



August 6, 2021

Key Findings: Ballpark of the Palm Beaches
Annual Reporting Requirement for 2021 State Funding Agreement

The Palm Beach County Tourist Development Council, utilizing our contracted agency for sports tourism marketing and grant administration the Palm Beach County Sports Commission, has provided the following details surrounding MLB Spring Training Baseball in Palm Beach County at the Ballpark of the Palm Beaches (BTPB) and at our Roger Dean Chevrolet Stadium (RDCS). We have included RDCS in our report to highlight the fact that Palm Beach County holds the unique benefit of having two MLB Spring Training facilities, each housing two teams, the only County in Florida having made this investment to host four MLB teams for spring training.

The funding sources for the debt service and ongoing upkeep associated with the BTPB are from a combination of Tourist Development Taxes (Bed Taxes) collected from visitors to Palm Beach County, a State of Florida Grant and use fees payable from the limited liability corporation (LLC) for the use of the spring training facility. Unfortunately, COVID 19 still impacted our 2021 Economic Impact for our Spring Training Season. The all-important recovery of our summer season of amateur sports utilization has showed more positive trends as highlighted in the attached reporting. Total Economic Impact for all MLB Spring Training in Palm Beach County's two stadiums was \$39.7 million, a decline year over year of (\$13.5) million or (25%) caused by the continued uncertainty the pandemic has caused to visitor's intention to travel. The 2021 Economic Impact was evenly divided between our two stadiums as noted in the attached recap.

The research group Sports Management Research Institute (SMRI) was commissioned to provide this annual economic impact study for Palm Beach County under the direction of the Palm Beach County Sports Commission.

Submitted by the Tourist Development Council:


Glenn Jergensen
Palm Beach County
Tourist Development Council, Executive Director



Palm Beach County Tourist Development Council
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July 31, 2021

Mr. Glenn Jergensen
Executive Director
Palm Beach County Tourist Development Council
2195 Southern Blvd., Suite 500
West Palm Beach, FL 33406

Dear Glenn,

Palm Beach County is the Major League Baseball (MLB) Spring Training Capital of Florida. Since 1998, Palm Beach County has been home to Roger Dean Chevrolet Stadium in Jupiter, which was the first baseball complex in Florida to host two (2) MLB teams for Spring Training. Today, Roger Dean Chevrolet Stadium is occupied by the Miami Marlins and St. Louis Cardinals. In 2017, Palm Beach County delivered Florida its second two (2) team MLB Spring Training Complex with the development of Ballpark of the Palm Beaches. Located in West Palm Beach, the Ballpark of the Palm Beaches is the spring training home to the Houston Astros and Washington Nationals. The Palm Beaches represents Florida's only county that maintains two, two-team complexes. In total, four (4) of the fifteen (15) MLB teams participating in Florida's Grapefruit League are playing baseball in The Palm Beaches.

Major League Baseball Spring Training played a significant role in the Covid-19 tourism recovery efforts for Palm Beach County. MLB Spring Training was one of the first professional sports events to take place in The Palm Beaches, FL during the post Covid-19 era. Furthermore, MLB Spring Training was one of the first sports events in Palm Beach County to recapture spectators and hospitality settings.

Although 2021 MLB Spring Training returned and greatly boosted Palm Beach County's tourism recovery efforts, the season was compromised due to restrictions put in place for Covid-19. The schedule was modified, which reduced the total number of spring training games to only 12 per team. Attendance restrictions were adopted to prevent the spread of Covid-19 and create a safe environment for baseball fans. The attendance constraints created a limited audience for spring training games in Palm Beach County (only allowing 20% of available seats to be sold). Ballpark of the Palm Beaches' seating manifest was limited to 1,579 per game while Roger Dean Chevrolet Stadium capped attendance at 1,462 per game. Ballpark of the Palm Beaches' seating capacity is over 8,000 for a single game while Roger Dean Chevrolet Stadium's seating capacity reaches nearly 7,000 per game. The restrictions resulted in a lower attendance and ultimately reduced the economic impact compared to pre Covid-19 levels.

Palm Beach County was home to 27% of Florida's spring training games in 2021. Between Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium, a total of 48 spring training games were played in The Palm Beaches from February 28 to March 29, 2021. The 48 games generated a total attendance of 72,984. The Covid-19 restraints severely lessened Palm Beach County's total spring training attendance in comparison to the 2020 spring training attendance of 172,685 and the turnout of 270,857 in 2019.

The Palm Beach County Sports Commission utilized Sports Management Research Institute (SMRI) to conduct an economic impact study on the 2021 MLB Spring Training season taking place at Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium. SMRI is a full-service market research firm, which was also sourced by the Miami Super Bowl Host Committee to produce an economic impact study on Super Bowl LIV in 2020.

In 2021, MLB Spring Training generated an economic impact of **\$39,672,868** in Palm Beach County. A total of 52.8% of attendees were nonresidents. MLB Spring Training was responsible for 34,565 room nights (21,525 from the teams and 13,039 by visitors). Unfortunately, the 2021 economic impact, derived at both Palm Beach County spring training facilities, is down compared to last year. The onset of Covid-19 shortened the 2020 MLB Spring Training season; however, the entire 2021 MLB Spring Training season endured limited audiences with a reduced number of games.

The Houston Astros and Washington Nationals had equal attendance numbers at Ballpark of the Palm Beaches while the Miami Marlins and St. Louis Cardinals produced the same attendance totals at Roger Dean Chevrolet Stadium. Covid-19 restrictions allowed for a limited supply of tickets, which created uniformity among attendance numbers between Palm Beach County's MLB teams. Moreover, Major League Baseball established a schedule for the 2021 spring training season that considered geography and limited travel for teams during the pandemic. Palm Beach County spring training teams played each other and the New York Mets, which hold their Spring Training in St. Lucie County. Due to this parity in games and travel, the economic impact created by Palm Beach County's four (4) teams at Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium is nearly divided evenly.

The attendance and economic benefits can be influenced by many factors, but Palm Beach County is fortunate to have partnerships with the Washington Nationals, Houston Astros, St. Louis Cardinals, and Miami Marlins. These teams represent vibrant travel markets that are important to Florida's economy. The Washington D.C. market is considered one of the "Super Six" travel markets, which generates a majority of domestic visitation for Florida. Individuals from Washington D.C. and surrounding areas are seeking inspiration to visit the state. The Houston Astros represents one of two MLB teams from Texas, which is the third largest origin state for Florida visitors. Houston ranks as the 12th largest travel market for Florida. As one of the premier brands in Major League Baseball, the St. Louis Cardinals own a dedicated and loyal following from St. Louis and the surrounding Missouri towns, as well as the metro east Illinois area. The St. Louis Cardinals have one of the most faithful and active fan bases in sports and Palm Beach County is a routine spring vacation destination for these baseball enthusiasts across the Midwest. The Miami Marlins represent one of only two MLB franchises in Florida. The Miami Marlins create visitation to Palm Beach County through drive markets.

Ballpark of the Palm Beaches in combination with Roger Dean Chevrolet Stadium are transforming Palm Beach County into the premier destination for amateur baseball events. The nation's largest baseball tournaments are taking place in Palm Beach County, including some of the most admired brands in amateur baseball. These baseball tournaments are utilizing both, Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium, from April through November, creating year-round activity. In addition to baseball, Ballpark of the Palm Beaches has the capability to host a multitude of other sports activities. The complex features five (5) multi-purpose fields, designed to FIFA (Fédération Internationale de Football Association) soccer specifications. The multi-purpose fields are an ideal home for field sports, such as soccer, lacrosse, rugby, field hockey, flag and tackle football, and more. The economic benefits derived from amateur baseball tournaments and other sports activities is substantial.

Major League Baseball, and specifically, the Washington Nationals, Houston Astros, St. Louis Cardinals, and Miami Marlins have been, and will continue to be an extremely beneficial investment for Palm Beach County. The Palm Beach County Sports Commission looks forward to utilizing baseball as catalyst to support Palm Beach County's tourism recovery from the Covid-19 pandemic. Our Sports Commission will continue to create a positive impact through promotion and utilization of these facilities.

Sincerely,



George Linley
Executive Director
Palm Beach County Sports Commission

PALM BEACH COUNTY SPORTS COMMISSION

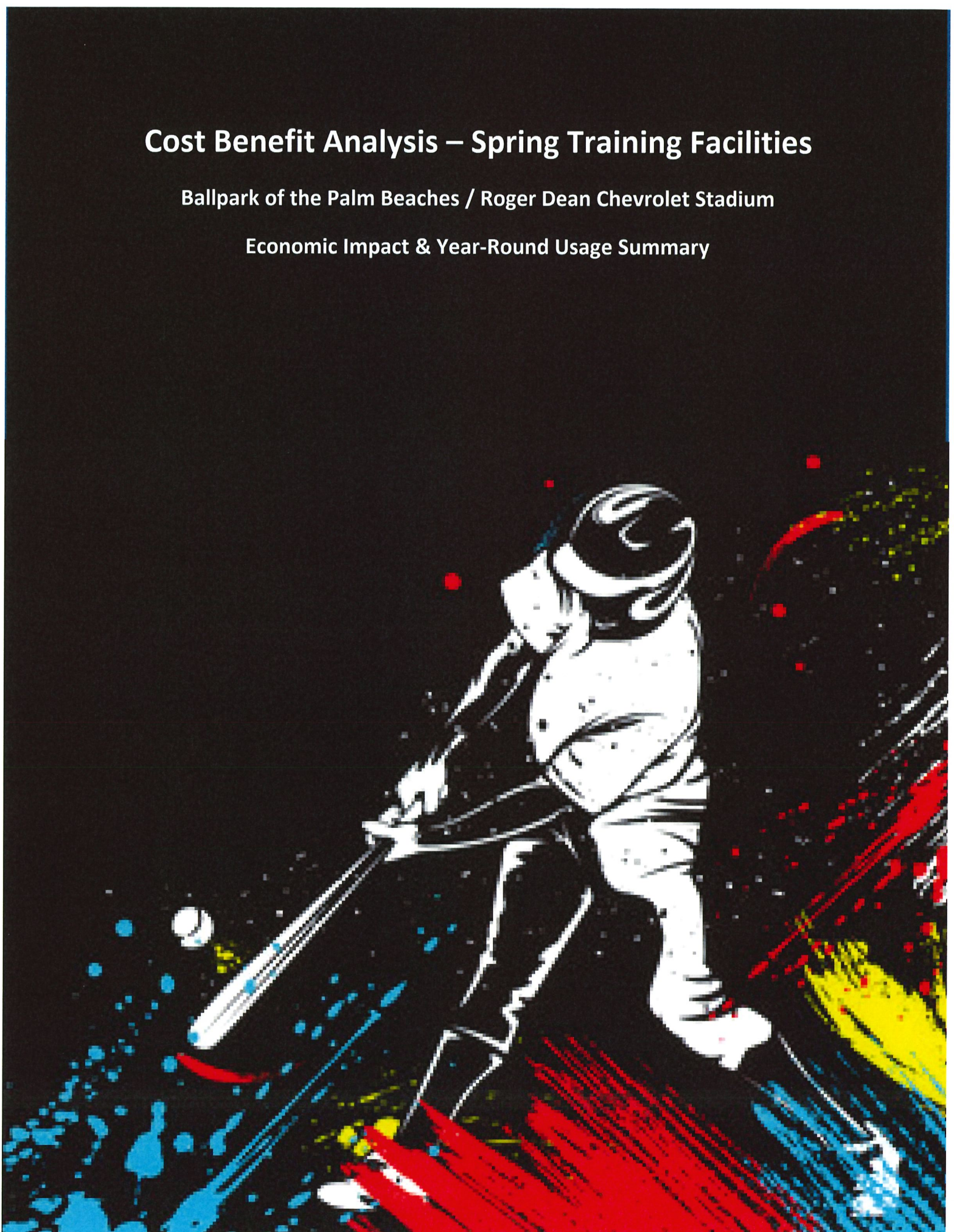
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Cost Benefit Analysis – Spring Training Facilities

Ballpark of the Palm Beaches / Roger Dean Chevrolet Stadium

Economic Impact & Year-Round Usage Summary



Economic Impact of Major League Baseball Spring Training in Palm Beach County

Major League Baseball (MLB) Spring Training brings an immense economic and tourism impact to Palm Beach County. The below information has been assembled to project the economic impact created from Spring Training activity that occurred at Ballpark of the Palm Beaches, located in West Palm Beach and Roger Dean Chevrolet Stadium, located in Jupiter.

Ballpark of the Palm Beaches, which hosts the Houston Astros and Washington Nationals, completed its 5th MLB Spring Training season since opening in February of 2017. Roger Dean Chevrolet Stadium, home to the St. Louis Cardinals and Miami Marlins finished its 24th season in The Palm Beaches. These two facilities represent the only two-team MLB Spring Training complexes that reside in Florida.



Covid-19 Impacts on the 2020 MLB Spring Training Season

Although the MLB Spring Training returned in 2021 and greatly boosted Palm Beach County's tourism recovery efforts, the season was compromised. The 2021 Major League Baseball (MLB) Spring Training season underwent modifications, including a reduction of the total number of spring training games (12 games per team). Attendance restrictions were adopted to prevent the spread of Covid-19 and create a safe environment for baseball fans. The attendance constraints created a limited audience for spring training games in Palm Beach County (only allowing 20% of available seats to be filled). Ballpark of the Palm Beaches' seating manifest was limited to 1,579 per game while Roger Dean Chevrolet Stadium capped attendance at 1,462 per game. Ordinarily, Ballpark of the Palm Beaches' attendance could reach over 8,000 for a single game while Roger Dean Chevrolet Stadium's attendance could achieve nearly 7,000 per game. Moreover, Major League Baseball established a schedule for the 2021 spring training season that considered geography and limited travel for teams during the pandemic. The Washington Nationals, Houston Astros, St. Louis Cardinals, and Miami Marlins played each other and the New York Mets, which hold their Spring Training in St. Lucie County. Due to the parity in schedules and travel, the economic impact created by Palm Beach County's four (4) teams at Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium is nearly divided evenly.

Economic Impact of Major League Baseball Spring Training in Palm Beach County

Palm Beach County was home to 27% of Florida's spring training games in 2021. Between Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium, a total of 48 spring training games were played in The Palm Beaches from February 28 to March 29, 2021. The 48 games generated a total attendance of 72,984. The Covid-19 restraints severely lessened Palm Beach County's total spring training audience. Unfortunately, the Covid-19 pandemic resulted in the lowest spring training attendance after the Ballpark of the Palm Beaches' opening in 2017.

Palm Beach County's total economic impact created from the modified MLB Spring Training in 2021 equals **\$39,672,868**. Nonresidents made up of 52.8% of baseball attendees. MLB Spring Training was responsible for **34,565 room nights** (21,525 from the teams and 13,039 by visitors). Unfortunately, the 2021 economic impact, derived at both Palm Beach County spring training facilities, is down compared to last year. The 2020 MLB Spring Training season was shortened due to Covid-19; however, the entire 2021 MLB Spring Training season endured restricted audiences with a reduced number of games, due to the pandemic.



***Economic Impact of Major League Baseball Spring Training
at the Ballpark of The Palm Beaches, 2021***

Home to the Houston Astros, and Washington Nationals, Ballpark of the Palm Beaches, is one of two baseball complexes in Florida that accommodates two MLB franchises. The other baseball complex in Florida that hosts two MLB teams also resides in Palm Beach County (Roger Dean Chevrolet Stadium).

Ballpark of the Palm Beaches accumulated a total attendance of **37,896** over 24 games. The economic impact created by its two MLB franchises totaled **\$20,629,891** (52% of total attendance and economic output for spring training in Palm Beach County).

***Economic Impact of Major League Baseball Spring Training
at Roger Dean Chevrolet Stadium, 2021***

Roger Dean Chevrolet Stadium contributed to Palm Beach County's tourism economy through its Major League Baseball (MLB) Spring Training season. Roger Dean Chevrolet Stadium, which is home to the St. Louis Cardinals and the Miami Marlins, joins Ballpark of the Palm Beaches as the only baseball complexes in Florida housing two MLB franchises.

Roger Dean Chevrolet Stadium accumulated a total attendance of **35,088** over 24 games. The economic impact created by its two MLB franchises totaled **\$19,042,977** (48% of total attendance and economic output for spring training in Palm Beach County).



Ball Park of the Palm Beaches – MLB Spring Training Complex- Multi-Purpose - Year-Round Use

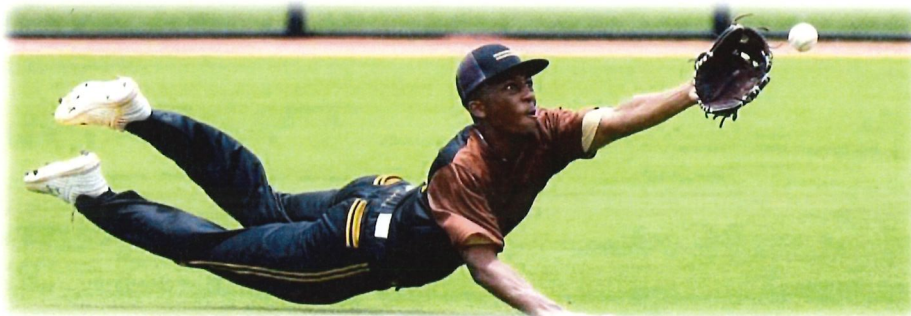
Ballpark of the Palm Beaches is a Major League Baseball (MLB) Spring Training Complex equipped with multi-sports capabilities, which allows for utilization on a year-round basis. The facility, which features a modernized 7,500 seat baseball stadium, 13 MLB regulation baseball diamonds, state-of-the-art press box and clubhouse facilities, and five (5) multi-purpose fields designed to FIFA soccer specifications, is built to host a variety of sports activities throughout the year. This facility undoubtedly enhances Palm Beach County's position as a premier sports destination while hosting sporting events that create widespread economic and community benefits. The Palm Beach County Sports Commission, as the sports tourism agency for Palm Beach County, recruits and develops a variety of sporting events to occupy FITTEAM Ballpark of the Palm Beaches. These events will bring visitors from across the state, nation, and globe.

Economic Impact of Amateur Baseball Events in Palm Beach County

The combination of Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium provides a significant competitive advantage for the Palm Beach County Sports Commission and its efforts to secure regional and national baseball tournaments that will create a countywide tourism impact to The Palm Beaches. These baseball complexes offer 26 diamonds and two stadiums, which makes Palm Beach County one of Florida's premier destinations for baseball. From July 1, 2020, to June 30, 2021, the Palm Beach County Sport Commission supported 13 regional, national, and global baseball tournaments, showcases, and camps, which attracted primarily amateur and youth athletes. The amateur baseball tournaments occupying Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium brought approximately **550 teams** consisting of more than **9,000 athletes** and **17,500+ spectators** to The Palm Beaches. A total of **18,791 hotel room nights** were tracked. These events generated nearly **\$14 in economic impact** for Palm Beach County's hospitality industry. Please see the attached spreadsheet, referred to as "Amateur Baseball Events in Palm Beach County", for a detailed breakdown of this impact.

Unfortunately, the amateur baseball event portfolio was dramatically diminished during this timeframe due to Covid-19. Almost the entire schedule of regional and national baseball tournaments and events planned for the summer and fall of 2020 were canceled or relocated due to the Covid-19 pandemic.

The Palm Beach County Sports Commission believes the tourism created from baseball activities during Palm Beach County's shoulder season will rise to pre-Covid levels by 2022. The combination of Ballpark of the Palm Beaches and Roger Dean Chevrolet Stadium provides a landscape to recruit tourism generating baseball events and foster the growth of amateur baseball properties.



Baseball Americas Qualifier for the XXXII Olympiad

The Palm Beach County Sports Commission hosted the Baseball Americas Qualifier for the XXXII Olympiad at Ballpark of the Palm Beaches from May 31st – June 5th, 2021. Florida was home to the only Olympic Qualifier for baseball that took place in United States. This event was historic and created an Olympic stage in The Palm Beaches, FL. Eight (8) national teams competed in 16 games to vie for a birth into the Olympic Games at Tokyo Japan, on July 23-August 8. Cuba, Colombia, Dominican Republic, Venezuela, Nicaragua, Puerto Rico, Canada, and the United States compete in The Palm Beaches in pursuit of an Olympic gold medal.



Nearly 10,000 spectators enjoyed the Olympic Baseball Qualifier at Ballpark of the Palm Beaches. The tourism and media impacts of hosting this Olympic Baseball Qualifier is immeasurable, especially for a baseball destination like Palm Beach County. The Baseball Americas Qualifier for the XXXII Olympiad generated \$4 million in total economic impact and 4,507 hotel room nights. The games were broadcast on ESPN+ and televised in more than 70 countries.

The greatest benefit of hosting the Baseball Americas Qualifier for the XXXII Olympiad was providing home field advantage to the United States. If the Palm Beach County Sports Commission and Ballpark of the Palm Beaches did not host this event, the Baseball Americas Qualifier for the XXXII would have taken place overseas. Ultimately, the United States won the Baseball Americas Qualifier and clinched a berth to the Tokyo Olympic Games. The Palm Beach County Sports Commission, Ballpark of the Palm Beaches, and the state of Florida are part of Team USA's journey to winning an Olympic Gold Medal in baseball.



Ballpark of the Palm Beaches is a Multi-Purpose Venue

In addition to baseball, Ball Park of the Palm Beaches, has the capability to host a multitude of other sports activities. This facility features five (5) multi-purpose fields designed to FIFA (Fédération Internationale de Football Association) soccer specifications. The Palm Beach County Sports Commission utilizes the multi-purpose fields to promote sports tourism and recruit statewide, national, and international sports events that would enlist a collection of new visitors for Palm Beach County and Florida. The multi-purpose fields have the capability to host a variety of field sports, such as soccer, lacrosse, rugby, field hockey, flag and tackle football and more. The FIFA dimensions are applicable to host all age groups and competition levels for the nation's most popular field sports.

Due to Covid-19, the Ballpark of the Palm Beaches did not host events on the multi-purpose fields during this timeframe. Activity is expected to resume in 2022.

Overtime, Ballpark of the Palm Beaches will attract more sports activities that create economic and community benefits on a year-round basis. Ballpark of the Palm Beaches has already demonstrated its ability to be a superior vehicle for sports tourism over its young four-year life cycle.



Economic Impact Assessment

*Major League Baseball Spring Training
Palm Beach County
Report 2021*



www.go-smri.com



Survey-EDGE

Economic Impact Protocol



Specific onsite and online data capture focused on arriving at the following economic impact research protocol execution points:

- ➔ Direct dollars spent due to the subsequent regional hosting of the 2021 Palm Beach County Major League Baseball Spring Training by out-of-town visitors (traveling from outside the designated study area) including stadium and team related expenses
 - ♦ MLB Spring Training players, coaches, stadium vendors, exhibitors, and contractors associated with operational outcome
 - ♦ Event spectators associated with attending the 2021 MLB Spring Training “events”
- ➔ Palm Beach County Sports Commission and stadium spending as a result of the direct expenditures; direct effects/business impacts from introduction of new economic injection into the designated Palm Beach County. The following report also applies the economic impact research limiting conditions ...
 - ♦ The reliability and validity of information provided to SMRI by individuals, groups and organizations contacted throughout the preparation of the report;
 - ♦ The reliability and validity of secondary research information and reporting systems made available to SMRI during the preparation of this report;
 - ♦ Palm Beach County/surrounding Counties variation in tax structure and rates;
 - ♦ Input-output economic modeling theory of which economic impact models (IMPLAN for the purposes of this report) are derived, does not attempt to monitor the cost analysis of an event, instead **the economic benefits** from staging the 2021 MLB Spring Training event(s) were assessed in this research investigation

Secondary Research

This information was collected from the Palm Beach County/surrounding counties respective Travel & Tourism CVB/Tourism Development Agencies and Economic Development Agencies, comparison to other SMRI regional economic impact studies for cross comparison/reference points, prior Florida Equestrian economic impact studies. Additionally, following the 2021 MLB Spring Training event execution, local/state regional tax dollars realized by local Palm Beach County.



Economic Impact Report

- I. Key Findings
- II. Secondary Market Research
- III. Demographic Data
- IV. Data Analytics Action Items

Economic Impact

- Total Palm Beach Spring Training Economic impact was **\$39,672,868**.
- **52.8% nonresident attendees** spent an average of **3.67 nights** in the region.

Activity	Multiplier Effect	Employment (Jobs)	Labor Income	Value Added	Output
Visitor Spending	Direct	78	\$2,298,566	\$3,229,526	\$5,116,049
	Indirect	10	\$528,110	\$841,687	\$1,602,915
	Induced	36	\$1,929,676	\$3,240,661	\$5,166,589
	Total	123	\$4,756,353	\$7,311,874	\$11,885,553
Team Expenses	Direct	105	\$3,668,264	\$6,232,249	\$9,274,752
	Indirect	15	\$910,023	\$1,373,832	\$2,480,910
	Induced	65	\$3,536,373	\$5,910,283	\$9,402,006
	Total	185	\$8,114,660	\$13,516,364	\$21,157,668
Stadium Operations	Direct	19	\$402,696	\$1,106,136	\$2,002,600
	Indirect	7	\$287,203	\$524,596	\$1,016,788
	Induced	13	\$734,595	\$1,215,190	\$1,923,516
	Total	40	\$1,424,494	\$2,845,922	\$4,942,904
Stadium Capex (annual avg)	Direct	4	\$217,830	\$412,184	\$866,740
	Indirect	1	\$69,612	\$123,705	\$213,959
	Induced	4	\$221,898	\$375,682	\$606,045
	Total	9	\$509,340	\$911,571	\$1,686,743
Total All Activities	Direct	206	\$6,587,356	\$10,980,095	\$17,260,141
	Indirect	33	\$1,794,948	\$2,863,820	\$5,314,572
	Induced	119	\$6,422,542	\$10,741,816	\$17,098,156
	Total	357	\$14,804,847	\$24,585,731	\$39,672,868

Values in 2021 dollars. Employment represents fulltime and part-time jobs
Source: IMPLAN model for Palm Beach County, FL, 2019 (IMPLAN) Group, LLC)



Economic IMPLAN Inputs

Activity	Sector	Indus. Sales	Employment	Comp.	Income
Visitor Spending	507 Hotels and motels, including casino hotels	\$1,724,669	13	\$545,623	\$78,966
	509 Full-service restaurants	\$1,041,409	15	\$406,003	\$14,352
	418 Transit and ground passenger transportation	\$484,535	21	\$168,931	\$47,478
	504 Other amusement and recreation industries	\$940,420	13	\$606,234	(\$10,983)
	411 Retail - General merchandise stores	\$743,785	3	\$100,260	\$176
	412 Retail - Miscellaneous store retailers	\$1,238,439	13	\$317,661	\$23,864
Team Expenses	507 Hotels and motels, including casino hotels	\$3,860,000	30	\$1,221,166	\$176,735
	508 Other accommodations	\$1,108,000	12	\$549,251	\$29,831
	418 Transit and ground passenger transportation	\$232,800	10	\$81,165	\$22,812
	417 Truck transportation	\$3,500	0	\$739	\$378
	450 Automotive equipment rental and leasing	\$376,000	2	\$57,810	\$7,608
	509 Full-service restaurants	\$1,538,330	21	\$599,732	\$21,200
	511 All other food and drinking places	\$1,850,000	26	\$739,606	\$26,180
	406 Retail - Food and beverage stores	\$620,200	3	\$89,032	\$553
	410 Retail - Sporting goods, hobby, musical instrument and book stores	\$215,700	2	\$42,271	\$2,197
Stadium Operations	500 Promoters of performing arts and sports and agents for public figures	\$2,002,600	19	\$404,649	(\$1,953)
Stadium Capex (Annual Avg)	60 Maintenance and repair construction of nonresidential structures	\$850,000	4	\$159,905	\$55,195
Total All Activities		\$18,830,387	207	\$6,090,039	\$494,588

Values in 2021 dollars. Employment represents fulltime and part-time jobs
Source: IMPLAN model for Palm Beach County, FL, 2019 (IMPLAN Group, LLC)

Summary by Industry Group



NAICS Industry	Employment (Jobs)	Labor Income	Value Added	Output
11 Agriculture, Forestry, Fishing & Hunting	0	\$9,912	\$22,124	\$35,427
21 Mining	0	\$3,313	\$6,566	\$20,527
22 Utilities	0	\$134,374	\$392,624	\$651,329
23 Construction	15	\$894,265	\$1,412,201	\$2,658,330
31-33 Manufacturing	1	\$31,755	\$51,140	\$150,288
42 Wholesale Trade	1	\$146,832	\$289,695	\$442,149
44-45 Retail trade	36	\$1,184,789	\$1,737,301	\$2,785,930
48-49 Transportation & Warehousing	36	\$483,184	\$565,152	\$1,063,930
51 Information	2	\$182,638	\$374,227	\$854,940
52 Finance & insurance	8	\$574,698	\$716,411	\$1,859,166
53 Real estate & rental	14	\$323,215	\$3,013,316	\$4,935,549
54 Professional, scientific & tech. services	10	\$802,702	\$1,026,350	\$1,627,646
55 Management of companies	3	\$427,017	\$491,829	\$756,457
56 Administrative & waste services	13	\$573,908	\$688,549	\$1,174,292
61 Educational services	3	\$133,881	\$150,398	\$239,567
62 Health & social services	20	\$1,183,064	\$1,350,514	\$2,246,398
71 Arts, entertainment & recreation	37	\$1,114,556	\$1,941,116	\$3,358,885
72 Accommodation & food services	132	\$4,831,307	\$8,141,821	\$12,279,858
81 Other services	11	\$421,558	\$509,031	\$795,212
92 Government	16	\$1,347,879	\$1,705,366	\$1,736,987
Total	357	\$14,804,848	\$24,585,731	\$39,672,869

Values in 2021 dollars. Employment represents fulltime and part-time jobs
Source: IMPLAN model for Palm Beach County, FL, 2019 (IMPLAN Group, LLC)

Tax Impacts

Tax Impacts	
State and Local Taxes	
Dividends	\$2,440
Social Ins Tax- Employee Contribution	\$1,401
Social Ins Tax- Employer Contribution	\$2,144
TOPI: Sales Tax	\$974,185
TOPI: Property Tax	\$1,143,618
TOPI: Motor Vehicle Lic	\$21,366
TOPI: Severance Tax	\$1,240
TOPI: Other Taxes	\$204,448
TOPI: S/L NonTaxes	\$55,542
Corporate Profits Tax	\$21,010
Personal Tax: Income Tax	\$0
Personal Tax: NonTaxes (Fines- Fees)	\$34,138
Personal Tax: Motor Vehicle License	\$12,409
Personal Tax: Property Taxes	\$3,628
Personal Tax: Other Tax (Fish/Hunt)	\$837
Total State and Local Tax	\$2,478,407
Federal Taxes	
Social Ins Tax- Employee Contribution	\$898,892
Social Ins Tax- Employer Contribution	\$770,883
TOPI: Excise Taxes	\$136,212
TOPI: Custom Duty	\$110,404
TOPI: Fed NonTaxes	\$12,007
Corporate Profits Tax	\$71,833
Personal Tax: Income Tax	\$1,508,866
Total Federal Tax	\$3,509,097



Values in 2021 dollars. Employment represents fulltime and part-time jobs
Source: IMPLAN model for Palm Beach County, FL, 2019 (IMPLAN Group, LLC)

Team & Venue Expenses

Expenses Extrapolated for 4 Teams

Hotel	\$3,860,000
Condominiums	\$1,108,000
Bus	\$232,800
Truck	\$3,500
Rental cars	\$376,000
Restaurants	\$1,538,330
Other food service	\$1,850,000
Food stores	\$620,200
Uniforms/equipment/supplies	\$215,700
Total	\$9,804,530

Capital Improvements to Host Spring Training

Dugouts	\$288,000
Tunnel	\$2,262,000
Total	\$2,550,000
Average Annual	\$850,000

Venue Operating Expenses

Operating expenses, including payroll, utilities, Feb through March	\$2,002,600
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An aerial photograph of a tropical bay, heavily tinted with a dark blue color. In the foreground, a dense line of palm trees is visible. The middle ground shows a calm body of water with several sailboats and a few motorboats. In the background, a coastal town with various buildings and structures is visible along the shoreline.

II. Secondary Research

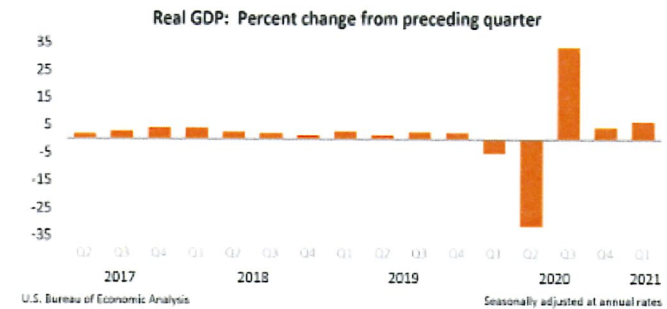
UPDATE GDP Growth

Secondary Data Analytics US National Economic Trends

Gross Domestic Product, 1st Quarter 2021 (Second Estimate); Corporate Profits, 1st Quarter 2021 (Preliminary Estimate)

Q1 2021 (2nd)	+6.4%
Q4 2020 (3rd)	+4.3%

Real gross domestic product (GDP) increased at an annual rate of 6.4 percent in the first quarter of 2021, reflecting the continued economic recovery, reopening of establishments, and continued government response related to the COVID-19 pandemic. The increase was the same rate as the “advance” estimate released in April. In the first quarter, government assistance payments, such as direct economic impact payments, expanded unemployment benefits, and Paycheck Protection Program loans were distributed to households and businesses through the Coronavirus Response and Relief Supplemental Appropriations Act and the American Rescue Plan Act. In the fourth quarter of 2020, real GDP increased 4.3 percent.





UPDATE Hotel Occupancy



The infusion of big events end of Q1-2021 in Palm Beach County, namely *The Honda Classic, Spring Training, spring break, and St. Patrick's day*, caused hotel occupancy rates in Palm Beach County to climb to over 80% for the first time in over a year. According to Discover The Palm Beaches the last time the county saw weekly occupancy at that level was March 6, 2020. On March 9, 2020, Florida's State of Emergency order forced hotels to only take in "essential lodgers."

As reported by the Palm Beach Sports Commission in April of 2021 (press release)...

"At the professional level, staple events like the Winter Equestrian Festival, the PGA Tour's The Honda Classic, and Major League Baseball Spring Training have brought spectators from around the United States back to Palm Beach County. The Winter Equestrian Festival, a twelve-week collection of the world's finest horse shows, set the tone for a stellar year in sports tourism with riders from around the world flocking to the Palm Beach International Equestrian Center in Wellington. The Honda Classic continued the trend of limited capacity events as the PGA Tour event returned to PGA National Resort & Spa in Palm Beach Gardens for the 15th consecutive year. The tournament featured Australia's Matt Jones picking up his first PGA Tour victory since 2014 in front of a daily crowd of around 10,000 fans and a total of 50,000 fans over the week. MLB Spring Training has a storied history in The Palm Beaches and in 2021 added to that history. Four MLB clubs – the Miami Marlins, St. Louis Cardinals, Houston Astros, and Washington Nationals – played their pre-season games at Roger Dean Chevrolet Stadium and the Ballpark of the Palm Beaches. This spring, the clubs returned to action in front of fans for the first time since the 2020 season was cut short. MLB implemented extensive Covid-19 protocols that allowed stadiums to welcome fans back. Other events like the inaugural Delray Beach Pickleball Open, the first Association of Pickleball Professionals (APP) Tour event in Palm Beach County, and the Gauntlet of Polo, a series of three high-profile polo tournaments, among others, have also made a strong economic impact."

COVID Considerations

With respect to the health and safety measures for the 2021 MLB season, the league announced a variety of rules including: Mandatory five-day at-home quarantine prior to reporting to spring training and frequent administration of PCR tests. Ten-day isolation period required for individuals who test positive for COVID-19. Announcement included the following guidelines...

- "Individuals who have been identified as having been in close contact with a confirmed case of COVID will be subject to a mandatory quarantine of seven days and must test negative on day 5 or later among other requirements to rejoin Club facilities."
- A new league-wide code of conduct prohibiting certain high-risk activities outside the ballpark ("indoor gatherings of 10 or more, indoor restaurants, bars and lounges, fitness and wellness centers, entertainment venues, gaming venues (e.g., casinos) or any other activity that is prohibited by state or local governments.")
- During the season, "individuals during road trips are not permitted to leave the hotel other than for team activities at the team facility or ballpark, other than for medical reasons, outdoor walks/exercise, outdoor dining (if approved by the Joint Committee), or for other low-risk outdoor activities, or in extraordinary circumstances. Members of the traveling party must notify a Club Compliance Officer before leaving the hotel."
- Contact tracing program will require Kinexon contact tracing device to be "worn at all times while in Club facilities, during Club-directed travel, and while engaged in team activities including group workouts and practices."
- "Face coverings must be properly worn at all times when in Club facilities and in the dugout, other than for players on the field during a game or during pregame warm-ups."
- All MLB clubs will have a compliance officer, contact tracing officer and a face mask enforcement officer. Fines will be issued for non-compliance during games, and the fines will be donated to charity.

Cactus & Grapefruit League Covid-19 Restrictions

Cactus League 2021:

- No stadium allowed more than 4,000 fans per game, and few allowed more than 2,000.
- Many local business owners and restaurants see a significant boost in the month of March, however, sales appear to be down from last year's shortened season.
- Along with sales, tourism likely decreased significantly.
- Fewer people allowed in the gates resulted in a hot ticket in Arizona. The average resale price of a Dodgers ticket: \$134, up from \$30 last spring.

Grapefruit League 2021:

- No stadium allowed more than 30% capacity.
- With limited capacity, there was a steep increase in ticket price. The average price for a New York Yankee game was \$120, up from \$36 last year.
- In years with no pandemic, Florida sees a tourism boost provided by spring training. Many small business owners and restaurants saw a dip in the amount of people coming through their doors. However, because of the proximity of many restaurants to the stadiums and their large outdoor areas, they were able to weather the storm of the pandemic.

An aerial photograph of a tropical bay, heavily tinted with a dark blue color. The scene shows a cluster of buildings on a hillside overlooking the water. Several sailboats and motorboats are scattered across the bay. In the foreground, a row of palm trees is visible. The overall atmosphere is serene and coastal.

III. Demographic Data

Visitor Spending



Visitor Spending	Average Per Party-Day
Accommodations	\$401.3
Meals/Beverages	\$242.3
Local Transportation (car rental, gas, taxi, limo, charter bus, public transport)	\$112.8
Entertainment/Attractions (excluding Spring Training Event tickets)	\$218.8
Merchandise (e.g. retail shopping, gifts, souvenirs)	\$173.1
Other (misc. merchandise, etc.)	\$288.2
Total	\$1,436.5

*Average per party divided by average party size, times percent nonresident and percent reporting main reason of visit.

Spring Training Venue Visitors

- 52.8% of attendees were **nonresident visitors**, spending an average of **3.67 nights** in the region.



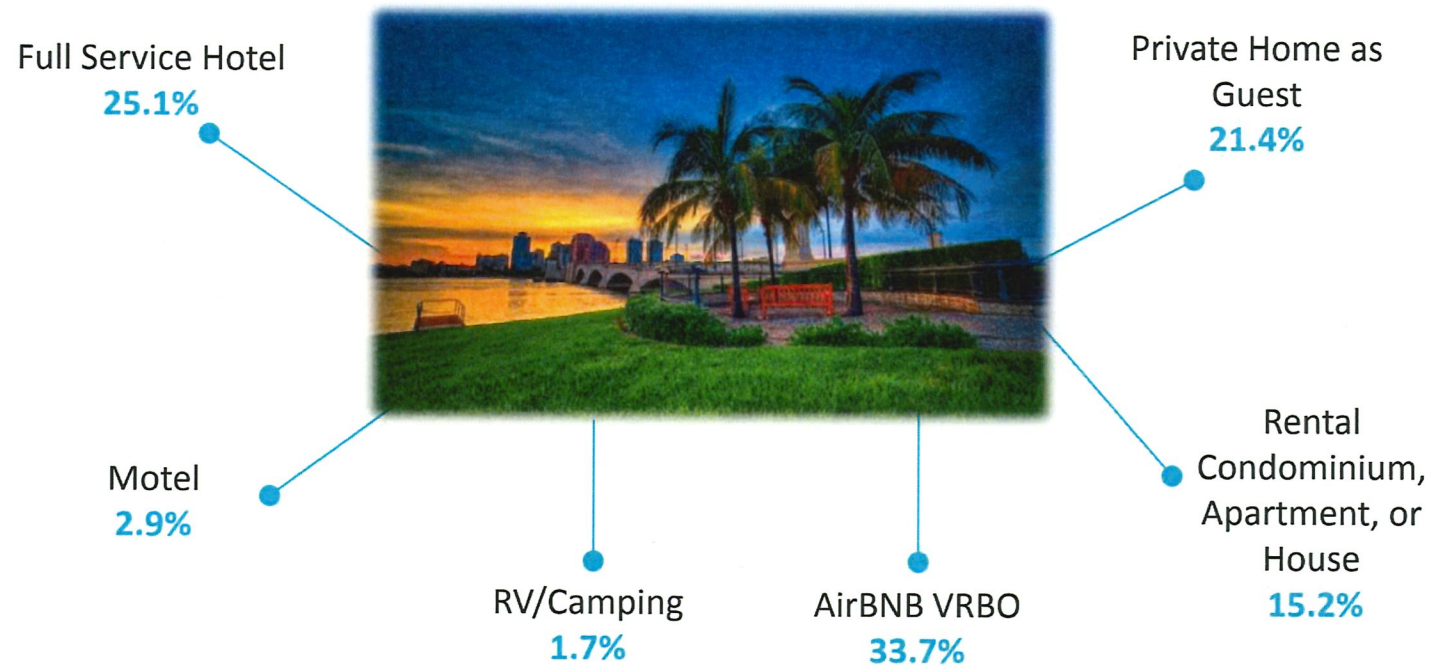
- 40.9% interviewed at Ballpark of the Palm Beaches
- 60.2% with plans/previously attended venue

- 59.1% interviewed at Roger Dean Chevrolet Stadium
- 72.4% with plans/previously attended venue

Attendee Nights

- On average respondents were staying in Palm Beach County for **3.67 Nights**.
- The average **group size** was **3.30 individuals**.
- The events tapped **34,565 room nights**. **21,525 by teams** and **13,039 by visitors**.

Visitor Accommodations



Attendee Motivation

- **62.5%** of intercepts reported that Spring Training was the **main reason** for their visit to Palm Beach. 32.7% shared that Spring Training was an influence on their visit.
- **52.8%** of guests shared attending Spring Training made their overall impression of Palm Beach **more favorable**.

MOTIVE

Main Reason 62.5%

Influence 32.7%

IMPRESSION

More Favorable 52.8%

The Same 46.3%

Less Favorable 0.9%



Attendee Occupation

- The majority of attendees were **business professionals (28.2%)** followed by **education (14.1%)** and **sales (11.3%)**.



OCCUPATION

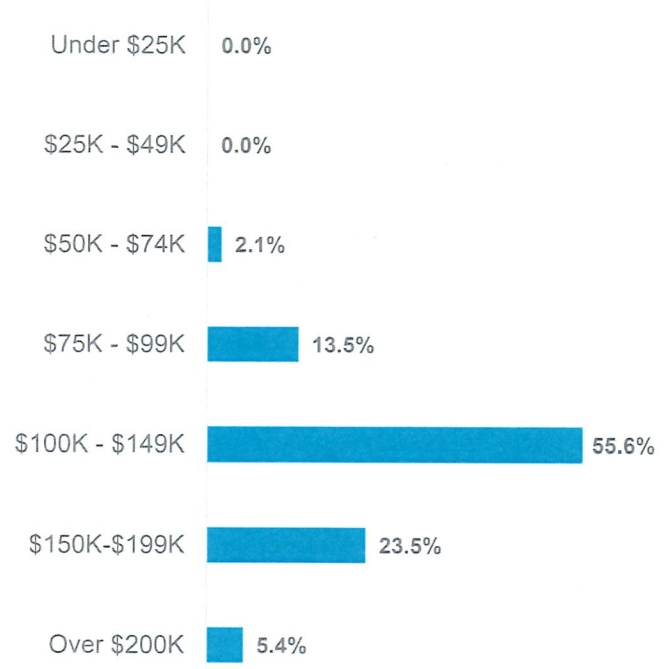


Attendee Annual Income

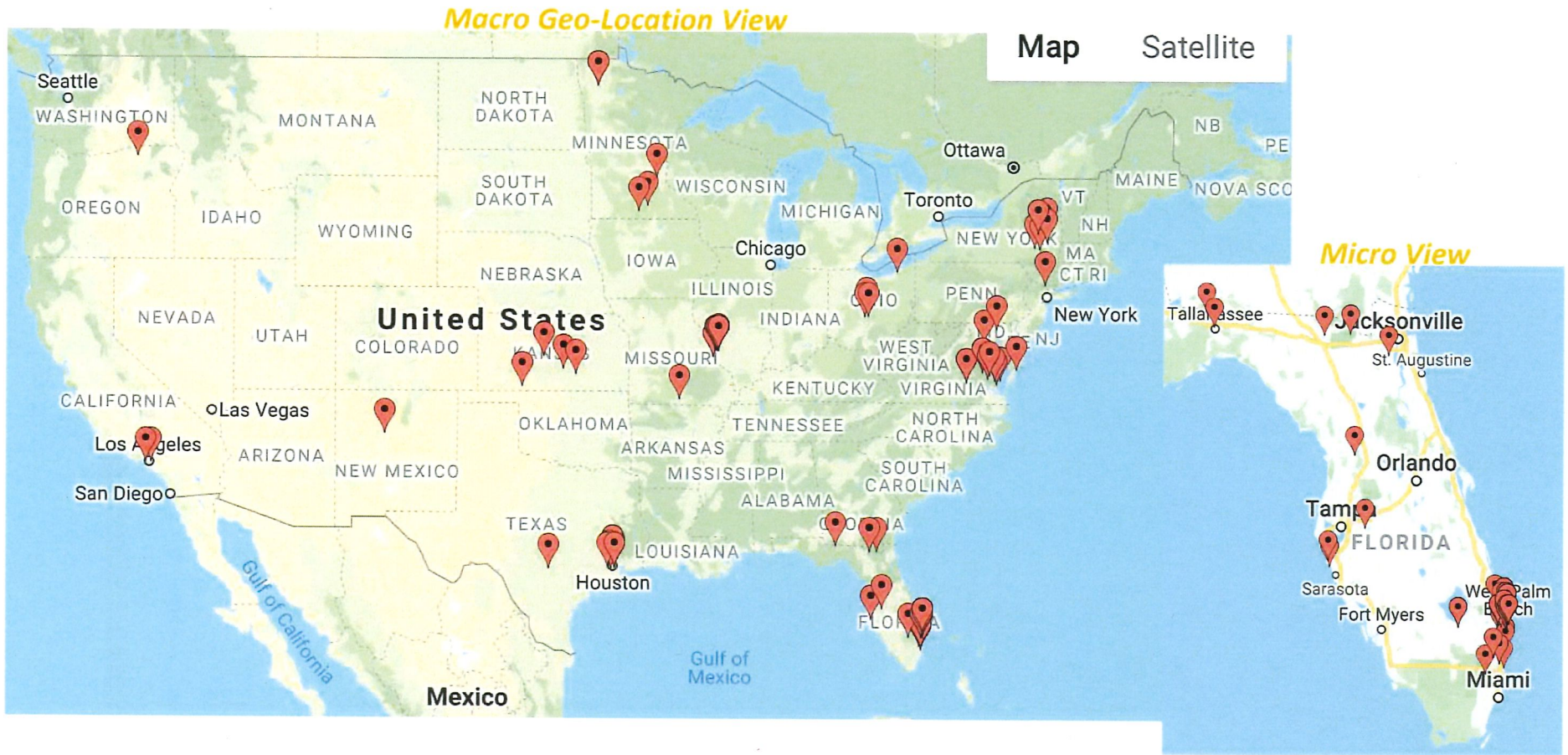
- Most attendees had an **annual income of \$125K.**



ANNUAL HOUSEHOLD INCOME



Attendee Zip Code Mapping



An aerial photograph of a tropical coastline, heavily tinted with a dark blue color. The foreground shows a dense line of palm trees. In the middle ground, a bay or harbor contains several sailboats. The background shows a coastal town with buildings and more palm trees. The overall scene is serene and scenic.

IV. Data Analytics Action Items

Key Actionable Takeaways

1. As “overall impressions” of the Spring Training experience in Palm Beach County are positive as a result of the attendees’ Spring Training visit (51.8% have a better impression; 46.3% have the same-which can be assumed to be largely positive), it will be easier and more cost-efficient to attract repeat visitors over capturing new ones. Cross-promote at/and for other major Palm Beach County events, like the PGA Honda Classic, the Delray Beach Tennis Open/Chris Evert Pro Celebrity Tennis Classic/USTA Clay Court Championships, Gauntlet of Polo, Delray Beach Pickle ball Open. Finally, also the WEF...12 week Winter Equestrian Festival which may be a target for event cross promotion efforts.
2. If local PBC vicinity hotels were at 80% occupancy this year (during Coved-19 remarkable), they would certainly benefit from more “day-trippers” from neighboring counties. They can embrace baseball in ways Hillsborough and Orange haven’t to this date. They can brand the February 28-March 29 period “**Palm Baseball**”? Just a suggestion.
3. With four (4) teams training in the area, there is enough of a center of gravity to have a “Spring Training Baseball Festival” that will keep people in the county longer (especially if they are coming from Broward, Dade, Orange, etc.) and spending more money while they are there. Perhaps offer either a street festival in or near downtown. It’s a way to possibly attract more “families” attend Spring Training and perhaps another merchandising opportunity.

Key Actionable Takeaways

4. There could also be a market-drive food component (concession item) – a Taste of Game – that can feature the cuisine of the home teams (Timex for Houston; Seafood and crab for Washington; Cuban for Miami; BBQ for St. Louis) and maybe for some of the visiting teams, as well. It doesn't have to be an outdoor festival component; it could be a promotion involving restaurants in Palm Beach County. PASSPORT: get a food item representing all four items and get the chance to win tickets to next year.

5. Certain that the Palm Beach Sports Commission or MLB teams promotes spring training in the markets of the home teams (Houston, Miami, St. Louis, and Washington DC). It was interesting (but not unusual) to see a cluster in New York; the Mets were frequent visitors and their training ground is in nearby Port St. Lucie. The teams probably can't market in the cities of the visiting teams, but Palm Beach County may be able to promote more profusely in these neighboring markets. New York, in particular, is a catchment market for visitors to South Florida.

6. Strongly recommend a benchmark study in 2022. As we continue to climb out of the Pandemic from an event operations perspective, valuable to understand how the OR if the event landscape has changed.

7. Additionally recommend next year's study examines which of the events listed in recommendation #1 (PGA Honda Classic, the Delray Beach Tennis Open/Chris Evert Pro Celebrity Tennis Classic/USTA Clay Court Championships, Gauntlet of Polo, Delray Beach Pickle ball Open) are: (a) I'm interested in; (b) I've attended within the past 3 years with the attending Spring Training crowd base.



Thank You
For Your Continued Support!



Amateur Baseball Events in Palm Beach County July 1, 2020 - June 30, 2021

Event	Facility	Date	# of Teams	Athletes	Spectators	Room Nights	Estimated Visitor Spending
Men's Senior Baseball League (MSBL) Fall Classic	Roger Dean Chevrolet Stadium & Ballpark of the Palm Beaches	November 7-21, 2020	60	1,080	540	2,993	\$2,095,100
Game Day USA Junior All-American Games	Roger Dean Chevrolet Stadium	January 15-17, 2021	30	500	500	225	\$157,500
Hardball 360 Spring Training	Ballpark of the Palm Beaches	July 12-16, 2018*	N/A	120	60	269	\$188,300
Play at the Plate Fantasy Camp World Series	Ballpark of the Palm Beaches	April 15-18, 2021	24	360	180	540	\$378,000
The Sun Conference Baseball Championship	Ballpark of the Palm Beaches	May 6-9, 2021	6	150	220	388	\$271,600
PBR Florida Junior Future Series Summer Kickoff	Ballpark of the Palm Beaches	May 15 - 16, 2021	38	684	300	320	\$224,000
Baseball Factory Memorial Day Classic	Roger Dean Chevrolet Stadium	May 28-31, 2021	40	600	300	150	\$105,000
Baseball Americas Qualifier for the XXXII Olympiad	Ballpark of the Palm Beaches	May 31 - June 5, 2021	8	200	9,648	4,507	\$3,996,385
South Florida Collegiate Baseball League	Various baseball facilities throughout Palm Beach County	June 1 - July 24, 2019	10	250	250	2,690	\$1,883,000
Collegiate League of the Palm Beaches	Roger Dean Chevrolet Stadium & Ballpark of the Palm Beaches	June 1 - August 4, 2021	8	200	200	2,002	\$1,401,400
Prospect Select National Showcase Palm Beach Classic & Futures	Roger Dean Chevrolet Stadium & Ballpark of the Palm Beaches	June 8-14, 2021	283	4,245	3,860	4,952	\$3,466,400
Prep Baseball Report - PBRT East Florida Select	Ballpark of the Palm Beaches	June 17-20, 2021	42	756	378	900	\$630,000
Perfect Game Ultimate Baseball Championship	Ballpark of the Palm Beaches	June 22-25, 2021	60	1,080	1,620	1,848	\$1,293,600
TOTALS			549	9,145	17,516	18,791	\$13,995,185