

THE ECONOMIC IMPACT OF USA ROLLER SPORTS ON ALLEN COUNTY, INDIANA



Prepared for VisitFortWayne

by the Community Research Institute
at Indiana University-Purdue University at Fort Wayne

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Executive Summary

This report presents the impact of USA Roller Skating National Championships in Speed and Figure Skating on Allen County, Indiana. The study was conducted in summer 2011 by the Community Research Institute at Indiana University-Purdue University Fort Wayne on behalf of Visit Fort Wayne. Data was obtained from patron-intercept surveys, by reviewing registration data, and interviewing managers at local businesses. The championships were held from July 17 through August 7, 2011 at the Allen County War Memorial Coliseum.

The championships were held to determine the national medalists in both youth and adult levels of competition. Furthermore, these championships determined the national representatives to both the Pan-Am Games and to the world championships in both speed and figure skating.

These championship events were responsible for generating almost \$4 million of economic activity within Allen County.

This was the first known study of evaluating the economic impact of the USARS tournament, and this report can serve as a benchmark for future years' events.

Some of the highlights from this study include the following:

- There were nearly 5,000 visitors for this event. Most of these were competitors, coaches, officials or judges and their immediate family or party members. These visitors were from 26 states, Washington D.C., and western Canada.
- Approximately 93 percent of these visiting parties stayed in an Allen County hotel or lodging.
- There was \$2.5 million spent on direct expenditures by visitors to Allen County, with approximately 40 percent of this related to lodging expense. After including the indirect effects due to the multipliers and induced spending, the total effect of the USARS National Championships was nearly four million dollars.

THE ECONOMIC IMPACT OF USA ROLLER SPORTS ON ALLEN COUNTY, INDIANA

Introduction

The USA Roller Sports held its Speed Skating and Figure Skating National Championships in Fort Wayne, Indiana July 17 through August 7, 2011. National championship competitions in this sport have been occurring annually since at least 1937, at least on the figure skating level. USA Roller Sports (USARS) is recognized by the Federation Internationale de Roller Sports (FIRS) and the United States Olympic Committee as the national governing body for competitive roller sports in the United States¹. Given the popularity of this sport throughout the decades, there have been attempts to gain Olympic status. In 2000, inline speed skating was reviewed by the International Olympic Committee for inclusion the 2012 Olympic Games. While not chosen as an Olympic sport at this time, FIRS continues to meet the criteria for eligibility by holding competitions on a world level. From the competitions held in Fort Wayne in 2011, the athletes who will represent the United States at the FIRS World Championships were chosen. In addition, the competition in Fort Wayne determined the representatives of the Pan American Games.

The Community Research Institute at Indiana University-Purdue University Fort Wayne (CRI) was engaged by Visit Fort Wayne to conduct an economic impact study of this three-week event. This is the first known analysis of the USARS Speed and Figure Skating Championship. CRI conducted surveys of the attendees of the event-participants (adult), coaches, official, and vendors, reviewed registration data, and spoke with local roller rink personnel and other local business managers in order to collect data for this study.

Rolling for Gold in Fort Wayne, Indiana

“Rolling for Gold”, the title given to three weeks of roller skating events which determined the national medalists as well as the international representatives for the sport, involved three weeks of different and distinct competitions. The organizational headquarters of USA Roller Sports is in Lincoln Nebraska, and the championships have been held in that city every other year since 2000. In alternating years, the championship has been held in Grande Chute Wisconsin, Pensacola Florida, Omaha Nebraska, and Peoria Illinois. This was the first year the championship has been held in Fort Wayne, although in 1986 it was held in Indianapolis.

When observing events at the Coliseum, it was clear that USA Roller Sports are a family sport. This observation rings true as the survey data is reviewed. Many families had more than one skater competing in the nationals. There were multi-generational skaters attending the events and there were coaches and officials who were also parents of competitors. While supportive of this activity and the family nature, this does have the effect of reducing the economic impact since fewer parties are actually in town for the championship. That is, there may have been more families in town if there were fewer skaters per family; assuming that a certain number of qualifying positions are available for the championship. The same is true for the person who arrives in Fort Wayne as both a coach and an athlete; if there were fewer dual roles, there would be more visitors.

Another observation was that almost all of the persons connected with USA Roller Sports were not from Allen County. Additionally, the average time spent in town for the championship was seven days, before adjusting for early departures. From an economic impact perspective, these two factors create ideal conditions for a large economic impact.

¹ USA Roller Sports website; retrieved August 15, 2011. Userollersports.org/about-usa-roller-sports

The Speed National Championships were held from Saturday, July 16 through Saturday, July 23, 2011. The 2011 Figure National Championships were held from August 24 through Sunday, August 7. The second week of "Rolling for Gold" determined the Youth Championships figure skating medalists, and the final week included the Elite Championships, Adult Championships, and the Trials for the 2011 Pan American Games. General observations include the fact that the youth championships for the figure skating, the second week of "Rolling for Gold", had a larger percentage of youth under age 18 when compared to adults, and week three had very few youth in attendance in general. When a child was in attendance, regardless of the week, in general, about 80 percent of the time that child was involved in the competition.

Note that the National Championships are basically a "package deal", and there are no special advantages to be gained from reviewing the events independently.

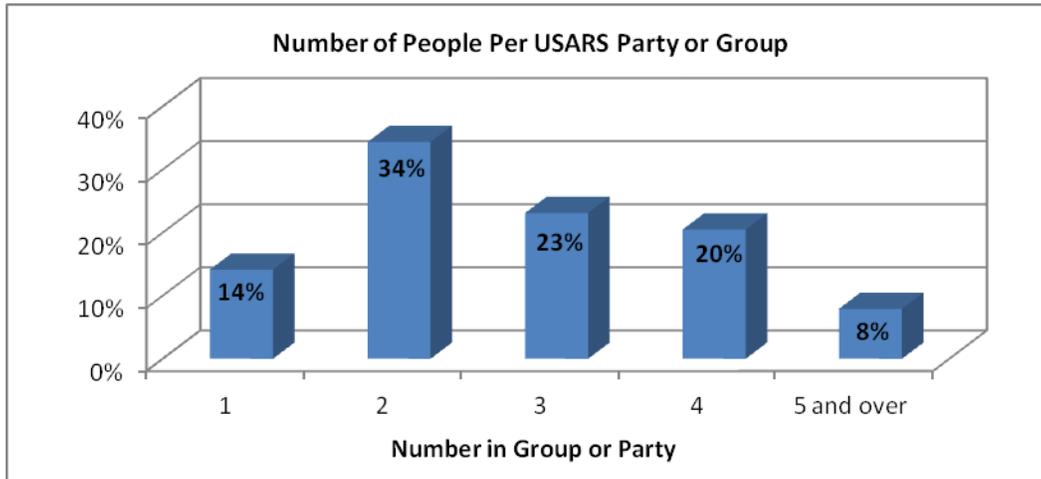
There were approximately 4,600 visitors, adult and child, who came to Allen County to attend these championship events. In addition, there was a small local contingent at the National Championships from Allen County athletes. Approximately 95.8 percent of all attendees and competitors were from outside Allen County. The general composition of the group is given below, but note that there may have been as much as six or seven percent of the participants in the competition with dual roles. That is, there were a substantial percentage of the coaches who also participated in the competition; there were a few athletes who were also judges or officials and there were vendors who were coaches.

- There were approximately 2,175 visiting competitors, adult and child, during the 3-week long event.
- There were approximately 345 coaches, although there may have been as many as 10 percent of all coaches who were also competing or involved with the competition in other roles, mainly as a competitor. The coaches who had dual roles as athletes are included in that tally.
- There were approximately 95 judges, officials, and trainers.
- There were approximately 20 vendor or exhibit booths, although not all were from outside Allen County. We approximate the number of visitors associated with the vendors to be 40.
- There were approximately 1,745 friends or family members who were not competitors who accompanied the USARS attendees (competitors, officials, judges, and coaches) to Allen County. They were associated with a person who registered with the USARS event. They may not have attended any or many events at the Coliseum, but they were noted in the registration and were in the county.
- In addition, there was "the audience" who did not accompany a particular USARS competitor or official. There were a number of people from out-of-county who attended the event due to a past relationship with the sport and the athletes, or who made the trip to Allen County to support a competitor. The term *spectator* will be used to refer to this small group. Based on surveys taken at the event, we estimate the out-of-town spectators at 203 people.

When estimating the number of parties for our economic impact calculation, we are not including the small number of parties who did not stay in an Allen County hotel or similar establishment. We estimate that there were 1,663 parties who had the most impact, and our economic impact is largely based on this number.

There were also local Allen County attendees, both to view the events, and to support the approximately 45 local skaters. We approximate that there may have been 155 Allen County spectators in addition to the 45 local athletes during this three week period. This is for information only; Allen County residents are not calculated as part of the impact, and this rationale is explained in the next section.

The average party size for the USARS participants was approximately 2.8 individuals per party. There was a range, as shown in the table below.



Methodology

The purpose of this report is to identify the economic impact of the USARS National Championships in Speed and Figure Skating on Allen County, Indiana. Fort Wayne, a city of approximately 250,000, is the county seat of Allen County. Allen County is in northeast Indiana, and with a population of over 355,000, is the urban center for the region.

An economic impact study measures the new dollars flowing into an area and the effect of those dollars as they are re-circulated within that area. The direct impact is the new money being spent on hotels, restaurants, retail, and other activities in Allen County from those who do not live in Allen County. Those establishments can then use those funds to buy supplies, pay their employees, pay for services and other costs of doing businesses, and this is known as the indirect effect. The employees of the hotels, retail establishment and other businesses also spend their wages on food, housing, utilities, and other consumer purchases, as this is known as induced effects. As long as those supplies, services, and employees are in Allen County and spend those dollars in Allen County, the county will benefit from the results of these additional expenditures.

The indirect and induced effects are often referred to as the multiplier effects. There are many companies which analyze the economics in a county, and they have built economic models to determine the multipliers for each sector within a county. CRI is using the model developed by Economic Modeling Specialists, Inc. (EMSI). Note that we are not interested in whatever money the local residents spent related to the USARS event. Not only are they not adding new money, but the numbers of residents as spectators was small so we do not have to consider the fact that their local dollars are leaving the county to support USARS.

The Community Research Institute prepared both paper and electronic surveys to capture visitor spending data. Most surveys were patron-intercept interviews at the event, although we invited busy family members, spectators, and participants to complete the survey electronically. They were given a web site address to review at their convenience, and there were a small percentage of the surveys completed via that method. Although we were given data from a past year's championship regarding single ticket sales and package sales², there was uncertainty about the actual number of "unique" individuals we should expect at the championships. For example, one could purchase a single session ticket for an early morning session, and then another ticket for the finals in that same evening and there was no way of determining that it was the same person purchasing these tickets. Also, there was no breakdown between child and adult tickets, so past data and even current data for this event were not especially helpful in determining the number of visitors to Fort Wayne for this championship. We had to rely mainly on hotel registrations and our survey data to estimate this.

In addition, we were initially uncertain of the role of coaches and officials and prepared a separate survey for this group to complete. We thought it possible that in some cases, a coach would bring a group of competitors to Allen County and that we could collect all financial and activity data for the entire party from the coach. While that may have been the case in some instances, it did not appear to be the norm. Similarly, we had presumed that officials and coaches would represent a specific type of attendee at the event, but as it turned out, many of these individuals had overlapping roles, including roles as competitor or family to a competitor. While we were successful in gathering some surveys from coaches and officials, we saw no reason to keep their responses separate from the attendee survey.

A sample of a survey is included in Appendix A. There were slight modifications for the coaches and officials surveys, but the economic impact data remained consistent.

We collected 341 useable surveys from attendees, coaches, and officials, and the spectators³. In addition, we had registration forms for over 2,100 individuals participating in this event in some form, i.e. as a competitor, coach, or official. Of course, many of these registrants are from within the same party. Additionally, we were unable to collect many surveys from individuals who attended the event alone, that is, as a party of one. This size of party occurred in approximately 15 percent of the parties. These individuals were usually competitors. Most likely, this would have the effect of overstating some of our estimates for food and activity spending. In addition, lodging is most likely over-stated. Our two sources of input for lodging-surveys and registration forms-could not capture the effect of those left early if they did not advance in the competition or for some other reason. We know that this occurred from comments received from local hotels.

Direct Impact by Category

Lodging and Accommodation for competitors, judges, officials, spectators, and vendors: \$1,045,377

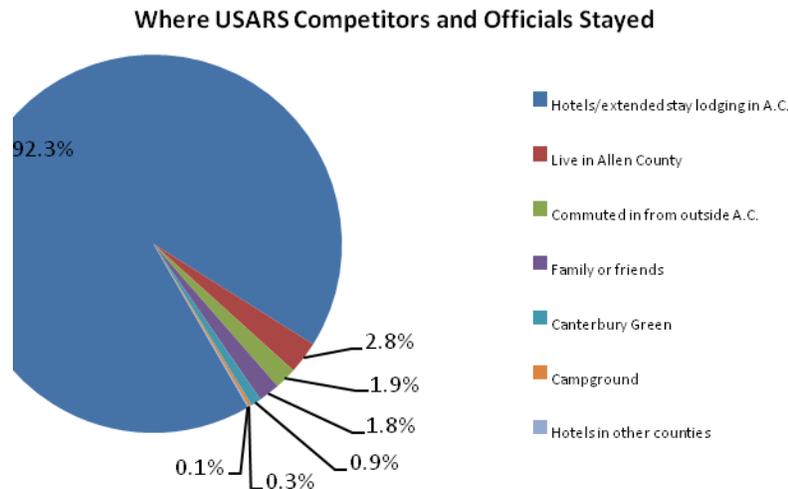
Using known registration data plus specific hotel rates for those registering with USARS yields our estimate for the bulk of these dollars, and our calculations are based on expenditures before taxes. Those associated with USARS in some capacity registered for an average of 7 nights in a hotel, and the average expense before taxes and additional charges was \$634 per party. As stated earlier, this total impact is most likely inflated, or at best, represents the optimum lodging impact. There was apparently no penalty for early withdrawal or no minimum night stay required

² One could purchase either a single session ticket, which may or may not have covered a full day's events depending on the schedule, or one could purchase a weekly pass which could be used for entry into all events for that week.

³ We estimate our survey results to have less than a 5 percent error rate at a 95 percent confidence level.

at many of the hotels, and there was some early check-outs noted. Our survey and our review of registrations were unable to capture the true impact of this early check-out, and the data represents the original registration data.

As shown in the chart below, data indicates that almost all USARS competitors and those associated with the championship stayed in a hotel in Allen County.



Lodging for spectators (i.e. those without a competing skater in their party and without evidence of being a judge or official) and vendors were calculated based on survey data. The spectators stayed an average of 4.2 nights and spent an average of \$398 on lodging. Data for vendors were calculated on almost a case by case basis.

Although this review is using total spending by USARS on hotels and lodging establishments as part of the direct impact to Allen County, there are nuances which could have some effect on the amount of the impact, although these are most likely negligible when compared to the total amount, it is mentioned here to acknowledge the situation. During the time of the USARS tournament, hotel space was at a premium within Allen County due to the many events occurring during that time. If USARS had not been occurring in Allen County, there is some evidence that some of the available hotel rooms would have been booked by other parties. In addition, the pricing policies within the hotels may have been different. For example, instead of offering a special rate of “\$99” for the USARS event, the hotel may have rented that room at \$139 per night.

The lodging estimate does not include hotel taxes. Allen County has an Innkeepers tax of 7 percent which means that approximately \$73,000 was collected by this tax for the county.

Finally, the original expectation from USARS was that this three-week tournament would involve 15,000 room nights. Our estimates indicate that at best, i.e. not including the early check-out observations, that there were at most 9,900 room nights in Allen County. This includes all Allen County rentals, including non-hotels such as Canterbury and bed and breakfasts.

Food-Restaurants, Coliseum Concessions, and Groceries- for competitors, judges, officials, family, spectators, and vendors: \$676,224

The average USARS party spent \$411 during their time here in Allen County on food related purchases-usually at restaurants. \$335 of this was in restaurants or grocery stores, i.e. “total food and beverage purchased in Fort Wayne or Allen County excluding food purchased within the Coliseum”; \$76 was the estimated amount per party spent within the Coliseum. Many of these families or groups stayed at an “extended stay” type of lodging which offers cooking facilities and therefore the expense of eating away from home could be reduced. In addition, the Coliseum had a variety of concessions open within the arena area. They hired staff to support approximately three food concessions within the arena. The second floor restaurant was also open during the time of this competition. The amount above does not include any receptions given by local entities.

Allen County has a 1 percent Food and Beverage Tax, and therefore an approximate tax impact which is directly linked to Allen County was \$6,762 assuming that grocery purchases were a minimal amount of this total.

Detail or breakdowns of these purchases are as follows:

- Food and Beverage purchased from outside the Coliseum from competitors, judges, officials, and families. This includes groceries as well as restaurants and take-out food: \$522,237. Food purchased inside the Coliseum: \$118,501.
- Spectators Food in Restaurants \$16,480; Food purchased inside the Coliseum \$3,360
- Vendors: Food in Restaurants \$14,366; Food purchased inside the Coliseum \$1,279.

Once again, this amount may be overstated depending on the level of early check-outs.

Transportation related expenditures: \$342,801

There was data available from our surveys regarding car rental, as well as car rental data from the registrations, and car rental impact was calculated based an average from these two sources. This will help in reconciling the fact that many parties rented a car in Indianapolis or Chicago, i.e. at some other airport which they flew into, and therefore the registration data is overstated with regard the potential impact on the Allen County economy. On the flip side, since it appears our surveys did not pick up many of the solo attendees, registration data is helpful in identifying car rentals. After averaging, an estimated 23 percent of all USARS parties rented a car in Allen County. The amount for car rental, \$326, is the average amount indicated from our surveys.

There was anecdotal evidence that people walked from their hotels, specifically from the Holiday Inn at IPFW and the Coliseum and from the Howard Johnson, to the Coliseum, and did not have a car while in Fort Wayne. The data indicates that there may have been approximately 5 percent of the parties who had no vehicle transportation while in Fort Wayne due to the proximity of the event to their hotel.

A commercial size airport was integral to location of the Championship. Without the Fort Wayne International Airport, the Championship would not have been scheduled in Fort Wayne. It should also be mentioned that anecdotal information indicates that the number using the Fort Wayne airport could have been slightly higher if weather conditions had been better. A number of survey respondents during Week 1 indicated that their flight into Fort Wayne was rerouted due to weather. This weather problem also had the effect of reducing the number of cars rented from local car rental businesses.

We had data from our surveys regarding airport usage, as well as data from the registrations. The registrations include data from those who flew into other airports (e.g. Chicago and Indianapolis) and also rented cars at those airports. Using the same rationale given in the above section, an average from both data sources was used and we estimate that 1,300 individuals flew into the Fort Wayne International Airport.

There was no evidence from our surveys which indicated that any spectators flew into Allen County. There was at least one out of 40 vendors or vendor sales assistants who flew into FW International Airport.

In terms of economic impact, the Fort Wayne International Airport is capable of handling this amount of increased traffic during this time period without changes to its employment or supplies. While the importance of the airport cannot be overstated, the economic impact is equivalent to the net passenger facility charge.

The total impact of transportation related expenses by visitors was \$342,801, and includes gasoline, parking expenses for the vendors and spectators in addition to the USARS participants, and car rental. Note that this amount excludes the cost of the airfare for the USARS attendees (competitors, officials, and families) who indicated they flew into the Fort Wayne International Airport. The facilities fee impact of those who used air travel is included in the tax category.

Shopping and Retail spent locally by competitors, judges, officials, spectators, and vendors: \$191,562

The survey asked the respondents to break out spending on retail shopping in the county (excluding food). In addition, we gave them the opportunity to indicate how much they spent with the vendors within the Coliseum. Since most vendors were not from the area, the amount spent with these vendors is not part of our impact study, but since purchases with these vendors could be quite large (the average amount spent by a party was larger with the vendors at the Coliseum than with all the retail establishments in Allen County put together), we felt it important to give the respondents an opportunity to share these large expenditures with us so they would not feel compelled to incorporate that data into the local expenditure data.

Approximately 63 percent of the USARS parties indicated that they participated in shopping locally, and of those that did purchase, the average amount spent was \$154. Another way to look at this is to give the average for the entire USARS group. This amount was \$118 (i.e. this includes those who spent nothing). For those who actually spent money shopping, compare the \$154 to the average vendor purchase within the Coliseum, which was \$357 per party. Many people involved in sports make their expensive equipment purchases at a meet such as this one.

In addition, data from the spectators at this event who had no USARS competitor or official in their group indicates that they spent an average of \$84.20 per party in Allen County retail establishments.

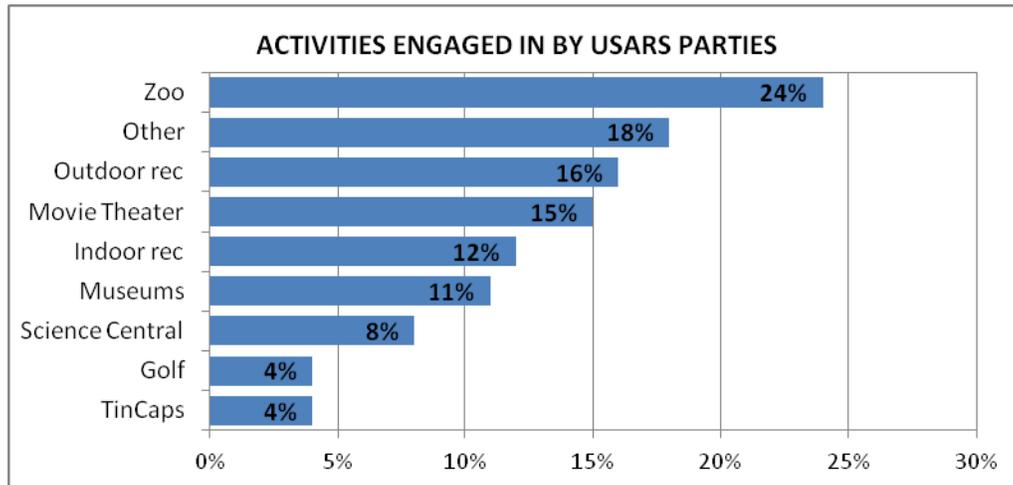
Although at least two of the vendors may have had local ties, that is, while there may have been a physical store located within Allen County, we are not including any impact from the vendors. There are several reasons, including the fact that we do not have good data. Anecdotal input for excluding vendor data include the following:

One vendor was known to have paid for sales help who lived outside the county; a local vendor was a contributor to the USARS organization and made various donations to support the Pan Am Team, so we see this as money flowing out of the county. Another vendor was service-based, but at least half the staff lived outside Allen County, and in that case, would not be considered as a new direct impact to Allen County.

Attractions and Entertainment spent locally by competitors, judges, officials, spectators, and vendors: \$96,619

The data for local activities are based on responses to activities indicated in the survey, with the exception of local skate centers. Although we identified local skate centers as a potential activity for the survey respondents to choose from, we had to break this out separately in the analysis (see next section). Also, the following data may be slightly overstated since our question did not ask them explicitly to break out what they spent in Allen County. From surveying and from our presence within the event, there may have been an indication, albeit a small one, that some people left the county in search of activities.

Interestingly, despite the length of time in the community, i.e. an average of 7.9 days for the USARS parties, and the fact that more than 58 percent of the parties had children with them, approximately 50 percent of all USARS parties did not take part in activities, museums, or attractions while in the area. They were apparently a focused group, with over 56 percent indicating that they planned additional practice time at a local skate center (see next section) during some of their time off away from the competition, and while this 56 percent is reflective of all USARS competitors, in reality, only the figure skaters scheduled additional rink time (not speed).



Note that “other” was the highest activity or attraction indicated by the USARS attendees other than the Fort Wayne Children’s Zoo. In almost every case, there was no indication what this event was, although genealogy was noted on some responses. Note that the first two weeks of the competition were extremely hot and humid weeks in the area and this may have discouraged interest in venturing out to attend local attractions.

The average USARS party spent \$59.39 per party on outside activities during their time in Allen County. Only 37.5 percent of the spectators, i.e. those with no USARS competitor or official in their group took part in an outside activity. Of course, the main reason for most of these people to be in Allen County was to attend the Championship and visit with those associated with the competition. As a whole, this spectator group spent an average of \$46.19 per party during their time here in Allen County on activities.

Local Skate Centers and Other Observations: \$15,000

There are three skate centers in Allen County: Roller Dome North, Roller Dome South, and Bells Skating Rink in New Haven. These rinks have a limited schedule normally during the summer and are only open a few hours during the week. With the arrival of the figure skaters in Weeks 2 & 3 of “Rolling for Gold”, these centers were booked for all of their available time. Some even opened at 4:00 am and at times closed as late as 2:00 a.m. The actual payment for the rental of these centers differed. Some clubs booked certain hours and paid a lump sum payment; in other cases, the skaters paid a \$10 per hour rink fee. Note: calculations were estimated based on a schedule we received from Roller Dome South. This particular skate center is the largest in Allen County, and it could have had more hours booked for that reason.

In addition to the skate centers, an example can be given of the impact the USARS skaters had on the local economy. Due to the USARS schedule alone, we can document the equivalent of one additional full-time equivalent employee at the venue during this time. This is an example of the multiplier effect. While the multiplier effect is much larger than this one example, this demonstrates that the multiplier does have a real effect on the community.

In addition, USARS paid a fee for use of the Coliseum, and this is not included in the impact.

Summary of Estimated Per Party Expenditures

The table below is a summary from the data given above. This is the amount spent by the average party, whether or not they actually had an expense in that category (for example, for those who rented a car, the expense was \$326, but not all rented a car, so the amount shown below, \$76.23, is the average for all parties.)

Average Per Party Expenditures		
	USARS registrants	Spectators
Lodging	634	389
Food	411	236
Gasoline and parking	138	73
Car rental	76	0
Shopping	118	68
Attractions	59	46
Skate centers	9	0
Total	\$1,447	\$813

As mentioned in the air travel section, the airfare may be a cost to the participant, but it was not funds that were spent in Allen County. The participants had additional expenditures, such as USARS entry fees as well as USARS spectator fees and funds spent with vendors within the Coliseum that are also not part of the Allen County impact. In addition to the two categories identified above- the USARS registrants and spectators- there was also a small amount of in-county expenditures attributed to the vendors. In addition, just to be explicit, the skate center cost was handled differently by the various clubs. Some individuals had to pay directly to the skate center, others paid indirectly through their club. Either way, it was an input to the Allen County economy.

Total Impact Including the Multipliers

In the introduction, it was noted that most of the individuals connected with this USARS event were not from Allen County. If this was an event that mainly captured the expenditure pattern of local residents, we would not be adding dollars to the local economy. The fact that this event attracted people from outside Allen County who spent money in the Allen County economy helps to keep jobs and earnings in Allen County since new money is coming into the county.

There is more than just the direct impact of the funds spent by the visitors. Multipliers are used in economic impact studies to reflect the total effect on the region of the new monies being brought into it. In our case, we are specifically concerned with the impact in Allen County, and we will be using the model developed by Economic Modeling Specialists Inc. (EMSI) specifically based on Allen County's economy. From our surveys and registration data, we know the approximate amount of new dollars spent on hotels, restaurants, movie theaters, gasoline stations and many of the other business establishments in Allen County due to the visitors from the USARS event. The money spent in these establishments is used to pay employees who then use part of their pay for expenditures within Allen County. In addition, the businesses spend some of that money they receive to buy supplies and materials from local businesses. This re-circling of the original expenditures by the visitors is known as the multiplier effect. Multipliers are typically used to estimate the total effect of a change in jobs, earnings, or sales within a region when an event occurs.

In this case, since we know the additional sales in Allen County, we will use sales multipliers and report the total output in terms of increased sales dollars. There are pitfalls to this—we are not dealing with trade margins, but are reporting total sales. This method basically reflects industry standards for this type of economic impact study.

We want to answer the question “For the new \$2.45 million dollars spent in Allen County by those connected with the USARS event, what is the total impact in Allen County?” The table below illustrates the total new direct dollars plus the indirect dollars which are recirculating within the county. These two added together yield the total impact of 3.9 million dollars.

TOTAL IMPACT OF “ROLLING FOR GOLD” IN ALLEN COUNTY, 2011			
	Direct	Indirect	Total
Lodging	\$1,045,377	\$648,134	\$1,693,511
Restaurants and Food	\$676,224	\$443,845	\$1,120,069
Transportation-related expenses excluding air	\$342,801	\$217,951	\$560,752
Shopping and Retail	\$191,562	\$120,684	\$312,246
Attractions & Entertainment	\$96,619	\$65,701	\$162,320
Local Skate Centers	\$15,000	\$9,750	\$24,750
Known Tax Input which directly stays in Allen County	\$85,646	Not incl.	\$85,646
Total	\$2,453,229	\$1,506,065	\$3,959,294

There are also other taxes that will remain in or will return to Allen County. There was also the total impact of the bid fee; that is, funds which left Allen County, but then there is the Coliseum rental fee which is not included as an input. Finally, the amount of money spent by local attendees and participants for entrance fees could be subtracted since those funds left the county, but that amount is small and negligible.

Other Survey Results

The survey included some additional questions which were not related to the economic impact. Those are summarized here.

There were representatives from 27 states, Washington, DC and western Canada. The largest contingents of competitors, coaches, and officials⁴ were from (largest identified first) California, Florida, Ohio, Washington (state), Michigan, and Texas.

We were interested in knowing whether parties scheduled additional days in the area for vacation and visiting. While the total estimated impact includes the additional dollars spent in the county during this time, this data may provide some interesting background. For those USARS participants in Allen County for the Figure Skating portion, approximately 6 percent responded that they added 1-3 additional days to spend in the area. Additionally, it is estimated that nine percent of the spectators spent an additional day or two in the area in addition to the time here for the USARS tournament. Note that we excluded the responses from Week 1 since the question was reworded.

In the electronic version of the survey, we included additional “perception questions” such as how did they obtain information about Fort Wayne, and how would they rate their experiences here. We did not get enough electronic responses to evaluate these.

Summary

There were a total of 1,663 parties visiting Fort Wayne, Allen County for the 2011 USARS Rolling for Gold National Championships, and this represents almost 5,000 visitors. The majority of these parties consisted of the competitors, coaches, judges and officials, and family or other members associated with this group. In addition, there were visitors or spectators who attended the event without a competitor or official in their party. This group represented about five percent of the total visitors. There were a number of vendors from outside Allen County; this represented about 1.3 percent of all parties. Although the number above does not include either the Allen County competitors or spectators at this event; when added to the above to review the attendance in total, Allen County represented approximately 4 percent of the total.

“Rolling for Gold” in Fort Wayne was found to be representative of other sporting events based on group spending.

The total direct effect of the impact on Allen County, before taxes, is \$2.45 million dollars. When the indirect effects are included, the total impact of the USARS competition in Allen County was almost four million dollars.

⁴ Based on hotel registrations, this may not represent the actual number of competitors and other USARS attendees. That is, within each hotel room, there may have been, and most likely were, multiples of USARS competitors or associated staff.

Appendix A. Survey

1. What is your zip code or postal code? _____
2. How many individuals are in your immediate party, including yourself?
By party, we mean a household or similar group such as two team members' families traveling together and sharing expenses. Please do not identify your entire team.
 - Number of Adults (age 18 and over) (total) _____
 - How many of these adults are here to compete in the USARS Championships? _____
 - Number of Children (Under 18) total? _____
 - How many of these children are here to compete in the USARS Championships? _____
3. Do you reside in Allen County, Indiana?
 - a. Yes (continue to question #4)
 - b. No (skip to question #5)
4. How many days did you/will you attend events at the Coliseum? _____ (skip to question #18)
5. Is your primary purpose for being in Fort Wayne/Allen County at this time to attend the USARS (figure or speed) competition?
 - a. Yes (continue to question #6)
 - b. No (skip to question #18)
6. How many days will you be attending/ have you attended the USARS competition? _____
7. Did you add additional days, not including down time between events, to vacation in the Fort Wayne area?
 - a. No, all days here are (were) related to the USARS event. (skip to question #9)
 - b. Yes, we added additional days to vacation here in the Fort Wayne area. (continue to question #8)
8. How many additional days (not including the time spent for the USARS competition)? _____
9. Did you stay overnight in Fort Wayne or Allen County for the USARS competition?
 - a. Yes (continue to question #10)
 - b. No (skip to question #12)
10. How many nights will you spend (have you spent) in Fort Wayne for the USARS competition? _____
11. Where did you stay?
 - a. Hotel/motel
 - b. Bed & Breakfast
 - c. Stayed with friends or family
 - d. Other
12. Did you fly into Fort Wayne International Airport?
 - a. Yes

b. No

13. Did you rent a car from a Fort Wayne/Allen County car rental business?
- a. Yes (continue to question #14)
 - b. No (skip to question #15)
14. How much money did you spend on a rental vehicle? Please include tax, insurance, and gasoline purchased from the rental car company. _____
15. Please estimate how much money you and your party (as identified in Q2) will spend in Fort Wayne/Allen County for this entire trip (include tax when possible).
- a. Accommodations/lodging _____
 - b. Gasoline purchased in Fort Wayne/Allen County _____
 - c. Total parking fees paid _____
 - d. Food and beverage purchased in Fort Wayne/Allen County, excluding Memorial Coliseum snack, reception, and guest areas _____
 - e. Food and beverage purchased at the Memorial Coliseum _____
 - f. Retail or shopping in Fort Wayne/Allen County, excluding merchandise purchased at the Memorial Coliseum _____
 - g. Merchandise purchased at the Memorial Coliseum _____
16. Please circle any attractions you plan to attend (or attended) while in Fort Wayne/Allen County for the USARS event.
- a. Fort Wayne Children's Zoo
 - b. Science Central
 - c. TinCaps Baseball
 - d. Movie theater
 - e. Golf
 - f. Museums
 - g. Local skate centers
 - h. Outdoor recreation (e.g. go-carts, parks, driving ranges, miniature golf, etc.)
 - i. Indoor recreation (e.g. bowling, arcades, laser tag, etc.)
 - j. Other
 - k. None
17. Approximately how much money was spent by your travel party on all of these activities that were identified in Question 16? _____
18. Thank you for visiting the USARS competition in Fort Wayne. Do you have any additional comments you would like to make at this time?