



GRE ESTIMATES \$102.1 MILLION IMPACT FROM 2013 PGA CHAMPIONSHIP

TOURNAMENT HELD AT ROCHESTER'S OAK HILL COUNTRY CLUB AUG. 5-11, 2013

Overview

New York is the birthplace of The PGA of America and has a rich history playing host to the major golf championships. Nowhere is this distinction more celebrated than in Greater Rochester, NY, where Oak Hill Country Club – the region's oldest and most challenging course – has hosted events such as the Ryder Cup, the Senior Open Championship, and in August 2013 hosted the PGA Championship for its 95th anniversary. This was the third time the season's final major visited Oak Hill, where thousands lined the fairways for the 1980 and 2003 PGA Championships to watch the best players in the world compete for the Wanamaker Trophy.

The 95th PGA Championship drew approximately 225,000 spectators, 156 of the world's most talented golfers along with their entourages and families, hundreds of national and international media representatives, as well as PGA officials and support staff from all over the country. Hotels were booked, and restaurants saw an increase in demand, and the Greater Rochester, NY economy received a major boost.

In order to most accurately estimate the economic impact, GRE used ticket sales and other data from recent PGA events as well as current sales information from the PGA office. We based this model on the following assumptions:

- Approximately 225,000 spectators attended, at varying levels (ranging in cost from \$25-\$900 for a single ticket to \$425,000 for a corporate chalet accommodating 150 guests)
- Approximately 67,500 ticket-holder spectators were non-local, visiting Rochester from outside of 100 miles, and staying here for an estimated 2.5 days
- Of those, about 1,987 non ticket-holders (golfers, PGA staff and officials, entourages, family members, members of the media, etc.) visited Rochester from outside of 100 miles, and stayed here for an estimated 5-7 days
- Between individual tickets, corporate tents/tables, concessions and merchandise, the PGA estimated \$28,000,000 in sales for the event
- Approximately 4,901 hotel rooms were booked, at an average rate of \$600 per stay (for approximately 2.5 nights)
- Assuming daily spending of \$345 from non-local ticket holders was approximately \$58,218,750 (counting ticket sales, hotel/restaurant spending, transportation, and merchandise/concessions spending)
- Assuming daily spending of \$171.80 from non-local non-ticket holders was approximately \$2,389,566 (counting hotel/restaurant spending, transportation, and personal services spending)

Using ticket sales and hotel spending estimations, GRE projects a total economic impact on the Greater Rochester, NY Region of **\$102.1 million**, which includes direct, indirect, and induced economic impacts. The 95th PGA Championship also supported approximately 1,896 temporary, full-, and part-time jobs at Oak Hill itself, local restaurants, hotels, and retail establishments. Lastly, the event resulted in an estimated \$11 million increase in state and local fiscal revenue in the form of sales, income, and other taxes.

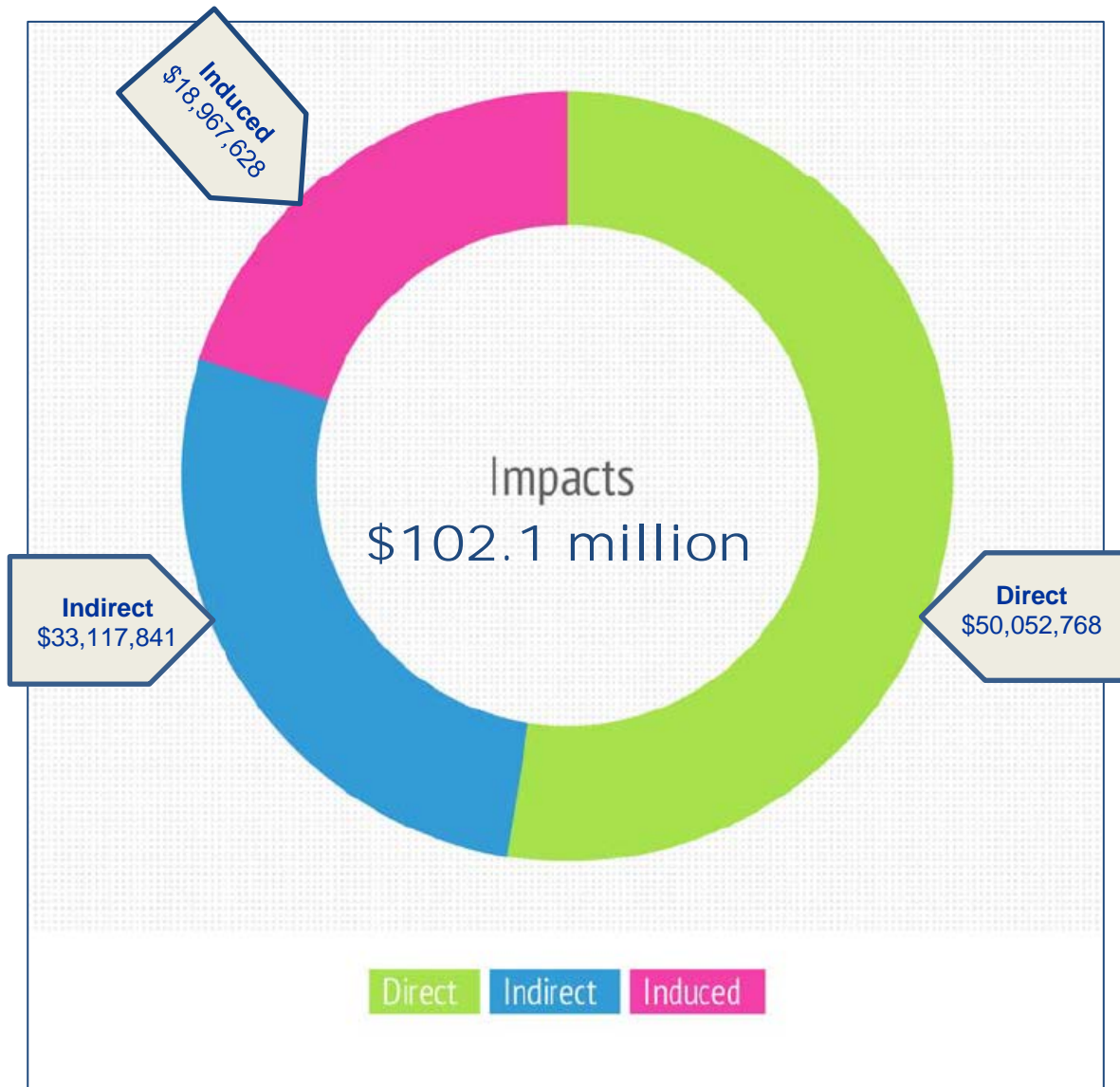
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Total Economic Impact

- **\$102.1 million** total economic impact (income and spending) which includes direct, indirect, and induced¹ effects (see Table 1):



¹ "Induced" effects (in local economic analysis [as different from "indirect effects"]): those income or employment effects which are triggered by household consumption expenditures; as different from "indirect effects" which are the result of backward inter-industry (supply) linkages. *Source: University of Washington Economic & Business Geography Glossary, 2013*



Impact Summary At A Glance

Jobs

- Top industries impacted include sporting event production and promotion, food service industries, real estate and employment services (see Table 2):





Table 1: Impact Summary

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	1,372.9	\$12,686,084	\$15,020,987	\$50,052,768
Indirect Effect	379.4	\$10,229,694	\$17,712,641	\$33,117,841
Induced Effect	144.5	\$6,124,735	\$12,015,911	\$18,967,628
Total Effect	1,896.9	\$29,040,514	\$44,749,538	\$102,138,238

*Data Source:
The PGA of America
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Table 2: Top 5 Impacted Industries

Description	Total Employment	Total Labor Income	Total Value Added	Total Output
Spectator sports companies	1561.5	\$14,253,405	\$16,507,399	\$56,006,476
Promoters of performing arts and sports and agents for public figures	29.8	\$260,357	\$512,737	\$1,662,987
Food services and drinking places	29.1	\$598,276	\$990,409	\$1,836,304
Real estate establishments	15.5	\$228,310	\$2,927,762	\$3,441,398
Employment Services	14.4	\$514,673	\$563,777	\$713,841

*Data Source:
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Table 3: State and Local Fiscal Impact

Description	Employee Compensation	Proprietor Income	Indirect Business Tax	Households	Corporations
Dividends					\$6,692.00
Social Ins Tax- Employee Contribution	\$22,815				
Social Ins Tax- Employer Contribution	\$52,860				
Indirect Bus Tax: Sales Tax			\$3,875,391		
Indirect Bus Tax: Property Tax			\$4,763,780		
Indirect Bus Tax: Motor Vehicle Lic			\$51,055		
Indirect Bus Tax: Severance Tax					
Indirect Bus Tax: Other Taxes			\$654,344		
Indirect Bus Tax: S/L NonTaxes			\$144,180		
Corporate Profits Tax					\$142,018
Personal Tax: Income Tax				\$1,086,916	
Personal Tax: NonTaxes (Fines-Fees)				\$208,753	
Personal Tax: Motor Vehicle License				\$19,389	
Personal Tax: Property Taxes				\$18,426	
Personal Tax: Other Tax (Fish/Hunt)				\$5,481	
Total State and Local Tax	\$75,674		\$9,488,751	\$1,338,966	\$146,033

Total State and Local Tax, all categories: \$11,049,424

Data Sources

The PGA of America; the College of Charleston School of Business Economic Impact Estimation of the 2012 PGA Championship at Kiawah Island; The New York Golf Economy – 2009 Report from the New York Golf Task Force; Facts & Figures from the 2011 PGA Championship at the Atlanta Athletic Club; individual interviews with PGA officials