

Economic and Fiscal Impact Analysis of the 2014 Colonial Athletics Association Men's Basketball Championship and Related Events

Prepared for
Colonial Athletics Association

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1.0 Executive Summary

1.1 Overview

This report details the economic and fiscal impacts of the 2014 Colonial Athletic Association (CAA) Men's Basketball Championship (the Championship), held March 7 through March 10 at the Baltimore Arena, and related activities. The Regional Economic Studies Institute (RESI) of Towson University estimated the economic and fiscal impacts of the Championship on Baltimore City's economy. Impacts were determined using data provided by the post-Championship survey administered by CAA. In addition to survey data, RESI incorporated expenditures incurred by the CAA, as well as Front Row Marketing Services, due to the planning of the Championship in Baltimore City.

1.2 Summary of Economic and Fiscal Impacts, Room Nights, and Championship Survey Results

Below are RESI's key findings in regard to the economic and fiscal impacts of the 2014 CAA Men's Basketball Championship and related events.

Figure 1: Economic Impacts of the CAA Men's Basketball Championship



Sources: RESI, Piktochart

Economic Impacts

Activity related to the planning and execution of the Championship supported approximately 56 jobs and generated nearly \$5.2 million in output and approximately \$1.8 million in wages.

Fiscal Impacts

Activity related to the planning and execution of the Championship generated more than \$348,000 in total tax revenues.¹

Room Nights

In direct result of the planning and execution of the Championship, nearly 2,100 room nights were booked in Baltimore City.

Championship Survey Results

Of all respondents, 79 percent stated that they attended the Championship to support a specific team/school.

Many attendees, 34 percent, came to the Championship in support of local Towson University. An equal number indicated that they attended in support of Championship winner, Delaware. Alumni, at 37 percent, made up the majority of school supporters. Alumni were followed by season ticket holders, with 24 percent.

While attending the Championship games, attendees indicated that they spent an average of \$211 each. At \$81, food/beverage purchases made up a large percentage of total spending per person. "Other" spending was primarily listed as the cost of tickets or transportation-related costs. On average, Championship attendees were accompanied by three other persons.

Most attendees, 47 percent, only attended one or two games during the Championship. Only 7 percent of respondents indicated that they attended all eight games.

Of all respondents, 69 percent were first-time Championship attendees in 2014. Of those who have attended the Championship in the past, 46 percent indicated that they attended since 2010 or more recently. Only 3 percent of respondents indicated that they have been attending the Championship since 2000 or earlier.

Of all respondents, 57 percent indicated that they did not stay overnight during the Championship. Respondents who did stay overnight, or 42 percent of all respondents, most often stayed for one night only. On average, attendees stayed for 0.79 nights, or a total of 1,352 hotel room nights.

¹ Total tax revenues refer to property, income, sales, payroll, and other tax revenues supported on the state and local levels.

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Most respondents, 95 percent, indicated that their primary purpose of visiting Downtown Baltimore City was the Championship. Of the 5 percent for which this was not the primary purpose, 89 percent reside in Baltimore City.

The average Championship attendee spent approximately \$390 during his or her stay in Baltimore City that was spending not associated with the Tailgate Tip-Off or Championship games. Lodging, at nearly \$112, and food/beverage purchases, at \$106, largely contributed to this average spending per person.

The official sponsors of the 2014 Championship were Academy, Phillips Office Solutions, Maryland Lottery, Domino's Pizza, and University of Maryland Medical Center. Only 8 percent of survey respondents correctly identified one or more of the sponsors, suggesting a lack of signage.

Of all respondents, 50 percent indicated that their age is between 45 and 64. No respondents indicated that they were above 75, and only 5 percent indicated that they were between the ages of 18 and 24.

Many respondents, or 29 percent, indicated that their household income falls between \$100,000 and \$149,000. Only 7 percent indicated that their household income was fewer than \$50,000, and 9 percent indicated that their household income is more than \$300,000.

2.0 Introduction

Since the Championship's inception in 1986, it has been hosted in various Virginia locations—since 1990, the Championship has been exclusively hosted in Richmond, Virginia.² As of 2014, the tournament relocated to Baltimore City. CAA's move to the Baltimore Arena has allowed collegiate basketball to return to Baltimore City for the first time in nearly 20 years.³ The CAA Men's Basketball Championship has committed to relocating to Baltimore City for three (3) years, 2014 through 2016.⁴ The 2014 Championship encompassed eight (8) games that took place over four (4) days. Nine (9) teams competed in the 2014 Championship:

- College of Charleston,
- University of Delaware,
- Drexel University,
- Hofstra University,
- James Madison University,
- University of North Carolina Wilmington,
- Northeastern University,
- Towson University, and
- College of William & Mary.⁵

Delaware beat out William & Mary in a close game on Monday, March 10, to win the 2014 Championship; the Championship brought in a total of 19,065 attendees and saw nearly \$345,000 in ticket revenues over four days.⁶

This report details the economic and fiscal impacts of the 2014 Colonial Athletic Association (CAA) Men's Basketball Championship (the Championship) held March 7 through March 10 at the Baltimore Arena. Due to the Championship's relocation from Richmond, Virginia, to Baltimore, Maryland, the CAA also relocated several conference-related events to Baltimore City. Relocated events include the following:

- The CAA Sports Medicine Conference (May 2013),
- CAA Video Summit (May 2013),
- CAA Men's and Women's Basketball Media Day (October 2013),
- CAA Athletic Directors' Meetings (October 2013),
- CAA Mascot event (October 2013), and
- Two CAA Compliance Seminars (December 2013 and March 2014).

² Colonial Athletic Association, "Men's #CAAHoops Championship History."

³ Barker, "CAA is betting on Baltimore as it brings its men's basketball tournament here this weekend."

⁴ Ibid.

⁵ Colonial Athletic Association, "2014 Men's #CAAHoops Championship Schedule."

⁶ Here, attendance is listed as cumulative; only verifiable unique attendee spending was used in RESI's analysis. Additionally, ticket revenues were returned to CAA and therefore not used in the impact analysis.

The Regional Economic Studies Institute (RESI) of Towson University estimated the economic and fiscal impacts of the Championship on Baltimore City's economy. Impacts were determined using data provided by the post-Championship survey administered by CAA. Spending incurred by the CAA and Front Row Marketing Services due to the planning of the Championship in Baltimore City was also taken into account in RESI's impact analysis.

3.0 Fiscal and Economic Impact

CAA issued surveys to Championship attendees, participating teams, and participating vendors.⁷ Attendee and team spending patterns were used to determine the economic impact of the Championship on Baltimore City. For detailed survey analysis, please refer to Appendix A. CAA also provided ticket revenues and related CAA expenditures.

On average, attendees of the Tailgate TipOff spent \$108; this was primarily spent on food/beverages and parking. Only 6 percent of Championship attendees indicated that they also attended the Tailgate TipOff. While attending the Championship games, attendees spent an average of \$211. Here, food/beverages were the primary driver. Aside from the Tailgate Tipoff and the actual games, Championship attendees spent an average of \$390. Lodging, at an average of \$112 a person, and food/beverages, at an average of \$106 a person, largely contributed to overall attendee spending. Unique Championship attendance of 5,414 was determined and used to extrapolate attendee spending. A total of approximately 1,352 room nights were booked in Baltimore City by Championship attendees.

On average, participating teams spent more than \$28,800 over the course of the Championship weekend. Lodging, at an average of approximately \$11,500, followed by food and beverages, at an average of nearly \$10,000, contributed the most to this total. A total of more than 100 room nights were booked in Baltimore City by participating teams. CAA expenditures contributed greatly to total event related spending—this includes items such as travel costs, retail purchases, equipment rentals, and marketing efforts, to name a few, all of which the CAA and Front Row Marketing Services incurred due to the planning of the Championship in Baltimore City. Total spending in Baltimore City for the Championship and related activities totaled nearly \$365,500. The CAA booked approximately 600 room nights in Baltimore City for the Championship, planning, and related activity. A summary of the total economic impacts generated by expenditures can be found in Figure .

⁷ Throughout the report, "teams" include teams, spirit squads, and administrators.

Figure 2: Economic Impacts, 2014⁸

	Direct	Indirect	Induced	Total
Employment	41.3	5.9	8.6	55.9
Output	\$3,117,319	\$888,139	\$1,156,535	\$5,161,993
Wages	\$1,113,083	\$292,042	\$375,913	\$1,781,038

Sources: IMPLAN, RESI

According to RESI’s analysis, the Championship (specifically, spending by attendees, participating teams, and CAA) supports approximately 56 jobs, nearly \$5.2 million in output, approximately \$1.8 million in wages, and generates more than \$348,000 in state and local tax revenues.

Figure 3: Fiscal Impacts, 2014

Type	Total
Property	\$127,785
Income	\$65,410
Sales	\$109,779
Payroll	\$2,782
Other	\$42,492
Total	\$348,248

Sources: IMPLAN, RESI

To determine the economic and fiscal impacts, RESI used expenditures of attendees, participating teams, and CAA. For an overview of methodology and more information regarding the specific industry sectors analyzed for each spending category using the IMPLAN model, please refer to Appendix B. For detailed economic impacts, please refer to Appendix C.

4.0 Literature Review

Realignment of conference teams prior to the 2013 men’s basketball season had mixed impacts on attendance for Division I teams.⁹ The formation of the American Athletic Conference teams, formerly of the Big East conference, attributed to a number of conferences relocating to more strategic venues for the 2014 season.¹⁰ Tournament venues are often selected based on proximity to the teams’ fan base, including alumni, as well as the attractiveness of the host city in terms of amenities, tourist activities, lodging, and economic conditions.¹¹ As schools realigned, it became necessary for tournaments to move as well. Figure 4 shows average

⁸ Summed figures may not add up exactly to totals due to rounding throughout the report.

⁹ National Collegiate Athletic Association, “2013 NCAA Men’s Basketball Attendance (For all NCAA Men’s Varsity Teams)”, 3.

¹⁰ Sports Illustrated, “Big East completes football-basketball breakup.”

¹¹ Fuller, “The Economic Impact of the CAA men’s Basketball Championship at Alternative Sites,” 1.

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attendance and the number of teams for the largest 20 conferences, and change in attendance between 2012 and 2013.

Figure 4: Top 20 Division I 2013 Tournament Attendance by Conference

Conference ¹²	Rank by Avg. Attendance	Change in Rank from 2012	Number of Teams	Tournament Games	Total Attendance	Average Attendance
Atlantic Coast	1	▲ 1	12	6	133,014	22,169
Big Ten	2	▲ 2	12	6	124,543	20,757
Big East*	3	▼ 2	15	7	140,399	20,057
Big 12*	4	▼ 1	10	5	90,687	18,137
Missouri Valley	5	▲ 2	10	5	71,029	14,206
Southeastern*	6	▼ 1	14	7	90,295	12,899
Mountain West*	7	▼ 1	9	5	64,131	12,826
Pac-12	8	▲ 1	12	6	63,750	10,625
West Coast	9	▲ 8	9	5	39,480	7,896
Conference USA	10	▼ 2	12	5	33,794	6,759
Atlantic 10*	11	▲ 10	16	6	37,861	6,310
Summit*	12	—	8	4	23,710	5,928
Big Sky*	13	▲ 8	11	3	17,424	5,808
Mid-Eastern	14	▼ 3	13	6	32,312	5,385
Big West*	15	▼ 2	10	3	15,873	5,291
Colonial*	16	▼ 6	11	3	14,758	4,919
Mid-American	17	▲ 2	12	7	32,260	4,609
Southern	18	▼ 4	12	6	25,822	4,304
Sun Belt*	19	▼ 1	11	4	13,332	3,333
America East	20	▲ 3	9	4	12,661	3,165

Source: National Collegiate Athletic Association

While total attendance is key to economic impact, out-of-state visitors attending the Championship greatly contribute to the total economic impacts. A 2009 study by George Mason University (GMU) analyzed the potential impacts of the CAA men's basketball tournament if hosted in an alternative location to Richmond, specifically Washington, D.C., or Philadelphia, Pennsylvania—total economic impacts were estimated to be \$11.3 million and \$13.3 million,

¹² Conferences marked with an asterisk went through realignment in the 2013 men's basketball season.

respectively.¹³ The two teams to reach the final game of the Championship would have been from Virginia and would therefore have attracted out-of-state visitors. GMU analyzed potential alternative sites and their ability to generate impacts as a function of the following:

- Total event attendance,
- Percentage of non-local attendees,
- Level of media attention and sponsorship,
- Attractiveness of the host city, and
- Economic conditions of the host city.¹⁴

The GMU study referenced InZone Research's 2005 economic impact analysis of the CAA men's basketball championship, which found total economic impacts on the Richmond metropolitan area to be \$4.9 million, with attendance of 31,834 fans.¹⁵ GMU analyzed the economic impacts of the 2009 CAA tournament, which had attendance of 42,698 fans, and found impacts of \$7.1 million. By 2012, total economic impacts for the CAA tournament in the same location declined to \$5.8 million but had record-setting attendance of 47,833 fans over the four-day event.¹⁶

Due to the recent restructuring, the CAA's membership fell to nine teams in 2014 after the George Mason Patriots joined the Atlantic 10 conference in July 2013.¹⁷ As a result, Baltimore was a more central location within 250 miles of its member institutions and within 100 miles of over 370,000 alumni.¹⁸ Eight of CAA's nine membership teams are from outside Maryland, and both teams in the final round were out-of-state teams, thus attracting more visitors to the area and increasing the total economic impacts. As seen in

¹³ Fuller, "The Economic Impact of the CAA men's Basketball Championship at Alternative Sites," 4–5.

¹⁴ Ibid, 4.

¹⁵ Ibid, 1.

¹⁶ Colonial Athletic Association, "CAA Reaches Three-year Agreement with City of Baltimore to Host 2014–16 CAA Men's Basketball Championships."

¹⁷ George Mason University, "George Mason University Joins the Atlantic 10 Conference."

¹⁸ Colonial Athletic Association, "CAA Reaches Three-year Agreement with City of Baltimore to Host 2014–16 CAA Men's Basketball Championships."

Figure 5, Championship participating by out-of-state teams is paramount to the generation of economic impacts.

Figure 5: Out-of-state Teams in CAA Tournament by Round¹⁹

Year	Tournament Location	First Round	Quarterfinals	Semifinals	Final	Economic Impacts
2005	Richmond, VA	2/4 teams	4/8 teams	2/4 teams	0/2 teams	\$4.9 million
2009	Richmond, VA	6/8 teams	4/8 teams	1/4 teams	0/2 teams	\$7.1 million
2012	Richmond, VA	6/8 teams	5/8 teams	1/4 teams	1/2 teams	\$5.8 million
2014	Baltimore, MD	2/2 teams	7/8 teams	3/4 teams	2/2 teams	\$5.2 million

Sources: CAA, George Mason University, RESI

Figure 6 summarizes economic impacts of several college basketball tournaments by conference, year of most recent economic impact estimates, location, attendance, event length in days, and total estimated impacts. Similar to RESI's analysis, the estimated impacts of other conferences do not include ticket sales.²⁰

Figure 6: Locations and Impacts of College Basketball Tournaments

Conference	Year	Venue	City	Total Tournament Attendance	Economic Impacts
American Athletic Conference	2014	FedEx Forum	Memphis, TN	75,000	\$15.0 million ²¹
Colonial Athletic Association	2014	Baltimore Arena	Baltimore, MD	19,065	\$5.2 million
Atlantic Coast Conference	2013	Greensboro Coliseum	Greensboro, NC	124,200	\$22.0 million ²²
Big Ten	2013	Bankers Life Fieldhouse	Indianapolis, IN	124,543 ²³	\$12.4 million ²⁴
Mid-American Conference	2013	Quicken Loans Arena	Cleveland, OH	28,776	\$14.5 million ²⁵

Sources: Please refer to footnotes

As shown in

Figure 6, the CAA men's basketball tournament's impacts are on par with impacts generated by other conferences' tournaments. The conference with the largest reported economic impact

¹⁹ Colonial Athletic Association, "Men's #CAAHOOPS Championship History."

²⁰ While ticket revenues were not included, facility rental fees were.

²¹ Sheffield, "American Athletic Conference may find a long-term home in Memphis."

²² Mills, "ACC Men's basketball tournament back in Greensboro in 2020."

²³ McWethy, "B1G: 2014 Big Ten Men's Basketball Tournament Release."

²⁴ Schoettle, "As Big Ten tourney grows, bidding war for event could erupt."

²⁵ Kent State University, "Kent State Study: FirstEnergy MAC Men's and Women's Basketball Tournament Delivered \$14.5 Million Economic Impact."

was the Atlantic Coast Conference (ACC) of 2013, which was hosted in Greensboro, North Carolina. The impacts totaled roughly \$22.0 million, with attendance of over 124,000.²⁶ The Big Ten's 2013 championship attracted record attendance of over 124,000 as well but supported lesser economic impacts of \$12.4 million. Impacts of the CAA championship in Baltimore were roughly \$5.2 million, on par with other conferences with similar attendance levels. The newly founded American Athletic Conference's inaugural tournament anticipated economic impacts of roughly \$15.0 million for Memphis, Tennessee.²⁷

Impacts of the NCAA tournaments following each conference championship are even greater than the impacts of individual conferences. The 2013 Final Four tournament in Atlanta, Georgia, generated economic impacts of \$70 million, with roughly 100,000 fans in attendance.²⁸ The reasons cited for awarding the bid to Atlanta were its existing infrastructure and amenities all within "1,000 steps" of the Georgia Dome.²⁹ In its chapter on collegiate spectator sports, the Travel & Tourism Market Research Handbook noted economic impacts of NCAA Final Four games estimated at \$50 million for men's basketball and \$25 million for women's basketball; the economic impact of the Chick-fil-A Peach Bowl, a college football championship, was similar to the men's Final Four games.³⁰

5.0 Conclusion

According to existing data and research, nationwide events similar to CAA's Men's Basketball Championship have vast economic impacts in their respective host cities. Each conference's tournament champions eventually compete against other conferences within the NCAA. Not only does each Division I tournament generate economic impacts but the preceding games, such as Final Four and Sweet 16 games, generate economic impacts for their respective host cities. In 2014, the CAA brought these positive economic impacts to Baltimore City—a contribution the CAA will continue to make through 2016.

Overall, the CAA's 2014 men's basketball championship in Baltimore, Maryland, provided a significant boost to the city's economy and a comparable impact when compared to previous CAA championships. According to RESI's analysis, the 2014 Championship (specifically, spending by attendees, participating schools, and the CAA) supported approximately 56 jobs, nearly \$5.2 million in output, approximately \$1.8 million in wages, and generated more than \$365,000 in state and local tax revenues. These impacts can likely be attributed to the fact that the majority of participating teams, including both institutions that made it to the final game, were from

²⁶ Mills, "ACC Men's basketball tournament back in Greensboro in 2020."

²⁷ Sheffield, "American Athletic Conference may find a long-term home in Memphis."

²⁸ Jessop, "Atlanta's Winning Final Four Bid Creates a \$70 Million Economic Impact for the City."

²⁹ Ibid.

³⁰ Miller et al., "Chapter 71: SPECTATOR SPORTS: COLLEGIATE," 357–362.

outside Maryland. In direct result of the planning and execution of the Championship, nearly 2,100 room nights were booked in Baltimore City.

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Appendix A—Survey Analysis

CAA issued surveys to Championship attendees, participating teams, and participating vendors. Attendee and team spending patterns were used to determine the economic impact of the Championship on Baltimore City.

A.1 Championship Attendees

Approximately 200 attendees provided survey responses covering reasons for attending the Championship, spending patterns, and basic demographics. Survey responses received from attendees are summarized below in Figure 7 through 21.

Of all respondents, 79 percent stated that they attended the Championship to support a specific team/school.

Figure 7: With which school are you affiliated?

Response	Count	Percent
Charleston	9	6%
Delaware	53	34%
Drexel	21	14%
Hofstra	2	1%
JMU	3	2%
UNCW	1	1%
Northeastern	8	5%
Towson	52	34%
William & Mary	5	3%

Source: RESI

Many attendees, 34 percent, came to the Championship in support of local Towson University. An equal number indicated that they attended in support of Championship winner, Delaware.

Figure 8: What is your affiliation to the school?

Response	Count	Percent
Student	4	3%
Alumni	57	37%
Season Ticket Holder	37	24%
Family/Relative of Student	22	14%
General Fan	8	5%
Donor/Booster	4	3%
Faculty/Staff	22	14%
Corporate Sponsor	0	0%

Source: RESI

Alumni, at 37 percent, made up the majority of school supporters. Alumni were followed by season ticket holders, with 24 percent.

Figure 9: While at the Tailgate Tipoff, approximately how much did you spend in total on the following items:

Response	Per Person Spending
Retail	\$25.00
Food/beverages	\$29.21
Parking	\$29.21
Other (please specify)	\$25.00
Total	\$108.42

Source: RESI

Only 6 percent of Championship attendees stated that they attended the Tailgate Tip-Off. Of those who did attend the Tailgate Tip-Off, average spending for the event totaled \$108 per person and mostly included food/beverages and parking. Furthermore, the average Tailgate Tip-Off attendee was accompanied by two other persons.

Figure 10: While attending the Championship games, approximately how much did you spend in total on the following items:

Response	Per Person Spending
Retail	\$45.73
Food/beverages	\$81.30
Parking	\$40.19
Other (please specify)	\$44.24
Total	\$211.46

Source: RESI

While attending the Championship games, attendees indicated that they spent an average of \$211 each. At \$81, food/beverage purchases made up a large percentage of total spending per person. "Other" spending was primarily listed as the cost of tickets or transportation-related costs. On average, Championship attendees were accompanied by three other persons.

Of all respondents, 69 percent were first-time Championship attendees in 2014. Of those who have attended the Championship in the past, 46 percent indicated that they attended since 2010 or more recently. Only 3 percent of respondents indicated that they have been attending the Championship since 2000 or earlier.

Figure 11: Overall, how many of the 2014 Championship games (one through eight) did you attend?

Response	Count	Percent
1	39	21%
2	48	26%
3	16	9%
4	22	12%
5	13	7%
6	12	7%
7	19	10%
8	13	7%

Source: RESI

Most attendees, 47 percent, only attended one or two games during the Championship. Only 7 percent of respondents indicated that they attended all eight games.

Figure 12: How did you travel to Downtown Baltimore City?

Response	Count	Percent
I live in Baltimore City	13	7%
I drove myself or carpooled	142	77%
Cab	5	3%
Public transit	14	8%
Other (please specify)	10	5%

Source: RESI

Approximately 77 percent of Championship attendees drove themselves, or carpooled, to downtown Baltimore City.

Figure 13: If you traveled, where did you stay?

Response	Count	Percent
I did not travel	68	40%
With friends/family	12	7%
Bed and breakfast	0	0%
Hotel/motel	62	37%
Other (please specify)	26	15%

Source: RESI

Many respondents, 40 percent, did not travel for the Championship. Of those who did travel, 37 percent stayed in a hotel or motel.

Figure 14: If you stayed overnight, how many nights did you stay?

Response	Count	Percent
I did not stay overnight	92	57%
1 night	33	20%
2 nights	20	12%
3 nights	13	8%
More than 3 nights	4	2%

Source: RESI

Of all respondents, 57 percent indicated that they did not stay overnight during the Championship. Respondents who did stay overnight, or 42 percent of all respondents, most often stayed for one night only. On average, attendees stayed for 0.79 nights, or a total of 1,352 hotel room nights.

Most respondents, 95 percent, indicated that their primary purpose of visiting Downtown Baltimore City was the Championship. Of the 5 percent for which this was not the primary purpose, 89 percent reside in Baltimore City.

Figure 15: During your stay, outside of the Tailgate Tip-Off and Championship games, approximately how much did you spend in total on the following items:

Response	Per Person Spending
Lodging	\$111.52
Food/beverages	\$105.81
Retail	\$49.44
Transportation	\$49.31
Entertainment	\$44.90
Other (please specify)	\$28.68
Total	\$389.65

Source: RESI

The average Championship attendee spent approximately \$390 during his or her stay in Baltimore City that was spending not associated with the Tailgate Tip-Off or Championship games. Lodging, at nearly \$112, and food/beverage purchases, at \$106, largely contributed to this average spending per person.

The official sponsors of the 2014 Championship were Academy, Phillips Office Solutions, Maryland Lottery, Domino’s Pizza, and University of Maryland Medical Center.³¹ Only 8 percent of survey respondents correctly identified one or more of the sponsors, suggesting a lack of signage.

³¹ Colonial Athletic Association, “2014 Men’s #CAAHoops Championship Schedule.”

Figure 16: What changes or improvements do you feel would be beneficial?

Response	Count	Percent
None.	104	59%
Different location	15	9%
Different time(s)	3	2%
Different day(s)	14	8%
Other	40	23%

Source: RESI

Approximately 59 percent of respondents indicated that they would not make any changes or improvement to the Championship. However, 23 percent of respondents indicated that some other change (not related to the location, time, or day of the event), would be beneficial. These responses frequently pertained to seating, ticket prices, and the cost or availability of food and beverages. Despite these concerns, 98 percent of respondents indicated that they would attend the Championship again.

Figure 17: Which best describes the highest level of education you have completed?

Response	Count	Percent
Some high school	0	0%
High school diploma or equivalent (e.g., GED)	5	3%
Some college but no degree	17	10%
Associate's degree	5	3%
Bachelor's degree	84	49%
Graduate degree	60	35%

Source: RESI

Most respondents, 87 percent, hold some type of college degree (Associate's, Bachelor's, or graduate), while all respondents indicated that they hold at least a high school diploma.

Figure 18: Please indicate your age range

Response	Count	Percent
18-24	9	5%
25-34	34	19%
35-44	24	13%
45-54	43	24%
55-64	48	26%
65-74	23	13%
75+	0	0%
Rather not say	1	1%

Source: RESI

Of all respondents, 50 percent indicated that their age is between 45 and 64. No respondents indicated that they were above 75, and only 5 percent indicated that they were between the ages of 18 and 24.

Figure 19: Which best describes your household income?

Response	Count	Percent
Less than \$50,000	12	7%
\$50,000–\$99,999	34	19%
\$100,000–\$149,999	52	29%
\$150,000–\$199,999	24	13%
\$200,000–\$299,999	13	7%
\$300,000+	16	9%
Rather not say	31	17%

Source: RESI

Many respondents, or 29 percent, indicated that their household income falls between \$100,000 and \$149,000. Only 7 percent indicated that their household income was fewer than \$50,000, and 9 percent indicated that their household income is more than \$300,000.

Figure 20: Please indicate your gender

Response	Count	Percent
Male	145	79%
Female	35	19%
Rather not say	3	2%

Source: RESI

Most respondents, 79 percent, indicated that they are male.

Figure 21: State of Residence

Response	Count	Percent
Arkansas	1	1%
Connecticut	1	1%
Delaware	25	14%
Maryland	80	46%
Massachusetts	6	3%
New Jersey	4	2%
New York	5	3%
North Carolina	2	1%
Ohio	1	1%
Pennsylvania	29	17%
South Carolina	6	3%
Virginia	13	8%

Source: RESI

Most respondents, 46 percent, reside in Maryland. Many respondents also reside in nearby Pennsylvania and Delaware, with 17 percent and 14 percent indicating that they reside in those states, respectively.

A.2 Participating Teams, Spirit Squads, and Administrators

On average, each of the 9 teams brought 64 persons to Baltimore City for the 2014 Championship. Most of the teams utilize a charter or school bus to travel to Baltimore City, while Charleston and Northeastern also indicated that members traveled by airplane. The average travel costs incurred by participating teams came to more than \$12,800.

Those who traveled with the participating teams primarily stayed at local branches of Marriott or Renaissance. All of the participating teams stayed for two or more nights, with some teams indicating that participants stayed for more than three nights. On average, 13 room nights were reportedly booked by each participating school. Overall, more than 100 room nights were booked.

On average, participating teams spent more than \$28,800 over the course of the Championship weekend. Lodging, at an average of approximately \$11,500, followed by food and beverages, at an average of nearly \$10,000, contributed the most to this total. RESI received varying levels of response from each participating team. The data presented in this report include the reported responses, but actual spending and room nights could be higher.

A.3 Participating Vendors

RESI also received input from more than a dozen vendors. Largely, these vendors provide lodging, food and beverages, or some type of entertainment. Each vendor is local to the

Baltimore area and was participating in the Championship for the first time in 2014, and when asked if the business participate in any other events, most (82 percent) indicated that the 2014 Championship was not the only event in which their business participated.

On average, two extra employees per business were hired to support Championship activity. Forty percent of those vendors who provided input indicated that Championship activity provided daily sales of more than \$10,000. This response was typically provided by those providing lodging. On average, approximately \$6,600 in daily sales was attributed to Championship activity. Despite the high activity during the Championship, 91 percent attributed between 0 and 24 percent of their annual revenues to Championship activity.

Appendix B—Methodology

B.1 IMPLAN Model Overview

To quantify the economic impact of the Championship, RESI utilized the IMPLAN input/output model. This model enumerates the employment and fiscal impact of each dollar earned and spent by the following: employees of the event, other supporting vendors (business services, retail, etc.), each dollar spent by these vendors on other firms and each dollar spent by the households of the event's employees, other vendors' employees, and other businesses' employees.

Economists measure three types of economic impacts: direct, indirect, and induced impacts. The direct economic effects are generated as the event create jobs and hire workers to support the event's activities. The indirect economic impacts occur as the vendors purchase goods and services from other firms. In either case, the increases in employment generate an increase in household income, as new job opportunities are created and income levels rise. This drives the induced economic impacts that result from households increasing their purchases at local businesses.

Consider the following example. A new firm opens in a region and directly employs 100 workers. The firm purchases supplies, both from outside the region as well as from local suppliers, which leads to increased business for local firms, thereby hypothetically creating jobs for another 100 workers. This is called the indirect effect. The workers at the firm and at suppliers spend their income mostly in the local area, hypothetically creating jobs for another 50 workers. This is the induced effect. The direct, indirect and induced effects add up to 250 jobs created from the original 100 jobs. Thus, in terms of employment, the total economic impact of the firm in our example is 250.³²

B.2 Input Assumptions

Economic impacts were determined based on event spending as reported by the participating teams and attendees, as well as associated expenditures made by CAA. RESI analyzed IMPLAN industry sectors based on the results of the post-event survey administered by CAA. RESI's analysis includes the following modeling assumptions:

- Economic impact multipliers are developed from IMPLAN input/output software.
- IMPLAN data are based on the North American Industrial Classification System (NAICS).
- IMPLAN employment multipliers are adjusted for inflation using the Bureau of Labor Statistic's CPI-U.
- Impacts were based on 2012 IMPLAN data for Maryland, the most recent data available.
- Impacts are represented in 2014 dollars and apply to Baltimore City.

³² Total economic impact is defined as the sum of direct, indirect, and induced effects.

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- Only expenditures of unique attendees, based on Session 5 attendance, were included in the analysis. Expenditures of those residing in Baltimore City were excluded from the analysis.
- Employment impacts include both full- and part-time employees. IMPLAN does not differentiate between full- and part-time employment.

For the IMPLAN analysis, RESI analyzed industry sectors based on the spending pattern categories as outlined in Section 2.0. The specific industry sectors that RESI analyzed can be found in Figure 22.

Figure 22: IMPLAN Industry Sectors

Industry Code	Description
324	Retail stores – Food and beverage
325	Retail stores – Health and personal care
326	Retail stores – Gasoline stations
327	Retail stores – Clothing and clothing accessories
328	Retail stores – Sporting goods, hobby, book, and music stores
330	Retail stores – Miscellaneous
332	Transport by air
333	Transport by rail
336	Transit and ground passenger transportation
360	Real estate
362	Automotive equipment, rental and leasing
363	General and consumer goods rental except video tapes and discs
365	Commercial and industrial machinery and equipment rental and leasing
374	Management, scientific, and technical consulting services
375	Environmental and other technical consulting services
377	Advertising and related services
380	All other miscellaneous professional, scientific, and technical services
402	Performing arts companies
403	Spectator sports companies
404	Promoters of performing arts and sports and agents for public figures
405	Independent artists, writers, and performers
406	Museums, historical sites, zoos and parks
407	Fitness and recreational sports centers
408	Bowling centers
410	Other amusement and recreation industries
411	Hotels and motels, including casino hotels
413	Restaurants
415	Car washes
419	Personal care services
421	Dry-cleaning and laundry services
422	Other personal services
424	Grant making, giving, and social advocacy organizations

Source: IMPLAN

Appendix C—Detailed Economic Impacts

Figure 23: Detailed Employment Impacts

Industry	Direct	Indirect	Induced	Total
Agriculture	0.0	0.0	0.0	0.1
Mining	0.0	0.0	0.0	0.0
Utilities	0.0	0.0	0.0	0.1
Construction	0.0	0.3	0.1	0.4
Manufacturing	0.0	0.1	0.1	0.2
Wholesale Trade	0.0	0.2	0.2	0.4
Retail Trade	8.0	0.1	1.6	9.7
Transportation and Warehousing	4.0	0.4	0.2	4.6
Information	0.0	0.2	0.1	0.4
Finance and Insurance	0.0	0.5	0.5	1.0
Real Estate and Rental and Leasing	0.3	0.6	0.4	1.3
Professional, Scientific and Technical Services	0.7	0.8	0.3	1.8
Management of Companies and Enterprises	0.0	0.1	0.0	0.2
Administrative and Support and Waste Management and Remediation Services	0.0	1.2	0.4	1.6
Educational Services	0.0	0.0	0.4	0.4
Health Care and Social Services	0.0	0.0	2.0	2.0
Arts, Entertainment and Recreation	4.5	0.5	0.3	5.3
Accommodation and Food Services	18.1	0.4	1.0	19.5
Other Services	5.7	0.3	0.8	6.8
Government	0.0	0.2	0.1	0.3
Total	41.3	5.9	8.6	55.9

Sources: IMPLAN, RESI

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Figure 24: Detailed Output Impacts

Industry	Direct	Indirect	Induced	Total
Agriculture	\$0	\$3,196	\$2,497	\$5,693
Mining	\$0	\$1,625	\$762	\$2,387
Utilities	\$0	\$49,147	\$27,359	\$76,506
Construction	\$0	\$45,338	\$11,793	\$57,130
Manufacturing	\$0	\$64,709	\$38,623	\$103,333
Wholesale Trade	\$0	\$33,521	\$50,587	\$84,108
Retail Trade	\$512,739	\$6,023	\$114,319	\$633,081
Transportation and Warehousing	\$472,880	\$41,368	\$23,550	\$537,798
Information	\$0	\$89,811	\$47,111	\$136,922
Finance and Insurance	\$0	\$95,899	\$126,146	\$222,044
Real Estate and Rental and Leasing	\$54,116	\$116,281	\$239,370	\$409,766
Professional, Scientific and Technical Services	\$107,576	\$119,943	\$46,223	\$273,741
Management of Companies and Enterprises	\$0	\$33,700	\$7,044	\$40,744
Administrative and Support and Waste Management and Remediation Services	\$0	\$85,719	\$29,102	\$114,820
Educational Services	\$0	\$2,426	\$29,891	\$32,317
Health Care and Social Services	\$0	\$120	\$210,231	\$210,351
Arts, Entertainment and Recreation	\$231,038	\$28,807	\$17,487	\$277,332
Accommodation and Food Services	\$1,389,025	\$25,299	\$64,360	\$1,478,684
Other Services	\$349,945	\$23,718	\$54,989	\$428,651
Government	\$0	\$21,491	\$15,092	\$36,583
Total	\$3,117,319	\$888,139	\$1,156,535	\$5,161,993

Sources: IMPLAN, RESI

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Figure 25: Detailed Wage Impacts

Industry	Direct	Indirect	Induced	Total
Agriculture	\$0	\$228	\$229	\$457
Mining	\$0	\$79	\$36	\$115
Utilities	\$0	\$7,317	\$4,065	\$11,382
Construction	\$0	\$17,716	\$3,034	\$20,750
Manufacturing	\$0	\$9,267	\$4,646	\$13,914
Wholesale Trade	\$0	\$12,693	\$19,155	\$31,848
Retail Trade	\$217,494	\$2,839	\$52,522	\$272,855
Transportation and Warehousing	\$179,432	\$17,893	\$8,918	\$206,244
Information	\$0	\$19,234	\$9,211	\$28,445
Finance and Insurance	\$0	\$33,437	\$38,085	\$71,522
Real Estate and Rental and Leasing	\$6,261	\$12,082	\$7,712	\$26,056
Professional, Scientific and Technical Services	\$37,254	\$54,710	\$20,988	\$112,952
Management of Companies and Enterprises	\$0	\$18,441	\$3,855	\$22,295
Administrative and Support and Waste Management and Remediation Services	\$0	\$41,505	\$14,289	\$55,794
Educational Services	\$0	\$1,310	\$17,108	\$18,418
Health Care and Social Services	\$0	\$50	\$108,837	\$108,886
Arts, Entertainment and Recreation	\$80,687	\$7,300	\$6,513	\$94,500
Accommodation and Food Services	\$462,539	\$9,123	\$23,303	\$494,964
Other Services	\$129,416	\$12,158	\$25,585	\$167,159
Government	\$0	\$14,660	\$7,821	\$22,481
Total	\$1,113,083	\$292,042	\$375,913	\$1,781,038

Sources: IMPLAN, RESI

Appendix D—Survey Questions

D.1 Championship Attendees

1. Did you attend this year's Championship to support a specific team/school?
 - a. Yes
 - b. No

IF YES, PROCEED TO Q2. IF NO, PROCEED TO Q4.

2. With which school are you affiliated?
 - a. Charleston
 - b. Delaware
 - c. Drexel
 - d. Hofstra
 - e. JMU
 - f. UNCW
 - g. Northeastern
 - h. Towson
 - i. James Madison
 - j. William & Mary
3. What is your affiliation to the school?
 - a. Student
 - b. Alumni
 - c. Season Ticket Holder
 - d. Family/Relative of Student
 - e. General Fan
 - f. Donor/Booster
 - g. Faculty/Staff
 - h. Corporate Sponsor
4. Did you attend the Tailgate Tip-Off? **(IF YES, Q5. IF NO, Q7)**
 - a. Yes
 - b. No
5. **If yes**, at the Tailgate Tipoff approximately how much did you spend in total on the following items:

	Less than \$50	\$51 to \$100	\$101 to \$150	\$151 to \$200	\$201 to \$250	More than \$250
Retail						
Food/beverages						
Parking						
Other (please specify)						

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6. How many individuals (family and friends) attended the Tailgate Tip-Off with you?
7. While attending the Championship games, approximately how much did you spend in total on the following items:

	Less than \$50	\$51 to \$100	\$101 to \$150	\$151 to \$200	\$201 to \$250	More than \$250
Retail						
Food/beverages						
Parking						
Other (please specify)						

8. How many individuals (family and friends) attended the Championship with you?
9. Was this the first time you attended the Championship? **IF NO**, in what other years did you attend?
 - a. Yes
 - b. No
10. Overall, how many of the 2014 Championship games (one through eight) did you attend?
11. How did you travel to Downtown Baltimore City?
 - a. I live in Baltimore City
 - b. I drove myself or carpooled
 - c. Cab
 - d. Public transit
 - e. Other (please specify)
12. If you traveled, where did you stay?
 - a. I did not travel
 - b. With friends/family
 - c. Bed and breakfast
 - d. Hotel/motel
 - e. Other (please specify)
13. If you stayed overnight, how many nights did you stay?
 - a. I did not stay overnight
 - b. 1 night
 - c. 2 nights
 - d. 3 nights
 - e. More than 3 nights
14. Was the Championship your primary purpose for visiting Downtown Baltimore City?
 - a. Yes
 - b. No
15. **IF NO**, what was the primary purpose?
 - a. I live in Baltimore City
 - b. Business

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- c. To visit family or friends
- d. Vacation/holiday
- e. Other (please specify)

16. During your stay, outside of the Tailgate Tip-Off and Championship games, approximately how much did you spend in total on the following items:

	Less than \$50	\$51 to \$100	\$101 to \$150	\$151 to \$200	\$201 to \$250	More than \$250
Lodging						
Food/beverages						
Retail						
Transportation						
Entertainment						
Other (please specify)						

17. Who sponsored the Championship?

18. What changes or improvements do you feel would be beneficial? (Circle **all that apply.**)

- a. None.
- b. Different location
- c. Different time(s)
- d. Different day(s)
- e. Other (Please specify)

19. Would you attend the Championship again?

- a. Yes
- b. No

20. Which best describes the highest level of education you have completed?

- a. Some high school
- b. High school degree or equivalent (e.g., GED)
- c. Some college but no degree
- d. Associate degree
- e. Bachelor degree
- f. Graduate degree

21. Please indicate your age range

- a. 18-24
- b. 25-34
- c. 35-44
- d. 45-54
- e. 55-64
- f. 65-74
- g. 75+
- h. Rather not say



22. Which best describes your household income?

- a. Less than \$50k
- b. \$50k-\$99k
- c. \$100k-\$149k
- d. \$150k-\$199k
- e. \$200k-\$299k
- f. \$300k+
- g. Rather not say

23. Please indicate your gender

- a. Male
- b. Female
- c. Rather not say

24. What is your city and state of residence?

D.2 Participating Teams, Spirit Squads, and Administrators

1. With which school is your team affiliated?

- a. Charleston
- b. Delaware
- c. Drexel
- d. Hofstra
- e. JMU
- f. UNCW
- g. Northeastern
- h. Towson
- i. James Madison
- j. William & Mary

2. For each of the following categories, how many individuals traveled with your team for the Championship?

- a. Players
- b. Coaches
- c. Cheerleaders
- d. Dance team members
- e. Administration
- f. School Officials
- g. Other (please specify)

3. How did your team travel to Downtown Baltimore City?

- a. Our team is local, we did not travel
- b. Charter/school bus
- c. Airplane
- d. Public transit
- e. Other (please specify)

4. What were the approximate travel costs incurred by your team to travel to Downtown Baltimore City?
5. At which hotel did your team stay?
6. How many nights did your team stay in Baltimore City?
 - a. Our team is local, we did not stay overnight
 - b. 1 night
 - c. 2 nights
 - d. 3 nights
 - e. More than 3 nights
7. How many room nights, in total, did your team book?
8. Over the course of the Championship weekend, approximately how much did your team spend in total on the following items:
 - a. Lodging
 - b. Food/beverages
 - c. Retail
 - d. Transportation
 - e. Entertainment
 - f. Other (please specify)

D.3 Participating Vendors

1. What is the name of your business?
2. What types of products or services does your business offer at the CAA Men's Basketball Championship?
 - a. Lodging
 - b. Shoes/Apparel
 - c. Food/Beverages
 - d. Other (Please specify)
3. How long, in years, has your business participated in the Championship?
4. How many additional employees does your business hire to support its participation in the Championship?
5. For non-local vendors, what are the estimated expenses associated with these employees?
 - a. Food _\$ _____
 - b. Lodging _\$ _____
 - c. Transportation _\$ _____
 - d. Other (Please specify) _\$ _____
6. What are your business's average daily sales during the Championship?
 - a. \$0-\$1,999
 - b. \$2,000-\$3,999
 - c. \$4,000-\$5,999
 - d. \$6,000-\$7,999
 - e. \$8,000-\$9,999

- f. \$10,000 or more
- 7. Approximately what portion of your business's total annual revenue is attributable to sales at the Championship?
 - a. 0%-24%
 - b. 25%-49%
 - c. 50%-74%
 - d. 75%-99%
 - e. 100%
- 8. Does your business participate in any other events?
 - a. Yes
 - b. No
- 9. What is the primary location of your business?
 - a. City & state or ZIP code

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