

A blue-tinted photograph of a baseball stadium filled with spectators, with the field and players visible in the foreground.

2019 Major League Baseball Palm Beach County Spring Training Economic Impact Study

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INTRODUCTION



STUDY GOALS



Calculate expenditures

- Calculate spending patterns by visitors from out-of-county areas and participating teams

Economic impact*

- Utilize spending patterns to estimate economic impact of MLB Spring Training in Palm Beach County

Jobs supported

- Estimate jobs supported in Palm Beach County based on direct, indirect, and induced economic impact

Wages generated

- Calculate wages and salaries generated for jobs supported by MLB Spring Training in Palm Beach County

Fan and team profiles

- Establish patterns among out-of-county visitors

Demographic profile

- Create demographic profile of out-of-county visitors to MLB Spring Training in Palm Beach County

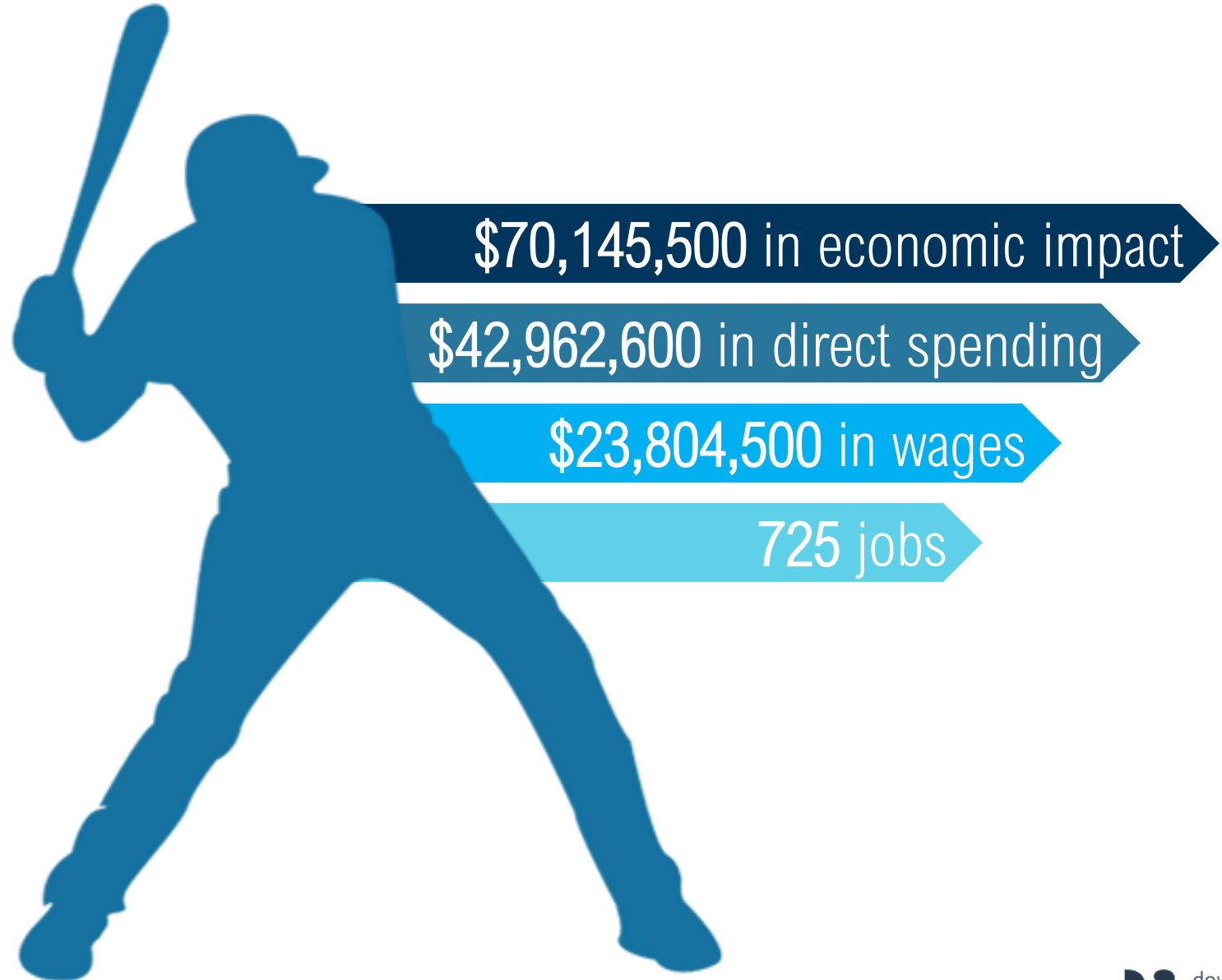
*For additional information on economic impact, see the Methodology slide at the end of this report.

EXECUTIVE SUMMARY



OVERALL ECONOMIC IMPACT

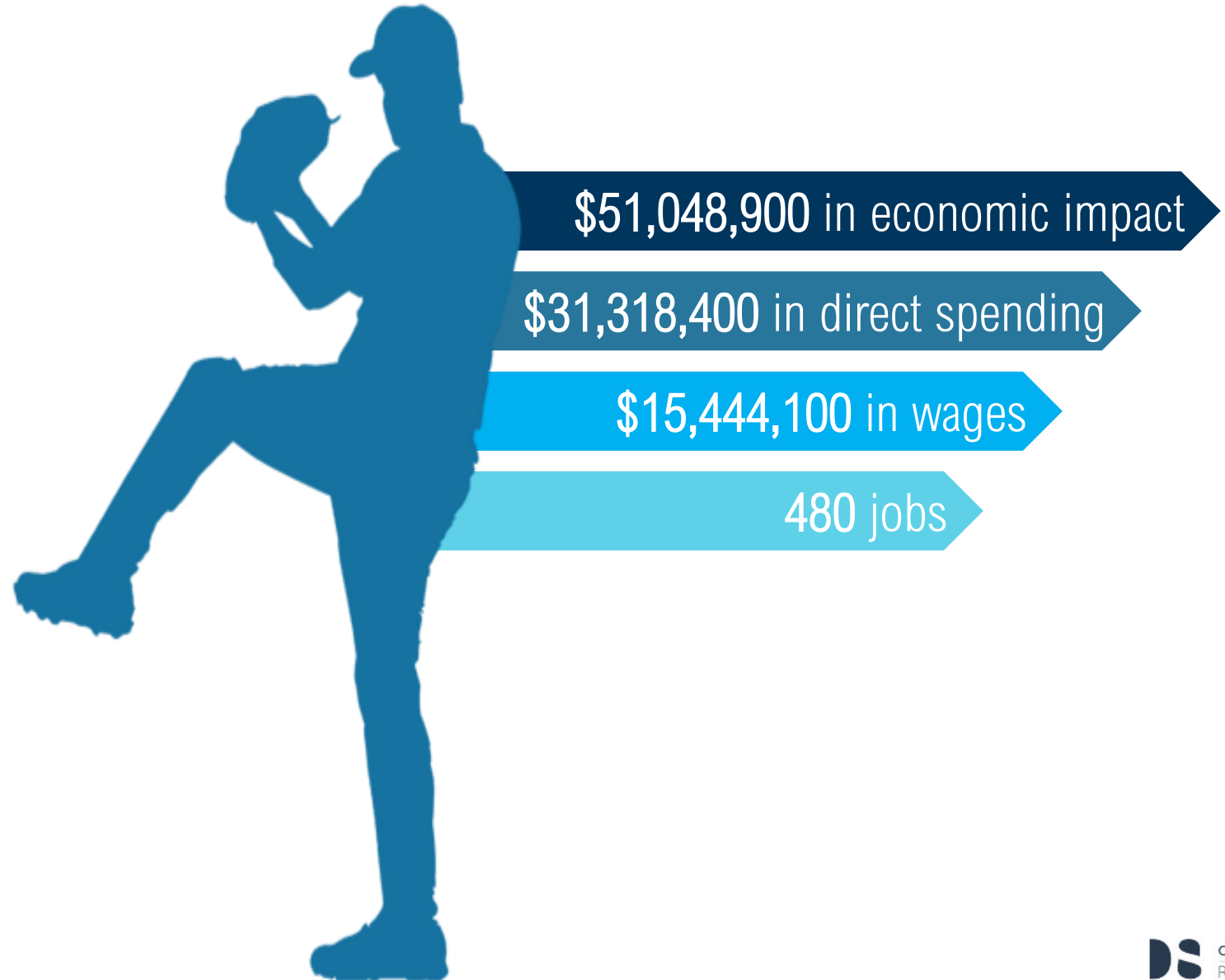
MLB Spring Training
2019 generated an
economic impact of
\$70,145,500
in Palm Beach County.



ECONOMIC IMPACT OF VISITORS



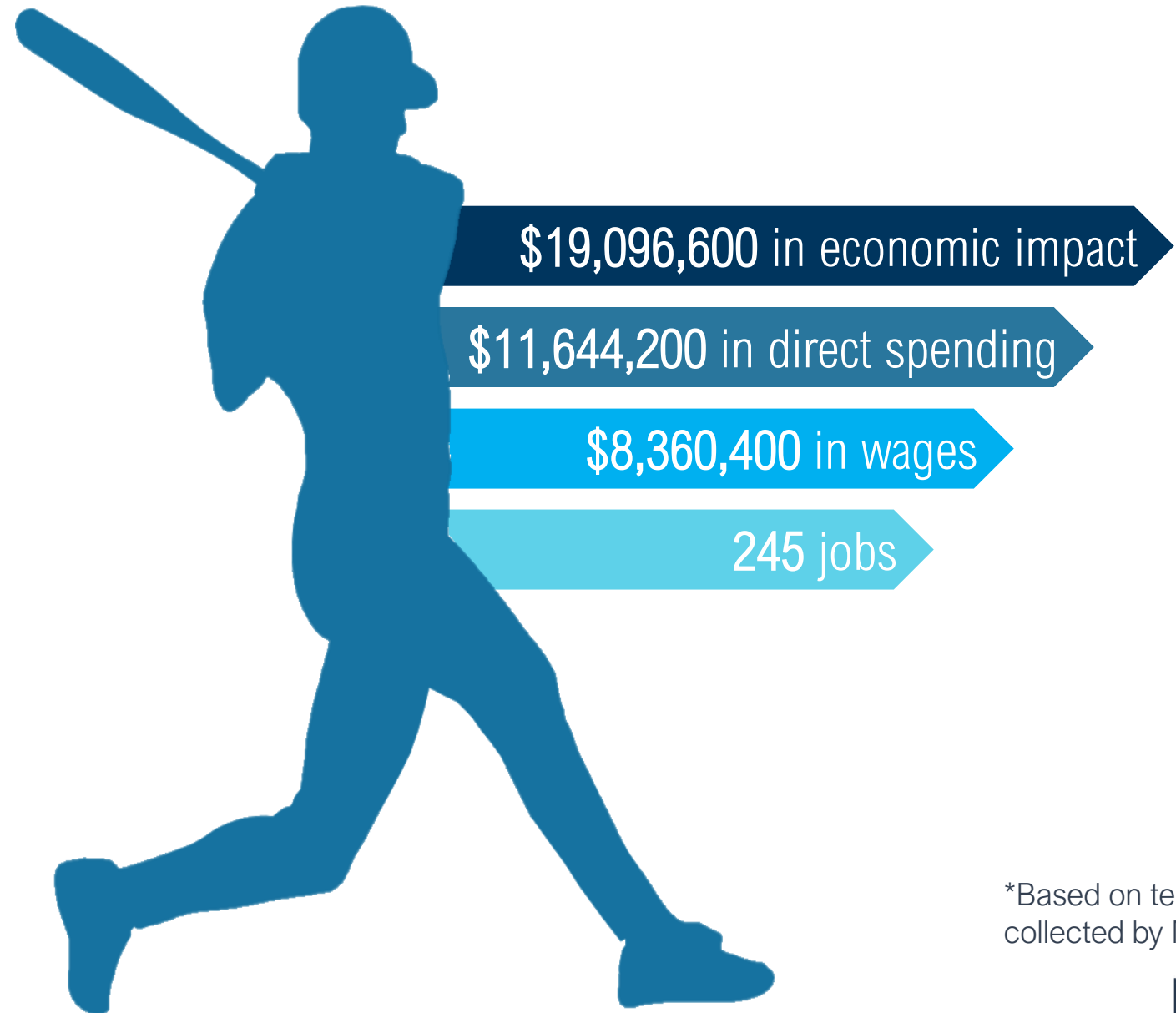
Out-of-county visitors to
2019 MLB Spring
Training generated an
economic impact of
\$51,048,900
in Palm Beach County.



ECONOMIC IMPACT OF TEAM SPENDING



Team spending during
2019 MLB Spring
Training generated an
economic impact of
\$19,096,600
in Palm Beach County*.



*Based on team spending data collected by MLB in 2018.

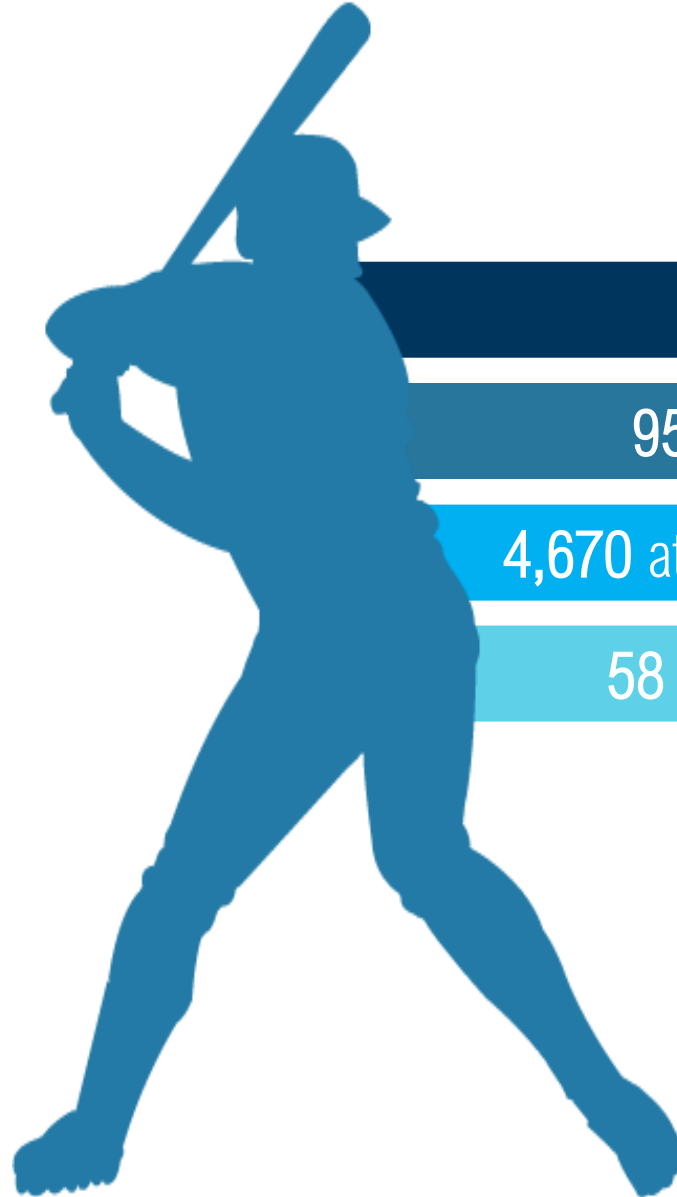
ATTENDEES & GAMES



2019 MLB Spring Training in Palm Beach County attracted

270,857

local and out-of-county fans to attend MLB Spring Training*.



270,857 fans in attendance

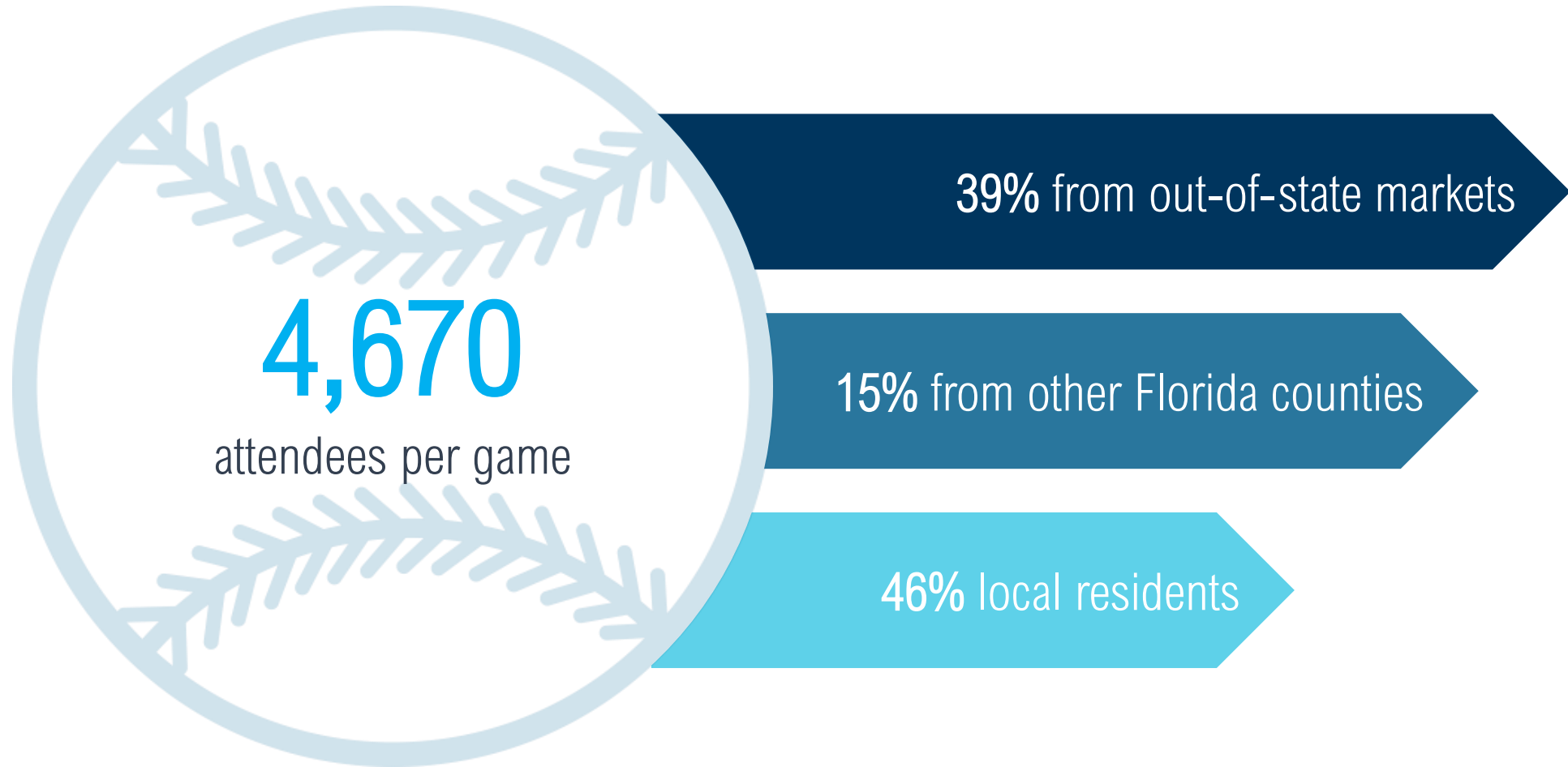
95,411 unique attendees

4,670 attendees per game

58 games played

*Source: FITTEAM Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium

ATTENDEE ORIGINS



TYPICAL OUT-OF-COUNTY ATTENDEES

- Attended **2.5** Spring Training games
- **22%** traveled with children
- **75%** visited for Spring Training
- Top activities outside Spring Training were:
 - Visiting the beach (**41%**)
 - Dining out (**36%**)
- Were **54** years old
- Earned **\$107,100** per year in household income
- Came from the Northeast (**28%**) and other Florida counties (**28%**)
- **59%** stayed in a hotel
- Gave 2019 MLB Spring Training in Palm Beach County a **9.2** rating*
- **98%** plan on returning next year

*On a 10-point scale where 10 means "excellent" and 1 means "poor".



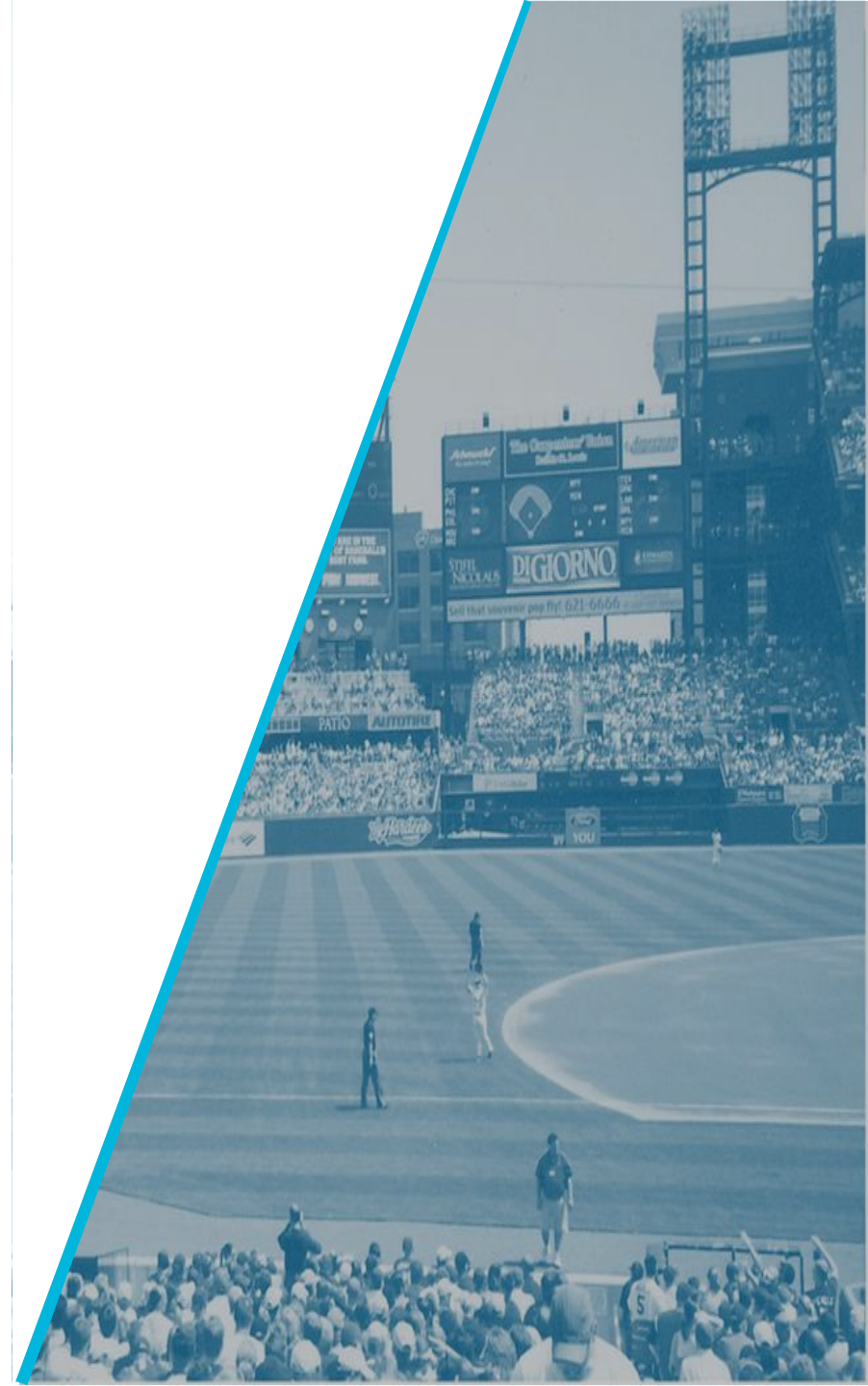
ROOM NIGHTS

Out-of-county visitors and participating teams stayed

53,800

room nights in paid accommodations throughout Palm Beach County during 2019 MLB Spring Training*.

*Team room nights based on team spending data collected by MLB in 2018.



ECONOMIC IMPACT BY TEAM



ST. LOUIS CARDINALS



\$23,421,400 in economic impact

\$14,345,100 in direct spending

\$7,827,500 in wages

235 jobs



MIAMI MARLINS



\$9,124,800 in economic impact

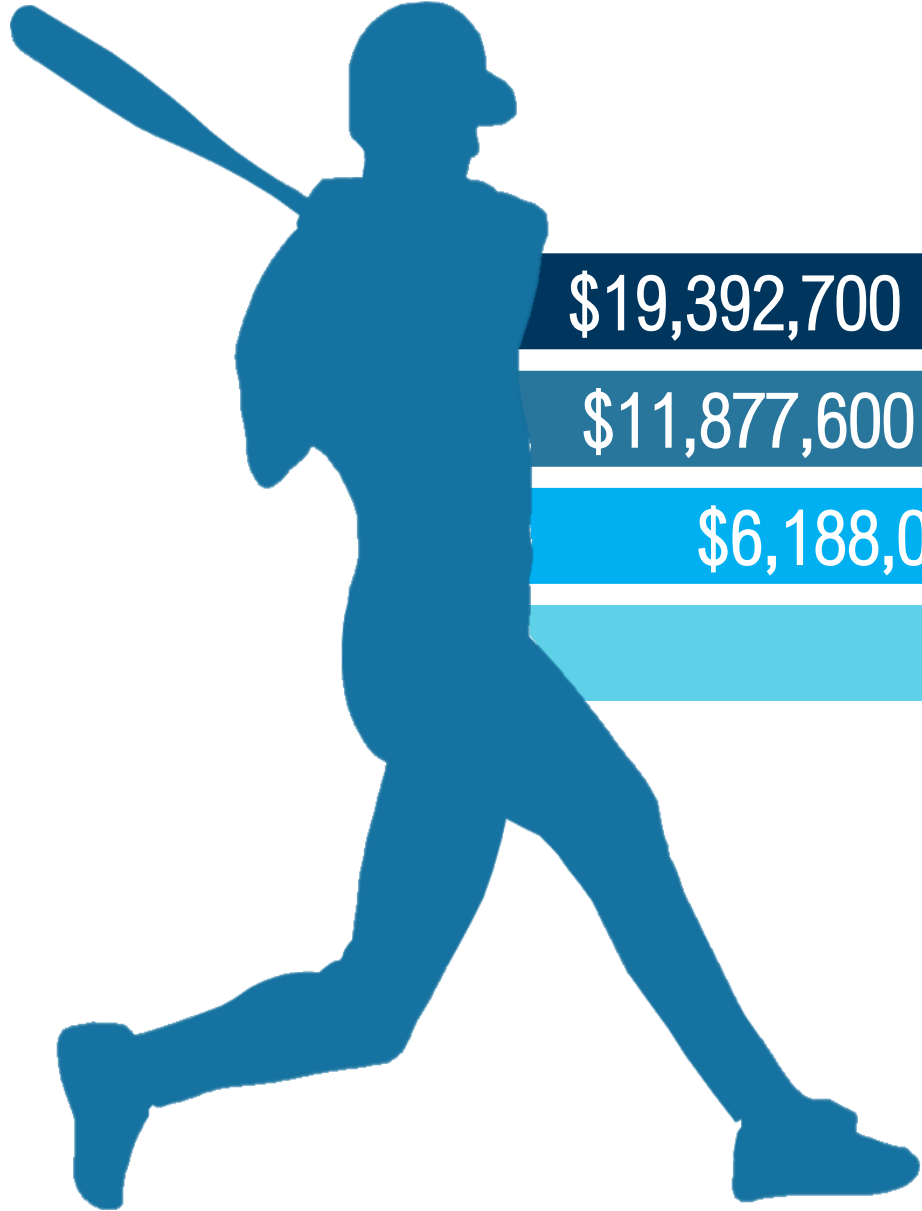
\$5,588,800 in direct spending

\$3,405,000 in wages

113 jobs



HOUSTON ASTROS



\$19,392,700 in economic impact

\$11,877,600 direct spending

\$6,188,000 in wages

176 jobs



WASHINGTON NATIONALS



\$18,206,600 in economic impact

\$11,151,100 in direct spending

\$6,384,000 in wages

201 jobs



OUT-OF-COUNTY ATTENDEE SPENDING BY CATEGORY



OUT-OF-COUNTY ATTENDEE SPENDING

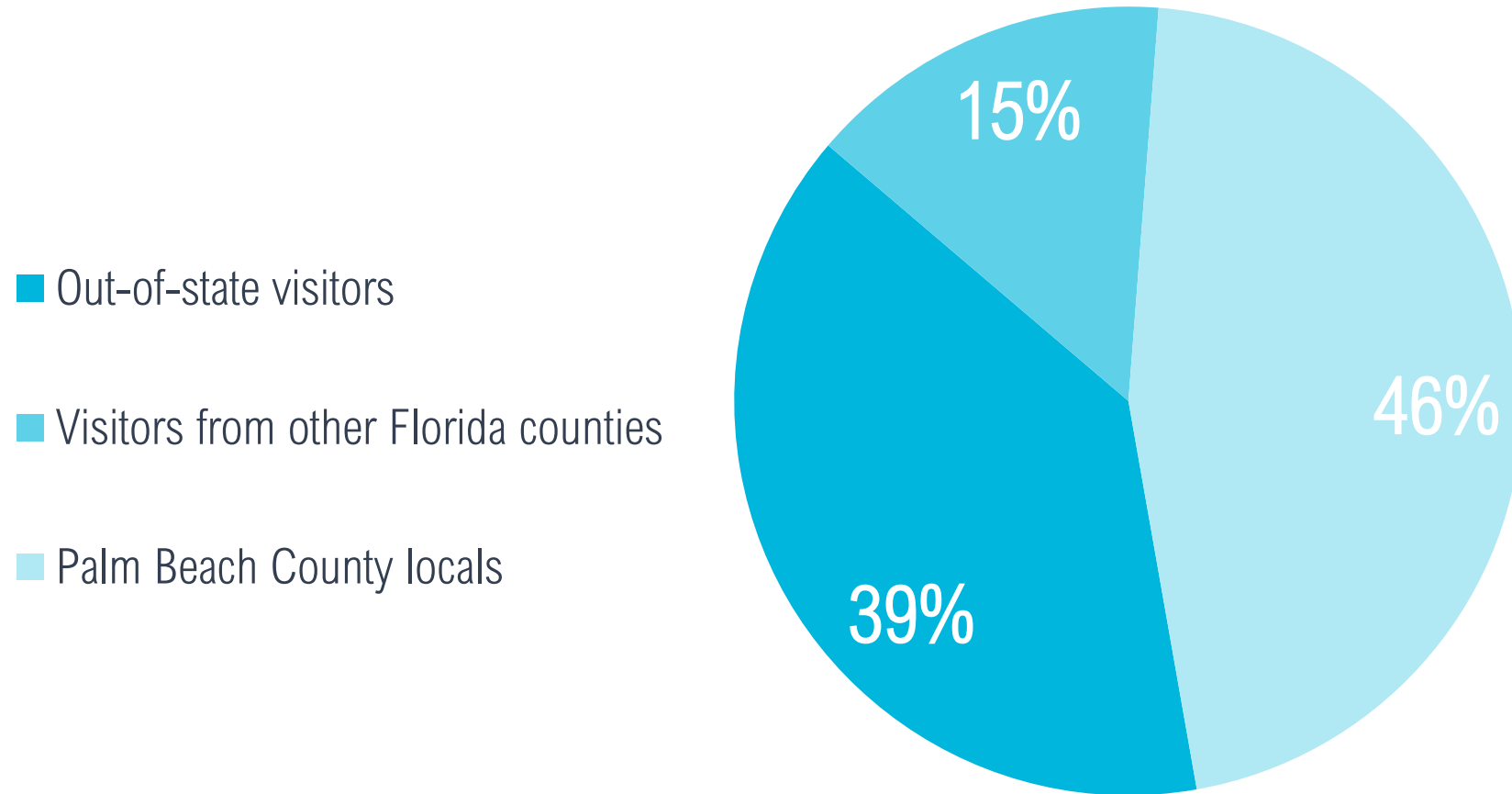


EXPENDITURE	TOTAL
Accommodations	\$8,507,200
Restaurants	\$8,277,800
Groceries	\$1,347,100
Shopping	\$4,956,700
Entertainment	\$5,292,600
Transportation	\$2,101,500
Other	\$835,500
TOTAL	\$31,318,400

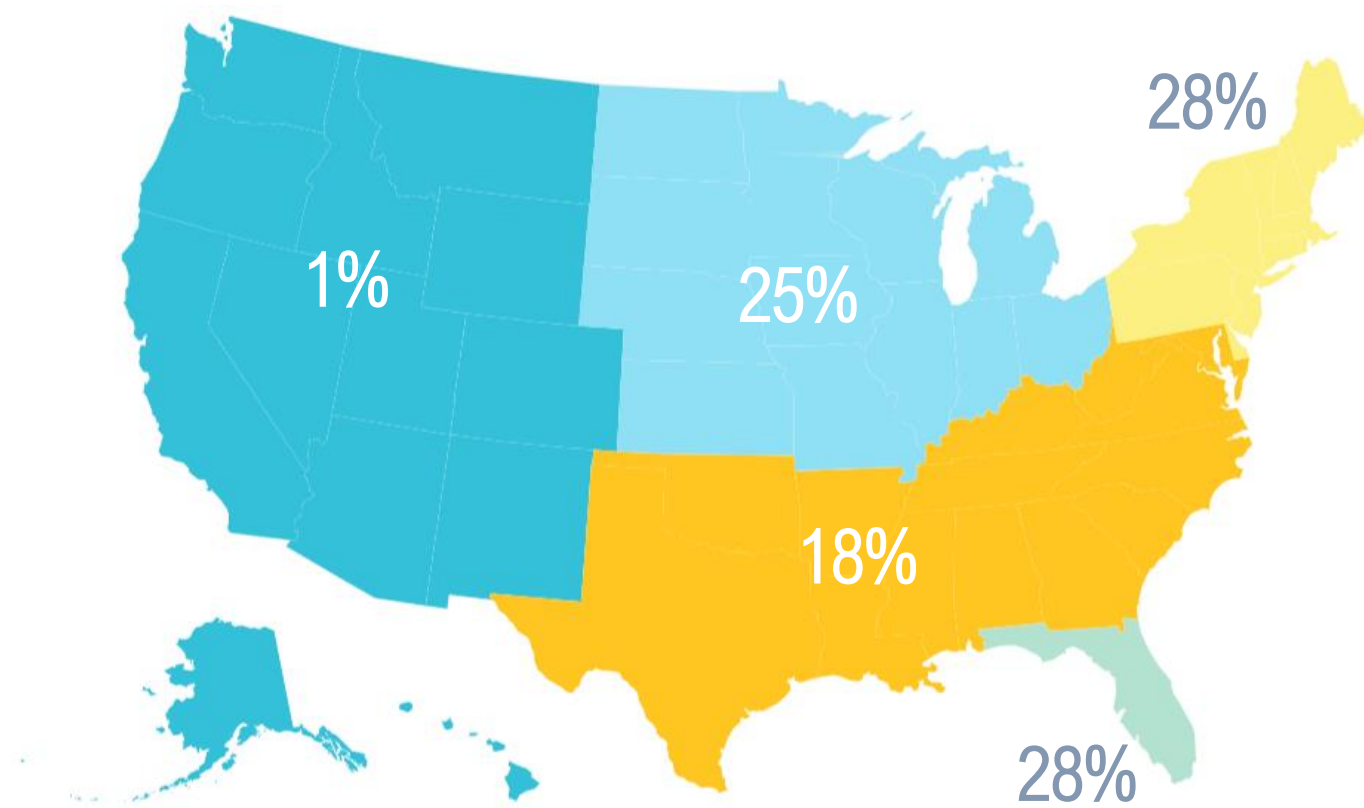
OUT-OF-COUNTY ATTENDEE INFORMATION








ATTENDEE BREAKDOWN



REGION OF ORIGIN

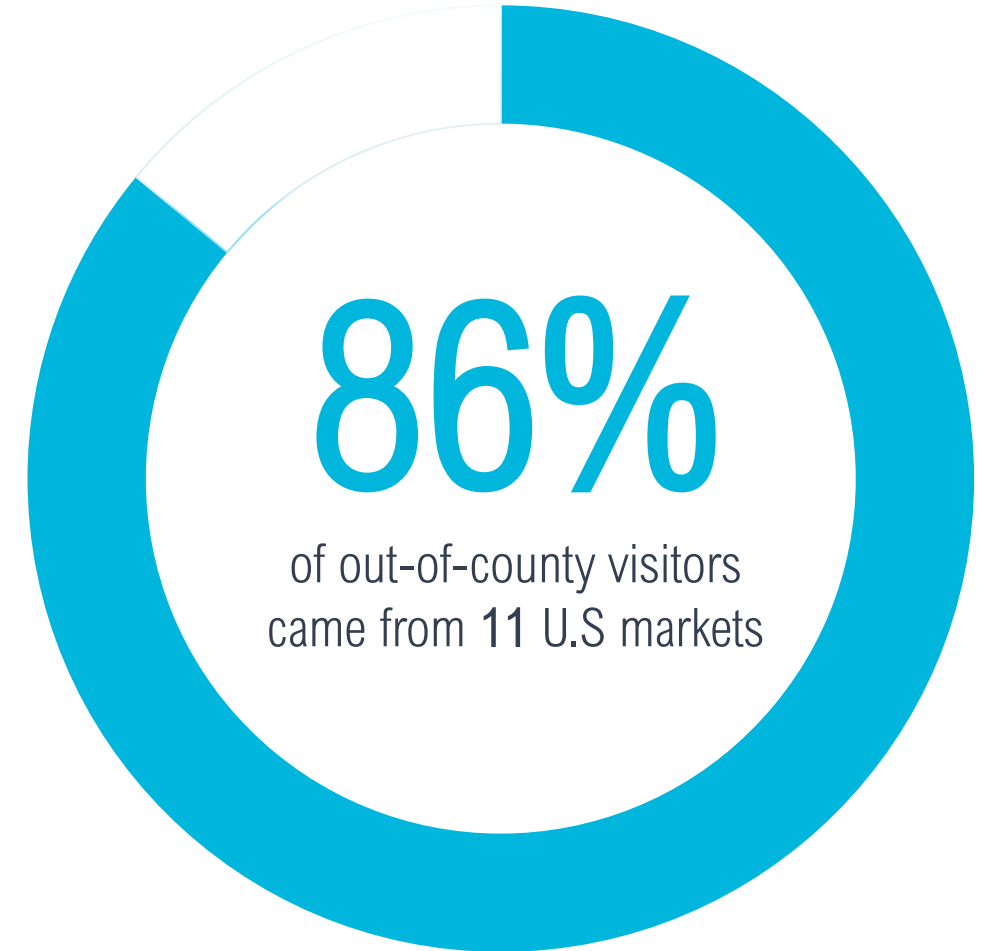


-  West
-  Midwest
-  Northeast
-  Southeast
-  Florida

MARKET OF ORIGIN



Origin Market	Percentage of Visitors
Miami-Ft. Lauderdale	22%
St. Louis	20%
Houston	11%
New York City	9%
Washington DC-Baltimore	9%
Atlanta	4%
Orlando	3%
Boston	2%
Richmond	2%
Melbourne-Vero Beach	2%
Buffalo-Rochester	2%

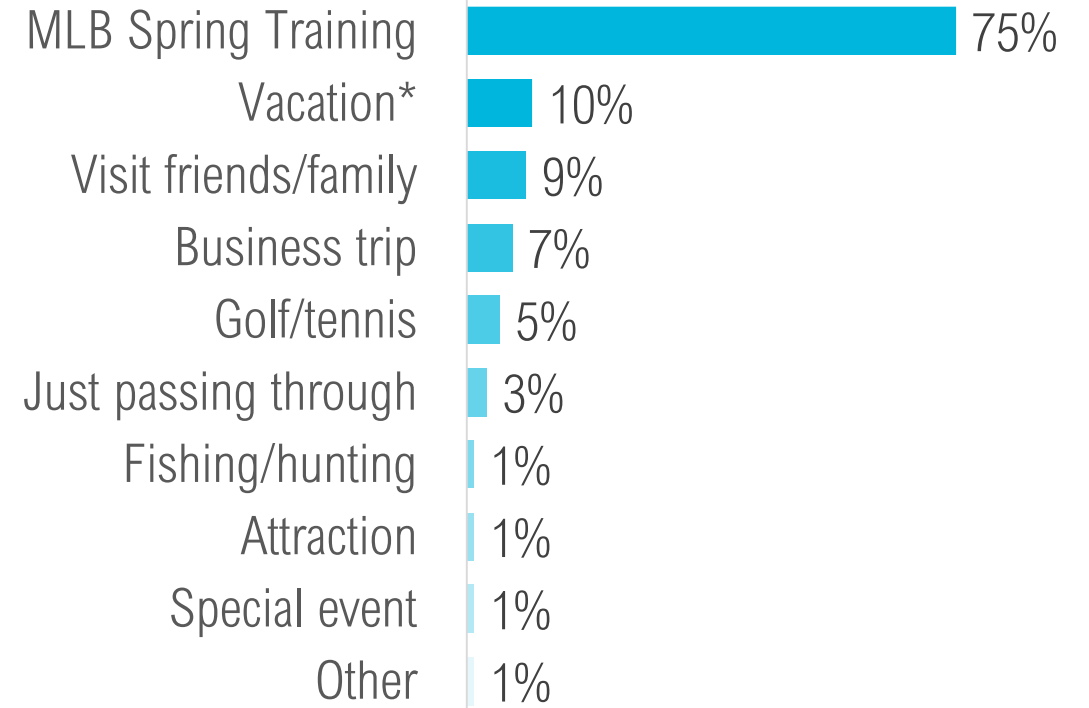


REASONS FOR VISITING



MLB Visitors

3 in 4 visiting attendees traveled to Palm Beach County to attend Spring Training.



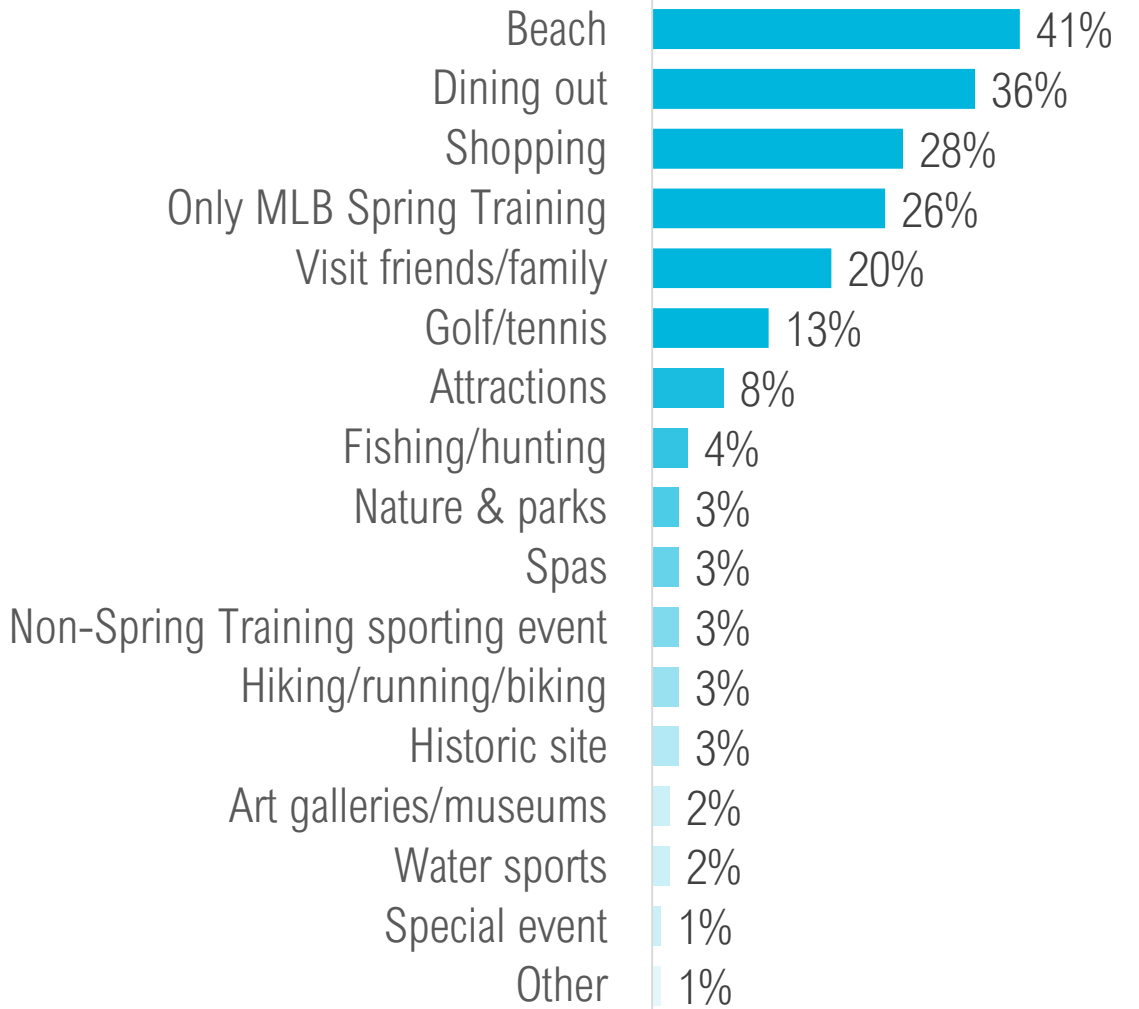
*Multiple responses permitted.

OTHER VISITOR ACTIVITIES*



Beach
41% of visiting attendees went to the beach during their trip.

MLB-Exclusive Visitors
26% of visiting attendees did not engage in any other activities.



*Multiple responses permitted.

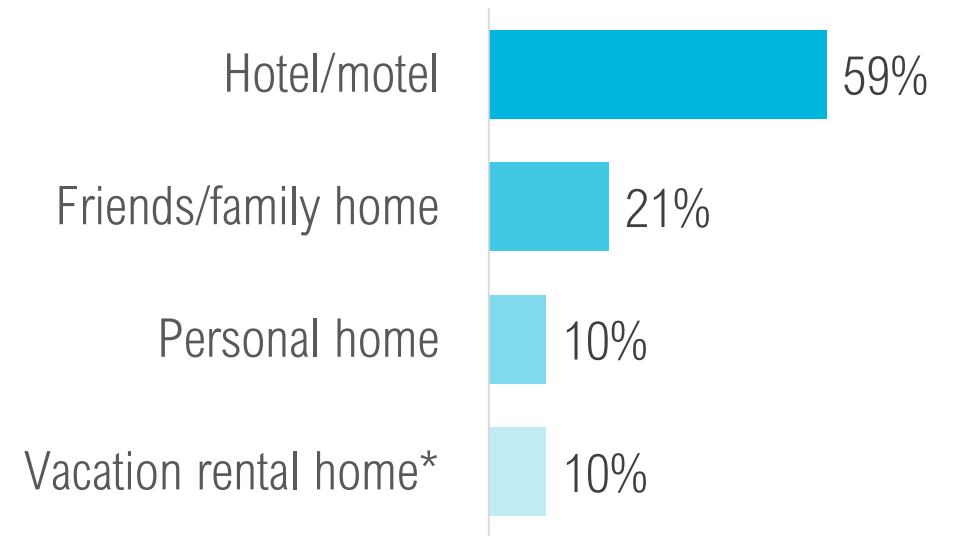
OVERNIGHT VISITORS



Nights Stayed

Typical visiting attendees spent **2.9** nights in Palm Beach County related to Spring Training.

ACCOMMODATIONS



*Includes Airbnb, VRBO, and HomeAway vacation rentals.

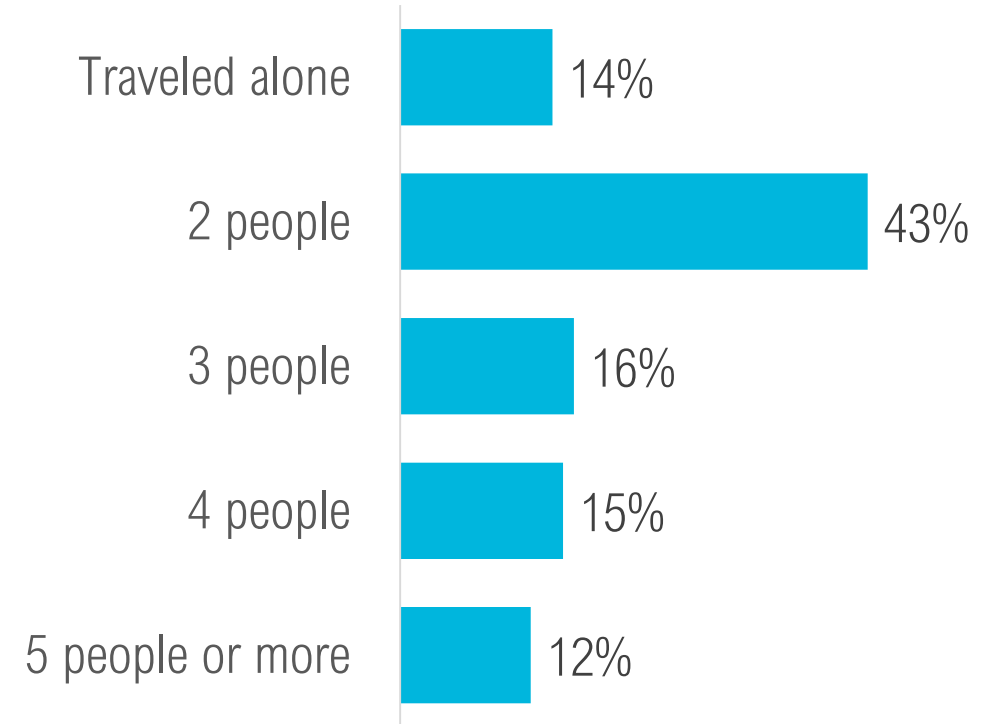
TRAVEL PARTIES

Travel Parties

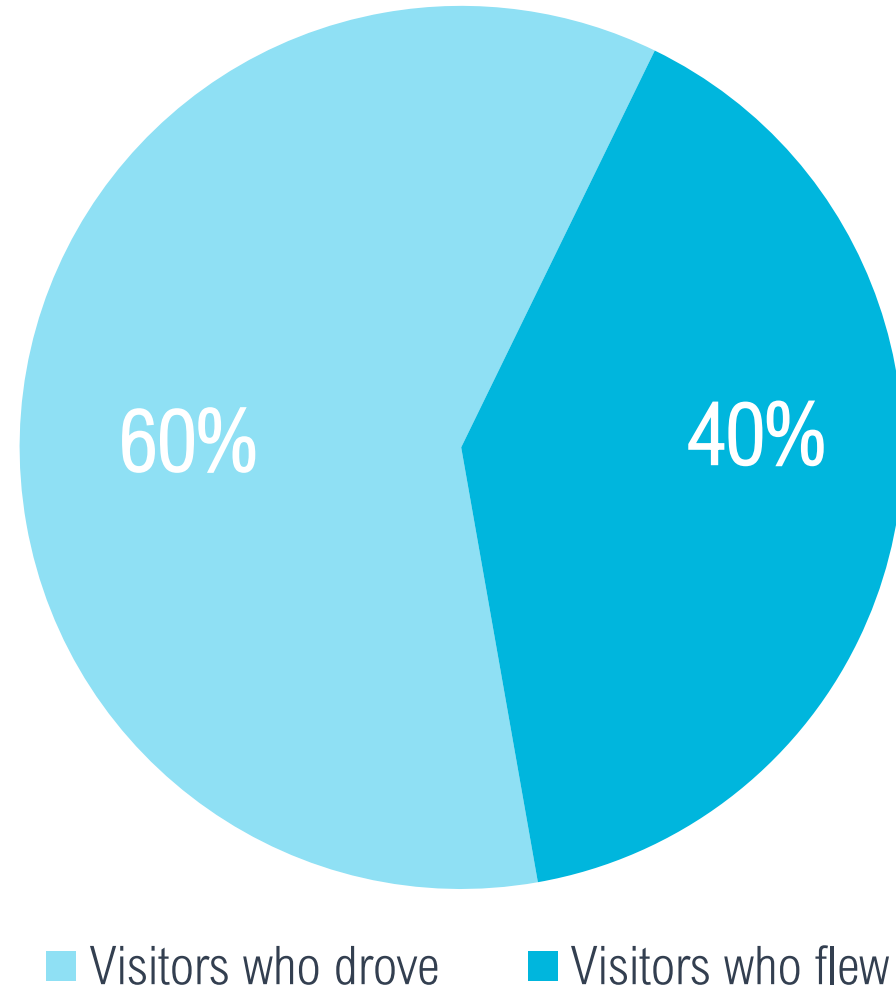
Typical visitors traveled to Palm Beach County in a party of **2.9** people.

Children

22% of visiting attendees traveled with at least one person under 18 years old.



TRANSPORTATION



VISITOR SATISFACTION

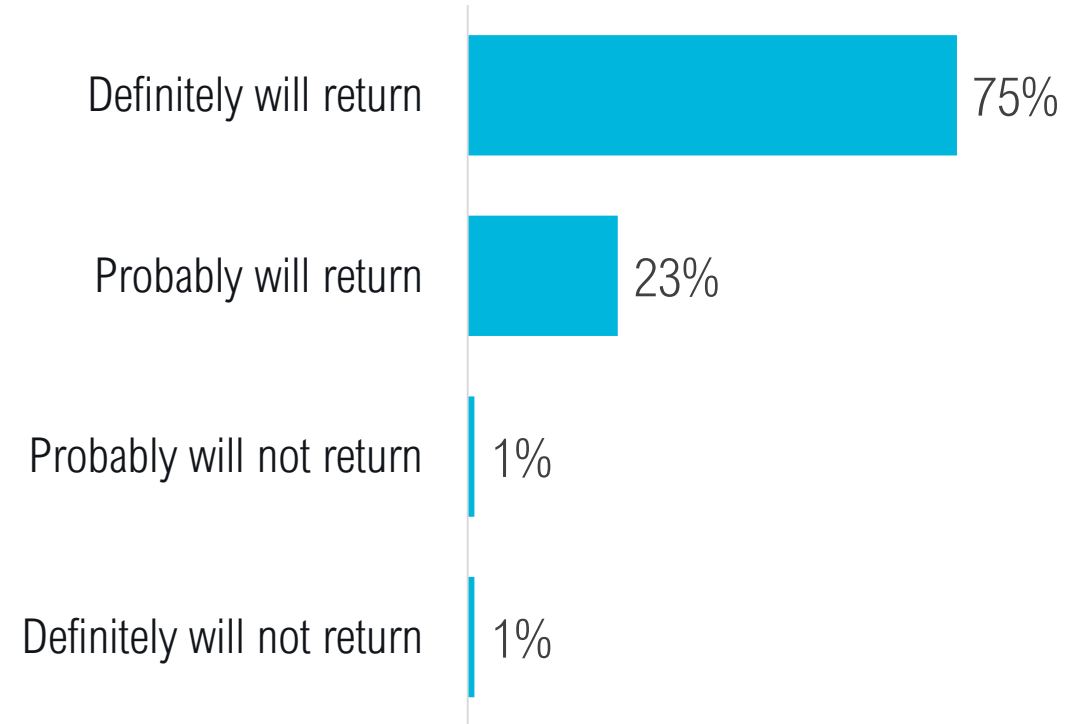


Rating

Visiting attendees gave Palm Beach County a rating of **9.2** as a place to visit.*

Returning Visitors

98% of visiting attendees will return next year for MLB Spring Training.



*On a 10-point scale where 10 means "excellent" and 1 means "poor".

DEMOGRAPHICS

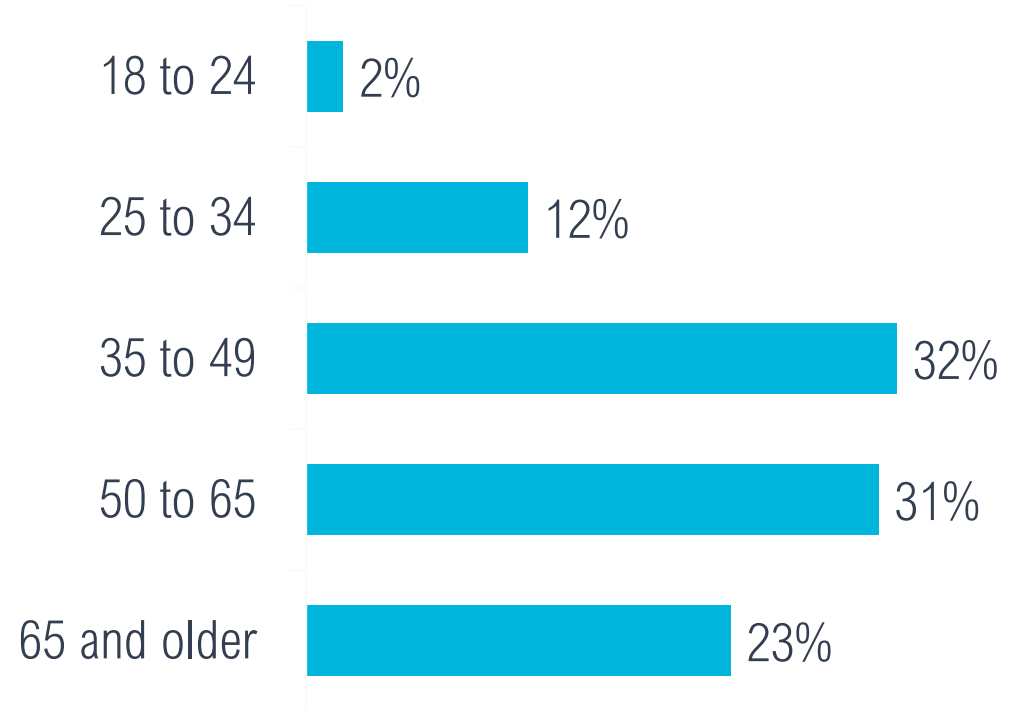


AGE



Median Age

The typical attendee was **54** years old.

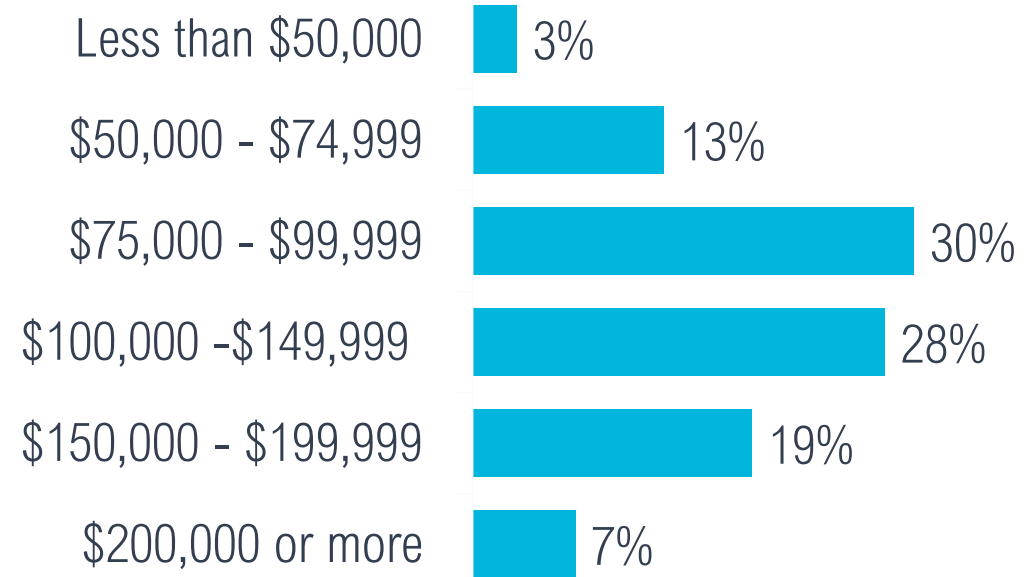


AGE

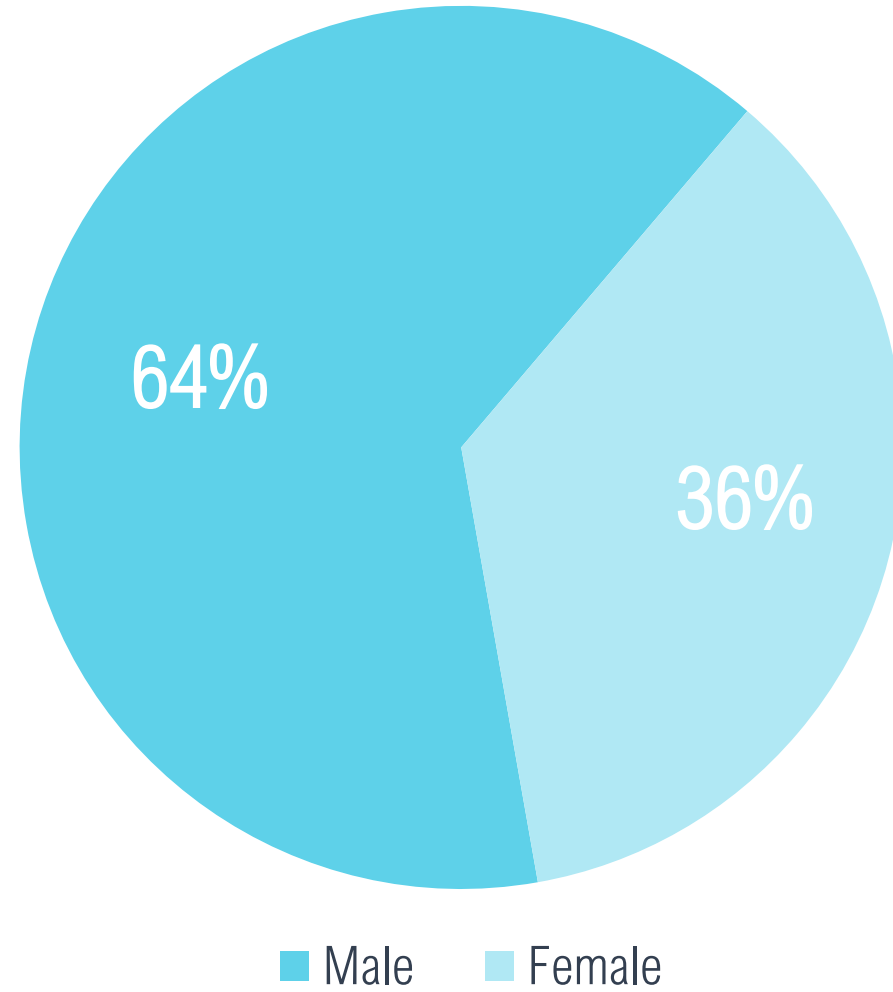


Median Income

The typical attendee earned **\$107,100** per year in household income.



GENDER



METHODOLOGY



Economic Impact

Total economic impact of 2019 MLB Spring Training on Palm Beach County is a function of direct spending by visitors and teams in the county and induced and indirect effects of this spending.

- Indirect effects are increased business spending from Spring Training dollars.
- Induced effects are increased household spending resulting from Spring Training dollars.
- Economic impact is largely affected by percentage of local attendees, purpose of visit, length of stay, study parameters (statewide vs. countywide), games attended, travel party size, and spending behavior.

Multiplier

Downs & St. Germain Research uses IMPLAN economic modeling to calculate the economic multiplier based on direct expenditure data collected from MLB Spring Training teams and fans.

- IMPLAN models how dollars are spent and re-spent in other sectors of the economy, generating economic activity.
- Over 1,500 organizations use IMPLAN, which has been used to model the economic impact of tourism since 1992.
- Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling.

2019 Major League Baseball

Palm Beach County Spring Training Economic Impact Study

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