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The Economic Contributions of the Florida State Fair Authority

An Analysis Performed by

CENTER FOR ECONOMIC DEVELOPMENT RESEARCH
College of Business Administration



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Preface

This study was commissioned by the Florida State Fair Authority and performed by the Center for Economic Development Research, College of Business Administration, University of South Florida. The purpose of the study is to quantify the Fair Authority's economic contribution to Hillsborough County, the Tampa Bay region, and the state of Florida. The Center for Economic Development Research provides information and conducts research on issues related to economic growth and development in the Nation, in the state of Florida, and particularly in the central Florida region. The Center serves the faculty, staff, and students of the College of Business Administration, the University, and individuals and organizations in the Tampa Bay region and statewide. Activities of the Center for Economic Development Research are designed to further the objectives of the University and specifically the objectives of the College of Business Administration.

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Table of Contents

| | |
|---|-----|
| <i>Preface</i> | i |
| Table of Contents | ii |
| EXECUTIVE SUMMARY | iii |
| I. Introduction | 1 |
| II. History, Organization and Function..... | 3 |
| III. Method of Analysis. | 5 |
| IV. Economic Contributions of the Florida State Fair Authority, Fiscal Year 04-05. | 7 |
| FSFA Continuing Operations..... | 7 |
| FSFA Capital Improvements..... | 8 |
| Additional Spending by Visitors to the Annual State Fair..... | 9 |
| Operation of Equestrian Events..... | 11 |
| Additional Spending by Visitors to Equestrian Events. | 12 |
| Operation of Other Events..... | 14 |
| Additional Spending by Visitors to Other Events | 15 |
| Feld Entertainment | 16 |
| Ford Amphitheatre | 17 |
| Combined Economic Contribution and Impact on Tax Revenues and Expenses | 19 |
| V. Conclusions..... | 22 |
| Appendix A – List of Event Promoters..... | 25 |
| Appendix B – Regional Economic Development Policy Analysis | 27 |
| Appendix C – 2005-2006 Florida State Fair Authority Leadership | 29 |
| Appendix D – Event Promoter Sample Letters and Questionnaires | 30 |
| Appendix E – Calculation of Spending by Visitors | 35 |
| Appendix F – Capital Improvements | 41 |

EXECUTIVE SUMMARY

Annually, the Florida State Fair Authority's economic contribution to Hillsborough County is:

- **1,023 jobs,**
- **\$142.6 million of sales, and**
- **money wages and salaries over \$35.6 million.**

Additionally, the net of local tax revenue over local tax expenditures attributable to the Florida State Fair Authority is nearly \$1.9 million per year.

This economic activity, which begins in Hillsborough County, ripples through a broader marketplace to produce incrementally greater contributions throughout the Tampa Bay region and the state of Florida. The cumulative contributions are:

**Tampa Bay – 1,183 jobs, \$160.4 million of sales, and over \$40.5 million in wages.
Florida – 1,267 jobs, \$171.4 million of sales, and over \$43.3 million in wages.**

The Florida State Fair Authority (FSFA) had an average of 53 full-time employees during Fiscal Year (FY) 2004-2005 plus additional part-time and fair-time (seasonal) workers. The full-time employees earned average annual pay of \$40,137. We estimate that the three categories of workers produced a combined output valued at just under \$14.2 million during the FY 04-05. We base the estimated value of output on the expenditures for continuing operations reported by the FSFA in its financial statements.

In addition to the expenditures for continuing operations, the FSFA makes capital improvements each year. In FY 04-05, spending for capital improvements totaled just over \$4.0 million. Most of this expense was for the purchase of land.

Visitors to the Florida State Fair contribute to the economy through additional spending outside of the fairgrounds. The Office of Inspector General of the Florida Department of Agriculture and Consumer Services reported that attendance at the 2005 Florida State Fair was 523,165 persons.

Furthermore, during FY 04-05 seventeen different organizations held 30 equestrian events at the fairgrounds. The average event lasted 4.73 days. For these events the promoting organizations employed approximately 389 persons, but because of the short average duration of an event, the annual equivalent employment was only 4.8 workers. The equestrian events attract participants and spectators, although participants seem to outnumber spectators for these events.

Also, during FY 04-05 forty-nine different organizations held 64 other-than-equestrian events at the fairgrounds. The average event lasted for 3.38 days. For these events the promoting organizations employed approximately 2,000 workers, but because of the short average duration of an event, the annual equivalent employment was only 22.1 workers.

In addition to the relatively short-duration equestrian and other-than-equestrian events, two activities of longer duration took place in FY 04-05. One of those two longer events was the Ringling Brothers Barnum and Bailey Circus, which used the fairgrounds and its facilities from November 15, 2004 through January 2, 2005 for winter quarters.

The second activity of long duration at the fairgrounds is a series of concerts at the Ford Amphitheatre. According to the Ford Amphitheatre's Internet site, they employ 15 full-time workers and over 500 part-time workers. And, according to local newspaper accounts, there were 28 concerts at the Ford Amphitheatre during FY 04-05.

In this report we measure economic contributions in terms of employment, output, and wage and salary disbursements. Employment refers to jobs (not necessarily workers as a worker may hold more than one job), output is defined as sales adjusted for inventory changes, and wage and salary disbursements are monies paid to workers. These three measurements are interrelated descriptors of the same economic contribution, much as mass, volume and density each can describe a solid.

We report the combined economic contribution based on the interrelated responses to activities at the fairgrounds. In FY 04-05 the FSFA contributed 1,023 jobs, \$142.6 million of output (sales), and money wages and salaries over \$35.6 million to Hillsborough County's economy.

This economic activity, which begins in Hillsborough County, ripples through a broader marketplace to produce incrementally greater contributions throughout the Tampa Bay region and the state of Florida. The cumulative contributions are:

Tampa Bay – 1,183 jobs, \$160.4 million of sales, and over \$40.5 million in wages.
Florida – 1,267 jobs, \$171.4 million of sales, and over \$43.3 million in wages.

Because the FSFA is an ongoing entity, which is organized as a public body corporate and politic under Chapter 616 of the Florida Statutes and is statutorily created to serve as an instrumentality of the State, we expect that the economic contributions quantified by this analysis for FY 04-05 will continue year-after-year. Thus, we conclude that the FSFA will contribute a substantial and sustainable economic benefit on Hillsborough County, the Tampa Bay region, and the state of Florida.

I. Introduction.

The purpose of this study is to estimate the economic contributions of the Florida State Fair Authority (FSFA) to Hillsborough County, the Tampa Bay region, and the state of Florida.

We base this study on FY 04-05 activities of the FSFA and other event promoters at the Authority's fairgrounds, which are located in Hillsborough County. FY 04-05 began July 1, 2004 and ended June 30, 2005.

The FSFA provided fundamental information for this analysis. The FSFA's financial information includes 1) FY 04-05 balance sheet and income statement, 2) a list of Capital Projects funded in FY 04-05 and future capital budgets, and 3) average number of full-time and part-time employees as well as total wages and salary disbursements for the workers in FY 04-05. The FSFA also provided us with an *Event List* for FY 04-05. The *Event List* describes the type, name, and event promoter's contact information. An abridged list of event promoters is in **Appendix A**. We also used the "Response Data Summary Report," prepared by EventCorp Services for the FSFA to garner information about visitors to the Florida State Fair during the period February 10-15, 2005.

When jobs are created in an industry, these jobs motivate the creation of additional jobs in related industries. The Frenchman Francois Quesnay, founder of the physiocratic or "natural order" philosophy of economic thought, first described inter-industry relationships in 1758. The physiocrats depicted the flow of goods and money in a nation, and thus made the first attempt to describe the circular flow of wealth on a macroeconomic basis. Wassily Leontief was born in Russia in 1906 and first studied economic geography at the University of St. Petersburg before moving to Berlin and China. He came to the United States in 1931 and, after a brief 3-month stint at the National Bureau of Economic Research in New York, Harvard University hired him. At Harvard, Professor Leontief undertook a research project that encompassed a 42-industry input-output table showing how changes in one sector of the economy lead to changes in other sectors. From this research, he developed the concept of multipliers from input-output tables, and was subsequently awarded the Nobel Prize in economics in 1973 for his development of input-output (I-O) economics.

For example, an increase in purchases (first round) of output from a manufacturing industry in a region may require that the manufacturing industry, in order to expand output, purchase (second round) factor inputs from other industries of the regional economy. In turn, these other industries may have to purchase (third round) inputs to deliver the supporting production of factors to the manufacturing industry. The rounds of spending will continue with each round becoming increasingly weaker in its impact because of leakage from the region due to imports, savings, and taxes.

The first round is called the *direct effect* of the change in demand in an industry of the economy. The second and subsequent rounds are collectively referred to as the

indirect effects of inter-industry purchases in response to the direct effect. Changes in spending by households as income increases due to increases in the level of production are also included in the indirect effects. The *total effect* is the sum of the direct and indirect effects. Because increased production is a desired outcome for an area's economy, we call the total effect or impact an *economic contribution* to the area.

This phenomenon of job creation, with concomitant increased levels of income and production, is called the multiplier or ripple effect. For this analysis, we estimate the phenomenon of *economic contribution*, as it ripples through the economy, using the *REMITM Policy Insight* regional economic impact model. We describe the model in **Appendix B**.

II. History, Organization and Function.

The first Florida State Fair consisted of five races and agricultural exhibits contained in one building. By July of 1904 the South Florida Fair Association was formalized and plans for a new exhibition were proposed. After a few years, this event became known as the Mid-Winter Festival, and in 1915, when Articles of Incorporation for the South Florida Fair were filed with the Secretary of State's office in Tallahassee, the event became known as the Florida State Fair. The early state fairs were held at a 2-acre parcel near the University of Tampa in downtown Tampa, and except for a 2-year hiatus during World War II, the fair has been held every year since its inception.

In 1975, the Florida Legislature created the Florida State Fair Authority and designated the annual event in Tampa as the official Florida State Fair. In 1976, the Fair moved to its current location, at the intersection of Interstate 4 and U.S. Highway 301 in eastern Hillsborough County. (The original purchase was 276 acres; 49 additional acres were acquired in 1982; 6 acres were sold in 1998; 17 acres were leased to Live Nation in 2004¹; approximately 7 acres were purchased in 2004; and an additional 29 acres were purchased in 2005.) The first Fair held at this site was in February 1977.

In 1995 the Florida State Legislature decided to eliminate the original Florida State Fair Authority (FSFA) and place the fairgrounds and the Fair under the administration of the Florida Department of Agriculture and Consumer Services. The Legislature also authorized the Agriculture Commissioner to appoint 21 members to the FSFA's Board of Directors and select an executive director.

Now in its 103rd year, the Florida State Fair is organized under the leadership of Florida Agriculture Commissioner Charles H. Bronson, Chairman A.D. "Sandy" MacKinnon, and Executive Director Charles C. Pesano. The current FSFA leadership is in **Appendix C**.

Held in February each year, the primary purposes of the Florida State Fair is to promote awareness of the diversity of agricultural products produced in Florida and provide an activity for family education and entertainment. However, use of the fairgrounds for events other than the Florida State Fair is widespread with various events taking place at the fairgrounds almost every week throughout the year.

FSFA operations are primarily supported by income from the Florida State Fair and non-fair activities, such as facility licensing or usage and parking for events. The

¹ LOS ANGELES, December 21, 2005 (NYSE: LYV) - Today CCE Spinco, Inc. completed its announced spin-off from Clear Channel Communications, Inc. (NYSE: CCU) ... CCE Spinco, Inc. expects that shares of its common stock will begin trading on the New York Stock Exchange ... on December 22, 2005. As of December 21, 2005, the newly independent company will be known as Live Nation. Reference <http://www.clearchannel.com/Corporate/PressRelease.aspx?PressReleaseID=1478> accessed on April 13, 2006.

FSFA is organized as a public body corporate and politic under Chapter 616 of the Florida Statutes and is statutorily created to serve as an instrumentality of the State. Florida Statute 616.261 "Finances of the Florida State Fair" states that "Operation of the Florida State Fair, and custody and maintenance of the buildings and grounds, shall be financed from the revenues derived from the state fair and other exhibits or events; revenue bonds; lease, rental, or other charges for the use of the buildings or grounds; and donations and other available sources of funds or revenues."

At present, the FSFA occupies approximately 355 acres. The site contains three large exhibition halls, which are used throughout the year by different groups for events. These are the Expo Hall, which is 88,000 square feet of exhibit space; Entertainment Hall, which is a 52,000 square foot multipurpose facility with a 5,000 person seating capacity; and the Charles M. Davis Special Events Center, which is 40,000 square feet. There are two areas with stables and show grounds for equestrian and livestock activities. The Bob Thomas Equestrian Center includes a 10,000 square foot indoor pavilion, exercise grounds, warm-up rings, two show rings, and a grand prix ring. The Equestrian Center also has 471 permanent stalls in five barns, plus parking for vehicles and trailers. The Charlie Lykes Arena Complex provides 72,000 square feet of animal housing and show area under one roof with seating for 2,000 people. The Florida Center and Botanical Gardens accommodates up to 1,350 people for private and professional events. Cracker Country is an assortment of original Floridian structures dating between 1870 and 1912 that form a community to give a visitor an appreciation of Florida's rural heritage. In addition, the FSFA leases a 17-acre site to Live Nation. The site is the location of the Ford Amphitheatre, which is owned and operated by Live Nation. The Amphitheatre has a seating capacity for approximately 20,000 people. FSFA administration and maintenance buildings comprise the remaining structures at the fairgrounds. Onsite parking is available for more than 16,000 vehicles, and 150 camping spots are available to event participants.

Throughout the year, a variety of non-fair events take place at the Florida State Fairgrounds, and these activities offer diverse usage of the fairground's facilities. We categorize the events as Equestrian events and Other-than-Equestrian events, both of which are of a relatively short duration. Two organizations that hold events of a longer duration at the fairgrounds are Feld Entertainment and Live Nation. Feld Entertainment, the owner and operator of the Ringling Brothers Barnum and Bailey Circus, uses the fairground facilities from mid-November through early January to train and practice new programs for the upcoming circus season. Live Nation promotes concerts at the Ford Amphitheatre throughout the year.

In FY 04-05, the FSFA served 66 organizations that held events at the fairgrounds, excluding Feld Entertainment and Live Nation. The 66 organizations held 94 events consisting of 30 equestrian events and 64 other-than-equestrian events. Also, 28 concerts took place at the Ford Amphitheatre during FY 04-05. The FSFA continues its marketing efforts to promote greater usage of the fairground facilities for non-fair events. For example, an annual week-long music festival is being considered in future years.

III. Method of Analysis.

We examine the economic contributions of the FSFA through direct and indirect effects. The direct effects result from the following activities. First, the FSFA operates the fairgrounds, where events take place year-round. In addition to these continuing operations, the FSFA plans and budgets for annual capital improvements. The FSFA also presents the annual Florida State Fair at the fairgrounds. The Fair attracts many visitors whose spending adds to the direct effects. We use the *Expenditure Approach* for estimating the indirect effects due to the FSFA's continuing operations, capital improvements, and visitors' spending.

A second group of direct effects is due to events held at the fairgrounds, but promoted by organizations other than the FSFA. In order to estimate the direct economic effects of these events, we designed and sent a questionnaire to each event promoter. When we had a promoter's email address, we sent the questionnaire by email. Otherwise, we sent the questionnaire via the U.S. Postal Service. In both cases, if a response was not received in a reasonable time, we followed up by telephone. The questionnaire with accompanying letters is at **Appendix D**.

The questionnaire solicits information about an event's operating and payroll expenses, number of workers, and number of visitors. Because all event promoters did not respond to the questionnaire, we proportionately assigned missing values based on averages by event-type category. Again, we use the *Expenditure Approach* for estimating the indirect effects due to continuing operations including payroll and visitors' spending during the duration of an event.¹

The *Expenditure Approach* presumes that the economic value of the FSFA's output or an event promoter's output equals its cost to produce that output. The *REMI*TM model calculates the total effects if the generated output by the FSFA and its event promoters ceased. This lost output would include both the production of industries directly affected by the cessation and the production lost indirectly through the "ripple effect" as the flow of goods and services is reduced throughout the economy.

We capture the value of visitor spending while attending the Florida State Fair or a promoted event at the fairgrounds in the expenditure data. However, visitors to Hillsborough County may spend additional amounts before and after visiting the fairgrounds. We classify visitors as locals, day-trippers and overnighters. Local visitors are excluded from the analysis due to their choice to substitute spending in one area of Hillsborough County over another. Day-trippers, who by definition commute to short-term activities, visit the fairgrounds and return home the same day. Therefore, they spend little outside their primary target destination – in this case, the fairgrounds. In contrast,

¹ The only exception to the *Expenditure Approach* was for the estimation of the economic contribution of concerts at the Ford Amphitheatre. Because we did not receive a response from Live Nation, the promoter of concerts, we used employment data obtained from a public source.

daily spending by overnighters includes meals, hotel, and transportation. While it is possible that overnighters spend several days in the region and visit other attractions, we conservatively allocate only one visitor-day when estimating the FSFA's economic contribution. In the REMI™ model, we deduct the dollar amounts for day-trippers' spending and overnight visitors' spending from the Consumer Spending variable. We estimate the dollar amounts from data provided by the Tampa Visitors and Convention Bureau. See **Appendix E**, Calculation of Spending by Visitors.

We report economic contributions in terms of employment, output, and wage and salary disbursements. Employment refers to jobs (not necessarily workers, as a worker may hold more than one job), output is defined as sales adjusted for inventory changes, and wage and salary disbursements are monies paid to workers. These three measurements are interrelated descriptors of the same economic contribution, much as mass, volume and density each can describe a solid.

We report economic contributions for the economies of Hillsborough County, the Tampa Bay region, and the state of Florida. We define the Tampa Bay region as the seven contiguous counties: Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota. Because the Tampa Bay region includes Hillsborough County and the state of Florida includes Tampa Bay region, the measurements of economic contribution that we report become incrementally larger as we move from county to region to state.

IV. Economic Contributions of the Florida State Fair Authority, Fiscal Year 2004-2005.

In this section, we report the economic effects of the FSFA's continuing operations, capital improvements, and additional spending by visitors to the two-week, annual Fair. We also report on the economic effects of the employment and spending by promoters of events held at the fairgrounds throughout the year and we estimate the added contributions of visitors to the promoted events.

FSFA Continuing Operations

Table 1, Panel A, reports the direct contribution to Hillsborough County's economy from continuing operations by the FSFA during FY 04-05. The FSFA had an average of 53 full-time employees during the year plus additional part-time and fair-time (seasonal) workers. The full-time employees earned average annual pay of \$40,137. We estimate that the three categories of workers produced a combined output valued at just under \$14.2 million during the fiscal year.

Table 1, Panel B, shows the total contribution, which includes the multiplier effect, of the FSFA's continuing operations at the fairgrounds in Hillsborough County. We report the total contribution to Hillsborough County's economy, to the economy of the Tampa Bay region, which includes Hillsborough County, and to the economy for the entire state of Florida. Our measurements of economic contribution are jobs, output, and wage and salary disbursements. In Hillsborough County during FY 04-05, the continuing operations of the FSFA contributed jobs for about 160 workers, who produced output valued at about \$21.21 million. And, these workers received money wages totaling nearly \$6.02 million. The contributions to Tampa Bay and Florida were even slightly greater than the contribution in Hillsborough County, indicating that some economic activities "ripple" outside of the County providing additional benefits to neighboring counties and throughout the state.

Table 1, Panel C, reports the multipliers implied by the total contribution shown in Panel B. For example, in Hillsborough County for every dollar of output directly produced by the FSFA's operation itself, another 49 cents of output – akin to sales – is generated in the County. Hence, the output multiplier is 1.49.

Table 1
Florida State Fair Authority

Panel A
Direct Contribution of Continuing Operations in Fiscal Year 2004-2005
(dollar amounts in 2005 \$s)

| Location | Industry | Category | Average Number of Jobs | Total Wages & Salaries | Average Wages & Salaries | Value of Output |
|--------------|-----------------------|-----------|------------------------|------------------------|--------------------------|-----------------|
| Hillsborough | Amusement (NAICS 713) | Full-time | 53 | \$2,127,278 | \$40,137 | |
| Hillsborough | Amusement (NAICS 713) | Part-time | 64 | \$44,484 | \$695 | |
| Hillsborough | Amusement (NAICS 713) | Fair-time | 633 | \$707,477 | \$1,118 | |
| | | Total | 750 | \$2,879,239 | | \$14,193,434 |

Panel B
Total Contribution of Continuing Operations in Fiscal Year 2004 - 2005
(dollar amounts in 2005 \$s)

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|------------------------|-----------------|-------------------------------|
| Hillsborough | 160.2 | \$21,205,120 | \$6,018,000 |
| Tampa Bay | 180.7 | \$23,424,640 | \$6,645,000 |
| Florida | 190.4 | \$24,567,040 | \$6,958,000 |

Panel C
Implied Multipliers for Continuing Operations in Fiscal Year 2004 - 2005

| Location | Employment | Output | Wages & Salaries |
|--------------|------------|--------|------------------|
| Hillsborough | 2.04 | 1.49 | 2.09 |
| Tampa Bay | 2.30 | 1.65 | 2.31 |
| Florida | 2.43 | 1.73 | 2.42 |

FSFA Capital Improvements

In addition to the expenditures for continuing operations, the FSFA makes capital improvements each year. In FY 04-05, spending for capital improvements totaled just over \$4.0 million. Most of this expense was for the purchase of land. A breakdown of spending for capital improvements in FY 04-05 and planned spending for capital improvements in FY 2005-2006 and beyond is in **Appendix F**.

Table 2, Panel A, contains a consolidation by category of spending for capital improvements in FY 04-05. In **Table 2, Panel B** we report the total economic contribution of capital spending as it ripples through the economies of Hillsborough

County, Tampa Bay, and throughout the state of Florida. In Hillsborough County, spending for capital improvements by FSFA added nearly 22 jobs. The workers in these jobs produced output valued at over \$5.74 million and received wage and salary disbursements totaling approximately \$600,000. A few more jobs, which add to the total economic contribution of the FSFA, were created outside Hillsborough County, in the Tampa Bay region and in the rest of Florida. **Table 2, Panel C** shows the implied output multipliers resulting from the FSFA’s direct spending for capital improvements.

Table 2
Florida State Fair Authority

Panel A
Direct Contribution of Capital Improvements in Fiscal Year 2004-2005
(dollar amounts in 2005 \$s)

| Location | Industry | Category | Expenditure |
|--------------|----------------------------|------------------------------|-------------|
| Hillsborough | Real Estate (NAICS 531) | Fixed Capital Outlay | \$3,931,644 |
| Hillsborough | Wholesale (NAICS 42) | Operating Capital Outlay | \$55,098 |
| Hillsborough | Maintenance (NAICS 811) | Planned Maintenance Projects | \$16,280 |
| Total | | | \$4,003,022 |

Panel B
Total Contribution of Capital Improvements in Fiscal Year 2004-2005
(dollar amounts in 2005 \$s)

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|---------------------------|-----------------|----------------------------------|
| Hillsborough | 21.6 | \$5,744,640 | \$600,818 |
| Tampa Bay | 24.2 | \$6,042,752 | \$679,000 |
| Florida | 26.4 | \$6,241,856 | \$732,400 |

Panel C
Implied Output Multipliers for Capital Improvements in Fiscal Year 2004-2005

| Location | Output Multiplier |
|--------------|-------------------|
| Hillsborough | 1.44 |
| Tampa Bay | 1.51 |
| Florida | 1.56 |

Additional Spending by Visitors to the Annual State Fair

Visitors to the Florida State Fair contribute to the economy through additional spending outside of the fairgrounds.¹ In order to estimate this economic contribution we categorize the visitors as locals, day-trippers, or overnighters.

¹ The economic contribution of visitors’ spending inside the fairgrounds is accounted for in our estimation of the impacts of the FSFA’s continuing operations.

Locals reside in Hillsborough County. We consider any spending by locals outside the fairgrounds, but in connection with attending the Florida State Fair, to be substitute spending. That is, such spending merely replaces spending that would have otherwise occurred in Hillsborough County. Thus, spending by locals outside the fairgrounds does not add to economic activity attributable to the FSFA.

Day-trippers reside outside Hillsborough County, but within the Tampa Bay region. Overnighters come from outside the Tampa Bay region.

The Office of Inspector General of the Florida Department of Agriculture and Consumer Services reported that attendance at the 2005 Florida State Fair was 523,165 persons. And, the FSFA's "Response Data Summary Report" with information about the 2005 State Fair indicates the percentage of attendees by location of origin. We combine this data to produce **Table 3, Panel A**. Table 3, Panel A shows that at the 2005 Florida State Fair 22.0% of the attendees were locals, 33.2% were day-trippers, and 44.8% were overnighters.

Table 3
Florida State Fair Authority

Panel A
2005 Florida State Fair Attendance

| <u>Location of Origin</u> | <u>% of Total Attendance</u> | <u># of Attendees</u> |
|---------------------------|------------------------------|-----------------------|
| <u>Locals</u> | | |
| Hillsborough County | 22.0% | 115,096 |
| <u>Day-trippers</u> | | |
| Hernando County | 1.2% | 6,278 |
| Manatee County | 2.1% | 10,986 |
| Pasco County | 8.3% | 43,423 |
| Pinellas County | 12.2% | 63,826 |
| Polk County | 8.3% | 43,423 |
| Sarasota County | 1.1% | 5,755 |
| | 33.2% | 173,691 |
| <u>Overnighters</u> | | |
| Rest of Florida | 33.2% | 173,691 |
| Rest of U.S. | 10.9% | 57,025 |
| Canada | 0.5% | 2,616 |
| Rest of World | 0.2% | 1,046 |
| | 44.8% | 234,378 |
| Total | 100.0% | 523,165 |

Panel B
2005 Florida State Fair Additional Visitor Spending

| <u>Category</u> | <u>Additional Spending</u> |
|-----------------|----------------------------|
| Day-trippers | \$4,561,120 |
| Overnighters | \$12,956,411 |
| Total | \$17,517,531 |

In Appendix E we describe our methodology for calculating spending by visitors. For visitors to the Florida State Fair, we estimate the following per person additional spending outside the fairgrounds: day-trippers average \$26.26 per day and overnighters average \$55.28 per day. (We assume that each gate admission equals one visitor per day.) In **Table 3, Panel B** we calculate the additional visitor spending in Hillsborough County as a result of a person attending the Florida State Fair. Additional visitor spending was just over \$17.5 million. In **Table 4** we report the economic contribution of the additional spending by Fair attendees. As it ripples through the economy, the nearly \$17.5 million of additional visitor spending results in increased output in Hillsborough County valued at just over \$21.8 million. This increased output generates about 195 jobs and wages totaling over \$6.1 million. As the ripple effect continues to spread throughout the Tampa Bay region and then into the rest of the state of Florida the additional jobs, output and wages are enumerated in Table 4.

Table 4
 Florida State Fair Authority
 Florida State Fair in FY 2004 -05
 Contribution of Additional Visitor Spending
 (dollar amounts in 2005 \$s)

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|---------------------------|--------------------|----------------------------------|
| Hillsborough | 195.1 | \$21,814,400 | \$6,138,000 |
| Tampa Bay | 229.0 | \$25,698,560 | \$7,172,000 |
| Florida | 251.0 | \$28,157,440 | \$7,843,000 |

Operation of Equestrian Events

During FY 04-05 seventeen different organizations held 30 equestrian events at the fairgrounds. Eleven of the 17 organizations, which promoted 16 out of the 30 equestrian events, responded to our questionnaire for information about their events. Based on the responses, we extrapolated values for the non-respondents. The average event lasted 4.73 days. For these events the promoting organizations employed approximately 389 persons, but because of the short average duration of an event, the annual equivalent employment was only 4.8 workers.

In **Table 5, Panel A** we report the direct economic contribution of the equestrian events held at the fairgrounds. We estimate that these events produced a combined output valued at \$944,517 during the fiscal year.

Table 5
Florida State Fair Authority

Panel A

Direct Contribution of Equestrian Events in Fiscal Year 2004 -2005
(dollar amounts in 2005 \$s)

| Location | Industry | Annual Equivalent Jobs | Total Wages & Salaries | Value of Output |
|--------------|---------------------------|------------------------------|---------------------------|--------------------|
| Hillsborough | Recreation (NAICS 713) | 4.8 | \$296,158 | \$944,517 |

Panel B

Total Contribution of Equestrian Events in Fiscal Year 2004 -2005
(dollar amounts in 2005 \$s)

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|---------------------------|--------------------|----------------------------------|
| Hillsborough | 10.6 | \$1,411,136 | \$400,500 |
| Tampa Bay | 11.7 | \$1,543,872 | \$442,500 |
| Florida | 12.7 | \$1,726,656 | \$488,300 |

Table 5, Panel B, shows the total contribution, which includes the multiplier effect, of the equestrian events held at the fairgrounds in Hillsborough County. In Hillsborough County during FY 04-05, the equestrian events contributed an annual equivalent of 10 jobs and money wages totaling about \$400,500. Operation of the equestrian events produced output valued at approximately \$1.4 million. Although the increments were small, the contributions to Tampa Bay and Florida were greater than the contribution in Hillsborough County due to the ripple effect.

Additional Spending by Visitors to Equestrian Events

The equestrian events attract participants and spectators, although participants seem to outnumber spectators for these events. Based on the completed questionnaires we received, many event promoters charged participants an entry fee. We capture the economic impact of these fees in our estimation of the direct and total contribution of the equestrian events reported in Table 5. What remains for us to consider is the additional spending by participants and spectators in Hillsborough County. As with attendees to the Florida State Fair, we categorize the participants and spectators as locals, day-trippers, or overnighters. We estimate the number of visitors and place them in a category based on the completed questionnaires. For non-respondents to the questionnaire, we extrapolate the data from those that did respond. Furthermore, we assume that day-trippers and overnighters stay in Hillsborough County for the average duration of an equestrian event and daily spend the average dollar amounts, which are indicated by the Tampa Bay Convention and Visitors Bureau. For these average dollar amounts, see Table E2 in Appendix E of this report.

Table 6, Panel A shows the number of attendees (participants and spectators) by category. **Table 6, Panel B** reports our estimates of the number of visitor-days and additional spending by these visitors during FY 04-05. We presume that each attendee remains throughout the duration of the complete equestrian event. Thus, for example, 18,205 day-trippers attended the equestrian events for a total of 86,110 visitor-days. Additional visitor spending was almost \$9.6 million.

Table 6
Florida State Fair Authority

Panel A
Equestrian Events Attendance in Fiscal Year 2004 - 2005

| Category | % of Total Attendance | # of Attendees |
|--------------|-----------------------|----------------|
| Locals | 30.3% | 12,706 |
| Day-trippers | 43.4% | 18,205 |
| Overnighters | 26.4% | 11,062 |
| Total | 100.0% | 41,973 |

Panel B
Equestrian Events Additional Visitor Spending

| Category | Annual Averaged Visitor Days | FY 2004 - 05 Additional Spending |
|--------------|------------------------------|----------------------------------|
| Day-trippers | 86,110 | \$5,016,748 |
| Overnighters | 52,323 | \$4,566,774 |
| Total | 138,433 | \$9,583,522 |

In **Table 7** we report the economic contribution of the additional spending by participants and spectators at equestrian events. As it ripples through the economy, the nearly \$9.6 million of additional visitor spending results in increased output in Hillsborough County valued at just over \$11.9 million. This increased output generates about 107 jobs and wages totaling over \$3.3 million. As the ripple effect continues to spread throughout the Tampa Bay region and then into the rest of the state of Florida, the additional jobs, output and wages are further reported in Table 7.

Table 7
Florida State Fair Authority
Equestrian Events

Contribution of Additional Visitor Spending
(dollar amounts in 2005 \$s)

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|---------------------------|--------------------|----------------------------------|
| Hillsborough | 106.9 | \$11,957,120 | \$3,368,000 |
| Tampa Bay | 125.5 | \$14,089,600 | \$3,929,000 |
| Florida | 137.7 | \$15,471,360 | \$4,333,000 |

Operation of Other Events

During FY 04-05 forty-nine different organizations held 64 other-than-equestrian events at the fairgrounds. Seventeen of the 49 organizations, which held 20 out of the 64 events, responded to our questionnaire for information about their events. Based on the responses, we extrapolated values for the non-respondents. The average event lasted for 3.38 days. For these events the promoting organizations employed approximately 2,000 workers, but because of the short average duration of an event, the annual equivalent employment was only 22.1 workers.

In **Table 8, Panel A** we report the direct economic contribution of the other-than-equestrian events held at the fairgrounds. We estimate that these events produced a combined output valued at over \$3.7 million during the fiscal year.

Table 8
Florida State Fair Authority
Panel A

Direct Contribution of Other Events in Fiscal Year 2004 -2005
(dollar amounts in 2005 \$s)

| Location | Industry | Annual Equivalent Jobs | Total Wages & Salaries | Value of Output |
|--------------|----------|------------------------------|---------------------------|--------------------|
| Hillsborough | Various | 22.1 | \$414,808 | \$3,777,632 |

Panel B

Total Contribution of Other Events in Fiscal Year 2004 –2005
(dollar amounts in 2005 \$s)

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|---------------------------|--------------------|----------------------------------|
| Hillsborough | 79.8 | \$6,715,136 | \$2,499,000 |
| Tampa Bay | 87.2 | \$7,553,984 | \$2,731,000 |
| Florida | 90.8 | \$8,034,880 | \$2,869,000 |

Table 8, Panel B, shows the total contribution, which includes the multiplier effect, of the other-than-equestrian events held at the fairgrounds in Hillsborough County. In Hillsborough County during FY 04-05, these events contributed an annual equivalent of 80 jobs and money wages totaling about \$2.5 million. Operation of the other-than-equestrian events produced output valued at approximately \$6.7 million. There were incremental increases in the economic contributions to Tampa Bay and the state of Florida due to the ripple effect. We also enumerate these incremental contributions in Table 8, Panel B.

Additional Spending by Visitors to Other Events

Again, we categorize the visitors as locals, day-trippers, or overnights. We estimate the number of visitors and place them in a category based on the completed questionnaires. For non-respondents to the questionnaire, we extrapolate the data from those that did respond. As we did with the Florida State Fair attendees, we assume that each admission to an event by day-trippers and overnights results in one visitor-day. In Appendix E, Table E4, we show our calculation for estimating spending by visitors to these events. We estimate the following per person additional spending outside the fairgrounds: day-trippers average \$37.62 per day and overnights average \$66.64 per day.

Table 9, Panel A shows the number of visitors by category. **Table 9, Panel B** reports our estimates of the number of visitor-days and additional spending by these visitors during FY 04-05. Additional visitor spending in Hillsborough County was slightly more than \$5.0 million.

Table 9
Florida State Fair Authority

Panel A
Other Events Attendance in Fiscal Year 2004 - 2005

| Category | % of Total Attendance | # of Attendees |
|--------------|-----------------------|----------------|
| Locals | 50.7% | 133,431 |
| Day-trippers | 47.1% | 123,959 |
| Overnights | 2.2% | 5,770 |
| Total | 100.0% | 263,160 |

Panel B
Other Events Additional Visitor Spending

| Category | Annual Averaged Visitor Days | FY 04-05 Additional Spending |
|--------------|------------------------------|------------------------------|
| Day-trippers | 123,959 | \$4,663,338 |
| Overnights | 5,770 | \$384,513 |
| Total | 129,729 | \$5,047,850 |

In **Table 10** we report the economic contribution of the additional spending by visitors at other-than-equestrian events. As it ripples through the economy, the more than \$5.0 million of additional visitor spending results in increased output in Hillsborough County valued at just over \$6.3 million. This increased output generates about 56 jobs and wages totaling over \$1.7 million. As the ripple effect continues to spread throughout the Tampa Bay region and then into the rest of the state of Florida, the additional jobs, output and wages are further reported in Table 10.

Table 10
Florida State Fair Authority
Other Events

Contribution of Additional Visitor Spending
(dollar amounts in 2005 \$s)

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|------------------------|-----------------|-------------------------------|
| Hillsborough | 56.3 | \$6,300,608 | \$1,776,000 |
| Tampa Bay | 65.9 | \$7,403,840 | \$2,075,000 |
| Florida | 73.2 | \$8,233,984 | \$2,289,000 |

Feld Entertainment

In addition to the relatively short-duration other-than-equestrian events, two activities of longer duration took place in FY 04-05. One of those two longer events was the Ringling Brothers Barnum and Bailey Circus, which used the fairgrounds and its facilities from November 15, 2004 through January 2, 2005 for winter quarters. During this time the circus members design and train for next year's show. The circus train is parked near the fairgrounds while maintenance personnel complete an overhaul of the train. Feld Entertainment, headquartered in Vienna, Virginia, owns and operates the circus.

During the time in winter quarters we estimate that the direct output of the circus in Hillsborough County was about \$3.9 million.² **Table 11** shows the economic contribution, which includes the multiplier effect, of the winter quartering of the Ringling Brothers Barnum and Bailey Circus at the fairgrounds in Hillsborough County. In Hillsborough County during FY 04-05, the circus contributed an annual equivalent of 97 jobs and money wages totaling about \$2.7 million. The circus activities produced output valued at approximately \$7.7 million. As the ripple effect moved through Tampa Bay

² Feld Entertainment released the following information to us: 1) For the rehearsals and premiere that take place mid November thru the second week of January Feld has a direct cash contribution to the local economy of \$4,900,000.00, and 2) Feld's finance department calculates a multiplier effect to the [\$4.9 million direct contribution] that equals \$10,100,000.00. Because the premiere is not held at the fairgrounds, which are the focus of this study, we prorated the \$4.9 million direct cash contribution by assigning 80% (\$3,920,000.00) to the fairgrounds.

and the rest of Florida, circus activities contributed output totaling approximately \$8.8 million and \$9.4 million, respectively.

Table 11
Florida State Fair Authority
Feld Entertainment

Contribution of Circus
(dollar amounts in 2005 \$s)

| Location | Industry | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|--------------------------------|---------------------------|--------------------|----------------------------------|
| Hillsborough | Performing Arts (NAICS 711) | 96.5 | \$7,735,680 | \$2,728,000 |
| Tampa Bay | Performing Arts (NAICS 711) | 106.4 | \$8,782,336 | \$3,036,000 |
| Florida | Performing Arts (NAICS 711) | 112.3 | \$9,429,696 | \$3,204,000 |

Ford Amphitheatre

The second other-than-equestrian activity of long duration at the fairgrounds is a series of concerts at the Ford Amphitheatre. Live Nation is the owner and operator of the Ford Amphitheatre, which occupies approximately 17 acres at the fairgrounds. Live Nation leases the land from the FSFA. We base our estimate of the economic contribution of concerts held at the Ford Amphitheatre solely on publicly available information.

According to the Ford Amphitheatre's Internet site, they employ 15 full-time workers and over 500 part-time workers.³ And, according to local newspaper accounts, there were 28 concerts at the Ford Amphitheatre during FY 04-05. Each concert was a one-day event. From the employment information and number of concerts, we approximate 57 annualized job equivalents and use this number of job equivalents in our economic model to estimate the contribution of the Ford Amphitheatre at the fairgrounds. We report that contribution in **Table 12**.

³ Reference <http://fatb-le.cce.clearchannel.com/generalinfo.php> accessed on March 17, 2006.

Table 12
 Florida State Fair Authority
 Live Nation

Contribution of Ford Amphitheatre
 (dollar amounts in 2005 \$s)

| Location | Industry | Average Number Of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|-----------------------------|---------------------------|--------------------|----------------------------------|
| Hillsborough | Broadcasting (NAICS 515) | 210.7 | \$50,222,080 | \$9,487,000 |
| Tampa Bay | Broadcasting (NAICS 515) | 250.0 | \$54,769,920 | \$10,700,000 |
| Florida | Broadcasting (NAICS 515) | 274.4 | \$57,772,800 | \$11,440,000 |

In Hillsborough County during FY 04-05, the Ford Amphitheatre contributed an annual equivalent of 210 jobs and money wages totaling about \$9.5 million. The concert activities produced output valued at about \$50.2 million. And, as the ripple effect advanced through Tampa Bay and into the rest of Florida, these concerts contributed output totaling approximately \$54.8 million and \$57.8 million, respectively.

As we previously did with visitors to the State Fair and other events at the fairgrounds, we categorize the visitors to the Ford Amphitheatre as locals, day-trippers, or overnights. Because we received no specific information for these visitors, we place them in a category based on the same percentages as the attendees at the Florida State Fair. In Appendix E, Table E5, we show our calculation for estimating spending by visitors to these concerts. We estimate the following per person additional spending outside the fairgrounds: day-trippers average \$11.21 per day and overnights average \$40.23 per day.

Table 13, Panel A shows the number of visitors by category. **Table 13, Panel B** reports our estimates of the number of visitor-days and additional spending by these visitors during FY 04-05. Additional visitor spending in Hillsborough County was just over \$7.6 million.

Table 13
Florida State Fair Authority

Panel A
Ford Amphitheatre Attendance in FY 04-05

| Category | % of Total Attendance | # of Attendees |
|--------------|-----------------------|----------------|
| Locals | 22.0% | 77,389 |
| Day-trippers | 33.2% | 116,787 |
| Overnighters | 44.8% | 157,592 |
| Total | 100.0% | 351,767 |

Panel B
Ford Amphitheatre Events Additional Visitor Spending

| Category | Annual Averaged Visitor Days | FY 04-05 Additional Spending |
|--------------|------------------------------|------------------------------|
| Day-trippers | 116,787 | \$1,309,178 |
| Overnighters | 157,592 | \$6,339,911 |
| Total | 274,378 | \$7,649,089 |

In **Table 14** we report the economic contribution of the additional spending by attendees to concerts at the Ford Amphitheatre. As it ripples through the economy, the more than \$7.6 million of additional visitor spending results in increased output in Hillsborough County valued at over \$9.5 million. This increased output generates about 85 jobs and wages totaling nearly \$2.7 million. As the ripple effect continues to spread throughout the Tampa Bay region and then into the rest of the state of Florida, the additional jobs, output and wages are further reported in Table 14.

Table 14
Florida State Fair Authority
Live Nation - Ford Amphitheatre

Contribution of Additional Visitor Spending
(dollar amounts in 2005 \$s)

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|------------------------|-----------------|-------------------------------|
| Hillsborough | 85.1 | \$9,521,088 | \$2,682,000 |
| Tampa Bay | 99.9 | \$11,206,400 | \$3,136,000 |
| Florida | 110.4 | \$12,348,800 | \$3,448,000 |

Combined Economic Contribution and Impact on Tax Revenues and Expenses

Thus far in this analysis we have individually assessed the economic contribution of the various activities held at the Florida State Fairgrounds. But from an economic market perspective all of these activities are going on within the same time period, in this

case FY 04-05, and combine to create an interrelated economic response. That is, the combined economic contribution may be less than or greater than the sum of the contribution when the activities are individually considered. Fortunately, our modeling software allows us to predict a combined economic contribution based on the interrelated responses to activities at the fairgrounds.

Table 15 reports the FSFA’s combined economic contribution in FY 04-05. The existence of the FSFA supports an average of 1,023 jobs in Hillsborough County throughout the year. The workers in these jobs produce output valued at approximately \$142.6 million per year, while earning wages and salaries amounting to about \$35.7 million over the fiscal year period. These interrelated economic effects, which begin in Hillsborough County at the fairgrounds, spread through the economy to further benefit the Tampa Bay region and the rest of the state of Florida. Within the Tampa Bay region (including Hillsborough County) the FSFA supports an annual average of 1,182 jobs, output valued at slightly over \$160.4 million, and annual money wages totaling about \$40.6 million. And, within the state (including the Tampa Bay region) the existence of the FSFA annually contributes an average of 1,268 jobs, with the workers in these jobs producing nearly \$171.4 million in output while earning wages totaling about \$43.4 million.

Table 15
Florida State Fair Authority

Combined Economic Contribution in FY 2004 – 2005
(dollar amounts in 2005 \$s)

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|--------------|------------------------|-----------------|-------------------------------|
| Hillsborough | 1,023.3 | \$142,607,422 | \$35,688,400 |
| Tampa Bay | 1,182.6 | \$160,437,501 | \$40,565,491 |
| Florida | 1,268.6 | \$171,394,531 | \$43,395,996 |

The FSFA and the activities conducted at the fairgrounds also have an important fiscal impact in Hillsborough County. In **Table 16, Panel A**, we report the amount of local tax revenue attributable to activities at the fairgrounds. And, in **Table 16, Panel B**, we report the amount of local tax expenditures emanating from activities at the fairgrounds. Local tax revenues and expenditures are consolidated estimates for Hillsborough County government and the Hillsborough County School Board as well as the cities of Tampa, Temple Terrace and Plant City. We estimate the dollar amount of local tax revenue at about \$2.6 million, while the concurrent local tax expenditures are about \$706,000. The net of local tax revenue over local tax expenditures is nearly \$1.9 million per year.

Table 16
Florida State Fair Authority
Fiscal Impact on Hillsborough County
(dollar amounts in 2005 \$s)

| Panel A Impact on Local Tax Revenue | | Panel B Impact on Local Tax Expenditures | |
|--|-------------|---|------------|
| Line Item | Amount | Line Item | Amount |
| Federal Intergovernmental | \$58,994 | Intergovernmental | \$152,719 |
| State Intergovernmental | \$174,470 | Higher Education | \$0 |
| Property Tax | \$97,860 | Elem. & Secondary Education; Libraries | \$220,111 |
| General Sales Tax | \$271,406 | Welfare | -\$196,543 |
| Motor Fuel Sales Tax | \$131,891 | Health | \$22,198 |
| Alcoholic Bev Sales Tax | \$0 | Transportation | \$45,406 |
| Tobacco Sales Tax | \$0 | Police, Fire, Correction | \$116,357 |
| Public Utility Sales Tax | \$182,661 | Natural Resources, Parks, Housing | \$32,002 |
| Other Sales Tax | \$314,849 | Sewerage, Solid Waste | \$0 |
| Individual Income Tax | \$0 | Administration & Unallocable | \$181,293 |
| Corporate Income Tax | \$0 | Interest on Debt | \$47,233 |
| Motor Vehicle License | \$0 | Utilities, Transit | \$88,253 |
| Other Tax | \$36,857 | Insurance Trusts | \$0 |
| Education Charges | \$27,623 | Total Expenditure Impact | \$709,029 |
| Other Charges & Rev | \$1,270,176 | | |
| Utility & Liquor Store Rev | \$0 | | |
| Unemployment Comp. | \$0 | | |
| Employee Retirement | \$34,991 | | |
| Total Revenue Impact | \$2,601,777 | | |

The largest line item for local tax revenue is “Other Charges and Revenues.” This line item is a broad fiscal revenue category that includes a variety of revenue items not classified as either a form of intergovernmental transfer or some specific form of sales or licensing tax. The category includes items such as building permits, occupational and other licenses, permits, and fees, recording fees, and charges for services by the various municipal departments. Also, the revenue category includes court related revenues such as fines and forfeitures, as well as interest earnings, rents, revenue from the disposition of assets, debt proceeds, and other non-classified grants and donations. In terms of total fiscal revenues, “Other Charges and Revenues” normally comprises about one-half of total revenues exclusive of schools, and about one-third of total revenues including schools.

There is one line item for local tax expenditures that is negative, meaning the expense actually decreases because of activities at the fairgrounds. “Welfare” expenditures are lower by about \$196,500 per year, principally due to the job opportunities created by the FSFA.

V. Conclusions.

Now in its 103rd year, the Florida State Fair is organized under the leadership of Florida Agriculture Commissioner Charles H. Bronson, Chairman A.D. “Sandy” MacKinnon, and Executive Director Charles C. Pesano. Held in February each year, the primary purposes of the Florida State Fair is to promote awareness of the diversity of agricultural products produced in Florida and provide an activity for family education and entertainment. However, use of the fairgrounds for events other than the Florida State Fair is widespread with various events taking place at the fairgrounds almost every week throughout the year.

The FSFA had an average of 53 full-time employees during the year plus additional part-time and fair-time (seasonal) workers. The full-time employees earned average annual pay of \$40,137. We estimate that the three categories of workers produced a combined output valued at just under \$14.2 million during the FY 04-05. We base the estimated value of output on the expenditures for continuing operations reported by the FSFA’s in its financial statements.

In addition to the expenditures for continuing operations, the FSFA makes capital improvements each year. In FY 04-05, spending for capital improvements totaled just over \$4.0 million. Most of this expense was for the purchase of land.

Visitors to the Florida State Fair contribute to the economy through additional spending outside of the fairgrounds. The Office of Inspector General of the Florida Department of Agriculture and Consumer Services reported that attendance at the 2005 Florida State Fair was 523,165 persons.

Furthermore, during FY 04-05 seventeen different organizations promoted 30 equestrian events at the fairgrounds. The average event lasted 4.73 days. For these events the promoting organizations employed approximately 389 persons, but because of the short average duration of an event, the annual equivalent employment was only 4.8 workers. The equestrian events attract participants and spectators, although participants seem to outnumber spectators for these events.

Also, during FY 04-05 forty-nine different organizations promoted 64 other-than-equestrian events at the fairgrounds. The average event lasted for 3.38 days. For these events the promoting organizations employed approximately 2,000 workers, but because of the short average duration of an event, the annual equivalent employment was only 22.1 workers.

In addition to the relatively short-duration equestrian and other-than-equestrian events, two activities of longer duration took place in FY 04-05. One of those two longer events was the Ringling Brothers Barnum and Bailey Circus, which used the fairgrounds and its facilities from November 15, 2004 through January 2, 2005 for winter quarters. During the time in winter quarters we estimate that the direct output of the circus in Hillsborough County was about \$3.9 million.

The second activity of long duration at the fairgrounds is a series of concerts at the Ford Amphitheatre. According to the Ford Amphitheatre's Internet site, they employ 15 full-time workers and over 500 part-time workers. And, according to local newspaper accounts, there were 28 concerts at the Ford Amphitheatre during FY 04-05. Each concert was a one-day event.

Table 17, Panel A, summarizes the quantifiable economic contributions by activity at the fairgrounds. The table shows the contribution to Hillsborough County's economy, but the ripple effect also produces added benefits for the Tampa Bay region and the rest of the state of Florida. We provide details of the added benefits in the previous section of this report.

In Table 17, "Added Spending by Visitors" refers to the economic contribution of additional spending in Hillsborough County outside of the fairgrounds by visitors who were attracted to an event at the fairgrounds.

Table 17
Florida State Fair Authority
Contribution to Hillsborough County's Economy in FY 2004 - 2005
(dollar amounts in 2005 \$s)

Panel A
Contributions by Activity

| Activity | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|---|---------------------------|--------------------|----------------------------------|
| FSFA Continuing Operations | 160.2 | \$21,205,120 | \$6,018,000 |
| FSFA Capital Improvements | 21.6 | \$5,744,640 | \$600,818 |
| Added Spending by Visitors to Fair | 195.1 | \$21,814,400 | \$6,138,000 |
| Equestrian Events | 10.6 | \$1,411,136 | \$400,500 |
| Added Spending by Visitors to Equestrian Events | 106.9 | \$11,957,120 | \$3,368,000 |
| Other-than-Equestrian Events | 79.8 | \$6,715,136 | \$2,499,000 |
| Added Spending by Visitors to Other Events | 56.3 | \$6,300,608 | \$1,776,000 |
| Ringling Brothers Barnum & Bailey Circus | 96.5 | \$7,735,680 | \$2,728,000 |
| Ford Amphitheatre | 210.7 | \$50,222,080 | \$9,487,000 |
| Added Spending by Visitors to Ford Amphitheatre | 85.1 | \$9,521,088 | \$2,682,000 |

Panel B
Combined Economic Contribution

| Location | Average Number of Jobs | Value of Output | Annual Money Wages & Salaries |
|---------------------|---------------------------|--------------------|----------------------------------|
| Hillsborough County | 1023.3 | \$142,607,422 | \$35,688,400 |

We report economic contributions in terms of employment, output, and wage and salary disbursements. Employment refers to jobs (not necessarily workers as a worker may hold more than one job), output is defined as sales adjusted for inventory changes,

and wage and salary disbursements are monies paid to workers. These three measurements are interrelated descriptors of the same economic contribution, much as mass, volume and density each can describe a solid.

From an economic market perspective all of these activities listed in Table 17, Panel A are going on within the same time period, in this case FY 04-05, and combine to create an interrelated economic response. That is, the combined economic contribution may be less than or greater than the sum of the contribution when the activities are individually considered. In **Table 17, Panel B**, we report the combined economic contribution based on the interrelated responses to activities at the fairgrounds.

The FSFA annually contributes 1,023 jobs, \$142.6 million of output (sales), and money wages and salaries over \$35.6 million to Hillsborough County's economy. Additionally, the net of local tax revenue over local tax expenditures attributable to the FSFA is nearly \$1.9 million per year.

Because the FSFA is an ongoing entity, which is organized as a public body corporate and politic under Chapter 616 of the Florida Statutes and is statutorily created to serve as an instrumentality of the State, we expect that the economic contribution quantified by this analysis for FY 04-05 will continue year-after-year. Thus, we conclude that the FSFA will contribute a substantial and sustainable economic benefit on Hillsborough County, the Tampa Bay region, and the state of Florida.

Appendix A

List of Event Promoters

Equestrian Event Promoters

| Organization | City | State |
|--|---------------|-------|
| Bay Area Dressage | Tampa | FL |
| Central Florida Hunter Jumper Association | Lutz | FL |
| Dixie Paint Horse Club (DPHC) | Lakeland | FL |
| Edmondson Management | Nokomis | FL |
| Everglades Appaloosa Horse Club | Davie | FL |
| Florida Andalusian Classic | Dade City | FL |
| Florida Reining Horse Association | Ocala | FL |
| Florida Special Olympics | Clermont | FL |
| Florida State Farrier's Assoc. | Wesley Chapel | FL |
| Gasparilla Charity Horse Show | Tampa | FL |
| Gold Coast Quarter Horse Show | Tampa | FL |
| Optimist Club of Tampa, Youth Fund, Inc. | Tampa | FL |
| Pinellas Country Hunter Association | Brooksville | FL |
| Stadium Jumping | Tampa | FL |
| Sunshine State Racking, Walking & Spotted Horse Assoc. | Brooksville | FL |
| Tampa Charity Horse Show | Odessa | FL |
| United Professional Horseman's Assoc. Chapt. 16 | Lutz | FL |

Other-than-Equestrian Event Promoters

| Organization | City | State |
|--|----------------|-------|
| Affinity Group Inc. | Ventura | CA |
| Boating Expositions, Inc. | Bradenton | FL |
| Body, Mind & Spirit Expo | Ashland | OR |
| Boys and Girls Clubs | Tampa | FL |
| Buckler Promotions | Deltona | FL |
| Cigar City Motors DBA Harley Davidson of Tampa | Tampa | FL |
| Country Folk Art Craft Shows | Holly | MI |
| D C Sales | Spring | TX |
| Elite Promotions | Lakeland | FL |
| Florida Concrete & Products Association | Orlando | FL |
| Florida Irrigation Society Trade Show | Temple Terrace | FL |
| Florida RV Trade Association | Riverview | FL |
| Florida Sportsman Fishing Shows | Tampa | FL |
| Girl Scouts of Suncoast Council, Inc. | Tampa | FL |
| Go Lo Entertainment Inc. | Anaheim | CA |
| Great American Train Show | Las Vegas | NV |
| Greater Brandon Chamber of Commerce | Brandon | FL |
| H.T. Hackney Co. | Tampa | FL |
| Hillsborough County Public School Bus | Thonotosassa | FL |
| Hillsborough County Public Schools Graduations | Tampa | FL |

Appendix A (continued) – List of Event Promoters

| Organization | City | State |
|--|----------------|-------|
| Hillsborough County Public Works | Tampa | FL |
| Hillsborough County Sheriff's Department | Tampa | FL |
| Infinity Broadcasting | Tampa | FL |
| MarketPro Computer Shows | Rockville | MD |
| Mini Madness | Plant City | FL |
| National Street Rod Association | Goshen | IN |
| No More Homeless Pets | Odessa | FL |
| Odyssey Expositions | Osprey | FL |
| Pepsi Bottling Group | Tampa | FL |
| Safari Club International | Clearwater | FL |
| School District of Hillsborough County | Tampa | FL |
| Scott Antique Markets | Bremen | OH |
| Scrap Book Expo | Corona | CA |
| Seminole Hard Rock Hotel & Casino | Tampa | FL |
| South Florida Rabbit Breeders Association | Lutz | FL |
| Southeastern Shows | Orlando | FL |
| Suncoast Gun Collectors | Twinsburg | OH |
| Tampa Bay Fossil Club | Lutz | FL |
| Tampa Bay Mineral & Science Club | Tampa | FL |
| Tampa Bay Vending | Tampa | FL |
| Tampa Bay Wholesale Growers, LAA | Seffner | FL |
| Tampa Tribune Productions | Tampa | FL |
| The Humane Society of Tampa Bay | Tampa | FL |
| The School Board of Hardee County | Wauchula | FL |
| Times Publishing Company | St. Petersburg | FL |
| Turner Exposition Corporation | Riverview | FL |
| U S Foodservice Tampa | Tampa | FL |
| UF Board of Trustees for the Benefit of Area E 4-H | Palmetto | FL |
| Ybor City Bike Fest, LLC. | Tampa | FL |

Feld Entertainment

| Organization | City | State |
|--|--------|-------|
| Ringling Brothers Barnum & Bailey Circus | Vienna | VA |

Live Nation

| Organization | City | State |
|-------------------|-------|-------|
| Ford Amphitheatre | Tampa | FL |

Appendix B

Regional Economic Development Policy Analysis

*The Center for Economic Development Research (CEDR), College of Business Administration, University of South Florida (USF), uses the **REMI Policy Insight™** model to estimate economic and demographic effects that policy initiatives or external events may cause on a regional economy. Data - the last available historical year is 2003 - for each of USF's seven county economic development region, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota; as well as the counties of Brevard, Lake, Orange, Osceola, Seminole and Volusia; and a consolidation of the remaining 54 Florida counties are available. The REMI software is managed by CEDR and available to the USF community for research and teaching purposes. The following article briefly explains the policy insight model.*

Founded in 1980, Regional Economic Models, Inc. (REMI) constructs models that reveal the economic and demographic effects that policy initiatives or external events may cause on a local economy. REMI™ Policy Insight model users include national, regional, state, and city governments, as well as universities, nonprofit organizations, public utilities and private consulting firms. REMI™ users in Florida include the State of Florida (Legislature, Governor's Office, Agency for Workforce Innovation), Tampa Bay Regional Planning Council, the University of South Florida, Florida State University, City of Jacksonville, Florida's Space Coast Economic Development Commission, and the Northeast Florida Regional Planning Council.

REMI™ is a dynamic model that predicts how changes in an economy will occur on a year-by-year basis. The model is sensitive to a wide range of policy and project alternatives as well as interactions between regional economies and the national economy. The model uses data from the Bureau of Economic Analysis, the Bureau of Labor Statistics, the Department of Energy, the Census Bureau and other public sources.

The model's dynamic property means that it forecasts not only what will happen but also when it will happen. This results in long-term predictions that have general equilibrium properties. This means that the long-term properties of general equilibrium models are preserved without sacrificing the accuracy of event timing predictions and without simply taking elasticity estimates from secondary sources.

REMI™ is a structural model, meaning that it clearly includes cause and effect relationships. The model shares two key underlying assumptions with mainstream economic theory: households maximize utility and producers maximize profits. Because these assumptions make sense to most people, the model can be understood by intelligent lay people as well as trained economists.

In the model, businesses produce goods to sell to other firms, consumers, investors, governments and purchasers outside of the region. The output is produced

using labor, capital, fuel and intermediate inputs. The demand for labor, capital and fuel per unit of output depends on their relative costs, because an increase in the price of any one of these inputs leads to substitution away from that input to other inputs. The supply of labor in the model depends on the number of people in the population and the proportion of those people who participate in the labor force. Economic migration affects the population size. People will move into an area if the real after-tax wage rates or the likelihood of being employed increases in a region.

Supply and demand for labor in the model determines the wage rates. These wage rates, along with other prices and productivity, determine the cost of doing business for every industry in the model. An increase in the cost of doing business causes either an increase in price or a cut in profits depending on the market for the product. In either case, an increase in cost would decrease the share of the local and US market supplied by local firms. This market share combined with the demand described above determines the amount of local output. There are also many other feedback loops in the model such as the feedback from changes in wages and employment to income and consumption, the feedback of economic expansion to investment, and the feedback of population to government spending.

REMI™ includes a fiscal impact analysis module, which predicts the changes in tax revenues and public sector spending that result from a change in an economy. This module enhances an understanding of an impact on state and local governments' budgets.

The model brings together the fundamental economic elements mentioned in the previous two paragraphs to determine a baseline forecast for each year. The model includes all the inter-industry relationships that are in an input-output model, like IMPLAN Professional™, and goes beyond the input-output model by including added relationships with population, labor supply, wages, prices, profits, and market shares.

Appendix C

2005-2006 Florida State Fair Authority Leadership

Charles H. Bronson, Commissioner of Agriculture

A.D. "Sandy" MacKinnon, Chairman

Charles C. Pesano, Executive Director

Board Members

Jack Amor

Gayle Andrews

William E. Bowman, Jr.

Jack Butcher

Doyle E. Carlton III

Bernie Gellerman

Preston Henn

Lisa Rath Jensen

George H. Lorton

Olin Mott

John Nicolette

Louis B. Parrish

William Phares

Thomas Scott

Lee Roy Selmon

Linda Syfrett

Robert M. Thomas

Joe Voskerichian

Appendix D

Event Promoter Sample Letters and Questionnaires

January 4, 2006

«First_Name» «Last_name»
«Organization»
«Address_1»
«Address_2_»
«City», «State_» «Zipcode»

RE: Research Pertaining to the Florida State Fair Authority Economic Impact

Dear Participant:

The University of South Florida's (USF) Center for Economic Development Research (CEDR) is conducting a study of the statewide, regional, and local economic impact of the Florida State Fair Authority activities. In order to fully assess the total contribution of the Fair Authority's resources to the economy, analysis of data from all users of fairground resources is necessary. Enclosed is a letter from Charles C. Pesano, Executive Director of The Florida State Fairgrounds, encouraging your participation in our study.

It is our understanding that at some time(s) between July 1, 2004 and June 30, 2005 your organization utilized fairground facilities in Hillsborough County. We are contacting you to request that you provide information, which will be combined with data from other users for inclusion in the economic impact study. In some instances exact amounts may be unavailable. If so, please give us your best estimate.

USF and CEDR warrants to you that any information you provide to us will remain confidential, will not be shared with our client (Fair Authority), and will only be used in conjunction with data from other respondents to generate aggregate economic impacts.

We ask that you please forward the information to us as soon as possible using the enclosed form(s) and return envelope. There is a separate form for each event that your organization held at the fairground facilities between July 1, 2004 and June 30, 2005. Should you have any questions related to the information requested, or to confirm the validity of any item requested, please call me at (813) 905-5852.

Thank you for supporting this USF research initiative.

Respectfully,

Dennis G. Colie, Ph.D.
USF – CEDR Director

Enclosures



P.O. Box 11700 - Tampa, FL 33686
Phone 813-621-7821
Toll Free 800-345-FAIR
FAX 813-740-3505
www.floridastatefair.com

Charles M. Davis Special Events Center

Bob Thomas Equestrian Center

Florida Living Center

Charlie Lykes Arena

Entertainment Hall

Expo Hall

December 19, 2005

Dear Participant:

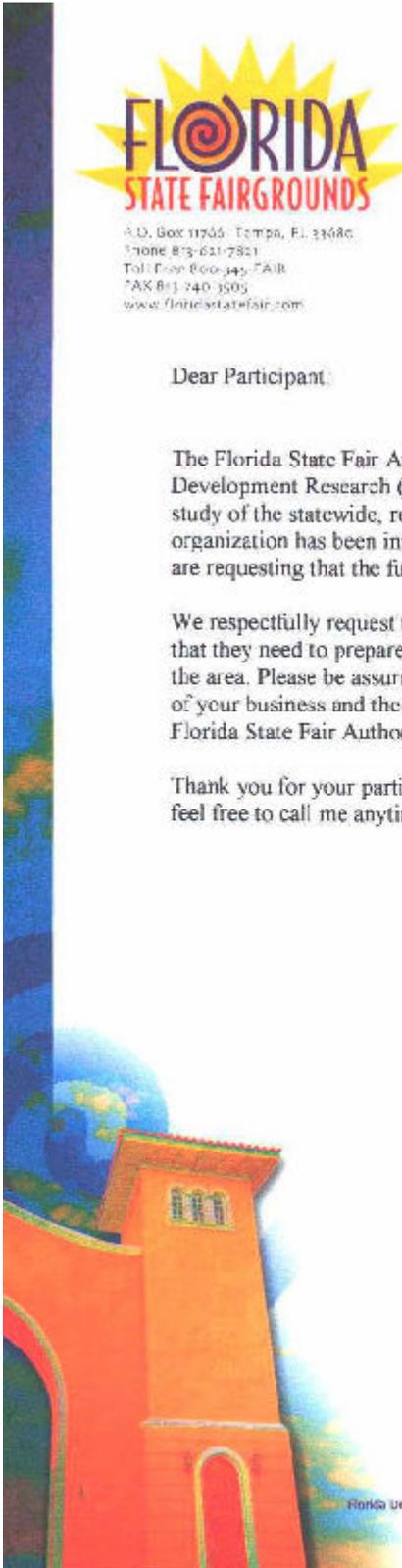
The Florida State Fair Authority has recently authorized the Center for Economic Development Research (CEDR) at the University of South Florida (USF) to conduct a study of the statewide, regional, and local economic impact of its activities. Since your organization has been involved in use of fairgrounds resources within the past year, we are requesting that the function you hosted be included in the analysis.

We respectfully request that you cooperate with CEDR in providing information to them that they need to prepare a realistic analysis of the economic impact of the fairgrounds to the area. Please be assured that your reply will remain totally confidential and the details of your business and the comments you suggest will not be shared with anyone at the Florida State Fair Authority or with any of its associates.

Thank you for your participation in this study. If you should have any questions, please feel free to call me anytime at (813) 627-4220.

Sincerely,

Charles C. Pesano
Executive Director



Proud Home of



Florida Department of Agriculture & Consumer Services • Charles H. Bronson, Commissioner

Questionnaire sent by U.S. Postal Service

University of South Florida
College of Business Administration
Center for Economic Development Research

Florida State Fair Authority
Economic Impact Analysis

Event Sponsor Data (please correct this information if necessary)

Contact: «First_Name» «Last_name»
Organization: «Organization»
Name of Event: «Event_Name»
Date(s) of Event: «Start_Date» to «End_Date»
Phone Number: «Telephone_Number»

Your Email address: _____

Type of Event: _____
(Equestrian, Trade or Retail Exhibit Show, other – please specify)

Event Expenditures

Operating Expenses:

Dollar amount of all expenses, excluding non-cash items and payroll, associated with the event.

\$ _____

Payroll:

Dollar amount of wage and salary disbursements, excluding non-cash fringe benefits.

\$ _____

Employment

Number of employees in Hillsborough County _____

Number of employees in _____ County _____

Number of employees in _____ County _____

Market Survey

Number of attendees (not employees) to event: _____

Attendee location of origin:

Hillsborough County _____

County of Pinellas, Pasco, Hernando, Polk, Manatee, or Sarasota _____

State of Florida _____

Outside Florida _____

Was event open to the public? _____ Yes _____ No

If yes, number of attendees who were not members of your organization: _____

Average spending per attendee at event: \$ _____

PLEASE RETURN THIS FORM IN THE ENCLOSED SELF-ADDRESSED ENVELOPE.

Questionnaire sent by e-mail

University of South Florida
College of Business Administration
Center for Economic Development Research

Florida State Fair Authority
Economic Impact Analysis

Instructions: Please save this form to your computer, complete and return to cedr_tbe@coba.usf.edu

Event Sponsor Data (please correct this information if necessary)

Contact: «First_Name» «Last_name»
Organization: «Organization»
Name of Event: «Event_Name»
Dates of Event: «Start_Date» to «End_Date»
Phone Number: «Telephone_Number»

Type of Event: _____
(Equestrian, Trade or Retail Exhibit Show, other – please specify)

Event Expenditures

Operating Expenses:

Dollar amount of all expenses, excluding non-cash items and payroll, associated with the event.

\$ _____

Payroll:

Dollar amount of wage and salary disbursements, excluding non-cash fringe benefits.

\$ _____

Employment

Number of employees in Hillsborough County _____

Number of employees in _____ County _____

Number of employees in _____ County _____

Market Survey

Number of attendees (not employees) to event: _____

Attendee location of origin: _____

Hillsborough County _____

County of Pinellas, Pasco, Hernando, Polk, Manatee, or Sarasota _____

State of Florida _____

Outside Florida _____

Was event open to the public? _____ Yes _____ No

If yes, number of attendees who were not members of your organization: _____

Average spending per attendee at event: \$ _____

Appendix E

Calculation of Spending by Visitors

We place the attendees to the Florida State Fair and other events held at the fairgrounds into one of three categories. The three categories are 1) locals, 2) day-trippers, and 3) overnights. Locals are Hillsborough County residents. We exclude “locals” from our analysis because their spending at the fairgrounds substitutes for spending that would have taken place in another part of Hillsborough County. Day-trippers are residents of counties near Hillsborough. The day-trippers travel into Hillsborough County to attend the Fair or other events at the fairgrounds, but do not remain overnight. Overnights live beyond Hillsborough and its neighboring counties.

Table E1 below highlights data from an analysis titled “Estimates of the Economic Impact of Visitors on the Tampa/Hillsborough County Area for Second Quarter, 2005,” which was conducted by The Bonn Marketing Research Group for the Tampa Bay Convention and Visitors Bureau. We presume that the visitors who stay in Hotels/Motels, with Friends/Family, at a Campground, and in a Condominium are overnights. The table also shows the number of Day Visitors, which we call day-trippers, their spending per party/per day, and the size of each party.

Table E1
Economic Impact of Visitors to Hillsborough County

| KINDS OF VISITOR | Q2 2005 |
|----------------------------|-----------|
| <u>HOTELS/MOTELS</u> | |
| Visitors | 1,349,483 |
| Expenditures per Party/Day | \$321.29 |
| Size of Party | 3.47 |
| <u>FRIENDS/FAMILY</u> | |
| Visitors | 598,561 |
| Expenditures per Party/Day | \$254.77 |
| Size of Party | 3.56 |
| <u>CAMPING</u> | |
| Visitors | 41,899 |
| Expenditures per Party/Day | \$400.00 |
| Size of Party | 3.56 |
| <u>CONDOMINIUMS</u> | |
| Visitors | 53,326 |
| Expenditures per Party/Day | \$400.00 |
| Size of Party | 3.65 |
| <u>DAY VISITORS</u> | |
| Visitors | 3,395,473 |
| Expenditures per Party/Day | \$206.24 |
| Size of Party | 3.54 |

We use the data in Table E1 to calculate the average expenditures per person per day for overnighters and day-trippers. **Table E2, Panel A**, shows the weighted average expenditure per person per day for overnighters. **Table E2, Panel B**, shows the average daily expenditure per day-tripper. Our method of calculation is exemplified below using the numbers for the Hotels/Motels category.

Overnighters

Weighted Average:

$$\frac{\text{Hotels/Motels visitors}}{\text{Hotels/Motels} + \text{Friends/Family} + \text{Camping} + \text{Condominiums}} = \frac{1,349,483}{2,043,269} = 0.66$$

Average Expenditures Per Person/Per Day:

$$\frac{\text{Expenditures per Party/Day}}{\text{Size of Party}} = \frac{\$321.29}{3.47} = \$92.59$$

Weighted Average expenditures per person/per day:

$$\text{Weighted Average} * \text{Average Expenditures Per Person/Per Day} = 0.66 * \$92.59 = \$61.15$$

This calculation is repeated for Friends/Family, Camping, and Condominiums. The weighted average expenditures per person/per day of \$87.28 is the sum of the weighted expenditures for each type of accommodation.

Day-trippers

Average Expenditures Per Person/Per Day:

$$\frac{\text{Expenditures per Party/Day}}{\text{Size of Party}} = \frac{\$206.24}{3.54} = \$58.26$$

Table E2
Average Expenditures Per Person/Per Day

| Panel A | | | |
|--|---------|---|--|
| KINDS OF VISITOR | Weights | Average Expenditures Per Person/Per Day | Weighted expenditures per person/per day |
| Overnighters | | | |
| <u>HOTELS/MOTELS</u> | 0.66 | \$92.59 | \$61.15 |
| <u>FRIENDS/FAMILY</u> | 0.29 | \$71.56 | \$20.96 |
| <u>CAMPING</u> | 0.02 | \$112.36 | \$2.30 |
| <u>CONDOMINIUMS</u> | 0.03 | \$109.59 | \$2.86 |
| Weighted average expenditure per person/per day: | | | \$87.28 |

| Panel B | |
|---------------------|--|
| Day-trippers | Average Expenditure Per Person/Per Day |
| <u>DAY VISITORS</u> | \$58.26 |

According to the “Response Data Summary Report” received from the Florida State Fair Authority (FSFA), the average spending per person per day for a visitor to the 2005 Fair was \$32, including admission, food, rides, merchandise, and games. We will account for this portion of daily spending in our comprehensive analysis of FSFA continuing operations. Thus, we subtract the \$32 from the average expenditures in Table E2 to arrive at the expenditures shown in **Table E3**. We model the expenditures per person per day as changes to Consumer Spending in Hillsborough County.

Table E3 shows the average expenditures per person per day less a visitor’s expenditures at the Fair.

Table E3
Average Expenditures Per Person/Per Day less spending at the Florida State Fair

| KINDS OF VISITOR | Average Expenditures Per Person/Per Day | Average Expenditures Per Person/Per Day by Fair Visitors | Less Average Expenditures Per Person/Per Day by Fair Visitors |
|------------------|---|--|---|
| Overnighters | \$87.28 | \$32.00 | \$55.28 |
| Day-trippers | \$58.26 | \$32.00 | \$26.26 |

Throughout the year, a variety of non-fair events, which are promoted by organizations other than the FSFA, take place at the fairgrounds. We categorize these events as Equestrian events, Other-than-Equestrian events and Ford Amphitheatre events. We used data obtained from questionnaires that some of the organizations returned to analyze the economic effects of these events.

The analysis of the data received from organizations that held Equestrian events indicates that spending by an attendee to this type of event is not typical of a fair attendee. The attendees mainly include event participants. Therefore, we estimate their daily average spending per person at the full amounts suggested by the Tampa Bay Convention and Visitors Bureau, i.e. \$58.26 for day-trippers and \$87.28 for overnighters.

According to the data from organizations that promoted other-than-equestrian events, the average spending per person per day at these events was \$20.64. We subtract the \$20.64 from the average expenditures in Table E2 to arrive at the expenditures shown in **Table E4**.

Table E4
Average Expenditures Per Person/Per Day less spending at Other Events

| KINDS OF VISITOR | Average Expenditures Per Person/Per Day | Average Expenditures Per Person/Per Day by Other Event Visitors | Less Average Expenditures Per Person/Per Day by Other Event Visitors |
|------------------|---|---|--|
| Overnighters | \$87.28 | \$20.64 | \$66.64 |
| Day-trippers | \$58.26 | \$20.64 | \$37.62 |

We also assembled data about the Ford Amphitheatre events from local newspapers. **Table E5** reports that 28 events were held at the Ford Amphitheatre during FY 04-05. The average is 12,563 for the events whose attendance was reported. We used this average of 12,563 where attendance was not reported. The average ticket price is \$39.21. However, we arbitrarily increased this by 20% to account for other spending by attendees at an Amphitheatre event. Therefore, we estimate that the average expenditure per person per day is \$47.05.

Table E5

Ford Amphitheatre Events

| Date | Event Name | Average Ticket Price | Attendance |
|------------|--------------------------------------|----------------------|----------------|
| 7/23/2004 | Michael W. Smith | \$25.67 | 8,500 |
| 7/25/2004 | "Curiosa" | \$39.50 | 10,000 |
| 7/27/2004 | Chicago and Earth, Wind & Fire | \$42.25 | 10,000 |
| 7/29/2004 | Dave Matthews Band | \$44.25 | 20,000 |
| 7/30/2004 | Rush | \$45.00 | 12,563 |
| 8/1/2004 | 311 and The Roots | \$30.00 | 8,000 |
| 8/18/2004 | Linkin Park, Korn etc. | \$42.50 | 15,500 |
| 8/24/2004 | Boston | \$38.33 | 12,563 |
| 9/2/2004 | Ozzfest | \$62.08 | 13,500 |
| 10/2/2004 | Toby Keith | \$45.25 | 15,000 |
| 10/22/2004 | Annie Lenox & Sting | \$58.25 | 15,000 |
| 10/23/2004 | Brooks and Dunn | \$34.75 | 12,500 |
| 11/6/2004 | Alan Jackson | \$44.00 | 12,500 |
| 11/12/2004 | Norah Jones | \$43.38 | 11,000 |
| 1/29/2005 | Hank Williams Jr. & Big and Rich | \$30.50 | 12,563 |
| 2/10/2005 | Travis Tritt | \$21.67 | 4,000 |
| 2/26/2005 | Jimmy Buffett | \$57.50 | 20,000 |
| 4/16/2005 | Tsunami Relief Benefit Concert | \$5.00 | 12,563 |
| 4/23/2005 | Reba McEntire | \$39.88 | 10,000 |
| 4/25/2005 | Taking Back Sunday | \$17.50 | 12,563 |
| 4/30/2005 | 3 Doors Down | \$39.65 | 12,563 |
| 5/21/2005 | The Allman Brothers & Lynyrd Skynard | \$36.70 | 12,563 |
| 5/30/2005 | Santana with Los Lonely Boys | \$36.75 | 14,200 |
| 6/4/2005 | Rascal Flatts | \$36.50 | 15,500 |
| 6/8/2005 | Strange Days Festival | \$45.00 | 12,563 |
| 6/10/2005 | Tom Petty and the Heartbreakers | \$44.00 | 17,000 |
| 6/22/2005 | Judas Priest w/Queensryche | \$44.50 | 6,500 |
| 6/24/2005 | Soul Music Festival | \$47.50 | 12,563 |
| | Total | | <u>351,767</u> |
| | Average | \$39.21 | 12,563 |
| | + 20% | <u>\$7.84</u> | |
| | Total Spent | \$47.05 | |

As discussed earlier in this appendix, our calculations based on data from the Tampa Bay Convention and Visitors Bureau, shows that an overnight visitor to Tampa/Hillsborough County spends an average per day of \$87.28, while the average expenditure for a day-tripper is \$58.26 per day.

Table E6 shows the average expenditures per person per day for overnigheters and day-trippers less the expenditures of an attendee at a Ford Amphitheatre event. The results, \$40.23 per person per day for overnigheters and \$11.21 per person per day for day-trippers, indicate the additional spending by these types of visitors while in Hillsborough County.

Table E6
Average Expenditures Per Person/Per Day less spending at Ford Amphitheatre

| KINDS OF VISITOR | Average Expenditures Per Person/Per Day | Average Expenditures Per Person/Per Day by Amphitheatre Visitors | Less Average Expenditures Per Person/Per Day by Amphitheatre Visitors |
|------------------|---|--|---|
| Overnigheters | \$87.28 | \$47.05 | \$40.23 |
| Day-trippers | \$58.26 | \$47.05 | \$11.21 |

Appendix F

Capital Improvements

The Florida State Fair Authority (FSFA) provided detailed data regarding Capital Expenditures and Planned Maintenance Projects. **Table F1** below highlights data for FY 04-05.

Table F1
Florida State Fair Authority

Capital Improvements in Fiscal Year 2004-2005

| Description | Approval Date | Estimated Cost | Expended to Date | Variance | Remarks |
|-------------------------------------|---------------|-----------------------|-----------------------|---------------------|----------------------------|
| Fixed Capital Outlay | | | | | |
| <u>FY 2003 Projects</u> | | | | | |
| Purchase of Ferman Property | 6/26/2002 | \$3,800,000.00 | \$3,890,244.38 | -\$90,244.38 | |
| Ferman Property Improvements | 6/26/2002 | \$75,000.00 | | \$75,000.00 | |
| <u>FY 2005 Projects</u> | | | | | |
| Land Improvements | 7/22/2004 | \$50,000.00 | \$41,400.00 | \$8,600.00 | Community Foundation Prop. |
| Storage Building | 7/22/2004 | \$30,000.00 | | \$30,000.00 | |
| Paving and Wiring of Vendor Area | 7/22/2004 | \$12,500.00 | | \$12,500.00 | |
| South Campground Electric Upgrade | 7/22/2004 | \$50,000.00 | | \$50,000.00 | Long Term Project |
| Covered Walkway for Arena | 7/22/2004 | \$80,000.00 | | \$80,000.00 | Completion |
| Total Fixed Capital Outlay | | \$4,097,500.00 | \$3,931,644.38 | \$165,855.62 | |
| Operating Capital Outlay | | | | | |
| Computers | 7/22/2004 | \$75,000.00 | \$11,622.63 | \$63,377.37 | |
| Mowing Equipment | 7/22/2004 | \$14,000.00 | | \$14,000.00 | |
| POS System for CC | 7/22/2004 | \$10,000.00 | \$9,934.95 | \$65.05 | |
| Key Code System | 7/22/2004 | \$2,500.00 | | \$2,500.00 | |
| Pickup Trucks | 7/22/2004 | \$28,000.00 | \$15,562.90 | \$12,437.10 | |
| Cattle Panels | 7/22/2004 | \$16,000.00 | \$17,977.14 | -\$1,977.14 | |
| Goat/Sheep Pens | 7/22/2004 | \$20,000.00 | | \$20,000.00 | |
| Temporary Stalls | 7/22/2004 | \$200,000.00 | | \$200,000.00 | 300 Stalls |
| Total Operating Capital Outlay | | \$365,500.00 | \$55,097.62 | \$310,402.38 | |
| Planned Maintenance Projects | | | | | |
| Picnic Tables | 7/22/2004 | \$6,000.00 | \$5,055.00 | \$945.00 | 100 New Tables |
| Folding Tables | 7/22/2004 | \$8,000.00 | \$4,937.05 | \$3,062.95 | 100 New Tables |
| Restroom Repairs | 7/22/2004 | \$10,000.00 | \$1,625.36 | \$8,374.64 | Various Locations |
| Concrete Projects | 7/22/2004 | \$6,000.00 | | \$6,000.00 | Various Locations |
| Giant Slide | 7/22/2004 | \$6,000.00 | \$1,458.76 | \$4,541.24 | Normal Maintenance |
| Metal Doors | 7/22/2004 | \$4,000.00 | | \$4,000.00 | Ag. Hall of Fame |
| Drainage Ditch | 7/22/2004 | \$5,000.00 | | \$5,000.00 | Various Locations |
| Replace Roofs | 7/22/2004 | \$10,000.00 | | \$10,000.00 | Print Shop and Smith House |
| South Bridge | 7/22/2004 | \$2,500.00 | \$1,627.69 | \$872.31 | Decking and Support |
| Fans | 7/22/2004 | \$4,500.00 | \$1,576.04 | \$2,923.96 | Lykes Arena |
| Downspouts on Barns | 7/22/2004 | \$10,000.00 | | \$10,000.00 | Horse Barns |
| Saniglaze Restroom | 7/22/2004 | \$6,500.00 | | \$6,500.00 | Lykes Arena |
| Total Planned Maintenance | | \$78,500.00 | \$16,279.90 | \$62,220.10 | |
| Totals | | \$4,541,500.00 | \$4,003,021.90 | \$538,478.10 | |

Table F2 highlights the Capital Expenditures for FY 05-06 as of November 30, 2005.

Table F2
Florida State Fair Authority

Capital Improvements in Fiscal Year 2005-2006
(as of 11/30/05)

| Description | Approval Date | Estimated Cost | Expended to Date | Variance | Remarks |
|--------------------------------------|---------------|----------------|------------------|----------------|----------------------------|
| Fixed Capital Outlay | | | | | |
| Priority 1 | | | | | |
| Land Improvements | 5/24/2005 | \$200,000.00 | \$0.00 | \$200,000.00 | Ferman Property |
| Grand Prix Ring | 5/24/2005 | \$125,000.00 | \$100,801.58 | \$24,198.42 | Replace Dirt Base |
| West Arena, Pony Ring, Warm Up Rings | 5/24/2005 | \$140,000.00 | \$74,762.56 | \$65,237.44 | Replace Dirt Base |
| Storage/Maintenance Building | 5/24/2005 | \$30,000.00 | \$0.00 | \$30,000.00 | Cracker Country |
| Chain Link Fencing | 5/24/2005 | \$11,000.00 | \$0.00 | \$11,000.00 | Cracker Country |
| Fans in Lykes Arena | 5/24/2005 | \$45,000.00 | \$0.00 | \$45,000.00 | Replacement |
| Lights in Center Barn | 5/24/2005 | \$5,000.00 | \$0.00 | \$5,000.00 | Safety Reasons |
| Master Plan Update | 5/24/2005 | \$75,000.00 | \$0.00 | \$75,000.00 | Bid to Update Plan |
| Florida Center | 8/30/2005 | \$150,000.00 | \$149,945.13 | \$54.87 | Renovation |
| Gate 3 Renovation | 8/30/2005 | \$100,000.00 | \$18,755.54 | \$81,244.46 | Renovation |
| Total - Priority 1 | | \$881,000.00 | \$344,264.81 | \$536,735.19 | |
| Priority 2 | | | | | |
| Storage Shed | 5/24/2005 | \$3,000.00 | \$3,360.00 | -\$360.00 | Livestock - Replacement |
| Upgrade Electrical in Barns | 5/24/2005 | \$20,000.00 | \$0.00 | \$20,000.00 | Additional Power |
| Lights in Barn | 5/24/2005 | \$8,500.00 | \$0.00 | \$8,500.00 | Additional Lighting |
| Expand Warm Up Ring Cover | 5/24/2005 | \$250,000.00 | \$0.00 | \$250,000.00 | Additional Covered Space |
| Fans in Center Barn | 5/24/2005 | \$2,000.00 | \$0.00 | \$2,000.00 | Comfort |
| Rebuild Office | 5/24/2005 | \$10,000.00 | \$0.00 | \$10,000.00 | Downstairs - Livestock |
| Pave Red Gate Entry | 5/24/2005 | \$15,000.00 | \$0.00 | \$15,000.00 | Reduce Dust and Mud |
| Roof Over Bone Yard | 5/24/2005 | \$20,000.00 | \$0.00 | \$20,000.00 | Protection and Security |
| Facades for Arena & Poultry Barn | 5/24/2005 | \$75,000.00 | \$0.00 | \$75,000.00 | More Attractive Entrance |
| Storage Building | 5/24/2005 | \$5,000.00 | \$3,180.00 | \$1,820.00 | Admin - File Storage |
| Recover North & South Domes | 5/24/2005 | \$204,000.00 | \$57,250.00 | \$146,750.00 | Damaged By Hurricane |
| Total - Priority 2 | | \$612,500.00 | \$63,790.00 | \$548,710.00 | |
| Total Fixed Capital Outlay | | \$1,493,500.00 | \$408,054.81 | \$1,085,445.19 | |
| Operating Capital Outlay | | | | | |
| Computers | 5/24/2005 | \$42,500.00 | \$10,904.00 | \$31,596.00 | Various Departments |
| Garbage Truck | 5/24/2005 | \$75,000.00 | \$30,237.75 | \$44,762.25 | Lease or Buy Used Truck |
| Cushman Buggys | 5/24/2005 | \$28,000.00 | \$0.00 | \$28,000.00 | Telephone/Electrical Depts |
| Admission System & Infrastructure | 5/24/2005 | \$250,000.00 | \$24,805.49 | \$225,194.51 | New System |
| Banquet Chairs | 5/24/2005 | \$30,000.00 | \$0.00 | \$30,000.00 | Replace Plastic Chairs |
| Manure Containers | 5/24/2005 | \$20,000.00 | \$0.00 | \$20,000.00 | Replacement |
| Golf/Utility Cart | 5/24/2005 | \$3,000.00 | \$0.00 | \$3,000.00 | Horse Show |
| Goat & Sheep Pens | 5/24/2005 | \$20,000.00 | \$0.00 | \$20,000.00 | Complete Prior Project |
| 100 Bantam Cages | 5/24/2005 | \$3,700.00 | \$0.00 | \$3,700.00 | Additional Cages |
| Sprayer | 5/24/2005 | \$2,000.00 | \$0.00 | \$2,000.00 | Safety & Insurance |
| Hand Sanitizers | 5/24/2005 | \$4,500.00 | \$0.00 | \$4,500.00 | Safety & Insurance |
| Temporary Horse Stalls | 5/24/2005 | \$100,000.00 | \$0.00 | \$100,000.00 | Previously Approved |
| Trams | 10/11/2005 | \$133,000.00 | \$29,000.00 | \$104,000.00 | Purchase of Trams for Fair |
| Total Operating Capital Outlay | | \$711,700.00 | \$94,947.24 | \$616,752.76 | |

Table F2 - Continued
Florida State Fair Authority

Capital Improvements in Fiscal Year 2005-2006
(as of 11/30/05)

| Description | Approval Date | Estimated Cost | Expended to Date | Variance | Remarks |
|-------------------------------------|---------------|-----------------------|---------------------|-----------------------|---------------------|
| Planned Maintenance Projects | | | | | |
| Start Up Electrical Supplies | 5/24/2005 | \$125,000.00 | \$36,487.49 | \$88,512.51 | In House Electrical |
| Restroom Repairs | 5/24/2005 | \$50,000.00 | \$0.00 | \$50,000.00 | Various Locations |
| Picnic Tables | 5/24/2005 | \$15,000.00 | \$17,226.88 | -\$2,226.88 | 300 Picnic Tables |
| Folding Tables | 5/24/2005 | \$5,000.00 | \$5,658.00 | -\$658.00 | 100 Folding Tables |
| Repair Stall Floors - Clay | 5/24/2005 | \$4,500.00 | \$4,068.00 | \$432.00 | Repairs |
| Giant Slide | 5/24/2005 | \$4,000.00 | \$0.00 | \$4,000.00 | Normal Maintenance |
| Changes to Ag Hall of Fame | 5/24/2005 | \$6,000.00 | \$102.60 | \$5,897.40 | |
| Guide Book Kiosks | 5/24/2005 | \$10,000.00 | \$0.00 | \$10,000.00 | Various Locations |
| New Doors for Pavilion | 5/24/2005 | \$8,000.00 | \$0.00 | \$8,000.00 | Security |
| Directional Map Signage | 5/24/2005 | \$10,000.00 | \$0.00 | \$10,000.00 | Various Locations |
| Parking Lot Tram Signage/Benches | 5/24/2005 | \$10,000.00 | \$0.00 | \$10,000.00 | Various Locations |
| Fence for Horse Show Vending Area | 5/24/2005 | \$3,000.00 | \$0.00 | \$3,000.00 | Safety |
| Total Planned Maintenance Projects | | \$250,500.00 | \$63,542.97 | \$186,957.03 | |
| Totals | | \$2,455,700.00 | \$566,545.02 | \$1,889,154.98 | |