



Pella Recreation Center Economic Impact Analysis

The following information provides an approximate economic impact for concept drawings of the proposed Pella Recreation Center. There are multiple factors that are still outstanding which could impact the ability of the facility to generate this type of economic impact. Those factors include:

- Final Design
- Site
- Operator & Operational Philosophy
- Number of Events
- Type & Size of Events

The purpose of this analysis is to evaluate the potential contribution of the recreation center within the City of Pella. The primary objective is to estimate the economic benefits. The projection is based on contributions by visiting teams and players leading to increased spending. The information provided is for direct impact, which is defined as sales created directly from spending by visitors to a destination that would not have occurred but for the event. In addition, tourism creates indirect and induced impacts. Indirect and induced impact are changes in sales, income and/or employment as a result of direct spending, or how often the money is turned over within the community.

Assumptions:

- Conservative estimate on the number of events hosted.
- The facility will be marketed to tournament directors and operators.
- Focus on small-scale or regional tournaments and events rather than national.
- Participants from out-of-town (greater than 60 miles) make up 60% of attendees.

B*K used information and data from the Iowa Economic Development Authority and Sports ETA¹ to develop multipliers to calculate direct economic impact. Local attendees are not factored into the total dollars spent. Based on data and reports from these sources, the following estimates are made for spending by visitors:

Expenditures per Day:	Pella	National
- Day Trip	\$65.00	\$75.00
- Overnight	\$122.00	\$159.00

¹ Trade association for the sports tourism industry



Visitor Spending can be broken down further by category. In Marion County visitor spending is as follows:

- Lodging 17.2%
- Food & Beverage 23.3%
- Recreation² 16.7%
- Retail 16.1%
- Transportation 26.6%

Of note though, the development of a recreation center in Pella will provide a benefit to those currently participating on teams that travel as they will be able to stay home for an event rather than spend money in another community.

Each sport/activity has a variable in the number of participants, attendees and officials. Most events have a ratio of 40% athletes, 50% spectators, 10% coaches/officials. For these purposes, volleyball each team has 13 players/coaches. For basketball, each team has 12 players/coaches. For youth events, each participant has 2-3 spectators (parents, siblings, grandparents, etc.).

Aquatics

With club, high school and college programs in Pella, there is the ability to run swim competitions at the proposed facility. Information that the City must consider in hosting swim meets:

- Most club teams (200-300 members) can host 3-4 competitions per year. This would allow for short course competitions in the fall, early winter and championship season. If a club team of that size hosts more meets than that they experience volunteer fatigue and the event quality suffers.
- It is possible to have other swim clubs use the facility to host their swim meets. However, regardless of who is the host club for the meet, it is the City's reputation that will be impacted good or bad depending on the meet administration.
- A masters program could also host 2-3 competitions per year. While these meets can draw from a significant area, they are not typically as lucrative as a youth meet.
- Based on B*K's aquatic operations experience, we would recommend focusing on the local and regional competitive market. While a national competition does bring prestige and attention to the facility, those meets are typically less lucrative for the host facility.
- Swim competitions, including water polo, diving and synchronized swimming, can have a positive economic impact on the host community, with swimming being the most impactful. The economic impact comes in the way of hotel/motel stays, fuel purchases, food and the like. The challenge for the facility operator is that those dollars do not come directly back to the facility.

² Entertainment and Admission Fees



B*K made the following assumptions when developing the economic impact as it relates to total number of events.

- 25Y Short Course Pool 4 Events, Average of 2 Days per Event
- Diving Meets 2 Events, Average of 2 Days per Event
- College Invitational 1 Event, Average of 2 Days per Event
- College Conference 1 Event, Average of 3 Days per Event
- High School Invitational 2 Events, Average of 1 Day per Event
- High School Conference 2 Events, Average of 1 Day per Event

Economic Impact Table Club Swimming & Diving

	Athletes	Attendees	Total	Events	Spending per Event
25Y Pool	600	1,200	1,800	4	\$1,054,080
Diving Meet	200	400	600	2	\$175,680
Total					\$1,229,760

- Attendees factored at 2 per athlete.
- Spending per individual per event factor, \$244.

Economic Impact Table College Swimming & Diving

	Athletes	Attendees	Total	Events	Spending per Event
Invite	200	200	400	2	\$29,280
Conference	200	200	400	1	\$87,840
Total					\$117,120

- Attendees factored at 1 per athlete.
- Spending per individual per day factor, \$122.



Economic Impact Table High School Swimming & Diving

	Athletes	Attendees	Total	Events	Spending per Event
Invite	180	540	720	2	\$28,080
Conference/Regional	120	360	480	2	\$18,720
Total					\$46,800

- Attendees factored at 3 per athlete.
- Spending per individual per event factor, \$65.

Courts

B*K made the following assumptions when developing the economic impact as it relates to total number of events.

- Basketball 6 Events, Average of 2 Days per Event
 - 12 players/coaches per team
- Volleyball 8 Events, Average of 2 Days per Event
 - 13 players/coaches per team
- Pickleball 6 Event, Average of 1 Day per Event

Economic Impact Table Tournaments

	Teams	Attendees	Events	Spending per Event
Basketball	40	1920	6	\$1,686,528
Volleyball	32	1664	8	\$1,948,877
Pickleball	135	203	6	\$47,385
Total				\$3,682,790

- Attendees factored at 3 per athlete for basketball and volleyball
- Attendees factored at .5 per athlete for pickleball
- Spending per individual per event factor, \$244 for basketball and volleyball
- Spending per individual per event factor, \$65 for pickleball.



BALLARD * KING
& ASSOCIATES LTD
Recreation Facility Planning and Operation Consultants

Total Events:	30
Total Event Days:	52
Total Attendance:	35,232
Total Potential Economic Impact:	\$5,076,470

DRAFT