

**Event Report
ECONOMIC IMPACT PROJECTIONS**



*2021 Attendance: 14,159 (Impact of Covid-19)

*2020 Attendance: 62,986

*Based on the "2001 Citrix Tennis Championships Economic Impact Analysis," currently known as the Delray Beach Open by VITACOST.com, spectators attend an average of 2.6 sessions for the week-long event. In addition, out-of-town participants' average stay in Florida is 11.97 days.

# of Adult out-of-town participants * <u>1179</u> x event days <u>5</u>	multiply by \$136• =	\$ <u>801,720</u>
# of Youth out-of-town participants* <u>200</u> x event days <u>5</u>	multiply by \$68• =	\$ <u>68,000</u>
# of out-of-town media/professional visitors <u>7</u> x event days <u>6</u>	multiply by \$136• =	\$ <u>5,716</u>
# of Palm Beach County participants* <u>13,3,021</u> x event days <u>2.6</u>	multiply by \$68• =	\$ <u>534,113</u>
Event-site spending? (parking, concessions, on-site advertising)		\$ <u>406,500.00</u>
What other expenditures, if any? (i.e. TV production, PR Company, clothing, etc.)		\$ <u>205,450.00</u>
TOTAL DIRECT IMPACT		\$ <u>1,960,299.00</u>

**Includes spectators from outside of Florida, as well as various counties within Florida.*

TOTAL HOTEL IMPACT

Total # of Room Nights 875+ x Average Room rate \$ 119 = \$ 104,125+

*NOTE: Attendance shall include athletes, coaches, officials, trainers, organizers and spectators.

- NOTE: Or substitute a better average spending estimate from the Category G Grant Application Form 4.
- ***The above amount is based on confirmations from a few hotels. Because of the difficulty of receiving an exact number of hotel room nights and the desire to understand the economic impact of the event, the above is a guestimate.

Delray Beach Open (Post-Event, Economic Impact ~ Palm Beach Sports Commission)

2015 - 2019

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Direct Impact from Spectators:	\$ 4,332,359.37	5,012,539.79	6,345,875	6,599,710.00	6,190,527.98
Players:	\$ 23,147.41	26,781.55	33,905.44	35,261.66	33,075.43
Referees/Officials:	\$ 28,334.16	28,154.62	35,643.75	37,069.50	34,771.19
Corporate Sponsors:	\$ 37,456.71	43,337.41	54,865.16	57,059.77	53,522.06
Combined direct impact from staging event:	\$ 4,417,297.66	5,110,813.39	6,470,289.7	6,729,100.93	6,311,896.67
Indirect impact reported gains:	\$ 1,231,056.32	1,424,332.16	1,803,204.5	1,950,345.99	1,829,424.54
Induced impact gains	\$ 1,583,361.56	1,831,949.32	2,319,247.8	2,508,498.41	2,352,971.51
ECONOMIC IMPACT:	\$ 7,231,715.54	8,367,094.87	10,592,742	11,187,945.30	10,494,292.7

ATTENDANCE & ROOM NIGHT

	<u>2016 Delray Beach Open</u>	<u>2017 Delray Beach Open</u>	<u>2018 Delray Beach Open</u>	<u>2019 Delray Beach Open</u>
Attendance	50,015	63,348	65,882	61,751
Avg. amount of sessions persons attend	2.6	2.6	2.6	2.6
Individual persons attending event	19,236.54	24,364.62	25,339	23,750.38
% of visitors outside the south FL vicinity	26.8%	26.8%	26.8%	26.8%
Amt. from outside of south FL	5,155.52	6,529.72	6,790	6,365.10
Amt. from outside of south FL	5,156	6,530	6,790	6,365.10
% of visitors coming to So. FL b/c of the event	23.9%	23.9%	23.9%	23.9%
Visitors coming to S. FL attending the event	1,232	1,561	1,623	1,521
Visitors coming to S. FL attending the event	1,232	1,561	1,623	1,521.25
% of visitors staying in hotels	36.3%	36.3%	36.3%	36.3%
Visitors staying in hotels/motels	447	567	589	552
Visitors staying in hotels/motels	447	567	589	552
% of visitors staying in hotels in Palm Beach	83%	83%	83%	83%
Visitors staying in hotels - Palm Beach	371	471	488	458
Visitors staying in hotels - Palm Beach	371	471	488	458
Avg. amount of persons per room	2	2	2	2
Individual number of hotel rooms used	186	236	244	229
Individual number of hotel rooms used	186	236	244	229
Avg. length of stay in S. Florida for visitors	11.97	11.97	11.97	11.97
<i>Estimated total number of room nights booked</i>	2,226	2,825	2,920	2,741

2021 Delray Beach Open (Post-Event, Economic Impact ~ Palm Beach Sports Commission).
2021 attendance: 77.5% attendance decrease from 2020 due to Covid-19 and limited fan attendance.

	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
Direct Impact from Spectators:	\$ 6,191,766.09	\$ 1,960,299.00			
Players:	\$ 33,082.05	\$ 33,082.05			
Referees/Officials:	\$ 34,778.14	\$ 28,217.00			
Corporate Sponsors:	\$ 53,532.76	53,532.76			
Combined direct impact from staging event:	\$ 6,313,159.05	\$ 2,075,130.70			
Indirect impact reported gains:	\$ 1,829,790.42	411,702.84			
Induced impact gains	\$ 2,353,442.10	529,524.47			
ECONOMIC IMPACT:	\$ 10,496,391.60	\$ 3,016,357.90			

2021 Overall Economic Impact (ie attendance, excludes national / international Television)

Output Impact: \$ 3,016,357.90 x 1.5^A = \$ 4,524,536.80

Earnings Impact $\$ 4,524,536.80 \times .57 = \$ 2,578,985.90$

Employment Impact: $\$ 4,524,536.80 / 1,000,000 \times 22 = 99.54$

A= output multiplier; B = Earnings multiplier; C = Employment multiplier

ATTENDANCE & ROOM NIGHT

	<u>2020 Delray Beach Open</u>	<u>2021 Delray Beach Open</u>	<u>2022 Delray Beach Open</u>	<u>2023 Delray Beach Open</u>
Attendance	62,986	14,159		
Avg. amount of sessions persons attend	2.6	2.6		
Individual persons attending event	24,225.38	5,445		
% of visitors outside the south FL vicinity	26.8%	26.8%		
Amt. from outside of south FL	6,492	1,415		
Amt. from outside of south FL	6,492	1,415		
% of visitors coming to So. FL b/c of the event	23.9%	23.9%		
Visitors coming to S. FL attending the event	1,552	338		
Visitors coming to S. FL attending the event	1,552	338		
% of visitors staying in hotels	36.3%	36.3%		
Visitors staying in hotels/motels	563	123		
Visitors staying in hotels/motels	563	123		
% of visitors staying in hotels in Palm Beach	83%	83%		
Visitors staying in hotels - Palm Beach	467	102		
Visitors staying in hotels - Palm Beach	467	102		
Avg. amount of persons per room	2	2		
Individual number of hotel rooms used	234	51		
Individual number of hotel rooms used	234	51		
Avg. length of stay in S. Florida for visitors	11.97	11.97		
Estimated total number of room nights booked	2,801	610		