

2014 U.S. AMATEUR ECONOMIC IMPACT STUDY

Although the USGA does not have the ability to perform local economic impact studies in the locations championships are being held, local economic analytical groups may perform their own impact study following a championship. Below are the results following the 2014 U.S. Amateur Championship in Johns Creek, Georgia provided by Johns Creek Convention and Visitors Bureau.

Spending and Impact Results for the:
114th U.S. Amateur Championship
 A 10 day Sports: Championship Events in 2014 with 2972 attendees.

Event Name

Region

Event Year **Duration (days)**

Event Type

View Impact Results **View ROI Results**

View/Edit Assumptions

Method **Industry**

Visitor Calculations (Choose method)

Direct	Participant-Based	Admission-Based
Overnight Visitors	Number of Participants	Admission per event 2,745
Day Visits 0	Spectators per Participant Model default 0.50 User over-ride	Number of events 10
	Spectators (model default) - Spectators (user ratio) -	Events per visitor 10
	Overnight Share	Discreet spectators 2,745
		Number of Participants 227
		Overnight Share 50%
Overnight Participation Projected Attendees <input type="text" value="1,486"/>	Day Participation Projected Attendees <input type="text" value="1,486"/>	Aviation Impacts Include Aviation Impacts <input type="text" value="Yes"/>
Room Rate <input type="text" value="\$ 109.00"/> Room Block <input type="text" value="800"/>	Local Share <input type="text" value="45%"/>	Overnight Attendees Arriving by Air <input type="text" value="78%"/>

Use Model Defaults

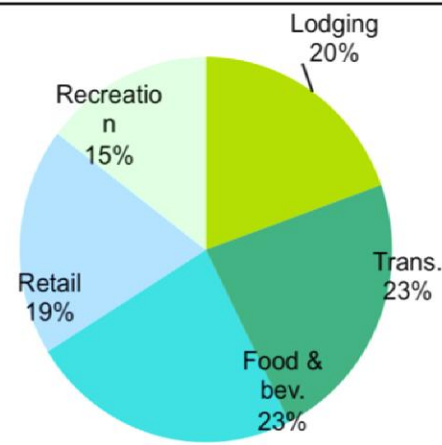
Hosting Costs

Sales Commissions	\$ -
Cash Incentives	\$ -
In-Kind Incentives	\$ -
Transportation	\$ -
Discounts on Space	\$ -
Security	\$ -
Other	\$ -
Total	\$ -

Contract Value

Space Rental	<input type="text"/>
Food & Beverage	<input type="text"/>
Audio Visual	<input type="text"/>
Internet	<input type="text"/>
Security	<input type="text"/>
Other	<input type="text" value="\$ 250,000"/>
Total	\$ 250,000

Export Report

Direct Business Sales Summary		Visitor Spending Distribution	
Visitor Spend	\$ 2,948,969		
Lodging	\$ 576,203		
Transportation	\$ 680,719		
Food & bev.	\$ 693,320		
Retail	\$ 565,663		
Recreation	\$ 433,063		
Organizer Spend	\$ 250,000		
Exhibitor Spend	\$ -		
Total Event	\$ 3,198,969		

Economic Impact Summary			
	Direct	Indirect/Induced	Total
Business Sales	\$ 3,198,969	\$ 3,231,700	\$ 6,430,669
Wages	\$ 1,234,354	\$ 1,139,134	\$ 2,373,489
Jobs Supported			
Person days	9,879	4,844	14,722
Persons	706	346	1,052
Annual FTEs	41	20	61
Taxes			
Federal	\$ 201,562	\$ 167,671	\$ 369,234
State	\$ 59,880	\$ 47,799	\$ 107,679
Sales Tax	\$ 42,904	\$ 31,329	\$ 74,234
Income Tax	\$ 2,498	\$ 1,967	\$ 4,465
Other Revenues	\$ 14,478	\$ 14,502	\$ 28,980
Local	\$ 168,091	\$ 95,211	\$ 263,302
Sales Tax	\$ 30,617	\$ 22,356	\$ 52,973
Bed tax	\$ 40,334	\$ -	\$ 40,334
Property Tax	\$ 86,901	\$ 62,598	\$ 149,498
Other Revenues	\$ 10,240	\$ 10,257	\$ 20,497

ROI Results for the:
114th U.S. Amateur Championship

A 10 day Sports: Championship Events in 2014 with 2972 attendees.

Return On Investment (ROI)

Local Tax Receipts	\$263,302
Local Costs	\$0
Local ROI	\$263,302
Net Present Value	\$246,847

City Return on Investment (%)	#DIV/0!
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Event ROI

Cost-Benefit Analysis

