

2018 Delray Beach Open (Post-Event, Economic Impact ~ Palm Beach Sports Commission).

2019 attendance: 61,751; 6.2% decrease from 2018)

	<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:	\$ 24,334.16	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	10,494,292.70

2019 Overall Economic Impact

Output Impact: \$ **10,494,292.70** x 1.5^A = **\$15,741,439**

Earnings Impact $\frac{\$10,494,292.70 \times .57}{1} = \$8,972,620.25$

Employment Impact: $\frac{\$10,494,292.70}{1,000,000} \times 22C = 230.87$

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

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
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% 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
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Avg. length of stay in S. Florida for visitors	11.97	11.97	11.97	11.97
Estimated total number of room nights booked	2,226	2,825	2,920	2,741

Event Report FINANCIAL SUMMARY

Provide a complete financial summary of your event. If you have your own statement, you may provide it in place of this form.

CASH INCOME:

Admissions	\$ _____
Contributions	\$ _____
Grants	\$ _____
Rights Fess	\$ _____
Sales	\$ _____
Other Income	
Television	\$ 220,0000
City of Delray Beach	\$ 2,075,997
Palm Beach County Sports Commission	\$ 23,000
Palm Beach TDC	\$ 0
Total Cash Income	\$ 2,318,997

**We are unable to list admissions, sponsorships, food/beverage, etc. due to agreements with the ATP Tour, event partners and corporate sponsors.*

IN-KIND INCOME:

Source:	Amount:
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total In-Kind Income	\$ _____
TOTAL INCOME	\$ _____



Event Report
FINANCIAL SUMMARY

EXPENSES (cash & in-kind):

Travel	\$	18,500
Clothing	\$	25,200
Housing	\$	256,000
Food	\$	85,000
Sanction Fees	\$	69,500
Site Fees	\$	_____
Guarantees	\$	_____
Officials	\$	45,000
Awards	\$	2,700
Rentals	\$	129,500
Insurance	\$	18,600
Labor	\$	53,000
Marketing/Promo (in county)	\$	148,000
Marketing/Promo (out of county)	\$	262,000
TV Production	\$	99,000
Prize Money	\$	647,500
Player Appearance Fee	\$	828,000
Ticket Sales Staff	\$	37,300
Site Costs	\$	415,000
Office	\$	335,000
Miscellaneous	\$	75,000

Other Expenses

_____	\$	_____
_____	\$	_____
_____	\$	_____

TOTAL EXPENSE \$ 3,549,800-plus**

***We are unable to list additional expenses (i.e. additional player appearance fees/expenses, medical, transportation, etc.) due to agreements with ATP Tour, investors and corporate partners.*

NET INCOME/LOSS \$ _____ ***

Event Report

OVERVIEW OF EVENT

Provide one or two paragraphs that describe the overview of the event to be used in Palm Beach County publications and articles. Please include one or two photos for our files if possible.

The Delray Beach Open is the world's only 10-day combined ATP Champions Tour event (details below) and ATP World Tour event (details below). In summary, the event is seen nationally and internationally, host to 10+ hospitality/networking functions and multiple amateur tennis events, world-famous VolleyGirls, nightly music performances, and exciting daytime and evening sessions in an ATP "Award of Excellence" winning arena.

ATP CHAMPIONS TOUR EVENT (Feb. 15 - 17, 2019). The only ATP Champions Tour Legends Event in the United States, consisting of Team AMERICAS vs Team WORLD with the first team to win the best 5 out of 8 matches. Event features players that have been ranked World No. 1, Grand Slam finalists, or a singles player in a victorious Davis Cup team (two Wildcards available).

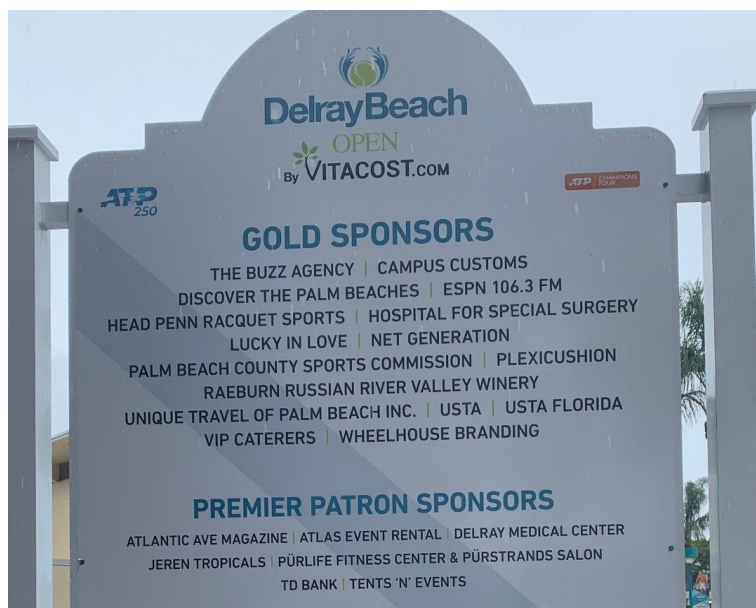
2019 Team AMERICAS: Fernando Gonzalez, Jesse Levine, Jan-Michael Gambill, Jay Berger

2019 Team INT'L: Tommy Haas, Tim Henman, Wayne Ferreira, Mikael Pernfors

ATP 250 EVENT. Pre-Qualifying (Nov. 17 - 21, 2018), Qualifying (Feb. 15 – 17, 2019) + Main Draw (Feb. 18 – 24, 2019). The event is one of only 10 ATP World Tour Events in the United States. Event features many of the top-ranked men's professionals in the world is seen nationally and internationally, and host to 10+ hospitality/networking events and amateur tennis events.

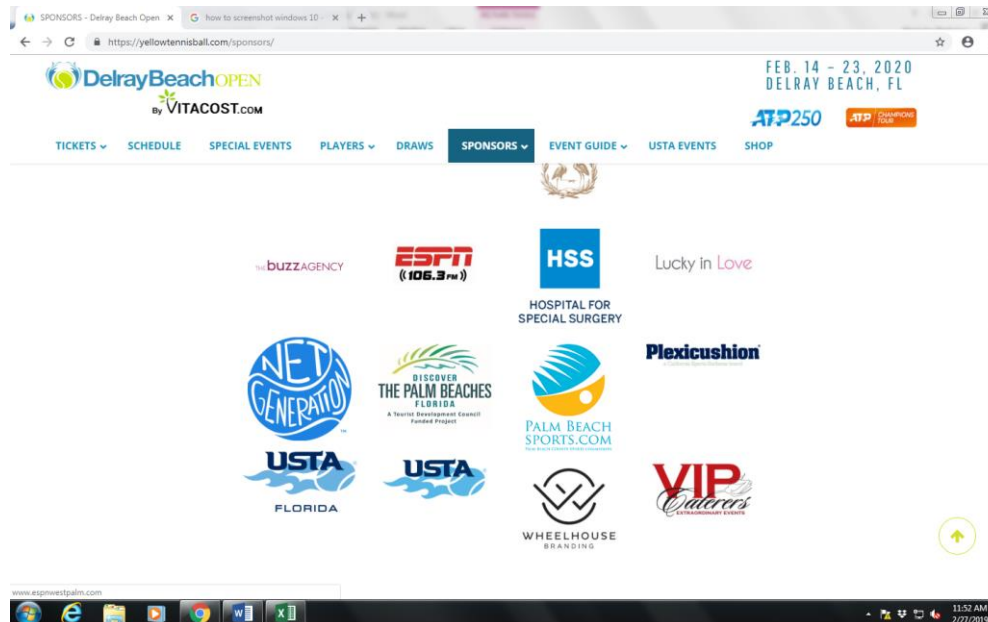
Marquee Players: Juan Martin del Potro, John Isner, Nick Kyrgios, Frances Tiafoe, the Bryan Brothers, Steve Johnson, Andreas Seppi, Ivo Karlovic, Taylor Fritz and more.

SPECIAL EVENTS-PROMOTIONS INCLUDE: Box Holder Series Reception, Chamber Bash, Food Drive, Senior Day, Kidz Day, Ladies Luncheons, VIP Reception, USPTA Women's Doubles Event, Legends Clinic, College Match, Tennis on Campus Collegiate match and more.



PALM BEACH SPORTS COMMISSION - 2019 EVENT PICTURES

Stadium Court Upper Level Signage, Video Board Signage, Special Events Court Signage, Logos on Official Tournament Website



Palm Beach County Tourist Development Tax Event Report

SUMMARY OF EXPENDITURES

Date of Expenditure	Check Number	Payee	Invoice Number	Expense Description	Amount
12.27.2018	18649	ATP	Attached	Officials	\$ 46,195
2.18.19	18820	All On Stage Productions	Attached	Stage production	\$10,435

Total This Page \$ 56,630

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DELRAY BEACH OPEN CELEBRATES ITS 27TH ANNIVERSARY IN 2019

World-class Tennis, National & International Television, VIP Hospitality, Charity, Live Music, Amateur Tennis Events, Autograph Sessions, Dancing, Wine-Tasting, Delray Beach 'Games', Children's Clinics, Ladies Luncheons, Passionate Fans & Community Engagement!



2019 DELRAY BEACH OPEN by VITACOST.com CHAMPIONS. Radu Albot won his 1st ATP title, while the Bryan Brothers battled past the Skupski Brothers for the Doubles Title. Tommy Haas clinched the Champions Tour title for Team WORLD, defeating Jesse Levine in the final match.



AUTOGRAPH SESSION WITH FANS

Former professional tennis players Fernando Gonzalez, Wayne Ferreira, Jan-Michael Gambill, and Tim Henman interacting with fans.

EMIRATES DAY AT THE DBO

The Emirates Cabin Crew visited the tournament on Friday, giving away 500 hats and a Sunday Finals "Meet the Champion" package.

BRYAN BROTHERS CLINIC

Real Housewives star Jill Zarin and 11 other lucky amateurs had a special opportunity to compete with and learn from the Bryan Brothers



ON COURT PORSCHE: Fans watching the match from inside a Porsche, on court.

TOMMY HAAS AMONG WALK OF FAME INDUCTION: The German native was inducted into the Delray Beach Open Walk of Fame, joining names like John McEnroe and the Bryan Brothers.

PLAYER POST-MATCH INTERVIEW. Juan Martin del Potro speaking with media after his 1st round win.



FUN, FRIENDS & WINE

Ladies Day Luncheon is always a hit with the ladies! ATP players stopped by the event to visit them, sign autographs and take photos.

AUTOGRAPHS FOR PASSIONATE FANS

ATP stars John Isner and Juan Martin del Potro sign autographs following their matches.

ALL BLISS: Partner **Bliss Hammocks** is continuing to supply the anti-gravity chairs for the on-court “Best Seats in the House,” but a new “blissful” lounge area has been created on-site.



BRYAN BROTHERS CLINIC

Super fans attended the fun-filled Bryan Brothers clinic, featuring Mike, Bob, and their coach.

LEGENDS CLINIC

Fans attended the Legends Clinic, featuring former ATP stars Tommy Haas, Fernando Gonzalez, Tim Henman, Wayne Ferreira, Jesse Levine, and Jan-Michael Gambill.

FLORIDA PANTHERS VISIT DELRAY

Stanley the Panther and his friends made visited Delray Beach, entertaining friends and fans.

GAME, SET, POUR

Game, Set, Pour! Our inaugural Beer & Wine food pairing event was a huge hit! Fans were able to sample food and drinks from various local breweries and restaurants. A night filled of fun, food, drinks, and tennis!



SPECIAL MEMORIES

Tommy Haas and the VolleyGirls after Team World defeated Team Americas....Love Serving Autism Clinic held on Opening Night... Event partners enjoying the Stadium Court Coin-toss promotion...Participants of USTA Florida Kidz & Family Day were able to meet ATP Stars.