

Economic Impact of a Youth Tournament

Tournament Demographics:

Total Teams: 171

Traveling Teams: 95 (from outside Indianapolis)

Participants: 2600 (average 15 per team)

Attendees: 4600 (2,500 x 1.8)

Support Services (fire, police, medical): 30

Coaches: 150

Referees: 200

Total: 7,500

Housing:

95 teams x 15 families = 1425 rooms per night or 2850 rooms total for weekend.

2850 x \$100 (average hotel rate)= \$285,000

Food:

Breakfast: 7,500 people x \$3.00(x2 days)= \$45,000

Lunch: 7,500 people x \$10.00(x2 days)= \$150,000

Dinner: 7,500 people x \$18.00(x2 days)= \$270,000

Tournament Revenue:

Team Entry Fees \$72,000

Sponsors \$2,400

Vendor Sales \$26,000

Photo Sales: \$50,000

Other:

Retail Shopping \$125,000

Groceries (Liquor, snack items) \$20,000

Total Economic Impact: \$104,540,00.00

These numbers are obtained by using the 2004 FC Pride Cup final financial statement. Percent and factors were obtained by demographic studies done by SMG marketing group. These numbers are estimated base on a true event.