



August 1, 2022

Joan Hutchinson
Contracts and Grants Coordinator
Palm Beach County Tourist Development Council
2195 Southern Blvd., Suite 500
West Palm Beach, FL 33406

Dear Joan,

Palm Beach County is the Major League Baseball (MLB) Spring Training Capital of Florida. Since 1998, Palm Beach County has been home to Roger Dean Chevrolet Stadium in Jupiter, which was the first baseball complex in Florida to host two (2) MLB teams for Spring Training. Today, Roger Dean Chevrolet Stadium is occupied by the Miami Marlins and St. Louis Cardinals. In 2017, Palm Beach County delivered Florida its second two (2) team MLB Spring Training Complex with the development of Ballpark of The Palm Beaches. Located in West Palm Beach, the Ballpark of The Palm Beaches is the spring training home to the Houston Astros and Washington Nationals. The Palm Beaches represents Florida's only county that maintains two, two-team complexes. In total, four (4) of the fifteen (15) MLB teams participating in Florida's Grapefruit League are playing baseball in The Palm Beaches.

Although MLB Spring Training boosted Palm Beach County's tourism economy, the season was compromised due negotiations between Major League Baseball and the MLB Players Association that resulted in a lockout. The lengthy negotiations and lockout resulted in a shortened MLB Spring Training season. The anticipated 30-game schedule for each team in Florida's Grapefruit League was reduced to a 15-game schedule. The shortened season and the uncertainty created by the lockout, lessened the anticipated economic impact. With that being said, the MLB Spring Training season ultimately occurred and still provided a significant level of visitor spending and bed tax revenues for Palm Beach County.

Ballpark of The Palm Beaches' seating capacity is over 7,700 for a single game while Roger Dean Chevrolet Stadium's seating capacity reaches nearly 7,000 per game. Palm Beach County was home to 27% of Florida's spring training games in 2022. Between Ballpark of The Palm Beaches

and Roger Dean Chevrolet Stadium, a total of 30 spring training games were scheduled in The Palm Beaches from March 18 to April 15th, 2022. The total attendance for this spring training season equaled 85,719. The shortened season harshly lowered Palm Beach County's total spring training attendance in comparison to the robust turnout of 270,857 in 2019 (pre-pandemic). Next year's spring training season is expected to deliver an attendance and economic impact that will surpass the pre-pandemic totals of 2019.

The Palm Beach County Sports Commission utilized Sports Management Research Institute (SMRI) to conduct an economic impact study for the 2022 MLB Spring Training season taking place at Ballpark of The Palm Beaches and Roger Dean Chevrolet Stadium. SMRI is a full-service market research firm, which was also sourced by the Miami Super Bowl Host Committee to produce an economic impact study on Super Bowl LIV in 2020.

In 2022, MLB Spring Training generated an economic impact of \$33,669,103 in Palm Beach County. A total of 60.8% of attendees were nonresidents. MLB Spring Training was responsible for 34,242 room nights (14,810 from the teams and 19,432 by visitors).

The attendance and economic benefits can be influenced by many factors, but Palm Beach County is fortunate to have partnerships with the Washington Nationals, Houston Astros, St. Louis Cardinals, and Miami Marlins. These teams represent vibrant travel markets that are important to Florida's economy. The Washington D.C. market is considered one of Florida's strongest origin markets, ranking eight (8) in 2021, which generates a majority of domestic visitation for Florida. Individuals from Washington D.C. and surrounding areas are seeking inspiration to visit the state. The Houston Astros represents one of two MLB teams from Texas, which is the fourth largest origin state for Florida visitors. Houston ranks as the 15th largest travel market for Florida. As one of the premier brands in Major League Baseball, the St. Louis Cardinals own a dedicated and loyal following from St. Louis and the surrounding Missouri towns, as well as the metro east Illinois area. The St. Louis Cardinals have one of the most faithful and active fan bases in sports and Palm Beach County is a routine spring vacation destination for these baseball enthusiasts across the Midwest. The Miami Marlins represent one of only two MLB franchises in Florida. The Miami Marlins create visitation to Palm Beach County through drive markets.

Ballpark of The Palm Beaches in combination with Roger Dean Chevrolet Stadium transformed Palm Beach County into the premier destination for amateur baseball events. The nation's largest baseball tournaments are taking place in Palm Beach County, including some of the most admired brands in amateur baseball. These baseball tournaments are utilizing Ballpark of The Palm Beaches and Roger Dean Chevrolet Stadium, creating year-round activity. In addition to baseball, Ballpark of The Palm Beaches has the capability to host a multitude of other sports activities. The

complex features five (5) multi-purpose fields, designed to FIFA (Fédération Internationale de Football Association) soccer specifications. The multi-purpose fields are an ideal home for field sports, such as soccer, lacrosse, rugby, field hockey, flag and tackle football, and more. The economic benefits derived from amateur baseball tournaments and other sports activities is substantial.

Major League Baseball, and specifically, the Washington Nationals, Houston Astros, St. Louis Cardinals, and Miami Marlins have been, and will continue to be an extremely beneficial investment for Palm Beach County. The Palm Beach County Sports Commission looks forward to utilizing baseball as a catalyst in generating tourism, visitor spending, and hospitality-related jobs.

Sincerely,



George Linley
Executive Director
Palm Beach County Sports Commission

Cost Benefit Analysis – Spring Training Facilities

Ballpark of The Palm Beaches / Roger Dean Chevrolet Stadium

Economic Impact & Year-Round Usage Summary



Economic Impact of Major League Baseball Spring Training in Palm Beach County

Major League Baseball (MLB) Spring Training brings an immense economic and tourism impact to Palm Beach County. The below information has been assembled to project the economic impact created from Spring Training activity that occurred at Ballpark of The Palm Beaches, located in West Palm Beach and Roger Dean Chevrolet Stadium, located in Jupiter.

Ballpark of The Palm Beaches, which hosts the Houston Astros and Washington Nationals, completed its 6th MLB Spring Training season, since opening in February of 2017. Roger Dean Chevrolet Stadium, home to the St. Louis Cardinals and Miami Marlins celebrated its 25th anniversary in The Palm Beaches. These two facilities represent the only two-team MLB Spring Training complexes that reside in Florida.



MLB Labor Negotiation Impacts on the 2022 MLB Spring Training Season

MLB Spring Training returned in 2022 without any Covid-19 restrictions; however, the season was compromised due to Major League Baseball (MLB) negotiations between ownership and the player's union. The lengthy discussions between these two (2) parties resulted in a lockout, which meant the MLB Spring Training season was reduced 15 games per team (50% reduction in total games per team and stadium). The MLB Spring Training season was delayed, which created uncertainty for traveling attendees. Ultimately, the MLB Spring Training season began on March 18th and concluded on April 15th.

Economic Impact of Major League Baseball Spring Training in Palm Beach County

Despite the decrease in games, the MLB Spring Training season delivered a significant economic and tourism impact to Palm Beach County. The below information has been assembled to project the economic impact created from Spring Training activity that occurred at Ballpark of the Palm Beaches, located in West Palm Beach and Roger Dean Chevrolet Stadium, located in Jupiter.

Palm Beach County was home to 27% of Florida's spring training games in 2022. Between Ballpark of The Palm Beaches and Roger Dean Chevrolet Stadium, a total of 30 spring training games were played in Jupiter and West Palm Beach during the 2022 season. The 30 games, which were divided evenly between both of Palm Beach County's spring training complexes, generated a total attendance of 85,719. The reduced schedule lessened Palm Beach County's total expected spring training audience. However, the attendance in 2022 surpassed the 2021 season, which was restricted due to the Covid-19 pandemic.

Palm Beach County's total economic impact created from the MLB Spring Training in 2022 equals **\$33,669,103**. Nonresidents made up of 60.8% of baseball attendees. MLB Spring Training was responsible for **34,242 total room nights** (14,810 from the teams and 19,432 by visiting spectators).



Economic Impact of Major League Baseball Spring Training at the Ballpark of The Palm Beaches, 2022

Home to the Houston Astros, and Washington Nationals, Ballpark of The Palm Beaches, is one of two baseball complexes in Florida that accommodates two MLB franchises. The other baseball complex in Florida that hosts two MLB teams also resides in Palm Beach County (Roger Dean Chevrolet Stadium).

Ballpark of the Palm Beaches accumulated a total attendance of **37,298** over 15 games. The economic impact created by its two MLB franchises totaled **\$14,814,405** (44% of total attendance and economic output for spring training in Palm Beach County).

The Washington D.C. market is considered one of Florida's strongest origin markets (ranking #8 in 2021), which creates the majority of domestic visitation for Florida. Individuals from Washington D.C. and surrounding areas are seeking a reason to visit the state and spring training delivers that motivation. Houston also represents a robust travel market. The Houston Astros is one of two MLB teams from Texas, which is the fourth largest origin state for Florida visitors. Houston ranks as the 15th largest travel market for Florida.

Economic Impact of Major League Baseball Spring Training at Roger Dean Chevrolet Stadium, 2022

Roger Dean Chevrolet Stadium substantially contributed to Florida's tourism economy through Major League Baseball (MLB) Spring Training. Roger Dean Chevrolet Stadium, which is home to the St. Louis Cardinals and the Miami Marlins, joins Ballpark of The Palm Beaches as the only baseball complexes in Florida housing two MLB franchises.

Roger Dean Chevrolet Stadium accumulated a total attendance of **48,421** over 15 games. The economic impact created by its two MLB franchises is projected at **\$18,854,698** (56% of total attendance and economic output for spring training in Palm Beach County). As one of the premier brands in Major League Baseball, the St. Louis Cardinals own a dedicated and loyal following from St. Louis and the surrounding Missouri towns, as well as the metro east Illinois area. The St. Louis Cardinals have one of the most faithful and active fan bases in sports and Palm Beach County is a routine spring vacation destination for these baseball enthusiasts across the Midwest. The St. Louis Cardinals create most of the tourism impact from Roger Dean Chevrolet Stadium. The Miami Marlins represent one of only two MLB franchises in Florida. The Miami Marlins create visitation to Palm Beach County through drive markets.



Ball Park of the Palm Beaches – MLB Spring Training Complex- Multi-Purpose – Year-Round Use

Ballpark of The Palm Beaches is a Major League Baseball (MLB) Spring Training Complex equipped with multi-sports capabilities, which allows for utilization on a year-round basis. The facility, which features a modernized 7,700 seat baseball stadium, 13 MLB regulation baseball diamonds, state-of-the-art press box and clubhouse facilities, and five (5) multi-purpose fields designed to FIFA soccer specifications, is built to host a variety of sports activities throughout the year. This facility undoubtedly enhances Palm Beach County's position as a premier sports destination while hosting sporting events that create widespread economic and community benefits. The Palm Beach County Sports Commission, as the sports tourism agency for Palm Beach County, recruits and develops a variety of sporting events to occupy Ballpark of The Palm Beaches. These events bring visitors to Florida from across the state, nation, and globe.



Economic Impact of Amateur Baseball Events in Palm Beach County

The combination of Ballpark of The Palm Beaches and Roger Dean Chevrolet Stadium provides a significant competitive advantage for the Palm Beach County Sports Commission and its efforts to secure regional and national baseball tournaments that will create countywide tourism impacts to The Palm Beaches. These baseball complexes offer 26 diamonds and two stadiums, which makes Palm Beach County one of Florida's premier destinations for baseball. **From July 1, 2021, to June 30, 2022, the Palm Beach County Sport Commission supported 31 regional, national, and global amateur baseball tournaments, showcases, and camps.** These 31 events attracted primarily youth baseball travel teams; although, a few tournaments were designed for adult and senior age groups. The amateur baseball tournaments occupying Ballpark of The Palm Beaches and Roger Dean Chevrolet Stadium brought approximately **1,034 amateur baseball teams**, consisting of close to **20,000 athletes** and nearly **35,000 spectators**. A total of **47,661 room nights** were created for Palm Beach County's hotel community and hospitality industry. These events generated over **\$33 million of economic impact** within Palm Beach County. Please see the attached spreadsheet, referred to as "Amateur Baseball Events in Palm Beach County", for a detailed breakdown of this impact.

As Florida's only destination that made a commitment to build two (2) MLB Spring Training complexes that accommodate two (2) teams each, Palm Beach County has an unrivaled inventory of baseball diamonds. Due to this commitment of baseball infrastructure, Palm Beach County is home to the nation's largest and most prestigious amateur baseball tournaments, showcases, and related events. Over the last year, the economic impact created from the amateur baseball events nearly matches MLB Spring Training. The number of visitors and overnight accommodations derived from the amateur baseball tournaments surpasses MLB Spring Training.



Ballpark of The Palm Beaches is a Multi-Purpose Venue

In addition to baseball, Ball Park of The Palm Beaches, has the capability to host a multitude of sports. This facility features five (5) multi-purpose fields designed to FIFA (Fédération Internationale de Football Association) soccer specifications. The Palm Beach County Sports Commission utilizes the multi-purpose fields to promote sports tourism and recruit statewide, national, and international sports events that would enlist a collection of new visitors for Palm Beach County and Florida. The multi-purpose fields offer the potential to host a variety of field sports, such as soccer, lacrosse, rugby, field hockey, flag and tackle football and more. The FIFA dimensions are applicable to host all age groups and competition levels for the nation's most popular field sports.

Ballpark of The Palm Beaches hosts one of nation's largest soccer tournaments

Ballpark of The Palm Beaches and its five (5) soccer fields were a major venue in bringing one of the nation's predominant girls' soccer tournaments to Palm Beach County. The Development Player League (DPL) made its Palm Beach County debut by fielding over 250 girls' soccer teams competing in age divisions that range from 13U to 19U. Over 4,500 athletes and more than 11,000 total visitors attended, making this one of the largest girls' soccer showcases in the United States. **In total, the DPL Winter Showcase created 6,334 hotel room nights and \$4.4 million of economic impact for Palm Beach County's tourism economy.**

Ballpark of The Palm Beaches creates economic impact through lacrosse

Ballpark of The Palm Beaches was home to three (3) lacrosse events this past year, which attracted traveling athletes and spectators to Palm Beach County. The Monster Mash Lax Clash (October 30-31, 2021), SoFlo Turkey Shootout (November 20-21, 2021), Eye of the Hurricane (January 15-16, 2022), and So Flo Summer Shootout (June 18-19, 2022) were all youth lacrosse events that occupied Ballpark of the Palm Beaches over the last year. These events attracted hundreds of athletes and thousands of spectators from across the nation, creating a strong tourism impact.



Economic Impact Assessment

Major League Baseball Spring Training

Palm Beach County

EIR Report 2022



www.go-smri.com



Economic Impact Protocol

Specific onsite and online data capture focused on arriving at the following economic impact research protocol execution points:

- Direct dollars spent due to the subsequent regional hosting of the 2022 Palm Beach County Major League Baseball Spring Training by out-of-town visitors (traveling from outside the designated study area) including stadium and team related expenses
 - MLB Spring Training players, coaches, stadium vendors, exhibitors, and contractors associated with operational outcome
 - Event spectators associated with attending the 2022 MLB Spring Training “events”
- Palm Beach County Sports Commission and stadium spending as a result of the direct expenditures; direct effects/business impacts from introduction of new economic injection into the designated Palm Beach County. The following report also applies the economic impact research limiting conditions ...
 - The reliability and validity of information provided to SMRI by individuals, groups and organizations contacted throughout the preparation of the report;
 - The reliability and validity of secondary research information and reporting systems made available to SMRI during the preparation of this report;
 - Palm Beach County/surrounding Counties variation in tax structure and rates;
 - Input-output economic modeling theory of which economic impact models (IMPLAN for the purposes of this report) are derived, does not attempt to monitor the cost analysis of an event, instead the economic benefits from staging the 2022 MLB Spring Training event(s) were assessed in this research investigation

Secondary Research

This information was collected from the Palm Beach County/surrounding counties respective Travel & Tourism CVB/Tourism Development Agencies and Economic Development Agencies, comparison to other SMRI regional economic impact studies for cross comparison/reference points, prior Florida Equestrian economic impact studies. Additionally, following the 2022 MLB Spring Training event execution, local/state regional tax dollars realized by local Palm Beach County.

Top Level 2022-2021 Summary

- Total Palm Beach Spring Training Economic Impact was **\$33,669,103**
 - 2021 Economic Impact, \$39,672,868, factored in capital stadium improvements and added COVID protocol expenditures, see V. Appendix.
- Total Palm Beach Spring Training **Attendance-Announced** across all four teams at both venues was **85,719**.
 - Up from 2021 62,740.
- **Total In-Park** Palm Beach Spring Training Attendance was **63,892**.
 - Up from 2021, 42,996.
- **60.8% nonresident attendees** spent an average of **3.43 nights** in the region.
 - Increased nonresident attendee % from 52.8% in 2021, but decreased nights in region, 3.67.
- The events tapped **34,242 room nights**. **14,810 by teams** and **19,432 by visitors**.
 - 2021 events tapped 16,434 room nights: 10,763 by teams and 5,571 by visitors.
- **64.1%** of intercepts reported that Spring Training was the **main reason** for their visit to Palm Beach. 31.8% shared that Spring Training was an influence on their visit.
 - 62.5% of 2021 intercepts reported that Spring Training was the main reason for their visit to Palm Beach. 32.7% shared that Spring Training was an influence on their visit.
- **48.4%** of guests shared attending Spring Training made their overall impression of Palm Beach **more favorable**.
 - 52.8% of 2021 guests shared attending Spring Training made their overall impression of Palm Beach more favorable.

Economic Impact Report

- I. Key Findings
- II. Secondary Market Research
- III. Demographic Data
- IV. Data Analytics Action Items
- V. Appendix

Economic Impact

- Total Palm Beach Spring Training Economic impact was **\$33,669,103**.
- **Total In-Park** Palm Beach Spring Training Attendance was **63,892**.
- **60.8% nonresident attendees** spent an average of **3.43 nights** in the region.

Activity	Multiplier Effect	Employment (Jobs)	Labor Income	Value Added	Output
Visitor Spending	Direct Effect	115	\$3,216,199	\$4,425,307	\$7,113,433
	Indirect Effect	13	\$734,713	\$1,166,605	\$2,216,726
	Induced Effect	48	\$2,634,961	\$4,434,048	\$7,087,504
	Total Effect	176	\$6,585,873	\$10,025,960	\$16,417,663
Team Expenses	Direct Effect	68	\$2,078,965	\$3,442,338	\$5,352,328
	Indirect Effect	9	\$534,859	\$836,699	\$1,554,014
	Induced Effect	37	\$2,010,976	\$3,357,577	\$5,341,329
	Total Effect	114	\$4,624,799	\$7,636,614	\$12,247,671
Stadium Operations	Direct Effect	19	\$407,808	\$1,120,177	\$2,024,286
	Indirect Effect	7	\$290,849	\$531,255	\$1,029,358
	Induced Effect	13	\$743,920	\$1,230,616	\$1,950,125
	Total Effect	40	\$1,442,576	\$2,882,048	\$5,003,769
Total All Activities	Direct	202	\$5,702,972	\$8,987,822	\$14,490,047
	Indirect	30	\$1,560,421	\$2,534,559	\$4,800,098
	Induced	98	\$5,389,857	\$9,022,241	\$14,378,958
	Total	329	\$12,653,248	\$20,544,622	\$33,669,103

Values in 2022 dollars. Employment represents fulltime and part-time jobs
 Source: Implan model for Palm Beach County, FL, 2019 (Implan Group, LLC)

Economic Model Inputs

Activity	Sector	Indus. Sales	Employment	Comp.	Income
Visitor Spending	507 Hotels and motels, including casino hotels	\$2,265,742	17	\$716,401	\$103,682
	509 Full-service restaurants	\$1,535,391	21	\$593,768	\$20,989
	418 Transit and ground passenger transportation	\$998,388	43	\$345,984	\$97,239
	504 Other amusement and recreation industries	\$1,568,295	21	\$1,008,908	(\$18,278)
	411 Retail - General merchandise stores	\$855,349	3	\$115,697	\$203
	412 Retail - Miscellaneous store retailers	\$838,397	8	\$215,422	\$16,183
Team Expenses	507 Hotels and motels, including casino hotels	\$2,903,931	22	\$918,188	\$132,886
	418 Transit and ground passenger transportation	\$388,663	17	\$134,688	\$37,854
	509 Full-service restaurants	\$1,248,082	17	\$482,660	\$17,062
	406 Retail - Food and beverage stores	\$523,572	2	\$75,376	\$468
	410 Retail - Sporting goods, hobby, musical instrument and book stores	\$1,354,794	10	\$265,961	\$13,822
Stadium Operations	500 Promoters of performing arts and sports and agents for public figures	\$2,002,600	19	\$404,649	(\$1,953)
Total All Activities		<u>\$16,483,204</u>	<u>200</u>	<u>\$5,277,702</u>	<u>\$420,158</u>

Values in 2022 dollars. Employment represents fulltime and part-time jobs
 Source: Implan model for Palm Beach County, FL, 2019 (Implan Group, LLC)

Summary by Industry Group



NAICS Industry	Employment (Jobs)	Labor Income	Value Added	Output
11 Ag, Forestry, Fish & Hunting	0	\$8,358	\$19,124	\$30,454
21 Mining	0	\$2,535	\$4,062	\$15,637
22 Utilities	0	\$116,124	\$339,297	\$567,398
23 Construction	9	\$564,415	\$835,956	\$1,510,294
31-33 Manufacturing	0	\$24,056	\$37,693	\$113,250
42 Wholesale Trade	1	\$120,513	\$241,721	\$366,766
44-45 Retail trade	37	\$1,200,862	\$1,755,301	\$2,824,273
48-49 Transportation & Warehousing	64	\$760,529	\$889,026	\$1,692,490
51 Information	2	\$160,771	\$327,303	\$744,713
52 Finance & insurance	7	\$500,937	\$631,750	\$1,630,359
53 Real estate & rental	11	\$232,415	\$2,387,378	\$3,998,258
54 Professional- scientific & tech svcs	8	\$675,760	\$864,740	\$1,376,779
55 Management of companies	2	\$329,900	\$379,971	\$582,883
56 Administrative & waste services	11	\$507,392	\$607,225	\$1,043,838
61 Educational svcs	3	\$120,797	\$135,845	\$219,454
62 Health & social services	17	\$997,947	\$1,139,199	\$1,895,709
71 Arts- entertainment & recreation	45	\$1,503,603	\$2,326,743	\$3,980,469
72 Accommodation & food services	90	\$3,343,562	\$5,762,095	\$8,941,121
81 Other services	9	\$356,853	\$434,786	\$682,289
92 Government	13	\$1,125,920	\$1,425,405	\$1,452,669
Total	<u>329</u>	<u>\$12,653,249</u>	<u>\$20,544,622</u>	<u>\$33,669,103</u>

Values in 2022 dollars. Employment represents fulltime and part-time jobs
Source: Implan model for Palm Beach County, FL, 2019 (Implan Group, LLC)

Tax Impacts

Tax Impacts		
State and Local Taxes	2022	2021
Dividends	\$1,946	\$2,440
Social Ins Tax- Employee Contribution	\$1,198	\$1,401
Social Ins Tax- Employer Contribution	\$1,833	\$2,144
TOPI: Sales Tax	\$810,894	\$974,185
TOPI: Property Tax	\$951,927	\$1,143,618
TOPI: Motor Vehicle Lic	\$17,785	\$21,366
TOPI: Severance Tax	\$1,033	\$1,240
TOPI: Other Taxes	\$170,179	\$204,448
TOPI: S/L NonTaxes	\$46,232	\$55,542
Corporate Profits Tax	\$16,751	\$21,010
Personal Tax: Income Tax	\$0	\$0
Personal Tax: NonTaxes (Fines- Fees	\$29,175	\$34,138
Personal Tax: Motor Vehicle License	\$10,605	\$12,409
Personal Tax: Property Taxes	\$3,101	\$3,628
Personal Tax: Other Tax (Fish/Hunt)	\$715	\$837
Total State and Local Tax	\$2,063,375	\$2,478,407
Federal Taxes		
Social Ins Tax- Employee Contribution	\$768,419	\$898,892
Social Ins Tax- Employer Contribution	\$659,250	\$770,883
TOPI: Excise Taxes	\$113,380	\$136,212
TOPI: Custom Duty	\$91,899	\$110,404
TOPI: Fed NonTaxes	\$9,995	\$12,007
Corporate Profits Tax	\$57,270	\$71,833
Personal Tax: Income Tax	\$1,289,517	\$1,508,866
Total Federal Tax	\$2,989,729	\$3,509,097
Total State/Local and Federal Taxes	\$5,053,104	\$5,987,504

Values in 2022 dollars. Employment represents fulltime and part-time jobs
Source: Implan model for Palm Beach County, FL, 2019 (Implan Group, LLC)



Team & Venue Expenses

Expenses Extrapolated for 4 Teams		
	2022	2021
Lodging (hotels) (condos)	\$2,903,931	\$4,968,000
Transportation	\$388,663	\$612,300
Food/beverage services (restaurants, bars)	\$1,248,082	\$3,388,330
Food/beverage stores (for consumption at ballpark)	\$523,572	\$620,200
Uniforms and equipment	\$1,354,794	\$215,700
Total	\$6,419,043	\$9,804,530

Capital Improvements to Host Spring Training		
	2022	2021
Dugouts		\$288,000
Tunnel		\$2,262,000
Total		\$2,550,000
Average Annual		\$850,000

Venue Operating Expenses		
	2022	2021
Operating expenses, including payroll, utilities, Feb through March		\$2,002,600



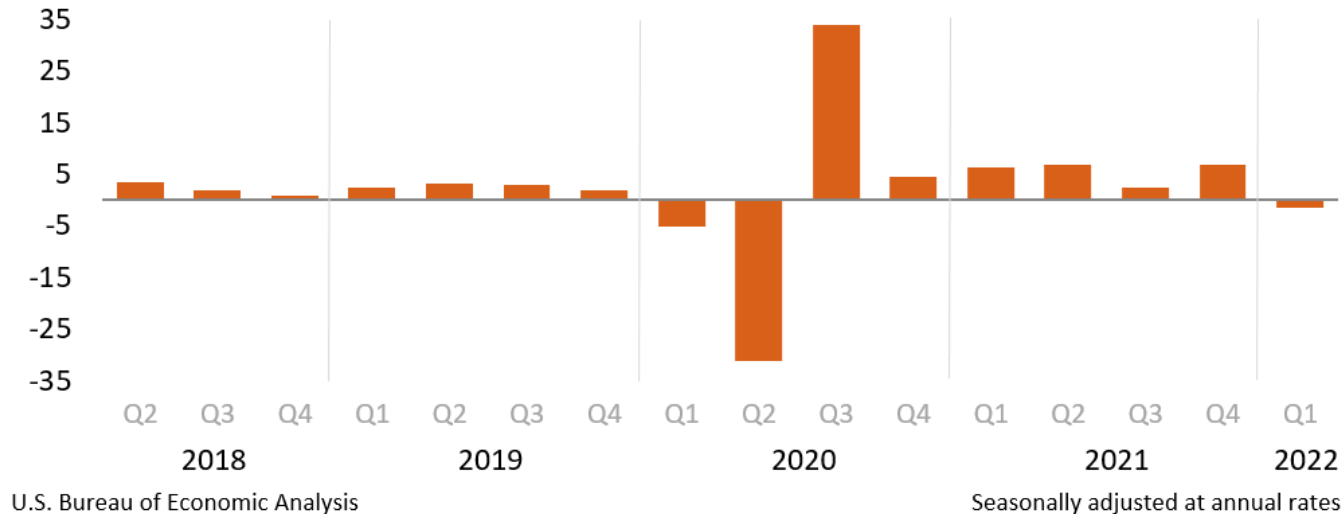
An aerial photograph of a tropical harbor, possibly in the Caribbean, featuring several sailboats and yachts anchored in the water. The background shows a coastal town with buildings and palm trees. The entire image is overlaid with a semi-transparent blue filter. The text 'II. Secondary Research' is centered in the middle of the image in a white, bold, sans-serif font.

II. Secondary Research

UPDATE GDP Growth

Secondary Data Analytics US National Economic Trends

Real GDP: Percent change from preceding quarter



RELEASED April 28, 2022

BEA 22-17

Gross Domestic Product, First Quarter 2022 (Advance Estimate)

Real gross domestic product (GDP) decreased at an annual rate of 1.4 percent in the first quarter of 2022 (table above), according to the "advance" estimate released by the Bureau of Economic Analysis. In the fourth quarter, real GDP increased 6.9 percent.

The decrease in **real GDP** reflected decreases in private inventory investment, exports, federal government spending, and state and local government spending, while imports, which are a subtraction in the calculation of GDP, increased. Personal consumption expenditures (PCE), nonresidential fixed investment, and residential fixed investment increase

UPDATE Hotel Occupancy

Discover the Palm Beaches' most recent statistics also show nightly hotel rates countywide are up around 25% from pre-pandemic 2019. Discover the Palm Beaches' most recent statistics also show nightly hotel rates countywide are up around 25% from pre-pandemic 2019.

With the pandemic in a lull, demand for accommodations at Palm Beach's hotels appears to be heating up. [The Breakers](#), for example was sold out for the month of the March.

Other hotels say their occupancy rates — the percentage of their rooms currently booked — now rival or exceed pre-pandemic levels as vacationers pursue travel plans formerly foiled by the pandemic.

While the omicron variant put downward pressure on the 2021 holiday season, its rapid decline brought travelers back, with beach destinations among the most popular, travel experts reported.



An aerial photograph of a tropical harbor, likely in the Caribbean or South America, featuring numerous sailboats and yachts anchored in the water. The background shows a coastal town with buildings and palm trees. The entire image is overlaid with a semi-transparent blue filter. The text 'III. Demographic Data' is centered in the middle of the image in a white, bold, sans-serif font.

III. Demographic Data

Visitor Spending



Visitor Spending	2022 Average Per Party-Day	2021 Average Per Party-Day
Accommodations	\$306.3	\$401.3
Meals/Beverages	\$207.6	\$242.3
Local Transportation (car rental, gas, taxi, limo, charter bus, public transport)	\$135.0	\$112.8
Entertainment/Attractions (excluding Spring Training Event tickets)	\$212.0	\$218.8
Merchandise (e.g. retail shopping, gifts, souvenirs)	\$115.6	\$173.1
Other (misc. merchandise, etc.)	\$113.3	\$288.2
Total	\$1,089.8	\$1,436.5

*Average per party divided by average party size, times percent nonresident and percent reporting main reason of visit.

Spring Training Venue Visitors

- Total Palm Beach Spring Training **Attendance-Announced** across all four teams at both venues was **85,719**.
- **Total In-Park** Palm Beach Spring Training Attendance was **63,892**.
- **60.8% of attendees** were **nonresident visitors**, spending an average of **3.43 nights** in the region.



- 48.4% interviewed at Ballpark of the Palm Beaches
- 65.7% with plans/previously attended venue



- 51.6% interviewed at Roger Dean Chevrolet Stadium
- 64.3% with plans/previously attended venue

Attendee Nights

- On average respondents were staying in Palm Beach County for **3.43 Nights**.
- The average **group size** was **3.37 individuals**.
- The events tapped **34,242 room nights**, **14,810 by teams** and **19,432 by visitors**.

Visitor Accommodations



Attendee Motivation

- **64.1%** of intercepts reported that Spring Training was the **main reason** for their visit to Palm Beach. 31.8% shared that Spring Training was an influence on their visit.
- **48.4%** of guests shared attending Spring Training made their overall impression of Palm Beach **more favorable**.

MOTIVE

Main Reason	64.1%
Influence	31.8%

IMPRESSION

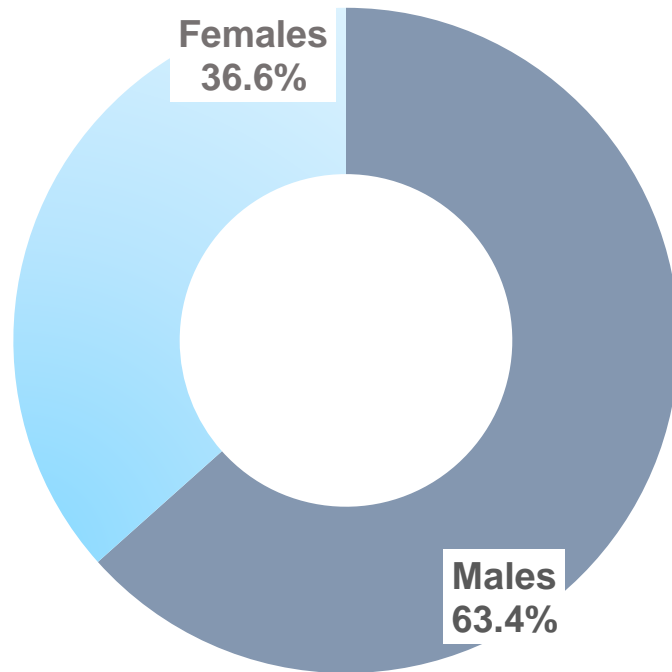
More Favorable	48.4%
The Same	50.1%
Less Favorable	1.5%



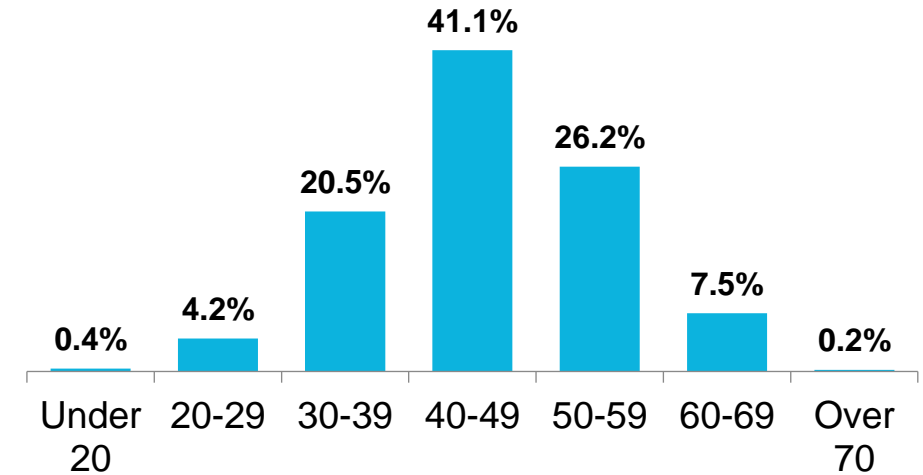
Attendee Demographics

The average Spring Training attendee was **male**, **age 45**, and had **obtained a college degree**.

GENDER



AGE



EDUCATION

	2022	2021
Some High School	0%	0%
High School/GED	4.8%	10.8%
Trade School	2.9%	3.0%
Some College	3.8%	2.3%
College	80.5%	77.4%
Graduate/Professional School	8.1%	6.6%

Attendee Occupation

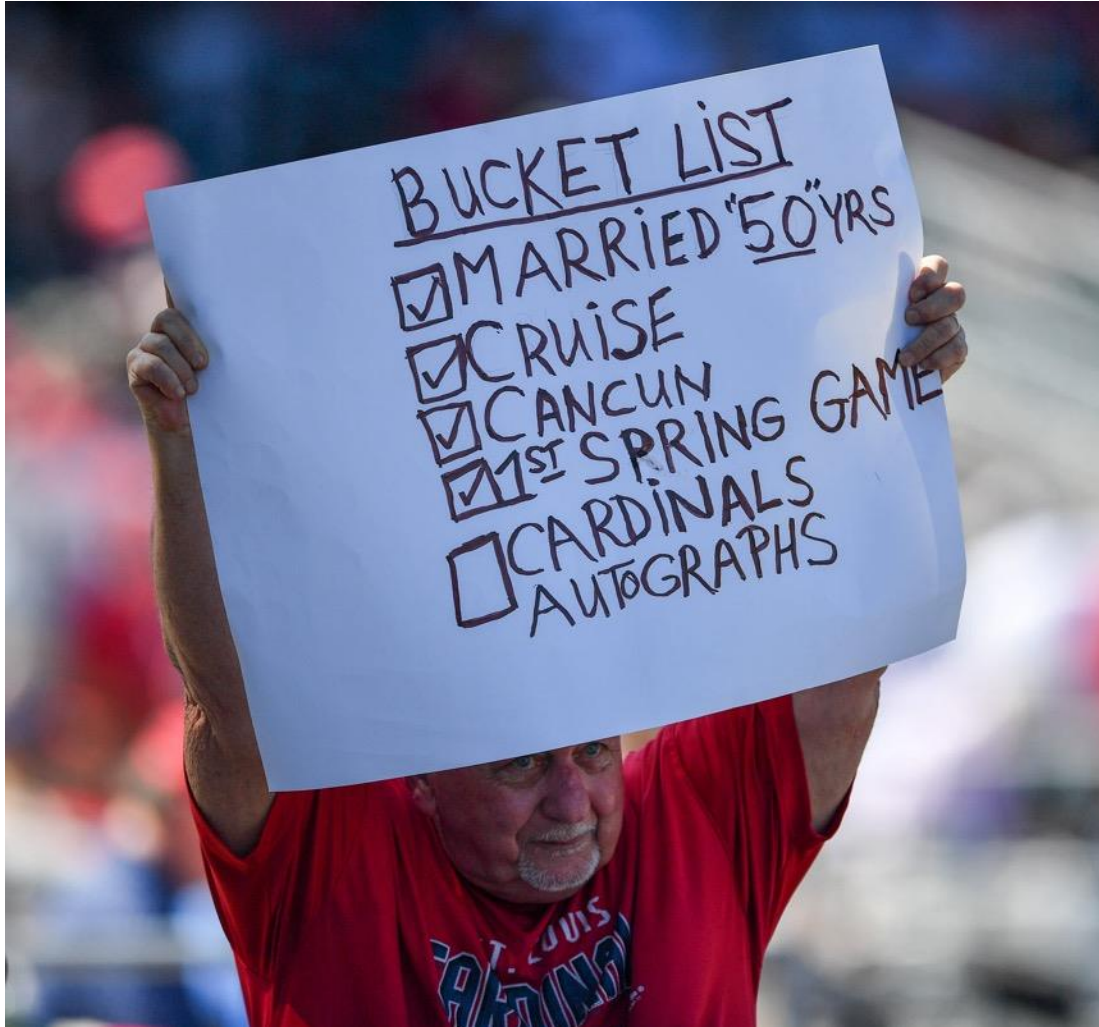
The majority of attendees were **business professionals (33.7%)** followed by **education (12.3%)** and **sales (10.6%)**.

OCCUPATION

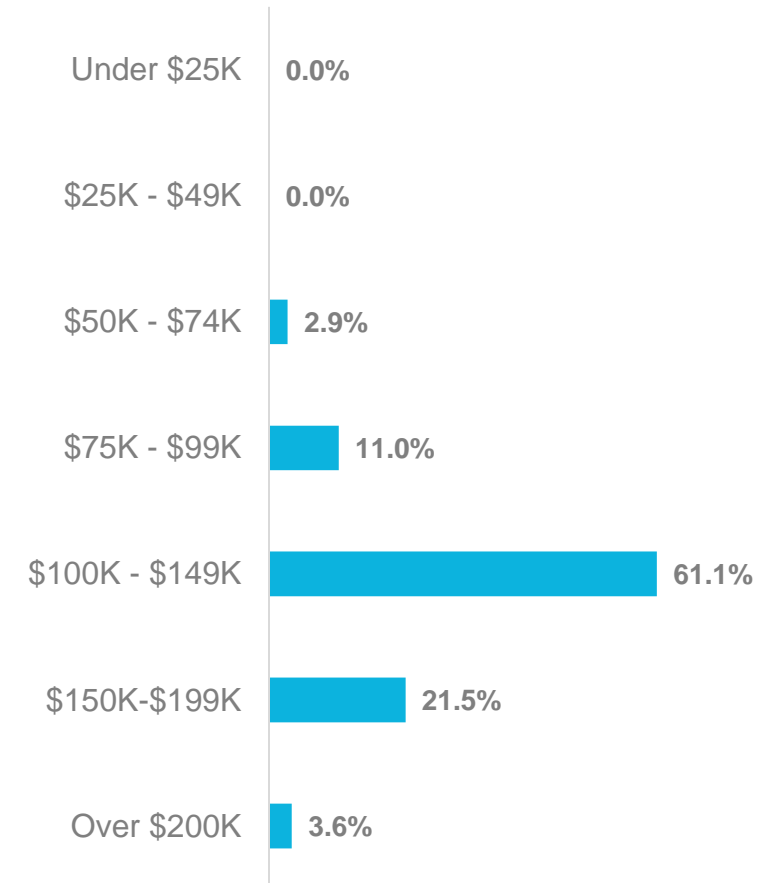


Attendee Annual Income

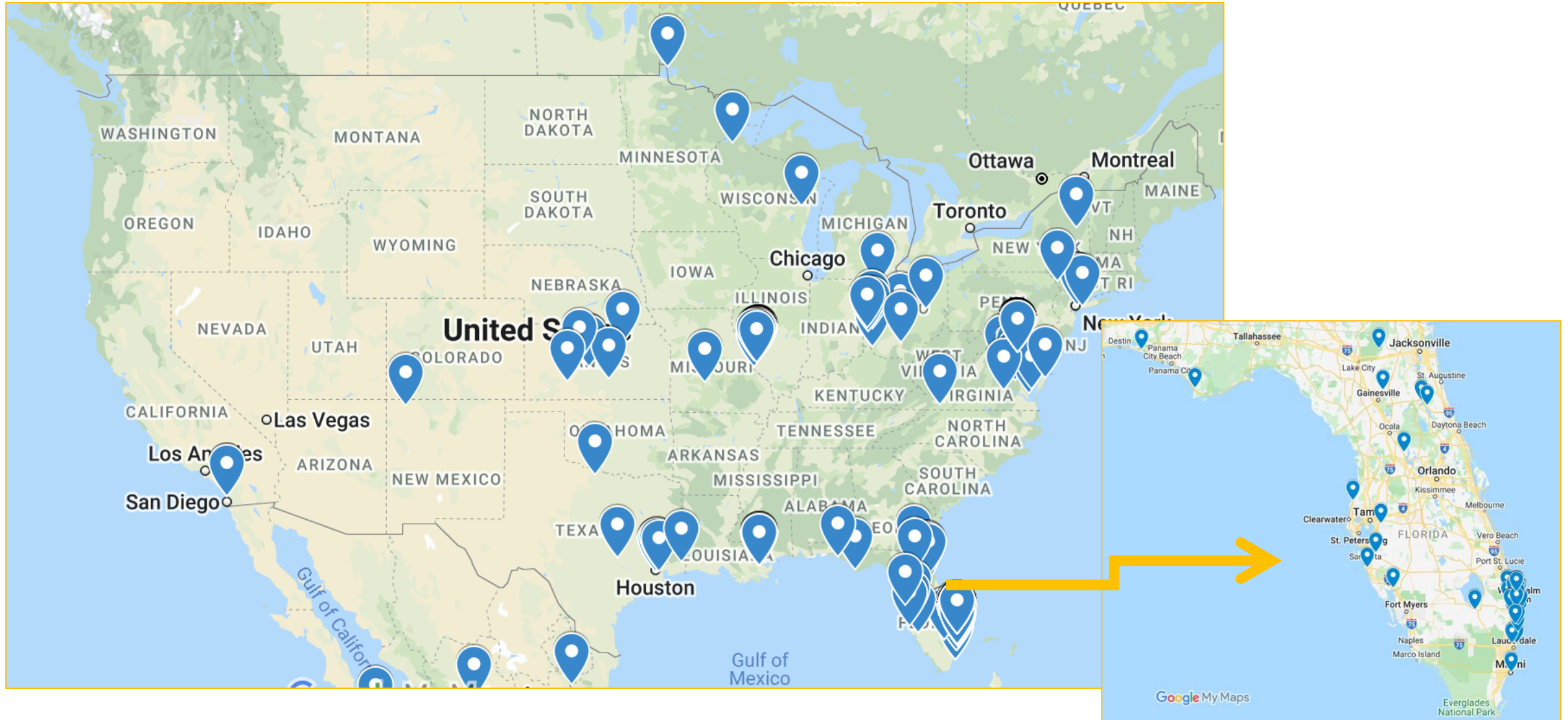
Most attendees had an **annual income of \$135K.**



ANNUAL HOUSEHOLD INCOME



Attendee Zip Code Mapping



An aerial photograph of a tropical harbor, likely in the Caribbean or South America, featuring numerous sailboats and yachts anchored in the water. The background shows a coastal town with buildings and palm trees. The entire image is overlaid with a semi-transparent blue filter. The text 'IV. Data Analytics Action Items' is centered in the middle of the image in a bold, white, sans-serif font.

IV. Data Analytics Action Items

Key Actionable Takeaways

1. As “overall impressions” of the Spring Training experience in Palm Beach County are positive as a result of the attendees’ Spring Training visit (**48.4%** of guests shared attending Spring Training made their overall impression of Palm Beach **more favorable.52.8% of 2021**). **Again** it will be easier and more cost-efficient to attract repeat visitors over capturing new ones. Perhaps attempt to cross-promote at/and for other major Palm Beach County events...the PGA Honda Classic, the Delray Beach Tennis Open/Chris Evert Pro Celebrity Tennis Classic/USTA Clay Court Championships, Gauntlet of Polo, Delray Beach Pickle ball Open.
2. If local PBC vicinity hotels were at 100% occupancy this year (as we appear to be coming out of Covid-19 a remarkable recovery), they would certainly benefit from more “day-trippers” from neighboring counties. They can embrace baseball in ways Hillsborough and Orange haven’t to this date. They can brand the February 28-March 29 period “**Palm Baseball**”? Just a suggestion.
3. Though the **2022 PBC Spring Training Season was impacted with delays due to contract negotiations...2023** promises to be back in “full swing.” With four (4) teams training in the area, there is enough of a center of gravity to have a “Spring Training Baseball Festival” that will keep people in the county longer (especially if they are coming from Broward, Dade, Orange, etc.) and spending more money while they are there. Perhaps offer either a street festival in or near downtown. It’s a way to possibly attract more “families” attend Spring Training and perhaps another merchandising opportunity.

Key Actionable Takeaways

4. We definitely recommend a more market-driven food component in 2023 (concession item) – a Taste of Game – that can feature the cuisine of the home teams (Timex for Houston; Seafood and crab for Washington; Cuban for Miami; BBQ for St. Louis) and maybe for some of the visiting teams, as well. It doesn't have to be an outdoor festival component; it could be a promotion involving restaurants in Palm Beach County. PASSPORT: get a food item representing all four items and get the chance to win tickets to next year.
5. Certain that the Palm Beach Sports Commission or MLB teams promotes spring training in the markets of the home teams (Houston, Miami, St. Louis, and Washington DC). It was interesting to see consistent back to back years (2021/2022...but not unusual) to see a cluster in New York; the Mets were frequent visitors and their training ground is in nearby Port St. Lucie. The teams probably can't market in the cities of the visiting teams, but Palm Beach County may be able to promote more profusely in these neighboring markets. New York, in particular, is a catchment market for visitors to South Florida.
6. Strongly recommend a benchmark study in 2023. As we continue to “climb-out” of the Pandemic from an event operations perspective, valuable to understand how the OR if the event landscape has changed.
7. Additionally recommend next year's 2023 study examines which of the events listed in recommendation #1 (PGA Honda Classic, the Delray Beach Tennis Open/Chris Evert Pro Celebrity Tennis Classic/USTA Clay Court Championships, Gauntlet of Polo, Delray Beach Pickle ball Open) are: (a) I'm interested in; (b) I've attended within the past 3 years with the attending Spring Training crowd base.

An aerial photograph of a tropical harbor, overlaid with a semi-transparent blue filter. The harbor is filled with several sailboats and motorboats. In the background, a coastal town with buildings and palm trees is visible. The foreground shows a dense line of palm trees. The text 'V. Appendix' is centered in the middle of the image in a white, bold, sans-serif font.

V. Appendix

2021 Economic Impact

- Total Palm Beach Spring Training Economic impact was **\$39,672,868**.
- **Total In-Park** Palm Beach Spring Training Attendance was **42,996**.
- **52.8% nonresident attendees** spent an average of **3.67 nights** in the region.

Activity	Multiplier Effect	Employment (Jobs)	Labor Income	Value Added	Output
Visitor Spending	Direct	78	\$2,298,566	\$3,229,526	\$5,116,049
	Indirect	10	\$528,110	\$841,687	\$1,602,915
	Induced	36	\$1,929,676	\$3,240,661	\$5,166,589
	Total	123	\$4,756,353	\$7,311,874	\$11,885,553
Team Expenses	Direct	105	\$3,668,264	\$6,232,249	\$9,274,752
	Indirect	15	\$910,023	\$1,373,832	\$2,480,910
	Induced	65	\$3,536,373	\$5,910,283	\$9,402,006
	Total	185	\$8,114,660	\$13,516,364	\$21,157,668
Stadium Operations	Direct	19	\$402,696	\$1,106,136	\$2,002,600
	Indirect	7	\$287,203	\$524,596	\$1,016,788
	Induced	13	\$734,595	\$1,215,190	\$1,923,516
	Total	40	\$1,424,494	\$2,845,922	\$4,942,904
Stadium Capex (annual avg)	Direct	4	\$217,830	\$412,184	\$866,740
	Indirect	1	\$69,612	\$123,705	\$213,959
	Induced	4	\$221,898	\$375,682	\$606,045
	Total	9	\$509,340	\$911,571	\$1,686,743
Total All Activities	Direct	206	\$6,587,356	\$10,980,095	\$17,260,141
	Indirect	33	\$1,794,948	\$2,863,820	\$5,314,572
	Induced	119	\$6,422,542	\$10,741,816	\$17,098,156
	Total	357	\$14,804,847	\$24,585,731	\$39,672,868

Values in 2021 dollars. Employment represents fulltime and part-time jobs
 Source: Implan model for Palm Beach County, FL, 2019 (Implan Group, LLC)

2021 Economic Implan Inputs

Activity	Sector	Indus. Sales	Employment	Comp.	Income
Visitor Spending	507 Hotels and motels, including casino hotels	\$1,724,669	13	\$545,623	\$78,966
	509 Full-service restaurants	\$1,041,409	15	\$406,003	\$14,352
	418 Transit and ground passenger transportation	\$484,535	21	\$168,931	\$47,478
	504 Other amusement and recreation industries	\$940,420	13	\$606,234	(\$10,983)
	411 Retail - General merchandise stores	\$743,785	3	\$100,260	\$176
	412 Retail - Miscellaneous store retailers	\$1,238,439	13	\$317,661	\$23,864
Team Expenses	507 Hotels and motels, including casino hotels	\$3,860,000	30	\$1,221,166	\$176,735
	508 Other accommodations	\$1,108,000	12	\$549,251	\$29,831
	418 Transit and ground passenger transportation	\$232,800	10	\$81,165	\$22,812
	417 Truck transportation	\$3,500	0	\$739	\$378
	450 Automotive equipment rental and leasing	\$376,000	2	\$57,810	\$7,608
	509 Full-service restaurants	\$1,538,330	21	\$599,732	\$21,200
	511 All other food and drinking places	\$1,850,000	26	\$739,606	\$26,180
	406 Retail - Food and beverage stores	\$620,200	3	\$89,032	\$553
	410 Retail - Sporting goods, hobby, musical instrument and book stores	\$215,700	2	\$42,271	\$2,197
Stadium Operations	500 Promoters of performing arts and sports and agents for public figures	\$2,002,600	19	\$404,649	(\$1,953)
Stadium Capex (Annual Avg)	60 Maintenance and repair construction of nonresidential structures	\$850,000	4	\$159,905	\$55,195
Total All Activities		<u>\$18,830,387</u>	<u>207</u>	<u>\$6,090,039</u>	<u>\$494,588</u>

Values in 2021 dollars. Employment represents fulltime and part-time jobs
 Source: Implan model for Palm Beach County, FL, 2019 (Implan Group, LLC)

2021 Summary by Industry



NAICS Industry	Employment (Jobs)	Labor Income	Value Added	Output
11 Agriculture, Forestry, Fishing & Hunting	0	\$9,912	\$22,124	\$35,427
21 Mining	0	\$3,313	\$6,566	\$20,527
22 Utilities	0	\$134,374	\$392,624	\$651,329
23 Construction	15	\$894,265	\$1,412,201	\$2,658,330
31-33 Manufacturing	1	\$31,755	\$51,140	\$150,288
42 Wholesale Trade	1	\$146,832	\$289,695	\$442,149
44-45 Retail trade	36	\$1,184,789	\$1,737,301	\$2,785,930
48-49 Transportation & Warehousing	36	\$483,184	\$565,152	\$1,063,930
51 Information	2	\$182,638	\$374,227	\$854,940
52 Finance & insurance	8	\$574,698	\$716,411	\$1,859,166
53 Real estate & rental	14	\$323,215	\$3,013,316	\$4,935,549
54 Professional, scientific & tech. services	10	\$802,702	\$1,026,350	\$1,627,646
55 Management of companies	3	\$427,017	\$491,829	\$756,457
56 Administrative & waste services	13	\$573,908	\$688,549	\$1,174,292
61 Educational services	3	\$133,881	\$150,398	\$239,567
62 Health & social services	20	\$1,183,064	\$1,350,514	\$2,246,398
71 Arts, entertainment & recreation	37	\$1,114,556	\$1,941,116	\$3,358,885
72 Accommodation & food services	132	\$4,831,307	\$8,141,821	\$12,279,858
81 Other services	11	\$421,558	\$509,031	\$795,212
92 Government	16	\$1,347,879	\$1,705,366	\$1,736,987
Total	357	\$14,804,848	\$24,585,731	\$39,672,869

Values in 2021 dollars. Employment represents fulltime and part-time jobs
Source: Implan model for Palm Beach County, FL, 2019 (Implan Group, LLC)

2021 Tax Impacts

Tax Impacts	
<u>State and Local Taxes</u>	
Dividends	\$2,440
Social Ins Tax- Employee Contribution	\$1,401
Social Ins Tax- Employer Contribution	\$2,144
TOPI: Sales Tax	\$974,185
TOPI: Property Tax	\$1,143,618
TOPI: Motor Vehicle Lic	\$21,366
TOPI: Severance Tax	\$1,240
TOPI: Other Taxes	\$204,448
TOPI: S/L NonTaxes	\$55,542
Corporate Profits Tax	\$21,010
Personal Tax: Income Tax	\$0
Personal Tax: NonTaxes (Fines- Fees)	\$34,138
Personal Tax: Motor Vehicle License	\$12,409
Personal Tax: Property Taxes	\$3,628
Personal Tax: Other Tax (Fish/Hunt)	\$837
Total State and Local Tax	\$2,478,407
<u>Federal Taxes</u>	
Social Ins Tax- Employee Contribution	\$898,892
Social Ins Tax- Employer Contribution	\$770,883
TOPI: Excise Taxes	\$136,212
TOPI: Custom Duty	\$110,404
TOPI: Fed NonTaxes	\$12,007
Corporate Profits Tax	\$71,833
Personal Tax: Income Tax	\$1,508,866
Total Federal Tax	\$3,509,097



Values in 2021 dollars. Employment represents fulltime and part-time jobs
Source: Implan model for Palm Beach County, FL, 2019 (Implan Group, LLC)

2021 Team & Venue Expenses

Expenses Extrapolated for 4 Teams

Hotel	\$3,860,000
Condominiums	\$1,108,000
Bus	\$232,800
Truck	\$3,500
Rental cars	\$376,000
Restaurants	\$1,538,330
Other food service	\$1,850,000
Food stores	\$620,200
Uniforms/equipment/supplies	\$215,700
Total	\$9,804,530

Capital Improvements to Host Spring Training

Dugouts	\$288,000
Tunnel	\$2,262,000
Total	\$2,550,000
Average Annual	\$850,000

Venue Operating Expenses

Operating expenses, including payroll, utilities, Feb through March	\$2,002,600
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Thank You
For Your Continued Support!



Amateur Baseball Events in Palm Beach County

July 1, 2021 - June 30, 2022

Event	Facility	Date	# of Teams	Athletes	Spectators	Room Nights	Estimated Visitor Spending
Perfect Game World Wood Bat Association (WWBA) 13U Championship	Ballpark of The Palm Beaches	July 3-7, 2021	44	616	1,320	1,980	\$1,386,000
Baseball Factory Firecracker Classic	Roger Dean Chevrolet Stadium	July 6-10, 2021	12	216	324	85	\$59,500
Perfect Game Florida Tucci Lumber Endless Summer Classic	Ballpark of The Palm Beaches	July 8-12, 2021	24	432	648	330	\$231,000
The Wave Invitational	Ballpark of The Palm Beaches	July 17-21, 2021	60	1,080	1,620	1,061	\$742,700
Perfect Game 13U National Showcase	Ballpark of The Palm Beaches	July 23-25, 2021	20	300	450	369	\$258,300
Prospect Select Baseball The Classic	Ballpark of The Palm Beaches	September 17-21, 2021	24	432	648	371	\$259,700
Prospect Select Skinner Strong Invitational	Ballpark of The Palm Beaches	September 3-6, 2021	12	216	324	172	\$120,400
Prospect Wire Florida Fall Classic	Ballpark of The Palm Beaches	September 25-26, 2021	8	144	216	13	\$9,100
Hardball 360 Spring Training	Ballpark of The Palm Beaches	October 1-3, 2021	N/A	130	65	264	\$184,800
Perfect Game World Wood Bat Association (WWBA) World Championship Weekend	Ballpark of The Palm Beaches & Roger Dean Chevrolet Stadium	October 7-11, 2021	198	3,564	5,346	10,728	\$7,509,600
Perfect Game World Wood Bat Association (WWBA) 14U World Championship	Ballpark of The Palm Beaches & Roger Dean Chevrolet Stadium	October 14-18, 2021	44	792	1,188	891	\$623,700
World Comes to the Palm Beaches	Ballpark of The Palm Beaches	October 27-31, 2021	28	504	756	1,568	\$1,097,600
St. Louis Cardinals Fantasy Camp	Roger Dean Chevrolet Stadium	November 3-8, 2021	N/A	200	N/A	998	\$698,600
Men's Senior Baseball League (MSBL) Fall Classic	Ballpark of The Palm Beaches & Roger Dean Chevrolet Stadium	November 6-20, 2021	108	2,160	3,240	8,023	\$5,616,100
Perfect Game South Florida Fall Invitational	Ballpark of The Palm Beaches	November 20-21, 2021	36	648	972	418	\$292,600
Game Day USA Junior All-American Games	Ballpark of The Palm Beaches	January 14-16, 2022	N/A	300	450	515	\$360,500
Tigers Camp	Ballpark of The Palm Beaches	January 23-29, 2022	N/A	180	N/A	262	\$183,400

Amateur Baseball Events in Palm Beach County

July 1, 2021 - June 30, 2022

Event	Facility	Date	# of Teams	Athletes	Spectators	Room Nights	Estimated Visitor Spending
Banana Ball World Tour	Ballpark of The Palm Beaches	April 1-2, 2022	2	50	6,200	1,674	\$1,171,800
Hardball 360 Spring Training	Ballpark of The Palm Beaches	April 6-10, 2022	N/A	120	60	278	\$194,600
Play at the Plate Fantasy Camp World Series	Ballpark of the Palm Beaches	April 7-10, 2022	24	360	180	160	\$112,000
Baseball Canada Junior National Team Training Camp	Ballpark of The Palm Beaches	April 12-24, 2022	1	32	N/A	190	\$133,000
The Sun Conference Baseball Championship	Ballpark of the Palm Beaches	May 6-8, 2022	6	150	220	387	\$270,900
Collegiate League of the Palm Beaches	Ballpark of The Palm Beaches & Roger Dean Chevrolet Stadium	June 1 - August 4, 2022	8	200	200	3,103	\$2,172,100
South Florida Collegiate Baseball League	Various baseball facilities throughout Palm Beach County	June 2 - July 25, 2022	10	250	250	3,177	\$2,223,900
Prospect Wire Southeast Championship	Ballpark of The Palm Beaches	June 1 - August 4, 2021	8	200	200	2,002	\$1,401,400
Prospect Wire Southeast Championship	Ballpark of The Palm Beaches	June 3-8, 2022	24	462	648	455	\$318,500
Prospect Select National Showcase Palm Beach Classic	Ballpark of The Palm Beaches & Roger Dean Chevrolet Stadium	June 10-14, 2022	240	4,320	6,480	5,439	\$3,807,300
Prospect Select - Futures	Ballpark of The Palm Beaches & Roger Dean Chevrolet Stadium	June 16-19, 2022	24	540	810	682	\$477,400
Perfect Game Ultimate Baseball Championship	Ballpark of The Palm Beaches	June 20-23, 2022	40	720	1,080	1,026	\$718,200
Prospect Select World Series	Ballpark of The Palm Beaches	June 27-30, 2022	29	522	783	1,040	\$728,000
TOTALS			1,034	19,840	34,678	47,661	\$33,362,700