

EVENT & ATTENDEE ANALYSIS:

2015 NFL Draft



Sport Industry Research Center
TEMPLE UNIVERSITY

Event and Attendee Analysis: 2015 NFL Draft

Prepared for Chicago Sports Commission

by

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Introduction



This report was produced by the Sport Industry Research Center (SIRC) at Temple University to provide the Chicago Sports Commission with information on the community benefits the NFL Draft brings to Chicago. SIRC is a collaborative research network providing innovative marketing and management strategies to enhance the economic, social, and environmental sustainability of sporting events.

Report Design

The report begins with an executive summary, followed by community impact, attendee demographics, travel behaviors, and event operations.

Sample Characteristics

A total 256 attendees of the 2015 NFL Draft responded to a survey distributed by the NFL. Of the 256 responses, 125 were from non-local attendees. This sample size and the response distribution ensures that the population mean of overall spending falls within $\pm 8.2\%$ of the average calculated from the research sample with 95% accuracy. This is confirmed by crosschecking the expenditure patterns within the sample with data from general overnight leisure travelers to Chicago, provided by Choose Chicago. Overall, reported spending patterns are consistent between 2015 NFL Draft attendees and general travelers, which allows us to generalize the subsequent findings to the entire event population.

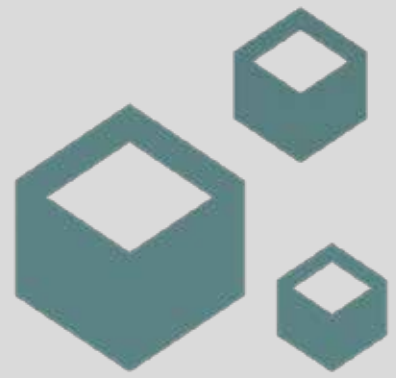
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Executive Summary

What were the main findings from the 2015 report?



Community Impact

The total economic impact for the NFL Draft in Chicago was **\$81,582,815**. The event also increased the household incomes of local residents by **\$32,956,635** and created **846.2** new temporary jobs in the area. As a result of hosting the 2015 NFL Draft in Chicago, **\$6.5 million** in new tax revenue will be generated at the state and local level.

Attendee Characteristics

Results indicated that 60% of attendees were male and 60% had children. Additionally, 49% identified themselves as White. A majority of attendees (59%) consider themselves hardcore fanatics of their favorite team, while 47% consider themselves hardcore fanatics of the NFL.

Travel Behaviors

Half (50%) arrived by motor vehicle, while 11% flew by commercial airline. The event generated **30,995 hotel nights** in the local area from non-local visitors and an additional **5,581 hotel nights** from NFL staff, sponsors, and network media. Nearly half (44%) of non-local attendees stayed in a hotel. Most (83%) are willing to recommend Chicago as a travel destination, with about two-thirds (65%) intending to return to Chicago for a vacation within 12 months.

Community Impact



What does the NFL Draft bring to Chicago?

ECONOMIC
IMPACT

\$81.6M

Economic Impact Overview

The 2015 NFL Draft resulted in **\$81,582,815** in increased economic activity in Cook County. The event also increased the household incomes of local residents by **\$32,956,635** and created **846.2** new jobs in the area, primarily in the food services, retail, hospitality, and event promotions industries.

Direct Spending

Direct spending that would not occur without the 2015 NFL Draft was measured. The average amount spent in various sectors (food & beverage, lodging, retail shopping, local transportation, tourist attractions, other entertainment, and misc. expenses) was calculated for event attendees who reside outside of the local area (non-local attendees). The total direct economic impact of the 2015 NFL Draft was **\$43,971,443**.

Indirect Spending

Indirect spending measures the additional expenditures that occur because of the initial injection of new money into the economy, in other words, a part of each dollar injected into the local economy will be re-spent locally. The indirect economic impact measures the effects that result from these inter-industry transactions (i.e., when a business re-spends part of the initial direct expenditure with other businesses or suppliers). The summation of each subsequent round of inter-industry spending in the local economy constitutes the indirect impact. The total indirect economic impact of the 2015 NFL Draft was **\$19,507,132**.

Induced Spending

Induced spending measures the effects that result from changes in household income attributable to direct expenditures. The induced economic impact refers to the household-level expenditures that result from the initial direct expenditures and subsequent re-spending of these dollars in the economy. The summation of each subsequent round of household spending in the local economy constitutes the induced economic impact. The total induced economic impact of the 2015 NFL Draft was **\$18,104,240**.

The average individual expenditure for non-local attendees was \$641.03

	EMPLOYMENT (JOBS CREATED)	LABOR INCOME (INCREASE IN HOUSEHOLD INCOME)	OUTPUT (TOTAL INCREASE IN ECONOMIC ACTIVITY)
Direct Effect	598.5	\$18,564,679	\$43,971,443
Indirect Effect	121.0	\$7,603,115	\$19,507,132
Induced Effect	126.6	\$6,788,841	\$18,104,240
TOTAL EFFECT	846.2	\$32,956,635	\$81,582,815



State and Local Taxes

State and Local Taxes

We can also estimate effects on state and local tax revenue expected from the 2015 NFL Draft. **\$6.5 million** in new tax revenue will be generated at the state and local level as a result of hosting the 2015 NFL Draft in Chicago. The largest sources of taxation revenue are sales taxes, property taxes, and personal income taxes.

	Employee Compensation	Production	Households	Corporations	Total
Tax Impact	\$58,570	\$5,334,304	\$903,575	\$191,405	\$6,487,854

Employee Compensation: Includes employee and employer contributions towards state-level social insurance taxes.

Production: Includes sales tax and property taxes on production and imported goods. Other business taxes and fees, such as licensing and motor vehicle fees also accrue to this category.

Households: Includes personal taxes paid by individuals and households, includes state and local income taxes, personal property taxes, and individual taxes and fees.

Corporations: Includes corporate profits taxes and taxes on dividends.



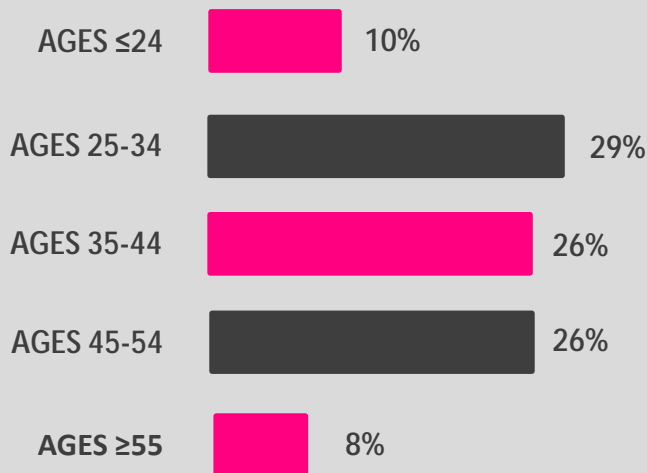
Demographic Info

Providing a snapshot of NFL Draft attendees

Sex & Family Structure: 59.7% were male and 59.6% had children.

Race/Ethnicity: 48.6% identified themselves as White, while 29.7% were African American, 12.3% Hispanic, and 2.3% Asian.

Attendees by Age Group






Residence/Location

Approximately half of respondents (49%) were from outside Chicago.

Education

Results showed that 53% of attendees have at least an undergraduate college degree, and 20% have a graduate degree or professional qualification.

Income & Employment

-  The majority (60%) reported an annual household income over \$60,000
-  31% reported an annual household income over \$100,000
-  77% were employed ≥35 hours per week



Relationship to favorite team and league

Attendees were asked about their relationship with their favorite team and the NFL. Results indicated that on a seven point scale from “casual observer” to “hardcore fanatic,” 59% selected “hardcore fanatic” toward their favorite team, while 47% selected “hardcore fanatic” toward the NFL.



Travel Behaviors

What are non-local attendees doing, where are they staying, and will they come back in the future?

Transportation/Airlines

Attendees were asked what mode of transportation they used for their trip to Chicago. Results are indicated below.

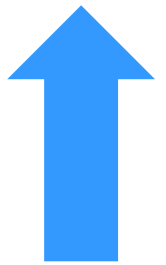
 Motor Vehicle: 50%

 Airline: 11%



Top 5 Airlines Used

1. Southwest Airlines: 29%
2. American Airlines: 21%
3. Delta Air Lines: 21%
4. United Airlines: 14%
5. Frontier Airlines: 7%



Hotel Information

The event generated **30,995 hotel nights** in the local area from non-local visitors and an additional **5,581 hotel nights** from NFL staff, sponsors, and network media. Just under half (44%) of non-local attendees stayed at a hotel during their trip to Chicago, while another 3% stayed in rental properties, including Airbnb. The most popular property was the Hyatt Regency Chicago (13%).



Future Tourism Intentions

Attendees were asked to indicate their future intentions related to Chicago tourism. Results are indicated below.

RECOMMEND CHICAGO AS A TRAVEL DESTINATION

83%

RETURN TO CHICAGO FOR A VACATION (NEXT 12 MONTHS)

65%



Words to Describe the Event

[illegible]

1. Draft
2. Experience
3. Team/Teams
4. Player/Players
5. Activities



Appendix I

Attendee Demographic Information

The table below gives a more comprehensive look at the individuals who attended the 2015 NFL Draft.

	%
Gender	
Male	60
Female	40
Family Structure	
Single	45
Married or living with partner (with children)	45
Married or living with partner (without children)	10
Ethnicity	
Caucasian	49
African American	30
Hispanic	12
Asian	3
Other	6
Education	
High School/Some college	34
Two or four year college degree	46
Master's degree	15
Doctoral or Professional Degree	5
Income	
\$0 - \$40,000	23
\$40,001 - \$100,000	45
\$101,000 - \$140,000	17
\$140,001+	14
Employment	
Full-Time paid employment/self-employed > 35hours/week	77
Part-Time paid employment/self-employed < 35hours/week	8
Retired	3
Full-Time Student	6



Appendix II

The IMPLAN System

Economic impact analyses for the 2015 NFL Draft were conducted using the IMPLAN system.

IMPLAN

The IMPact Analysis for PLANning (IMPLAN) system was originally developed as an initiative from the USDA Forest Service to provide accurate and timely economic impact projections. In an effort to expand the utility of the system and increase the services offered, the Forest Service privatized IMPLAN, which is now maintained by the Minnesota IMPLAN Group (MIG). Relying on an input-output model, the most widely accepted methodology for measuring economic impact, IMPLAN captures the inter-industry effects of changes in economic activity. Each of 536 industries exhibits a unique profile of interactions with each other industry, based on observed patterns of business transactions. Because every region exhibits an idiosyncratic structure and trade situation, IMPLAN data is specific to the make-up and interactions of the local economy, typically tracked at the county level.

IMPLAN's approach uses a matrix of multipliers to represent the inter-industry impact of a change in any sector of the economy. Through the use of these multipliers, it is possible to calculate not only the direct impact of any change in activity, but also the indirect and induced effects as the impact ripples through subsequent rounds of increased activity. This also allows researchers to make accurate projections of future employment activity and changes in household income, as well as the effects on industry sectors. This approach can provide insight for policy analysis, planning, or estimating the relative effects of multiple proposed alternatives on the local economy.



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