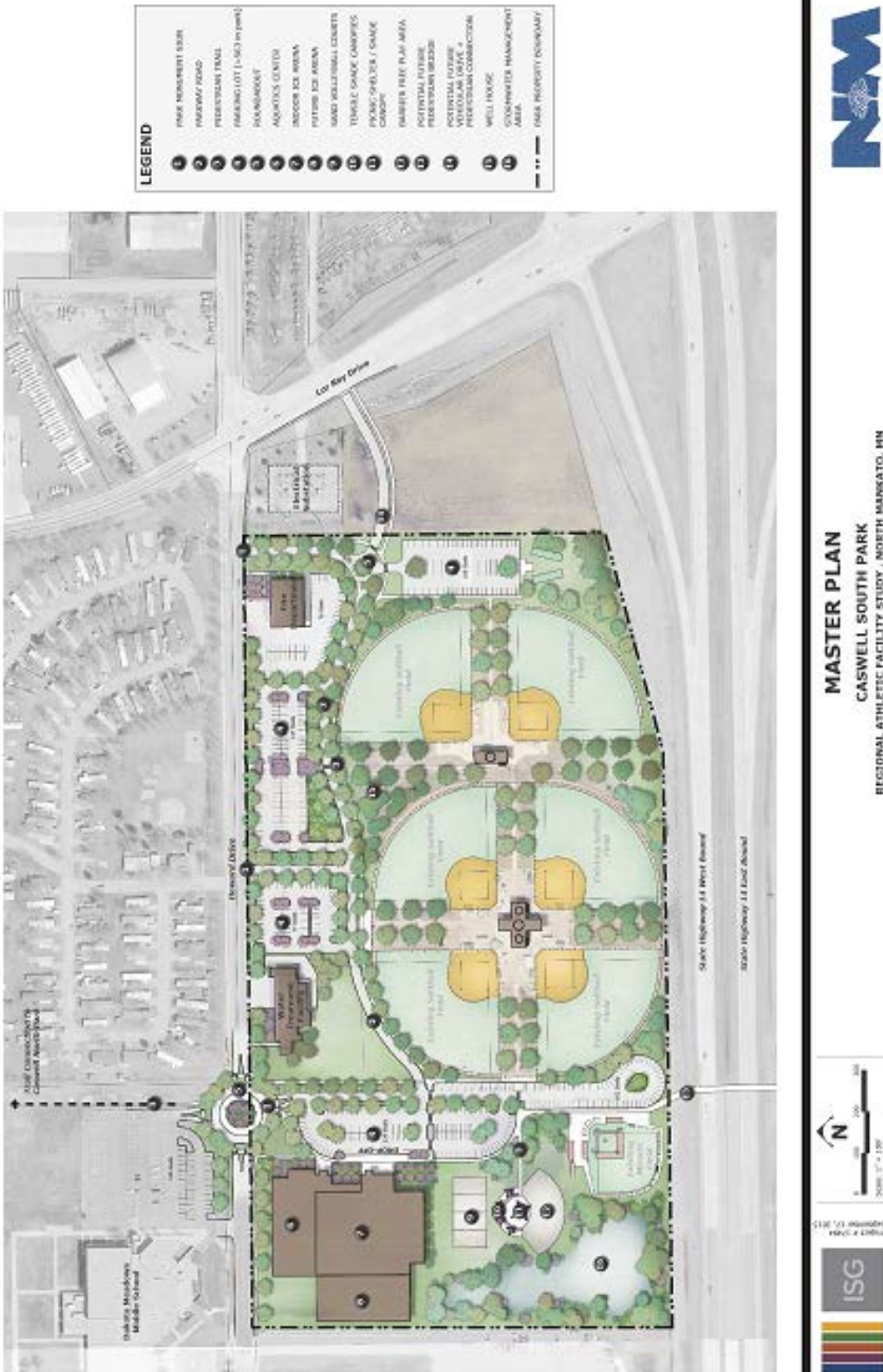


## Caswell Sports North Soccer Complex





# Caswell Sports Future Master Plan



# Financial Report and Projections

As Caswell Sports continues to expand its presence as a recreational and sporting center, its expenditures and revenues have grown as well. In 2013, when Caswell Sports first started being recognized as a recreational and sporting center for primarily softball, its revenues totaled \$162,090 and expenditures were \$158,616 for an income of \$3,474. As Soccer was added with the construction of the Caswell North Soccer Complex in 2014, expenditures grew to \$206,178 and revenues decreased to \$136,154 due to various tournaments being cancelled. Tax levy support funded \$70,024. 2015 had a tax levy support of \$48,296 and 2016 is projected to have a tax levy support of \$93,941 due to additional expenses associated with the NAFA Tournament. The 2017 budget projects a tax levy support of \$54,812. As Caswell Sports continues to grow, additional revenue sources, such as a food and beverage tax, should be explored. It is estimated that Caswell Sports could become a self-sustaining enterprise Fund with this additional funding source and other funding sources.

|   | Actual            | Actual            | Actual            | Est. Actual       | Budget            | Forecast          | Forecast          |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
|   | 2013              | 2014              | 2015              | 2016              | 2017              | 2018              | 2019              |
| <b>REVENUES:</b>                          |                   |                   |                   |                   |                   |                   |                   |
| Youth & Adult Rec League Rentals          | \$ 26,555         | \$ 25,668         | \$ 24,908         | \$ 28,590         | \$ 25,900         | \$ 25,900         | \$ 25,900         |
| MSHSL State High School League            |                   |                   | \$ 9,699          | \$ 13,360         | \$ 13,000         | \$ 13,000         | \$ 13,000         |
| Caswell Concession and Beer Sales         | \$ 76,984         | \$ 58,005         | \$ 79,887         | \$ 106,146        | \$ 97,400         | \$ 97,400         | \$ 97,400         |
| ADVERTISING & SPONSORSHIPS                | \$ 12,000         | \$ 1,600          | \$ 1,600          | \$ 1,500          | \$ 12,000         | \$ 12,000         | \$ 12,000         |
| CASWELL N. OPERATING AGREEMENT            | \$ -              | \$ -              | \$ 15,000         | \$ 25,795         | \$ 30,500         | \$ 30,500         | \$ 30,500         |
| OTHER EVENTS & TOURNAMENT REV.            |                   | \$ 2,291          | \$ 525            | \$ 6,200          | \$ 41,900         | \$ 4,900          | \$ 4,900          |
| Hotel-Motel Tax Subtotal                  | \$ 46,550         | \$ 48,590         | \$ 55,209         | \$ 41,209         | \$ 55,000         | \$ 55,550         | \$ 56,106         |
| Tax Levy                                  |                   | \$ 70,024         | \$ 48,296         | \$ 93,941         | \$ 54,812         | \$ 16,573         | \$ 18,522         |
| Proposed Tax Levy or Food & Beverage Tax  |                   |                   |                   |                   |                   | \$ 45,000         | \$ 45,450         |
| <b>TOTAL CASWELL SPORTS REVENUES:</b>     | <b>\$ 162,090</b> | <b>\$ 206,178</b> | <b>\$ 235,124</b> | <b>\$ 316,741</b> | <b>\$ 330,512</b> | <b>\$ 300,823</b> | <b>\$ 303,777</b> |
|   |                   |                   |                   |                   |                   |                   |                   |
|   |                   |                   |                   |                   |                   |                   |                   |
| <b>EXPENDITURES:</b>                      |                   |                   |                   |                   |                   |                   |                   |
| PERSONNEL SERVICES                        | \$ 57,433         | \$ 75,980         | \$ 72,426         | \$ 104,104        | \$ 96,878         | \$ 98,189         | \$ 99,529         |
| CONCESSIONS AND TRMNTS                    | \$ 51,617         | \$ 60,695         | \$ 84,392         | \$ 111,736        | \$ 133,800        | \$ 100,720        | \$ 101,245        |
| SUPPLIES                                  | \$ 31,191         | \$ 25,487         | \$ 36,432         | \$ 47,083         | \$ 63,150         | \$ 63,782         | \$ 64,418         |
| SERVICES AND CHARGES                      | \$ 18,375         | \$ 38,724         | \$ 41,875         | \$ 53,818         | \$ 37,684         | \$ 38,132         | \$ 38,585         |
| CAPITAL OUTLAY                            |                   | \$ 5,292          | -                 | -                 | -                 | -                 | -                 |
| <b>TOTAL CASWELL SPORTS EXPENDITURES:</b> | <b>\$ 158,616</b> | <b>\$ 206,178</b> | <b>\$ 235,124</b> | <b>\$ 316,741</b> | <b>\$ 330,512</b> | <b>\$ 300,823</b> | <b>\$ 303,777</b> |
|   |                   |                   |                   |                   |                   |                   |                   |
| <b>NET</b>                                | <b>\$ 3,474</b>   | <b>\$ 0</b>       | <b>\$ 0</b>       | <b>\$ 0</b>       | <b>\$ 0</b>       | <b>\$ 0</b>       | <b>\$ 0</b>       |



# Methodology

## Annual Visitors

The methodology used to assess the economic impact of Caswell Park Sports Complex utilizes data obtained from local, regional, and national sports groups sponsoring baseball, softball and soccer tournaments. Records from the 2013, 2014, 2015, and 2016 season schedules provide accurate projections for the number of annual tournaments, number of teams attending the tournaments, number of participants on each team and the likely amount of time spent in the region while participating in these events. Please note hotel spending was not included for out of town teams when tournaments were only one day in length. In addition, actual attendance has been used when available to calculate the number of visitors.

Using the information described above except for when actual attendance is available, the average number of spectators per player was calculated as indicated below:

- Studies completed by the National Association of Sports Commissions indicate 3.1 spectators per athlete for youth Girls Softball tournaments.
- This calculation is adjusted for the Minnesota State High School events because actual ticket revenue from the events indicates a greater spectator attendance than 3.1 per player and can be verified with actual attendance numbers.
- For baseball tournaments, men's softball tournaments, and soccer tournaments the average spectators per athlete is calculated at 1.9 based on information collected by the National Association of Sports Commissions.

Multiplying the statistics supplied by the National Association of Sports Commissions with the number of teams and average players derived from tournament schedules provides the total number of visitors to North Mankato for baseball, soccer, and softball tournaments (except when actual attendance is available).

## Geographic Location

The number of visitors traveling to tournaments based on the total number of players is not enough to determine the direct economic impact generated by the Caswell Complex. Although the majority of teams travel from within the state of Minnesota, some teams travel from as far away as New York, Boston, Seattle, Rapid City, Brookings, Sioux Falls, and as far away as Winnipeg and Vancouver to

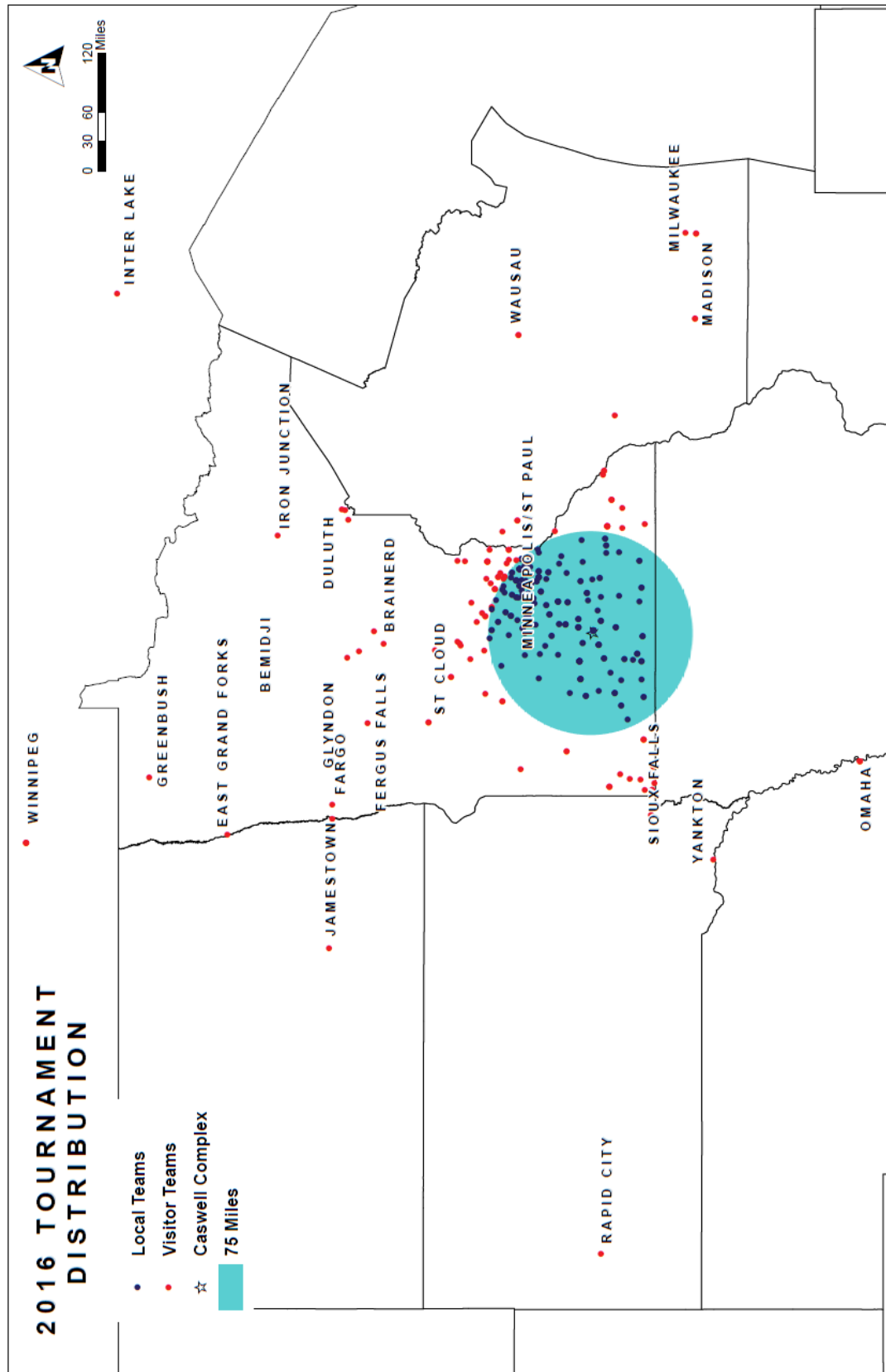
participate in these tournaments. To determine the amount of visitor spending this study has categorized visitors based on their geographic location; *Local visitors*, those traveling within a 75 mile radius of the facility, and *out of town visitors*, those traveling a distance of more than 75 miles for a tournament. Assuming tournament participants traveling within 75 miles of Caswell will not spend the night, local teams are excluded from hotel/motel and fuel spending estimates.

### Calculating Regional Economic Impact

| Daily Visitor Spending Assumptions for Softball Tournaments  |                         |         |                        |                      |
|--|-------------------------|---------|------------------------|----------------------|
|  | Hotel Cost per Night(1) | Fuel(2) | Retail Shopping (3)(4) | Meals/Grocery (5)(6) |
| <b>Visitor Spending</b>  | \$36.00                 | \$15.00 | \$12.00                | \$25.00              |
| <b>Local Spending</b>  | \$0.00                  | \$0.00  | \$6.00                 | \$15.00              |
| (1) Assumes \$110 room cost divided by average spectators per player (3.1) which arrives at \$36 per visitor per night.  |                         |         |                        |                      |
| (2) Assumes 20 gallons purchased at \$2.25 per gallon divided by average spectators per player which arrives at \$15 per spectator per tournament.   |                         |         |                        |                      |
| (3) For visitors this number is based on a 2008 survey completed for a facility in Hays, Kansas that assumes \$6.06 spending on non-food items and \$6.22 spending on cultural amenities per visitor per day which includes a CPI index adjustment for 2016. |                         |         |                        |                      |
| (4) For local spending this number is based on a 2008 survey completed for a facility in Hays, Kansas, that assumes \$6.06 spending on non-food items per visitor per day which includes a CPI index adjustment for 2016                                     |                         |         |                        |                      |
| (5) For visitors, this study assumes two meals per day, \$10 per meal, one additional grocery item of \$5 per visitor per day.   |                         |         |                        |                      |
| (6) For local spending, study assumes one meal per day, \$10 per meal, one additional grocery item of \$5 per visitor per day.   |                         |         |                        |                      |

| Daily Visitor Spending Assumptions for Baseball/Soccer Tournaments  |                         |         |                        |                      |
|---|-------------------------|---------|------------------------|----------------------|
|   | Hotel Cost per Night(1) | Fuel(2) | Retail Shopping (3)(4) | Meals/Grocery (5)(6) |
| <b>Visitor Spending</b>   | \$57.00                 | \$24.00 | \$12.00                | \$25.00              |
| <b>Local Spending</b>   | \$0.00                  | \$0.00  | \$6.00                 | \$15.00              |
| (1) Assumes \$110 room cost divided by average spectators per player (1.9) which arrives at \$57 per visitor per night.   |                         |         |                        |                      |
| (2) Assumes 20 gallons purchased at \$2.25 per gallon divided by average spectators per player which arrives at \$24 per visitor per tournament.  |                         |         |                        |                      |
| (3) For visitors this number is based on a 2008 survey completed for a facility in Hays, Kansas that assumes \$6.06 spending on non-food items and \$6.22 spending on cultural amenities per visitor per day which includes a CPI index adjustment for 2016 |                         |         |                        |                      |
| (4) For local spending this number is based on a 2008 survey completed for a facility in Hays, Kansas, that assumes \$6.06 spending on non-food items per visitor per day which includes a CPI index adjustment for 2016                                    |                         |         |                        |                      |
| (5) For visitors this study assumes two meals a day, \$10 per meal, one additional grocery item of \$5 per visitor per day.   |                         |         |                        |                      |
| (6) For local spending, study assumes one meal per day, \$10 per meal, one additional grocery item of \$5 per visitor per day.  |                         |         |                        |                      |

Map of Geographic Locations



# Analysis

## Calculating Visitors

The following formula is used to compute the **Total Visitors** per event:

$$\left[ \begin{array}{l} \text{Total} \\ \text{Number of} \\ \text{Teams} \end{array} \right] \times \left[ \begin{array}{l} \text{Number of} \\ \text{Players per} \\ \text{team} \end{array} \right] \times \left[ \begin{array}{l} \text{Number of} \\ \text{Visitors/Player} \end{array} \right] + \left[ \begin{array}{l} \text{Total Number} \\ \text{of} \\ \text{Teams} \end{array} \right] \times \left[ \begin{array}{l} \text{Number of} \\ \text{Players per} \\ \text{team} \end{array} \right]$$

**Out of town visitors** are calculated by the following formula:

$$\left[ \begin{array}{l} \text{Number of} \\ \text{Out-of-Town} \\ \text{Teams} \end{array} \right] \times \left[ \begin{array}{l} \text{Number of} \\ \text{Players per} \\ \text{team} \end{array} \right] \times \left[ \begin{array}{l} \text{Number of} \\ \text{Visitors/Player} \end{array} \right] + \left[ \begin{array}{l} \text{Number of} \\ \text{Out-of-Town} \\ \text{Teams} \end{array} \right] \times \left[ \begin{array}{l} \text{Number of} \\ \text{Players per} \\ \text{team} \end{array} \right]$$

Finally **Local visitors** are calculated by subtracting **Out of town visitors** from the **total number of visitors**.

A sum total for all events for years 2013-2016 and projections for 2017 is shown in **Table 1**: The complete breakdown for all visitors is attached in the appendices.

## Total Visitors

| Total Visitors Per Event     |                              |                        |                        |                        |                        |                               |
|------------------------------|------------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------------|
| Sport                        | Tournament                   | Total Visitors<br>2013 | Total Visitors<br>2014 | Total Visitors<br>2015 | Total Visitors<br>2016 | Projected<br>Visitors<br>2017 |
| Softball                     | *Mankato East Tournament     | 764                    | 764                    | 764                    | 764                    | 764                           |
| Softball                     | Gustavus- MIAC               | 590                    |                        |                        |                        |                               |
| Softball                     | Bethany College              |                        | 295                    |                        |                        |                               |
| Softball                     | *Mankato West                | 389                    | 389                    | 389                    | 389                    | 389                           |
| Softball                     | *Mount Olive                 | 144                    | 144                    | 144                    | 144                    | 144                           |
| Softball                     | Valley Classic               |                        |                        | 492                    | 492                    | 492                           |
| Softball                     | Mankato East Home Games      | 394                    |                        |                        |                        |                               |
| Softball                     | *Section 2AAA Showcase       |                        |                        |                        |                        | 546                           |
| Softball                     | *Sections 2AAA               | 1,970                  |                        | 1,970                  | 1,674                  | 1,674                         |
| Softball                     | *Sections 2A, 2AA            | 2,827                  | 2,827                  | 2,827                  | 2,359                  | 2,359                         |
| Softball                     | MAYBA                        | 1,114                  | 835                    |                        |                        |                               |
| Softball                     | *MSHSL State Tournament      | 8,833                  | 8,977                  | 8,977                  | 8,031                  | 8,031                         |
| Softball                     | MSF All Stars                | 295                    | 295                    | 295                    | 295                    | 295                           |
| Softball                     | Summer Sizzler (MAGFA)       | 1,771                  | 2,362                  | 2,657                  |                        | 1,860                         |
| Softball                     | Rising Stars (MAGFA)         | 2,903                  | 4,182                  | 2,854                  | 3,788                  | 3,788                         |
| Softball                     | Peppers Classic (MAGFA)      |                        |                        | 1,574                  | 2,362                  | 2,362                         |
| Softball                     | MMFL State 10 & 12           | 1,525                  | 935                    | 935                    |                        |                               |
| Softball                     | MMFL State 14 & 16           | 1,722                  | 787                    | 787                    |                        |                               |
| Softball                     | MMFL State                   |                        |                        |                        | 1,968                  | 1,968                         |
| Softball                     | Southern Star                |                        |                        |                        | 1,672                  | 1,673                         |
| Softball                     | Slow Pitch Nationals         | 905                    |                        | 1,181                  |                        |                               |
| Softball                     | Mens Fast Pitch B            | 244                    | 348                    | 557                    | 554                    |                               |
| Softball                     | ASA Nationals                | 487                    |                        |                        |                        | 1,968                         |
| Baseball                     | MSF Boys Baseball            |                        | 1,079                  | 1,079                  | 1,566                  | 1,566                         |
| Softball                     | Mens Fast Pitch C/D          | 1,148                  | 974                    | 1,114                  | 454                    | 660                           |
| Softball                     | MSF Womens Slow Pitch        |                        |                        | 1,670                  |                        |                               |
| Softball                     | MMFL Fall Fast Pitch         | 1,328                  | 1,230                  |                        | 787                    | 1,574                         |
| Softball                     | NAFA Worlds                  |                        |                        |                        | 2,700                  |                               |
| Softball                     | ASA State                    |                        |                        |                        |                        | 605                           |
| Softball                     | Caswell Open                 |                        |                        |                        |                        | 800                           |
| Soccer                       | US Youth Soccer MN State Cup |                        |                        | 6,090                  | 29,784                 | 29,784                        |
| Soccer                       | Minnesota Summer State       |                        |                        | 3,480                  | 3,480                  | 3,480                         |
| Event                        | Anthony Ford                 |                        |                        |                        | 1,063                  | 1,063                         |
| Event                        | North Star Grand Prix        |                        |                        |                        | 850                    | 850                           |
| Event                        | Rip Roar Youth Triathlon     |                        |                        |                        | 374                    | 374                           |
| Event                        | North Mankato Triathlon      |                        |                        |                        | 654                    | 654                           |
| <b>Total Annual Visitors</b> |                              | <b>29,353</b>          | <b>26,423</b>          | <b>39,836</b>          | <b>66,204</b>          | <b>69,723</b>                 |

Average and Total Visitors per Event for 2013-2016

| <b>Caswell Sports Visitors</b> |                               |                                    |                                     |
|--------------------------------|-------------------------------|------------------------------------|-------------------------------------|
| <b>Sport</b>                   | <b>Tournament</b>             | <b>Avg. Visitors<br/>2013-2016</b> | <b>Total Visitors<br/>2013-2016</b> |
| Softball                       | *Mankato East Tournament      | 764                                | 3,056                               |
| Softball                       | Gustavus- MIAC                | 590                                | 590                                 |
| Softball                       | Bethany College               | 295                                | 295                                 |
| Softball                       | *Mankato West                 | 389                                | 1,556                               |
| Softball                       | *Mount Olive                  | 144                                | 576                                 |
| Softball                       | Valley Classic                | 492                                | 984                                 |
| Softball                       | Mankato East Home Games       | 394                                | 394                                 |
| Softball                       | *Section 2AAA Showcase        |                                    | 0                                   |
| Softball                       | *Sections 2AAA                | 1,871                              | 5,614                               |
| Softball                       | *Sections 2A, 2AA             | 2,593                              | 10,372                              |
| Softball                       | MAYBA                         | 974                                | 1,949                               |
| Softball                       | *MSHSL State Tournament       | 8,705                              | 34,818                              |
| Softball                       | MSF All Stars                 | 295                                | 1,180                               |
| Softball                       | Summer Sizzler                | 2,263                              | 6,790                               |
| Softball                       | Rising Stars                  | 3,432                              | 13,727                              |
| Softball                       | Peppers Classic               | 1,968                              | 3,936                               |
| Softball                       | MMFL State 10 & 12            | 1,132                              | 3,395                               |
| Softball                       | MMFL State 14 & 16            | 1,099                              | 3,296                               |
| Softball                       | MMFL State                    | 1,968                              | 1,968                               |
| Softball                       | Southern Star                 | 1,672                              | 1,672                               |
| Softball                       | Slow Pitch Nationals          | 1,043                              | 2,086                               |
| Softball                       | Mens Fast Pitch B             | 426                                | 1,703                               |
| Softball                       | ASA Nationals                 | 487                                | 487                                 |
| Baseball                       | MSF Boys Baseball             | 1,241                              | 3,724                               |
| Softball                       | Mens Fast Pitch C/D           | 923                                | 3,690                               |
| Softball                       | MSF Womens Slow Pitch         | 1,670                              | 1,670                               |
| Softball                       | MMFL Fall Fast Pitch          | 1,115                              | 3,345                               |
| Softball                       | NAFA Worlds                   | 2,700                              | 2,700                               |
| Soccer                         | US Youth Soccer MN State Cup  | 17,937                             | 35,874                              |
| Soccer                         | Minnesota Summer State        | 3,480                              | 6,960                               |
| Soccer                         | Mankato West Leagues          |                                    |                                     |
| Event                          | Anthony Ford Pond Hockey      | 1,063                              | 1,063                               |
| Event                          | North Star Bicycle Grand Prix | 850                                | 850                                 |
| Event                          | Rip Roar Triathlon            | 374                                | 374                                 |
| Event                          | North Mankato Triathlon       | 654                                | 654                                 |
|                                |                               | <b>40,337</b>                      | <b>161,348</b>                      |

**Economic Benefit (E.B.) Estimates for 2013 – 2016 and Projections for 2017**

| <b>Calculated Total Economic Benefit (E.B.)</b> |                               |                        |                        |                        |                        |                                |
|---|-------------------------------|------------------------|------------------------|------------------------|------------------------|--------------------------------|
| <b>Sport</b>                                    | <b>Tournament</b>             | <b>E.B.<br/>2013</b>   | <b>E.B.<br/>2014</b>   | <b>E.B.<br/>2015</b>   | <b>E.B.<br/>2016</b>   | <b>Projected E.B.<br/>2017</b> |
| Softball  | *Mankato East Tournament      | \$ 41,135.00           | \$ 41,135.00           | \$ 41,135.00           | \$ 47,061.20           | \$ 47,061.20                   |
| Softball  | Gustavus-2013; Bethany-2014   | \$ 24,796.80           | \$ 13,825.20           |                        |                        |                                |
| Softball  | *Mankato West                 | \$ 8,169.00            | \$ 8,169.00            | \$ 8,169.00            | \$ 8,169.00            | \$ 8,169.00                    |
| Softball  | *Mount Olive                  | \$ 3,024.00            | \$ 3,024.00            | \$ 3,024.00            | \$ 3,024.00            | \$ 3,024.00                    |
| Softball  | Valley Classic                |                        |                        | \$ 10,332.00           | \$ 10,332.00           | \$ 10,332.00                   |
| Softball  | Mankato East Home Games       | \$ 11,316.00           |                        |                        |                        |                                |
| Softball  | *Section 2AAA Showcase        |                        |                        |                        |                        | \$ 6,135.00                    |
| Softball  | *Sections 2AAA                | \$ 41,370.00           |                        | \$ 41,370.00           | \$ 35,154.00           | \$ 35,154.00                   |
| Softball  | *Sections 2A, 2AA             | \$ 59,367.00           | \$ 59,367.00           | \$ 59,367.00           | \$ 49,539.00           | \$ 49,539.00                   |
| Softball  | MAYBA                         | \$ 70,156.80           | \$ 119,120.40          |                        |                        |                                |
| Softball  | *MSHSL State Tournament       | \$ 393,396.00          | \$ 1,758,006.00        | \$ 1,110,173.00        | \$ 1,538,502.00        | \$ 1,538,502.00                |
| Softball  | MSF All Stars                 | \$ 15,350.40           | \$ 15,350.40           | \$ 15,350.40           | \$ 25,977.60           | \$ 25,977.60                   |
| Softball  | Summer Sizzler                | \$ 204,573.60          | \$ 294,904.80          | \$ 386,564.40          |                        | \$ 244,032.00                  |
| Softball  | Rising Stars                  | \$ 322,358.40          | \$ 495,936.00          | \$ 359,110.80          | \$ 384,793.20          | \$ 384,793.20                  |
| Softball  | Peppers Classic               |                        |                        | \$ 245,311.20          | \$ 520,388.40          | \$ 520,388.40                  |
| Softball  | MMFL State 10 & 12            | \$ 209,001.60          | \$ 138,596.40          | \$ 88,264.80           |                        |                                |
| Softball  | MMFL State 14 & 16            | \$ 221,400.00          | \$ 116,013.60          | \$ 73,898.40           |                        |                                |
| Softball  | MMFL State                    |                        |                        |                        | \$ 276,750.00          | \$ 276,750.00                  |
| Softball  | Southern Star                 |                        |                        |                        | \$ 115,177.20          | \$ 115,177.20                  |
| Softball  | Slow Pitch Nationals          | \$ 86,025.60           |                        | \$ 233,798.40          |                        |                                |
| Softball  | Mens Fast Pitch B             | \$ 48,058.80           | \$ 46,632.00           | \$ 87,417.60           | \$ 102,967.20          |                                |
| Softball  | ASA Nationals                 | \$ 60,482.40           |                        |                        |                        | \$ 649,341.60                  |
| Baseball  | MSF Boys Baseball             |                        | \$ 126,846.00          | \$ 126,846.00          | \$ 248,994.00          | \$ 248,994.00                  |
| Softball  | Mens Fast Pitch C/D           | \$ 201,004.80          | \$ 205,320.00          | \$ 279,513.60          | \$ 83,008.80           | \$ 118,800.00                  |
| Softball  | MSF Womens Slow Pitch         |                        |                        | \$ 262,252.80          |                        |                                |
| Softball  | MMFL Fall Fast Pitch          | \$ 189,961.20          | \$ 45,657.60           |                        | \$ 22,729.20           | \$ 78,818.40                   |
| Softball  | NAFA Worlds                   |                        |                        |                        | \$ 189,240.00          |                                |
| Softball  | ASA State                     |                        |                        |                        | \$ 757,440.00          | \$ 112,946.40                  |
| Softball  | Caswell Open                  |                        |                        |                        |                        | \$ 79,250.00                   |
| Soccer  | US Youth Soccer MN State Cup  |                        |                        | \$ 445,483.50          | \$ 1,871,604.00        | \$ 1,871,604.00                |
| Soccer  | Minnesota Summer State        |                        |                        | \$ 1,062,792.00        | \$ 1,062,792.00        | \$ 1,062,792.00                |
| Soccer  | Mankato West Leagues          |                        |                        |                        |                        | TBD                            |
| Event   | Anthony Ford Pond Hockey      |                        |                        |                        | \$ 22,313              | \$ 22,313.00                   |
| Event   | North Star Bicycle Grand Prix |                        |                        |                        | \$ 17,850              | \$ 17,850.00                   |
| Event   | Rip Roar Triathlon            |                        |                        |                        | \$ 23,148              | \$ 23,148.00                   |
| Event   | North Mankato Triathlon       |                        |                        |                        | \$ 13,730              | \$ 13,730                      |
| <b>Total Economic Benefit</b>                   |                               | <b>\$ 2,210,947.40</b> | <b>\$ 3,487,903.40</b> | <b>\$ 4,940,173.90</b> | <b>\$ 7,430,683.40</b> | <b>\$ 7,564,622</b>            |

*See Appendices A, B, C, D, E*

Average and Total Economic Benefit Estimates per Event for 2013-2016

| <b>Calculated Total Economic Benefit (E.B.)</b> |                               |                                |                                 |
|---|-------------------------------|--------------------------------|---------------------------------|
| <b>Sport</b>                                    | <b>Tournament</b>             | <b>Avg. E.B.<br/>2013-2016</b> | <b>Total E.B.<br/>2013-2016</b> |
| Softball  | *Mankato East Tournament      | \$ 42,616.55                   | \$ 170,466.20                   |
| Softball  | Gustavus- MIAC                | \$ 24,796.80                   | \$ 24,796.80                    |
| Softball  | Bethany College               | \$ 13,825.20                   | \$ 13,825.20                    |
| Softball  | *Mankato West                 | \$ 8,169.00                    | \$ 32,676.00                    |
| Softball  | *Mount Olive                  | \$ 3,024.00                    | \$ 12,096.00                    |
| Softball  | Valley Classic                | \$ 10,332.00                   | \$ 20,664.00                    |
| Softball  | Mankato East Home Games       | \$ 11,316.00                   | \$ 11,316.00                    |
| Softball  | *Sections 2AAA                | \$ 39,298.00                   | \$ 117,894.00                   |
| Softball  | *Sections 2A, 2AA             | \$ 56,910.00                   | \$ 227,640.00                   |
| Softball  | MAYBA                         | \$ 94,638.60                   | \$ 189,277.20                   |
| Softball  | *MSHSL State Tournament       | \$ 1,200,019.25                | \$ 4,800,077.00                 |
| Softball  | MSF All Stars                 | \$ 18,007.20                   | \$ 72,028.80                    |
| Softball  | Summer Sizzler                | \$ 295,347.60                  | \$ 886,042.80                   |
| Softball  | Rising Stars                  | \$ 390,549.60                  | \$ 1,562,198.40                 |
| Softball  | Peppers Classic               | \$ 382,849.80                  | \$ 765,699.60                   |
| Softball  | MMFL State 10 & 12            | \$ 145,287.60                  | \$ 435,862.80                   |
| Softball  | MMFL State 14 & 16            | \$ 137,104.00                  | \$ 411,312.00                   |
| Softball  | MMFL State                    | \$ 276,750.00                  | \$ 276,750.00                   |
| Softball  | Southern Star                 | \$ 115,177.20                  | \$ 115,177.20                   |
| Softball  | Slow Pitch Nationals          | \$ 159,912.00                  | \$ 319,824.00                   |
| Softball  | Mens Fast Pitch B             | \$ 71,268.90                   | \$ 285,075.60                   |
| Softball  | ASA Nationals                 | \$ 60,482.40                   | \$ 60,482.40                    |
| Baseball  | MSF Boys Baseball             | \$ 167,562.00                  | \$ 502,686.00                   |
| Softball  | Mens Fast Pitch C/D           | \$ 192,211.80                  | \$ 768,847.20                   |
| Softball  | MSF Womens Slow Pitch         | \$ 262,252.80                  | \$ 262,252.80                   |
| Softball  | MMFL Fall Fast Pitch          | \$ 86,116.00                   | \$ 258,348.00                   |
| Softball  | NAFA Worlds                   | \$ 189,240.00                  | \$ 189,240.00                   |
| Softball  | ASA State                     | \$ 757,440.00                  | \$ 757,440.00                   |
| Soccer  | US Youth Soccer MN State Cup  | \$ 1,158,543.75                | \$ 2,317,087.50                 |
| Soccer  | Minnesota Summer State        | \$ 1,062,792.00                | \$ 2,125,584.00                 |
| Event   | Anthony Ford Pond Hockey      | \$ 22,312.50                   | \$ 22,312.50                    |
| Event   | North Star Bicycle Grand Prix | \$ 17,850.00                   | \$ 17,850.00                    |
| Event   | Rip Roar Triathlon            | \$ 23,148.30                   | \$ 23,148.30                    |
| Event   | North Mankato Triathlon       | \$ 13,729.80                   | \$ 13,729.80                    |
|   |                               | <b>Average E.B.</b>            | <b>Total E.B. (2013-16)</b>     |
|   | <b>2013-2016</b>              | <b>\$ 4,517,427.03</b>         | <b>\$18,069,708.10</b>          |



**Table 1** shows the total number of visitors to North Mankato for the 2013 baseball and, softball tournaments. Each tournament is associated with the number of teams, number of players per team, and the average spectators per player. The final column contains the calculated estimates for the number of visitors (player + spectator) per tournament. The sum of this column is the total number of visitors to Caswell each year. The results of the analysis project a total of 39,836 individual visitors annually to North Mankato for tournament play at Caswell Park.

**TABLE 1**

| Tournament                 | 2013 Total Visitors |                     |                    |                                   |
|----------------------------|---------------------|---------------------|--------------------|-----------------------------------|
|                            | Teams<br>(A)        | Avg. Players<br>(B) | Avg. Guests<br>(C) | Total Visitors<br>((AxBxC)+(AxB)) |
| *Mankato East              | 7                   | 18                  |                    | 764                               |
| Gustavus- MIAC             | 12                  | 12                  | 3.1                | 590                               |
| *Mankato West              | 8                   | 12                  |                    | 389                               |
| *Mount Olive               | 12                  | 12                  |                    | 144                               |
| Mankato East               | 8                   | 12                  | 3.1                | 394                               |
| *Sections 2AAA             | 22                  | 18                  |                    | 1,970                             |
| *Sections 2A, 2AA          | 26                  | 18                  |                    | 2,827                             |
| MAYBA                      | 32                  | 12                  | 1.9                | 1,114                             |
| *MSHSL State Tournament    | 24                  | 18                  |                    | 8,833                             |
| MSF All Stars              | 6                   | 12                  | 3.1                | 295                               |
| Summer Sizzler             | 36                  | 12                  | 3.1                | 1,771                             |
| Rising Stars               | 59                  | 12                  | 3.1                | 2,903                             |
| MMFL State 10 & 12         | 31                  | 12                  | 3.1                | 1,525                             |
| MMFL State 14 & 16         | 35                  | 12                  | 3.1                | 1,722                             |
| Slow Pitch Nationals       | 26                  | 12                  | 1.9                | 905                               |
| Mens Fast Pitch B          | 7                   | 12                  | 1.9                | 244                               |
| ASA Nationals              | 14                  | 12                  | 1.9                | 487                               |
| Mens Fast Pitch C          | 24                  | 12                  | 1.9                | 835                               |
| Mens Fast Pitch D          | 9                   | 12                  | 1.9                | 313                               |
| MMFL Fall Fast Pitch       | 27                  | 12                  | 3.1                | 1,328                             |
| <b>2013 Total Visitors</b> | <b>425</b>          |                     |                    | <b>29,353</b>                     |

## Economic Benefit of Caswell Softball / Baseball Tournaments

| Date               | Tournament              | Total Teams | Out-of-Town Teams | Avg. Players / Team | Avg. Spectator / player | Total Visitors | Local Visitors | Out of Town  | Total Revenues         |
|--------------------|-------------------------|-------------|-------------------|---------------------|-------------------------|----------------|----------------|--------------|------------------------|
| 4/26 - 4/27        | *Mankato East           | 7           | 2                 | 18                  |                         | 764            | 655            | 109          | \$ 41,135.00           |
| 5/3 - 5/4          | Gustavus- MIAC          | 12          | 0                 | 12                  | 3.1                     | 590            | 590            | 0            | \$ 24,796.80           |
| 5/10               | *Mankato West           | 8           | 2                 | 12                  |                         | 389            | 389            | 0            | \$ 8,169.00            |
| 5/14               | *Mount Olive            | 12          | 0                 | 12                  |                         | 144            | 144            | 0            | \$ 3,024.00            |
| 5/17               | Mankato East            | 8           | 2                 | 12                  | 3.1                     | 394            | 295            | 98           | \$ 11,316.00           |
|                    | *Sections 2AAA          | 22          | 0                 | 18                  |                         | 1,970          | 1,970          | 0            | \$ 41,370.00           |
| 5/23               | *Sections 2A, 2AA       | 26          | 0                 | 18                  |                         | 2,827          | 2,827          | 0            | \$ 59,367.00           |
| 5/31 - 6/2         | MAYBA                   | 32          | 0                 | 12                  | 1.9                     | 1,114          | 1,114          | 0            | \$ 70,156.80           |
| 6/6 - 6/7          | *MSHSL State Tournament | 24          | 15                | 18                  |                         | 8,833          | 8,563          | 270          | \$ 393,396.00          |
| 6/9                | MSF All Stars           | 6           | 6                 | 12                  | 3.1                     | 295            | 0              | 295          | \$ 15,350.40           |
| 6/14 - 6/16        | Summer Sizzler          | 36          | 14                | 12                  | 3.1                     | 1,771          | 1,082          | 689          | \$ 204,573.60          |
| 6/28 - 6/30        | Rising Stars            | 59          | 21                | 12                  | 3.1                     | 2,903          | 1,870          | 1033         | \$ 322,358.40          |
| 7/12 - 7/14        | MMFL State 10 & 12      | 31          | 17                | 12                  | 3.1                     | 1,525          | 689            | 836          | \$ 209,001.60          |
| 7/19 - 7/21        | MMFL State 14 & 16      | 35          | 17                | 12                  | 3.1                     | 1,722          | 886            | 836          | \$ 221,400.00          |
| 7/27 - 7/28        | Slow Pitch Nationals    | 26          | 12                | 12                  | 1.9                     | 905            | 487            | 418          | \$ 86,025.60           |
| 8/3-8/4            | Mens Fast Pitch B       | 7           | 5                 | 12                  | 1.9                     | 244            | 70             | 174          | \$ 48,058.80           |
| 8/3-8/4            | ASA Nationals           | 14          | 10                | 12                  | 1.9                     | 487            | 139            | 348          | \$ 60,482.40           |
| 8/9 - 8/11         | Mens Fast Pitch C       | 24          | 17                | 12                  | 1.9                     | 835            | 244            | 592          | \$ 163,838.40          |
| 8/10-8/11          | Mens Fast Pitch D       | 9           | 6                 | 12                  | 1.9                     | 313            | 104            | 209          | \$ 37,166.40           |
| 9/27 - 9/29        | MMFL Fall Fast Pitch    | 27          | 16                | 12                  | 3.1                     | 1,328          | 541            | 787          | \$ 189,961.20          |
| <b>2013 Totals</b> |                         | <b>425</b>  | <b>162</b>        | <b>13</b>           | <b>2.6</b>              | <b>29,353</b>  | <b>22,659</b>  | <b>6,695</b> | <b>\$ 2,210,947.40</b> |

\* Out-of-Town teams are those traveling more than 75 miles to tournaments.

\* Average spectators are determined using a 3.1 multiplier for softball and 1.9 for baseball.

\* Attendance at MSHSL tournaments is based on ticket sales.

**Table 2** shows the total number of visitors to North Mankato for the 2014 baseball and softball tournaments. Each tournament is associated with the number of teams, number of players per team, and the average spectators per player. The final column contains the calculated estimates for the number of visitors (player + spectator) per tournament. The sum of this column is the total number of visitors to Caswell each year. The results of the analysis project a total of 39,836 individual visitors annually to North Mankato for tournament play at Caswell Park.

**TABLE 2**

| Tournament                 | 2014 Total Visitors |                      |                         |                                   |
|----------------------------|---------------------|----------------------|-------------------------|-----------------------------------|
|                            | Teams<br>(a)        | Players/ Team<br>(b) | Visitors/ Player<br>(c) | Total Visitors<br>((AxBxC)+(AxB)) |
| *Mankato West H.S.         | 8                   | 12                   |                         | 389                               |
| Bethany-College            | 6                   | 12                   | 3.1                     | 295                               |
| *Mankato East H.S.         | 7                   | 12                   |                         | 764                               |
| *Mount Olive H.S.          | 12                  | 12                   |                         | 144                               |
| *Sections 2A               | 40                  | 18                   |                         | 2,827                             |
| MAYBA                      | 24                  | 12                   | 1.9                     | 835                               |
| *MSHSL State               | 24                  | 18                   |                         | 8,977                             |
| MSF All-Star Game          | 6                   | 12                   | 3.1                     | 295                               |
| Summer Sizzler (MAGFA)     | 48                  | 12                   | 3.1                     | 2,362                             |
| Rising Stars (MAGFA)       | 85                  | 12                   | 3.1                     | 4,182                             |
| MMFL Girls State           | 35                  | 12                   | 3.1                     | 1,722                             |
| MSF Boys Baseball          | 31                  | 12                   | 1.9                     | 1,079                             |
| MSF Men's B,C,D            | 38                  | 12                   | 1.9                     | 1,322                             |
| MMFL Fall Girls            | 25                  | 12                   | 3.1                     | 1,230                             |
| <b>2014 Total Visitors</b> | <b>389</b>          |                      |                         | <b>26,423</b>                     |

*\*indicates visitors are based on paid attendance.*

## Economic Benefit of Caswell Softball / Baseball

| Date              | Tournament          | Total Teams | Out-of-Town Teams | Avg. Players/Team | Avg. Spectators/Player | Total Visitors | Local Visitors | Out-of-town Visitors | Total Expenditures     |
|-------------------|---------------------|-------------|-------------------|-------------------|------------------------|----------------|----------------|----------------------|------------------------|
| 4/12              | Mankato West        | 8           | 0                 | 12                |                        | 389            | 389            | 0                    | \$ 8,169.00            |
| 4/22              | Bethany- College    | 6           | 5                 | 12                | 3.1                    | 295            | 49             | 246                  | \$ 13,825.20           |
| 4/25 - 4/26       | Mankato East        | 7           | 2                 | 12                |                        | 764            | 655            | 109                  | \$ 41,135.00           |
| 5/13              | Mount Olive         | 12          | 0                 | 12                |                        | 144            | 144            | 0                    | \$ 3,024.00            |
| 5/24              | Sections 2A, 2AA    | 26          | 0                 | 18                |                        | 2,827          | 2,827          | 0                    | \$ 59,367.00           |
| 5/30 - 6/1        | MAYBA               | 24          | 21                | 12                | 1.9                    | 835            | 104            | 731                  | \$ 119,120.40          |
| 6/5 - 6/7         | MSHSL Girls         | 24          | 16                | 18                |                        | 8,977          | 144            | 8,833                | \$ 1,758,006.00        |
| 6/8               | MSF All-Stars       | 6           | 6                 | 12                | 3.1                    | 295            | 0              | 295                  | \$ 15,350.40           |
| 6/13 - 6/15       | Summer Sizzler      | 48          | 22                | 12                | 3.1                    | 2,362          | 1,279          | 1,082                | \$ 294,904.80          |
| 6/27 - 6/29       | Rising Stars        | 85          | 35                | 12                | 3.1                    | 4,182          | 2,460          | 1,722                | \$ 495,936.00          |
| 7/11 - 7/13       | MMFL Girls State    | 19          | 12                | 12                | 3.1                    | 935            | 344            | 590                  | \$ 138,596.40          |
| 7/18 - 7/20       | MMFL Girls State    | 16          | 10                | 12                | 3.1                    | 787            | 295            | 492                  | \$ 116,013.60          |
| 7/25 - 7/27       | MSF Boys State      | 31          | 9                 | 12                | 1.9                    | 1,079          | 766            | 313                  | \$ 126,846.00          |
| 8/2 - 8/3         | MSF Mens Class B    | 10          | 8                 | 12                | 1.9                    | 348            | 70             | 278                  | \$ 46,632.00           |
| 8/8 - 8/10        | MSF Mens C/D        | 28          | 22                | 12                | 1.9                    | 974            | 209            | 766                  | \$ 205,320.00          |
| 9/28              | MMFL Fall Fastpitch | 25          | 13                | 12                | 3.1                    | 1,230          | 590            | 640                  | \$ 45,657.60           |
| <b>2014 Total</b> |                     | <b>375</b>  | <b>181</b>        | <b>13</b>         | <b>841.0</b>           | <b>26,423</b>  | <b>10,32</b>   | <b>16,098</b>        | <b>\$ 3,487,903.40</b> |

\* Out-of-Town teams are those traveling more than 75 miles to tournaments.

\* Average spectators are determined using a multiplier of 3.1 for softball and 1.9 for baseball.

\* Attendance at MSHSL tournaments is based on ticket sales.

**Table 3** shows the total number of visitors to North Mankato for the 2015 baseball, softball, and soccer tournaments. Each tournament is associated with the number of teams, number of players per team, and the average spectators per player. The final column contains the calculated estimates for the number of visitors (player + spectator) per tournament. The sum of this column is the total number of visitors to Caswell each year. The results of the analysis project a total of 39,836 individual visitors annually to North Mankato for tournament play at Caswell Park.

**TABLE 3**

| <b>2015 Total Visitors -</b> |                      |                              |                                 |  |
|------------------------------|----------------------|------------------------------|---------------------------------|--|
| <b>Tournament</b>            | <b>Teams<br/>(a)</b> | <b>Players/ Team<br/>(b)</b> | <b>Visitors/ Player<br/>(c)</b> | <b>Total Visitors<br/>((a<b>x</b>b<b>x</b>c)+(a<b>x</b>b))</b> |
| *Mankato West H.S.           | 8                    | 12                           |                                 | 389  |
| *Mankato East H.S.           | 14                   | 12                           |                                 | 764  |
| *Mount Olive H.S.            | 12                   | 12                           |                                 | 144  |
| *Valley Classic              | 10                   | 12                           |                                 | 492  |
| *2AAA Sections               | 22                   | 18                           |                                 | 1,970  |
| *2A, 2AA Sections            | 26                   | 18                           |                                 | 2,827  |
| *MSHSL State Tournament      | 24                   | 18                           |                                 | 8,977  |
| MSF All-Star Game            | 6                    | 12                           | 3.1                             | 295  |
| Summer Sizzler (MAGFA)       | 54                   | 12                           | 3.1                             | 2,657  |
| Rising Stars (MAGFA)         | 58                   | 12                           | 3.1                             | 2,854  |
| Peppers Classic (MAGFA)      | 32                   | 12                           | 3.1                             | 1,574  |
| MMFL State Tournament        | 19                   | 12                           | 3.1                             | 935  |
| MMFL State Tournament        | 16                   | 12                           | 3.1                             | 787  |
| NSF Softball Nationals       | 24                   | 12                           | 3.1                             | 1,181  |
| MSF Boys Baseball            | 31                   | 12                           | 1.9                             | 1,079  |
| MSF Men's Class B            | 16                   | 12                           | 1.9                             | 557  |
| MSF Men's Class C&D          | 32                   | 12                           | 1.9                             | 1,114  |
| MSF Women's Slow Pitch       | 48                   | 12                           | 1.9                             | 1,670  |
| US Youth Soccer MN State Cup | 140                  | 15                           | 1.9                             | 6,090  |
| Minnesota Summer State       | 80                   | 15                           | 1.9                             | 3,480  |
| <b>2015 Total Visitors</b>   | <b>672</b>           |                              |                                 | <b>39,836</b>  |

*\*indicates visitors are based on paid attendance.*

### Economic Benefit of Caswell Softball / Baseball Tournaments

| Date                                 | Tournament              | Total Teams | Out of Town Teams | Avg. Players/ Team | Avg. Spectator/ Player | Total Visitors | Local Visitors | Out of Town  | Total Revenues         |
|--------------------------------------|-------------------------|-------------|-------------------|--------------------|------------------------|----------------|----------------|--------------|------------------------|
| 4/11                                 | Mankato West H.S.       | 8           | 0                 | 12                 |                        | 389            | 389            | 0            | \$ 8,169.00            |
| 4/17-4/18                            | Mankato East H.S.       | 14          | 2                 | 12                 |                        | 764            | 655            | 109          | \$ 41,135.00           |
| 5/12                                 | Mount Olive H.S.        | 12          | 0                 | 12                 |                        | 144            | 144            | 0            | \$ 3,024.00            |
| 5/15                                 | Valley Classic          | 10          | 0                 | 12                 |                        | 492            | 492            | 0            | \$ 10,332.00           |
| 5/21                                 | 2AAA Sections           | 22          | 0                 | 18                 |                        | 1970           | 1970           | 0            | \$ 41,370.00           |
| 5/23                                 | 2A, 2AA Sections        | 26          | 0                 | 18                 |                        | 2827           | 2827           | 0            | \$ 59,367.00           |
| 6/4-6/5                              | MSHSL State Tournament  | 24          | 16                | 18                 | 8545                   | 8977           | 144            | 8833         | \$ 1,110,173.00        |
| 6/7                                  | MSF All-Star Game       | 6           | 6                 | 12                 | 3.1                    | 295            | 0              | 295          | \$ 15,350.40           |
| 6/12-6/14                            | Summer Sizzler (MAGFA)  | 54          | 33                | 12                 | 3.1                    | 2657           | 1033           | 1624         | \$ 386,564.40          |
| 6/26-6/28                            | Rising Stars (MAGFA)    | 58          | 27                | 12                 | 3.1                    | 2854           | 1525           | 1328         | \$ 359,110.80          |
| 7/3-7/5                              | Peppers Classic (MAGFA) | 32          | 22                | 12                 | 3.1                    | 1574           | 492            | 1082         | \$ 245,311.20          |
| 7/11-7/12                            | MMFL State Tournament   | 19          | 12                | 12                 | 3.1                    | 935            | 344            | 590          | \$ 88,264.80           |
| 7/18-7/19                            | MMFL State Tournament   | 16          | 10                | 12                 | 3.1                    | 787            | 295            | 492          | \$ 73,898.40           |
| 7/24-7/26                            | NSF Softball Nationals  | 24          | 24                | 12                 | 3.1                    | 1181           | 0              | 1181         | \$ 233,798.40          |
| 7/24-7/26                            | MSF Boys Baseball       | 31          | 9                 | 12                 | 1.9                    | 1079           | 766            | 313          | \$ 126,846.00          |
| 8/1-8/2                              | MSF Men's Class B       | 16          | 16                | 12                 | 1.9                    | 557            | 0              | 557          | \$ 87,417.60           |
| 8/7-8/9                              | MSF Men's Class C&D     | 32          | 32                | 12                 | 1.9                    | 1114           | 0              | 1114         | \$ 279,513.60          |
| 8/15-8/16                            | MSF Women's Slow Pitch  | 48          | 48                | 12                 | 1.9                    | 1670           | 0              | 1670         | \$ 262,252.80          |
| <b>2015 Softball/Baseball Totals</b> |                         | <b>452</b>  | <b>257</b>        |                    |                        | <b>30,265</b>  | <b>11077</b>   | <b>19189</b> | <b>\$ 3,431,898.40</b> |

\* Out-of-Town teams are based on a distance of 75+ miles from Caswell Park.

\* Visitors are determined using a multiplier of 3.1 for girls softball and 1.9 for baseball and adult softball.

\* MSHSL tournament attendance is based on paid attendance.

\* Sections 2A, 2AA = 3 days 16 the first day, 6 the second, and 4 the third. Section 2AAA = 4 days, 8 the first, 8 the second, 4 the third, and 2 the fourth.

## Economic Benefit of Soccer Tournaments

| Date                      | Tournament                          | Total Teams | Out of Town Teams | Avg. Players/ Team | Avg. Spectators/ Player | Total Visitors | Local Visitors | Out of Town Visitors | Total Expenditures     |
|---------------------------|-------------------------------------|-------------|-------------------|--------------------|-------------------------|----------------|----------------|----------------------|------------------------|
| 5/2-5/3                   | US Youth Soccer Minnesota State Cup | 58          | 35                | 15                 | 1.9                     | 2523           | 1001           | 1523                 | \$ 281,053.50          |
| 5/9/2015                  | US Youth Soccer Minnesota State Cup | 58          | 35                | 15                 | 1.9                     | 2523           | 1001           | 1523                 | \$ 116,928.00          |
| 5/16/2015                 | US Youth Soccer Minnesota State Cup | 24          | 14                | 15                 | 1.9                     | 1044           | 435            | 609                  | \$ 47,502.00           |
| 7/19-7/24                 | Minnesota Summer State              | 80          | 48                | 15                 | 1.9                     | 3480           | 1392           | 2088                 | \$ 1,062,792.00        |
| <b>2015 Soccer Totals</b> |                                     | <b>220</b>  | <b>132</b>        |                    |                         | <b>9,570</b>   | <b>3828</b>    | <b>5742</b>          | <b>\$ 1,508,275.50</b> |

\*Out of town teams are those traveling more than 75 miles to tournaments.

\*Average spectators are determined using a multiplier of 1.9 per player.

**Table 4** shows the total number of visitors to North Mankato for 2016 baseball, softball, and soccer tournaments. Each tournament is associated with the number of teams, number of players per team, and the average spectators per player. The final column contains the calculated estimates for the number of visitors (player + spectator) per tournament. The sum of this column is the total number of visitors to Caswell each year. The results of the analysis project a total of 59,783 individual visitors annually to North Mankato for tournament play at Caswell Park.

**TABLE 4**

| <b>2016 Total Visitors</b>                               |                      |                              |                                 |  |
|--|----------------------|------------------------------|---------------------------------|--|
| <b>Tournament</b>  | <b>Teams<br/>(a)</b> | <b>Players/ Team<br/>(b)</b> | <b>Visitors/ Player<br/>(c)</b> | <b>Total Visitors<br/>((a<b>×</b>b<b>×</b>c)+(a<b>×</b>b))</b> |
| *Mankato West H.S.                                       | 8                    | 22                           | 3.1                             | 389  |
| *Mankato East H.S.                                       | 14                   | 22                           | 3.1                             | 764  |
| *Mount Olive H.S.  | 12                   | 12                           | 1                               | 144  |
| *Valley Classic  | 10                   | 18                           | 3.1                             | 492  |
| *2AAA Sections   | 8                    | 22                           |                                 | 1,674  |
| *2A, 2AA Sections  | 26                   | 18                           |                                 | 2,359  |
| *MSHSL State Tournament                                  | 32                   | 22                           |                                 | 8,031  |
| MSF All-Star Game  | 6                    | 12                           | 3.1                             | 295  |
| Rising Stars (MAGFA)                                     | 77                   | 12                           | 3.1                             | 3,788  |
| Peppers Classic (MAGFA)                                  | 48                   | 12                           | 3.1                             | 2,362  |
| MMFL State Tournament                                    | 40                   | 12                           | 3.1                             | 1,968  |
| Southern Star  | 34                   | 12                           | 3.1                             | 1,672  |
| MSF Boys Baseball  | 45                   | 12                           | 1.9                             | 1,566  |
| MSF Men's Class B  | 22                   | 12                           | 1.1                             | 554  |
| MSF Men's Class C&D                                      | 18                   | 12                           | 1.1                             | 454  |
| NAFA Worlds  | 22                   | 12                           | 1.5                             | 660  |
| NAFA Worlds  | 68                   | 12                           | 1.5                             | 2,040  |
| MMFL Fall State Tournament                               | 16                   | 12                           | 3.1                             | 787  |
| US Youth Soccer Minnesota State Cup                      | 548                  | 20                           | 1.9                             | 29,784   |
| Minnesota Summer State                                   | 80                   | 15                           | 1.9                             | 3,480  |
| Anthony Ford Pond Hockey                                 | N/A                  | N/A                          | N/A                             | 1063   |
| North Star Bicycle Grand Prix                            | N/A                  | N/A                          | N/A                             | 850  |
| Rip Roar Triathlon                                       | N/A                  | N/A                          | N/A                             | 374  |
| North Mankato Triathlon                                  | N/A                  | N/A                          | N/A                             | 654  |
| <b>total</b>   | <b>1,054</b>         |                              |                                 | <b>66,204</b>  |
| <i>*indicates visitors are based on paid attendance.</i> |                      |                              |                                 |  |



### Economic Benefit of Caswell Softball / Baseball Tournaments

| Date                                 | Tournament                 | Total Teams | Out of Town Teams | Avg. Players/ Team | Avg. Spectator/ Player | Total Visitors | Local Visitors | Out of Town Visitors | Total Revenues         |
|--------------------------------------|----------------------------|-------------|-------------------|--------------------|------------------------|----------------|----------------|----------------------|------------------------|
| 4/11                                 | Mankato West H.S.          | 8           | 0                 | 22                 | 3.1                    | 389            | 389            | 0                    | \$ 8,169.00            |
| 4/17-4/18                            | Mankato East H.S.          | 14          | 2                 | 22                 | 3.1                    | 764            | 584            | 180                  | \$ 47,061.20           |
| 5/12                                 | Mount Olive H.S.           | 12          | 0                 | 12                 | 1.1                    | 144            | 144            | 0                    | \$ 3,024.00            |
| 5/15                                 | Valley Classic             | 10          | 0                 | 18                 | 3.1                    | 492            | 492            | 0                    | \$ 10,332.00           |
| 5/21                                 | 2AAA Sections              | 8           | 0                 | 22                 |                        | 1674           | 1674           | 0                    | \$ 35,154.00           |
| 5/23                                 | 2A, 2AA Sections           | 26          | 0                 | 18                 |                        | 2359           | 2359           | 0                    | \$ 49,539.00           |
| 6/4-6/5                              | MSHSL State Tournament     | 32          | 30                | 22                 |                        | 8031           | 331            | 7700                 | \$ 1,538,502.00        |
| 6/7                                  | MSF All-Star Game          | 6           | 6                 | 12                 | 3.1                    | 295            | 0              | 295                  | \$ 25,977.60           |
| 6/26-6/28                            | Rising Stars (MAGFA)       | 77          | 22                | 12                 | 3.1                    | 3788           | 2706           | 1082                 | \$ 384,793.20          |
| 7/1-7/3                              | Peppers Classic (MAGFA)    | 48          | 35                | 12                 | 3.1                    | 2362           | 640            | 1722                 | \$ 520,388.40          |
| 7/8-7/9                              | MMFL State Tournament      | 40          | 23                | 12                 | 3.1                    | 1968           | 836            | 1132                 | \$ 276,750.00          |
| 7/15-7/16                            | Southern Star              | 34          | 11                | 12                 | 3.1                    | 1673           | 1132           | 541                  | \$ 115,177.20          |
| 7/22-7-23                            | MSF Boys Baseball          | 45          | 32                | 12                 | 1.9                    | 1566           | 452            | 1114                 | \$ 248,994.00          |
| 7/29-7/30                            | MSF Men's Class B          | 22          | 20                | 12                 | 1.1                    | 554            | 50             | 504                  | \$ 102,967.20          |
| 8/6-8/7                              | MSF Men's Class C&D        | 18          | 16                | 12                 | 1.1                    | 454            | 50             | 403                  | \$ 83,008.80           |
| 8/11-8/14                            | NAFA Worlds                | 22          | 20                | 12                 | 1.5                    | 660            | 60             | 600                  | \$ 189,240.00          |
| 8/18-8/21                            | NAFA Worlds                | 68          | 66                | 12                 | 1.5                    | 2040           | 60             | 1980                 | \$ 757,440.00          |
| 9/26                                 | MMFL Fall State Tournament | 16          | 15                | 12                 | 3.1                    | 787            | 49             | 738                  | \$ 22,729.20           |
| <b>2016 Softball/Baseball Totals</b> |                            | <b>506</b>  | <b>298</b>        |                    |                        | <b>30,000</b>  | <b>12009</b>   | <b>17992</b>         | <b>\$ 4,419,246.80</b> |

\* Out-of-Town teams are based on a distance of 75+ miles from Caswell Park.

\* Visitors are determined using a multiplier of 3.1 for girls softball and 1.9 for baseball and adult softball.

\* MSHSL tournament attendance is based on paid attendance.

\* Sections 2A, 2AA = 3 days 16 the first day, 6 the second, and 4 the third. Section 2AAA = 4 days, 8 the first, 8 the second, 4 the third, and 2 the fourth.

### Economic Benefit of Soccer Tournaments

| Date                      | Tournament                          | Total Teams | Out of Town Teams | Avg. Players/ Team | Avg. Spectators/ Player | Total Visitors | Local Visitors | Out of Town Visitors | Total Expenditures    |
|---------------------------|-------------------------------------|-------------|-------------------|--------------------|-------------------------|----------------|----------------|----------------------|-----------------------|
| 5/2                       | US Youth Soccer Minnesota State Cup | 16          | 16                | 20                 | 1.9                     | 928            | 0              | 928                  | \$ 58,464.00          |
| 5/3                       | US Youth Soccer Minnesota State Cup | 16          | 16                | 20                 | 1.9                     | 928            | 0              | 928                  | \$ 58,464.00          |
| 5/4                       | US Youth Soccer Minnesota State Cup | 16          | 16                | 20                 | 1.9                     | 928            | 0              | 928                  | \$ 58,464.00          |
| 5/7                       | US Youth Soccer Minnesota State Cup | 100         | 99                | 20                 | 1.9                     | 5800           | 40             | 5742                 | \$ 365,400.00         |
| 5/8                       | US Youth Soccer Minnesota State Cup | 100         | 99                | 20                 | 1.9                     | 5800           | 40             | 5742                 | \$ 365,400.00         |
| 5/14                      | US Youth Soccer Minnesota State Cup | 100         | 99                | 20                 | 1.9                     | 5800           | 40             | 5742                 | \$ 365,400.00         |
| 5/15                      | US Youth Soccer Minnesota State Cup | 100         | 99                | 20                 | 1.9                     | 5800           | 40             | 5742                 | \$ 365,400.00         |
| 5/21                      | US Youth Soccer Minnesota State Cup | 50          | 49                | 20                 | 1.9                     | 1900           | 20             | 1862                 | \$ 117,306.00         |
| 5/22                      | US Youth Soccer Minnesota State Cup | 50          | 49                | 20                 | 1.9                     | 1900           | 20             | 1862                 | \$ 117,306.00         |
| 7/19-7/24                 | Minnesota Summer State              | 80          | 48                | 15                 | 1.9                     | 3480           | 1392           | 2088                 | \$1,062,792.00        |
| <b>2016 Soccer Totals</b> |                                     | <b>548</b>  | <b>542</b>        |                    |                         | <b>33,264</b>  | <b>1,592</b>   | <b>31,564</b>        | <b>\$2,934,396.00</b> |

### Economic Benefit of Events

| Date                         | Event                         | Youth Participants | Adult Participants | Total | Avg. Spectators/ Participant | Total Visitors | Local Visitors | Out of Town Visitors | Total Expenditures  |
|------------------------------|-------------------------------|--------------------|--------------------|-------|------------------------------|----------------|----------------|----------------------|---------------------|
| 2/6-2/7                      | Anthony Ford Pond Hockey      | 250                | 175                | 425   | 1.5                          | 1063           | 1063           | 0                    | \$ 22,312.50        |
| 6/18                         | North Star Bicycle Grand Prix |                    | 250                | 250   | N/A                          | 850            | 850            | 0                    | \$ 17,850.00        |
| 6/25                         | Rip Roar Triathlon            | 129                |                    | 129   | 1.9                          | 374            | 10             | 364                  | \$ 23,148.30        |
| 8/14                         | North Mankato Triathlon       | 47                 | 207                | 254   | 1.5-1.9                      | 654            | 654            | 0                    | \$ 13,729.80        |
| <b>Total Annual Visitors</b> |                               | <b>176</b>         | <b>457</b>         |       |                              | <b>2,940</b>   | <b>2,576</b>   | <b>364</b>           | <b>\$ 77,040.60</b> |

\* North Star Bicycle Grand Prix is based 600 estimated spectators and 250 participants.

## APPENDIX E – 2017 Projections

**Table 5** shows the projected number of visitors to North Mankato for 2017 baseball, softball, and soccer tournaments. Each tournament is associated with the projected number of teams, number of players per team, and the average spectators per player. The final column contains the projected estimates for the number of visitors (player + spectator) per tournament. The sum of this column is the total number of visitors to Caswell each year. The results of the analysis project a total of 59,783 individual visitors annually to North Mankato for tournament play at Caswell Park.

**TABLE 5**

| <b>2017 Projected Visitors</b>                            |                      |                              |                                 |  |
|---|----------------------|------------------------------|---------------------------------|--|
| <b>Tournament</b>   | <b>Teams<br/>(a)</b> | <b>Players/ Team<br/>(b)</b> | <b>Visitors/ Player<br/>(c)</b> | <b>Total Visitors<br/>((a<b>xb</b>c)+(a<b>xb</b>))</b> |
| *Mankato West H.S.  | 8                    | 22                           | 3.1                             | 389  |
| *Mankato East H.S.  | 14                   | 22                           | 3.1                             | 764  |
| *Mount Olive H.S.   | 12                   | 12                           | 1                               | 144  |
| Section 2AAA Showcase                                     | 8                    | 22                           | 3.1                             | 546  |
| *Valley Classic   | 10                   | 18                           | 3.1                             | 492  |
| *2AAA Sections  | 8                    | 22                           |                                 | 1,674  |
| *2A, 2AA Sections   | 26                   | 18                           |                                 | 2,359  |
| Summer Sizzler  | 50                   | 12                           | 3.1                             | 1,860  |
| *MSHSL State Tournament                                   | 32                   | 22                           |                                 | 8,031  |
| MSF All-Star Game   | 6                    | 12                           | 3.1                             | 295  |
| Caswell Open  | 32                   | 10                           | 1.5                             | 800  |
| Rising Stars (MAGFA)                                      | 77                   | 12                           | 3.1                             | 3,788  |
| Peppers Classic (MAGFA)                                   | 48                   | 12                           | 3.1                             | 2,362  |
| MMFL State Tournament                                     | 40                   | 12                           | 3.1                             | 1,968  |
| Southern Star   | 34                   | 12                           | 3.1                             | 1,673  |
| MSF Boys Baseball   | 45                   | 12                           | 1.9                             | 1,566  |
| ASA State   | 24                   | 12                           | 1.9                             | 605  |
| ASA Northern Nationals                                    | 40                   | 12                           | 3.1                             | 1,968  |
| MSF Men's Class C&D                                       | 22                   | 12                           | 1.5                             | 660  |
| MMFL Fall State Tournament                                | 32                   | 12                           | 3.1                             | 1,574  |
| US Youth Soccer Minnesota State Cup                       | 548                  | 20                           | 1.9                             | 29,784   |
| MN Summer State   | 80                   | 15                           | 1.9                             | 3,480  |
| Anthony Ford Pond Hockey                                  | N/A                  | N/A                          | N/A                             | 1,063  |
| North Star Bicycle Grand Prix                             | N/A                  | N/A                          | N/A                             | 850  |
| Rip Roar Triathlon  | N/A                  | N/A                          | N/A                             | 374  |
| North Mankato Triathlon                                   | N/A                  | N/A                          | N/A                             | 654  |
| <b>2017 Projected Visitors</b>                            | <b>1,054</b>         |                              |                                 | <b>69,723</b>  |
| <i>* indicates visitors are based on paid attendance.</i> |                      |                              |                                 |  |
| <i>* New for '17</i>                                      |                      |                              |                                 |  |

### Economic Benefit of Caswell Softball / Baseball Tournaments

| Date                                      | Tournament                 | Total Teams | Out of Town Teams | Avg. Players/ Team | Avg. Spectator/ Player | Total Visitors | Local Visitors | Out of Town Visitors | Total Revenues         |
|---|----------------------------|-------------|-------------------|--------------------|------------------------|----------------|----------------|----------------------|------------------------|
| 4/11                                      | Mankato West H.S.          | 8           | 0                 | 22                 | 3.1                    | 389            | 389            | 0                    | \$ 8,169.00            |
| 4/17-4/18                                 | Mankato East H.S.          | 14          | 2                 | 22                 | 3.1                    | 764            | 584            | 180                  | \$ 47,061.20           |
| 5/12                                      | Mount Olive H.S.           | 12          | 0                 | 12                 | 1                      | 144            | 144            | 0                    | \$ 3,024.00            |
| 5/12                                      | *Section 2AAA Showcase     | 8           | 2                 | 22                 | 3.1                    | 546            | 137            | 409                  | \$ 6,135.00            |
| 5/15                                      | Valley Classic             | 10          | 0                 | 18                 | 3.1                    | 492            | 492            | 0                    | \$ 10,332.00           |
| 5/21                                      | 2AAA Sections              | 8           | 0                 | 22                 |                        | 1,674          | 1,674          | 0                    | \$ 35,154.00           |
| 5/23                                      | 2A, 2AA Sections           | 26          | 0                 | 18                 |                        | 2,359          | 2,359          | 0                    | \$ 49,539.00           |
| 5/20-5/21                                 | *Summer Sizzler            | 50          | 40                | 12                 | 3.1                    | 1,860          | 372            | 1,968                | \$ 244,032.00          |
| 6/8-6/9                                   | MSHSL State Tournament     | 32          | 30                | 22                 |                        | 8,031          | 331            | 7,700                | \$ 1,538,502.00        |
| 6/11                                      | MSF All-Star Game          | 6           | 6                 | 12                 | 3.1                    | 295            | 0              | 295                  | \$ 25,977.60           |
| 6/17-6/18                                 | *Caswell Open              | 32          | 22                | 10                 | 1.5                    | 800            | 250            | 550                  | \$ 79,250.00           |
| 6/26-6/28                                 | Rising Stars (MAGFA)       | 77          | 22                | 12                 | 3.1                    | 3,788          | 2,706          | 1,082                | \$ 384,793.20          |
| 7/1-7/3                                   | Peppers Classic (MAGFA)    | 48          | 35                | 12                 | 3.1                    | 2,362          | 640            | 1,722                | \$ 520,388.40          |
| 7/8-7/9                                   | MMFL State Tournament      | 40          | 23                | 12                 | 3.1                    | 1,968          | 836            | 1,132                | \$ 276,750.00          |
| 7/15-7/16                                 | Southern Star              | 34          | 11                | 12                 | 3.1                    | 1,673          | 1,132          | 541                  | \$ 115,177.20          |
| 7/22-7-23                                 | MSF Boys Baseball          | 45          | 32                | 12                 | 1.9                    | 1,566          | 452            | 1,114                | \$ 248,994.00          |
| 7/29-7/30                                 | *ASA State                 | 24          | 22                | 12                 | 1.1                    | 605            | 50             | 554                  | \$ 112,946.40          |
| 8/2-8/7                                   | *ASA Northern Nationals    | 40          | 38                | 12                 | 3.1                    | 1,968          | 98             | 1,870                | \$ 649,341.60          |
| 8/11-8/13                                 | MSF Class C                | 22          | 20                | 12                 | 1.5                    | 660            | 60             | 600                  | \$ 118,800.00          |
| 9/26                                      | MMFL Fall State Tournament | 32          | 30                | 12                 | 3.1                    | 1,574          | 98             | 1,476                | \$ 78,818.40           |
| <b>2017 Softball/Baseball Projections</b> |                            | <b>568</b>  | <b>335</b>        |                    |                        | <b>33,518</b>  | <b>12,805</b>  | <b>21,193</b>        | <b>\$ 4,553,185.00</b> |

\* Out-of-Town teams are based on a distance of 75+ miles from Caswell Park.

\* Visitors are determined using a multiplier of 3.1 for girls softball and 1.9 for baseball and adult softball.

\* MSHSL tournament attendance is based on paid attendance.

\*Sections 2A, 2AA = 3 days 16 the first day, 6 the second, and 4 the third. Section 2AAA = 4 days, 8 the first, 8 the second, 4 the third, and 2 the fourth.

\* New for '17

### Economic Benefit of Soccer Tournaments

| Date                         | Tournament                          | Total Teams | Out of Town Teams | Avg. Players/ Team | Avg. Spectators/ Player | Total Visitors | Local Visitors | Out of Town Visitors | Total Expenditures    |
|------------------------------|-------------------------------------|-------------|-------------------|--------------------|-------------------------|----------------|----------------|----------------------|-----------------------|
| 5/2                          | US Youth Soccer Minnesota State Cup | 16          | 16                | 20                 | 1.9                     | 928            | 0              | 928                  | \$ 58,464.00          |
| 5/3                          | US Youth Soccer Minnesota State Cup | 16          | 16                | 20                 | 1.9                     | 928            | 0              | 928                  | \$ 58,464.00          |
| 5/4                          | US Youth Soccer Minnesota State Cup | 16          | 16                | 20                 | 1.9                     | 928            | 0              | 928                  | \$ 58,464.00          |
| 5/7                          | US Youth Soccer Minnesota State Cup | 100         | 99                | 20                 | 1.9                     | 5800           | 40             | 5742                 | \$ 365,400.00         |
| 5/8                          | US Youth Soccer Minnesota State Cup | 100.00      | 99.00             | 20.00              | 1.90                    | 5800           | 40             | 5742                 | \$ 365,400.00         |
| 5/14                         | US Youth Soccer Minnesota State Cup | 100.00      | 99.00             | 20.00              | 1.90                    | 5800           | 40             | 5742                 | \$ 365,400.00         |
| 5/15                         | US Youth Soccer Minnesota State Cup | 100.00      | 99.00             | 20.00              | 1.90                    | 5800           | 40             | 5742                 | \$ 365,400.00         |
| 5/21                         | US Youth Soccer Minnesota State Cup | 50.00       | 49.00             | 20.00              | 1.90                    | 1900           | 20             | 1862                 | \$ 117,306.00         |
| 5/22                         | US Youth Soccer Minnesota State Cup | 50.00       | 49.00             | 20.00              | 1.90                    | 1900           | 20             | 1862                 | \$ 117,306.00         |
| 7/19-7/24                    | Minnesota Summer State              | 80          | 48                | 15                 | 1.9                     | 3480           | 1392           | 2088                 | \$1,062,792.00        |
| <b>Total Annual Visitors</b> |                                     | <b>628</b>  | <b>590</b>        | <b>195</b>         |                         | <b>33,264</b>  | <b>1,592</b>   | <b>31,564</b>        | <b>\$2,934,396.00</b> |

### Economic Benefit of Events

| Date                         | Event                         | Youth Participants | Adult Participants | Total      | Avg. Spectators/ Participant | Total Visitors | Local Visitors | Out of Town Visitors | Total Expenditures  |
|------------------------------|-------------------------------|--------------------|--------------------|------------|------------------------------|----------------|----------------|----------------------|---------------------|
| 2/6-2/7                      | Anthony Ford Pond Hockey      | 250                | 175                | 425        | 1.5                          | 1063           | 1063           | 0                    | \$ 22,312.50        |
| 6/18                         | North Star Bicycle Grand Prix |                    | 250                | 250        | N/A                          | 850            | 850            | 0                    | \$ 17,850.00        |
| 6/25                         | Rip Roar Triathlon            | 129                |                    | 129        | 1.9                          | 374            | 10             | 364                  | \$ 23,148.30        |
| 8/14                         | North Mankato Triathlon       | 47                 | 207                | 254        | 1.5-1.9                      | 654            | 654            | 0                    | \$ 13,729.80        |
| <b>Total Annual Visitors</b> |                               | <b>176</b>         | <b>457</b>         | <b>633</b> |                              | <b>2,940</b>   | <b>2,576</b>   | <b>364</b>           | <b>\$ 77,040.60</b> |

\* North Star Bicycle Grand Prix is based 600 estimated spectators and 250 participants.