

WELCOME TO



Palm Coast

AND THE

FLAGLER BEACHES

Beverly Beach • Bunnell • Flagler Beach
The Hammock • Marineland



WWW.VISITFLAGLER.COM

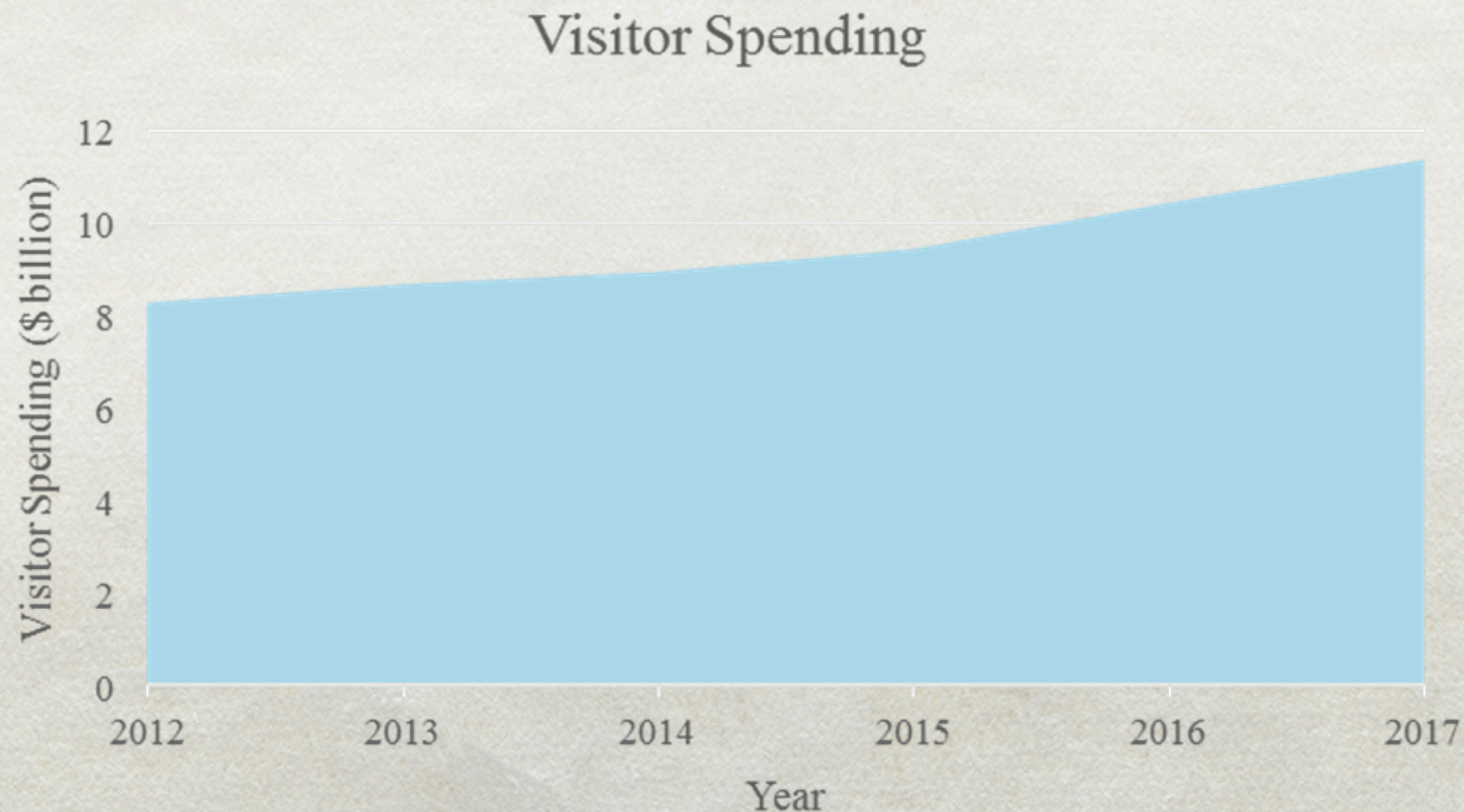
SPORTS TOURISM

Sports Events and Tourism A State of the Industry Report 2017



WWW.VISITFLAGLER.COM

KEY FINDINGS: VISITOR SPENDING



Palm Coast
AND THE
FLAGLER BEACHES

WWW.VISITFLAGLER.COM

ANNUAL VISITOR SPENDING

2012: \$8.3 Billion
2013: \$8.7 Billion
2014: \$8.96 Billion
2015: \$9.45 Billion
2016: \$10.47 Billion
2017: \$11.4 Billion

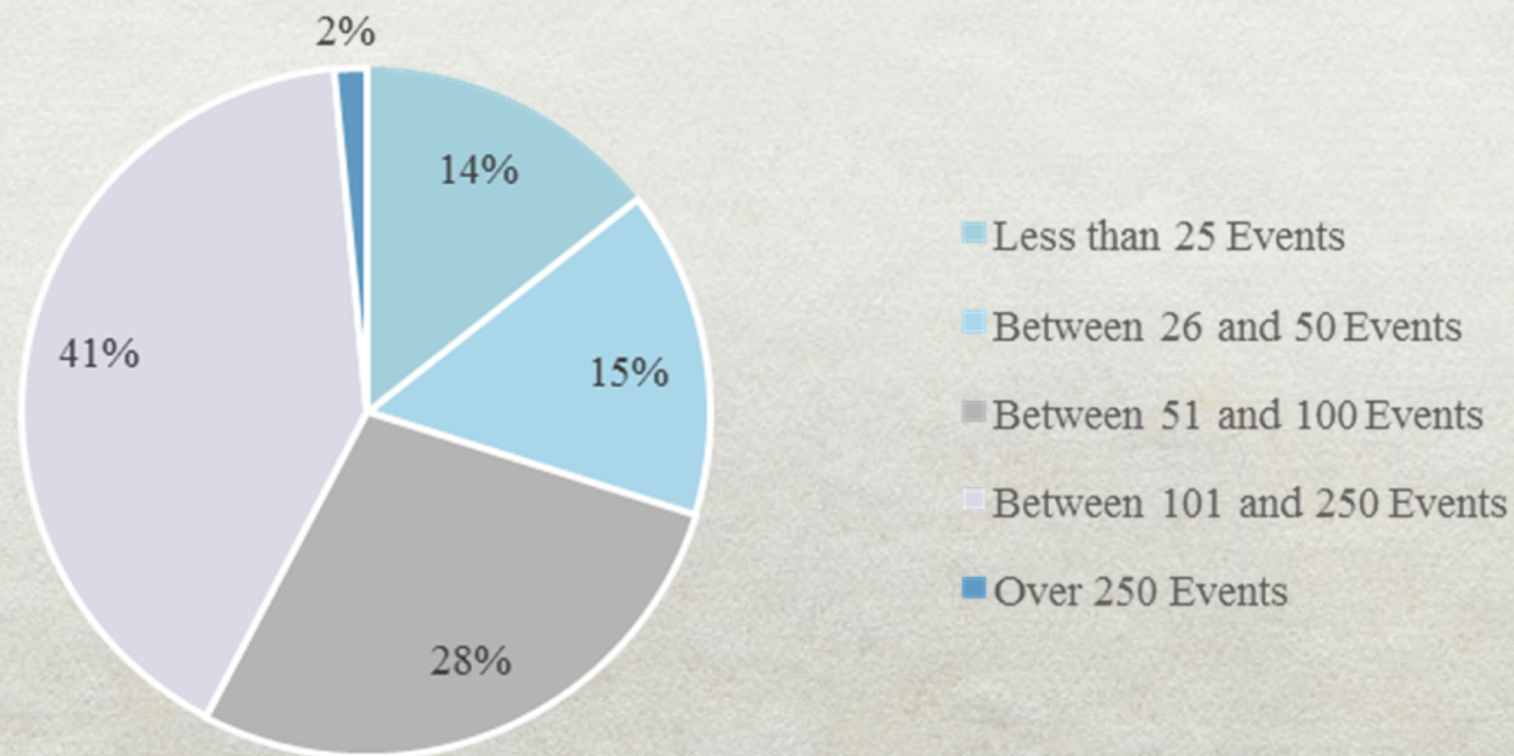


WWW.VISITFLAGLER.COM



EVENTS HOSTED

Events Hosted



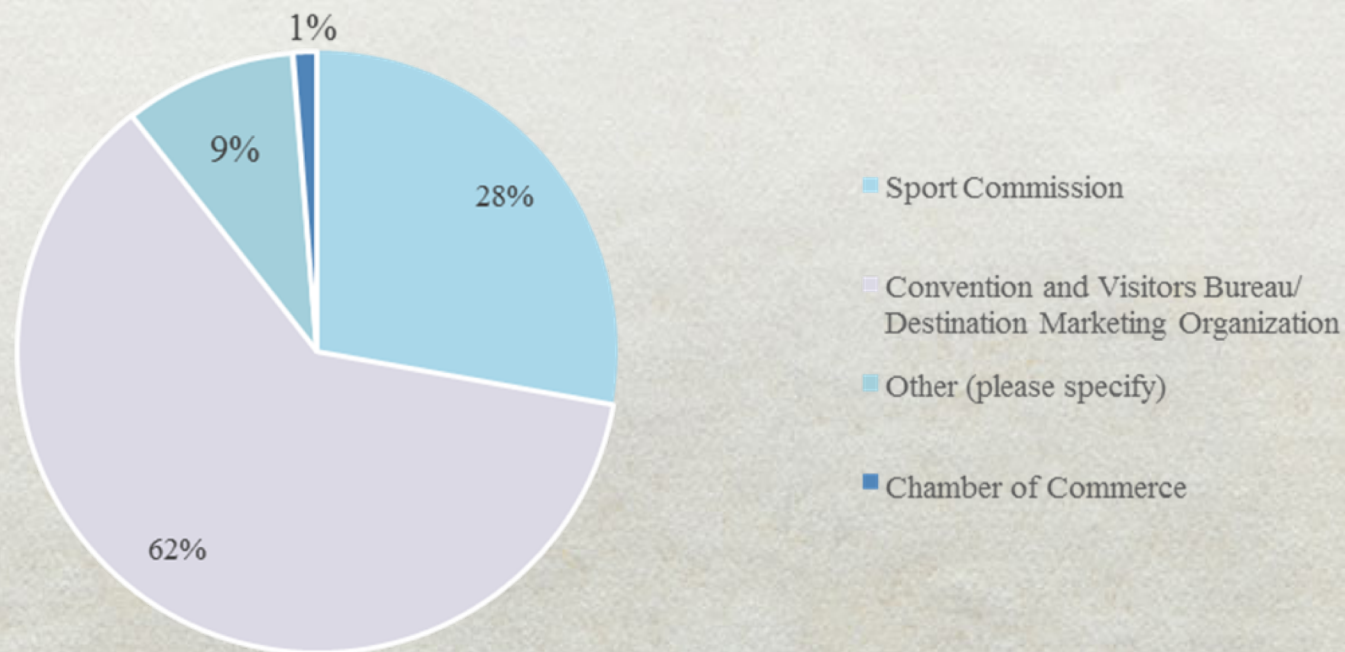
Palm Coast
AND THE
FLAGLER BEACHES

WWW.VISITFLAGLER.COM

ORGANIZATIONAL STRUCTURE



Organizational Breakdown

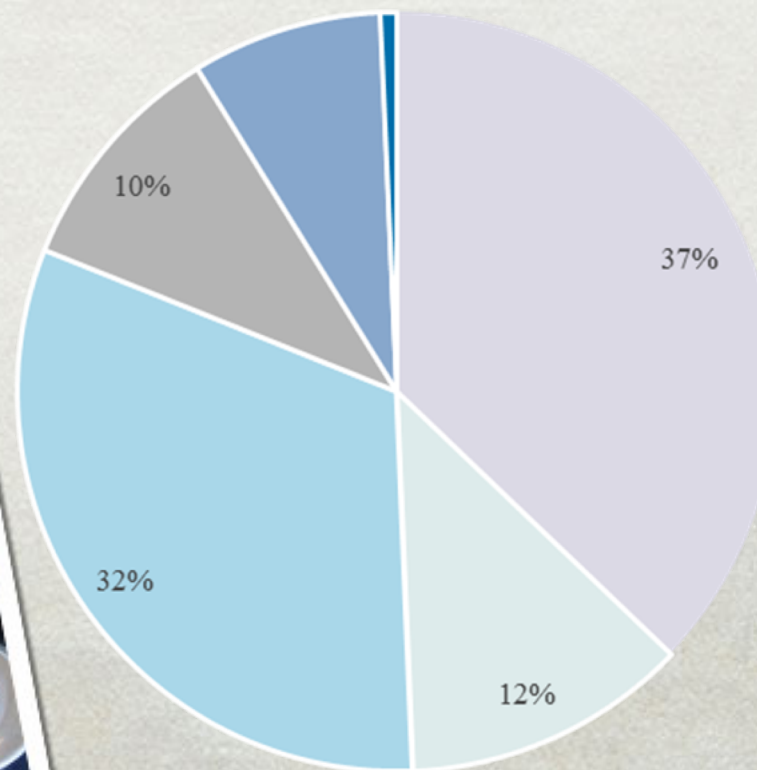


Palm Coast
AND THE
FLAGLER BEACHES

WWW.VISITFLAGLER.COM

REGIONAL BREAKDOWN

Regional Breakdown



- Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)
- Northwest (AK, CO, Northern CA, HI, ID, MT, NV, OR, UT, WA, WY)
- Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)
- Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)
- Southwest (AZ, Southern CA, NM, OK, TX)
- Other (Canada, Puerto Rico)

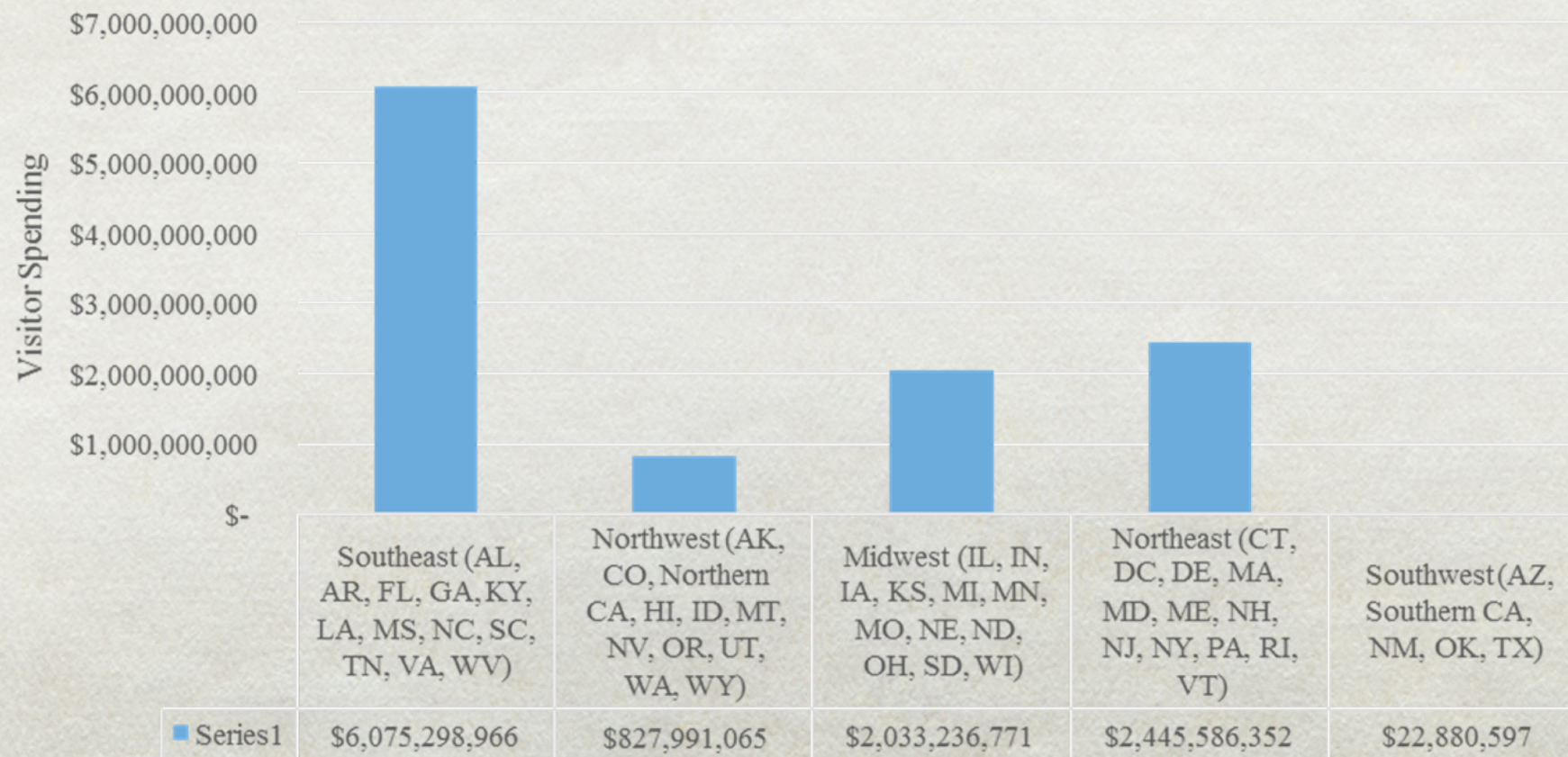


Palm Coast
AND THE
FLAGLER BEACHES

WWW.VISITFLAGLER.COM

REGIONAL SPENDING

Regional Visitor Spending 2017



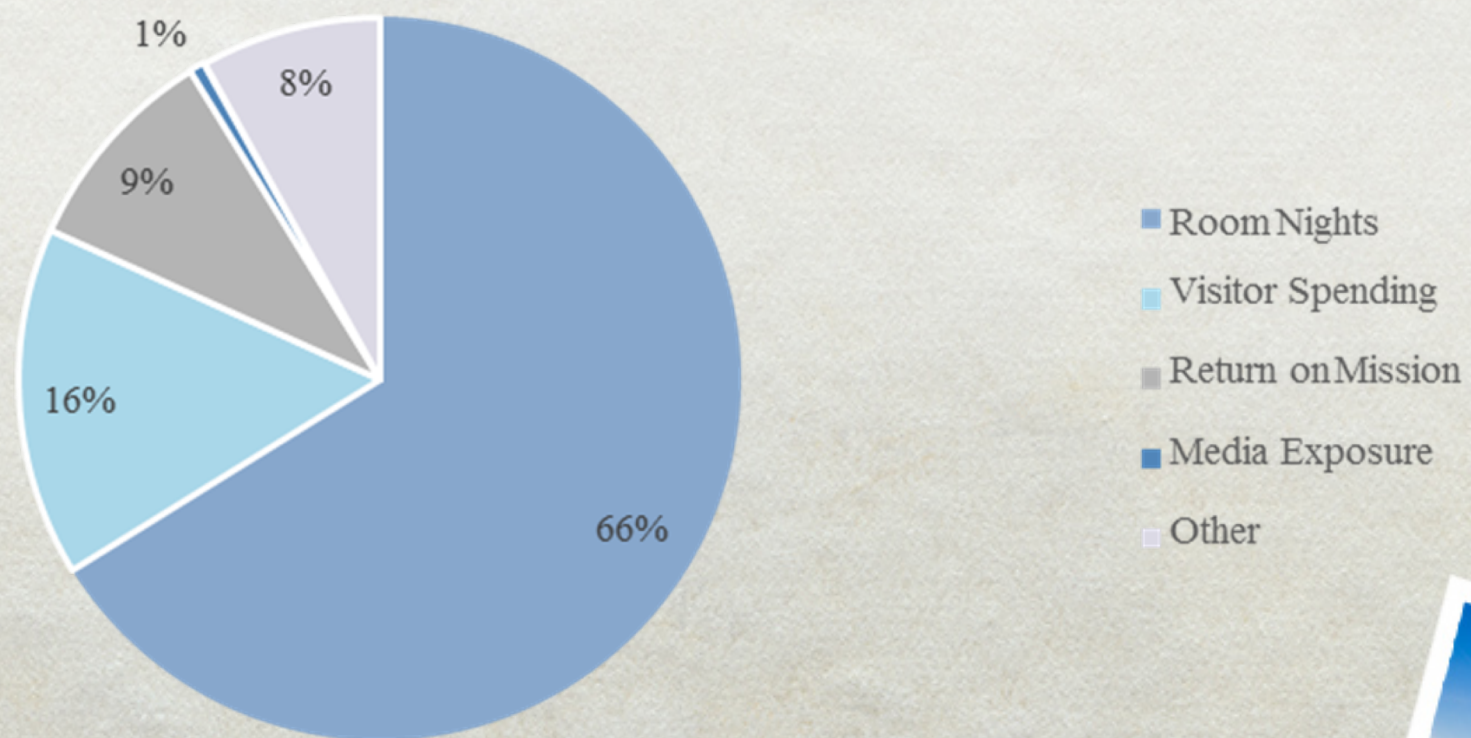
Palm Coast
AND THE
FLAGLER BEACHES



WWW.VISITFLAGLER.COM

ORGANIZATIONAL BENCHMARKS

Measure of Success



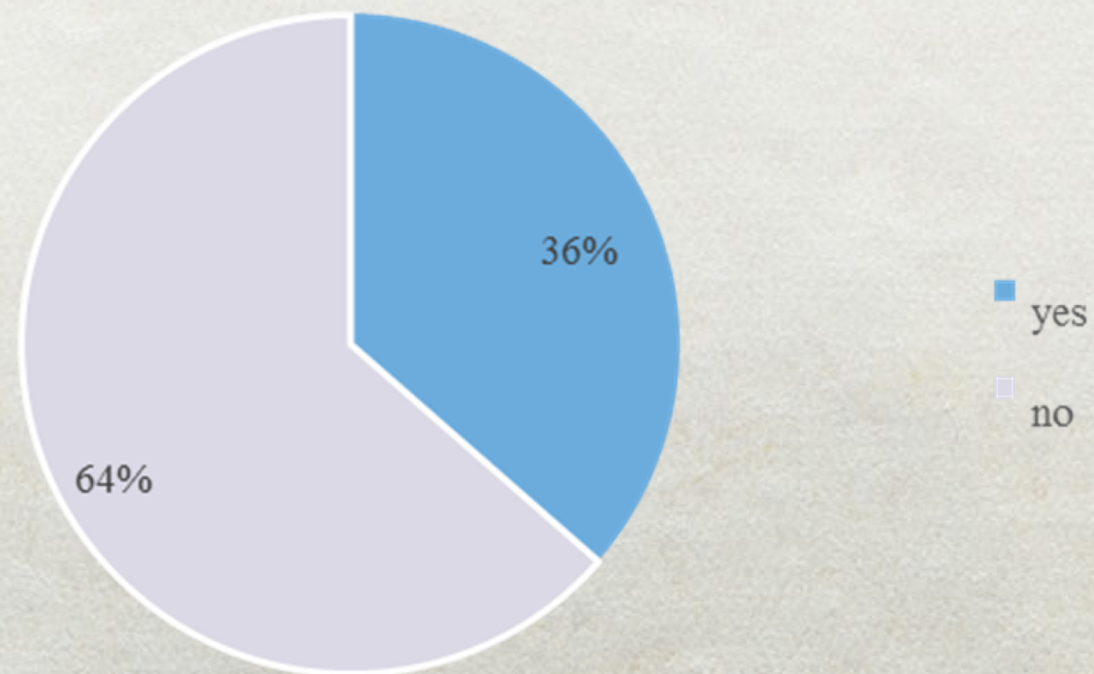
Palm Coast
AND THE
FLAGLER BEACHES

WWW.VISITFLAGLER.COM



OWNED EVENTS

Organization Owned Events



Palm Coast
AND THE
FLAGLER BEACHES

WWW.VISITFLAGLER.COM



THANK YOU!



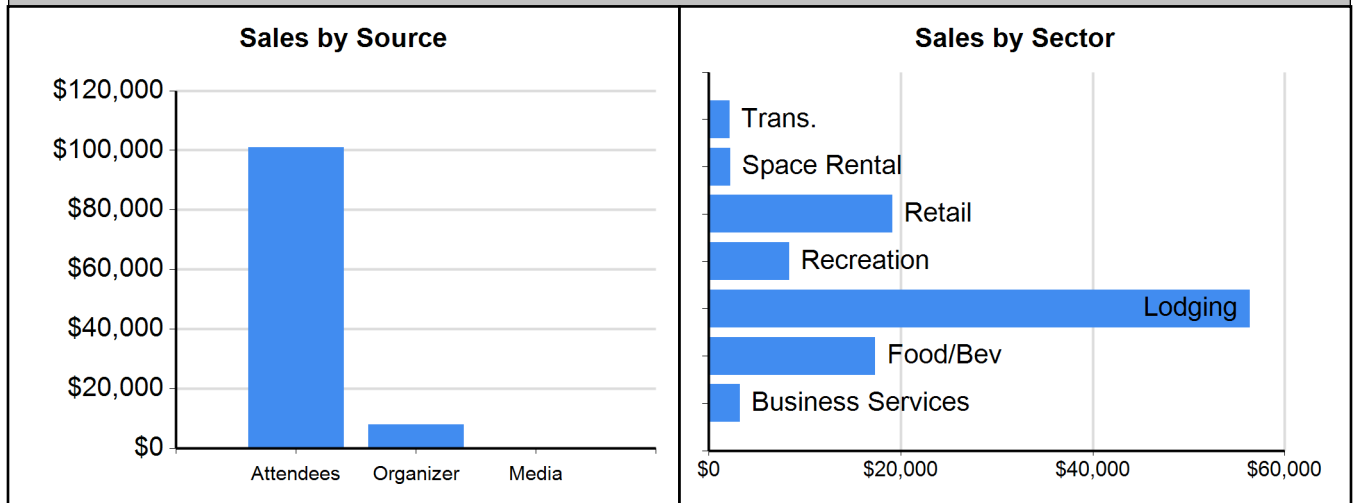
WWW.VISITFLAGLER.COM

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Florida Xtreme Triathlon	Business Sales (Direct):	\$108,895
Organization:	Sommer Sports	Business Sales (Total):	\$142,607
Event Type:	Adult Amateur	Jobs Supported (Direct):	54
Start Date:	11/17/2018	Jobs Supported (Total):	60
End Date:	11/19/2018	Local Taxes (Total):	\$5,188
Overnight Attendees:	175	Net Direct Tax ROI:	\$3,792
Day Attendees:	0	Estimated Room Demand:	283

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$56,360	\$0	\$0	\$56,360
Transportation	\$2,039	\$128	\$9	\$2,176
Food & Beverage	\$15,071	\$2,231	\$0	\$17,302
Retail	\$19,159	\$0	\$0	\$19,159
Recreation	\$8,390	\$0	\$0	\$8,390
Space Rental	\$0	\$2,250	\$0	\$2,250
Business Services	\$0	\$3,253	\$5	\$3,258
TOTAL	\$101,019	\$7,862	\$14	\$108,895

Event Impact Details

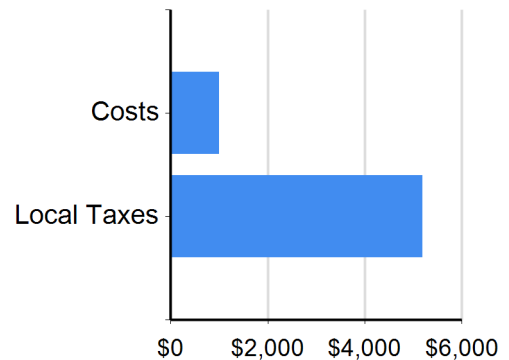
Destination: Palm Coast and The Flagler Beaches

Event Name: Florida Xtreme Triathlon 2018

Organization: Sommer Sports

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$108,895	\$33,713	\$142,607
Personal Income	\$30,567	\$8,902	\$39,469
Jobs Supported			
Persons	54	6	60
Annual FTEs	1	0	1
Taxes and Assessments			
<u>Federal Total</u>	<u>\$9,180</u>	<u>\$2,778</u>	<u>\$11,958</u>
<u>State Total</u>	<u>\$7,652</u>	<u>\$1,072</u>	<u>\$8,724</u>
sales	\$5,823	\$506	\$6,328
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,829	\$566	\$2,396
<u>Local Total (excl. property)</u>	<u>\$4,792</u>	<u>\$395</u>	<u>\$5,188</u>
sales	\$970	\$84	\$1,055
income	\$0	\$0	\$0
bed	\$2,818	-	\$2,818
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,004	\$311	\$1,315
property tax	\$1,975	\$324	\$2,300

Event Return on Investment (ROI)			
Direct local tax ROI (net property taxes)			
Direct Tax Receipts	\$4,792		
DMO Hosting Costs	\$1,000		
Direct ROI	\$3,792		
Net Present Value	\$3,792		
Direct ROI (%)	379%		
Total local tax ROI (net property taxes)			
Total Local Tax Receipts	\$5,188		
Total ROI	\$4,188		
Net Present Value	\$4,188		
Total ROI (%)	419%		



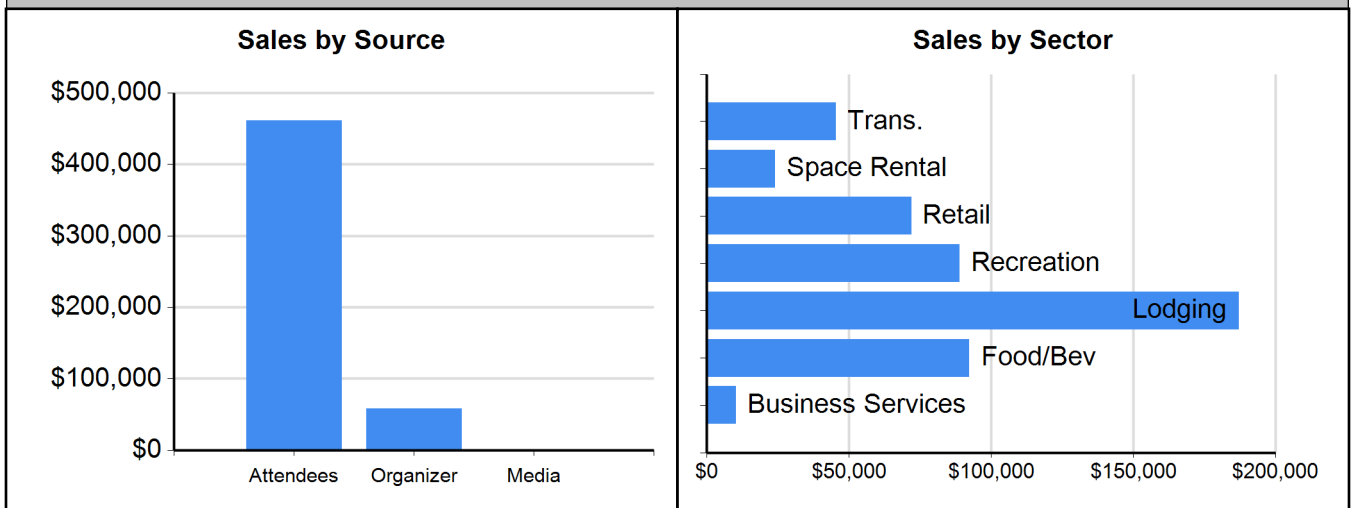
Estimated Room Demand Metrics	
Room Nights (total)	283
Room Pickup (block only)	0
Peak Rooms	117
Total Visitor Days	425

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	2018 Women's & Men's NCCAA Golf National Championships	Business Sales (Direct):	\$519,770
Organization:	National Christian College Athletic Association	Business Sales (Total):	\$680,174
Event Type:	College Championships	Jobs Supported (Direct):	133
Start Date:	10/19/2017	Jobs Supported (Total):	144
End Date:	10/25/2017	Local Taxes (Total):	\$20,492
Overnight Attendees:	326	Net Direct Tax ROI:	\$13,612
Day Attendees:	0	Estimated Room Demand:	886

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$187,135	\$0	\$0	\$187,135
Transportation	\$45,340	\$0	\$37	\$45,377
Food & Beverage	\$68,197	\$24,000	\$0	\$92,197
Retail	\$71,914	\$0	\$0	\$71,914
Recreation	\$88,844	\$0	\$0	\$88,844
Space Rental	\$0	\$24,000	\$0	\$24,000
Business Services	\$0	\$10,219	\$84	\$10,303
TOTAL	\$461,430	\$58,219	\$121	\$519,770

Event Impact Details

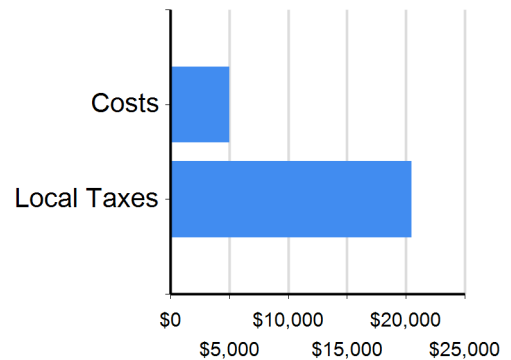
Destination: Palm Coast and The Flagler Beaches

Event Name: 2018 Women's & Men's NCCAA Golf National Championships 2017

Organization: National Christian College Athletic Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$519,770	\$160,404	\$680,174
Personal Income	\$154,310	\$41,716	\$196,026
Jobs Supported			
Persons	133	12	144
Annual FTEs	6	1	7
Taxes and Assessments			
<u>Federal Total</u>	<u>\$44,775</u>	<u>\$13,145</u>	<u>\$57,920</u>
<u>State Total</u>	<u>\$35,512</u>	<u>\$5,101</u>	<u>\$40,612</u>
sales	\$26,779	\$2,406	\$29,185
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$8,732	\$2,695	\$11,427
<u>Local Total (excl. property)</u>	<u>\$18,612</u>	<u>\$1,880</u>	<u>\$20,492</u>
sales	\$4,463	\$401	\$4,864
income	\$0	\$0	\$0
bed	\$9,357	-	\$9,357
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,792	\$1,479	\$6,271
property tax	\$9,429	\$1,539	\$10,968

Event Return on Investment (ROI)			
Direct local tax ROI (net property taxes)			
Direct Tax Receipts	\$18,612		
DMO Hosting Costs	\$5,000		
Direct ROI	\$13,612		
Net Present Value	\$13,886		
Direct ROI (%)	272%		
Total local tax ROI (net property taxes)			
Total Local Tax Receipts	\$20,492		
Total ROI	\$15,492		
Net Present Value	\$15,803		
Total ROI (%)	310%		



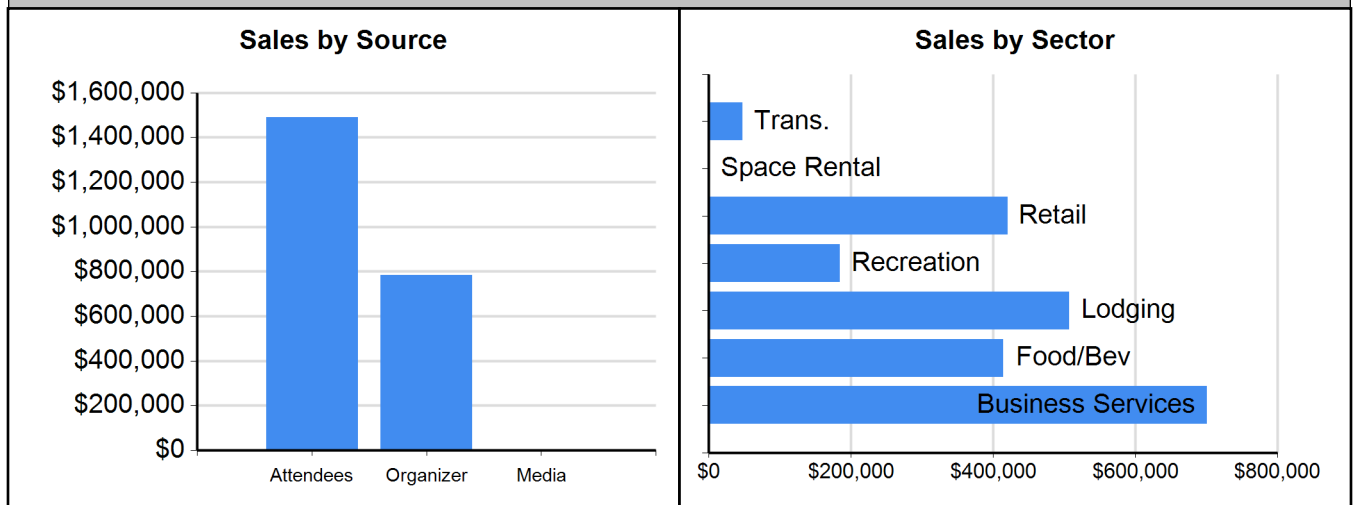
Estimated Room Demand Metrics	
Room Nights (total)	886
Room Pickup (block only)	0
Peak Rooms	163
Total Visitor Days	1,772

Event Impact Summary

Destination: Palm Coast and The Flagler Beaches

Event Parameters		Key Results	
Event Name:	Spartan Super at Palm Coast	Business Sales (Direct):	\$2,273,792
Organization:	Reebok Spartan Race	Business Sales (Total):	\$3,162,529
Event Type:	Adult Amateur	Jobs Supported (Direct):	1,292
Start Date:	11/11/2016	Jobs Supported (Total):	1,529
End Date:	11/13/2016	Local Taxes (Total):	\$66,879
Overnight Attendees:	4000	Net Direct Tax ROI:	\$31,463
Day Attendees:	0	Estimated Room Demand:	4,855

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$506,872	\$0	\$0	\$506,872
Transportation	\$44,533	\$2,806	\$191	\$47,530
Food & Beverage	\$334,084	\$80,485	\$0	\$414,569
Retail	\$420,194	\$0	\$0	\$420,194
Recreation	\$184,011	\$0	\$0	\$184,011
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$700,507	\$108	\$700,615
TOTAL	\$1,489,695	\$783,798	\$299	\$2,273,792

Event Impact Details

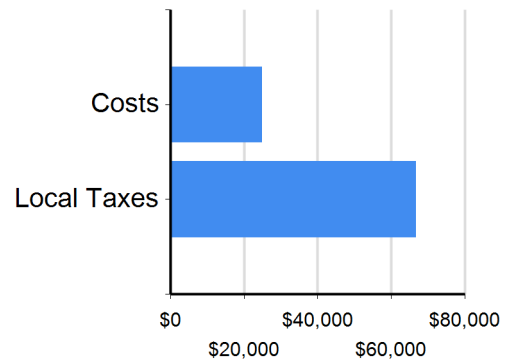
Destination: Palm Coast and The Flagler Beaches

Event Name: Spartan Super at Palm Coast 2016

Organization: Reebok Spartan Race

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$2,273,792	\$888,738	\$3,162,529
Personal Income	\$542,865	\$248,183	\$791,048
Jobs Supported			
Persons	1,292	237	1,529
Annual FTEs	27	5	32
Taxes and Assessments			
<u>Federal Total</u>	<u>\$180,806</u>	<u>\$74,774</u>	<u>\$255,580</u>
<u>State Total</u>	<u>\$129,536</u>	<u>\$28,262</u>	<u>\$157,798</u>
sales	\$91,336	\$13,331	\$104,667
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$38,200	\$14,931	\$53,131
<u>Local Total (excl. property)</u>	<u>\$56,463</u>	<u>\$10,416</u>	<u>\$66,879</u>
sales	\$15,223	\$2,222	\$17,444
income	\$0	\$0	\$0
bed	\$20,275	-	\$20,275
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$20,965	\$8,194	\$29,160
property tax	\$41,249	\$9,748	\$50,997

Event Return on Investment (ROI)			
Direct local tax ROI (net property taxes)			
Direct Tax Receipts	\$56,463		
DMO Hosting Costs	\$25,000		
Direct ROI	\$31,463		
Net Present Value	\$32,790		
Direct ROI (%)	126%		
Total local tax ROI (net property taxes)			
Total Local Tax Receipts	\$66,879		
Total ROI	\$41,879		
Net Present Value	\$43,646		
Total ROI (%)	168%		



Estimated Room Demand Metrics	
Room Nights (total)	4,855
Room Pickup (block only)	0
Peak Rooms	2,000
Total Visitor Days	9,710