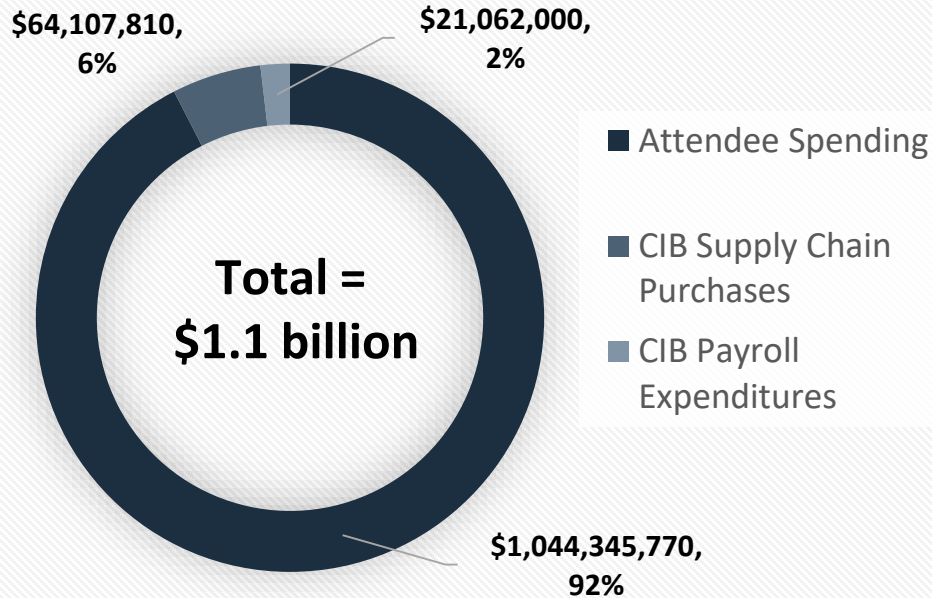


# 2017 Economic Significance to Indiana of CIB-Facilitated Conventions, Games, & Events



- Visit Indy has produced a report covering the economic impact of tourism to the Indianapolis metro area for many years. This annual accounting of local visitor commerce and its contribution to jobs, wages, and tax receipts helps to establish a baseline from which to evaluate investment in tourism. Importantly, this report does not include resident spending since this is not net new to the Indy economy.
- The CIB has requested that Rockport produce a supplement to this tourism accounting that: (a) adds Indiana resident spending to visitor expenditures while (b) focusing more narrowly on only those events and activities that take place at CIB-managed facilities. In accordance with established standards, these measures are more accurately described as the *economic significance* of CIB-initiated conventions, games, and other events.
- The resulting metrics were derived using a number of critical inputs including:
  1. 2017 attendance estimates provided by the Colts, Pacers, Indians, Fever, Visit Indy, and others
  2. Per game/event spending estimates from Team Marketing, Inc., MiLB, Forbes, Visit Indy, and others
  3. Longwoods International's national travel database. It is a critical source for Indianapolis and Indiana visitation and spending. Rockport cross-tabulated respondent data to isolate those visitors who identified relevant activities during their trip(s) to Indy including professional/college sports events, amateur sports, meetings, conventions, etc.
- In this analysis, we use the standard UNTWO definition of a visitor: someone who has either stayed overnight (regardless of origin) or traveled more than 50 miles one-way on a day trip.
- Rockport was careful to consider other relevant research including Visit Indy's annual tourism economic impact study, the Indiana Office of Tourism's annual tourism economic impact study, the Pacers Sports & Entertainment economic contribution studies (2009, 2013, 2017), plus a number of academic studies in this area.

## CIB-Initiated Spending by Source



- **Spending on tickets, food & beverage (on-premise & off), transportation, shopping, hotel (visitors), and other entertainment totaled \$1.1 billion in 2017.** Over a period of 25 years with conservative inflation (1.5%) and real growth (0.5%) assumptions, this would total over \$37 billion.
- **Over 4.4 million people attended** meetings, games, and events at CIB facilities in 2017.
- **Some of these attendees were visitors, many more were Indiana residents. The resident-visitor mix varied by type of event** –e.g. pro sports games were dominated by residents while convention attendees were mostly visitors.
- **Length of stay (LOS) was also important.** A pro sports game was considered a one-day visit, while meetings & conventions typically average 2.25 days.
- **Spending per attendee was higher for visitors than residents** given a longer LOS and added hotel, transportation, and F&B spending
- Also included were CIB payroll (\$21M) and supply chain purchases (\$64M) –both a part of the CIB’s contribution to the local and state economy
- Ticket purchases for the Colts, Pacers, Indians, and Fever were included in Attendee Spending, but tickets for all other events, conventions, etc. were not. The value of those ticket purchases is already represented in CIB operating expenditures.



## 2017 CIB-Initiated Resident + Visitor Attendance & Spending

Event Categories	#	Attendance	Parking	Ground	Gasoline	Food & Beverage	Shop	Other Rec & Entertmt	Hotel	Total
			--- In thousands of \$\$ ---							
<b>Amateur Competition</b>	26	140,680	\$1,716.5	\$379.48	\$1,381.9	\$4,613.3	\$2,314.6	\$2,301.9	\$8,094.7	<b>\$20,802.2</b>
<b>Business</b>	88	67,473	\$823.2	\$1,592.35	\$437.3	\$6,796.4	\$3,737.5	\$3,577.4	\$17,729.9	<b>\$34,694.1</b>
<b>Entertainment</b>	1	37,992	\$205.1	\$165.13	\$45.4	\$1,069.7	\$275.1	\$275.1	n/a	<b>\$2,035.4</b>
<b>International</b>	10	172,094	\$2,099.7	\$610.02	\$2,221.4	\$17,334.7	\$9,124.4	\$9,124.4	\$45,221.2	<b>\$85,735.8</b>
<b>National Convention/Business</b>	51	566,001	\$6,905.8	\$5,164.57	\$18,806.9	\$57,012.3	\$30,009.2	\$30,009.2	\$156,128.2	<b>\$304,036.1</b>
<b>Non-Public Trade Show</b>	2	3,800	\$46.4	\$45.35	\$165.1	\$382.8	\$201.5	\$201.5	\$998.5	<b>\$2,041.1</b>
<b>Professional Competition -Colts</b>	14	638,276	\$6,635.1	\$671.07	\$184.3	\$29,749.1	\$11,961.3	\$12,337.9	n/a	<b>\$63,790.5</b>
<b>Public Trade Show</b>	9	77,019	\$939.7	\$2,639.74	\$724.9	\$2,525.7	\$1,267.2	\$1,260.2	\$20,238.3	<b>\$29,595.7</b>
<b>Regional</b>	17	216,656	\$2,643.4	\$2,474.83	\$9,012.2	\$21,823.4	\$12,001.1	\$11,487.0	\$56,930.7	<b>\$116,372.7</b>
<b>State Convention/Business</b>	50	82,722	\$1,009.3	\$1,025.48	\$3,734.3	\$2,712.7	\$4,582.2	\$4,385.9	\$21,736.9	<b>\$39,186.7</b>
<b>Pacers Sports &amp; Enter</b>	555	1,723,352	\$9,848.8	\$4,559.8	\$4,503.7	\$65,864.6	\$28,783.8	\$29,163.1	\$21,049.2	<b>\$163,772.9</b>
<b>Games</b>	97	1,076,824	\$5,813.5	\$1,132.1	\$310.9	\$49,577.0	\$20,179.7	\$20,815.0	n/a	<b>\$97,828.2</b>
<b>Convention/Bus &amp; Trade Shows</b>	11	80,105	\$977.4	\$965.7	\$3,516.8	\$8,068.8	\$4,480.5	\$4,247.1	\$21,049.2	<b>\$43,305.5</b>
<b>Local Interest &amp; Entertainment</b>	448	566,423	\$3,058.0	\$2,461.9	\$676.1	\$8,218.8	\$4,123.6	\$4,100.9	n/a	<b>\$22,639.2</b>
<b>Indianapolis Indians</b>	91	676,836	\$1,672.8	\$711.6	\$195.4	\$24,176.2	\$12,683.9	\$13,083.2	n/a	<b>\$58,458.6</b>
<b>Total</b>	<b>914</b>	<b>4,411,969</b>	<b>\$35,545.9</b>	<b>\$20,039.4</b>	<b>\$41,412.8</b>	<b>\$234,060.8</b>	<b>\$116,941.6</b>	<b>\$117,206.6</b>	<b>\$348,127.6</b>	<b>\$914,586.4</b>

- Table above does not include ticket sales. Total professional sports ticket purchases would add another \$110 million to attendee spending.
- Convention & other event ticket spending is already contained in CIB Operating Expenditures. To include them would double count that value
- The lack of hotel spending associated with team sports is due to the conservative assumption that these events are one-day only

- ✓ Combined spending by attendees and CIB operations totaled \$1.1 billion
- ✓ More than 19,000 full and part-time jobs are supported by CIB-facilitated events, games, meetings, and concerts. That equates to 1.8% of total Indianapolis MSA non-farm jobs in 2017.
- ✓ CIB-Initiated wages totaled \$683 million in 2017. This equates to an average annual salary of \$35,500 or \$17/hour. These averages include full & part-time jobs.
- ✓ The CIB was responsible for \$122 million in state & local tax revenues.
- ✓ Indiana's GDP was \$1 billion to the better from CIB-facilitated activities in 2017. Essentially, Indiana was able to keep 90¢ of each dollar of spending generated by CIB activities. This performance is well above the U.S. average of about 75%.

## 2017 Estimated CIB Economic Significance

2017 Significance Measure	Direct	Indirect	Induced	Total
Resident/Visitor Attendance (in millions)				4.4
	In millions of \$ unless otherwise noted			
Total Spending	-	-	-	\$1,126.0
Economic Significance (Indy GDP)	\$483.1	\$267.0	\$271.8	\$1,022.0
Wages	\$345.8	\$180.7	\$156.9	\$683.4
Jobs (single jobs)	11,360	4,620	3,280	19,260
Tax Receipts				\$255.3
Federal				\$133.6
State				\$79.4
Local				\$42.4



# CIB-Initiated Tax Revenue

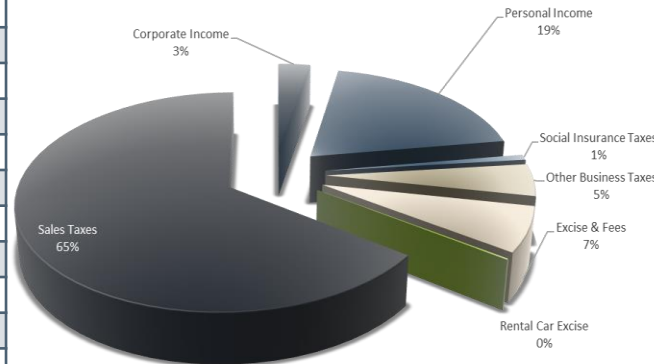
## 2017 CIB-Initiated Tax Revenues

<i>In thousands \$\$</i>	Total
<b>Federal – U.S.</b>	
Corporate Income	\$16,427
Personal Income	\$40,481
Excise & Fees	\$10,018
Social Security & Other Taxes	\$66,655
<b>Federal Total</b>	<b>\$133,581</b>
<b>State – Indiana</b>	
Corporate Income	\$2,322
Personal Income	\$15,493
Social Insurance Taxes	\$642
Other Business Taxes	\$3,844
Excise & Fees	\$5,362
Rental Car Excise	\$121
Sales Taxes	\$51,569
<b>Indiana Total</b>	<b>\$79,354</b>
<b>Local – Indianapolis MSA</b>	
Personal Income	\$1,937
Hotel Tax	\$25,863
Admission Taxes	\$9,660
Rental Car	\$182
Food & Beverage*	\$4,082
Other Licenses, Fines & Fees	\$637
<b>Indianapolis MSA Total</b>	<b>\$42,361</b>
<b>Total CIB-Initiated Taxes</b>	<b>\$255,296</b>

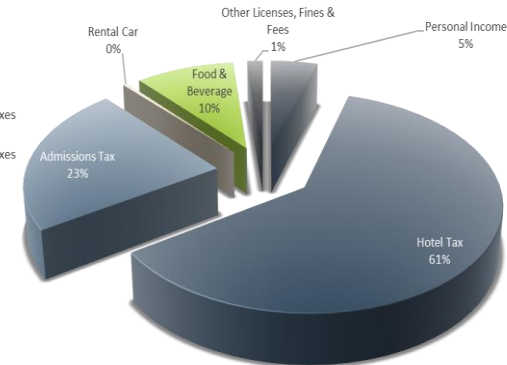
**CIB-facilitated events generated nearly \$122 million in state & local taxes during 2017**



**2017 CIB-Initiated State Tax Sources**  
Total = \$79.4M



**2017 CIB-Initiated Local Tax Sources**  
Total = \$42.4M



Source: Rockport Analytics, IMPLAN, Indiana Department of Revenue & Marion County

\* Food & Beverage taxes are calculated by adding together all CIB-initiated F&B spending, subtracting sales tax, then multiplying that spending by the appropriate 1 or 2% F&B tax rate. This results in collections that are about 10% of total F&B tax receipts.



# Rockport Analytics

West Chester, PA 19380  
Annapolis, MD

web: [rockportanalytics.com](http://rockportanalytics.com)  
email: [info@rockportanalytics.com](mailto:info@rockportanalytics.com)  
phone: (866) 481-9877



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