

# SALEM CULTURAL & TOURISM PROMOTION ADVISORY BOARD

## Final Economic Benefit Report for 2002 NAFA World Series Salem, Oregon

Name and Mailing Address of Organization:	Non-profit IRS Status: Non-profit 501 C3
Contact Person: (Knowledgeable about Proposal) Benjie Hedgecock, Tournament Coordinator	
Proposal Title: 2002 NAFA 100 Team Men’s Fastpitch World Series	

**Information Required of All Applications:** (please complete in narrative form, maximum of 2 pages)

**1. Project Description & Statement of Need:**

This event may be one of the largest single events ever in regards to economic impact for the community from a sporting event. An international event, the 2002 North American Fastpitch Association (NAFA) Men’s Fastpitch World Series with over 140 (100 teams) teams from 3 (3) countries and 30(33) states will take place on August 15-25, 2002 in Salem,. Of the 140(100 teams) teams, 95%(92%) of them will be from outside of Oregon. The player ages have a wide range from 15(15) to 67(72) years old.

**2. Project Budget & Cost Estimates:**

Awards	\$11,500(13,213)
Gate Personnel, scorekeepers, statistician	\$9,000(7,200)
Field Prep Personnel(actual costs)	\$6,500(6,500)
	\$7,500(7,500)
Souvenir Cost of Goods(written bid)	\$7,500(7,500)
	\$7,500(7,500)
Umpires, softballs(actual costs)	\$21,000(15,650)
Bid Fee to NAFA, Umpire Travel Fund Fee(actual)	\$23,000(23,000)
Coaches, Umpires Meetings & Social,skydivers,pizza	\$3,500(4,000)
	\$6,000(6,000)
NAFA Directors Motel Rooms(actual costs)	\$9,000(8,800)
NAFA Umpire Motel Rooms(actual costs)	\$12,500(11,000)
Bracket Board, printing, tickets, etc.	\$3,000(1,500)
	\$1,500(1,500)
<b>Total Operational Budget</b>	<b>\$104,000(105,363)</b>
	<b>\$104,000(102,150)</b>

**3. Funds Anticipated and/or committed from Other**

	<b>Sources:</b>	<b>actuals</b>
Souvenir Sales(estimated)		\$16,000(32,500)
Softball Reserve Fund(requested)		\$7,500(7,500)
Tourism Promotion Fund(requested)		
Wallace Sports Complex, Inc.(committed)	\$5,000(14,500)	
8 Motel Sponsors(requested)		\$7,500(7,500)
Soda Pop & Beer Distributors(committed)		\$6,000(6,000)
Delp’s Awards Sponsor(committed)		
Gate Fees & Program Advertising		\$7,000 (9,000)
NAFA (Softballs & Umpires, Gate)(actual)		\$36,000(15,650)
Optimist Club Volunteer Labor Portion	\$3,000(1,500)	
Kiwanis Volunteer Labor Portion		<u>\$1,500(1,500)</u>
<b>Total Revenues</b>		

This project is a leader in regards to “Additional Funds”, with the event using City TOT dollars in partnership with funds from the many (more than 17(21)) partner sources listed above. In addition, with regards to “Partnership of Organizations”, this event is clearly a true joint venture with over 17(21) revenue partners and the 10(10) operating partners listed below.

5. **Is this project/program/event a joint venture?**

The partners all came through better than expected.

**Additional Question For Special Event/Project Application** What are the anticipated results? (Anticipated results may be quantified in terms of number of participants or visitors, economic impact, or number of room-nights generated.)

This event sets the standard in defining specific, measurable outcomes which are consistent with the intent of the TOT, specifically drawing a very large number of overnight visitors, visitors that will spend time at all Salem’s fine attractions. We can answer the following questions after the event, which is unique in comparison to many proposals: How many room nights were used per team(10 ) How many players attended(1,500)? How many spectators attended?(1,500) How much was actually generated in motel room revenues?(\$354,710) How much in TOT revenues(\$31,923)? How much back to the special event fund(\$4,788)? What is the total economic benefit of this event?(\$1,323,500) Below are the anticipated results from this event, which will be fully reported to you after the event is completed.

**RETURN ON INVESTMENT FROM THE TOT AND SPECIAL PROJECTS FUND**

When you evaluate proposals, this one really draws attention in regards to return on investment for the TOT and Special Projects Fund. Basically, in exchange for your investment from the Special Projects Fund, **this event will provide \$35,000(31,923)** back to the TOT fund and specifically \$5,265(4788) back into this special projects fund.

**The Key Statistics for the event are as follows:**

4,200(3,000) total visitors, no estimate on local or regional spectators  
140(100) Teams, 2,100(1,500) players, over 2,100(1,500) team associated spectators  
\$1,600,000(\$1,323,500) Economic Benefit from this event per direct spending indicators non-multiplied  
\$ 390,000(354,710) generated in total motel revenue by this project 6,000(4490) room nights x \$65(79) (average room rate for dd)  
\$ 35,100(31,923) generated for the TOT fund by this project \$390,000(354,710) x .09  
\$ 5,265(4,788) generated for the special projects fund by project \$35,000 (31,923) x .15

**6,000 (4490) Total Room Nights**

By each night 8/14-640, 58 teams x 10 = 580 + 40 = 620 w  
8/15-640, 620 th  
8/16-1120, 620 f  
8/17-1120, 620 + 300+ 40= 960 sa 30 more new teams  
8/18-860, 300 + 40 = 340 su  
8/19-540, 300 + 40= 340 m  
8/20-120, 300 + 40= 340 t  
8/21 180 + 40= 220 w  
8/22-320, 120 + 20 = 140 th 12 more new teams  
8/23-320, 120 + 20 = 140 f  
8/24-320, 120 + 20 = 140 sa

This event is unmatched for “Drawing Visitors”, specifically “Overnight Visitors”. 95 %(96%) of the people participating in this event are overnight visitors from “over 200 miles away minimum” and an average of 1,000(1,200) miles away.

It is estimated that this event will bring an economic benefit to Salem of \$1,600,000(\$1,323,500).