

Institute for Public
Policy and Economic
Analysis

**The Economic Impact of the
Spokane Public Facilities District
In 2016**

By:
Brian Kennedy, M.S.
D. Patrick Jones, Ph.D.

April, 2017

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Executive Summary

This study is a response by the board and management of the Spokane Public Facilities District to acquire a current understanding of the economic effects of its operations. It represents a follow up to a prior study done by the Institute for Public Policy & Economic Analysis (the Institute) in 2010. In contrast to that study, only events held in one year, 2016, at the three venues – the Arena, the Convention Center and the INB Performing Arts Center (INB) – are considered. In the prior study, all events in 2009 were part of the analysis, plus the U.S. Figure Skating Championship held in January, 2010.

The methodology of this study is much the same as the prior one, with one notable exception. To arrive at estimated spending by patrons to the three venues, the PFD again employed the services of Strategic Research Associates (SRA) of Spokane. SRA conducted nine intercept surveys over the course of the year, three at each of the venues. In some cases, the face-to-face interviews were supplemented by the interviewee filling out the questionnaire online. The surveyed events were: the Brad Paisley concert, State B basketball tournament and the Team Challenge figure skating competition, all at the Arena; the Book of Mormon, Beauty & the Beast and Newsies, all at the INB; the Conference on Homelessness, the Congress of American Indians and the Pacific Northwest Qualifier (volleyball), all the Convention Center.

SRA asked patrons for spending in several categories: lodging, food & drink, shopping, ground transportation, and entertainment. Notable to this version of the PFD's economic impact, actual ticket prices were obtained, so SRA's queries about this expense were not used. Ticket prices came from a detailed inventory

undertaken by TicketsWest, a Spokane-based booking company that handles all of the Spokane PFD's ticket sales.

The other key element in total spending lies in the correct attendance number. As before, the Institute had the benefit of attendance numbers for each event from the PFD. These numbers were used for all conventions and some sporting events, regardless of which venue they were held. But for nearly all of the entertainment events, and some sporting events, attendance numbers came from TicketsWest. The reports filed by the PFD were used as a check to ensure accuracy.

Economic impact is determined, in the first instance, by the quantity of new spending that an event, or in this case, a set of facilities that enables the events, brings into the local economy. That is, the goal of the study is to calculate the total economic effects of spending that would not have occurred, were the facilities not here. These effects come largely from patrons who are not residents of Spokane County, as their spending represents an injection of "new dollars" into the local economy. In contrast, spending at PFD events by residents of the county can be construed as entertainment spending captured by the PFD that could have gone to other local entertainment channels. As a result, considerable effort was undertaken by SRA and by the Institute's analysis of ticket data to count only out-of-county spending.

The ticket reports by zip code allowed the Institute to know precisely how many out-of-county attendees were at each event at the Arena and the INB. SRA surveys were used to estimate the same attendee type for the Convention Center. But with only three conventions surveyed, the Institute team, in consultation with PFD staff,

necessarily had to guess at which type of surveyed convention applied to all others.

There is an exception to a focus on non-residents, however. For those local patrons who would have traveled to experience the same event in another city, the presence of the PFD venues can be said to keep the spending in the county. Or, the events and the PFD keep dollars from “leaking” to other metro areas. As a consequence, SRA asked local attendees to the surveyed events whether they would consider traveling to catch the same event. When the answer was affirmative, SRA then posed a similar set of spending questions. In contrast to the responses of non-residents, however, these estimates by local are based on a less firm ground, since they represent best guesses and not observed expenditures.

Since the PFD venues held over 150 events in 2016 and only nine of those were surveyed, some judgment was necessary in applying a spending profile to each event. In consultation with PFD staff, the Institute tried to match those non-surveyed events with a surveyed one. The Appendix gives those assignments for each of the venues.

Input-out (I/O) modeling is the analytical approach used. These models depict both inter-industry associations and the spending by consumers (residents & non-residents) in consumer-facing industries. The Institute adopted both the model and the Spokane County dataset from IMPLAN, a well-known provider of this tool. The data on the Spokane County economy come from 2015, the most recent version of the dataset available.

The essence of I/O analysis is to take the observed spending, “direct effects,” and calculate the final or “total effects,” once subsequent rounds of

spending are exhausted. This approach rests on the insight that a new dollar expenditure gets re-spent and further re-spent in the course of its path through a local economy. This path consists of two main parts: inter-industry, or “indirect” effects, and consumer spending, “induced effects.”

In the former, for example, a dollar spent by an out-of-county PFD patron at a local hotel will be partially re-spent for supplies for that hotel. In the first round of supplies purchase, the sellers will likely be local. As those sellers re-stock their inventory, some items might be locally-sourced and some from out of county. As the further rounds of spending uses predominantly out of county sources, the total effect diminishes. In the induced effects, a dollar spent at a local hotel will be partially re-spent on staff wages, which in turn leads to local spending to satisfy the household needs of its staff members. A path similar to the inter-industry effects will ensue for this type of spending.

The sum of the direct, indirect and induced effects leads to a measurement of “total effects,” the object of our analysis. There are several measures which one can use for total effects. This study largely focuses on three: total employment, part- or full-time; labor income, or wages, salaries & benefits; and value added. The last measure is the one used in national and local income accounting; it is the unit of measure behind “metro GDP,” or the size of the local economy. The study has not used total spending, because that approach adds up all the sales in the production chain, overstating the final sales price to the consumer. In general, labor income is less than value-added, which in turn is less than total sales.

These effects or results are presented for each venue and for the PFD in the aggregate. In total, the direct effects of the PFD from were estimated to be nearly **\$74 million** in 2016. That spending

translated the total effects of **1,103 total jobs** in the County and **\$66.8 million in total value added**. Total value added of the PFD in 2016 represented approximately 0.3% of the Spokane County total in 2015. Of the three venues, the Arena generated the largest total effects: 576 jobs and \$34.6 million in value added. The Convention Center followed, with 380 total jobs and \$22.2 million in total value added. The INB Performing Arts Center, via this analysis, supported 146 total jobs and \$9.9 million in total value added.

Multipliers, or the quotient of total effects over direct effects, for the PFD ranged from 1.44 (Convention Center's jobs) to 1.74 (INB's labor income). The inter-industry framework of an I/O model allows one to rank those sectors that are most affected by spending at the PFD. The report presents the top 10 for each of the three measures. This ranking gives an idea of those sectors that should be most aware of the benefits of PFD activities. For jobs, the top five were: holding companies, hospitals, wholesale trade, physicians' offices, and banks & credit unions. For the value added metric, the top five benefiting sectors were: real estate companies, owner-occupied buildings (homeowners), wholesale trade, banks & credit unions and holding companies.

In addition, the IMPLAN model calculates approximate state and local taxes supported by the activities at the PFD. The two largest are sales and property taxes. For the former, the model estimates that approximately \$6.8 million were raised. Due to the structure of the sales tax in Washington State, the state receives the largest flows, here calculated to be around \$5.1 million, with the balance flowing to Spokane County local governments. For property taxes, the model estimates that about \$3.1 million were raised by PFD activities in 2016.

Here, most of the dollars, about 80%, stay local. This implies a little more than \$600,000 flowing to Olympia, with \$2.5 million staying with property taxing jurisdictions in the county. A third category, "Other taxes," is much smaller and is divided into flows to both Olympia and Spokane County local governments.

The results of this and the prior Institute study for the PFD are not strictly comparable, due first to the aforementioned different time span of interest. A 13 month period study, especially one with an event as large as the U.S. Figure Skating Championship, will potentially provide a greater impact. As also mentioned, the studies differ in the accuracy of out-of-county visitors to events at the Arena and the INB, with this study presenting quite accurate data on the numbers. And finally, this study did not include two small sources of potential revenue included in the 2010 report: vendor spending and PFD operational expenditures. In the case of the former, no vendor data were available this time. In the former study, this revenue represented about 2.5% of all spending. Whether that share would be this large for the 2016 sample period is unknown. PFD operational expenditures were omitted from this study because the study team thinks that they are already accounted in the ticket prices to sports and entertainment events or in the registration fees for conventions.

With those differences in mind, we can contrast the results. For total value added, \$66.8 million in this study represents about a \$4 million increase from the 2009-10 period. If one factors out the U.S. Figure Skating Championship's large share of the prior study's results (\$20.9 million), the activities at the PFD for 2016 represent nearly a \$25 million increase in value added, or a 39% increase.

For total jobs, the estimate of 1,103 represents about a 300 job decline from the prior study.

However, 478 jobs were accounted for by the U.S. Figure Skating Championship in the prior study.

So, a year to year comparison shows a 178 job gain of 2016 activities. In addition, it should be noted that the industries most affected by the activities at the PFD for jobs are largely service industries, such as food & drink, retail and lodging. All of these sectors suffered dramatic job losses in the Great Recession and as of 2015 still hadn't regained their pre-recession peak.

The study team also compared its 2016 results to recent studies of multi-venue entertainment centers in Portland, OR and Charleston, S.C. To enable comparisons, total effects were calculated on the basis of \$1 million of initial, or direct, spending. For labor income, the largest component of value added, the Spokane result of \$510,000 was close to Charleston's of \$550,000 but below that of Portland's, \$664,000. (Value added total effects were not found in one of the benchmark studies and so are not reported here.) Jobs created were 15 in Spokane versus 16.8 in Portland, with the Charleston study not reporting the number. In a word, the results for the Spokane study seem close to two of the most recent studies of entertainment and sports facilities.

2. Introduction

The Spokane Public Facilities District (PFD) is a quasi-public entity whose function is to manage three buildings that provide core venues for sports, entertainment and conventions in Spokane County. These are the Spokane Veterans Memorial Arena, the INB Performing Arts Center and the Spokane Convention Center. The District was formed out of successful campaign in 1989 to rebuild the county's largest indoor sports arena, now the Spokane Veterans Memorial Arena.

In 2003, it greatly expanded its purview when it took over the responsibility of owning and operating the opera house (now the INB Performing Arts Center) from the City of Spokane and a voter-approved expansion of the convention center. Voters subsequently approved a second expansion of the

convention center in 2012, with the construction completed in early 2015.

The goal of the study is to calculate an update of the economic impact of the PFD done by the Institute in 2010, using 2009 events and those in January, 2010. The geography of interest by the PFD board is Spokane County. As before, surveys of various events at all three venues provided the base spending estimates needed to calculate economic impact. A Spokane-based survey research firm, Strategic Research Associates, was engaged by the PFD to carry out the surveys, compile the data and present the results to the IPPEA. The events surveyed are taken up in Chapter 3.

3. Methods & Data

3.1 Methods

3.1.1 The Input-output Framework

The term “economic impact” is commonly used to describe changes in economic activity in a geographically defined study area, such as a county or metropolitan statistical area (MSA), that are caused by some sort of productive activity. Economic impacts are estimated using input-output analysis, a basic method of quantitative economics that portrays the production process in terms of the inputs of materials and services which are processed to produce outputs of finished or semi-finished goods and services.

Depending on circumstances, economic impacts can be of three different types: (1) *direct impacts* arising from the expenditures and employment of the activity itself; (2) *indirect impacts* arising from jobs created and incomes earned by businesses and their employees that supply or support the activity; and (3) *induced impacts* arising from the spending of incomes paid to employees who directly or indirectly support the activity.

Input-output analysis is most associated with the work of Wassily Leontief (1906-1999) who was awarded the 1973 Nobel Prize in Economics for his pioneering efforts. Leontief once explained input-output analysis as follows: "When you make bread, you need eggs, flour, and milk. And if you want more bread, you must use more eggs, flour and milk. There are cooking recipes for all the industries in the economy. And hence, one industry's output is

another's input, and the chain continues." During the 1940s Leontief developed a table for the US showing the inter-industry relations of 50 sectors, later expanded to 200 sectors [King, nd].

Input-output (I-O) accounts have become an important analysis tool because they show interactions among producers as well as between producers and final users in the economy. These accounts have been used to estimate the direct and indirect effects ... "of a strike or a natural disaster, or, supplemented with additional information, to estimate the effects of an increase in US exports on employment" [Bureau of Economic Analysis, 2010]. The great attraction of I-O analysis is "its versatility and strong grounding in empirical evidence. ... Unlike some areas of economics, input-output analysis does not come with a great deal of theoretical baggage that is hard to prove in real life. While susceptible to distortions from measurement error or inaccurate modeling, its underlying strength lies in being driven by real data" [King, nd].

Currently I-O accounts and tables for the US are maintained by the US Bureau of Economic Analysis (BEA). Two sets of tables are prepared. Annual tables include information on 65 industries while benchmark tables, prepared once every 5 years and covering nearly 1,000 industries, are based on detailed data from the Economic Census conducted by the US Census Bureau. The most current benchmark table is for 2007.

The US input-output accounts have been augmented and expanded by various academic and private research groups to conduct specialized studies, usually involving county level analysis. For this study, economic impacts are estimated using the IMPLAN system. According to the developers of the system, IMPLAN Group (MIG), the “IMPLAN (IMpact Analysis for PLANing) program was originally developed by the US Department of Agriculture (USDA) Forest Service in cooperation with the Federal Emergency Management Agency and the USDA Bureau of Land Management to assist in land and resource management planning” [MIG, 2000]. In 1993 MIG was formed to privatize the development of IMPLAN data and software. Its software performs the necessary calculations to create models and to provide an interface to study changes in a region’s economic conditions, create impact scenarios and to introduce local changes. IMPLAN data and accounts closely follow BEA conventions used to develop the

US I-O model as well as formats recommended by the United Nations [MIG, 2000]

3.1.2 Measure of Economic Effects: Economic Impact vs. Contribution

Economic impact is measured by the effects of a defined activity or set of activities on overall indicators of economic activity such as employment or labor income. Following the example of Leontief, suppose a grower spends \$1 on water, fertilizers, insecticides and related items to produce a variety of tree fruit which is sold to a processor for \$1.50. The processor converts the tree fruit into pie filling which is sold to a baker for \$2.50. The baker adds the filling to other ingredients to bake a pie which is sold to a consumer for \$3.25. At each production stage, there are input costs and a selling price, the difference of which represents the value added to the inputs. These are summarized in Table 3.1.

Table 3.1: Illustration of a Value Added Calculation

| Production Stage | Cost | Selling Price | Value Added |
|-------------------------|-------------|----------------------|--------------------|
| Grower | 1.00 | 1.50 | 0.50 |
| Processor | 1.50 | 2.50 | 1.00 |
| Baker | 2.50 | 3.25 | 0.75 |
| Totals | 5.00 | 7.25 | 2.25 |

Total economic activity can be measured by adding up all costs, all selling prices or all value added. However, both total costs and total sales are *gross* figures and are larger than the amount paid by the final consumer. They involve double counting and therefore overstate total economic activity.

Value added, as a net figure, avoids this double counting problem. The grower spends \$1 to produce something that is sold for \$1.50. The 50 cent difference represents the value added to the inputs, which could be payments to labor, equipment costs, depreciation, rents, interest and profits. At the next stage, production is repeated in the same manner. The processor pays \$1.50 for inputs, adds value of \$1.00 which represents payments for labor, plant

and equipment as well as profit. The baker then pays \$2.50 for its inputs, adds value, and sells its product for \$3.25. The value added proceeds are again used to pay various contributors to the production process, including the baker. Both production and the creation of monetarily measureable value added ends when the output of one stage ceases to be an input for the next, or in this case, when the purchaser consumes the pie rather than selling it.

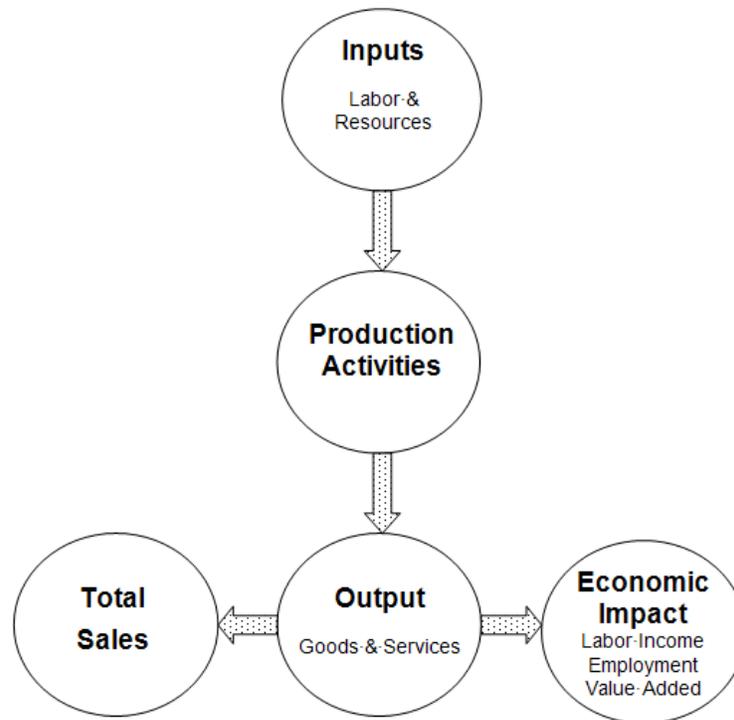
At each production stage, the difference between cost and selling price represents the value added or a payment to undertake some production activity. For the entire United States, employee compensation, such as wages and benefits, constitute about 80 percent of value added, with the

remainder consisting of proprietor income and other property income such as rents and royalties. In the example, total value added is \$2.25 which would largely represent payments for labor and proprietor services. It should be noted that total sales of \$7.25 and costs of \$5.00 have little economic significance because they simply represent the cascading effects of successive purchases and re-sales or are incorporated in various selling prices.

into outputs with resulting measurable economic impacts. These impacts can be measured in terms of total sales, employment or various components of value added such as labor income, employee compensation, proprietor income or other property income. The most meaningful measures are employment and value added in some form, because employment represents changes in the number working while value added represents actual income increases.

Figure 3.1 is a schematic depiction of the process whereby some production activity converts inputs

Figure 3.1: Simplified view of the input-output production process



As noted above, economic *impacts* can directly arise from some activity but also result indirectly or from spending of incomes generated by the original activity. However, these impacts are often confused with the total *economic contribution* of some activity. Economic contribution represents total sales while economic impact represents total value added. Since, as shown in the example above, the final selling price includes a number of previous sales to arrive at a final price, its meaning in terms of income or profits generated is ambiguous. For example, a

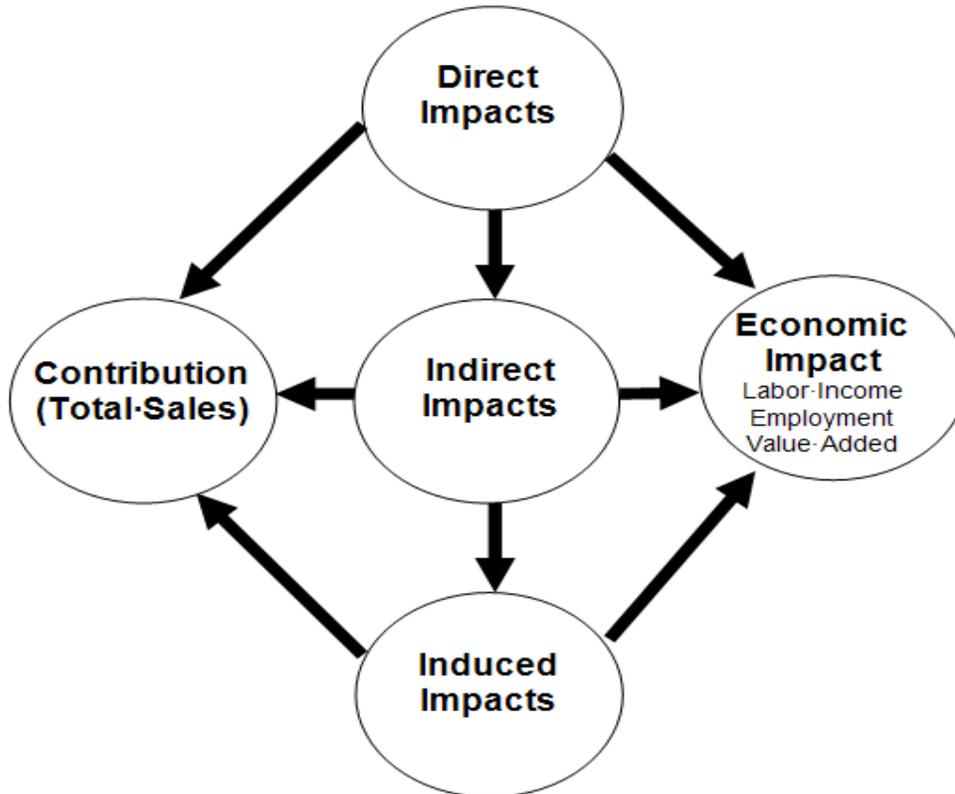
car sale of \$30,000 does not represent a \$30,000 increase in local incomes or profits because much of the purchase price will flow to producers located in other states or even other nations. Instead, the local impact of the sale is measured by the fees, commissions and changes in employment created at the point of sale.

In terms of contributions and impacts, purchase of the car increases total contributions by \$30,000 but economic impacts are much less. The expenses and

profits of the local dealer represent the direct impact of the sale. Indirect impacts arise from purchases to support the sale such as fees earned by the local banker to finance the sale or salaries paid to the local carwash to clean the car. Induced

impacts arise as the banker and the car washers spend their incomes earned as a consequence of the car sale in the local economy. The inter-relationships of these impacts are shown in Figure 3.2.

Figure 3.2: Components of economic impact calculated



In this study, we measure value added, consequently economic impact. This approach further demands that we take recognize the potential for local residents to spend their entertainment dollars at various venues throughout the county. In other words, we assume that if local residents didn't spend their entertainment dollars within the PFD venues, they would spend them elsewhere in the county, such as concerts at other venues, sports events elsewhere, perhaps at cinemas or other theaters, or even home entertainment. If we counted the PFD expenditures of locals when they could easily "substitute" those within the county, we would not

be measuring impact on the Spokane County economy.

As a consequence, the study counts first and foremost the dollars spent by out-of-county visitors to the three PFD venues. We assume that they are coming only for the events at the PFD and would not spend the dollars elsewhere within the county. As such, this spending represents an injection of dollars into the local economy from outside.

In addition, we need to consider how the presence of the PFD venues prevents local residents from spending their entertainment dollars outside of the county. For example, the ability to watch a Broadway production at the INB Performing Arts Center may well keep local residents from making a

trip to Seattle, Portland, or perhaps even New York to catch the show. In other words, the presence of the PFD helps to stop “leaks” of dollars outside of Spokane. Our approach is taken up more fully in the data section below.

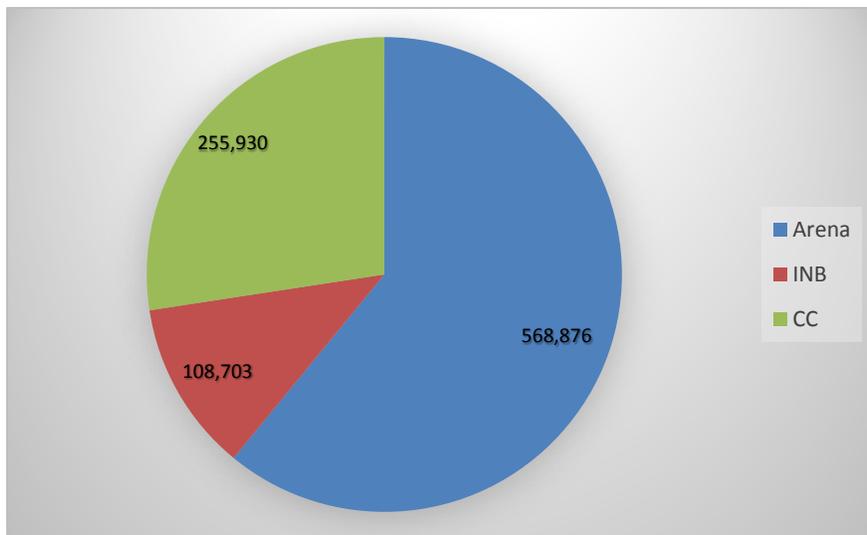
3.2 Data sources & compilation

The economic effects of visitors rest first on the level of spending per person and second on the number of visitors. Spending associated with activities in Spokane PFD buildings can be associated with four groups of attendees. These four groups, in turn, can be grouped into two large categories: 1) those who are either from out of county or locals who would travel out of county for certain events, and 2) local residents who either attend strictly local events or indicate that they wouldn’t travel outside of the county for certain events. The spending by these various groups provides the basis of the two essential calculations of economic effects, covered above in section 3.1, so they must be accounted for separately

The first category is responsible for the calculations of economic *impact*, while the second category is associated with economic *contribution*. Since this analysis calculates economic impact, it concerns itself with the first two groups.

As many events at the PFD ran more than one day, the study created “attendee days,” and for those from out-of-county, “visitor days” totals for each event. Conventions and some sports events were those with the longest stays, while concerts at the Arena or the INB were typically seen as single day events. Consequently, some tables, figures and calculations are based on attendee or visitor days. This is true for the following figure which shows the overall number of attendee days, broken out by venue.

Figure 3.3: Total Number of Attendee Days at the Spokane Public Facilities in 2016.



The total, taken from the PFD’s files, amounted to 933,509 attendee days.

3.2.1 Data from groups that contribute to impact

To arrive at the direct effects of the PFD, we need to consider two types of data: total visitors, i.e. out-of-county patrons, plus local residents willing to travel and total spending. As mentioned above, total spending data is based on a series of intercept surveys conducted by Spokane-based Strategic Research Associate (SRA) at nine events on the grounds of the Spokane PFD. The list included three events at the each of the venues. The number of events surveyed by SRA was this high due the difficulty in getting a full sample, around 350, at one

particular event. The Arena events were the Brad Paisley concert, the State B basketball tournament, and the Team Challenge Cup figure skating competition. Those at the INB consisted of three from the Best of Broadway Series: The Book of Mormon, Newsies and Beauty and the Beast. The three surveyed events at the Convention Center were made up of one in sports, the Pacific Northwest Qualifier (youth volleyball) and two meetings – the Congress of American Indians and the Conference on Homelessness. Table 3.2 lays out the activity of SRA by event, venue and sample size.

Table 3.2 Events Surveyed by Strategic Research Associates in 2016

| Event | Facility | Number Surveyed |
|-----------------------------|-------------------|-----------------|
| Brad Paisley concert | Arena | 311 |
| State B basketball | Arena | 188 |
| Team Challenge Figure | Arena | 376 |
| Beauty & the Beast | INB | 86 |
| Book of Mormon | INB | 119 |
| Newsies | INB | 165 |
| Conference on | Convention Center | 36 |
| Congress of American | Convention Center | 221 |
| Pacific Northwest Qualifier | Convention Center | 92 |

SRA used face-to-face surveys with the attendees and supplemented them via e-surveys. The questions focused on the amount that each party thought they would spend on the following categories:

- tickets
- eating and drinking
- lodging
- shopping
- other entertainment and recreation
- ground transportation, and
- all other

Each of these categories represents a different industry, with different multipliers used by the

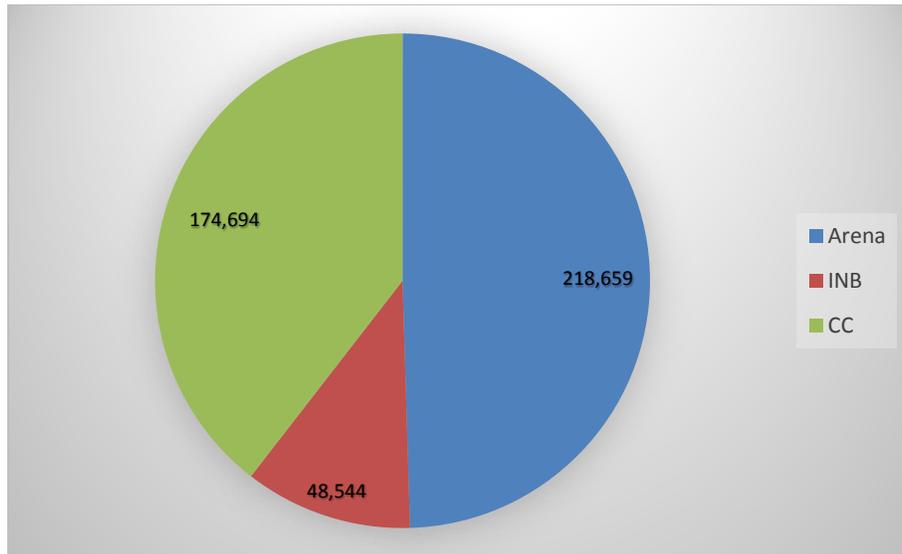
model to calculate the final effects of the events on the Spokane economy.

A primary determination for the Convention Center survey was whether the patrons were Spokane County residents or visiting from outside the county. Of those, SRA also asked whether the out-of-county interviewee was spending the night or not. Besides an estimate of spending, the survey also asked about residence, the number of people in the party, the number of nights planned to stay in Spokane. As a consequence, we were able to calculate attendee days and the spending per attendee per day in each of these categories.

The number of out-of-county patrons is quite accurate for all events at the Arena and INB, due to the zip code data provided by Tickets West. For an assignment of the surveyed event to all events at the Convention Center, the study team queried PFD staff for relevant estimates of each of the events. These fell into three categories: 90%, for those events that were clearly national conventions; 45% for those

that were estimated to be of a regional nature in the Inland Pacific Northwest; and 20% for those that were seen at local consumer shows. The estimates of visitor days for 2016 to the three facilities are shown below in Figure 3.4. The total is estimated to be 441,897, or approximately 47% of all attendee days to the PFD in 2016.

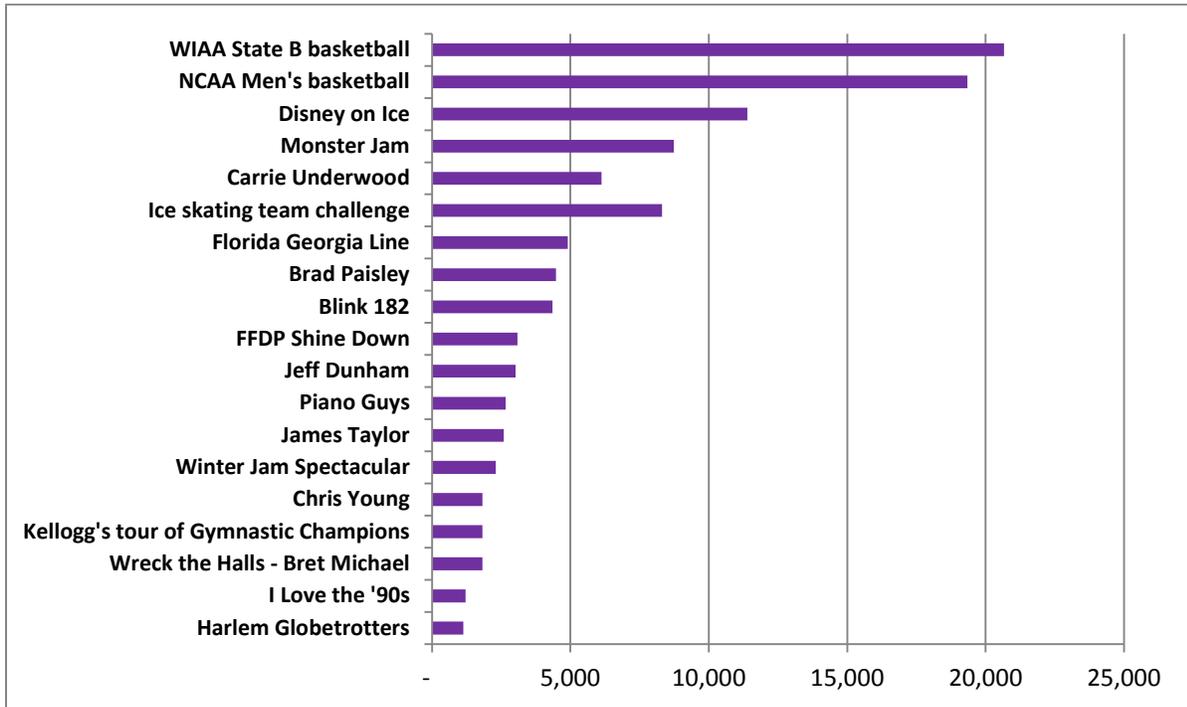
Figure 3.4: Total Number of Estimated Visitors Days to the Three Facilities in 2016



It is worth noting that different events at the Arena and the INB produced higher visitor counts than others. As such, they heavily influenced the results.

The following graphs display visitor counts of all events at each of the two venues. In most cases, those events with the highest attendance were also those that were surveyed by SRA.

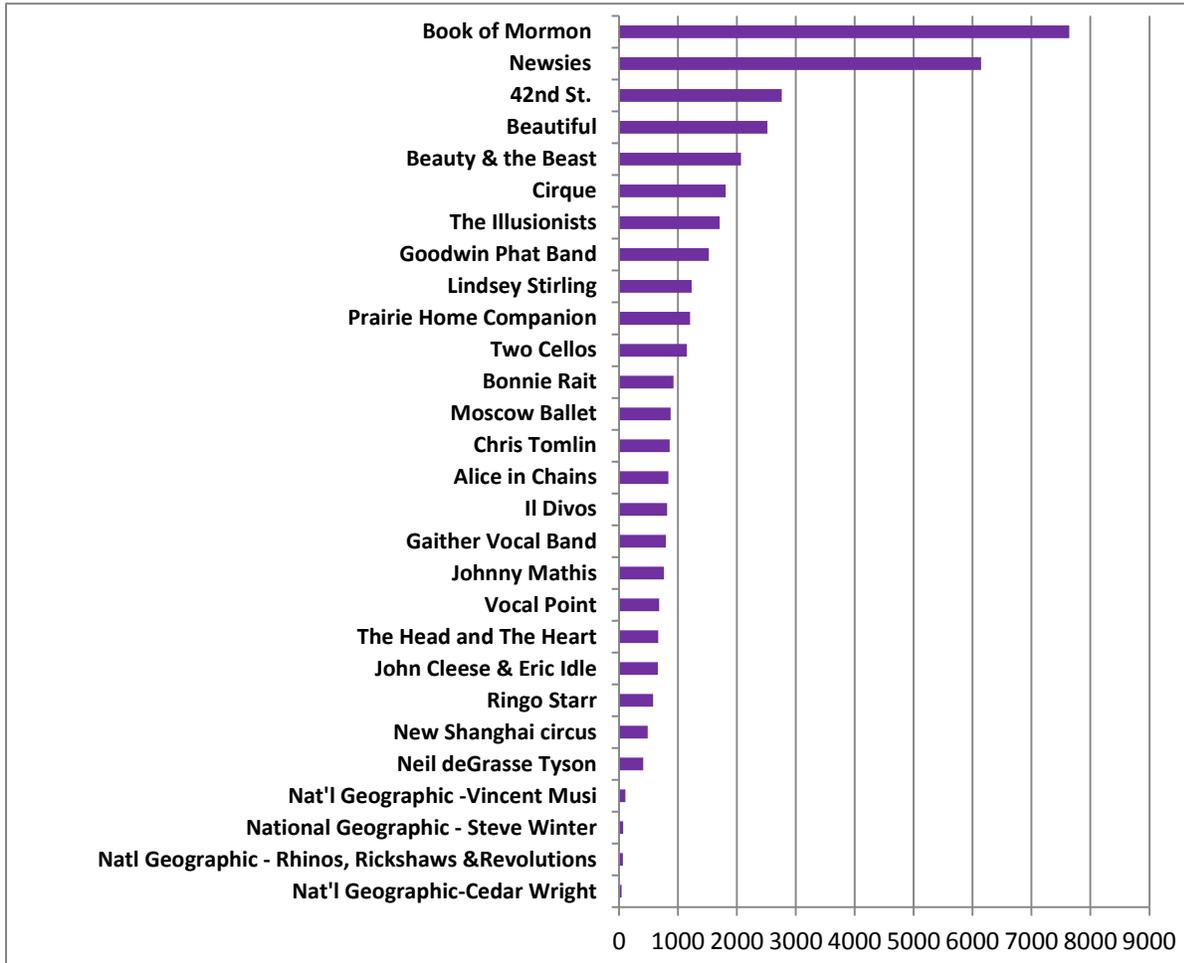
Figure 3.5: Attendance by Out-of-County Patrons at the Arena in 2016



As one can easily see, the two basketball events dominated the Arena results, in part because the events lasted more than one day. All told, the number of out-of-county attendee days at the Arena in 2016, 218,659, represented approximately 49% of all attendee days.

The results for the INB Performing Arts Center reveal a similar dominance by one type of event, the Best of Broadway Shows. Here, two of the top three events were surveyed by SRA. The number of out-of-county patron days in 2016, 48,544 represented about 45% of all patron days to that facility.

Figure 3.6: Attendance by Out-of-County Patrons at the INB Performing Arts Center in 2016



No chart is offered for the events at the Convention Center. In a nutshell, sports events dominated attendance, with the Pacific Northwest Qualifier (surveyed) clearly the largest draw in 2016. Relevant to spending, not everyone who is a visitor to PFD events spends the night; many visitors are day-trippers from nearby counties. Of all visitors surveyed by SRA, 31.5% came from Eastern Washington except for Spokane County, while 15.1% called Northern Idaho home. In the prior survey, the shares for both areas were 22%.

Consequently, the intervening six years since the first report, the importance of “nearby visitors” to the PFD has grown slightly.

Table 3.3 gives a sense of the importance of day-trippers, or alternatively those availing themselves of lodging to the PFD venues overall and by venue. The totals for each venue are complete, but the events listed are simply some of the highest profile ones of 2016 and will not add up to the totals.

Table 3.3: Share of Overnights Among Visitors to the PFD in 2016

| Facility & Key Events | Total From Out of County | Number Staying Overnight | Number of Day Trippers | Percent Staying Overnight |
|---------------------------------|--------------------------|--------------------------|------------------------|---------------------------|
| Arena | 218,659 | 150,020 | 68,639 | 69% |
| Chiefs & Empire Games | 35,712 | 3,571 | 32,141 | 10% |
| State B Championships* | 20,667 | 15,314 | 5,353 | 74% |
| Disney on Ice | 11,386 | 5,169 | 6,217 | 45% |
| NCAA Men's Basketball | 19,345 | 18,823 | 522 | 97% |
| World Wide Dreambuilders | 19,186 | 18,994 | 192 | 99% |
| Ice Skating Team Challenge Cup* | 8,345 | 5,925 | 2,420 | 71% |
| Brad Paisley Concert* | 4,479 | 2,033 | 2,446 | 45% |
| INB | 48,454 | 25,363 | 23,091 | 52% |
| Book of Mormon* | 6,849 | 1,520 | 5,328 | 22% |
| Beauty & the Beast* | 2,013 | 1,156 | 858 | 57% |
| Newsies* | 6,116 | 2,245 | 3,871 | 37% |
| Beautiful | 2,519 | 1,446 | 1,073 | 57% |
| 42nd St. | 2,426 | 890 | 1,536 | 37% |
| Convention Center | 174,477 | 162,457 | 12,020 | 93% |
| National* | 129,811 | 122,956 | 6,855 | 95% |
| Regional* | 40,579 | 35,546 | 5,034 | 88% |
| Mostly Local | 4,088 | 3,956 | 132 | 97% |
| PFD Total | 441,591 | 337,841 | 103,750 | 77% |

The estimates for the surveyed events are asterisked. All others are assigned a share, based on the study team’s best judgment. The implications for lodging expenditures from the estimate of visitors who stayed at least one night are clear: greater impact.

The study team converted the responses to the SRA survey into spending per person per day, to be consistent with our choice of the quantity unit, visitor days. Spending estimates by visitors from the events surveyed by SRA at the Arena are given below.

Table 3.4: Spending by Visitors, by Category, to the Arena in 2016, per Visitor Day

| Event Type | Tickets | Lodging | Eating Drinking | Shop- ping | Enter- tainmnt | Trans- portatn | Rec- reation | Other | Total |
|----------------------|-------------|-------------|-----------------|------------|----------------|----------------|--------------|------------|---------------------|
| Conventions | \$0 | \$90 | \$44 | \$13 | \$6 | \$9 | \$1 | \$1 | \$164 |
| Team Cup | \$54 | \$60 | \$14 | \$1 | \$35 | \$0 | \$1 | \$1 | \$149 |
| Sporting Events | \$42 | \$43 | \$10 | \$2 | \$18 | \$0 | \$1 | \$0 | \$95 |
| State B | \$7 | \$37 | \$9 | \$1 | \$22 | \$0 | \$0 | \$0 | \$68 |
| Musical Concerts | \$53 | \$53 | \$30 | \$17 | \$3 | \$1 | \$1 | \$0 | \$129 |
| <i>Arena Average</i> | <i>\$43</i> | <i>\$71</i> | <i>\$27</i> | <i>\$9</i> | <i>\$12</i> | <i>\$4</i> | <i>\$1</i> | <i>\$0</i> | <i>\$130</i> |

These estimates seem broadly plausible. That said, the shopping estimates seem low, while entertainment (other than the event itself) seems high. The low transportation estimates (mostly \$0), may point to most visitors walking to the events at

the Arena from their hotel. The Arena also hosted a few conventions; admission to those was considered free. Similar results for the INB Performing Arts Center are presented in Table 3.5.

Table 3.5: Spending by Visitors, by Category, at the INB Performing Arts Center in 2016, per Visitor Day

| Event Type | Tickets | Lodging | Eating Drinking | Shop- ping | Enter- tainmnt | Trans- portatn | Rec- reation | Other | Total |
|--------------------|-------------|-------------|--------------------|---------------|-------------------|-------------------|-----------------|------------|---------------------|
| Beauty & the Beast | \$174 | \$39 | \$23 | \$26 | \$1 | \$0 | \$0 | \$1 | \$246 |
| Book of Mormon | \$110 | \$28 | \$15 | \$10 | \$0 | \$0 | \$0 | \$0 | \$141 |
| Newsies | \$79 | \$38 | \$20 | \$12 | \$0 | \$0 | \$0 | \$0 | \$125 |
| Musical Concerts | \$62 | \$53 | \$30 | \$17 | \$3 | \$1 | \$1 | \$0 | \$138 |
| Large Conventions | \$0 | \$90 | \$44 | \$13 | \$6 | \$9 | \$1 | \$1 | \$180 |
| Small Conventions | \$0 | \$56 | \$16 | \$5 | \$0 | \$1 | \$0 | \$0 | \$93 |
| <i>INB Average</i> | <i>\$93</i> | <i>\$53</i> | <i>\$24</i> | <i>\$14</i> | <i>\$1</i> | <i>\$1</i> | <i>\$0</i> | <i>\$0</i> | <i>\$145</i> |

The estimates in Table 3.5 also appear plausible. Ticket prices for Beauty & the Beast as well as for the Book of Mormon seem a bit high, although lodging for the two events seems a bit low. (Perhaps many visitors to these shows were families, rendering the

per person value low.) Note that the INB also hosted a few conventions; any price of admission was considered to be null. Finally, we take up spending by visitors at the Convention Center. The estimates are below in Table 3.6

Table 3.6: Spending by Visitors, by Category, at the Convention Center in 2016, per Visitor Day

| Event Type | Tickets | Lodging | Eating Drinking | Shop- ping | Enter- tainmnt | Trans- portatn | Rec- reation | Other | Total |
|--------------------|-------------|-------------|--------------------|---------------|-------------------|-------------------|-----------------|------------|---------------------|
| Large Conventions* | \$71 | \$90 | \$44 | \$13 | \$6 | \$9 | \$1 | \$1 | \$234 |
| Small Conventions | \$34 | \$56 | \$16 | \$5 | \$0 | \$1 | \$0 | \$0 | \$112 |
| Sporting Event** | \$6 | \$37 | \$9 | \$1 | \$22 | \$0 | \$0 | \$0 | \$67 |
| Sporting Events | \$4 | \$43 | \$8 | \$1 | \$39 | \$0 | \$1 | \$0 | \$95 |
| <i>CC Average</i> | <i>\$23</i> | <i>\$55</i> | <i>\$17</i> | <i>\$4</i> | <i>\$21</i> | <i>\$2</i> | <i>\$1</i> | <i>\$0</i> | <i>\$120</i> |

* Large conventions are those total visitor days over 3,500

** The first sporting event is based on estimates from the State B basketball tournament; the second is based on the Pacific Northwest Qualifier (volleyball).

Here, we have kept a “ticket price” in for assumed convention spending because SRA received non-zero responses to the query about tickets. While it is unlikely that the conventions that attracted the majority of out-of-county visitors charged admission, it could be that the interviewees referred to the registration cost of the event. For the sporting events, the data on “tickets” are largely based on the

survey of attendees to the Pacific Northwest Qualifier. Lodging estimates look plausible, although food purchases for any of the event types beyond the larger conventions seems a bit low.

The spending of those surveyed was then applied to all the visitors estimated to have attended events at PFD venues. Errors in the spending estimates can

come from a couple sources. First, we are not sure whether those surveyed knew exactly their total spending in Spokane; this applies especially to convention-goers who were queried in the middle of a multi-day stay. Second, with only nine events surveyed out of dozens that took place in 2016, the assignment of spending from those nine to the all other events leaves room for error. Considerable thought, however, went into the assignment of the spending from one of the surveyed events to non-surveyed events. In the end, the research team used its best judgment.

The final area of questions around economic impact concerned those residents who indicated that they would be willing to travel to certain Western cities to see the same event. Generally, this was a small subset of local residents. For the three events surveyed at the Arena, the responses ranged from a low of 19% for the State B basketball tournament to 40% for the Team Challenge ice skating event. For the three events surveyed at the INB Performing Arts Center, the share of those residents responding affirmatively ranged from 18% for Newsies to 32% for the Book of Mormon.

In most events at the Convention Center, the question was not as important, because many events there attracted only, or nearly only, out-of-county residents, or because many others were considered by PFD staff to be primarily of local interest, such as the bridal, golf, or RV shows.

However, for some events, and in particular the large sporting events (volleyball and wrestling) and the comicon shows, the Institute research team assumed that residents would travel. (No survey questions were asked of these groups to corroborate our estimates.) And the size of these resident groups is not small: the two large volleyball events (Pacific Northwest Qualifier & the Evergreen Region) were both estimated to send over 2,300 residents to another city

This category of attendee represented a modest fraction of the total visitor days at the Convention Center, where only 6% of all attendees were local residents indicating a willingness to travel. Among all the attendees at the Arena and the INB, however, similar shares were much higher, at approximately 18% and 15%, respectively. Clearly, those two venues bring in acts that strike a chord with Spokane County residents.

The spending categories asked of local residents willing to travel to other Western cities, were the event not offered in Spokane, consisted of lodging, meals, shopping and transportation. While detailed data by venue are available for this attendee, much as Tables 3.4-3.6 describe, spending data for residents willing to travel are presented below in a slightly more aggregated manner. Table 3.7 lays out the per person per day spending amounts given by the respondents by building.

Table 3.7: Spending by Spokane County Residents Indicating that They Would Travel to View the Same Show, per Visitor Day

| Facility | Ticket | Lodging | Eating Drinking | Shop- ping | Trans- portatn | Total |
|------------------------|-------------|-------------|--------------------|---------------|-------------------|---------------------|
| Arena | \$53 | \$71 | \$37 | \$15 | \$9 | \$186 |
| INB | \$118 | \$62 | \$41 | \$23 | \$4 | \$247 |
| CC | \$31 | \$95 | \$40 | \$27 | \$10 | \$202 |
| <i>Overall average</i> | <i>\$60</i> | <i>\$74</i> | <i>\$38</i> | <i>\$19</i> | <i>\$9</i> | <i>\$200</i> |

Not surprisingly, the spending estimates provided to residents are higher than those of visitors to Spokane, since Seattle and Portland were the two

most-often cited alternative venues. The estimates by category appear broadly plausible. Note that the

estimates do not contain the costs of a flight or car travel to these cities.

Appendix Tables A.1 and A.22 show attendance at the Arena and INB Performing Arts Center, respectively, for each event over the year by the categories: local residents not willing to travel out-

3.2.2 Other Data

To be able to calculate the total effects of the PFD's activities on Spokane County economy, one needs to know the data quantifying activities over all the industries in the County. This includes the number of people employed and output or sales. One also needs to know levels of personal income in the County, the amount of goods and services that are exported and the amount of goods and services that are imported, by industry.

of-county to catch the same event, local residents who would travel, out-of-county visitors and grand total. Appendix Table A.3 lists the Convention Center events deemed to be regional/national events over the study year, along with their reported attendance.

These numbers come from IMPLAN. Besides offering a mathematical depiction of the structural relationships between these components of the County economy, IMPLAN also offers a data set that is composed of the best available information of these components, usually from federal sources. The data set employed by the Institute for this project rests on 2015 activities, the most recent year.

The number of industries covered is 525. This is fairly detailed depiction of the local economy and largely corresponds to a 3-digit breakdown of Spokane's economy by NAICS codes. The data set from IMPLAN also contains estimates of consumer spending for 2015 in Spokane County in all of these industries that offer products for final sale.

4. Model Results: Economic Impact

4.1 Direct Spending

Table 4.1 is an account of total spending by category, event location and type of attendee. The table shows overall direct spending of approximately \$73.8 million by out of county visitors and residents willing to travel. Direct spending in 2016 is a bit lower than that of the previous study where overall direct spending was \$84.0 million. This is largely to the fact that both attendee days (111,689 in 2009-2010 compared to

87,036 in 2016) and spending for residents willing to travel (\$36.79 million dropped to \$17.4 million) declined. It is also due to the prior study's inclusion of one month of activity in 2010, most notably the U.S. Figure Skating Championships. Further discussion about this study's drop in spending vs. the prior one will be addressed in the coming sections.

Table 4.1: Summary of Direct Spending for Spokane PFD Activities in 2016(millions of dollars)

| Attendee Type & Location | Attendee Days | Ticket Sales | Lodging | Eating and Drinking | Shopping | Entertainment | Transportation | Recreation | Other Spending | Total |
|------------------------------------|----------------|----------------|----------------|---------------------|---------------|---------------|----------------|---------------|----------------|----------------|
| Out of County Visitors | 441,897 | \$13.64 | \$20.98 | \$10.06 | \$3.39 | \$6.38 | \$1.28 | \$0.31 | \$0.17 | \$56.38 |
| Arena | 218,659 | \$6.04 | \$10.71 | \$5.97 | \$2.04 | \$2.57 | \$0.83 | \$0.16 | \$0.11 | \$28.43 |
| INB | 48,544 | \$3.57 | \$1.35 | \$1.15 | \$0.66 | \$0.07 | \$0.05 | \$0.01 | \$0.01 | \$7.03 |
| Convention Center | 174,694 | \$4.03 | \$8.92 | \$2.95 | \$0.69 | \$3.75 | \$0.40 | \$0.13 | \$0.06 | \$20.91 |
| Residents Willing to Travel | 87,036 | \$5.24 | \$6.44 | \$3.33 | \$1.63 | -- | \$0.75 | -- | -- | \$17.40 |
| Arena | 54,668 | \$2.87 | \$3.90 | \$2.03 | \$0.83 | -- | \$0.51 | -- | -- | \$10.15 |
| INB | 15,984 | \$1.86 | \$0.99 | \$0.65 | \$0.36 | -- | \$0.07 | -- | -- | \$3.95 |
| Convention Center | 16,385 | \$0.50 | \$1.55 | \$0.65 | \$0.44 | -- | \$0.17 | -- | -- | \$3.31 |
| Economic Impact Totals | 528,933 | \$18.87 | \$27.42 | \$13.39 | \$5.02 | \$6.38 | \$2.03 | \$0.31 | \$0.17 | \$73.78 |

In contrast to the spending drop associated with residents willing to travel, visitors from outside the county demonstrated an increase. This lies in a rise of estimated visitor days (441,897 in 2016 vs. 385,917 in 2009-2010), which corresponded with an increase in direct spending, increasing from \$48.2 million in 2009-2010 to \$56.4 million. Furthermore, the study team believes the SRA survey results from visitors about their spending, a relatively known amount, is likely to be more accurate than those questions answered by residents willing to travel, a hypothetical situation.

Similar to the prior study, Arena direct spending was the biggest contributor to total direct spending. However, Convention Center spending by visitors grew substantially from the 2009-2010 study, largely due to the increase in attendee days. Since the prior study, the Convention Center experienced a doubling of out of county visitors, an increase of nearly 90,000 attendee days. This could be a result of Spokane's ability to attract bigger events with a more regional/national scale or it could be a sign of the improving economic conditions. 2009-2010 was in the midst of the Great Recession recovery and many convention goers were likely to have been constrained by budgetary concerns.

4.2 Economic Impact Results

Table 4.2 depicts the model output from the estimated direct spending summarized in Table 4.1 for out of county visitors as well as for Spokane County residents who would travel to attend the same event. Direct spending around PFD activities supported a total of 1,103 jobs within the county. Note that most of these stem from the direct effect. The indirect (business-to-business) and induced (rounds of consumer spending) are relatively modest, as a multiplier of 1.48 reveals. The multiplier is merely the direct effects divided by the total effects.

The model yielded a total of labor income, which includes salaries and benefits to payroll workers as well as the total compensation of the self-employed, of \$37.9 million. Here the indirect and induced effects are a little stronger, with a multiplier of 1.70. Finally, the direct effect of value added translates into a total of \$66.8 million. The multiplier here is about the same size as that of labor income, or 1.66.

Table 4.2: Summary of Economic Impact of the Spokane PFD in 2016

| Impact Type | Jobs | Labor Income | Value Added (\$M) |
|-------------------|-------------|---------------|-------------------|
| Direct | 747 | \$22.3 | \$40.2 |
| Indirect | 168 | \$7.6 | \$12.4 |
| Induced | 188 | \$8.0 | \$14.3 |
| Total | 1103 | \$37.9 | \$66.8 |
| <i>Multiplier</i> | <i>1.48</i> | <i>1.70</i> | <i>1.66</i> |

At first glance, the **jobs** results might look a bit disappointing to those looking for a big increase in impact to the 2009-2010 study. Those results showed a total effect of 1,411 supported jobs. However, that total includes the effect of the U.S. Figure Skating Championship. That event contributed 478 jobs of the total. Consequently, instead of a decline of 308 total supported jobs, 2016 activities at the PFD yielded a gain of 170 over 2009, on a year-to-year comparison.

accounted for entirely by direct spending by county residents willing to travel - \$36.9 million in 2009-2010 to \$17.4 million in 2016.

There is another key difference affecting the results. The shares of those contributing to direct spending have dramatically switched. In 2016, visitors represented 76% of direct spending while spending attributed to residents willing to travel fell to just 24%. In contrast, in the 2009-2010 study, visitor spending was 56% while residents willing to travel accounted for 44%. In both analyses, spending per person per day is greater by residents willing to travel than visitors to Spokane. (See Table 3.7 for this study's results.) So, the 2016 estimated direct spending decreased by about \$10 million, sum

This decline is a likely result of few contributing factors. First, overall attendee days of residents willing to travel fell by 11,689, to 81,236 in 2016. This study used exact counts of ticket sales by zip codes to determine a more accurate estimate of the location of those purchasing the tickets, in this case Spokane residents. Second, as touched on below, the estimates for transportation expenditures were dramatically lower this time, especially for those surveyed at the INB and Arena. Third and perhaps most importantly, it is inherently difficult to get accurate readings of what respondents *would* actually spend in a hypothetical scenario. The prior study estimates were met with some skepticism by the Institute study team and the difference between the first and second studies' results reflects this concern. We discuss this further within the caveats section at the end of the report.

With regard to **value added**, the results for 2016 demonstrate a marked increase to the 2009-2010 study. Despite direct spending in 2009-2010 calculated to be \$10 million higher, total value added was \$63 million. This is likely due to the changes in the spending categories, most notably by residents willing to travel.

Most apparent was the drop in spending on transportation by residents willing to travel. It fell from \$12.7 million in 2009-2010 to just \$0.7 million, according to the estimates from the SRA survey data. Although it fell dramatically, spending in this sector (air travel, gasoline for autos) doesn't usually keep the dollars local. While the 2009-10 study had residents willing travel paying more at the pump or for airfares than in 2016, a majority of that total rests on imported inputs, profits sent to the headquarters of the parent company that are not in Spokane or of taxes sent to the state.

Factoring out the economic effects of the U.S. Figure Skating Championship, the comparison becomes more favorable to 2016 activities. The total value added of that event in 2010 was significant, at \$20.9 million. Consequently, activities at the PFD produced \$24.7 million more in value added in 2016 than in 2009, a 39% increase.

To help give some context to the value added total effect of approximately \$67 million, a comparison to Spokane County gross domestic product (GDP) can be made. The 2015 estimate of Spokane County's GDP was \$21.3 billion. As a result, roughly 0.3% of Spokane's regional GDP can be attributed to the Spokane PFD's venues and event promoters to attract new money and keep local entertainment & sports dollars local. This estimate corresponds quite closely to that of in the previous study, where 0.4% of the County's regional GDP was attributed to PFD's activities.

We can also set the PFD total effects against another measure of the size of the local economy. According to the [Bureau of Economic Analysis](#) most recent income estimates (2015), total labor income

attributed to activities at the PFD was about 0.3% of Spokane County's total wages and benefits. (This comparison, not to total personal income, avoids including personal income components such as dividends and interest from investments.) This share is only slightly lower than the 0.4% estimate from the 2009-2010 study. A good part of the explanation lies in wages: the 1,103 supported jobs produce a total labor income of \$37.9 million, which equates to an overall annual wage & benefits just shy of \$35,000, roughly \$9,000 lower than the most recent estimates (2015) of the overall average annual wage in Spokane County according to the [Washington State Employment Security Department's Quarterly Census of Employment and Wages \(QCEW\)](#). As observed in Table 4.3, the various food service sectors make up the 2nd, 3rd, and 4th most impacted industries by employment and these tend to maintain lower wage jobs. When compared to the earlier study, the activities of the PFD in 2016 supported 308 fewer jobs.

Furthermore, the trend in the labor market Spokane service jobs overall has in recent year been negative. Since the Great Recession, service industries, especially those dealing directly with the public, have recovered at a lower rate than the overall job market, and on a whole haven't replaced the jobs that were lost during the period following the recession, at least through 2015, the year of the data set.

Table 4.3 highlights the top inter-industry effects from the PFD's impact and gives insight to the inter-connectedness of the regional economy. The IMPLAN model has 525 sectors and Table 4.3 shows the top 10 sectors affected by the activities associated with the PFD for each of the three outcome measures within the model. This table only measures the "downstream" effects," i.e. those not the directly linked to the PFD, but rather the indirect (business to business transactions) and induced

effects (the income generated from jobs supported by the direct and indirect effects).

As the table shows, there is considerable overlap among the rankings by outcome. For example, spending in the real estate sector led to a number one rank in terms of both value added as well as employment. Value added rankings for this sector typically encompasses higher wage sectors such as mortgage banking (real estate & owner-occupied dwellings), the general financial and business sectors (banks and credit unions, management of companies, accounting and payroll services), and the healthcare sectors (hospitals and physicians). This ranking runs counter to the employment sector rankings where we see the largest effects in the lower wage service sectors (various restaurant sectors, services to buildings, and employment services).

Beyond this comparison, we can observe a few other differences between the top ten sectors for the three outcome measures. For value added, the list includes owner-occupied dwellings (a sector that represent a homeowner's contribution to his or her mortgage) as well as advertising, public relations, and related services. One would not expect to find these sectors high on the list for labor income and employment because mortgage banking and advertising companies don't typically employ large numbers of people. Yet, they represent a large

portion of economic activity in relation to the PFD, by this measure.

Furthermore, the sectors on the top of the value added list provide relatively high wages. According to the QCEW, the average annual wage in 2015 for wholesale trade workers in Spokane County (ranked 3rd) was \$54,628. This is roughly \$10,000 more than Spokane's overall average annual wage. Similarly, banks and credit unions (ranked 4th) sport annual average wages \$25,000 higher than the overall average annual wage, and management companies (ranked 5th), almost \$50,000 higher.

As one would expect, there is much more overlap with regard to labor income and employment and sectors that aren't found in the value added top ten. As noted above, these are typically the low wage service sectors directly impacted from the spending of attendees. Here there are a many food services related sectors, postal services, and services to buildings (those responsible for maintenance and repair). They are the larger employing sectors in the regional economy but don't necessarily represent the highest contributors to regional GDP. This is in direct contrast to the story of wages and value added. Food and drinking service sectors (ranked 2nd, 3rd, and 4th) have an average annual wage in Spokane County of just \$18,326. This is roughly \$25,000 lower than that of the overall average annual wage in the County yet they make up about 9% of all the County's employment.

Table 4.3: Top 10 Sectors, by IMPLAN’s Three Measures of Economic Impact, Affected by the Spokane PFD in 2016

| Sector | Value Added | Labor Income | Employment |
|---|-------------|--------------|------------|
| Real estate | 1 | 6 | 1 |
| Owner-occupied dwellings | 2 | -- | -- |
| Wholesale trade | 3 | 3 | 7 |
| Banks and credit unions | 4 | 5 | -- |
| Management of companies and enterprises | 5 | 1 | 9 |
| Hospitals | 6 | 2 | 6 |
| Insurance carriers | 7 | 7 | -- |
| Limited-service restaurants | 8 | -- | 4 |
| Offices of physicians | 9 | 4 | -- |
| Advertising, public relations, and related services | 10 | -- | -- |
| Accounting and payroll services | -- | 8 | 8 |
| All other food and drinking places | -- | 9 | 2 |
| Postal service | -- | 10 | -- |
| Full-service restaurants | -- | -- | 3 |
| Services to buildings | -- | -- | 5 |
| Employment services | -- | -- | 10 |

A quick inspection of Table 4.3 also shows that several sectors rank in the top 10 of all three measures. These are: real estate, wholesale trade, management of companies (holding companies) and hospitals. These are the sectors clearly and positively affected by the PFD’s activities. There are four other sectors which figure on two of the outcome measure rankings: insurance carriers, banks & credit unions, limited service restaurants, offices of physicians, accounting & payroll services, and all other food & drinking places. These, too, can be said to benefit significantly from the PFD’s presence in the county.

Each of the venues contributes varying amounts to the overall impact. Since data are available on both total visitor days and spending per visitor day, one can run the model for each of the three venues in a similar fashion to that done for overall activity of the PFD. The following tables (4.4-4.6) show the disaggregated impacts of all events at the Spokane PFD in 2016. As occurred in the previous study, the Veterans Memorial Arena was the clear front runner in location specific impacts.

Table 4.4: Economic Impact of the Spokane Veterans Memorial Arena in 2016*

| Impact Type | Employment | Labor Income (\$M) | Value Added (\$M) |
|-------------------|-------------|--------------------|-------------------|
| Direct | 394 | \$11.7 | \$21.0 |
| Indirect | 85 | \$3.9 | \$6.3 |
| Induced | 98 | \$4.2 | \$7.4 |
| Total | 576 | \$19.7 | \$34.6 |
| <i>Multiplier</i> | <i>1.46</i> | <i>1.69</i> | <i>1.65</i> |

*Results from individual event centers may not total due to rounding

With a value added results of nearly \$35 million, the Arena ranks first among the three. This holds for the other outcome measures as well. The result is entirely to be expected as the Arena dominated the INB Performing Arts Center and the

Convention Center in terms of overall attendee days (Figure 3.4), while per visitor day spending there was closely behind that of the INB Performing Arts Center

Table 4:5 Economic Impact of the INB Performing Arts Center in 2016*

| Impact Type | Employment | Labor Income (\$M) | Value Added (\$M) |
|-------------------|-------------|--------------------|-------------------|
| Direct | 89 | \$3.4 | \$5.7 |
| Indirect | 28 | \$1.3 | \$2.0 |
| Induced | 29 | \$1.3 | \$2.2 |
| Total | 146 | \$5.9 | \$9.9 |
| <i>Multiplier</i> | <i>1.65</i> | <i>1.74</i> | <i>1.74</i> |

**Results from individual event centers may not total due to rounding*

Interestingly, the INB shows slightly larger multipliers across all measures. For example, for each additional dollar of value added the rounds of spending that dollar generates \$1.74 dollars in the regional economy, versus \$1.65 at the other venues. This seems like a small difference but when scaled by \$one million, it results in an increase of \$90,000 more than the other two event centers. This higher

multiplier is most likely a result of the higher share of spending in the tickets category relative to the other locations. The ticket sales sector has to rely on a multitude of sectors such as advertising & public relation and media, which have a higher value added return than the mainly labor intensive hotel/motel sector (the largest share of spending by category for both the Convention Center and the Arena).

Table 4.6: Economic Impact of the Convention Center in 2016*

| Impact Type | Employment | Labor Income (\$M) | Value Added (\$M) |
|-------------------|-------------|--------------------|-------------------|
| Direct | 264 | \$7.2 | \$13.5 |
| Indirect | 55 | \$2.5 | \$4.1 |
| Induced | 61 | \$2.6 | \$4.6 |
| Total | 380 | \$12.3 | \$22.2 |
| <i>Multiplier</i> | <i>1.44</i> | <i>1.71</i> | <i>1.65</i> |

**Results from individual event centers may not total due to rounding*

The Convention Center ranks second in terms of overall impact by all measures, as Table 4.6 illustrates. This is a consequence of a visitor days count that is nearly 3.5 times as large as that in the INB Performing Arts Center. Recall from Chapter 3 that per capita per spending at the Convention Center came in as the lowest of the three venues.

An assessment of the overall impact of the activities associated with the PFD would not be complete without a look at taxes generated. This is a part of IMPLAN's standard results and gives insights into how activities held at the PFD contribute revenue to different taxing jurisdictions. It covers various types of taxes and provides estimates for the 2016 study, all of which can be found in Table 4.7.

Table 4.7: Estimated State and Local Fiscal Impact Effects of the Spokane PFD Activities in 2016, (\$1,000)

| Tax Type | Indirect Business | Households | Total |
|---|--------------------------|-------------------|-------------------|
| Sales Tax | \$6,756.2 | | |
| Property Tax | \$3,078.7 | | |
| Motor Vehicle Licenses | \$84.1 | | |
| Severance Tax | \$15.6 | | |
| Other Taxes* | \$657.3 | | |
| Non-Taxes** | \$187.0 | | |
| Non-Taxes (fees & fines) | | \$123.4 | |
| Motor Vehicle Licenses | | \$37.3 | |
| Personal Property Taxes | | \$13.4 | |
| Other Taxes (boating, fishing, hunting) | | \$14.8 | |
| Total State and Local Taxes | \$10,778.8 | \$188.9 | \$10,967.7 |

*Indirect Business "Other Taxes" include: business licenses, business & occupation, alcoholic beverage licenses, public utility license, & amusement licenses.

** Indirect Business "Non-Taxes" include: rents, royalties, special assessments, fines, & settlements

By a large margin, the highest fiscal effects of the PFD were incurred by the business sector (Indirect business taxes) reflecting Washington State's emphasis on sales and property taxes and the absence of an income tax. Taxes on households remain quite small, representing just 1.7% of all local and state taxes. Sales taxes represent 62% of all local and state taxes, which is over double that of the next largest contributor, property taxes. For activities at the PFD, these two alone contribute \$6.75 and \$3.07 million, respectively, to local and State coffers. "Other taxes," the third largest category, is a catchall category in the IMPLAN model that captures B&O taxes at the state level as well as utility taxes for the City of Spokane.

Given the division of the sales tax between Spokane County jurisdictions and the state of Washington, we estimate that 75% of the total of sales taxes generated by PFD activities in 2016 went to Olympia. Or, over \$5 million of sales taxes went to the state, with \$2.7 million flowing to taxing jurisdictions within the County. The allocation between state and local is reversed for the property tax. We estimate that 80% of the property tax take stays local. This implies that a little less than \$2.5 million of property

taxes generated by PFD activities flowed to local taxing districts while nearly \$600,000 went to the state.

In the "Other Taxes" category, we cannot break out the flows. It is, however, safe to conclude that around \$6 million of taxes generated by Spokane PFD activity landed with the Washington State Department of Revenue while likely \$5.5 million stayed local in 2016.

These sums indicate that both the state and the county benefit from activities held at the PFD. Events at those venues in 2016 brought in a total of \$10.9 million dollars. This is a 67% increase from the 2009-2010 study, which produced a total tax generation of about \$6.5 million in state and local taxes. While taxes on households stayed relatively constant, indirect business taxes registered strong considerable growth. This growth was spurred largely by sales taxes (increasing from \$3.7 million to \$6.7 million) and property taxes (increasing from \$1.7 million to \$3 million). The other categories of indirect business taxes all showed growth but not on the scale observed with sales and property taxes.

4.3 Economic Impact Results from Other Studies

While this report has discussed comparisons between the studies conducted by the Institute for 2009-2010 and for 2016, the following section summarizes recent impact analysis results from two public facilities organizations comparable to the Spokane PFD. These are the same facilities districts that were used in the 2009-2010 study but have also commissioned impact reports on more recent data.

Like Spokane, these organizations oversee multiple different facilities. The [Charleston Area Convention Center Complex](#) maintains the Performing Arts Theater, the North Charleston Coliseum, and the Embassy Suites, incorporating exhibition halls and ballrooms. The [Portland Metropolitan Exposition Recreation Commission](#) operates the Oregon Convention Center, the Portland Center for Performing Arts, the Portland Expo Center, and Oregon Zoo. As the Oregon Zoo is vastly different from the activities of the Spokane PFD, the comparison of the results below does not contain this portion of the Portland data to have a more direct comparison to Spokane’s and Charleston’s PFD studies.

While it is to be expected there are likely some differences in methodology, such as definitions of residents versus visitors, these studies have many similarities, such as using the same IMPLAN software and the types of facilities the PFD’s oversee. Thus,

they provide enough validity that we are likely comparing apples to apples. However, it must be noted that there are inherent differences that the models can’t control for and subtle changes in methodologies that will differ across studies and study areas, such as changes in population trends, type of events surveyed, availability of local amenities, and infrastructure constraints. These can all affect impact results.

As indicated in table 4.8, there is some variation between direct spending across all studies. This ranges from a low of \$53.7 million in Charleston to a high of \$314.7 million in Portland. Despite this variation in total spending, results for \$1 million in direct spending ranged were not too different.

Total sales ranged from a low of \$1.37 (Spokane, 2009-2010) to a high of \$1.72 (Portland, 2010-2011). Total labor income per \$1 million in direct spending ranged from a low of \$0.46 (Spokane, 2009-2010) to a high of \$0.64 (Portland, 2010-2011). Final jobs per \$1 million of direct spending associated with the facilities ranged from a low of 15.0 (Spokane, 2016) to a high of 16.8 (Portland, 2010-2011). In this most recent iteration, the magnitudes of the effects of the Spokane PFD lands in the middle in two out of the three outcome measures. Given that there are no dramatic deviations between this study and those of similar facilities districts, it would appear that the 2016 Spokane PFD results are valid and reliable.

Table 4.8: Comparison of Economic Impact Results from Recent Studies of Entertainment Facilities in the U.S.

| | Direct Spending (m) | Final Sales (m) | Labor Income (m) | Jobs | Per \$1 Million in Direct Spending | | |
|--------------------------|---------------------|-----------------|------------------|-------|------------------------------------|------------------|------|
| | | | | | Sales (m) | Labor Income (m) | Jobs |
| Portland, OR (2010-2011) | \$314.7 | \$540.8 | \$202.7 | 5,280 | \$1.72 | \$0.64 | 16.8 |
| Charleston, SC (2014) | \$53.7 | \$85.5 | \$29.8 | -- | \$1.59 | \$0.55 | -- |
| Spokane PFD (2009-2010) | \$84 | \$114.8 | \$38.9 | 1,411 | \$1.37 | \$0.46 | 16.8 |
| Spokane PFD (2016) | \$73.8 | \$117 | \$37.9 | 1,103 | \$1.59 | \$0.51 | 15.0 |

Caveats, Key Differences and Concluding Remarks

5.1 Caveats

A concern with the study lies in our ability to accurately capture expenditure data. Take for example, visitor per person, per night spending on eating and drinking from table 3.5. The survey yielded is a range from a low of \$8 on food and drink to a high of \$44 per day, depending on the event. One would be hard pressed to get by on under \$10 for a full day's worth of food while attending an event in Spokane.

In addition to variations within spending categories across various event types, there are discrepancies between spending reported by visitors and by residents responding to the hypothetical questions of traveling to the same event elsewhere. In a perfectly accurate survey where residents could estimate their spending precisely, spending between the two groups should be relatively similar. However, we find that in most cases, spending estimates of residents who indicate they are willing to travel is much greater than that of visitors. This is an important finding, since spending by residents willing to travel is not a small item in the overall economic impact of activities at the PFD.

A comparison of data from in Table 3.7 to its immediately preceding tables shows this disparity. As it turns out, per person, per night spending for traveling residents is typically around two times as large as visitors. Part of this could stem from higher prices in Portland or Seattle. But a likely significant portion of the disparity is due to the difficulty of making estimates. Specifically, it is hard to know whether visitors report a downward bias to their spending or residents willing to travel indicate an upward bias, but it is likely that both come into play to some regard.

Since not all of the 150-plus events held in the PFD facilities in 2016 were surveyed, Institute staff assigned spending profiles to the non-surveyed events. This assignment used the best judgment of

both the PFD and Institute staffs. Still, without 150 surveys, we do not know for sure.

Another qualification to the results lies in the omission of wider variety of surveyed shows. One key event type missing from the survey is trade shows. To assess spending in all shows at the Convention Center, the study team had to apply an archetype from an existing event type that had been surveyed, labeled by the team as "large" or "small" conventions, to all events at that venue. The study team believes that while one of these two is our best proxy, attendees to trade shows probably have some differences when it comes to spending. So in a future study it might be best to include one of these events in the surveyed population.

Lastly, as with the case of the previous study, there are likely errors in the estimates of the impact of Spokane Empire and Spokane Chiefs games. Combined, these two teams make up just over 220,000 attendee days, or 39% of all Arena attendees days. Thus, any minor imperfect estimates can have a large scaling effect on the overall impact. In this study, we do have a more accurate estimation of the breakdown between visitors and residents due to TicketsWest, compared to the prior study. However, we still relied on our best guesses, with guidance from PFD staff, in the determination of 1) shares of these fans staying overnight, and 2) assigning spending to the out-of-county fans based on the previously outlined event types. Consequently, the direction of bias is unknown.

Overall, any bias relating to the net effect of these data caveats is unknown and we offer no additional adjustments to the results. Based on the prior study of the PFD and other impacts analyses from other similar facilities however, the study team thinks that we have captured a good approximation of the impact of the PFD's activities.

A final caveat is one of interpretation. As a provider of *venues*, the Spokane PFD cannot be said to “cause” the economic impacts measured in this study. Nearly all of the activities in its buildings were sponsored by another organization. The PFD is largely the landlord for the events measured. While

5.2 Key Differences Between the Two Studies

While trying to employ the same strategies that were used in the study the Institute conducted for the Spokane PFD 2009-2010 season, two differences make direct comparability a little more difficult. This study was able to obtain data directly from TicketsWest that contained the buyer’s billing zip code. This allowed our team to more precisely measure tickets sold to residents and to those outside of Spokane County. The study of 2009-2010 relied largely on the SRA survey results of residents and non-residents that were applied to what we thought were similar events, aided by insights from PFD staff, to best determine this percentage. This new methodology has allowed the team to greatly increase the accuracy and in turn ensure validity of the results.

Another difference that this study does not contain is the *contribution* portion of the analysis. Impact analyses are designed and modeled to give people an understanding of the effects of new money that is brought into the regional economy due to the various activities within the study. As mentioned in the prior chapter, locals who spend money on local events don’t generate new spending but rather substitute their spending within the economy towards the activities of the PFD. The net effect of this spending stays the same for the county’s economy, as it has simply transferred spending from one to another entertainment or sports event within the county. The effect is different than those residents willing to travel, as this is money the PFD has effectively prevented from leaving the county. In practice, this meant this study does not provide

it is likely that many, if not the majority, of these events would not have taken place without the venues provided by the PFD, the assignment of “cause” of the economic impact needs to be shared with the event sponsoring organization.

estimates for local attendees who *not* willing to travel to regional/national events and local attendees at strictly local events.

There are two other minor exclusions from this study compared to the last: vendors at conventions and PFD revenue. Both of these exclusions amounted to a small portion of the overall impact. According to the prior study, PFD revenue (specifically for rent and parking) was just 2% of overall impact spending. In this study, the inclusion of this revenue stream is in the first place met with some skepticism, due to the prospect of double counting. The study team believes that portions of this revenue would have already been accounted for by the ticket prices or reported by those surveyed in the food/drink and transportation categories. To hold a convention, an organization would have to pay rent to the PFD, and this rent was likely paid for by the admission (registration) charges to attend the convention. Likewise, attendees may be apt to include any parking costs they would incur in their response for their local transportation spending estimates.

After conferring with PFD staff, the study team discovered that data on the number of vendor days associated with the convention center were not available, so this spending stream had to be dropped. Like operational PFD revenues, this is a small segment within the overall direct spending category, representing just 2.5% of overall spending in the prior study. Given the increasing use of the Convention Center by sporting events, the venue that held most of the vendors in the prior study, the omission of vendors is not likely to have any significant impact on the overall results of this study.

Table A.1: Attendance of Out-of-County Patrons to the Veterans Memorial Arena in 2016

| Event | Event Type | Event Days | Attendance by Patron Days | Out-of-County Share of Total* | Estimated Out-of-County Patrons | Share of Overnighting among Visitors | Estimated Total Overnighters | Estimated Total Day-Trippers |
|---|---------------------------|------------|---------------------------|-------------------------------|---------------------------------|--------------------------------------|------------------------------|------------------------------|
| Monster Jam | PNW Qualifier | 4 | 19,131 | 0.46 | 8,730 | 0.97 | 8,494 | 236 |
| Brad Paisley ⁺ | Brad Paisley | 1 | 9,383 | 0.47 | 4,479 | 0.45 | 2,033 | 2,446 |
| Harlem Globetrotters | PNW Qualifier | 1 | 3,555 | 0.32 | 1,128 | 0.97 | 1,098 | 30 |
| WIAA State B basketball ⁺ | State B | 3 | 27,556 | 0.75 | 20,667 | 0.74 | 15,314 | 5,353 |
| NCAA Men's basketball | PNW Qualifier | 4 | 37,441 | 0.60 | 19,345 | 0.97 | 18,823 | 522 |
| Jeff Dunham | Brad Paisley | 1 | 6,309 | 0.47 | 3,018 | 0.45 | 1,370 | 1,648 |
| World Wide Dreambuilders | American Indians Congress | 7 | 38,371 | 0.50 | 19,186 | 0.99 | 18,994 | 192 |
| Ice skating team challenge ⁺ | Team Cup | 3 | 17,682 | 0.47 | 8,345 | 0.71 | 5,925 | 2,420 |
| GU Commencement | American Indians Congress | 1 | 8,405 | 0.90 | 7,565 | 0.99 | 7,489 | 76 |
| Piano Guys | Brad Paisley | 1 | 4,779 | 0.53 | 2,655 | 0.45 | 1,205 | 1,450 |
| Whitworth commencement | American Indians Congress | 1 | 6,060 | 0.90 | 5,454 | 0.99 | 5,399 | 55 |
| EWU commencement | American Indians Congress | 1 | 15,479 | 0.90 | 13,931 | 0.99 | 13,792 | 139 |
| Jehovah's Witness | American Indians Congress | 5 | 16,521 | 0.33 | 5,452 | 0.99 | 5,397 | 55 |
| James Taylor | Brad Paisley | 1 | 5,774 | 0.44 | 2,595 | 0.45 | 1,178 | 1,417 |
| Wolgamott family reunion | American Indians Congress | 3 | 22,729 | 0.95 | 21,593 | 0.99 | 21,377 | 216 |
| Carrie Underwood | Brad Paisley | 1 | 11,642 | 0.53 | 6,118 | 0.45 | 2,777 | 3,340 |
| Tour of Gymnastic Champions | PNW Qualifier | 1 | 4,891 | 0.40 | 1,816 | 0.97 | 1,767 | 49 |
| Blink 182 | Brad Paisley | 1 | 7,099 | 0.60 | 4,345 | 0.45 | 1,973 | 2,372 |
| I Love the '90s | Brad Paisley | 1 | 3,346 | 0.34 | 1,214 | 0.45 | 551 | 663 |
| Chris Young | Brad Paisley | 1 | 3,819 | 0.49 | 1,819 | 0.45 | 826 | 993 |
| Disney on Ice | Brad Paisley | 1 | 25,164 | 0.45 | 11,386 | 0.45 | 5,169 | 6,217 |
| FFDP Shine Down | Brad Paisley | 1 | 5,665 | 0.53 | 3,086 | 0.45 | 1,401 | 1,685 |
| Florida Georgia Line | Brad Paisley | 1 | 8,716 | 0.55 | 4,901 | 0.45 | 2,225 | 2,676 |

| Event | Event Type | Event Days | Attendance by Patron Days | Out-of-County Share of Total* | Estimated Out-of-County Patrons | Share of Overnighting among Visitors | Estimated Total Overnights | Estimated Total Day-Trippers |
|------------------------|---------------|------------|---------------------------|-------------------------------|---------------------------------|--------------------------------------|----------------------------|------------------------------|
| Winter Jam Spectacular | Brad Paisley | 1 | 6,992 | 0.33 | 2,307 | 0.45 | 1,048 | 1,260 |
| Wreck the Halls | Brad Paisley | 1 | 3,856 | 0.45 | 1,814 | 0.45 | 824 | 990 |
| Spokane Empire | PNW Qualifier | n/a | 25,408 | 0.21 | 5,447 | 0.10 | 545 | 4,902 |
| Spokane Chiefs | PNW Qualifier | n/a | 223,103 | 0.14 | 30,265 | 0.10 | 3,027 | 27,239 |
| | | | 568,876 | | 218,659 | | 50,020 | 68,639 |

* For several events, no Tickets West data existed to assign a share of out-of-county to the total attendee days.

Consequently, the study team queried PFD staff to arrive at best estimates. These events included: games from the Chiefs & Empire, Worldwide Dreambuilders, all the commencement ceremonies, Jehovah's Witness convention & the Wolgamott family reunion.

* Indicates a surveyed event

Table A.2.: Attendance by Out-of-County Patrons to the INB Performing Arts Center

| Event* | Event Type | Event Days | Attendee Days | Visitor share of Total (%) | Estimated No. of Visitors | Estimated Share of Overnighting Visitors | Estimated Total Overnighters | Estimated Total of DayTrippers |
|---------------------------------|---------------------------|------------|---------------|----------------------------|---------------------------|--|------------------------------|--------------------------------|
| Book of Mormon ⁺ | Book of Mormon | 6 | 17,047 | 0.40 | 6,819 | 0.22 | 1,514 | 5,305 |
| New Shanghai circus | Brad Paisley | 1 | 1,432 | 0.34 | 487 | 0.45 | 221 | 266 |
| National Geographic – Winter | Brad Paisley | 1 | 954 | 0.07 | 67 | 0.45 | 30 | 36 |
| The Illusionists | Brad Paisley | 2 | 4,869 | 0.35 | 1,704 | 0.45 | 774 | 930 |
| Vocal Point | Brad Paisley | 1 | 1,739 | 0.39 | 678 | 0.45 | 308 | 370 |
| National Geographic -V Musil | Brad Paisley | 1 | 957 | 0.11 | 105 | 0.45 | 48 | 57 |
| 42nd St. | Newsies | 4 | 7,776 | 0.31 | 2,426 | 0.37 | 890 | 1,536 |
| Beauty & the Beast ⁺ | Beauty & The Beast | 2 | 6,711 | 0.30 | 2,103 | 0.57 | 1,207 | 896 |
| Two Cellos | Brad Paisley | 1 | 2,677 | 0.43 | 1,151 | 0.45 | 523 | 629 |
| National Geographic-C. Wright | Brad Paisley | 1 | 633 | 0.07 | 44 | 0.45 | 20 | 24 |
| FBLA conference | Conference/ Homelessness | 4 | 5,664 | 0.90 | 5,098 | 1.00 | 5,098 | - |
| Johnny Mathis | Brad Paisley | 1 | 1,808 | 0.42 | 759 | 0.45 | 345 | 415 |
| Newsies+ | Newsies | 6 | 13,066 | 0.47 | 6,081 | 0.37 | 2,232 | 3,849 |
| Prairie Home Companion | Newsies | 1 | 2,677 | 0.45 | 1,205 | 0.37 | 442 | 763 |
| Sweet Adelines | Conference/ Homelessness | 2 | 1,924 | 0.90 | 1,732 | 1.00 | 1,732 | - |
| Neil deGrasse Tyson | Brad Paisley | 1 | 1,461 | 0.28 | 409 | 0.45 | 186 | 223 |
| Alice in Chains | Brad Paisley | 1 | 2,087 | 0.40 | 835 | 0.45 | 379 | 456 |
| Stubenville NW | American Indians Congress | 3 | 3,806 | 0.90 | 3,425 | 0.99 | 3,391 | 34 |
| Bonnie Rait | Brad Paisley | 1 | 1,844 | 0.50 | 922 | 0.45 | 419 | 503 |
| Lindsey Stirling | Brad Paisley | 1 | 2,462 | 0.50 | 1,231 | 0.45 | 559 | 672 |
| Gaither Vocal Band | Brad Paisley | 1 | 1,618 | 0.49 | 793 | 0.45 | 360 | 433 |
| The Head and The Heart | Brad Paisley | 1 | 1,573 | 0.42 | 661 | 0.45 | 300 | 361 |
| Ringo Starr | Brad Paisley | 1 | 1,336 | 0.43 | 574 | 0.45 | 261 | 314 |
| Natl Geographic - Rhinos et al | Brad Paisley | 1 | 684 | 0.09 | 62 | 0.45 | 28 | 34 |
| John Cleese & Eric Idle | Brad Paisley | 1 | 1,784 | 0.37 | 660 | 0.45 | 300 | 360 |

| Event* | Event Type | Event Days | Attendee Days | Visitor share of Total (%) | Estimated No. of Visitors | Estimated Share of Overnighting Visitors | Estimated Total Overnighters | Estimated Total of Day-Trippers |
|-------------------|----------------------|------------|----------------|----------------------------|---------------------------|--|------------------------------|---------------------------------|
| Beautiful | Beauty & The Beast | 5 | 6,629 | 0.38 | 2,519 | 0.57 | 1,446 | 1,073 |
| Chris Tomlin | Concert/Brad Paisley | 1 | 2,322 | 0.37 | 859 | 0.45 | 1,073 | 469 |
| Cirque | Book of Mormon | 1 | 5,022 | 0.36 | 1,808 | 0.22 | 401 | 1,407 |
| Goodwin Phat Band | Brad Paisley | 1 | 2,458 | 0.62 | 1,524 | 0.45 | 692 | 832 |
| Il Divos | Brad Paisley | 1 | 1,533 | 0.53 | 812 | 0.45 | 369 | 444 |
| Moscow Ballet | Beauty & The Beast | 1 | 2,034 | 0.43 | 875 | 0.57 | 502 | 373 |
| | | | 108,587 | 45% | 48,428 | | 23,064 | 25,364 |

* The data for of "set-up" day for several events are not included in this table but in the analysis.

* Indicates a surveyed event

Table A3: Attendance by Out-of-County Patrons to the Convention Center in 2016

| Event | Event Type | Event Days | Attendance by Visitor Days | Share of out-of-county Attendees | Total out-of-county attendees | Estimated Share of Overnights | Estimated Total Overnights | Estimated Total of Day-Trippers |
|--------------------------------------|------------------------------|------------|----------------------------|----------------------------------|-------------------------------|-------------------------------|----------------------------|---------------------------------|
| Spokane Sizzler | Sporting Event/PNW Qualifier | 2 | 1,082 | 0.2 | 216 | 0.973 | 211 | 6 |
| Bridal Festival move-in | Congress of American Indians | 1 | 20 | 0.45 | 9 | 0.99 | 9 | 0 |
| Bridal Festival | Congress of American Indians | 3 | 3,010 | 0.45 | 1,355 | 0.99 | 1,341 | 14 |
| RV Show move in | Congress of American Indians | 1 | 14 | 0.45 | 6 | 0.99 | 6 | 0 |
| RV Show | Congress of American Indians | 5 | 8,616 | 0.45 | 3,877 | 0.99 | 3,838 | 39 |
| RV Show move out | Congress of American Indians | 1 | 14 | 0.45 | 6 | 0.99 | 6 | 0 |
| Dream duals wrestling tournmt MI | Sporting Event/PNW Qualifier | 1 | 20 | 0.9 | 18 | 0.973 | 18 | 0 |
| Dream duals wrestling tournmt | Sporting Event/PNW Qualifier | 2 | 2,294 | 0.9 | 2,065 | 0.973 | 2,009 | 56 |
| Ag Expo MI | Congress of American Indians | 2 | 919 | 0.9 | 827 | 0.99 | 819 | 8 |
| AG Expo | Congress of American Indians | 3 | 10,369 | 0.9 | 9,332 | 0.99 | 9,239 | 93 |
| Ag Expo MO | Congress of American Indians | 1 | 73 | 0.9 | 66 | 0.99 | 65 | 1 |
| Cultivating crops conference | Conference/ Homelessness | 2 | 214 | 0.9 | 193 | 1 | 193 | - |
| Genetec training | Conference/ Homelessness | 1 | 10 | 0.9 | 9 | 1 | 9 | - |
| Lilac City roller girls | Sporting Event/PNW Qualifier | 1 | 468 | 0.2 | 94 | 0.973 | 91 | 3 |
| Spokane golf & travel show MI | Congress of American Indians | 1 | 40 | 0.45 | 18 | 0.99 | 18 | 0 |
| Spokane golf & travel show | Congress of American Indians | 3 | 5,042 | 0.2 | 1,008 | 0.99 | 998 | 10 |
| URM candy & general merch. Show | Conference/ Homelessness | 2 | 1,862 | 0.2 | 372 | 1 | 372 | - |
| Time Out for Women | Conference/ Homelessness | 1 | 2,425 | 0.2 | 485 | 1 | 485 | - |
| PRAASA | Congress of American Indians | 1 | 3,595 | 0.45 | 1,618 | 0.99 | 1,602 | 16 |
| APPL conference MI | Congress of American Indians | 2 | 17 | 0.9 | 5 | 0.99 | 15 | 0 |
| WA middle school b-ball champship MI | Sporting Event/State B | 2 | 65 | 0.9 | 59 | 0.741 | 43 | 15 |
| WA middle school b-ball champship | Sporting Event/State B | 3 | 5,932 | 0.9 | 14,339 | 0.741 | 10,625 | 3,714 |
| WA middle school b-ball champship MO | Sporting Event/State B | 1 | 14 | 0.9 | 3 | 0.741 | 9 | 3 |
| WA educator career fair MI | Conference/ Homelessness | 1 | 15 | 0.45 | 7 | 1 | 7 | - |

| | | | | | | | | |
|--|------------------------------|-------------------|-----------------------------------|---|--------------------------------------|--------------------------------------|-----------------------------------|--|
| WA educator career fair | Conference/ Homelessness | 1 | 752 | 0.45 | 338 | 1 | 338 | - |
| NW WA rural health conference | Conference/ Homelessness | 1 | 504 | 0.9 | 454 | 1 | 454 | - |
| Event | Event Type | Event Days | Attendance by Visitor Days | Share of out-of-county Attendees | Total out-of-county attendees | Estimated Share of Overnights | Estimated Total Overnights | Estimated Total of Day-Trippers |
| PNW Qualifier MI | Sporting Event/PNW Qualifier | 1 | 72 | 0.9 | 5 | 0.973 | 63 | 2 |
| PNW Qualifier ⁺ | Sporting Event/PNW Qualifier | 5 | 7,942 | 0.9 | 52,148 | 0.973 | 50,740 | 1,408 |
| CdA Tribe youth conference | Congress of American Indians | 2 | 508 | 0.9 | 457 | 0.99 | 453 | 5 |
| Home & Garden Show MI | Congress of American Indians | 1 | 644 | 0.2 | 129 | 0.99 | 128 | 1 |
| Home & Garden Show | Congress of American Indians | 3 | 4,447 | 0.2 | 889 | 0.99 | 881 | 9 |
| Rocky Mtn. School of Photography | Conference/ Homelessness | 2 | 127 | 0.2 | 5 | 1 | 25 | - |
| WEA representative assembly MI | Congress of American Indians | 2 | 25 | 0.9 | 3 | 0.99 | 22 | 0 |
| WEA city-wide pre-conference meeting | Congress of American Indians | 1 | 20 | 0.9 | 8 | 0.99 | 18 | 0 |
| WEA represetative assembly | Congress of American Indians | 5 | 3,035 | 0.9 | 2,732 | 0.99 | 2,704 | 27 |
| WEA represenative assembly MO | Congress of American Indians | 1 | 15 | 0.9 | 4 | 0.99 | 13 | 0 |
| Jason Crawford memorial wrestling tnmt | Sporting Event/PNW Qualifier | 2 | 0,354 | 0.45 | 4,659 | 0.973 | 4,533 | 126 |
| NWPPA engineering & ops conference MI | Conference/ Homelessness | 1 | 11 | 0.9 | 0 | 1.00 | 10 | - |
| NWPPA engineering & ops conference | Conference/ Homelessness | 4 | 2,316 | 0.9 | 2,084 | 1.00 | 2,084 | - |
| NCEES Exams | Conference/ Homelessness | 1 | 72 | 0.45 | 32 | 1.00 | 32 | - |
| Evergreen Region Volleyball Ass. MI | Sporting Event/PNW Qualifier | 1 | 63 | 0.45 | 8 | 0.973 | 28 | 1 |
| Evergreen Region Volleyball Ass. tournamnt | Sporting Event/PNW Qualifier | 2 | 0,389 | 0.45 | 4,675 | 0.973 | 4,549 | 126 |
| WA State Alzheimers Association | Conference/ Homelessness | 1 | 123 | 0.9 | 111 | 1 | 111 | - |
| Bloomsday MI | Sporting Event/State B | 1 | 274 | 0.45 | 123 | 0.741 | 91 | 32 |
| Bloomsday Check-in & Fair | Sporting Event/State B | 3 | 36,236 | 0.45 | 16,306 | 0.741 | 12,083 | 4,223 |
| Children's Justice conference MI | Conference/ Homelessness | 1 | 21 | 0.9 | 9 | 1 | 19 | - |
| Childrens Justice conference | Conference/ Homelessness | 2 | 1,897 | 0.9 | 1,707 | 1 | 1,707 | - |
| WSU Nursing commencement | Conference/ Homelessness | 1 | 1,714 | 0.9 | 1,543 | 1 | 1,543 | - |
| WSU Spokane commencement | Conference/ Homelessness | 1 | 2,138 | 0.9 | 1,924 | 1 | 1,924 | - |

| | | | | | | | | |
|--|------------------------------|-------------------|-----------------------------------|---|--------------------------------------|--------------------------------------|-----------------------------------|--|
| EWU School of Public Health & Health Sci | Conference/ Homelessness | 1 | 695 | 0.9 | 626 | 1 | 626 | - |
| Empire Classic Fitness | Sporting Event/PNW Qualifier | 1 | 1,934 | 0.45 | 870 | 0.973 | 847 | 23 |
| Ending Homelessness conference ⁺ | Conference/ Homelessness | 1 | 1,169 | 0.9 | 1,052 | 1 | 1,052 | - |
| Energy OutWest JAM session | Conference/ Homelessness | 1 | 427 | 0.45 | 192 | 1 | 192 | - |
| | | | | | | | | |
| Event | Event Type | Event Days | Attendance by Visitor Days | Share of out-of-county Attendees | Total out-of-county attendees | Estimated Share of Overnights | Estimated Total Overnights | Estimated Total of Day-Trippers |
| Lilac City Comicon | Congress of American Indians | 1 | 3,455 | 0.2 | 691 | 0.99 | 684 | 7 |
| WA Healthcare Association conference | Conference/ Homelessness | 1 | 391 | 0.9 | 352 | 1 | 352 | - |
| King Beverage trade show | Conference/ Homelessness | 1 | 2,187 | 0.45 | 984 | 1 | 984 | - |
| Spring region #13 meeting | Conference/ Homelessness | 1 | 445 | 0.9 | 401 | 1 | 401 | - |
| Boys border smackdown volleyball MI | Sporting Event/PNW Qualifier | 1 | 160 | 0.9 | 144 | 0.973 | 140 | 4 |
| Boys border smackdown volleyball tournmt | Sporting Event/PNW Qualifier | 2 | 1,246 | 0.9 | 1,121 | 0.973 | 1,091 | 30 |
| Washington Fire Chiefs annual conference | Conference/ Homelessness | 4 | 622 | 0.9 | 560 | 1 | 560 | - |
| Millienial bulk terminals hearing | Conference/ Homelessness | 1 | 323 | 0.9 | 291 | 1 | 291 | - |
| Gallatin public affairs | Conference/ Homelessness | 1 | 120 | 0.45 | 54 | 1 | 54 | - |
| Power past coal hospitality suite | Conference/ Homelessness | 1 | 287 | 0.9 | 258 | 1 | 258 | - |
| Moody Bible Institute graduation brunch | Conference/ Homelessness | 1 | 340 | 0.9 | 306 | 1 | 306 | - |
| Windermere marathon | Sporting Event/State B | 1 | 1,968 | 0.2 | 394 | 0.741 | 292 | 102 |
| NCAI Mid-year Conference & Marketplace MI ⁺ | Congress of American Indians | 1 | 9 | 0.9 | 8 | 0.99 | 8 | 0 |
| NCAI Mid-year Conference & Marketplace ⁺ | Congress of American Indians | 5 | 3,715 | 0.9 | 3,344 | 0.99 | 3,310 | 33 |
| ASP/WASA summer conference | Conference/ Homelessness | 1 | 2,109 | 0.9 | 1,898 | 1 | 1,898 | - |
| Annual Strideline Warehouse sale | Conference/ Homelessness | 3 | 1,512 | 0.45 | 680 | 1 | 680 | - |
| Hoopfest alumni game | Sporting Event/State B | 1 | 2,090 | 0.45 | 941 | 0.741 | 697 | 244 |
| Health Physics Society annual meeting | Conference/ Homelessness | 6 | 4,531 | 0.9 | 4,078 | 1 | 4,078 | - |
| Steubenville NW | Conference/ Homelessness | 3 | 740 | 0.9 | 666 | 1 | 666 | - |
| Kuro Neko Con | Congress of American Indians | 3 | 4,397 | 0.45 | 1,979 | 0.99 | 1,959 | 20 |
| WSNA 2016 Annual State Conference | Conference/ Homelessness | 2 | 1,037 | 0.9 | 933 | 1 | 933 | - |

| | | | | | | | | |
|---|------------------------------|-------------------|-----------------------------------|---|--------------------------------------|---|--------------------------------------|--|
| Bridge to College Teacher training workshop | Conference/ Homelessness | 4 | 320 | 0.9 | 288 | 1 | 288 | - |
| USTA Adult & 18 Players party | Sporting Event/PNW Qualifier | 1 | 762 | 0.45 | 343 | 0.973 | 334 | 9 |
| Varsity Spirit Camp IDCO | Sporting Event/PNW Qualifier | 4 | 1,325 | 0.45 | 596 | 0.973 | 580 | 16 |
| Spokarnage | Sporting Event/PNW Qualifier | 3 | 2,470 | 0.9 | 2,223 | 0.973 | 2,163 | 60 |
| USTA Adult 40 & over | Sporting Event/PNW Qualifier | 1 | 575 | 0.45 | 259 | 0.973 | 252 | 7 |
| Jensen Marketplace | Congress of American Indians | 5 | 3,692 | 0.9 | 3,323 | 0.99 | 3,290 | 33 |
| | | | | | | | | |
| Event | Event Type | Event Days | Attendance by Visitor Days | Share of out-of-county Attendees | Total out-of-county attendees | Estimated Share of Overnigheters | Estimated Total Overnigheters | Estimated Total of Day-Trippers |
| Haase & Associates | Conference/ Homelessness | 1 | 117 | 0.45 | 53 | 1.00 | 53 | - |
| Glowrun | Sporting Event/State B | 1 | 1,180 | 0.45 | 531 | 0.741 | 393 | 138 |
| WA Financial Officers Association | Conference/ Homelessness | 4 | 2,316 | 0.9 | 2,084 | 1 | 2,084 | - |
| Southern Wine & Spirits of WA | Conference/ Homelessness | 1 | 329 | 0.9 | 296 | 1 | 296 | - |
| Governor's Industrial Safety conference | Conference/ Homelessness | 3 | 2,340 | 0.9 | 2,106 | 1 | 2,106 | - |
| WSVMA Annual conference | Conference/ Homelessness | 4 | 1,052 | 0.9 | 947 | 1 | 947 | - |
| Spokane College Fair -- MI (vendors) | Conference/ Homelessness | 1 | 20 | 0.9 | 18 | 1 | 18 | - |
| NCEES Exams | Conference/ Homelessness | 1 | 86 | 0.45 | 39 | 1 | 39 | - |
| Western Protective Relay | Conference/ Homelessness | 5 | 2,588 | 0.9 | 2,329 | 1 | 2,329 | - |
| WSDA | Conference/ Homelessness | 4 | 2,310 | 0.9 | 2,079 | 1 | 2,079 | - |
| Bigfoot Wrestling | Sporting Event/State B | 1 | 5,722 | 0.9 | ,150 | 0.741 | 3,816 | 1,334 |
| | | | | | | | | |
| Totals/Shares | | | 55,930 | 68% | 174,477 | | 162,668 | 12,026 |

[†] Indicates a surveyed event

Bibliography

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