



Economic Impact Report for 2020

## **Introduction**

The 2020 season started later than normal due to the Covid-19 pandemic. The first nine events scheduled for the season were cancelled including the Minnesota State High School Girls' State Tournament, section tournaments, high school invitationals, and the Spring Fling hosted by the Mankato Area Girls Fastpitch Association (MAGFA). The loss of economic impact to the region from these events was about \$2.58 million dollars.

Caswell Park was opened for play on June 20<sup>th</sup> and proceeded to host 14 events over 32 days of tournament play. There were two national tournaments, nine different state tournaments, and 4 slow-pitch invitationals held. MAGFA was able to host their annual Rising Stars, Peppers Classic, and Fall Frenzy tournaments as usual. There was a total of 573 teams visiting Caswell Park which includes 64 teams from North and South Dakota, Wisconsin, Iowa, Nebraska, Missouri, Illinois, and Michigan. In total, there were 13,867-day visitors and 6472 overnight visitors which accounted for an estimated 5,994 hotel room nights. This resulted in an estimated economic impact of \$4,346,476.

Day visitors are defined as living outside our community but inside a 75-mile radius of North Mankato. Overnight visitors are defined as visitors outside of a 75-mile radius. By comparison to 2019 which was a full season, the park hosted 22 events with 716 total teams, with 325 of those being teams that stayed overnight. There were an estimated 34,498 total visitors which accounted for \$8,165,621 of economic impact to the region.

### **Destination International (DMAI) Event Impact Calculator**

As was used in 2019, the DMAI Event Impact Calculator is the industry standard to estimate the economic impact of events for a community and region. They research different Convention and Visitors Bureau across the country to update the calculator's numbers every year. The calculator utilizes four basic inputs.

- Event Parameters (Name of Event, Start Date, Event Type, etc.)
- Hosting Costs
- Organizer Spending
- Tax Rates

We use the calculator's default numbers based on their research.

Other items the calculator considers:

- Whether the event is a youth, adult, college, or professional event.
- The event type such as an elimination-style event where participants are not staying for the duration of the event.
- Spectator Number based on admission, direct entry, or a participation method
- Housing Costs (Average room night cost)
- Number of overnight visitors based on out of town participants
- Number of local visitors based on participants
- North Mankato area teams and spectators are not counted in the economic impact of an event

Once numbers from the event are input into the calculator, the report includes a variety of information including the direct business of the event, which is direct spending from the participants and visitors as well as total business sales which includes supply chain purchases and incomes spent within the local economy. Including direct and indirect spending provides a more complete view of the economy as dollars flow through the local economy. The report estimates the attendee's spending in the service industries of lodging, food and beverage, recreation, retail, and transportation. It also includes the estimated local sales tax, lodging tax, and food and beverage tax revenues.

### **Tournaments, Events, and Adult Leagues**

The biggest factor to the decline in economic impact is the cancellations of events in the first half of the 2020 summer season. The Peppers Classic and the Rising Stars Tournament were down 14 and 10 teams respectfully from 2019. Some factors to this were due to the Canadian border being closed which did not allow the 22 teams from last year to compete, there were states who had travel bans, and some states had just allowed competitive play which limited the number of teams to be tournament ready.

There were many positives that came of the 2020 summer season. One, Caswell Park is flexible in hosting last minute events and hosting multiple events over a weekend. Fargo, North Dakota was the original site of the Men's Class E/Rec Northern Nationals decided to not host the event due to their return to play plan being implemented late. Caswell Park became the host and added the Class D Northern Nationals for teams who did not want to travel to Michigan or Kansas. In total, 53 teams played over the 3 days weekend, with 31 being from out of state.

The MAGFA Fall Frenzy tournament increased by 43 teams from 2019. Contributing factors included many programs did not field summer teams but expanded their fall program offerings and that many

parks in the Twin Cities metro area were closed for the competitive games over the summer and Caswell Park was one of the few that allowed competition.

Caswell Park remain flexibles in hosting a variety of events. In a span of four days over August 6<sup>th</sup> through the 9<sup>th</sup>, Caswell Park hosted adult slow pitch league games, a portion of the MSF Youth State Baseball Tournament, USA Softball Class E Men’s Slow Pitch Tournament, and youth girls fall ball league. The main factor to hosting multiple events over the weekend were the loss of many fields in the twin cities metro area over the summer.

Fall of 2019 saw Caswell Sports become the facilitator of adult softball and continued in 2020 by offering both adult softball and sand volleyball. Seasons which typically begin the first week of May and end mid-August were delayed until June 29<sup>th</sup>. A normal year sees most teams playing 11 games in 11 weeks with playoffs following the weeks after. This year saw the 11-game regular season being played in eight or nine weeks which included double headers to be completed with playoffs the first week of September. In total, there were 83 adult softball teams and 64 adult sand volleyball teams compared to 120 adult softball teams and 92 sand volleyball teams in 2019. Covid-19 played a role in the drop in numbers including fears of the virus, businesses economic situations to sponsor teams, and players deciding the late start would inhibit them from playing the full season. Fall of 2020 saw 32 teams compared to 39 in 2019 again with similar reasons being the cause of the decline in teams.

<b>Year</b>	<b>Economic Impact</b>	<b>Total Visitors</b>
2020	\$4,346,476	20,339
2019	\$8,165,621	34,498
2018	\$4,700,485	34,926
2017	\$5,405,845	36,320

\*Economic Impact and Visitor data for 2017 and 2018 was calculated by spreadsheet using research data from various studies.

### **Conclusion**

Although 2020 was not a “normal year” by the park’s standards, even the Covid-19 pandemic could not stop Caswell Park from remaining one of the top destination ballparks in the upper Midwest. The staff’s ability to remain fluid with tournaments and schedules helped to make the user groups remain

successful in their events. Sanitation maintenance procedures changed as well. Staff was tasked with sanitizing tables, dugouts, player benches, and bathrooms after every round of games. Concession employees were tasked with taking orders behind windows, wearing masks and gloves, and wiping down point of contact areas from customers throughout the day. Although the schedule is set for 2021, the current global pandemic makes it uncertain to determine which events will be played and when. No matter the circumstances, if games need to be scheduled at Caswell Park, the staff will be ready.

Economic Impact of Caswell Park

Date	Tournament	Total Teams	Out of State Teams	Total Visitors	Day Visitors	Overnight Visitors	Estimated Rooms Nights	Business	
								Sales Total	Business Sales Direct
6/20-6/21	A&B Transmission	26	0	715	572	143	134	\$ 81,764	\$ 55,510
6/26-6/28	MAGFA Rising Stars	46	3	1827	1189	638	579	\$ 393,604	\$ 266,073
7/3-7/5	MAGFA Peppers Classic	78	22	3089	988	2101	2155	\$ 1,355,519	\$ 915,224
7/18	Slowpitch Invitational	18	0	475	475	0	0	\$ 37,915	\$ 25,627
7/25-7/26	USA Softball State	36	0	1386	430	956	626	\$ 400,884	\$ 270,542
7/31-8/2	MSF State Fastpitch	20	2	500	50	450	579	\$ 278,693	\$ 188,644
8/8-8/9	USA Men's Class E State	17	1	425	323	102	95	\$ 72,073	\$ 48,743
8/7-8/8	MBT Baseball State	24	0	950	513	437	286	\$ 208,093	\$ 140,403
8/15	Summer Warm Up	16	0	400	400	0	0	\$ 30,711	\$ 20,766
8/28-8/30	Northern Nationals	53	31	1457	335	1122	1444	\$ 720,492	\$ 487,714
9/12-9/13	Fall Frenzy	81	3	3179	2664	515	92	\$ 259,604	\$ 175,182
9/19	Curt Halvorson	22	0	550	550	0	0	\$ 38,035	\$ 25,746
Various	Fall Ball League Play	100	0	3960	3960	0	0	\$ 339,920	\$ 229,180
9/26-9/27	USA Fall State	36	2	1426	1418	8	4	\$ 129,169	\$ 87,054
		573	64	20339	13867	6472	5994	\$ 4,346,476	\$ 2,936,408

**Business Sales Direct:** Direct Spending from Visitors and Participants

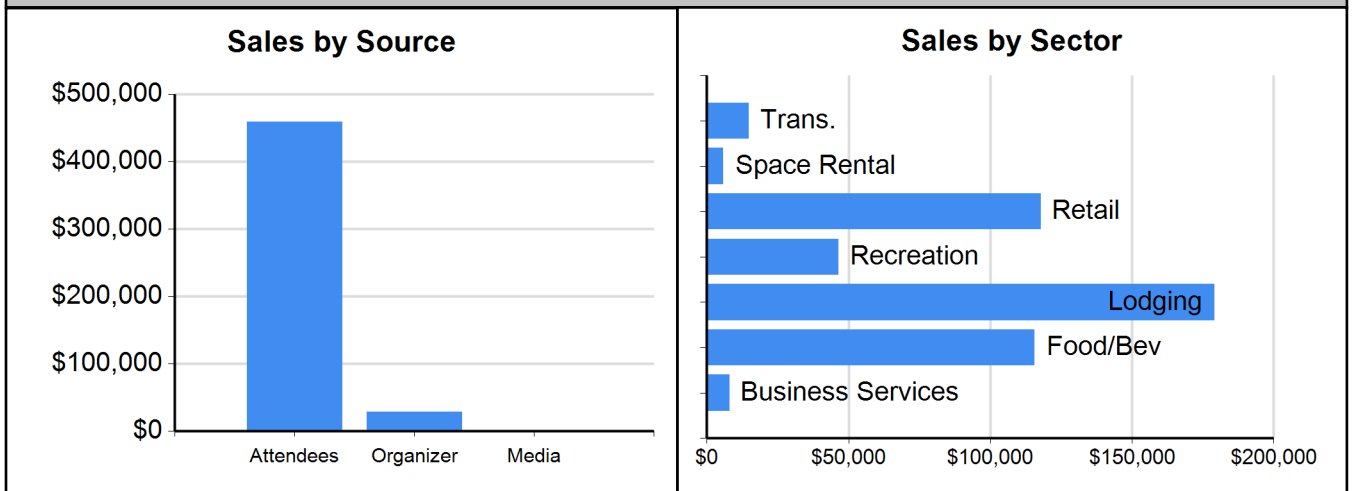
**Business Sales Total:** Includes Supply chain purchases and incomes spent within the local economy

# Event Impact Summary

Destination: Caswell Sports

Event Parameters		Key Results	
Event Name:	Northern Nationals	Business Sales (Direct):	\$487,714
Organization:	Caswell Sports	Business Sales (Total):	\$720,492
Event Type:	Adult Amateur	Jobs Supported (Direct):	265
Start Date:	8/28/2020	Jobs Supported (Total):	300
End Date:	8/30/2020	Local Taxes (Total):	\$11,799
Overnight Attendees:	1122	Net Direct Tax ROI:	\$10,831
Day Attendees:	335	Estimated Room Demand:	1,444

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$179,096	\$0	\$0	\$179,096
Transportation	\$13,839	\$901	\$47	\$14,787
Food & Beverage	\$101,848	\$13,795	\$0	\$115,643
Retail	\$117,918	\$0	\$0	\$117,918
Recreation	\$46,408	\$0	\$0	\$46,408
Space Rental	\$0	\$5,895	\$0	\$5,895
Business Services	\$0	\$7,941	\$26	\$7,967
<b>TOTAL</b>	<b>\$459,109</b>	<b>\$28,532</b>	<b>\$73</b>	<b>\$487,714</b>

## Event Impact Details

Destination: Caswell Sports

Event Name: Northern Nationals 2020

Organization: Caswell Sports

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$487,714	\$232,778	\$720,492
<b>Personal Income</b>	\$124,686	\$60,153	\$184,838
<b>Jobs Supported</b>			
Persons	265	35	300
Annual FTEs	6	1	6
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$39,722</u>	<u>\$19,032</u>	<u>\$58,753</u>
<u>State Total</u>	<u>\$33,576</u>	<u>\$5,594</u>	<u>\$39,169</u>
sales	\$30,254	\$4,001	\$34,255
income	\$1,429	\$689	\$2,119
bed	\$0	-	\$0
other	\$1,893	\$903	\$2,796
<u>Local Total (excl. property)</u>	<u>\$10,831</u>	<u>\$968</u>	<u>\$11,799</u>
sales	\$4,401	\$582	\$4,983
income	\$0	\$0	\$0
bed	\$5,373	-	\$5,373
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$382	\$64	\$446
other	\$675	\$322	\$998
property tax	\$5,846	\$1,831	\$7,676

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$10,831	
DMO Hosting Costs	\$0	
Direct ROI	\$10,831	
Net Present Value	\$10,831	
Direct ROI (%)	-	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$11,799	
Total ROI	\$11,799	
Net Present Value	\$11,799	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	1,444
Room Pickup (block only)	0
Peak Rooms	591
Total Visitor Days	2,975