

## **Introduction**

A record number of spectators, participants, tournaments, and events at Caswell Park in 2019 produced an estimated 8 million in regional economic impact. The park hosted twenty-two tournaments consisting of fifty days of tournament play. Tournaments brought in 716 total teams, with 325 of those teams being from out of town, defined as any team outside a 75-mile radius of North Mankato. The estimated total visitors were 34,498 with 11,860 of those estimated to be out of town visitors. Economic Impact from these tournaments is estimated to be \$8,165,621.00 to our regional economy. By comparison, in 2018, the park hosted 20 events consisting of 40 days of tournament play. There were 607 teams with 277 of those being from out of town, with an estimated total spectator of 30,715 with 10,526 being out of town visitors. The economic impact for 2018 was estimated to be \$6,654,942.

Estimates for 2019 and future years will be on the industry standard DMAI Event Impact Calculator compared to previous calculations that used a model completed by Fort Hayes State University. DMAI is used by both local, state, and national sport commissions and visitors' bureaus. As such, using the DMAI for Caswell impact can be compared to other areas of the country.

## **DMAI Event Impact Calculator**

The DMAI Event Impact Calculator is the industry standard to estimate the economic impact of events for a community and region. They research different Convention and Visitors Bureau across the country to update the calculator's numbers every year. The calculator utilizes four basic inputs.

- Event Parameters (Name of Event, Start Date, Event Type, etc.)
- Hosting Costs
- Organizer Spending
- Tax Rates

We use the calculator's default numbers except for the spectator per participants in youth tournament and events. Our number reflects that of Visit Mankato who received their data from IDSS which is a data analysis division of MIT.

Other items the calculator considers:

- Whether the event is a youth, adult, college, or professional event.
- The event type such as an elimination-style event where participants are not staying for the duration of the event.
- Spectator Number based on admission, direct entry, or a participation method
- Housing Costs (Average room night cost)
- Number of overnight visitors based on out of town participants
- Number of local visitors based on participants
- North Mankato area teams and spectators are not counted in the economic impact of an event

Once numbers from the event are input into the calculator, the report includes a variety of information including the direct business of the event, which is direct spending from the participants and visitors as well as total business sales which includes supply chain purchases and incomes spent within the local economy. Including direct and indirect spending provides a more complete view of the economy as dollars flow through the local economy. The report estimates the attendee's spending in the service industries of lodging, food and beverage, recreation, retail, and transportation. It also includes the estimated local sales tax, lodging tax, and food and beverage tax revenues. I have included the Peppers Classic Event Impact Details Report at the conclusion of the report.

### **Tournaments, Events, and Adult Leagues**

There are two contributing factors to the increased economic impact of Caswell Park between 2018 and 2019. First, there were two additional tournaments, Mankato Peppers May Madness Tournament held over two days in May with 25 teams of which 12 were from out of town and the NAFA World Series, held in August over two weekends, over eight days, with 73 teams from 19 states and provinces with 67 of those teams being from out of town. The economic impact of those events was \$203,832 and \$1,208,477, respectively.

Another factor is the increasing sizes of the tournaments.

- MAGFA's Rising Stars Tournament saw an increase of three teams and nine out of town teams
- MAGFA's Peppers Classic saw an increase of eight teams but a loss of two out of town teams
- USA State Softball saw an increase of seven teams and three out of town teams
- USA Northern Nationals saw an increase of nine teams but a loss of one out of town team
- MAGFA's Fall Frenzy saw an increase of four teams but a loss of two out of town team
- Added one weekend of Fall Ball League Games consisting of 24 teams

One tournament that was down from last year was the USA Fall State tournament by 19 teams due to only hosting one tier of one age group.

Caswell Park was also the home field for the Aussie Peppers, a National Pro Fastpitch team based out of Australia. They played 19 games over 15 separate days. Total attendance was 8,716 for an average of 581 spectators per game. Tickets were sold to persons in 171 different communities, 15 states, and provinces, and participants in the game came from five different countries. In addition, the Peppers Classic team count also included two 17U teams from Australia who played both in the tournament and some exhibition games in the week leading up the tournament over the Fourth of July Weekend. Their group total accounted for close to 100 Australian visitors to our community for that week. Estimation of economic impact for these games is hard to measure as some spectators are local and some are being counted in the events already surrounding the pro games such as the Peppers Classic and Rising Stars Tournaments which were a part of Peppers Week in North Mankato.

Caswell Park continued its long tradition of adult recreational leagues, and in 2019, there were 120 summer softball teams, 39 fall softball teams, and 92 summer sand volleyball teams. Team sizes are typically 11 for softball and six for sand volleyball. Meaning weekly there were 1872 participants in the Caswell Park area during the summer and 429 participants in the fall for approximately 1,500 games played in the year. It is more difficult to estimate economic impact of local leagues without knowing how many total participants are from outside our local area, but the leagues are believed to also generate economic impact that is not included in the reported numbers.

### **Conclusion**

Caswell Park continues to make its mark as a regional economic asset in the growing sports tourism sector. Tournaments and events accounted for close to 1000 games being played at the park. Adult Recreational leagues accounted for close to 900 softball games. The city also hosted close to 550 adult sand volleyball games with a majority being hosted at Caswell. For 2020, we expect close to \$7,000,000 in economic impact with the current schedule remaining close to the same as prior years. Staff is continually recruiting and creating new tournament and event opportunities as well as working with current organizers in building their events.



2019

Economic Benefit of Caswell Park

Date	Tournament	Total Teams	Out of Town Teams	Total Visitors	Local Visitors	Out of Town Visitors	Business Sales Total	Business Sales Direct
4/26	Mankato East	14	12	1140	650	490	\$ 239,130.00	\$ 161,414.00
5/12	MAGFA May Madness	25	12	1111	722	389	\$ 203,832.00	\$ 137,594.00
5/14	Mt Olive	14	13	693	693	0	\$ 61,070.00	\$ 41,155.00
5/18	Mankato West	8	0	651	651	0	\$ 55,270.00	\$ 37,260.00
5/17	Valley Classic	8	0	651	651	0	\$ 59,994.00	\$ 40,414.00
5/23	Section Tournament	8	0	651	651	0	\$ 50,546.00	\$ 34,106.00
5/25	Section Tournament	20	0	1628	1628	0	\$ 140,842.00	\$ 94,931.00
5/28	Section Tournament	9	0	733	733	0	\$ 62,821.00	\$ 42,346.00
5/30	Section Tournament	6	0	488	488	0	\$ 40,250.00	\$ 27,142.00
6/7	State Tournament	32	22	5704	1825	3879	\$ 1,640,004.00	\$ 1,107,050.00
6/9	All Star Game	4	4	376	376	0	\$ 27,277.00	\$ 18,375.00
6/15	National Qualifier	31	25	775	527	248	\$ 151,324.00	\$ 102,412.00
6/29	Rising Stars	56	32	2486	1442	1044	\$ 677,134.00	\$ 457,158.00
7/4	Peppers Classic	92	59	3643	1894	1749	\$ 1,151,666.00	\$ 777,624.00
7/13	Southern Star Qualifier	55	20	2442	1783	659	\$ 504,745.00	\$ 340,676.00
7/20	USA Softball State	23	11	1021	664	357	\$ 194,745.00	\$ 131,230.00
7/25	USA Northern Nationals	36	24	1166	389	778	\$ 782,838.00	\$ 528,722.00
8/3	MSF Mens Fastpitch	25	19	625	206	419	\$ 280,469.00	\$ 189,880.00
8/8	NAFA Worlds Weekend 1	37	34	925	74	851	\$ 613,147.00	\$ 415,369.00
8/15	NAFA Worlds Weekend 2	36	33	850	17	833	\$ 595,330.00	\$ 403,311.00
8/24	Special Olympics	16	0	792	792	0	\$ 69,794.00	\$ 47,035.00
8/25	Fall Ball League Play	24	0	950	950	0	\$ 85,251.00	\$ 57,441.00
9/7	Curt Halvorson	16	0	400	400	0	\$ 10,695.00	\$ 7,347.00
9/8	Fall Ball League Play	24	0	778	778	0	\$ 85,251.00	\$ 57,441.00
9/14	Fall Frenzy	38	3	1687	1586	101	\$ 149,054.00	\$ 100,590.00
9/15	Fall Ball League Play	24	0	778	778	0	\$ 85,251.00	\$ 57,441.00
9/22	Fall Ball League Play	24	0	778	778	0	\$ 85,251.00	\$ 57,441.00
9/29	USA Fall State	13	2	577	514	63	\$ 62,640.00	\$ 42,232.00
		718	325	34498	22639	11860	\$ 8,165,621.00	\$ 5,515,137.00

**Business Sales Direct:** Direct Spending from Visitors and Participants

**Business Sales Total:** Includes supply chain purchases and incomes spent within the local economy

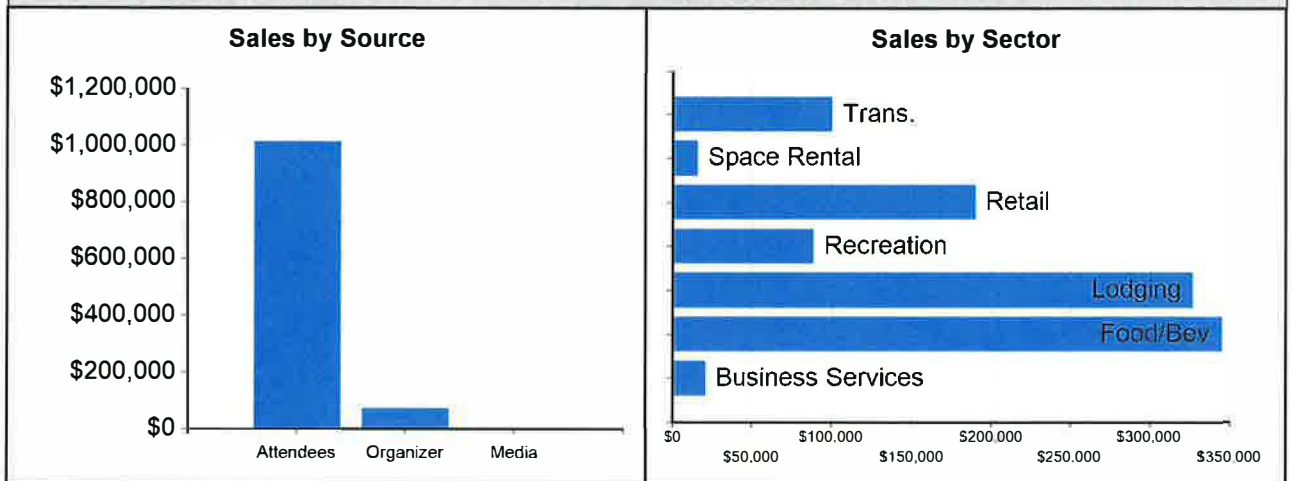
Does not include Aussie Peppers and Adult Summer Recreational Leagues

# Event Impact Summary

Destination: Caswell Sports

Event Parameters		Key Results	
Event Name:	Peppers Classic	Business Sales (Direct):	\$1,086,792
Organization:	Mankato Peppers	Business Sales (Total):	\$1,609,730
Event Type:	Youth Amateur	Jobs Supported (Direct):	664
Start Date:	7/4/2019	Jobs Supported (Total):	737
End Date:	7/6/2019	Local Taxes (Total):	\$24,366
Overnight Attendees:	2903	Net Direct Tax ROI:	\$22,190
Day Attendees:	1227	Estimated Room Demand:	2,637

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$326,939	\$0	\$0	\$326,939
Transportation	\$98,716	\$1,213	\$123	\$100,052
Food & Beverage	\$308,382	\$36,421	\$0	\$344,803
Retail	\$189,874	\$0	\$0	\$189,874
Recreation	\$88,703	\$0	\$0	\$88,703
Space Rental	\$0	\$15,562	\$0	\$15,562
Business Services	\$0	\$20,790	\$69	\$20,860
<b>TOTAL</b>	<b>\$1,012,613</b>	<b>\$73,986</b>	<b>\$192</b>	<b>\$1,086,792</b>

## Event Impact Details

Destination: Caswell Sports

Event Name: Peppers Classic 2019

Organization: Mankato Peppers

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,086,792	\$522,938	\$1,609,730
<b>Personal Income</b>	\$302,889	\$138,645	\$441,534
<b>Jobs Supported</b>			
Persons	664	72	737
Annual FTEs	14	2	15
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$91,369</u>	<u>\$43,155</u>	<u>\$134,524</u>
<u>State Total</u>	<u>\$74,522</u>	<u>\$12,606</u>	<u>\$87,128</u>
sales	\$66,833	\$8,988	\$75,821
income	\$3,472	\$1,589	\$5,061
bed	\$0	-	\$0
other	\$4,217	\$2,029	\$6,246
<u>Local Total (excl. property)</u>	<u>\$22,190</u>	<u>\$2,175</u>	<u>\$24,366</u>
sales	\$9,721	\$1,307	\$11,028
income	\$0	\$0	\$0
bed	\$9,808	-	\$9,808
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$1,156	\$144	\$1,300
other	\$1,505	\$724	\$2,229
property tax	\$13,027	\$4,124	\$17,151

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$22,190	
DMO Hosting Costs	\$0	
Direct ROI	\$22,190	
Net Present Value	\$22,190	
Direct ROI (%)	-	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$24,366	
Total ROI	\$24,366	
Net Present Value	\$24,366	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	2,637
Room Pickup (block only)	0
Peak Rooms	1,075
Total Visitor Days	7,947