

# Retained Spring Training Facility Economic Impact Analysis Requirements Document

All Applicants submitting economic impact analyses related to a Retained Spring Training Capital Project (hereinafter referenced as “Capital Project”) must submit as part of the application all information and analyses as detailed in the Qualifications and Resumes and Scope of Work sections of this document. It is the County’s intent in requesting the information as outlined in the Scope of Work section to receive the information and projections in a way that the methodology and calculations utilized in estimating the incremental impacts can be followed, understood and vetted for reasonableness.

## Qualifications and Resumes

All Consultants completing economic impact analyses related to the Capital Project for the Applicants must include, as part of the application document, their experience in completing hospitality economic impact analyses/projections for similar facility types as are being proposed by the Applicant. It is assumed that the Applicant will utilize a Consultant to prepare the economic impact analyses. If the Applicant does not utilize a Consultant, all references to Consultant shall be applicable to whoever prepares the analyses. Submitted qualifications must include the following:

- Brief descriptions of the projects the Consultant has participated in that are similar to the type of project referenced in the Applicant’s submission. Information should include the project name, location, date services were completed, opening date (if applicable), and description of services provided. Include references for each described project. References should include a contact person, address, phone number, and email. References should be prepared to be contacted. Previous analyses shall be provided upon request.
- Professional resumes of the key individuals assigned to the Applicant’s project; describing education, qualifications, and experience with similar economic impact analyses (including dates worked on each project).

## Consultant Scope of Work

The economic impact analysis included in the Applicant’s submission shall include the following historical and incremental impact estimates and methodology. Please see the example table in Section 5 detailing how the County prefers to receive the data. Note that incremental is

intended to represent the projected net change resulting from the Capital Project as compared to current state (ie – assume the Capital Project is not completed and all activities continue with no changes).

## **1. Historical Direct Impact Projection as a Result of the Spring Training Season**

- a. Historical Attendance, Average Length of Stay, Average Attendees per Party, Percentage of Attendees Using the Accommodation Type and Room Night Projection. Information should be supplied and segmented for team-related attendees and spectators.
  - If the Project is a renovation/expansion to an existing facility, Consultant shall provide 5 years of historical data and projections until the renovation/expansion opens. Consultant must provide the information/data utilized to support their historical data and projections.
  - Consultant shall provide and project 1) historical and projected attendance, 2) average length of stay, 3) average attendees per party, 4) percent using the accommodation type, and 5) incremental hotel room nights, by year. The data shall include both team-related attendees and spectators and shall include 5 years of historical data and projections until the renovation/expansion opens. Consultant must provide the information/data utilized to support their projections.
  - Consultant shall describe the methodology utilized in the historical data and projections. Examples might include, user surveys, data from comparable facilities, etc.
  - Consultant shall delineate historical data and projections by team-related attendee and spectator location, to include:
    - Local Attendees/Pinellas Residents (from inside Pinellas County, no hotel room nights)
    - Day Tripper Attendees (from outside Pinellas, no hotel room nights)
    - Overnight Attendees staying in hotel/condo (to include room nights on the days they utilized the proposed project only\*)
    - Overnight Attendees staying in condo/home (owned by attendee, friend or relatives) or recreational vehicle (to include room nights on the days they utilized the proposed project only\*)
    - Overnight Player/Team Member/Staff staying in hotel/condo
    - Overnight Player/Team Member/Staff staying in owned condo/home or with friend/relatives

- Overnight Player/Team Member/Staff staying in team-owned facility
  - Other – Consultant may provide other categories utilized in projections if necessary.
- Consultant’s historical data and projections should only capture the overnight stays associated with attending spring training games and not include the “shoulder stays”, when attendees may go to the beach or some other area attraction. Utilizing ALL overnight stays may be considered if the Consultant can provide data supporting that the attendees would not have come to the area if the facility did not exist.

**b. Spending Projection**

- If the Applicant’s Capital Project is a renovation/expansion to an existing facility, Consultant shall provide 5 years of historical estimated spending and projected spending until the renovation/expansion opens.
- Consultant shall estimate the spending per attendee per day and the total historical and projected spending related to the Applicant’s Project. As an example, the Consultant may conclude that the spending per attendee for a hotel room is \$85 per day (not to be confused with average daily rate for a hotel room). If, on average, the Consultant concludes there are 3 attendees per room, the average rate for the hotel room would total \$255 (\$85 x 3 attendees per room).
- Spending estimates shall include the following attendees:
  - Local Attendees/Pinellas Residents (from inside Pinellas County) shall not be included in the spending estimates as Local Attendee spending shall be considered a recirculation of spending.
  - Day Tripper Attendees (from outside Pinellas County).
  - Overnight Attendees staying in hotel/condo.
  - Overnight Attendees staying in condo/home (owned by attendee, friend or relatives) or recreational vehicle. These attendees would not pay for lodging.
  - Overnight Player/Team Member/Staff Attendees staying in hotel/condo.
  - Overnight Player/Team Member/Staff Attendees staying condo/home (owned by player/team member/staff, friend or relatives). These attendees would not pay for lodging.
  - Overnight Player/Team Member/Staff Attendees staying in team-owned facility. These attendees would not pay for lodging.

- Other Attendees. The Consultant may include and shall explain any other attendee-type, as appropriate, for their estimates.
- The Consultant must describe the methodology and approach utilized in estimating the spending per attendee per day (surveys of users, comparable facility data, industry-standard/recognized data, etc.).
- Consultant estimates shall include only the daily and total spending associated with days the attendee attended spring training games and not include the “shoulder stays”, when attendees may go to the beach or some other area attraction. Utilizing daily and total spending for ALL days may be considered if the Consultant can provide data supporting that the attendees would not have come to the area if the facility did not exist.

## **2. Incremental Direct Impact Projection as a Result of the Capital Project**

- a. Incremental Attendance, Average Length of Stay, Average Attendees per Party, Percentage of Attendees Using the Accommodation Type and Incremental Room Night Projection. Information should be supplied and segmented for team-related attendees and spectators.
  - Consultant shall project 1) incremental attendance, 2) average length of stay, 3) average attendees per party, 4) percent using the accommodation type, and 5) incremental hotel room nights, by year, for the first 10 years the Capital Project is in operation. The projections must be delineated by base growth and incremental growth. Consultant must provide the information/data utilized to support their projections.
  - Consultant shall describe the methodology utilized in the projections. Examples might include, user surveys, data from comparable facilities, etc.
  - Consultant shall delineate projections by attendee location, to include:
    - Local Attendees/Pinellas Residents (from inside Pinellas County, no hotel room nights)
    - Day Tripper Attendees (from outside Pinellas, no hotel room nights)
    - Overnight Attendees staying in hotel/condo (to include room nights on the days they utilized the proposed project only\*)
    - Overnight Attendees staying in condo/home (owned by attendee, friend or relatives) or recreational vehicle (to include room nights on the days they utilized the proposed project only\*)
    - Overnight Player/Team Member/Staff staying in hotel/condo

- Overnight Player/Team Member/Staff staying in owned condo/home or with friend/relatives
  - Overnight Player/Team Member/Staff staying in team-owned facility
  - Other – Consultant may provide other categories utilized in projections if necessary.
- Consultant’s projections should only capture the overnight stays associated with attending the proposed Capital Project and not include the “shoulder stays”, when attendees may go to the beach or some other area attraction. Utilizing ALL overnight stays may be considered if the Consultant can provide data supporting that the attendees would not have come to the area if the Capital Project were not developed.

**b. Incremental Spending Projection**

- Consultant shall estimate the spending per attendee per day and the total incremental spending related to the Applicant’s Capital Project for the first 10 years the Capital Project is in operation. As an example, the Consultant may conclude that the spending per attendee for a hotel room is \$85 per day (not to be confused with average daily rate for a hotel room). If, on average, the Consultant concludes there are 3 attendees per room, the average rate for the hotel room would total \$255 (\$85 x 3 attendees per room).
- Spending estimates shall include the following incremental attendees:
  - Local Attendees/Pinellas Residents (from inside Pinellas County) shall not be included in the spending estimates as Local Attendee spending shall be considered a recirculation of spending.
  - Day Tripper Attendees (from outside Pinellas County).
  - Overnight Attendees staying in hotel/condo.
  - Overnight Attendees staying in condo/home (owned by attendee, friend or relatives) or recreational vehicle. These attendees would not pay for lodging.
  - Overnight Player/Team Member/Staff Attendees staying in hotel/condo.
  - Overnight Player/Team Member/Staff Attendees staying condo/home (owned by player/team member/staff, friend or relatives). These attendees would not pay for lodging.
  - Overnight Player/Team Member/Staff staying in team-owned facility. These attendees would not pay for lodging.

- Other Attendees. The Consultant may include and shall explain any other attendee-type, as appropriate, for their estimates.
- The Consultant must describe the methodology and approach utilized in estimating the spending per attendee per day (surveys of users, comparable facility data, industry-standard/recognized data, etc.).
- Consultant estimates shall include only the daily and total spending associated with days the attendee utilized the Capital Project and not include the “shoulder stays”, when attendees may go to the beach or some other area attraction. Utilizing daily and total spending for ALL days may be considered if the Consultant can provide data supporting that the attendees would not have come to the area if the facility were not developed.

**3. Historical and Incremental Indirect/Induced Impacts as a Result of the Capital Project**

Utilizing the historical and projected incremental direct spending impacts, the Consultant shall estimate the indirect and induced spending impacts. The Consultant shall calculate indirect and induced spending impacts utilizing IMPLAN, RIMS or other industry-standard input/output modeling software.

If the Applicant’s Capital Project is an expansion to an existing facility, Consultant shall provide 5 years of historical estimated indirect and induced spending, projected indirect and induced spending until the expansion opens, and 10 years of post-expansion indirect and induced spending. The post-expansion spending projections must be delineated by base spending and incremental spending.

**4. Incremental Tourist Development Tax (TDT) Impact as a Result of the Capital Project**

Consultant shall estimate the Tourist Development Tax (TDT) generated as a result of the Capital Project for the first 10 years the Capital Project is in operation. The TDT is currently 6.0%.

If the Applicant’s Capital Project is an expansion to an existing facility, Consultant shall provide 5 years of historical estimated TDT, projected TDT until the expansion opens, and 10 years of post-expansion TDT. The post-expansion spending projections must be delineated by base TDT and incremental TDT.

**5. Data Table**

Consultant shall provide estimates, as part of their overall analysis submitted to the County, in the example table format below. The information shall include all pertinent information related to the retained spring training facility and include 5 years of historical information, projections until the expansion opens, and 10 years of post-expansion information. The post-expansion information must be delineated by base and incremental.

Note that the example table includes information for one year and does not assume an expansion.

Capital Project Name

Year 1

	Total	Spectator					Player/Team Member/Staff					
		Local Attendee	Day Tripper Attendee	Overnight Attendee		Other	Overnight Player/Team Member/Staff Staying in Hotel/Condo	Overnight Player/Team Member/Staff		Overnight Player/Team Member/Staff Staying in Team Owned Facility	Other	
				Staying in Hotel/Condo	Owned Condo, camper or with Friend/Relative			Staying in Condo or with Friend	Staying in Team Owned Facility			
Incremental Attendance	25,300	5,000	5,000	7,500	7,500	100	100	100	100		A	
Avg. Length of Stay		1.0	1.0	2.0	2.0	4.0	4.0	4.0	4.0		B	
Avg. Attendees per Party		2.0	2.0	3.0	3.0	1.0	1.0	1.0	1.0		C	
Percent Utilizing Accommodations		0.0%	0.0%	90.0%	10.0%	100.0%	100.0%	100.0%	100.0%		D	
Incremental Room Nights	6,200	0	0	4,500	500	400	400	400	400		E	
Spending Per Attendee Per Day												
Hotel		n/a	\$0.00	\$85.00	n/a	\$200.00	n/a	n/a	n/a		F	
Facility Admission		n/a	\$25.00	\$25.00	\$25.00	\$0.00	\$0.00	\$0.00	\$0.00		G	
Food & Beverage		n/a	\$20.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00		H	
Other Recreation		n/a	\$0.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00		I	
Retail		n/a	\$0.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00		J	
Local Transportation		n/a	\$0.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00		K	
Auto Fuel		n/a	\$0.00	\$5.00	\$5.00	\$0.00	\$0.00	\$0.00	\$0.00		L	
Other (please describe)		n/a	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		M	
Other (please describe)		n/a	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		N	
Annual Direct Spending												
Hotel	\$1,227,500	n/a	n/a	\$1,147,500	n/a	\$0	\$80,000	n/a	n/a	\$0	AxxDxxF	
Facility Admission	875,000	n/a	125,000	375,000	375,000	0	0	0	0	0	AxxExxG	
Food & Beverage	1,660,000	n/a	100,000	750,000	750,000	0	20,000	20,000	20,000	0	AxxExxH	
Other Recreation	156,000	n/a	0	75,000	75,000	0	2,000	2,000	2,000	0	AxxExxI	
Retail	156,000	n/a	0	75,000	75,000	0	2,000	2,000	2,000	0	AxxExxJ	
Local Transportation	156,000	n/a	0	75,000	75,000	0	2,000	2,000	2,000	0	AxxExxK	
Auto Fuel	150,000	n/a	0	75,000	75,000	0	0	0	0	0	AxxExxL	
Other (please describe)	0	n/a	0	0	0	0	0	0	0	0	AxxExxM	
Other (please describe)	0	n/a	0	0	0	0	0	0	0	0	AxxExxN	
Total Annual Direct Spending	\$4,380,500	\$0	\$225,000	\$2,572,500	\$1,425,000	\$0	\$106,000	\$26,000	\$26,000	\$0		
Annual Indirect and Induced Spending												
Multiplier	0.6572	0	147,900	1,690,600	936,500	0	69,700	17,100	17,100	0		
		0.6572	0.6572	0.6572	0.6572	0.6572	0.6572	0.6572	0.6572	0.6572		
Total Spending	\$7,259,400	\$0	\$372,900	\$4,263,100	\$2,361,500	\$0	\$175,700	\$43,100	\$43,100	\$0		
Tourist Development Tax (6.0%)	\$73,650	n/a	n/a	\$68,850	n/a	\$0	\$4,800	n/a	n/a	\$0		