



# EEI Study 2013-2014

Gauging the economic impact of  
parks and recreation areas

# Introduction

- Scott Mundt – Research Intern, Visit Eau Claire
- Michael Strubel – Director of Sales and Events, Visit Eau Claire
- Estimated Economic Impact Study
- Year long study of parks and events
- Gauge most popular parks, events, facilities
- Find which areas need more exposure to assure continued use



# Objectives

- Target events throughout 2013-2014
- Eau Claire parks, other facilities, and events
- Determine estimated economic impact of events
- Find possible improvements based on results
- Expose what may attract more residents, and visitors to facilities
- Gain a better understanding of where money is being spent in Eau Claire
- Which facilities are most popular
- How to better market parks and facilities to residents and visitors



# Methodology

- Research Design
  - iPad application: Device Magic
  - Mobility at each event
  - App allowed for compiling results, and generating reports



# Methodology

- Data Collection
  - Utilization of Device Magic App, Google Drive and NASC Calculator
  - People strolling the crowd/Asking at FP Booth
  - Promotional materials as incentive
  - Final prize drawing
  - Challenges – Data collection
  - Results put into spreadsheet on Google Drive and NASC Calculator



# NASC Calculator

- 10 Years of Data
- Over 50 Events
- Various Market Sizes (Small to Large)
- University of Arizona Sports Management Program

## NASC ECONOMIC IMPACT CALCULATOR

### CALCULATING DIRECT SPENDING BY EVENT SPECTATORS – Page 1

- \* Enter numbers and decimal points only. NO text or special characters such as commas or percent signs.
- \* Enter percentages as whole number, not as decimal (i.e. when entering 95%, enter as 95 not .95).

Please enter the following 7 pieces of information:

(1) Unique Event Spectators

(2) Percentage of Non-Local Unique Event Spectators

Enter percentages as whole number, not as decimal (i.e. when entering 95%, enter as 95 not .95)

(3) Percentage of "Primary" Non-Local Event Spectators

Enter percentages as whole number, not as decimal (i.e. when entering 95%, enter as 95 not .95)

(4) Average Party Size

Event spectators only, exclude participants

(5) Average Length of Stay

(6) Percentage of Non-Local Parties Using a Local Hotel

Enter percentages as whole number, not as decimal (i.e. when entering 95%, enter as 95 not .95)

(7) Percentage of Non-Local Parties Using a Local Rental Car

Enter percentages as whole number, not as decimal (i.e. when entering 95%, enter as 95 not .95)



# Methodology

- Sampling Methodology
  - Random sample: local/non-local
  - Sampling frame was only people at the event
  - Sample size was people in attendance
  - Wide range of diversification with:
    - Age
    - Group size
    - Visiting from
    - Money spent

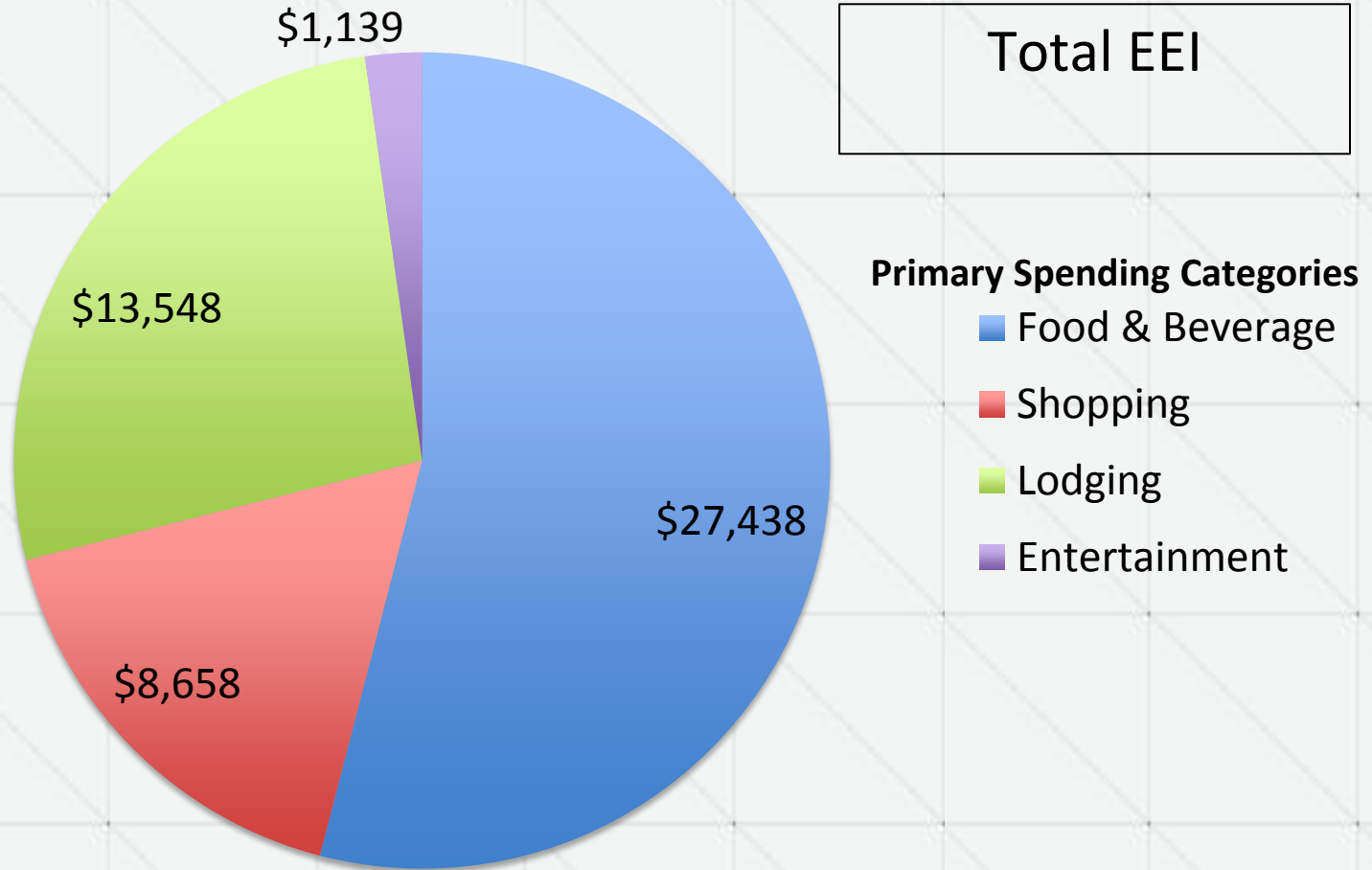


# Event Highlights

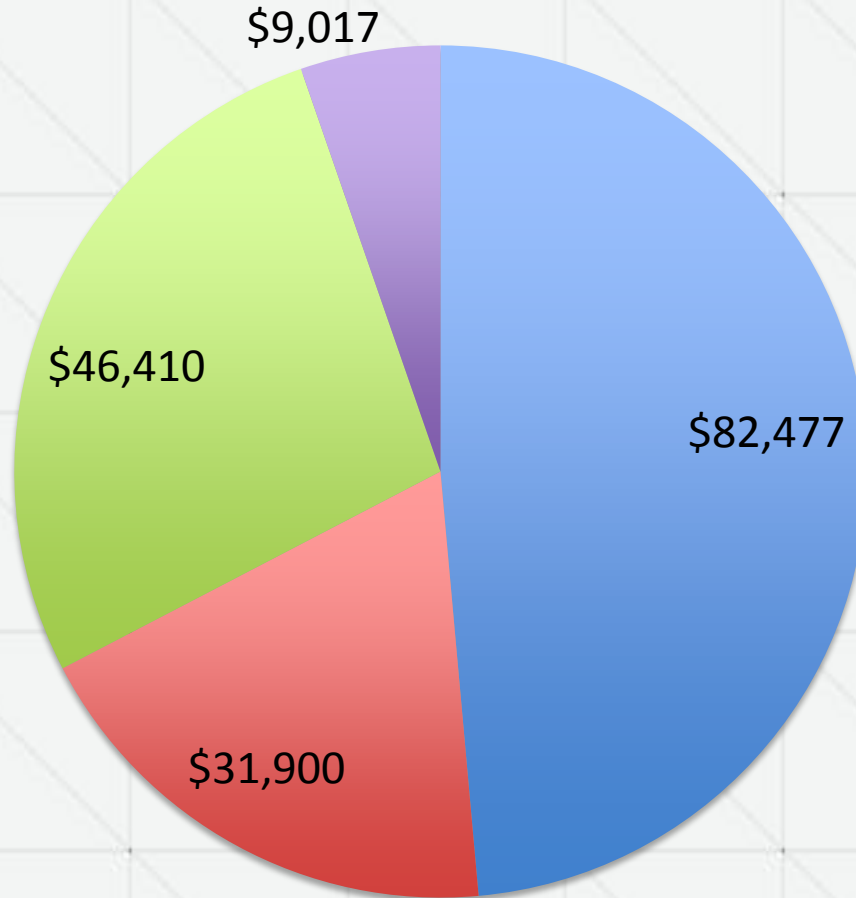




# Category Spending at US Kubb Championships



# Category Spending at EC United Tournament



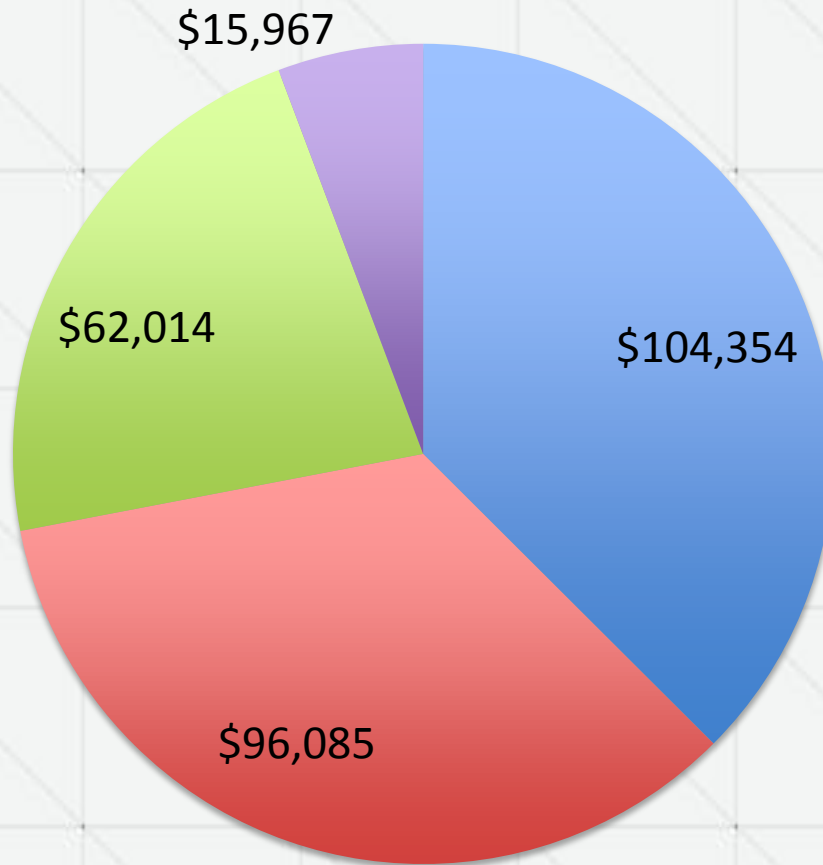
Total EEI  
\$178,210

## Primary Spending Categories

- Food & Beverage
- Shopping
- Lodging
- Entertainment



# Category Spending at Gus Macker Tournament



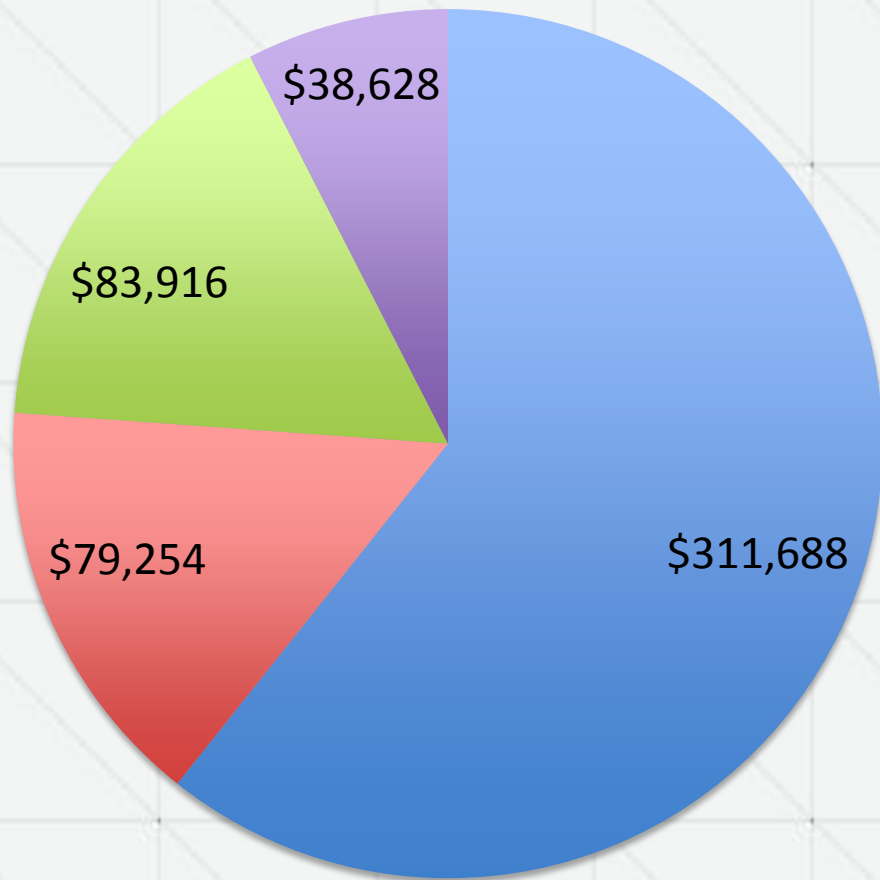
Total EEI  
\$298,765

## Primary Spending Categories

- Food & Beverage
- Shopping
- Lodging
- Entertainment



# Category Spending at ECYH Hughes Tournament



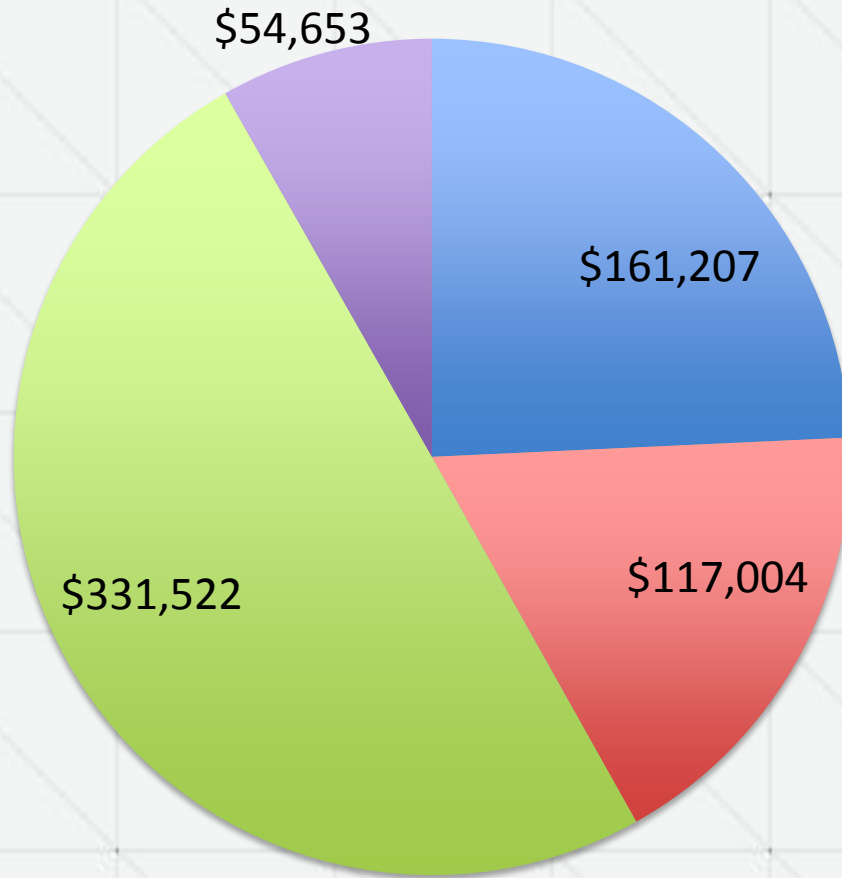
Total EEI  
\$565,275

## Primary Spending Categories

- Food & Beverage
- Shopping
- Lodging
- Entertainment



# Category Spending at EC Fast Pitch Tournament



Total EEI  
\$732,210

## Primary Spending Categories

- Food & Beverage
- Shopping
- Lodging
- Entertainment



# Final Summary/Conclusions

- Total of 31 events were attended
- Average \$118,368 per event
- Youth and adult summer tournaments are most popular
- 28,676 attendees, 892 people surveyed, 3% response rate
- Margin of error:  $\pm 3.3\%$
- Total estimated economic impact

**\$3,669,399**

