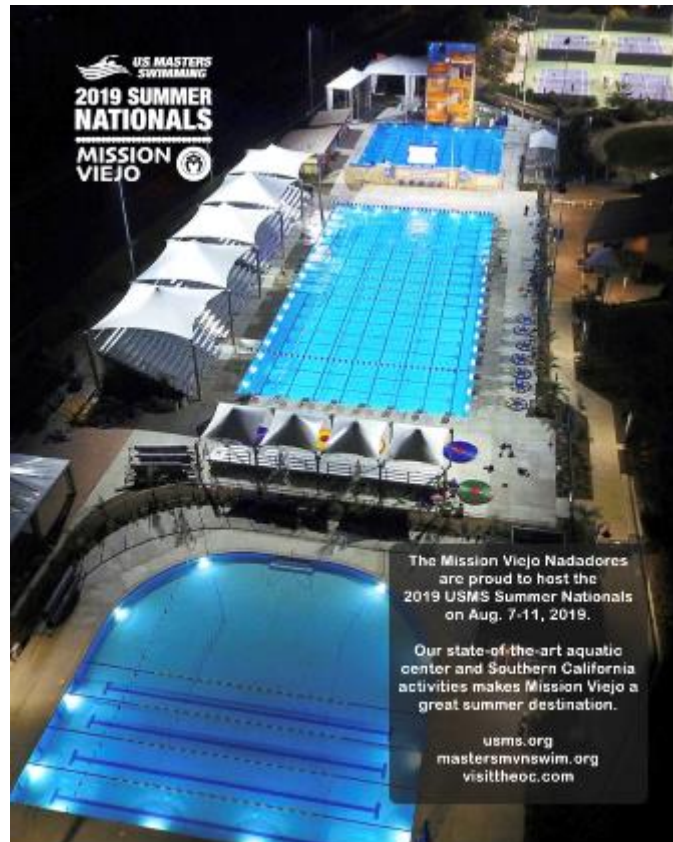


# U.S. MASTERS SWIMMING

## 2019 Summer Nationals



## Economic Impact Study Mission Viejo, California

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## *EXECUTIVE SUMMARY*

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- The 2019 U.S. Masters Swimming [USMS] Summer National Meet was held in Mission Viejo, California from Wednesday August 7 to Sunday August 11, 2019.
- Qualified men and women swimmers from age 18 to unlimited were participants in this event. The swimmers were registered master swimmers either affiliated with a club [216 clubs] or swimming unattached.
- There were 1,378 participating swimmers with the majority of the swimmers coming from southern California. The meet invited swimmers from across the world and the nation. Total attendance at the event was estimated at 2,660 with attendees rotating throughout the day and over the period of the event.
- The majority of the swimmers were male [56%] ages 40 – 49 [36%]. The majority of attendees were swimmers supported by family members or friends of the swimmer.
- The majority of the swimmers traveled to the event by private automobile [55%] with non-locals spending an average of 3.9 nights in hotels with the average travel party of both local and non-local attendees consisting of 1.9 people.
- One hundred and seventy-four [174] swimmers or members of their traveling group were interviewed regarding their local spending patterns for hotels, restaurants, retail purchases, entertainment, groceries and gasoline.
- The total expenditures captured in Mission Viejo due to their participation in the swimming event were \$471,269.00. The participating swimmers and associated traveling party that spent the most were those who stayed overnight at hotels. Many non-locals extended their stay for vacation purposes. There was a direct relationship between distance traveled to the meet and total expenditures made.
- The length of time spent in Mission Viejo and the number in the traveling party were the driving forces behind the amount of expenditures. Calculations were made for both locals [up to two hour drive one way] and non-locals [overnight stay].
- The majority of spending was for hotel stay [59%] followed by retail sales and groceries [11% each], restaurant purchases [10%] followed by gasoline [6%], with about 3% spent on local entertainment.

- Registration fees and per event swimmer fees were collected. Provided at the event site were vendors offering a VIP hospitality service, food and beverage options, USMS event merchandise, tent rentals, and a meet social. The concession receipts were calculated into the on-site and off-site attendee expenditures as reported by those interviewed. The USMS merchandise tents received the greatest amount of retail sales in the community.
- Sales tax receipts were estimated from the local spending and were calculated to be \$37,787.00.
- Local re-spending of dollars due to direct spending [what is known as the multiplier effect] was calculated at 1.6636. This represented an additional exchange of goods and services of \$312,734.00.



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## *INTRODUCTION*

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On Wednesday August 7 through Sunday August 11, 2019 the U.S. Masters Summer National Meet was held at the Mission Viejo, California Natatorium. Qualified master registered swimmers from masters swimming clubs or unattached swimmers were invited to complete. Swimmers came from across the world and the nation. The age groups ranged from 18 to unlimited using 5 year age increments. The study reports the results of the economic impact of this event on the city of Mission Viejo. All events occurred as planned and no disruptions were evident.

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## *EXPENDITURE CATEGORIES*

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An analysis was made to determine what percent of event attendees [both swimmers and associated traveling party] were from the greater Mission Viejo area and those that were non-locals. For the purposes of this study a non-local was defined as anyone who chose to spend one night or more in the greater Mission Viejo area at a local hotel or other overnight establishment due to their participation in the event. Many attendees drove to the event from as much as 1 to 2 hours each way each day. Their expenditures were considered local in this study.

Many of the swimmers and associated traveling party arrived at the event by private automobile [55%]. A small handful traveled by hotel shuttle van [20%] and another portion traveled by other means such as car rental [25%].

The non-local and some local participants stayed in local hotels or other locations [Bed and Breakfast, RV Park, with friends] an average of 3.9 nights. There was no significant difference in age groups and length of time spent at the event. The greater the distance traveled the more that that travel group spent.

Many of the athletes traveled to the event with a family member or friend. The average travel party size was 1.9 per group. There was no significant difference in travel party size by swimmer age group. The additional traveling party generally increased the expenditures per swimmer for such items as hotel and restaurant expenses.

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## *ECONOMIC IMPACT*

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Special event economic impact study methodology was developed and used to solicit and capture the direct economic impact of the 2019 U.S. Masters Summer National Meet held in Mission Viejo, California. In addition, an effort was made to calculate the indirect economic influence of the event in the city. The study procedures consisted of the creation and implementation of an economic impact study questionnaire and interview protocol that quizzed the venue participants [both local and non-local] on key indicators of expenditures associated with their attendance at the event.

Interview results determined from the participating athlete or members of their traveling party: [1] home location [2] method of travel [3] number of persons in the traveling party [4] number of nights the party stayed in the area [5] location of the overnight stay [6] expenditures made for hotel, food, retail sales, entertainment, gasoline, and groceries, and quality of experience expressions.

The total number of participants interviewed was 174, which generated 99% accuracy in 95 out of 100 interviews. Additionally, the individuals selected for interview were drawn from a stratified sample of participants by swimmer age group as reported by the interview respondent.



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***TOTAL EXPENDITURES***

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The five-day swimming event generated \$471,269.00 in direct economic impact to the City of Mission Viejo area from participants at the swimming meet. Most of those receipts were from non-locals to the area. Locals also spent money due to their participation in the Masters Swimming event. The following table displays the average amount of expenditures by spending category of both local and non-local participants at the event. Also included is the total expenditures for each spending category. Not all participants spent dollars in each of these categories.

<b>CATEGORY</b>	<b>AVERAGE DOLLARS</b>	<b>TOTAL EXPENDITURES</b>
Hotel	\$174.00/night per room*	\$280,931.00
Off-site/on-site food/restaurant	\$12.50 per meal per person	\$48,500.00
Off-site/on-site retail sales	\$111.47 per purchase**	\$54,620.00
Off-site entertainment	\$30.00 per visit	\$1,470.00
Off-site groceries	\$69.07 per purchase	\$55,907.00
Gasoline	\$60.90 per vehicle	\$29,841.00

\*Some of the local hotels provided an on-call shuttle service to the swimming venue and return for a fee. This cost has been averaged into the hotel estimate as appropriate.

\*\*The USMS merchandise booths were the single largest location of retail sales.

The data indicate that the typical traveling group spent the majority of their dollars on hotel stay [59% of expenditure amount], on-site and off-site retail sales [11%], and purchase of groceries [11%], off-site and on-site food and beverage purchases [10%] and gasoline purchases [6%]. Local entertainment [3%] represented the least of the expenditures. Gasoline expenditures were calculated for both the local and non-local travel groups.

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*HOTEL EXPENIDTURES BY AGE COMPARISON*

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The following table displays hotel expenditures by swimmer age group:

AGE GROUP	HOTEL EXPENDITURES
18 - 29 years of age	\$36,521.00
30 – 39 years of age	\$33,711.00
40 – 49 years of age	\$92,707.00
50 – 59 years of age	\$73,042.00
60 – 69 years of age	\$33,711.00
70 – 79 years of age	\$8,427.00
80 + years of age	\$2,809.00

The age group that spent the most on local hotel stays were those 40 - 49 [33%] and the age group spending the least was the 80+ [1%].

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*EXPENDITURES BY SPENDING CATEGORY*

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The next table details expenditures by spending category of local and non-local attendees. For the purposes of this study a non-local is defined as any swimmer or their travel party that chose to spend at least one night or more in a local hotel. Numbers have been rounded.

CATEGORY	LOCALS	NON-LOCALS
Restaurants	\$16,975.00	\$31,525.00
Retail Sales	\$18,297.00	\$36,322.00
Entertainment	\$492.00	\$997.00
Groceries	\$18,728.00	\$37,178.00
Gasoline	\$ 19,844.00	\$ 9,996.00

The non-local participants spend on the average 65% more dollars in the local community due to their participation in the event compared to locals. Locals did make up the majority of the event participants suggesting that these were new dollars to the community. Locals may have traveled as much as 2 hours drive

one way. The event stimulated both local and non-local spending. It is important to recall that the definition of a local was anyone regardless of distance traveled who did not spend overnight at the event.

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*OTHER SOURCES*

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In addition to the direct economic impact generated by the local and non-local swimmers and their traveling party to this event were other fees and sales associated with this meet. Each swimmer was required to pay a standard per-athlete registration fee and a fee for each swimming contest. The USMS contracted with vendors to provide a VIP hospitality service [breakfast, lunch, dinner, snacks for a set fee], food and beverage vendors for swimmers and other attendees, and other vendors for the purchase of USMS merchandise, tent rentals, and a meet social [BBQ, music, dancing and cash bar]. The gross receipts of these vendors' sales were calculated into the on-site and off-site expenditures based on interviewee responses.

Sales tax receipts were reclaimed by the local community based on specific tax rates per category and location of spending. It is not possible to be completely accurate regarding the impact of tax receipts due to the possible variation of location of purchases and the associated state and local share. However, the following is a general indicator of the sales taxes generated due to the non-locals' and locals' participation in this multi-day event.

SOURCE	TAX RATE	AMOUNT
Hotel	8.20%	\$23,036.00
Retail	7.75%	\$14,751.00
<b>TOTAL</b>	-	\$37,787.00

It is generally understood that dollars spent in the local community will be captured and re-spent by businesses and vendors in the community as these businesses exchange various goods and services. The amount of recirculation of dollars is based on the local level of import and export of goods and services and is different for each community. A dollar will almost always have some portion re-spent in the community. This concept is referred to as the economic multiplier effect and is important in that \$1.00 spent by a local and non-local visitor will re-circulate in the local community and stimulate a certain amount of additional economic impact. The economic impact multiplier selected was the average of



sector multipliers and set at 1.6636 [the average of the retail trade multiplier of 1.5717, hotel multiplier of 1.9842, and the restaurant multiplier of 1.4349].

The indirect economic impact of the 2019 U.S. Masters Summer National Meet on the greater Mission Viejo area was \$312,734.00.

FACTORS	DOLLARS
Direct Spending	\$471,269.00
X Multiplier	1.6636
Direct Impact	\$784,003.00
Indirect Impact [DI – DS]	\$312,734.00

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*EVENT IMPRESSIONS*

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During the interview process the interviewee was asked if they had any perspectives regarding the multi-day event. Most interviewees chose to share their impressions. The following are their general impressions:

1. the event site was considered an excellent high-level competitive location and provided all of the needed services for a quality experience. Consistent concern was expressed about the dressing / locker / shower facilities not being of the quality level of other parts of the natatorium.
2. the event management was considered excellent.
3. pre-event information and materials were considered useful and well done.
4. concessions and vendors were appreciated as a needed service. Some interest in a greater variety of food options was expressed.
5. hotel accommodations and local travel arrangements [as needed] were of good quality with no concerns.
6. additional shade options and on-site parking were considered needed improvements. For some, pricing seemed high.
7. Some spectators were at the event unaffiliated with any swimmer. Their attendance was motivated by a desire to view world class elite swimming. Their economic influence was minimal but present.

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## *INTERPRETATION OF DATA*

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In reviewing this report, it is important to remember the following factors:

1. expenditures were not made in every spending category by all attendees.
2. some portion of the spending of those in attendance occurred outside of Mission Viejo. This was particularly true of hotel expenses and gasoline purchases and some groceries. This was factored into the results as best as possible by using the projection and recall of the person interviewed.
3. the multiplier effect calculated in this study is regional in impact and not city specific. As a consequence this effect should not be overly estimated.
4. distance traveled, number of people in the travel party, and length of stay influenced the expenditure estimates made by the interviewed attendee.
5. the calculations of on-site vendors' gross sales were estimated. Some portion of vendors' sales will leave the Mission Viejo area without recirculation.
6. the swimmer registration fee and the swimmer event fees were not calculated into the total economic impact in that these fees were seen as needed event management costs. The concession agreement with USMS was likewise not calculated into the economic impact, being seen as needed to offset event costs.
7. this report does not speak to any financial agreements of USMS with the city, local vendors or sponsors.
8. the calculations are estimates only accurate +/- 5% and based on the accuracy of the responding interviewee.

