

# SOUTHERN CALIFORNIA SWIMMING

## 2019 Junior Olympics



## Economic Impact Study

### Mission Viejo, California

Prepared by

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## *EXECUTIVE SUMMARY*

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- The 2019 Southern California Swimming Junior Olympics were held in Mission Viejo, California from Wednesday July 24 through Sunday July 28, 2019.
- The event consisted of qualified girl and boy swimmers in age groups 5 to 10, 11 to 12, 13 to 14, and 15 +.
- There were 1,042 participating swimmers with the majority of athletes from the Irving Novaquatics [30.23 %]. Total attendance at the event was estimated at 3,542 with attendees rotating throughout the day and over the period of the event.
- The majority of the swimmers were male [51.7%]. The majority of attendees were family members of the swimmers.
- The majority of groups traveled to the event by private automobile [98%], with non-locals spending an average of 4.1 nights in hotels with the average travel party of both local and non-local attendees consisting of 3.4 people.
- One hundred and sixty-eight [168] of the athletes' parents or supervising adult were interviewed regarding their local spending patterns for hotels, restaurants, retail purchases, entertainment, groceries and gasoline. The person interviewed was selected by swimmer age group and percent of that age group of the total group of swimmers.
- The total expenditures captured in Mission Viejo due to their participation in the swimming event were \$ 299,236.00. The participating swimmers and associated party that spent the most were those who stayed over night[s] at hotels.
- The length of time spent in Mission Viejo and the number in the traveling party were the driving force behind the amount of expenditures. Calculations were made for both locals and non-locals with portions of the data reported combined and other data separated by residency.
- The majority of spending was for hotel stays [57%], followed by retail sales [16%], food and beverage purchases [13%], and gasoline sales [10%]. Groceries [3%] and entertainment [1%] were minimal expenditures.

- Other sources of spending were from locals who also attended the event and were considered money that was spent due to attendance at this event. Other large-scale special events drawing both locals and non-locals were occurring in Mission Viejo and surrounding areas at the same time as the Junior Olympic swimming. These included girl's elite basketball and team water polo. Calculations in this report are from the effects of the swimming event only.
- Registration fees and per event swimmer fees were collected. Provided at the site were vendors offering a food and beverage snack bar, a t-shirt concession, a swim store, and shaved ice stand. The concession receipts were calculated into the on-site and off-site attendee expenditures.
- Sales tax receipts were estimated from the local spending and were calculated to be \$ 23,961.00.
- Local re-spending of dollars due to the direct spending [what is known as the multiplier effect] was calculated at 1.6636. This represented an additional exchange of goods and services of \$ 198,573.00.



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## *INTRODUCTION*

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On Wednesday July 24 through Sunday July 28, 2019 the Southern California Swimming Junior Olympics was held at the Mission Viejo, California Natatorium. Qualified swimmers from the Coastal, Desert, Eastern, Metro, Orange and Pacific Sections were invited to complete. There were 23 teams with a few swimmers coming to the event as independents. This 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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## *VENUES*

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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 choose 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.

Almost all of the swimmers and associated traveling party arrived at the event by private automobile [98%]. A small handful traveled by team van [1%] and another portion traveled by other means [1%].

The non-local and some local participants stayed in local hotels or other locations [Bed and Breakfast, RV Park, with friends] an average of 4.1 nights. There was no significant difference in age groups and length of time spent at the event.

The majority of athletes traveled to the event with a parent or other supervising family member. Some traveled with coaches. The average travel party size 3.4 per group. There was no significant difference in travel party size by swimmer age group, though the younger the swimmer the larger was the size of the travel 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 Southern California Swimming Junior Olympics 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 the following from the participating athlete's parent or supervising adult: [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 168, 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 Southern California Swimming event generated \$ 299,236.00 in direct economic impact to the City of Mission Viejo area from participants at the swimming event. Locals spent money due to their participation in the Junior Olympic event, but that money may have been spent locally at another local experience. However, conversations with local attendees indicated that their expenditures were due to attendance at this event. The following table displays the total expenditures by swimmer age group and what percent of the total expenditures came from the athletes and their traveling party.

<b>AGE GROUP</b>	<b>TOTAL EXPENDITURES</b>	<b>% OF TOTAL</b>
5 - 10	\$ 89,712.00	30
11 - 12	\$ 77,861.00	26
13 - 14	\$ 71,816.00	24
15 +	\$ 59,847.00	20
<b>TOTAL</b>	<b>\$ 299,236.00</b>	<b>100</b>

The age group with the most total expenditures was the larger 5 to 10 participant group and associated travel party. In conversations with the parents or supervising adult of this age group the reasoning seemed to be the length of stay at the event and the total number of people in the traveling party. Another contributing factor was the number of swimmers in that age group and if the swimmer qualified for future competition at this event.



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*EXPENDITURE BY AGE GROUP COMPARISON*

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The following table displays the expenditures of the attendees and travel party by spending category and by age group. Each age group fluctuated by number of non-local attendees and length of stay [numbers rounded].

	<b>5 - 10</b>	<b>11 - 12</b>	<b>13 - 14</b>	<b>15 +</b>
Hotel	\$ 51,352.00	\$ 44,505.00	\$ 41,052.00	\$ 34,235.00
Restaurant	\$ 11,775.00	\$ 10,205.00	\$ 9,420.00	\$ 7,850.00
Retail Sales	\$ 14,437.00	\$ 12,512.00	\$ 11,549.00	\$ 9,624.00
Entertainment	\$ 840.00	\$ 728.00	\$ 672.00	\$ 560.00
Groceries	\$ 2,354.00	\$ 2,040.00	\$ 1,883.00	\$ 1,569.00
Gasoline	\$ 9,012.00	\$ 7,810.00	\$ 7,209.00	\$ 6,008.00

The range of expenditures for all categories was a high of \$ 89,770 [5-10 age group] to a low of \$ 59,846 [15+ age group].

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*EXPENDITURE BY CATEGORY*

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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 EXPENTIDURES</b>
Hotel	\$ 167.00 per night per room	\$ 171,175.00
Off-site and on-site food/restaurant	\$ 9.92 per meal per person	\$ 39,250.00
Off-site and on-site retail sales	\$ 28.67 per purchase	\$ 48,124.00
Off-site entertainment	\$ 20.00 per visit	\$ 2,800.00
Off-site groceries	\$ 22.42 per purchase	\$ 7,847.00
Gasoline	\$ 85.83 per vehicle	\$ 30,040.00

The data indicate that the typical traveling group spent the majority of their dollars on hotel stay [57% of expenditure amount], on-site and off retail sales [16%], off-site and on-site food and beverage purchases [13%] and gasoline purchases [10%]. The most often mentioned off-site grocery location was Trader Joes and the most frequently mentioned off-site retail store was Target. Grocery [3%] and entertainment [1% primarily movies] represented the least of the expenditures. Gasoline expenditures were calculated for both the local and non-local travel groups.

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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 also for each swimming contest. The host event site contracted with vendors to provide a snack bar of food and drink for swimmers and other attendees [Smooth Operator] and other vendors for the purchase of t-shirts [Northwest Design of California], a swim store [Competitive Aquatic Supply] and shaved ice [Hawaii Shaved Ice]. The gross receipts of these vendors' sales were calculated into the on-site and off-site expenditures.

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%	\$ 14,036.30
Retail	7.75%	\$ 9,924.70
<b>TOTAL</b>	-	\$ 23,961.00

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

Therefore, the indirect economic impact of the 2019 Southern California Swimming Junior Olympics on the greater Mission Viejo area was \$ 198,573.00.

FACTORS	DOLLARS
Direct Spending	\$ 299,236.00
X Multiplier	1.6636
Direct Impact	\$ 497,809.00
Indirect Impact [DI – DS]	\$ 198,573.00

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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. Almost all participants indicated that the event site and the associated event management were of high quality. The event site represented the finest of what was expected of an event of this level and type. The variety and number of on-site vendors was also seen as a positive. The services and products were seen as convenient and necessary.

The most mentioned concern was limited on-site parking and inconvenience of more distant parking. The shuttle service was appreciated but used only as a last resort. Map Quest was not an accurate source for off site parking location. Additional shade locations were desired.



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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, 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.
6. the swimmer registration fee and the swimmer event fees [\$64,000.00] were not calculated into the total economic impact in that these fees were seen as needed event management costs. The concession agreement required each vendor to share 20% of their net with the host site. This amount was likewise not calculated into the economic impact being seen as needed to offset event costs.
7. the calculations are estimates only accurate +/- 5% and based on the accuracy of the responding interviewee.

