



GENESEE COUNTY PARKS

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**2015 Economic Impact Analysis
of the Genesee County
Parks and Recreation Commission
Report**

Prepared for:
**Genesee County
Parks and Recreation Commission**



Prepared by:
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2015 Economic Impact Analysis of Genesee County Parks and Recreation Commission

SECTION 1. INTRODUCTION

The Genesee County Parks and Recreation Commission makes a significant economic impact to the local community through tourism, local purchasing and local payroll. The national economy has had a negative impact on the Crossroads Village (CRV) revenues, but even with economic downturn, CRV continues to make a significant positive impact through tourism. PROS Consulting LLC performed an economic impact analysis to measure the economic benefit from the operations of the Parks Commission. Three tourism functions, two segments of the Commission operations, and the value of volunteer services were analyzed:

- Tourism
 - Crossroads Village and Huckleberry Railroad (CRV)
 - Day Out With Thomas at Crossroads Village (DOWT)
 - 2015 Michigan Warrior Dash
- Commission Operations
 - Parks and Recreation Commission local purchasing from Genesee County businesses
 - Parks and Recreation Commission local payroll to Genesee County residents
 - Volunteer Services



1.1 ECONOMIC IMPACT FROM TOURISM

Figure 1 shows the summary of the economic analysis from tourism. Crossroads Village and Huckleberry Railroad analysis indicates an additional economic impact of \$9.2 million and 246 jobs from tourist spending.

Figure 1 – Economic Impact Summary

Tourism Event	Economic Impact	Jobs
Crossroads Village and Huckleberry Railroad without DOWT	\$ 5,504,251	147
Day Out With Thomas at CRV	\$ 1,041,318	27
2014 Michigan Warrior Dash	\$ 2,612,393	72
Total Economic Impact from Tourism	\$ 9,157,962	246

The data for this analysis is based on CRV visitor surveys and economic factors from the Regional Input-Output Modeling System produced by the U.S. Department of Commerce - Bureau of Economic Analysis. The model developed in Microsoft Excel uses local multipliers and presents approximate economic impact on the local economy. The economic impact is expressed in terms of dollars generated in the economy and in terms of the change in the number of jobs. Based on the economic multipliers for the Flint metropolitan statistical area, the average salary per new job is estimated at \$25,131.41.

1.2 ECONOMIC IMPACT FROM OPERATIONS

The total economic impact from in-county payroll, local direct expenditures, and volunteer program is \$10.4 million and 204 jobs shown in **Figure 2**. The economic impact of in-county payroll is \$4.5 million and 92 jobs. The economic impact of local direct expenditures is \$5.5 million and 112 jobs. The total value of volunteer hours during fiscal year ending 2015 is \$315,297 based on the U.S. Department of Commerce average personal income for the Genesee County area.

Figure 2 – Operations Economic Impact Summary

	Economic Impact	Jobs
Commission Operations		
Commission Local Payroll	\$ 4,525,324	92
Commission Local Spending	\$ 5,522,953	112
Volunteer Program	\$ 315,297	N/A
Total Economic Impact from Operations	\$ 10,363,574	204

1.3 TOTAL COMMISSION ECONOMIC IMPACT

From the segments and events analyzed the total economic impact is \$19,521,536 and 450 jobs as shown in **Figure 3**.

Figure 3 – Total Economic Impact Summary

Description	Economic Impact	Jobs
Tourism	\$ 9,157,962	246
Commission Operations	\$ 10,363,574	204
Total Economic Impact	\$ 19,521,536	450

1.4 CROSSROADS VILLAGE ATTENDANCE

The annual attendance for CRV is shown in **Figure 4**. Annual attendance dropped between 2007 and 2011. The national economy has impacted the attendance in recent years. The 2015 attendance increased significantly over recent years. While the total attendance increased, the visitor count shifted from the summer season to the Halloween and Christmas seasons.

Figure 4 – Annual CRV Attendance

Attendance										
Fiscal Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Summer	58,934	77,505	78,507	67,010	68,070	64,775	54,249	54,352	56,661	54,780
Halloween	42,756	46,080	36,944	39,120	34,458	33,706	43,145	39,468	42,227	46,508
Christmas	35,680	37,993	37,663	27,781	36,761	33,156	42,715	44,462	42,391	57,394
Total	137,370	161,578	153,114	133,911	139,289	131,637	140,109	138,282	141,279	158,682

A slight decrease in visitors living farther away from CRV was shown in the visitor surveys with an increase in visitors living nearer to CRV as shown in **Figure 5**.

Figure 5 – Change in Distance Traveled to CRV in Visitors Surveyed

Total Annual Visitors Surveyed						
Distance Traveled To CRV (Miles)						
		Total Visitors Surveyed in 2014	Percent of Total	Total Visitors Surveyed in 2015	Percent of Total	Change in Percent from Distance Traveled
Greater Than	Less Than or Equal To					
0	25	48,509	39.57%	49,466	38.64%	-0.93%
25	50	38,961	31.79%	41,006	32.03%	0.24%
50	75	18,586	15.16%	20,101	15.70%	0.54%
75	100	8,784	7.17%	9,527	7.44%	0.27%
100	150	2,278	1.86%	2,840	2.22%	0.36%
150	200	2,099	1.71%	1,335	1.04%	-0.67%
200	250	3,147	2.57%	3,569	2.79%	0.22%
250	and over	210	0.17%	177	0.14%	-0.03%
Total Annual Visitors St		122,574	100.00%	128,021	100.00%	

SECTION 2. ECONOMIC IMPACT ANALYSIS OF CROSSROADS VILLAGE OPERATIONS

PROS Consulting LLC performed an economic impact analysis to measure the economic benefit of Crossroads Village and Huckleberry Railroad. The data for this analysis is based on CRV visitor data, economic factors from the U.S. Department of Commerce - Bureau of Economic Analysis, and CRV visitor information. The model developed in Microsoft Excel uses local multipliers and presents estimated economic impacts on major retail sectors; such as, lodging and food/beverage sectors. The CRV economic analysis excludes the impact of the “Day Out With Thomas” event that is analyzed separately below.

2.1 VISITOR ANALYSIS

The CRV historical visitor data from fiscal year 2015 is used to identify the attendance and the travel distance for CRV visitors. The CRV attendance data excluding the DOWT events is segmented into eight distance groups as shown in **Figure 6**.

Figure 6 - Distribution of Annual Visitor by Distance Traveled

Total Annual Visitors (2015)				
Distance Traveled To CRV (Miles)				
Greater Than	Less Than or Equal To	Total Visitors Surveyed	Percent of Total	Total Visitors By Distance
0	25	49,466	38.64%	55,629
25	50	41,006	32.03%	46,115
50	75	20,101	15.70%	22,605
75	100	9,527	7.44%	10,714
100	150	2,840	2.22%	3,194
150	200	1,335	1.04%	1,501
200	250	3,569	2.79%	4,014
250	and over	177	0.14%	199
Total Annual Visitors		128,021	100.00%	143,971

PROS estimated the average out-of-area visitor spending per day by spending category as shown in **Figure 7**.

Figure 7- Spending Amounts by Visitor per Day

Spending Level by Category	Estimated Average Daily Spending Per Visitor
Accommodation	\$ 60.00
Food services and drinking places	\$ 50.00
Transit and ground passenger transportation	\$ 15.00
Retail trade	\$ 25.00
Performing arts, museums, and related activities	\$ 7.50
Amusements, gambling, and recreation	\$ 7.50
Other services	\$ 10.00
Total	\$ 175.00

The economic impact multipliers used in this analysis are from U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Analysis Division, Analysis and Special Studies Branch, Regional Input-Output Modeling System (RIMS II) for the Genesee County, Michigan area. The RIMS II factors are most recently available based on 2010 economic information. **Figure 8** shows the factors used in the analysis.

Figure 8 - RIMS II Multipliers

Region: Flint MSA (Type II)							
	Final-demand Output /1/ (dollars)	Final-demand Earnings /2/ (dollars)	Final-demand Employment /3/ (number of jobs)	Final-demand Value-added /4/ (dollars)	Direct-effect Earnings /5/ (dollars)	Direct-effect Employment /6/ (number of jobs)	
Accommodation	1.5612	0.3952	15.6434	0.8815	1.5664	1.4207	
Food services and drinking places	1.5401	0.4179	23.6217	0.8604	1.442	1.2095	
Transit and ground passenger transport	1.5034	0.5340	20.8221	1.0036	1.2987	1.2411	
Retail trade	1.5236	0.4087	16.1219	0.9804	1.4547	1.3434	
Performing arts, spectator sports, music and recreation	1.5516	0.3955	14.5121	0.9346	1.5513	1.4887	
Amusements, gambling, and recreation	1.516	0.4508	24.809	0.965	1.381	1.1986	
Other services*	1.6656	0.574	18.4597	0.9597	1.391	1.4281	

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

The average spending per out-of-town visitor per day was adjusted based on the distance the visitor traveled to CRV. The major assumption is that the spending is less for visitors traveling shorter distances than the spending of those visitors driving from longer distances. The adjustments are shown in **Figure 9**.

Figure 9 - Adjustments to Average Visitor Spending

Distance Traveled To CRV (Miles)								
Greater Than	Less Than or Equal To	Accommodation	Food services and drinking places	Transit and ground passenger transportation	Retail trade	Performing arts, museums, and related activities	Amusements, gambling, and recreation	Other services
0	25	0%	0%	0%	0%	0%	100%	5%
25	50	0%	10%	0%	0%	35%	100%	10%
50	75	0%	20%	25%	35%	50%	100%	15%
75	100	0%	30%	35%	45%	60%	100%	25%
100	150	0%	40%	45%	55%	70%	100%	50%
150	200	10%	60%	100%	75%	80%	100%	50%
200	250	25%	100%	100%	100%	90%	100%	50%
250	and over	100%	100%	100%	100%	100%	100%	100%

The direct CRV related spending was estimated based on the visitor survey data and analysis described above. The net spending per visitor by distance traveled is shown in **Figure 10**.

Figure 10 - Net Direct CRV Related Spending Per Visitor

Total Annual Visitor Spending			
Distance Traveled To CRV (Miles)		Total Spending Per Visitor	Estimated Total Spending
Greater Than	Less Than or Equal To		
0	25	\$ 11.50	\$ 639,730.54
25	50	\$ 19.63	\$ 905,241.37
50	75	\$ 38.75	\$ 875,955.05
75	100	\$ 49.50	\$ 530,339.30
100	150	\$ 61.75	\$ 197,218.55
150	200	\$ 91.75	\$ 137,746.25
200	250	\$ 127.75	\$ 512,743.20
250	and over	\$ 178.50	\$ 35,530.71
Totals		\$ 579.13	\$ 3,834,504.97

2.2 CROSSROADS VILLAGE ECONOMIC IMPACT

The total direct economic impact of CRV is shown in **Figure 11**. The economic impact is \$5,504,251 with a local job impact of 147 full-time jobs.

Figure 11 - Total Economic Impact of CRV

Economic Impact of the by Category	Total Rev/Sales Captured by Local Region	Final Demand				Direct Effect	
		Output (Dollars) <1>	Earnings (Dollars) <2>	Employment / \$M Sales (Jobs) <3>	Final-demand Value-added (Dollars) <4>	Direct-effect Earnings /5/ (dollars)	Direct-effect Employment /6/ (number of jobs)
Accommodation	81,156	126,700	50,072	2	111,686	78,433	3
Food services and drinking places	936,889	1,442,902	602,989	34	1,241,473	869,510	41
Transit and ground passenger transport	248,287	373,274	199,328	8	374,618	258,867	10
Retail trade	495,710	755,264	308,676	12	740,461	449,031	16
Performing arts, museums, and related a	1,583,681	2,457,239	971,838	36	2,296,536	1,507,612	54
Amusements, gambling, and recreation	308,626	467,877	210,919	12	451,501	291,279	14
Air transportation	-	-	-	-	-	-	-
Other services*	180,157	300,069	172,240	6	287,976	239,586	9
Total Annual Spending	\$ 3,834,506	\$ 5,923,325	\$ 2,516,062	110	\$ 5,504,251	\$ 3,694,318	147

- Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
- Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
- Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
- Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
- Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
- Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

Figure 11 illustrates the total final economic impact of CRV operations. Column 1 shows the output in terms of dollars. Columns 2 and 3 are estimates of the final effect earnings and employment (jobs), on the Genesee County area. The Final-demand Value-added in dollars is shown in Column 4. Columns 5 and 6 show the Direct-effect Earnings and Total Jobs, respectively.

2.3 CONCLUSION

The Final-demand Value-added factors include direct, indirect, and induced economic impacts. This economic benefit is estimated to be \$5,504,251 with a local job increase of 147 full-time jobs. This analysis excludes the impacts of the Day Out with Thomas events.

SECTION 3. ECONOMIC IMPACT ANALYSIS OF DAY OUT WITH THOMAS AT CROSSROADS VILLAGE OPERATIONS

PROS Consulting LLC performed an economic impact analysis to measure the economic benefit of Day Out With Thomas (DOWT) program at Crossroads Village and Huckleberry Railroad. The data for this analysis is based on CRV visitor data, economic factors from the U.S. Department of Commerce - Bureau of Economic Analysis, and CRV visitor information. The model developed in Microsoft Excel uses local multipliers and presents estimated economic impacts on major retail sectors; such as, lodging and food/beverage sectors.

3.1 DAY OUT WITH THOMAS VISITOR ANALYSIS

The Day Out with Thomas visitor data from the six days over two weekends are used to identify the attendance and the travel distance for visitors. The attendance data from the survey and projected total visitor distances were segmented into seven distance groups as shown in **Figure 12**.

Figure 12 - Distribution of Annual Visitor by Distance Traveled

Total DOWT Visitors (2015)				
Distance Traveled To CRV (Miles)				
Greater Than	Less Than or Equal To	Total Visitors Surveyed	Percent of Total	Estimated Total Visitors By Distance
0	25	1,605	13.29%	1,954
25	50	4,280	35.43%	5,212
50	75	2,904	24.04%	3,536
75	100	1,338	11.08%	1,629
100	150	1,075	8.90%	1,309
150	200	416	3.44%	507
200	250	388	3.21%	472
250	and over	75	0.62%	91
Total Annual Visitors		12,081	100.00%	14,710

The first segment of zero to 25 miles includes visitors from Genesee County. The segments over 250 miles are an estimated eight-hour drive time. PROS estimated the average out-of-area visitor spending per day by spending category as shown in **Figure 13**.

Figure 13 - Spending Amounts by Visitor Per Day

Spending Level by Category	Estimated Average Daily Spending Per Visitor
Accommodation	\$ 60.00
Food services and drinking places	\$ 50.00
Transit and ground passenger transportation	\$ 15.00
Retail trade	\$ 25.00
Performing arts, museums, and related activities	\$ 7.50
Amusements, gambling, and recreation	\$ 21.00
Other services	\$ 10.00
Total	\$ 188.50

The economic impact multipliers used in this analysis are from the U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Analysis Division, Analysis and Special Studies Branch, Regional Input-Output Modeling System (RIMS II) shown in **Figure 8**.

The average spending per out-of-town visitor per day was adjusted based on the distance the visitor traveled to the CRV. The major assumption is that the spending is less for visitors traveling shorter distances than the spending of those visitors driving from longer distances. The adjustments are shown in **Figure 14**.

Figure 14 - Adjustments to Average Visitor Spending

Distance Traveled To CRV (Miles)		Spending Adjustments by Distance Traveled						
Greater Than	Less Than or Equal To	Accommodation	Food services and drinking places	Transit and ground passenger transportation	Retail trade	Performing arts, museums, and related activities	Amusements, gambling, and recreation	Other services
0	25	0%	0%	0%	0%	0%	100%	5%
25	50	0%	10%	0%	23%	35%	100%	10%
50	75	0%	20%	25%	35%	50%	100%	15%
75	100	0%	30%	35%	45%	60%	100%	25%
100	150	0%	40%	45%	55%	70%	100%	50%
150	200	10%	60%	100%	75%	80%	100%	50%
200	250	25%	100%	100%	100%	90%	100%	50%
250	and over	100%	100%	100%	100%	100%	100%	100%

The direct DOWT related spending was estimated based on the visitor survey data and analysis described above. The net spending per visitor by category by distance traveled is shown in **Figure 15**. The total direct spending is shown in **Figure 16**.

Figure 15 - Net Direct DOWT Related Spending Per Visitor

Distance Traveled To CRV (Miles)		Adjusted Spending Per Visitor								Total Spending Per Visitor
Greater Than	Less Than or Equal To	Accommodation	Food services and drinking places	Transit and ground passenger transportation	Retail trade	Performing arts, museums, and related activities	Amusements, gambling, and recreation	Other services		
0	25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 21.00	\$ 0.50	\$ 21.50
25	50	\$ -	\$ 5.00	\$ -	\$ 5.75	\$ 2.63	\$ 21.00	\$ 1.00		\$ 35.38
50	75	\$ -	\$ 10.00	\$ 3.75	\$ 8.75	\$ 3.75	\$ 21.00	\$ 1.50		\$ 48.75
75	100	\$ -	\$ 15.00	\$ 5.25	\$ 11.25	\$ 4.50	\$ 21.00	\$ 2.50		\$ 59.50
100	150	\$ -	\$ 20.00	\$ 6.75	\$ 13.75	\$ 5.25	\$ 21.00	\$ 5.00		\$ 71.75
150	200	\$ 6.00	\$ 30.00	\$ 15.00	\$ 18.75	\$ 6.00	\$ 21.00	\$ 5.00		\$ 101.75
200	250	\$ 15.00	\$ 50.00	\$ 15.00	\$ 25.00	\$ 6.75	\$ 21.00	\$ 5.00		\$ 137.75
250	and over	\$ 60.00	\$ 50.00	\$ 15.00	\$ 25.00	\$ 7.50	\$ 21.00	\$ 10.00		\$ 188.50

Figure 16 - Total Direct Spending by Day Out with Thomas Visitors

Distance Traveled To CRV (Miles)			Total Spending Per Visitor	Estimated Total Spending
Greater Than	Less Than or Equal To			
0	25	\$ 21.50	\$ 42,019.69	
25	50	\$ 35.38	\$ 184,365.45	
50	75	\$ 48.75	\$ 172,389.39	
75	100	\$ 59.50	\$ 96,942.09	
100	150	\$ 71.75	\$ 93,922.51	
150	200	\$ 101.75	\$ 51,542.69	
200	250	\$ 137.75	\$ 65,082.26	
250	and over	\$ 188.50	\$ 17,215.19	
Total DOWT Visitor Spending			\$ 723,479.27	

3.2 ECONOMIC IMPACT OF DAY OUT WITH THOMAS

The total direct tourism spending is estimated to be \$723,480 from the two weekends of the Day Out with Thomas event. The economic impact on the local area is \$1,041,318 and approximately 27 jobs. **Figure 17** shows economic impact by industry sector.

Figure 17 - Total Economic Impact of DOWT

Economic Impact of the Medium Spending Profile by Category	Total Rev/Sales Captured by Local Region	Final Demand				Direct Effect	
		Output (Dollars) <1>	Earnings (Dollars) <2>	Employment/\$ M Sales (Jobs) <3>	Final-demand Value-added (Dollars) <4>	Direct-effect Earnings /\$ (dollars) <5>	Direct-effect Employment /\$/ (number of jobs) <6>
Accommodation	15,606	24,364	9,629	-	21,477	15,082	1
Food services and drinking places	155,427	239,373	100,034	6	205,956	144,249	7
Transit and ground passenger transportation*	46,706	70,217	37,496	1	70,470	48,696	2
Retail trade	120,831	184,097	75,241	3	180,489	109,453	4
Performing arts, museums, and related activities	308,931	479,337	189,578	7	447,989	294,092	10
Amusements, gambling, and recreation	48,059	72,858	32,844	2	70,308	45,358	2
Air transportation	-	-	-	-	-	-	-
Other services*	27,920	46,504	26,693	1	44,629	37,130	1
Total Annual Spending	\$ 723,480	\$ 1,116,750	\$ 471,515	20	\$ 1,041,318	\$ 694,060	27

<1> Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
 <2> Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
 <3> Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
 <4> Each entry in column 4 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry delivered to final demand by the industry corresponding to the entry
 <5> Each entry in column 5 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry
 <6> Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

3.3 CONCLUSION

The Day Out with Thomas event not only provided a quality family event for the citizens of Genesee County, but also produced nine hundred thousand dollars in economic benefit from tourism.

SECTION 4. ECONOMIC IMPACT ANALYSIS OF THE 2015 MICHIGAN WARRIOR DASH

PROS Consulting LLC performed an economic impact analysis to measure the economic benefit of the Michigan Warrior Dash held on August 1st and 2nd, 2015. E. A. Cummings Center was the staging site for the race. The data for this analysis is based on the 2015 Michigan Warrior Dash registration, economic factors from the U.S. Department of Commerce - Bureau of Economic Analysis. The model developed in Microsoft Excel uses local multipliers and presents estimated economic impacts on major retail sectors; such as, lodging and food/beverage sectors.

4.1 VISITOR ANALYSIS

The Michigan Warrior Dash registration information is used to estimate the attendance and the travel distance for visitors is used to estimate the visitor spending. The attendance data was segmented into eight distance groups as shown in **Figure 2**.

Figure 2 - Distribution of Annual Visitor by Distance Traveled

Distance Traveled To Genesee County (Miles)					Estimated Total Visitors (1 additional visitor per registrant)
Greater Than	Less Than or Equal To	Total Visitors Registered	Percent of Total		
0	25	1,170	9.37%	2,340	
25	75	4,411	35.32%	8,822	
75	150	2,960	23.70%	5,920	
150	250	2,205	17.66%	4,410	
250	500	767	6.14%	1,534	
500	750	418	3.35%	836	
750	1000	515	4.12%	1,030	
1000	and over	43	0.34%	86	
Total Visitors		12,489	100.00%	24,978	

4.2 ANALYSIS ASSUMPTIONS

The economic analysis of Michigan Warrior Dash is based on the registrants participating in the race and stay for the two days. One additional visitor for each registrant is assumed to attend based on actual attendance for a recent Warrior Dash in Florida. Spending patterns are based on the estimates and assumptions shown in **Figure 3**.

PROS estimated the average visitor spending for the two race days by spending category as shown in **Figure 3**. The amounts in Figure 3 estimate the spending of one person over the two-day period. The accommodation assumes one nights lodging double occupancy at \$120 per night.

Figure 3 - Spending Amounts by Visitor per Day

Spending by Category	Estimated Average Spending Per Visitor (for the two race days)
Accommodation	\$ 60.00
Food services and drinking places	\$ 70.00
Transit and ground passenger transportation	\$ 10.00
Retail trade	\$ 25.00
Performing arts, museums, and related activities	\$ 7.50
Amusements, gambling, and recreation	\$ 7.50
Other services	\$ 10.00
Total	\$ 190.00

The economic impact multipliers used in this analysis are from U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Analysis Division, Analysis and Special Studies Branch, Regional Input-Output Modeling System (RIMS II) for the Genesee County, Michigan region. The RIMS II factors are based on 2010 economic information. **Figure 4** shows the factors used in the analysis.

Figure 4 - RIMS II Multipliers

Region: Flint MSA (Type II)						
	Final-demand Output /1/ (dollars)	Final-demand Earnings /2/ (dollars)	Final-demand Employment /3/ (number of jobs)	Final-demand Value-added /4/ (dollars)	Direct-effect Earnings /5/ (dollars)	Direct-effect Employment /6/ (number of jobs)
Accommodation	1.5612	0.3952	15.6434	0.8815	1.5664	1.4207
Food services and drinking places	1.5401	0.4179	23.6217	0.8604	1.442	1.2095
Transit and ground passenger transportation*	1.5034	0.5340	20.8221	1.0036	1.2987	1.2411
Retail trade	1.5236	0.4087	16.1219	0.9804	1.4547	1.3434
Performing arts, spectator sports, museums, zoos, and parks	1.5516	0.3955	14.5121	0.9346	1.5513	1.4887
Amusements, gambling, and recreation	1.516	0.4508	24.809	0.965	1.381	1.1986
Other services*	1.6656	0.5740	18.4597	0.9597	1.391	1.4281

SOURCE: Regional Input-Output Modeling System (RIMS II), Regional Economic Analysis Division, Bureau of Economic Analysis.

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

The average spending per out-of-town visitor is adjusted based on the distance the visitor traveled to the Genesee County area. The major assumption is that the spending is less for visitors traveling shorter distances than the spending of those visitors traveling from longer distances. The adjustments are shown in **Figure 5**. The visitors from 25 mile or less are assumed to be from the Genesee County area and thus there is no out-of-area funds brought into Genesee County.

Figure 5 - Adjustments to Average Visitor Spending

To Genesee County (Miles)		Adjustment Factors						
Greater Than	Less Than or Equal To	Accommodation	Food services and drinking places	Transit and ground passenger transportation	Retail trade	Performing arts, museums, and related activities	Amusements, gambling, and recreation	Other services
0	25	0%	0%	0%	0%	0%	0%	0%
25	75	5%	25%	0%	25%	0%	0%	10%
75	150	50%	50%	0%	50%	10%	10%	50%
150	250	75%	75%	0%	75%	25%	25%	50%
250	500	100%	75%	25%	100%	25%	25%	75%
500	750	100%	100%	50%	100%	50%	50%	100%
750	1000	100%	100%	75%	100%	100%	100%	100%
1000	and over	100%	100%	100%	100%	100%	100%	100%

The direct Michigan Warrior Dash related spending was estimated based on the visitor survey data and analysis described above. The net spending per visitor by distance traveled is shown in **Figure 6**.

Figure 6 – Estimated Direct Michigan Warrior Dash Related Spending

Total Visitor Spending (2015)				
Distance Traveled To Genesee County (Miles)			Total Spending Per Visitor	Estimated Total Spending
Greater Than	Less Than or Equal To			
0	25		\$ -	\$ -
25	50		\$ 27.75	\$ 244,810.50
50	75		\$ 84.00	\$ 497,280.00
75	100		\$ 125.01	\$ 551,294.10
100	150		\$ 151.26	\$ 232,032.84
150	200		\$ 177.50	\$ 148,390.00
200	250		\$ 187.50	\$ 193,125.00
250	and over		\$ 190.00	\$ 16,340.00
Total				\$ 1,883,272.44

4.3 2015 MICHIGAN WARRIOR DASH ECONOMIC IMPACT

The total direct economic impact of 2015 Michigan Warrior Dash is shown in **Figure 7**. The economic impact is \$2,612,393 with a local job impact of 72 full-time jobs.

Figure 7 - Total Economic Impact of the Michigan Warrior Dash

Economic Impact of the by Category	Total Rev/Sales Captured by Local Region	Final Demand				Direct Effect	
		Output (Dollars) <1>	Earnings (Dollars) <2>	Employment / \$M Sales (Jobs) <3>	Final-demand Value-added (Dollars) <4>	Direct-effect Earnings (Dollars) <5>	Direct-effect Employment (Number of Jobs) <6>
Accommodation	611,676	954,949	377,396	15	841,788	591,153	21
Food services and drinking places	810,285	1,247,920	521,506	29	1,073,710	752,012	35
Transit and ground passenger transportation*	16,600	24,956	13,327	1	25,046	17,308	1
Retail trade	298,976	455,520	186,171	7	446,592	270,823	9
Performing arts, museums, and related activities	27,120	42,079	16,642	1	39,327	25,817	1
Amusements, gambling, and recreation	27,120	41,114	18,534	1	39,675	25,595	1
Other services*	91,497	152,397	87,476	3	146,255	121,679	4
Total Spending and Economic Impact	\$ 1,883,274	\$ 2,918,935	\$ 1,221,052	57	\$ 2,612,393	\$ 1,804,387	72

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output delivered to final demand by the industry corresponding to the entry. Because the employment multipliers are based on 2008 data, the output delivered to final demand should be in 2008 dollars.
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

Figure 7 illustrates the total final economic impact of 2015 Michigan Warrior Dash. Column 1 shows the output in terms of dollars. Columns 2 and 3 are estimates of the final effect earnings and employment (jobs), on the Genesee County area. The Final-demand Value-added in dollars is shown in Column 4. Columns 5 and 6 show the Direct-effect Earnings and Total Jobs, respectively.

4.4 EVENT SPONSORSHIP

Red Frog contributed \$20,000 for the Michigan Warrior Dash.

4.5 CONCLUSION

The Final-demand Value-added factors include direct, indirect, and induced economic impacts. This economic benefit is estimated to be \$2,612,393 with a local job increase of 72 full-time jobs.

SECTION 5. ECONOMIC IMPACT ANALYSIS OF 2015 LOCAL PAYROLL FOR THE GENESEE COUNTY PARKS AND RECREATION COMMISSION

This analysis measures the estimated economic benefit of local payroll of the Commission. This analysis is based on payroll of in-county employees.

5.1 ECONOMIC IMPACT OF 2015 LOCAL PAYROLL

The Commission's local payroll for fiscal year ending 2015 is used as the basis for the analysis. The annual local payroll amounts were summed for employees with a local U.S. Postal Service Zip Code. The impact of local payroll was analyzed using the recreation industry impact economic multipliers from the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Input-Output Modeling System (RIMS). Each RIMS industry category has a value multiplier and a jobs multiplier. The Commission's local payroll was multiplied by the related multipliers to calculate the economic impacts in terms of economic value and jobs. The payroll details are shown in **Figure 18**.

Figure 18 – County Payroll Details

Payroll	
In County Wages	\$ 3,093,308.00
Out County Wages	\$ 534,154.00
Total Payroll FYE 9/30/15	\$3,627,462.00

The economic impact multipliers used in this analysis from U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Analysis Division, Analysis and Special Studies Branch, Regional Input-Output Modeling System (RIMS II) for the Genesee County, Michigan area. The RIMS II factors are based on 2010 economic data for the region as shown in **Figure 19**.

Figure 19 – Economic Multipliers

Region: Genesee County (Type II) Series: 2010 U.S. Annual I-O data and 2010 Regional Data	Final- demand Output /1/ (dollars)	Final-demand Earnings /2/ (dollars)	Final- demand Employment /3/ (number of jobs)	Final- demand Value- added /4/ (dollars)	Direct- effect Earnings /5/ (dollars)	Direct- effect Employment /6/ (number of jobs)
Amusements, gambling, and recreation	1.516	0.4508	24.809	0.965	1.381	1.1986

Genesee County Commission employees that live in the County contribute to the Genesee County economy through purchase of goods and services in Genesee County. This analysis includes only Commission employees living in Genesee County. The local payroll for fiscal year ending 2015 is \$3,093,308.

Figure 20 illustrates the total final economic impact of the Genesee County Parks and Recreation Commission Local Payroll. Column 1 shows the output in terms of dollars. Columns 2 and 3 are estimates of the final effect earnings and employment (jobs), on the Genesee County area. The Final-demand Value-added in dollars is shown in Column 4. The Final-demand Value-added factors include direct, indirect, and induced economic impacts. Column 5 shows the effect on household earnings of all industries for each dollar in the analyzed activities of the Commission. The total jobs in all industries are shown in Column 6 that result from the total change in jobs of the analyzed activities of the Commission.

Figure 20 - Total Economic Impact of 2015 Genesee County Parks and Recreation Commission Local Payroll

Local Payroll	Final-demand Output /1/ (dollars)	Final-demand Earnings /2/ (dollars)	Final- demand Employment /3/ (number of jobs)	Final-demand Value-added /4/ (dollars)	Direct-effect Earnings /5/ (dollars)	Direct-effect Employment /6/ (number of jobs)
Factors	1.516	0.4508	24.809	0.965	1.381	1.1986
\$ 3,093,308 Results	\$ 4,689,454.93	\$ 1,394,463.25	77	\$ 4,525,324	\$ 1,925,754	92

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

5.2 CONCLUSION

Final economic impact of Commission local payroll is estimated to be \$4,525,324 with a local job increase of 92 full-time jobs.

SECTION 6. ECONOMIC IMPACT ANALYSIS OF 2015 LOCAL PURCHASES FOR THE GENESEE COUNTY PARKS AND RECREATION COMMISSION

The Commission's local purchasing for fiscal year ending 2015 is used as the basis for the analysis. The annual local purchasing amounts were summed for vendors with a local U.S. Postal Service Zip Code. The impact of local purchases was analyzed using the recreation industry impact economic multipliers from the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Input-Output Modeling System (RIMS). Each RIMS industry category has a value multiplier and a jobs multiplier. The Commission local purchases were multiplied by the related multipliers to calculate the economic impacts in terms of economic value and jobs.

The economic impact multipliers used in this analysis from U.S. Department of Commerce - Bureau of Economic Analysis, Regional Economic Analysis Division, Analysis and Special Studies Branch, Regional Input-Output Modeling System (RIMS II) for the Genesee County, Michigan area. The RIMS II factors are based on 2010 economic data for the region as shown in **Figure 21**.

Figure 21 – Economic Mutlipliers

Region: Genesee County (Type II) Series: 2010 U.S. Annual I-O data and 2010 Regional Data	Final- demand Output /1/ (dollars)	Final-demand Earnings /2/ (dollars)	Final- demand Employment /3/ (number of jobs)	Final- demand Value- added /4/ (dollars)	Direct- effect Earnings /5/ (dollars)	Direct- effect Employment /6/ (number of jobs)
Amusements, gambling, and recreation	1.516	0.4508	24.809	0.965	1.381	1.1986

The total in-county direct expenditures of the Commission for fiscal year ending 2015 are \$3,775,242.

Figure 22 illustrates the total final economic impact of the in-county expenditures of the Genesee County Parks and Recreation Commission. Column 1 shows the output in terms of dollars. Columns 2 and 3 are estimates of the final effect earnings and employment (jobs), on the Genesee County area. The Final-demand Value-added in dollars is shown in Column 4. The Final-demand Value-added factors include direct, indirect, and induced economic impacts.

Figure 22 - Total Economic Impact of 2015 Genesee County Parks and Recreation Commission Expenditures from In-County Vendors

Local Purchasing	Final-demand Output /1/ (dollars)	Final-demand Earnings /2/ (dollars)	Final-demand Employment /3/ (number of jobs)	Final-demand Value-added /4/ (dollars)	Direct-effect Earnings /5/ (dollars)	Direct-effect Employment /6/ (number of jobs)
\$ 3,775,242	1.516	0.4508	24.809	0.965	1.381	1.1986
Results	\$ 5,723,266.96	\$ 1,701,879.12	94	\$ 5,522,953	\$ 2,350,295	112

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output
4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.
6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

6.1 CONCLUSION

Final economic impact of Commission local purchases is estimated to be \$5,522,953 with a local job increase of 112 full-time jobs.

SECTION 7. OTHER ECONOMIC FACTORS

7.1 VOLUNTEER HOURS

CRV benefits from a successful volunteer program. The value of the volunteer hours from recent years is shown in **Figure 23**. The Commission estimates the hourly value volunteer hours at \$20.64 per hour.

Figure 23- Estimated Value of Volunteer Hours at CRV

Fiscal Year	Number of Hours	Value of Volunteer Hours
2004	19,480	\$402,067
2005	18,152	\$374,657
2006	15,389	\$317,629
2007	18,286	\$377,423
2008	13,335	\$275,234
2009	17,603	\$363,326
2010	18,180	\$375,235
2011	18,710	\$386,174
2012	18,836	\$388,775
2013	15,989	\$330,013
2014	14,228	\$293,666
2015	15,276	\$315,297

Source: United States Department of Labor: Occupational Employment Statistics: May 2015 Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates - Flint, Michigan