Operations, Construction, and Tourism Impacts of a Proposed Athletics Complex at the University of Texas at San Antonio

November 2007

Center for Community & Business Research
Institute for Economic Development
University of Texas at San Antonio

Tourism Management Program
College of Business
University of Texas at San Antonio

Institute for Economic Development
The University of Texas at San Antonio

Mark A. Hager
Thomas F. Cannon
Robert McKinley
Gary Bridges

Rev 12-20

Operations, Construction, and Tourism Impacts of a Proposed Athletics Complex at the University of Texas at San Antonio

Introduction

In this study, we assess the economic impacts of a proposed athletics complex at the University of Texas at San Antonio (UTSA). This information will help UTSA, local officials, and the public engage in better-informed consideration of this project.

The University of Texas at San Antonio seeks to build an athletics complex located on or near the 1604 UTSA campus. The university will provide the land and ongoing complex maintenance, and will work with the City, County and San Antonio Sports Foundation to market the complex for large tourist destination athletic competitions. The UTSA Competitive Athletic Complex will include collegiate quality venues for baseball, softball, track, soccer, tennis and some practice facilities.

For the purpose of summarizing the economic impacts that may be attributable to the project, the Center for Community & Business Research and Tourism Management Program were engaged by the UTSA Athletics Department to collect source documentation, analyze, and estimate various aspects of new economic activity in San Antonio attributable to construction and operation of the proposed athletics complex. Impact categories considered are operations and construction expenditures, as well as spending by tourists who visit San Antonio to attend events at the new athletics complex. These direct expenditure estimates are analyzed using standard economic analysis software called IMPLAN. This software and underlying economic comparison data uses an input-output model to estimate secondary impacts of first round spending. We report results in terms of output (direct and secondary spending) and jobs (direct and secondary).

In the course of the study, we convened an Oversight Committee of local professionals in the hotel, car rental, and tourism fields. Our goal of these discussions was to validate our methodologies and findings as consistent with their experience in the San Antonio market and with industry standards. We also consulted regularly with the Athletics Department to ensure that our understandings and assumptions regarding the athletics complex were square with theirs. Our research methodology is consistent with similar studies conducted across the country. We footnote our references to the best available source documentation, such as reports from the Travel Industry Association of America and the San Antonio Convention and Visitors Bureau.

Economic Value

Economic value is created through monetary transactions. When San Antonio area individuals and businesses purchase goods and services from outside the community, money leaks from the local economy. In contrast, when San Antonio businesses attract purchases of goods and services from individuals and businesses outside of the community, money is brought into the local economy. Economic growth comes from infusion of new money from outside the local economy, which is why tourist spending is so valuable.

Economic impact studies traditionally measure economic value by considering the expenditures associated with a particular enterprise or industry. In the current study, we consider the expenditures associated with building and running the proposed athletics complex, and also the spending by tourists attracted to San Antonio by new events held at the facility. We refer to this first round spending as "direct" spending by the university and associated tourists. Spending begets additional spending, which we refer to as "secondary" spending. Examples of direct spending are when UTSA pays staff to run the new facility, or when tourists pay a hotel to spend a night in San Antonio. Secondary spending accrues when facility and hotel staff members spend their pay checks on mortgages, restaurants, and consumer goods. Construction and facilities maintenance subcontractors are other examples of secondary spending.

We concentrate on direct and secondary spending, also known as "output," as the traditional measure of economic impact. However, we also translate output into estimated numbers of jobs supported. As with output, we also consider the secondary impacts of job creation.

Regular Administrative and Facilities Operations of the UTSA Athletics Department

In 2006, the UTSA Athletics Department released a football feasibility study conducted by Carr and Associates.[1] That study includes a projected budget for UTSA Athletics Department operations through 2014-15. The projected expenditures include increases in scholarships and other expenses associated with the growth of UTSA sports, including the possible addition of football.[2] Except for debt service, they do not include expenditures for operation of a new facility. We adopt the Carr Study estimates, minus debt service and some overlap of departmental facilities costs, as the baseline costs for UTSA Athletics Department expenses without a new facility. We add two additional years of projections (2015-16 and 2016-17) with the same assumptions and annual growth multipliers used by Carr.

Table 1 demonstrates economic impacts from departmental operations. In the top "total" section, direct spending is projected spending reported in the Carr Study. In the second "facility" section, we estimate the portion of departmental expenses attributable to operations of the new facility. The value is equal to the debt service estimated by Carr, plus an estimated proportion of operating expenses equal to $750,000 in 2012-13 that grows steadily to $1,000,000 in 2016-17. The third "non-facility" section is the remainder baseline expense for regular departmental operations.

Table 2 reports jobs supported by estimated departmental operations over time, including the same breakdown for facility- and nonfacility-dependent expenditures.

1 University of Texas at San Antonio, *Athletics Feasibility Study*, (November 29, 2006); the "Carr Study."

2 The addition of football at UTSA is not a certainty. Nonetheless, our study represents estimates of events and their costs through 2016-17, including the addition of football and its associated tourist draw. These are included in our baseline estimates of departmental costs, but are not included in the economic impact estimates for the new athletics complex.

Table 1: Projected Spending on Departmental Operations, 2007-08 through 2016-17

	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Department Operations Total										
Direct Spending	$9,182,552	$10,493,134	$12,020,749	$13,360,701	$14,838,114	$15,854,747	$17,028,627	$17,912,254	$18,859,825	$19,868,592
Secondary Spending	$6,409,341	$7,211,530	$8,147,604	$9,167,681	$9,831,566	$10,383,074	$11,027,671	$11,467,224	$11,923,949	$12,421,969
Total Output	$15,591,893	$17,704,664	$20,168,353	$22,528,382	$24,669,680	$26,237,821	$ 28,056,298	$29,379,478	$ 30,783,774	$32,290,561
Department Operations Facility										
Direct Spending	-	-	-	-	-	$1,075,257	$1,137,757	$1,200,257	$1,262,757	$1,325,257
Secondary Spending	-	-	-	-	-	$704,172	$736,807	$768,391	$798,366	$828,559
Total Output	-	-	-	-	-	$1,779,429	$1,874,564	$1,968,648	$2,061,123	$2,153,816
Department Operations Non-Facility										
Direct Spending	$9,182,552	$10,493,134	$12,020,749	$13,360,701	$14,838,114	$14,779,490	$15,890,870	$16,711,997	$17,597,068	$18,543,335
Secondary Spending	$6,409,341	$7,211,530	$8,147,604	$9,167,681	$9,831,566	$9,678,902	$10,290,864	$10,698,833	$11,125,582	$11,593,410
Total Output	$15,591,893	$17,704,664	$20,168,353	$22,528,382	$24,669,680	$24,458,392	$26,181,734	$27,410,830	$28,722,650	$30,136,745

Table 2: Projected Jobs Supported by Departmental Operations, 2007-08 through 2016-17

	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Department Operations Total										
Direct Jobs	212	235	267	301	323	343	366	381	397	414
Indirect Jobs	62	70	79	89	95	101	107	111	115	121
Total Jobs	274	306	346	390	418	443	473	492	513	535
Department Operations Facility										
Direct Jobs	-	-	-	-	-	23	24	26	27	28
Indirect Jobs	-	-	-	-	-	7	7	7	8	8
Total Jobs	-	-	-	-	-	30	32	33	34	36
Department Operations Non-Facility										
Direct Jobs	212	235	267	301	323	320	341	356	371	387
Indirect Jobs	62	70	79	89	95	94	100	104	108	113
Total Jobs	274	306	346	390	418	413	441	459	479	499

Tourism: Current Teams, Fans, and Boosters

Regular departmental activities also currently bring a substantial number of visitors to San Antonio, and these activities will continue regardless of whether the new athletic complex is built. In 2006-07, UTSA hosted 17 men's basketball games that garnered visits and associated spending from an estimated 425 visiting team members and 760 fans.[3] Women's basketball, baseball, softball, volleyball, soccer, golf, tennis, track, and cross-country generated comparable numbers. For some large events, we estimate that team members, coaching staff, and fans stay for 2.5 nights, but in most cases we assume that they stay for 1 night. We calculate 11,273 hotel nights for teams and 19,720 "nights" for fans.

Not all tourist "nights" are hotel nights, since many choose to stay with friends, in tents, and in RVs. According to the Travel Industry Association of America, only 52 percent of sports tourists stay in hotels.[4] The sum of team members and staff and 52 percent of fans results in 21,527 visitors staying in hotels. At an average (mean) 2.1 people in each party[5], we estimate 10,251 hotel room nights and 4,507 "other stay" room nights.

Based on an estimated 3 percent annual increase for tourist spending and reported tourist spending in 2003-04[6], we estimate tourist hotel spending at $487,462 in 2006-07. With the assumption that one in five sports tourists fly to San Antonio and an average daily rate of $32.34 for rental cars, we estimate car rental spending at $29,218. With 3 percent average annual inflation and an estimated food and beverage expense in 2004[7] of $92, we estimate 2006-07 spending at $97.60. Nearly 15,000 visitor nights sums to $1.4 million in food and beverage expenses.

The Travel Industry Association of America indicates that sports tourists spent $414 per person per visit. With 3 percent annual inflation we estimate 2006-07 spending at $524.44 per person per visit. We do not expect, however, that college sports teams and their fans spend at the same level as a sports tourist. We assume that they are more price-sensitive and are more likely to attend school events without adding shopping, dining, and entertainment events. Therefore, we assume that they spend closer to $524.44 per party rather than per person, so we divide the inflation-adjusted TIAA average daily rate by 2.1 to derive a team and fan spending rate of $249.73 in 2006-07. Consequently, we estimate that 26,837 visitors spent $6.7 million on their visits. With hotel, rental car, and food accounted for above, we estimate a remainder $4.7 million spent on other consumer goods and tourism spending.

In our analysis, we allocate hotel spending to IMPLAN category 479, Hotels & Motels; car rentals to category 432, Auto Rental; and food to category 481, Food & Drink. For the remainder, we allocate 1/5 to category 475, Museums, Historical Sites & Zoos; 2/5 to category 411, Retail Stores; and 2/5 to category 478, Other Recreation.

---

[3] All visitor estimates in this section provided by the UTSA Athletics Department.

[4] Travel Industry Association of America, *Profile of Travelers who Attend Sports Events*. 1999.

[5] Average for sports tourists. Travel Industry Association of America, *Profile of Travelers who Attend Sports Events*. 1999.

[6] D.K. Shifflet & Associates, *2003-2004 Overnight Leisure Visitor Profile Report*, (Revised August 2005).

[7] Ibid.

Table 3: Projected Spending by Tourists, Baseline Athletics Events, 2007-08 through 2016-17

	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Department Baseline Tourism										
Direct Spending	$6,972,225	$7,253,206	$7,545,510	$7,849,594	$8,660,997	$9,422,949	$9,802,694	$10,197,743	$10,608,712	$11,036,243
Secondary Spending	$4,860,728	$4,947,401	$5,146,776	$5,293,578	$5,535,671	$5,895,284	$6,006,325	$6,121,910	$6,242,574	$6,368,391
Total Output	$11,832,953	$12,200,607	$12,692,286	$13,143,172	$14,196,668	$15,318,233	$15,809,019	$16,319,653	$16,851,286	$17,404,634

Table 4: Projected Jobs Supported by Tourists, Baseline Athletics Events, 2007-08 through 2016-17

	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Department Baseline Tourism										
Direct Jobs	141	143	149	154	160	165	169	173	176	180
Indirect Jobs	46	47	49	50	53	54	55	57	58	59
Total Jobs	187	190	198	205	213	219	225	230	234	239

The 2006-07 actuals are not represented on Table 3. We assume a 1 percent increase in visitors in 2007-08 and 1 percent annually thereafter. In 2011-12, we add an assumed 1,200 visitors total for six home football games, plus 510 visiting team members and staff. For 2012-13 through 2016-17, we assume a Southland Conference average 8,862 attendees[8], with 5 percent visitor attendance. For these years, we therefore include 2,605 visitors total for six home football games, plus 510 visiting team members and staff.[9]

Construction of the New Facility

A November 2006 estimate provided to the UTSA Athletics Department by the Zachry Construction Corporation places total construction costs, less an originally-proposed baseball complex, at $59.9 million.[10] We assume that costs will inflate at 3 percent per year, and that construction costs will be spread equally over a three-year construction period. Under our inflation assumption, the construction estimate increases to $69.5 million when spent from 2009-10 to 2011-12.

For analytical purposes, we allocate 5 percent of construction costs to IMPLAN category 32, Water, Sewage & Other Systems; 42 percent to category 38, Commercial and Institutional Buildings; 7 percent to category 40, Water, Sewer, and Pipeline Construction; and 46 percent to category 41, Other New Construction.

Table 5: Projected Spending on Construction, 2009-10 through 2011-12

	2009-10	2010-11	2011-12	Total
Direct Spending	$22,478,064	$23,152,406	$23,846,978	$69,477,449
Secondary Spending	$16,396,706	$16,929,504	$17,479,668	$50,805,878
Total Output	$38,874,770	$40,081,910	$41,326,646	$120,283,327

Table 6: Projected Jobs Supported by Construction, 2009-10 through 2011-12

	2009-10	2010-11	2011-12	Total
Direct Jobs	236	244	252	732
Secondary Jobs	158	163	169	490
Total Jobs	394	407	421	1,222

8 NCAA Football Attendance. http://www.ncaa.org/stats/football/attendance/index.html.

9 The addition of football at UTSA is not a certainty. Nonetheless, our study represents estimates of events and their costs through 2017, including the addition of football and its associated tourist draw. These are included in our baseline estimates of departmental costs, but are not included in the economic impact estimates for the new athletics complex.

10 Zachry Construction Corporation, *New Athletic Fields and Facilities Conceptual Budget Estimate,* November 7, 2006.

Tourism from the New Facility: Context

To estimate tourist spending, we must first estimate the potential for new sports events in the new UTSA athletics complex. Since these events are unknown, we have to consider the market, its context, and the experiences of San Antonio and other cities. The importance of sports to the economic development of communities of all sizes is evident by the growth of the National Association of Sports Commissions to over 425 organizations and 300 cities since its founding in 1992.[11] More cities are establishing sports commissions and hiring sports specialists within their convention and visitors bureau whose primary function is to attract lucrative sporting events to their communities.

Since 1989 the San Antonio Sports Foundation (SASF), through cooperative efforts with local government, businesses and educational institutions, has generated a reported $223 million dollars in economic impact from 55 amateur sporting events hosted in San Antonio. That is an average of 3 events per year through 2006. This includes new direct visitor expending of $14.9 million from the 1993 U. S. Olympic Festival and $55 million from the 2004 NCAA Final Four.

During the last 14 years, the Valero Alamo Bowl (VAB) has hosted 881,000 spectators at 13 bowl games and two Big 12 Football Championships. The games have resulted in a $200 million direct economic impact on San Antonio.[12]

The direct economic impact from amateur sports is primarily generated from visitors (those traveling more than 50 miles – typically known as a "tourist") from outside of San Antonio who travel to support their favorite team. These visitors bring new dollars into the local economy that would not have been generated if it were not for the specific sporting event the visitors were attending. Despite loyalties to our own Texas teams, the Alamo Bowl typically has more economic impact when non Texas teams are playing since out of Texas fans are more likely to stay longer which increases spending.

San Antonio is a visitor magnet attracting more than 21 million visitors in 2004 and generating more than $8.7 billion in economic impact into the local economy.[13] The fastest growing visitor market segment in 2004 was the 9.13 million overnight leisure visitors.[14] As a visitor destination San Antonio is the envy of many cities around the nation. Visitors may select from a menu of diverse activities which include theme parks, historic sites, dining, shopping, entertainment, sightseeing, museums and art exhibitions. San Antonio's percentage of overnight leisure visitors participating in these activities matches or exceeds its competitive set (Austin, Dallas/Fort Worth, Houston, New Orleans, Phoenix and San Diego). San Antonio visitor participation rates are also well above the United States average for these activities.[15]

However, at 3 percent, San Antonio lags far behind its competitive set both individually (Austin - 8%, Dallas/Fort Worth - 13%, Houston - 7%, New Orleans - 6%, Phoenix- 10%, San Diego - 6%) and as an average of the competitive set (9%) and even the United States (5%) when

[11] National Association of Sports Commissions, 2007. http://www.sportscommissions.org/.
[12] Valero Alamo Bowl, 2007. http://www.alamobowl.com/.
[13] San Antonio Chamber of Commerce, *The Economic Impact of San Antonio's Hospitality Industry (2004).*
[14] D.K. Shifflet & Associates, Ltd., *San Antonio 2003-2004 Visitor Profile* (2005), 4.
[15] Ibid., p. 26.

comparing overnight leisure visitors whose top activity while in the destination is to "watch sports." Three percent of the overnight visitors translates into 273,900 visitors coming to San Antonio for the primary reason to "watch sports."[16]

Table 7: Percentage of Tourists Who Say that Primary Reason for Visiting is to "Watch Sports."

Dallas/Fort Worth	13
Phoenix	10
Austin	8
Houston	7
New Orleans	6
San Diego	6
San Antonio	3
United States Average	5

The economic value of the amateur sports visitor market has been recognized by the City of San Antonio. The City's comprehensive "Destination SA: Strategic Planning for Visitor Industry Growth in San Antonio" encourages the development of amateur sports facilities since "youth and amateur sports events can provide substantial room night generation for hotels outside the downtown area and economic impact for the entire community."[17]

The competition between cities to attract the millions of dollars in annual economic impact resulting from hosting amateur sporting events is just as intense as the actual sporting events themselves. There is no doubt that San Antonio will develop amateur athletic facilities. The question now becomes one of comparative advantages. Which organization has the proven track record to build facilities, market and host events, plus manage and maintain quality facilities?

The University of Texas at San Antonio has formulated plans to build an outdoor Athletic Complex on or near its existing 1604 campus. Housed on approximately 70 acres of land will be competition facilities for baseball, softball, track & field, soccer, and tennis. The facilities will share common fan amenities including restrooms, concessions, ticketing, and parking.[18] The planned facilities are not redundant to the community but rather will provide significant added amateur athletic capacity and amenities designed to attract quality amateur sporting events to San Antonio.

Tourism: Competitive Advantages

- Since 1997, UTSA began a successful record of hosting premier amateur athletic competitions including NCAA Championships: 1997, Men's Basketball Midwest Regional; 1998, Men's Final Four; 1998, Men's Golf Central Regional; 2001, Men's Basketball Midwest Regional; 2002, Women's Basketball Final Four; 2003, Men's Basketball South Regional; 2004, Men's Basketball Final Four; 2005, Women's Volleyball NCAA

[16] D.K. Shifflet & Associates, Ltd., *San Antonio 2003 -2004 Visitor Profile* (2005), 27.
[17] Conventions, Sports and Leisure International, *Destination SA: Strategic Planning for Visitor Industry Growth in San Antonio*, (March 22, 2006), 21.
[18] University of Texas at San Antonio, *Athletics Feasibility Study*, (November 29, 2006), 3.

Championship; 2006, Women's Basketball San Antonio Regional; 2007, Men's Basketball Midwest Regional; Men's Basketball San Antonio Regional; 2008, Men's Basketball Final Four; and in 2010, Women's Basketball Final Four.

- During its 27 year history of intercollegiate athletics, UTSA has developed a proven successful record of building and maintaining facilities for hosting basketball, volleyball, softball, baseball, tennis, and track competitions.

- UTSA is San Antonio’s only National Collegiate Athletic Association (NCAA) Division I institution and the only local institution with membership in the Southland Conference. Athletic events from both the NCAA and Southland Conference are only hosted in cities of its member institutions.

- UTSA has a proven record of collaborative efforts to produce successful athletic events.

- UTSA has proven record of co-hosting community events. On average, annually 285,000 people attend events in the UTSA Convocation Center as the site for UTSA home basketball and volleyball games. Of that total, 120,000 – or about 42 percent – are attending other community events co-hosted by the university.

- UTSA has 27 years of proven experience in the development of quality athletic programs.

- UTSA has a proven record of fiscal integrity in the management of its programs. It is accountable to a variety of supervising entities including The University of Texas System, the NCAA and the University's internal staff that conducts annual audits.

- Interstate Highways 10 and 35 provide easy access for sports visitors from all regions of Texas.

- The proposed Athletic Complex is within easy access to more than 7,095[19] hotel/motel rooms. An additional 1,500 rooms are either under construction or planned that will benefit from sports visitors attending events at the Athletic Complex.[20]

- The proposed Athletic Complex is five miles from the intersection of Interstate Highway 10 and will have direct access to/from Texas Highway 1604.

- Two major theme parks (SeaWorld and Six Flags), and major shopping centers (Shops at the Forum and the RIM) are with 5 to 15 minutes from the Athletic Complex for easy access by sports visitors.

[19] Source Strategies Inc., *Texas Hotel Performance Factbook, First Quarter 2007*, (March 1, 2007), 120 -130.
[20] Cesar Cantor, General Manager, Omni Hotel San Antonio and Vice President for Hotels Outside of Downtown-San Antonio Hotel & Lodging Association.

Tourism: Challenges

- Coordination of other athletic area facilities, as needed, to meet hosting obligations. For example, if additional baseball fields are needed then working with other San Antonio facilities is necessary to assure availability.

- The availability of sufficient hotel rooms and reasonable rates during time frame of hosted events.

- Maintaining and enhancing the Athletic Complex to be competitive with newer competing facilities which will be built.

Tourism Projections

Forecasting attendance for athletic events is definitely less than an exact science. Variables include, but are not limited to, the frequency of a successful bid, limitations by an athletic conference as to the number of hosting opportunities per city during a year, the popularity of the competing teams, the travel distance to the host city, weather, the age of participants (i.e. the younger the players the more likely one or both parents and even grandparents will attend), the number of visiting teams and number of players, coaches, administrators per visiting team, and the attractiveness (i.e. does the city offer "things to do" when not at the athletic event?) of the host city.

The most accurate calculations as to attendance, demographics, and spending habits are secured by on site visitor intercept surveys conducted at each of the athletic events. This would establish a benchmark of data which could be easily tracked by conducting similar surveys in subsequent alternating years at the same athletic events in the same host city.

Few economic impact studies are conducted of amateur sports events by either the sponsoring organization, the host city, or the local convention and visitors bureau. The studies can be expensive and often local amateur sports supporters believe that the logic alone that sports events generate a positive economic impact is sufficient to convince others.

To assure openness and as broad perspective as possible as to the research methodology, we organized and convened an oversight committee of tourism industry professionals.[21] Among the individuals selected were representatives from the San Antonio hotel and car rental industries. Both of these industries had strongly expressed their collective concern when the hotel occupancy tax (HOT) was first increased to fund the AT&T Arena. This same incremental HOT fund will now be used to fund amateur athletic facilities.

---

[21] John Busarello, Group Corporate Account Manager, South Texas, Enterprise Rental Car; Cesar Cantor, General Manager, Omni Hotel San Antonio and Vice President for Hotels Outside of Downtown-San Antonio Hotel & Lodging Association; Javier Tamez, Research & Development Manager, San Antonio Convention & Visitors Bureau.

Additionally, to assure that only appropriate athletic events were considered for hosting at the UTSA Athletic Complex, the researchers conferred with experienced athletic professionals who have bid for and hosted amateur athletic events. [22]

Our analysis includes low, medium, and high attendance projections beginning in 2012 through 2020 covering 10 years of full operational use of the proposed UTSA athletics complex. The projections reflect only UTSA hosted events and do not include events co-hosted with other governmental and private entities which will also incrementally increase both attendance and economic impact to San Antonio.

For the purposes of this study, attendance comparisons were calculated based only on historical data for NCAA baseball, softball, women's soccer and the Southland Conference baseball, softball and track & field & tournaments for which UTSA would bid to host the events. UTSA would also host – nonbid events such as an annual baseball classic similar to the Whataburger College Baseball Classic. Attendance for this event is included in the projections.

Many more special annual athletic events will be possible including softball, soccer and tennis that will increase the annual projected Athletic Complex attendance and resulting economic impact. To err on the side of conservative estimation, we select only one event to be representative of the potential non-bid hosting opportunities.

A UTSA athletic complex provides additional economic value to the San Antonio community by booking community athletic events into the complex to assure year round use. UTSA has a well known history of collaboration with San Antonio businesses and organizations to host and co-sponsor non-UTSA events in its facilities. On average, annually 285,000 people attend events in the UTSA Convocation Center as the site for UTSA home basketball and volleyball games. Of that total, 120,000 – or about 42 percent – are attending other community events co-hosted by the university such as volleyball tournaments, dance clinics, health and job fairs, athletic camps, UIL meets, and high school graduation ceremonies. Many of these events included visitors to San Antonio.

Table 8: Tourist Projections in First 10 Years of New Facility Operations, UTSA-Sponsored Events, 2012-2021

Low	Medium	High
74,424 (16 events - avg. 1 year)	102,852 (28 events – avg.3 year)	138,906 (34 events - avg. 4 year)

[22] Susan Blackwell, Executive Director, San Antonio Sports Foundation; Bill Hanson, Associate Director of Operations, San Antonio Sports Foundation; Mike Sculley, Project Consultant-Bexar County and former Executive Director Maricopa County Arizona Sports Foundation; Brad Parrott, Associate Athletic Director for External Affairs, University of Texas at San Antonio (September 25, 2007).

Assumptions:

- All attendance projections assume that by 2012-13 (five years from the date of this study), that the proposed athletic complex will be fully operational and that UTSA's baseball, softball, and soccer and will be competitively strong enough to qualify for each of their respective NCAA first round tournament which will qualify UTSA to bid to host the respective sports tournament in the athletic complex.

- Without on-site surveys of attendees, there is not accurate historical data of the number of visitors (defined as traveling to the host city from a distance of 50 miles or more) versus local/residents. We assume 50 percent of the average historical attendance figures represent locals/residents from the host city and 50 represent visitors.

- Additionally, special annual athletic events will be created to maximize the use of the athletic complex year round. Though numerous events were reviewed that could most likely duplicated, only one is considered, the Whataburger College Baseball Classic in the projected attendance analysis. A similar baseball classic would be hosted annually since no bidding is required. Additional baseball, track & field, softball and soccer non-bid events can be produced and hosted to generate even more economic impact.

- Attendance is reflected as stagnant, with no growth during the forecast period. Attendance increases and decreases are impacted due to numerous variables, including but not limited to, the popularity of the participating teams and competing activities during the same time frame. We chose to conservatively maintain future attendance annual forecasts at 2007 levels.

Low – 74,424: (2012 – 2021) This figure represents **16** hosting opportunities over this 10 year period, including <u>one time each</u> for NCAA baseball, softball and women's soccer; <u>one time each</u> for Southland Conference baseball, softball, and track and field. The Southland Conference limits each member institution to hosting two championships per academic year.[23] The track and field championship hosting is alternated between institutions.[24] There are currently five other Southland Conference institutions that have outdoor track and field facilities. During this time period, UTSA would be able to host track and field one time. A baseball classic duplicated from the successful Whataburger College Baseball Classic will be hosted annually or ten times during this period.

Medium – 102,852: (2012 – 2021) This figure represents **28** hosting opportunities over this 10 year period. This reflects <u>three times each</u> for NCAA baseball, softball and women's soccer; <u>three times each</u> for Southland baseball and softball and <u>one time</u> for Southland track and field. The Southland Conference limits each member institution to hosting two championships per academic year.[25] The track and field championship hosting is alternated between institutions.[26] There are currently five other Southland Conference institutions that have outdoor track and field facilities. UTSA would be able to host track and field during this period only one time. A

[23] Southland Conference, *Southland Conference Championship Bid Policy* (Revised June 4, 2006), 1.
[24] Ibid.
[25] Ibid.
[26] Ibid.

baseball classic duplicated from the successful Whataburger College Baseball Classic will be hosted annually or ten times during this period.

High – 138,906: (2012 – 2021) This figure represent a very optimistic **34** hosting opportunities over this 10 year period. This reflects four times each for NCAA baseball, softball and women's soccer; four times each for Southland baseball and softball and two times for Southland track and field. The Southland Conference limits each member institution to hosting two championships per academic year.[27] The track and field championship hosting is alternated between institutions.[28] There are currently five other Southland Conference institutions that have outdoor track and field facilities. During this time period, UTSA would be able to host track and field one time. A baseball classic duplicated from the successful Whataburger College Baseball Classic will be hosted annually or ten times during this period.

Bid Opportunities

Hosting opportunities for the NCAA require adherence to specific bidding guidelines. The following criteria is used in the evaluation of sites for all NCAA championships: 1) Quality and availability of the facility and other necessary accommodations; 2) Revenue potential (e.g. a financial guarantee or guideline that ensures fiscal responsibility and is appropriate for the particular event, as recommended by the governing sports committee and approved by the Division I Championships/Competition Cabinet); 3) Attendance history and potential; and 4) Geographical location.[29]

The Southland Conference bid policy limits member institutions to hosting no more than two consecutive years and limits member institutions to two championships per academic year. Facilities must meet NCAA standards and a member institution may bid for a Conference-sponsored championship even if the institution does not qualify for its respective championship.[30] The NCAA administers 88 championships in 23 sports for its member institutions. More than 40,600 men and women student-athletes annually compete in these events for national titles. There are currently 10 National Collegiate Championships for which all three divisions are eligible – three for men, four for women, and three men's and women's events. There are 26 Division I Championships (13 men, 13 women), 25 Division II Championships (12 men, 13 women).[31]

UTSA is in Division I; as a member institution it may bid to host championship events. UTSA has hosted the 1997, Men's Basketball Midwest Regional; 1998, Men's Final Four; 1998, Men's Golf Central Regional; 2001, Men's Basketball Midwest Regional; 2002, Women's Basketball Final Four; 2003, Men's Basketball South Regional; 2004, Men's Basketball Final Four; 2005, Women's Volleyball NCAA Championship; 2006, Women's Basketball San Antonio Regional; 2007, Men's Basketball Midwest Regional; Men's Basketball San Antonio Regional; 2008, Men's

[27] Ibid.
[28] Ibid.
[29] National Collegiate Athletic Association, *2007 -2008 Division I General Championship Information*, (August 31, 2007), 19.
[30] Southland Conference, *Southland Conference Championship Bid Policy*, (Revise June 4, 2006), 1-2.
[31] "NCAA Championships," November 19, 2004. http://www.ncaa.org/.

Basketball Final Four; and in 2010, Women's Basketball Final Four. The Alamodome is the site for in-door events.

Table 9: Sample Hosting Opportunities, NCAA and Southland Conference Events

Events	Month/ Days	Average Number of Days	Average Attendance / Visitors	Number of Teams	Number of Players and Coaches
NCAA Baseball	May 29 – June1	4	10,469 5,234 (50%)	3	50
NCAA Softball	May 16 – 18	3	2,085 1042 (50%)	3	35
NCAA Women's Soccer	November 16 & 18	2	3,901 1,950 (50%)	3	35
SOUTHLAND Baseball	May 21 – 25	4	4,360 2,180 (50%)	11	50
SOUTHLAND Softball	May 9 – 11	3	2,244 1,122 (50%)	11	35
SOUTHLAND Track & Field	May 14 – 15	2	1,023 511 (50%)	11	80
Whataburger College Baseball Classic	March 9 – 11	3	11,242 [32] 5,621 (50%)	8 [33]	50 [34]

The NCAA provided attendance figures for Division I baseball, softball, men's soccer and women's soccer regional championship events. The host institution is responsible for providing an estimate attendance figure for each event.[35] However, for the baseball attendance figures for the 2005 – 2007 Division I Championships, often the attendance totals were not recorded for one or two days of a multiple day event or not recorded at all. Additionally, sizeable differences in attendance figures occurred based, in part, on the popularity of the teams playing and the attractiveness and accessibility of the host city. For example, the combination of these variable results in the total recorded attendance over four days at the 2005 Division I Baseball Regional Championship in Atlanta, Georgia as 16,838 compared to the 8,858 in Waco, Texas.
To account for these variables, attendance projections were determined by averaging the attendance for all 16 tournaments each year for three consecutive years. Next, the average attendance of each of the three consecutive years was determined as the projected attendance for a NCAA championship to be hosted in San Antonio. The historical attendance figures were used

[32] "Rice, TCU win at Whataburger," March 11, 2007. http://www.minorleaguebaseball.com/
[33] Estimate provided by the UTSA Athletics Department.
[34] Ibid.
[35] National Collegiate Athletic Association, *2007-2008 Division I General Information* (August 31, 2007), 4.

for the following sports and years: baseball (2005 -2007), softball (2005 -2007), women's soccer (2004 -2006).

The Southland Conference (Southland) is a consortium of 12 member universities in three states. The Southland sponsors 17 championship sports, all at the NCAA Division I level. The eight men's sports include football, basketball, baseball, golf, tennis, cross country, and indoor and outdoor track and field. The women compete for nine championships in basketball, volleyball, softball, soccer, golf, tennis, cross country, and indoor and outdoor track and field. The Conference earns automatic qualification to NCAA championships in football, men's and women's basketball, baseball, softball, volleyball, men's golf, men's and women's tennis, women's soccer, men's and women's outdoor track and field, and men's and women's cross country.[36] The University of Texas at San Antonio is a member of the Southland Conference and may bid to host championship events.

Table 10: Sample Hosting Opportunities, Other Exemplary Events

Events	Average Attendance	Typical Dates	Number of Days
East West Bank Tennis Classic Presented by Herbalife[37] *(Carson, CA – Home Depot Center)*	52,827 (2007)	August 6 - 12	7
Kansas Relays[38] *(Lawrence, KS – University of Kansas)*	24,000 (2004)	August 19 – 21	3
Whataburger College Baseball Classic[39] *(Corpus Christi, TX – Whataburger Field)*	11,424 (2007)	March 9 – 11	3
Adidas Track Classic[40] *(Carson, CA Home Depot Center)*	6,208 (2007)	May 20	1
AT&T USA Outdoor Championships[41] *(Indianapolis, IN – Carrol Stadium)*	33,540 (2007)	June 20 – 24	5
Texas Relays[42] *(Austin, TX – University of Texas)*	50,000 (2007)	April 4 – 7	4

[36] "Southland Conference History," November 10, 2007. http://www.southland.org/.
[37] "East West Bank Classic Presented by Herbalife Results for Sunday August 12th 2007," August 12, 2007. http://wwwhomedepotcenter.com/news_article.
[38] "Kansas Relays attract big stars, fans and dollars," 2004, http://www.cstv.com/sports/.
[39] "Rice, TCU win at Whataburger," March 11, 2007, http://www.minorleaguebaseball.com/.
[40] "2007 adidas Track Classic goes down in record books," 2007. http://www.adidastrackclassic.com/.
[41] "Big attendance," 2007. http://www.usatf.org/events/2007VisaChampionshipSeries/.
[42] "Texas Relays," June, 26, 2007, http://en.wikipedia.org/.

The Southland provided attendance figures for its baseball and softball championships from 2005 to 2007. To account for the variance in annual attendance figures between host cities, an average of the three years was determined for future attendance projections. The Track & Field attendance is for the combined two days of the 2006 Men & Women Outdoor Track & Field Championship.

Annually, special athletic events are created that are not affiliated with a collegiate conference. These tournaments are often hosted by a commercial sponsor who uses the event for regional and/or national publicity. The researchers relied upon the same amateur athletics professionals who bid for and hosted sports events to recommend annual amateur athletic events that could be duplicated and hosted at the proposed UTSA Athletic Complex.[43] The attendance figures for several of these events are listed below. For the purposes of this study only the duplication of the Whataburger College Baseball Classic was included in the attendance projections.

Tourism Projections: Economic Impacts

As shown in Table 8, we estimate a medium range potential for 102,852 new sports tourists over the first ten years of operation of the new athletics complex. We divide equally by 10 and assume the <u>potential for 10,285 each year</u>. Our analysis includes estimates for the first five years of operations, through 2016-17.

According to the Travel Industry Association of America, 84 percent of sports tourists have an overnight stay, and the remaining 16 percent are daytrippers.[44] Consistent with our earlier analysis, we assume that 52 percent of 8,640 overnighters will stay in a hotel or motel, a total of 4,493 overnight tourists. They stay an average of three nights and fit 2.1 people to a room,[45] resulting in 6,418 hotel room nights. The 4,147 overnighters who do not stay in hotels or motels stay longer, an average of 4.6 nights.[46] This results in 9,084 nights that we use to calculate car rental and food expenses, as described earlier in this report.

Total direct spending ($6.4 million in 2012-13) is allocated to six IMPLAN categories as described earlier. Table 11 illustrates how direct tourist spending translates into secondary spending, and Table 12 shows how many jobs are supported directly and indirectly by tourist spending.

Tourism from Co-Hosted Community Athletic Events

The Athletic Complex will be available for use year-round and will provide opportunities for UTSA co-hosted amateur athletic events with communities, businesses, and governmental entities. Table 11 and Table 12 reflect estimates for tourism generated from such events. In the first year of operations, 2012-13, we assume that new community co-hosted events will generate

[43] Susan Blackwell, Executive Director, San Antonio Sports Foundation; Bill Hanson, Associate Director of Operations, San Antonio Sports Foundation; Mike Sculley, Project Consultant-Bexar County and former Executive Director Maricopa County Arizona Sports Foundation; Brad Parrott, Associate Athletic Director for External Affairs, University of Texas at San Antonio (September 25, 2007).

[44] Travel Industry Association of America, *Profile of Travelers who Attend Sports Events*. 1999.

[45] Ibid.

[46] Ibid.

tourism at 10 percent of UTSA's new events at the complex that year. We assume that community events have an increasing proportion of new events each year, at 12.5 percent in 2013-14, 15 percent in 2014-15, 17.5 percent in 2015-16, and 20 percent in 2016-17.

Table 11: Projected Spending by Tourists attending UTSA and Co-Hosted UTSA-Community Events, 2012-13 through 2016-17

	2012-13	2013-14	2014-15	2015-16	2016-17	5-Year Sum
Tourism Facility – UTSA						
Direct Spending	$6,440,717	$6,633,939	$6,832,957	$7,037,946	$7,249,084	$34,194,642
Secondary Spending	$4,010,528	$4,045,112	$4,081,632	$4,120,372	$4,161,303	$20,418,947
Total Output	$10,451,245	$10,679,051	$10,914,589	$11,158,318	$11,410,387	$54,613,589
Tourism Facility – Community Co-Hosted with UTSA						
Direct Spending	$644,072	$829,242	$1,024,944	$1,231,640	$1,449,817	$5,179,715
Secondary Spending	$401,053	$505,639	$612,245	$721,065	$832,261	$3,072,262
Total Output	$1,045,125	$1,334,881	$1,637,188	$1,952,706	$2,282,077	$8,251,977

Table 12: Projected Jobs Supported by Spending by Tourists attending UTSA and Co-Hosted UTSA-Community Events, 2012-13 through 2016-17

	2012-13	2013-14	2014-15	2015-16	2016-17	5-Year Sum
Tourism Facility-UTSA						
Direct Jobs	116	117	118	119	120	588
Indirect Jobs	38	38	38	39	39	192
Total Jobs	153	155	156	157	159	780
Tourism Facility – Community Co-Hosted with UTSA						
Direct Jobs	12	15	18	21	24	88
Indirect Jobs	4	5	6	7	8	29
Total Jobs	15	19	23	28	32	117

Summary of Results: Economic Impacts

Three years of facility construction costs are estimated at $69.5 million over 2009-10 to 2011-12 (three years). These first round expenditures generate secondary spending estimated at $50.8 million. This produces a **total construction impact $120.3 million**, which is the sum of direct and secondary spending.

Operations and tourism spending kick in when the facility opens in 2012. Regular (non-new facility) athletics departmental expenditures are estimated at $15.9 million, with $10.4 million in secondary spending in 2012-13. New facilities operations spending in 2012-13 is $1.1 million, with secondary spending of $0.7 million. Over the first five years of operation (2012-13 to 2016-17), **facilities operations spending** to manage and maintain the Athletics Complex is $6.0 million with $3.8 million in secondary spending, **total impact of $9.8 million**.

Regular (non-new facility) activities generate visitor spending. Without the facility, we project 31,600 non-San Antonio team members and fans/boosters at UTSA athletics events to generate \$9.4 million in tourist spending in 2012-13, which generates another \$5.9 million in secondary spending. Although their numbers are substantial, we estimate that their spending is substantially less (roughly half) of a sports tourist attending a higher-profile event.

In the first year of new athletics complex operations (2012-13), we expect new UTSA-sponsored events that generate 10,285 sports tourists. This results in \$6.4 million in tourist spending in the San Antonio market and \$4.0 million in secondary spending. We anticipate that the community will generate new partnership events (co-hosted with UTSA) at 10 percent of UTSA new events in 2012, which results in an additional \$0.6 million in tourist spending and \$0.4 million in secondary spending.

In the first five years of operations, **new UTSA-sponsored events** in the new facility will generate an additional estimated \$34.2 million in **tourist spending** and \$20.4 million in secondary spending, **for an impact of \$54.6 million**. With **community co-hosted events** increasing gradually to 20 percent of UTSA events in the fifth year, five years of community partnership events add \$5.2 million in **tourist spending** and \$3.1 million in secondary spending, for an additional **\$8.3 million sports-tourist impact**.

In 2012-13, operations and tourist spending total \$8.2 million, with an additional \$5.1 million in secondary spending, a total of \$13.3 million in economic impact. By 2016-17, operations and tourist spending grow to \$10.0 million, with \$5.8 million in secondary spending, a total \$15.8 million in economic impact.

Over three years of construction and the first five years of operations of the UTSA Athletic Complex project, a total economic impact of \$193.0 million will be made possible by the added economic activity and sports tourist draw to additional events.

• **Construction impact**	**\$120.3 million**
• **New UTSA-hosted athletic events sport-tourism**	**\$ 54.6 million**
• **New community co-hosted athletic events sports-tourism**	**\$ 8.3 million**
• **Operations and maintenance by UTSA**	**\$ 9.8 million**
• **Total Athletics Complex Economic Impact**	**\$193.0 million**

Summary of Results: Jobs Impacts

Three years of construction support approximately 244 jobs each year, with secondary spending supporting an additional 163.

Without the facility, the athletics department programs (operational spending) will support 387 jobs in 2016-17, with secondary support of 113 more. Regular sports events will draw teams and boosters whose tourism spending will directly support 180 jobs in 2016-17, with secondary support of 59 more.

Operations of the new facility in 2012-13 supports 23 jobs at UTSA, with secondary support of 7 more. By 2016-17, operations support is 28 direct and 8 secondary.

In the first year of operations (2012-13), new UTSA events generate tourist spending that support 116 jobs, with secondary spending that supports 38 more. Community partnership events co-hosted with UTSA in 2012 generate tourist spending to support 12 jobs directly and 4 jobs subsequently.

In 2012-13, new operations and tourist spending support 151 jobs, with secondary spending that supports 48 more. By 2016-17, new operations and tourist spending supports 171 jobs, with secondary spending that supports 55 more. This total 226 jobs can be attributed to the economic activity made possible by the proposed athletics complex.

Hotel Occupancy Tax

According to the foregoing analysis, new UTSA events due to the new athletics facility will generate 6,418 hotel nights in 2012-13, and community partnership events will generate another 642. At an average daily rate of $119.35 and a tax rate of 16.75 percent, tourism hotel nights returns $141,000 to the city. By 2016, with increases in UTSA co-hosted community athletic events and average daily rate of hotels, the tax return grows to $173,000.

Output	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	SUM
(A) Department Operations Total: Sum of B and C											
Direct Spending	$9,182,552	$10,493,134	$12,020,749	$13,360,701	$14,838,114	$15,854,747	$17,028,627	$17,912,254	$18,859,825	$19,868,592	$149,419,295
Secondary Spending	$6,409,341	$7,211,530	$8,147,604	$9,167,681	$9,831,566	$10,383,074	$11,027,671	$11,467,224	$11,923,949	$12,421,969	$97,991,608
Total Output	$ 15,591,893	$ 17,704,664	$ 20,168,353	$ 22,528,382	$ 24,669,680	$ 26,237,821	$ 28,056,298	$ 29,379,478	$ 30,783,774	$ 32,290,561	$247,410,904
(B) Department Operations Facility											
Direct Spending	-	-	-	-	-	$1,075,257	$1,137,757	$1,200,257	$1,262,757	$1,325,257	$6,001,285
Secondary Spending	-	-	-	-	-	$704,172	$736,807	$768,391	$798,366	$828,559	$3,836,296
Total Output	-	-	-	-	-	$1,779,429	$1,874,564	$1,968,648	$2,061,123	$2,153,816	$9,837,581
(C) Department Operations Non-Facility											
Direct Spending	$9,182,552	$10,493,134	$12,020,749	$13,360,701	$14,838,114	$14,779,490	$15,890,870	$16,711,997	$17,597,068	$18,543,335	$143,418,010
Secondary Spending	$6,409,341	$7,211,530	$8,147,604	$9,167,681	$9,831,566	$9,678,902	$10,290,864	$10,698,833	$11,125,582	$11,593,410	$94,155,313
Total Output	$15,591,893	$17,704,664	$20,168,353	$22,528,382	$24,669,680	$24,458,392	$26,181,734	$27,410,830	$28,722,650	$30,136,745	$237,573,323
(D) Construction of Facility											
Direct Spending	-	-	$22,478,064	$23,152,406	$23,846,978	-	-	-	-	-	$69,477,449
Secondary Spending	-	-	$16,396,706	$16,929,504	$17,479,668	-	-	-	-	-	$50,805,878
Total Output	-	-	$38,874,770	$40,081,910	$41,326,646	-	-	-	-	-	$120,283,327
(E) Tourism Total: Sum of F, G and H											
Direct Spending	$6,972,225	$7,253,206	$7,545,510	$7,849,594	$8,660,997	$16,507,738	$17,265,875	$18,055,643	$18,878,298	$19,735,143	$128,724,229
Secondary Spending	$4,860,728	$4,947,401	$5,146,776	$5,293,578	$5,535,671	$10,306,865	$10,557,076	$10,815,787	$11,084,011	$11,361,955	$79,909,847
Total Output	$11,832,953	$12,200,607	$12,692,286	$13,143,172	$14,196,668	$26,814,603	$27,822,951	$28,871,430	$29,962,309	$31,097,098	$208,634,077
(F) Tourism Facility - UTSA											
Direct Spending	-	-	-	-	-	$6,440,717	$6,633,939	$6,832,957	$7,037,946	$7,249,084	$34,194,642
Secondary Spending	-	-	-	-	-	$4,010,528	$4,045,112	$4,081,632	$4,120,372	$4,161,303	$20,418,947
Total Output	-	-	-	-	-	$10,451,245	$10,679,051	$10,914,589	$11,158,318	$11,410,387	$54,613,589
(G) Tourism Facility - Community											
Direct Spending	-	-	-	-	-	$644,072	$829,242	$1,024,944	$1,231,640	$1,449,817	$5,179,715
Secondary Spending	-	-	-	-	-	$401,053	$505,639	$612,245	$721,065	$832,261	$3,072,262
Total Output	-	-	-	-	-	$1,045,125	$1,334,881	$1,637,188	$1,952,706	$2,282,077	$8,251,977
(H) Tourism Non-facility											
Direct Spending	$6,972,225	$7,253,206	$7,545,510	$7,849,594	$8,660,997	$9,422,949	$9,802,694	$10,197,743	$10,608,712	$11,036,243	$89,349,872
Secondary Spending	$4,860,728	$4,947,401	$5,146,776	$5,293,578	$5,535,671	$5,895,284	$6,006,325	$6,121,910	$6,242,574	$6,368,391	$56,418,638
Total Output	$11,832,953	$12,200,607	$12,692,286	$13,143,172	$14,196,668	$15,318,233	$15,809,019	$16,319,653	$16,851,286	$17,404,634	$145,768,510
(I) TOTAL Facility: Sum of B, D, F and G											
Direct Spending	-	-	$22,478,064	$23,152,406	$23,846,978	$8,160,046	$8,600,938	$9,058,157	$9,532,343	$10,024,158	$114,853,091
Secondary Spending	-	-	$16,396,706	$16,929,504	$17,479,668	$5,115,753	$5,287,558	$5,462,268	$5,639,803	$5,822,123	$78,133,383
Total Output	-	-	$38,874,770	$40,081,910	$41,326,646	$13,275,799	$13,888,496	$14,520,425	$15,172,146	$15,846,280	$192,986,474
(J) TOTAL ALL Facility and Regular Departmental: Sum of A, D, and E											
Direct Spending	$16,154,777	$17,746,340	$42,044,324	$44,362,701	$47,346,089	$32,362,485	$34,294,502	$35,967,897	$37,738,123	$39,603,736	$347,620,974
Secondary Spending	$11,270,069	$12,158,931	$29,691,086	$31,390,763	$32,846,905	$20,689,939	$21,584,747	$22,283,011	$23,007,960	$23,783,923	$228,707,334
Total Output	$27,424,846	$29,905,271	$71,735,410	$75,753,464	$80,192,994	$53,052,424	$55,879,249	$58,250,908	$60,746,083	$63,387,659	$576,328,307

Jobs	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	SUM
(K) Department Operations Total: Sum of L and M											
Direct Jobs	212	235	267	301	323	343	366	381	397	414	3,240
Indirect Jobs	62	70	79	89	95	101	107	111	115	121	950
Total Jobs	274	306	346	390	418	443	473	492	513	535	4,190
(L) Department Operations Facility											
Direct Jobs	-	-	-	-	-	23	24	26	27	28	127
Indirect Jobs	-	-	-	-	-	7	7	7	8	8	37
Total Jobs	-	-	-	-	-	30	32	33	34	36	165
(M) Department Operations Non-Facility											
Direct Jobs	212	235	267	301	323	320	341	356	371	387	3,112
Indirect Jobs	62	70	79	89	95	94	100	104	108	113	913
Total Jobs	274	306	346	390	418	413	441	459	479	499	4,025
(N) Construction of Facility											
Direct Jobs	-	-	236	244	252	-	-	-	-	-	732
Indirect Jobs	-	-	158	163	169	-	-	-	-	-	490
Total Jobs	-	-	394	407	421	-	-	-	-	-	1,222
(O) Tourism Total: Sum of P, Q and R											
Direct Jobs	141	143	149	154	160	293	300	309	316	324	2,289
Indirect Jobs	46	47	49	50	53	95	98	101	103	106	748
Total Jobs	187	190	198	205	213	388	398	409	419	430	3,036
(P) Tourism Facility-UTSA											
Direct Jobs	-	-	-	-	-	116	117	118	119	120	588
Indirect Jobs	-	-	-	-	-	38	38	38	39	39	192
Total Jobs	-	-	-	-	-	153	155	156	157	159	780
(Q) Tourism Facility-Community											
Direct Jobs	-	-	-	-	-	12	15	18	21	24	88
Indirect Jobs	-	-	-	-	-	4	5	6	7	8	29
Total Jobs	-	-	-	-	-	15	19	23	28	32	117
(R) Tourism Non-Facility											
Direct Jobs	141	143	149	154	160	165	169	173	176	180	1,612
Indirect Jobs	46	47	49	50	53	54	55	57	58	59	527
Total Jobs	187	190	198	205	213	219	225	230	234	239	2139
(S) TOTAL Facility: Sum of L, N, P and Q											
Direct Jobs	-	-	236	244	252	151	156	161	166	171	1,536
Indirect Jobs	-	-	158	163	169	48	50	51	53	55	748
Total Jobs	-	-	394	407	421	199	206	212	219	226	2,284
(T) TOTAL ALL Facility and Regular Departmental: Sum of K, N and O											
Direct Jobs	353	379	652	699	735	635	666	690	713	738	6,260
Indirect Jobs	108	117	286	303	316	196	205	212	219	226	2,188
Total Jobs	461	496	938	1002	1052	831	871	902	932	964	8,448

Authors
Mark A. Hager, Ph.D., is Director of the Center for Community & Business Research, a division of the Institute for Economic Development at UTSA.

Thomas F. Cannon, J.D., is Director of the Tourism Management Program in the College of Business at UTSA.

Robert McKinley, MPA, is Associate Vice President for Economic Development at UTSA and Director of the Institute for Economic Development.

Gary Bridges, Ph.D., is a Senior Lecturer in the Department of Accounting & Information Systems in the UTSA College of Business.

Methodological Note
The purpose of this study was to provide an estimate of the short run economic impacts on the San Antonio economy by the construction, operations, and tourism potential of the proposed athletics complex at UTSA. San Antonio is defined as the Metropolitan Statistical Area including Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, and Wilson counties.

Sources of data and assumptions regarding construction, operations, and tourism expenditures, and their allocation to industry categories, are documented in the body of the report. These expenditures are inputs for IMPLAN, an input/output modeling software, which uses an approach first developed by the United States Forest Service in 1979, and now supported by the Minnesota IMPLAN Group. The latest available IMPLAN benchmark data (2004) were used for this study. The model incorporates benchmark tables provided by the Bureau of Economic Analysis as well as other statistical data to model transactions occurring within the metropolitan area. IMPLAN is, in a sense, a general accounting system of the economic transactions taking place between industries, businesses, and consumers in an economy and estimates the impacts on total output, which can be translated into employment estimates. The secondary output and jobs effects reported in this study are estimated by IMPLAN. By expanding the analysis beyond the direct impacts, IMPLAN provides a more complete picture of the economic effects of transactions.

Special Thanks
John Busarello, Group Corporate Account Manager, South Texas, Enterprise Rental Car.
Cesar Cantor, General Manager, Omni Hotel San Antonio and Vice President for Hotels Outside of Downtown-San Antonio Hotel and Lodging Association.
Javier Tamez, Research & Development Manager, San Antonio Convention & Visitors Bureau.

Contact
Center for Community & Business Research
UTSA Institute for Economic Development
(210) 458-2478
mark.hager@utsa.edu