

University of Northern Iowa
Sustainable Tourism and the Environment Program

Economic Impact and Visitor Study of
Cedar Valley Youth Soccer Association's
Moonlight Classic Soccer Tournament



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Economic Impact and Visitor Study of
Cedar Valley Youth Soccer Association's
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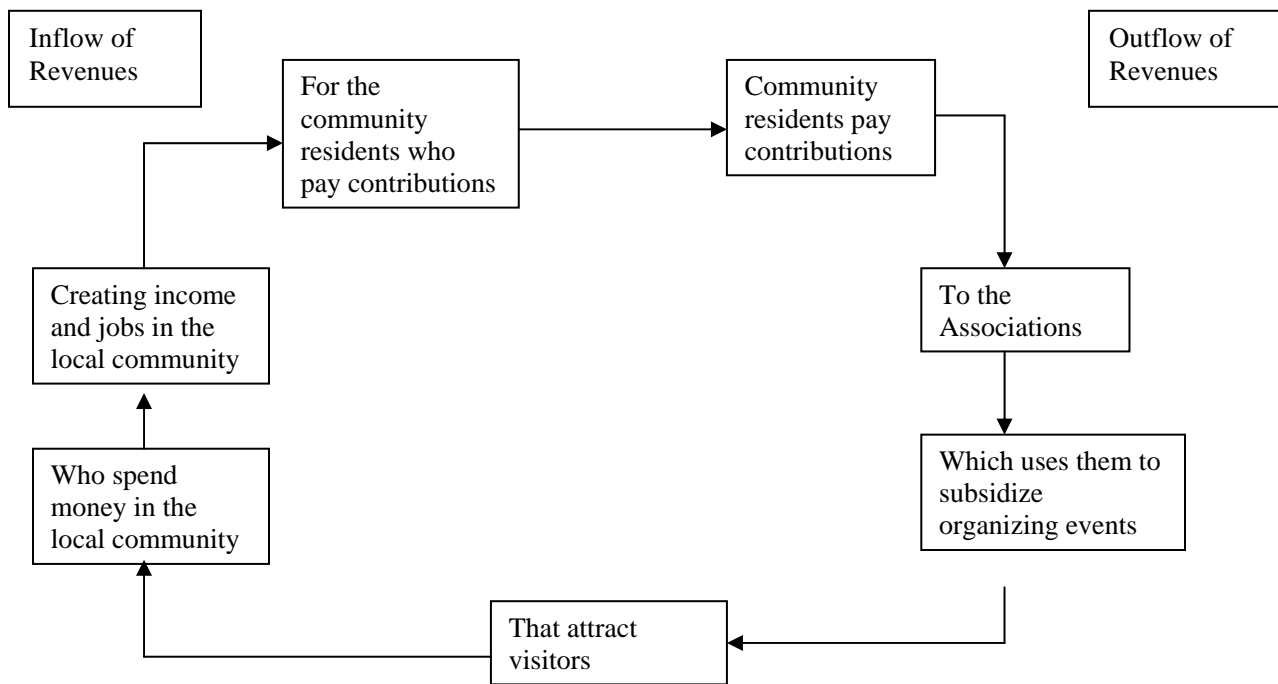
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Introduction

The economic impact studies are needed to demonstrate the economic contribution to the community (Crompton, Lee, & Shuster, 2001; Wang, 1997; Wagner, 1997, McHone and Rungeling, 2000). Economic impacts are estimated from the expenditures made by spectators, players, and sponsors, either directly or indirectly associated with the event (Murphy and Carmichael, 1991). They supplement the traditional financial balance sheets provided to the government (Crompton, Lee, & Shuster, 2001), since they address the broader issue of what community residents receive in return of their investment of tax funds.

Figure 1. The conceptual rationale for undertaking economic impact studies.



Source: as adopted from Crompton, Lee, & Shuster, 2001

As illustrated in *Figure 1*, the process starts with the residents of the community paying funds to different organizations or associations in the form of contributions. These associations use these funds to subsidize production of an event or development of a facility. Such a development attracts nonresident visitors who spend money in the local community. This new money from outside the community creates income and jobs for the residents in the community. This completes the cycle: community residents invest contribution funds and they receive the return on their investment in the form of new jobs and more household incomes.

Based on above, the task of this economic impact analysis is:

- to estimate the magnitude of the return to the community and
- to provide a tool for the sporting events groups to further support and develop such events.

This study has been conducting to measure the economic impact of Cedar Valley Moonlight Classic Soccer Tournament, taking place in July 2004, in Cedar Falls Soccer Complex. This tournament is designated for travel teams of the regions, as well as travel teams from around the state of Iowa and neighboring states.

Methodology

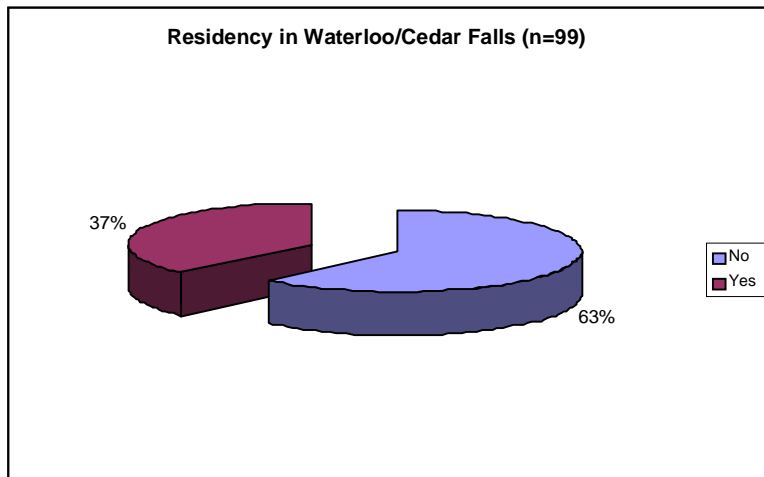
A questionnaire-based survey has been designed to identify characteristics of the visitors, which include participants and spectators in the Moonlight Classic Soccer Tournament, to assess their level of satisfaction and the economic impact of this tournament in the region. Ninety-nine spectators were questioned in the last of three days tournament in July 2004.

Survey Results

Spectators Characteristics

Most of the spectators (62.6%) were not resident of Waterloo/ Cedar Falls, as shown in Chart no.1.

Chart no.1

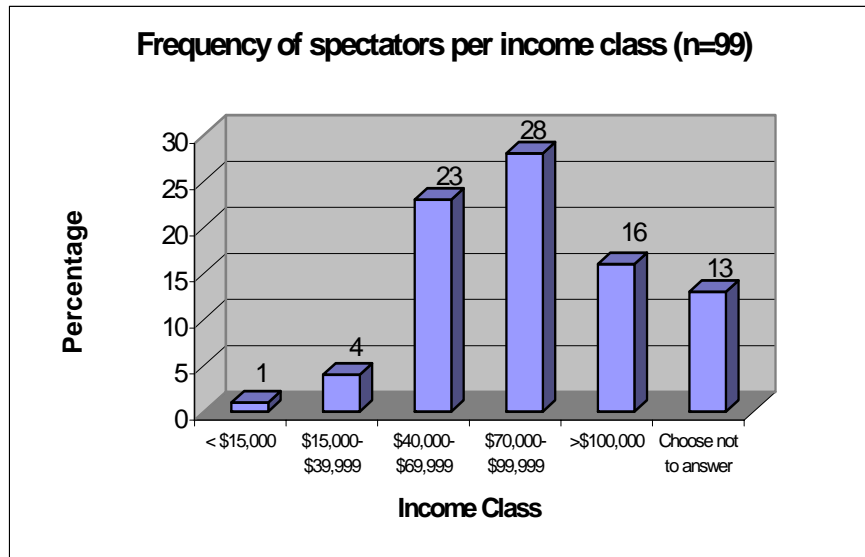


The majority of the spectators (98%) had as their primary purpose of the trip coming in the Moonlight Classic, while only 2% was visiting friends and relatives and none were on vacation or business. Also, most of the spectators (75.8%) would have not visited the Waterloo/Cedar Falls area if the Moonlight Classic Soccer Tournament had not been held.

Most of the spectators (98%) drove to Waterloo/Cedar Falls area, in a range from 22-215 miles, an average of 119.31 miles. Their average age is 38.61 years and median age is 42 years. Men and women were almost equally represented in our sample by respectively 46% and 45%.

The majority of the spectators (28%) belong to \$70,000-\$99,999 income range as shown in chart no.2.

Chart no.2

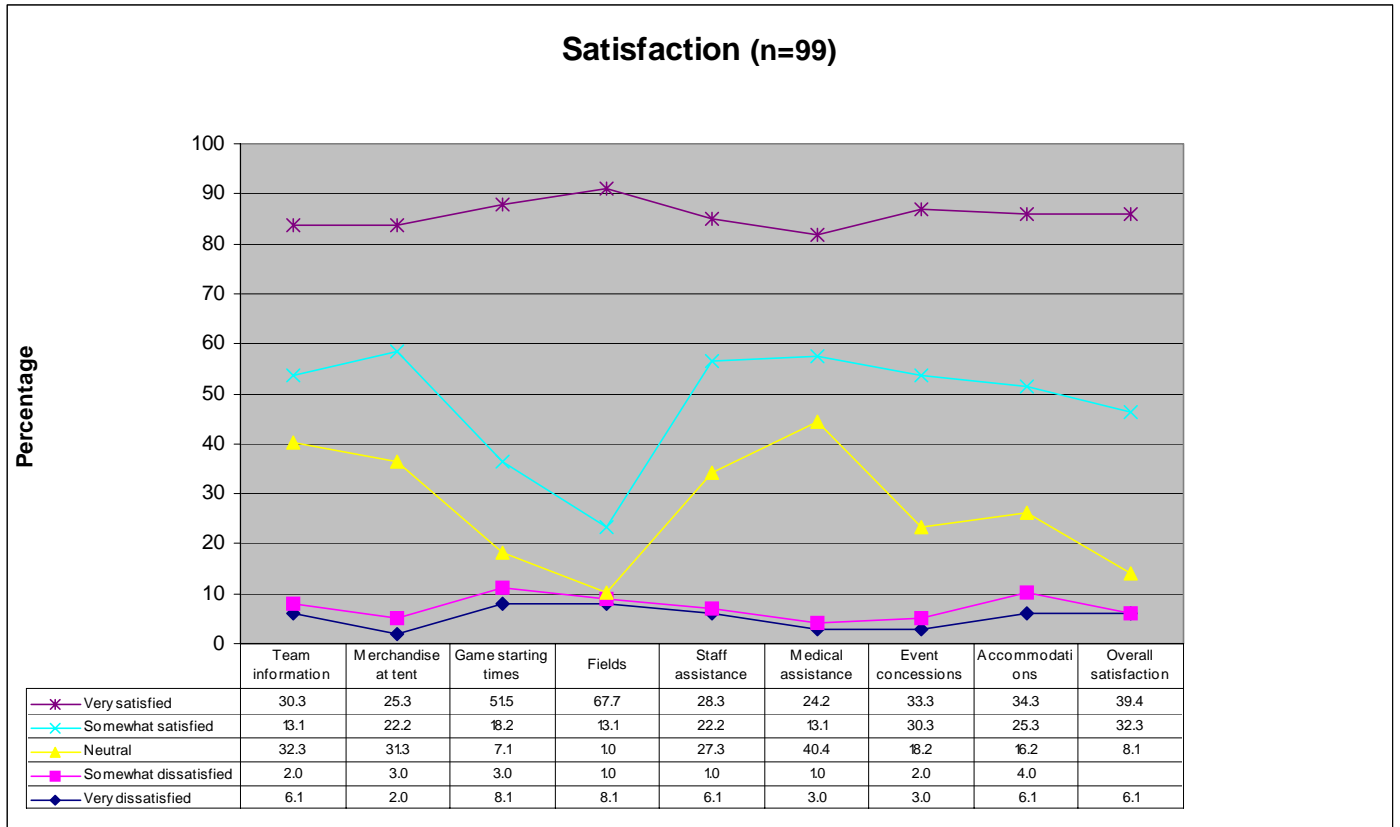


On average, spectators have participated two times in the Moonlight Classic. Generally, the spectators have participated five soccer tournaments per year.

Satisfaction of spectators

Most of the spectators were very satisfied with fields (67.7%), game starting times (51.5%), and accommodation (34.3%) (chart no.3). They were feeling neutral in regard to satisfaction for medical assistance (40.4%), team information (32.3%) and merchandise at tent (31.3%). In overall, spectators were very satisfied (39.4%) and somewhat satisfied (32.3%).

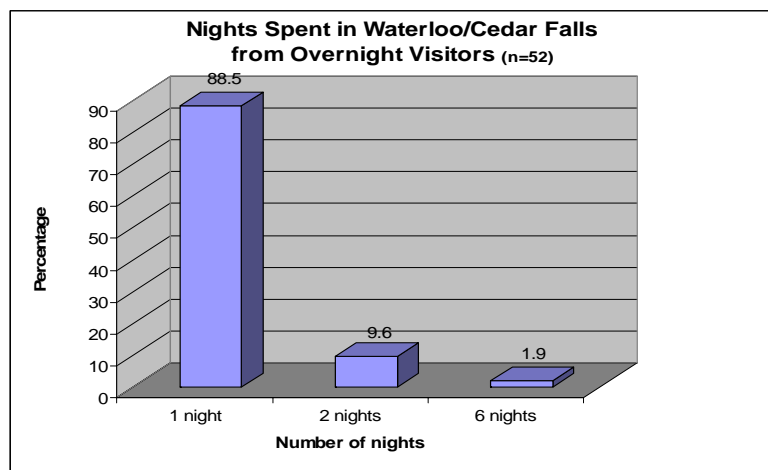
Chart no.3



Economic Impact

Most of overnight spectators stayed one night in the area (88.5%) (chart.4). The majority (85.5%) stayed in a hotel/motel.

Chart no.4



Travel party size ranged from one to six people, players and spectators included. Generally each party size was of three people.

Table no.1 shows the mean spending in Waterloo/Cedar Falls and in Black Hawk County. Also table no.1 reports mean spending in other places in Iowa on the way coming to the area and in total for the Moonlight Classic Soccer Tournament.

Table no.1 Mean Spending per Party Size of Three People

SPENDING CATEGORIES	MEAN	TOTAL SPENT
Mean Spending in Waterloo/Cedar Falls and Black Hawk County		
a. Lodging expenses (i.e., hotel, motel, camping, rental, etc.)	78.19	3,753
b. Eating and drinking places (i.e., restaurants, bars, etc.)	52.96	3,019
c. Clothing, gifts, groceries, other retail shopping	48.82	1,074
d. Sports (i.e., soccer, golf, tennis, etc.)	25.67	462
e. Entertainment (i.e., movies, mini golf, aquarium, etc.)	17.70	177
f. Auto expenses (i.e, gas, service, etc.)	39.89	1,516
g. Other services (i.e., barber/beauty shops, laundry, etc.)	13.33	40
h. Other expenses (<i>please identify</i>):	10.00	10
TOTAL	164.77	10,051
Mean Spending in other place in Iowa on the way to Waterloo/Cedar Falls area		
a. Lodging expenses (i.e., hotel, motel, camping, rental, etc.)	95.00	190
b. Eating and drinking places (i.e., restaurants, bars, etc.)	25.63	410
c. Clothing, gifts, groceries, other retail shopping	36.25	145
d. Sports (i.e., soccer, golf, tennis, etc.)	24.00	24
e. Entertainment (i.e., movies, mini golf, aquarium, etc.)		
f. Auto expenses (i.e, gas, service, etc.)	33.90	678
g. Other services (i.e., barber/beauty shops, laundry, etc.)		
h. Other expenses (<i>please identify</i>):	5.00	5
TOTAL	46.84	1,452
TOTAL SPENT FOR MOONLIGHT CLASSIC	116.19	11,503

The highest mean per travel party of three people is on lodging of \$78.19 for spending in Waterloo/Cedar Falls and Black Hawk County (table no.1). Also for spending in Iowa on the way coming to tournament area, the highest mean is on lodging of \$95. The average total spending per travel party for the Moonlight Classic Soccer Tournament is \$116.19. The direct economic impact of the participants and spectators in the survey is \$11,503.

For an estimation of direct economic impact of all participants and spectators in Moonlight Classic Soccer Tournament, Cedar Valley Youth Soccer Association has provided statistics about the number of teams. In this tournament, there have been 42 teams, out of which 23 out-of-town teams. With an average number of 17 players per team and mean party-size of spectators=2.57 in this study, we can assess that the total number of visitors is 1,005 visitors ($23 \times 17 \times 2.57$). The mean spending per person is \$37.4 ($116.19/3.11$) and therefore the estimated direct impact in Moonlight Classic Soccer Tournament is \$37,587. Also, the entrance fees per team in the Moonlight Classic Soccer Tournament for 42 teams were in total \$13,000 (data provided by Cedar Valley Youth Soccer Association). So, the total estimated participant and spectators direct economic impact of Moonlight Classic Soccer Tournament is \$50,587.

Conclusions

The main conclusions from this study are:

- Most of the spectators (62.6%) were not resident of Waterloo/ Cedar Falls and the majority of them (98%) had as their primary purpose of the trip participating in the Moonlight Classic. Their average age is 39 years and men and women were almost equally represented in our sample.
- On average, spectators have participated two times in the Moonlight Classic. Generally, the spectators have participated five soccer tournaments per year.
- Most of the spectators were very satisfied with fields, game starting times, and accommodation. In overall, spectators were very satisfied (39.4%) and somewhat satisfied (32.3%).
- Most of overnight spectators stayed one night in the area and mainly in a hotel/motel. Generally each party size was of three people, including the participants and spectators.
- The average total spending per travel party for the Moonlight Classic Soccer Tournament is \$116.19. The total estimated participant and spectators direct economic impact of Moonlight Classic Soccer Tournament is \$50,587.