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Falmouth Road Race Filed Project

-- Economic Impact Research

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1. Demographic

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Where do they come from?

Country level:

US (11376), UK (14), Kenya (6), Germany (2), Columbia (1), Spain (1)

State level:

MA (84%), NY (3.1%), CT (2.4%), NH (1.3%), NJ (1%)

City level:

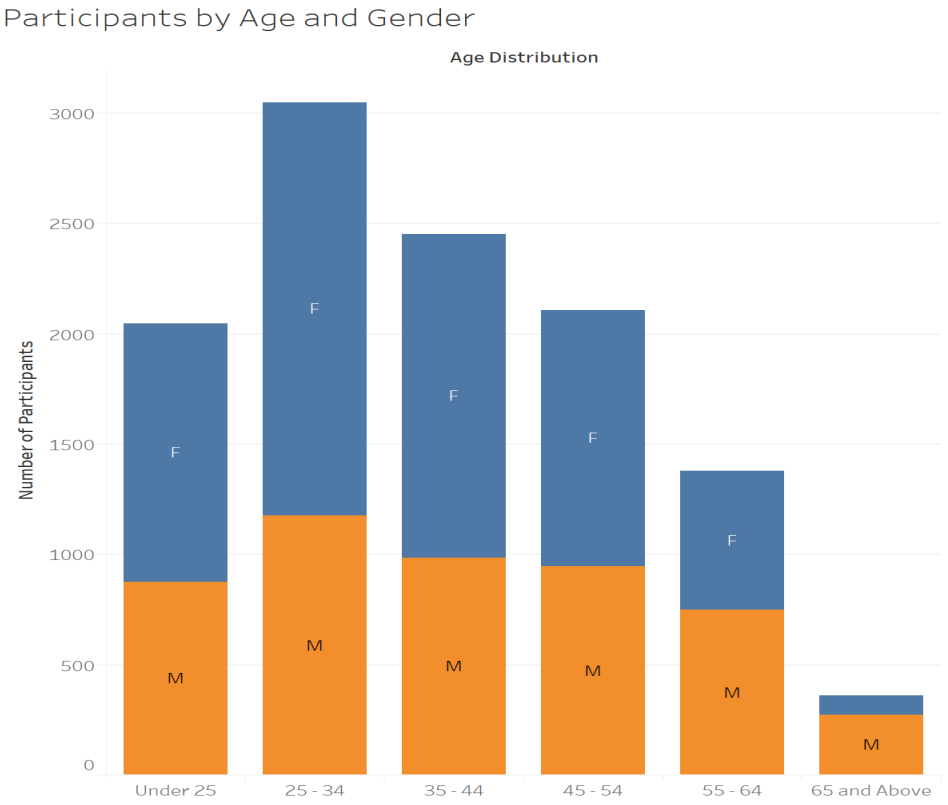
Most Boston and Falmouth

Age:

25 – 34 years old (27%), 35 – 44 years old (21%)

Gender:

female (56%), male (44%)



2. Model Description

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Main idea: Summing up the expenditure of different groups to calculate the total direct expenditure. Therefore, get the economic impact value measured in dollar.

How we divide groups:

- Main groups - by resident status: Cape Cod residents, non-Cape Cod residents staying in Falmouth, and non-Cape Cod residents NOT staying in Falmouth
- Sub-groups – by age: Under 25, 25 – 34, 35 – 44, 45 – 54, 55 – 64, 65 and over.

3. Model Inputs

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- Key assumptions and economic data from state/federal government agencies
- Demographic information is based on all registered runners
- Two ways to get average expenditure data:

  Method 1: Average travel expenditure be collected from government agencies

  Method 2: Average travel expenditure can be based on historical surveys

4. Economic Impact

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Money Impact (Method 1): **Adjust 10%**

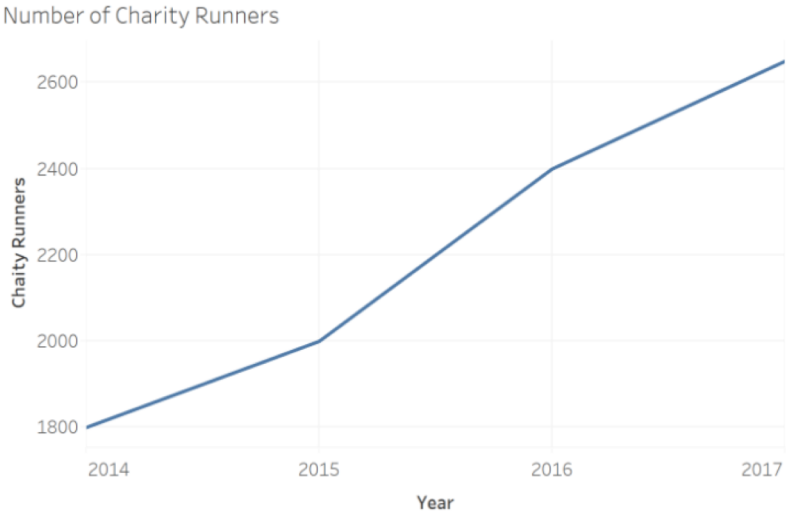
- Direct expenditure is $9.5 Million → $10.23 Million
- Indirect expenditure is $5.5 Million → $5.94 Million
- Total is $15 Million → $16.17 Million
- 98 local jobs → 106 local jobs
- $428 K state tax revenue → $460 K
- $589 K local tax revenue → $634 K

Money Impact (Method 2): →

- Total expenditure is $77.82 Million $84.57 Million
- Maybe exaggerated

Other Impacts:

- Amounts of sponsors
- Charity team raise $5.1 Million (figure 6 next page)



- FRR donates >$2.5M to local community (figure 7)
- Other various fun events to change lifestyle
- Negative traffic impact?? Actually No! (figure 8 & 9)

4. Economic Impact

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Figure 6: Number of Nonprofit Programs from 2014 and 2019

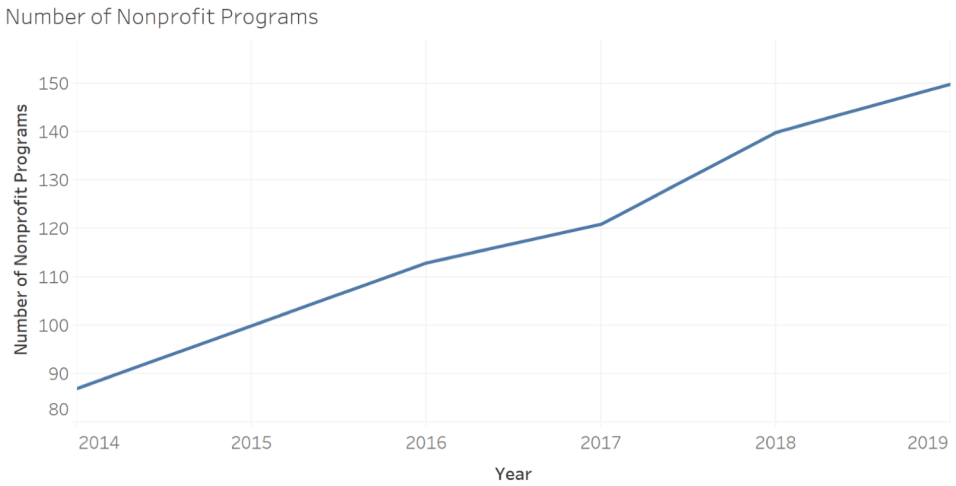


Figure 7: FRR Donations to Local Organizations and Programs

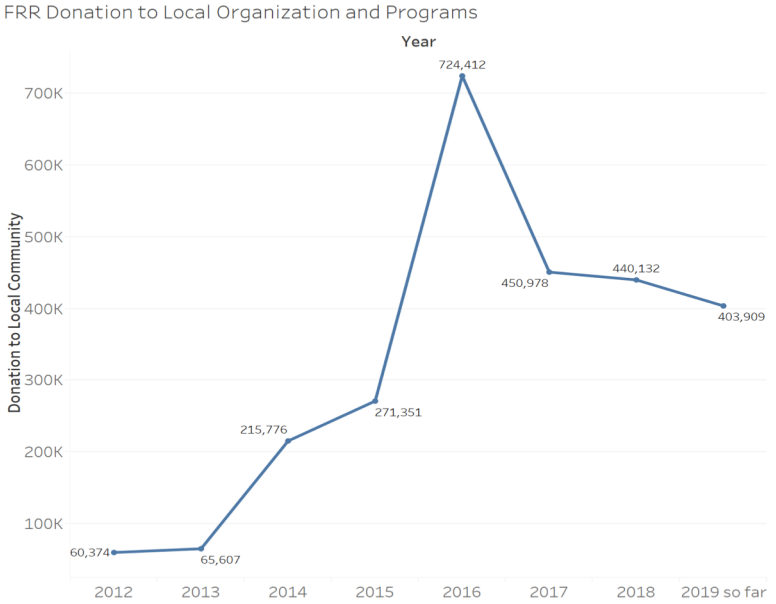


Figure 8: Bourne Bridge Hourly Traffic Volume on Race Day Sunday

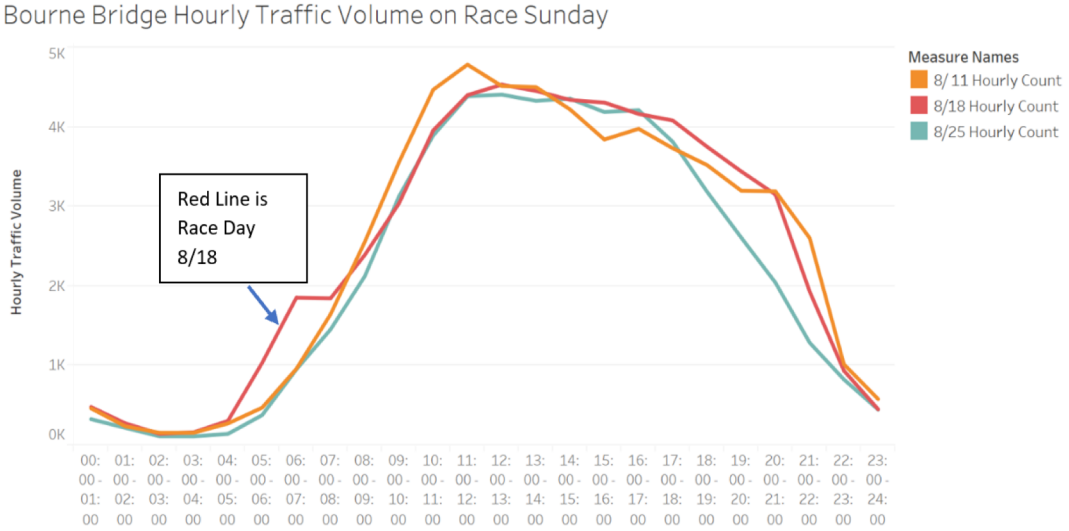
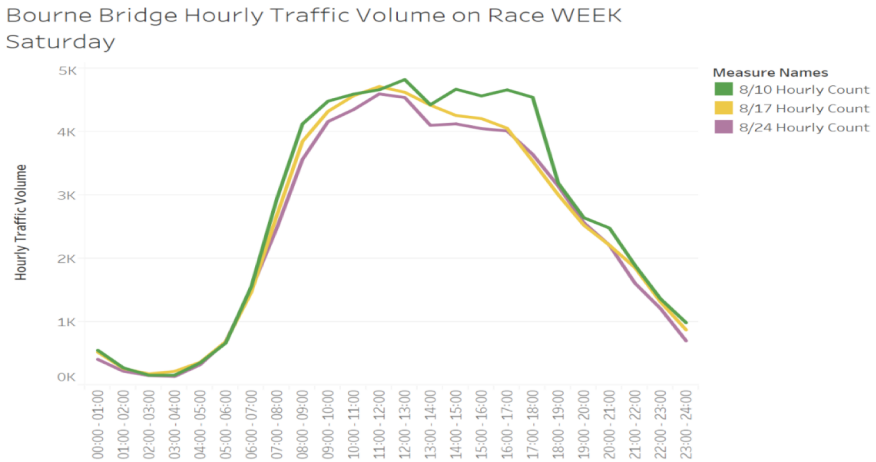


Figure 9:



4. Economic Impact

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Compare with Babson in 2003:

- Method 1: $16.17 M VS. $6.95 M → 32% ↑
- Method 2: $84.57 M VS. $6.95 M → 670% ↑

Compare with the Cooper River Bridge Run in 2004:

- the 3rd largest 10k running event in the USA
- one of the largest worldwide
- Total 29,930 participants in 2004
- Total $14.3 Million economic impact, $19.81 today
- A little higher economic impact but much more participants

5. Recommendation

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1. Take a post-race survey

collect information to calculate the economic impact, measure overall event satisfaction(Q21), sponsorship awareness (Q22), additional “tourist” activities (Q18)

2. Count spectators

take a survey

use estimates from comparable races

calculate with some assumptions

3. Database

store all historical data including runners’ information, survey responses, other useful data (Expo vendor spending, Falmouth Road Race, Inc. spending, Google trends of keyword “Falmouth Road Race”, Airbnb prices during the week, local business sales, etc.)

Thank you!