The Economic Impact of Sports and Sports Events on the Charlotte MSA Economy

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Executive Summary

The purpose of this report is to analyze and define the economic impact of sports and sporting events on the Charlotte, North Carolina Metropolitan Statistical Area (MSA) economy during 2011. This report consists of seven parts that provide an overview of the sports and sports video economic sector, the methodology used, and a detailed analysis of the economic impact of sports and sports related activities on the Charlotte MSA economy.

As recently as 1980 the sports industry had minimal impact on the Charlotte economy. That year Charlotte Motor Speedway only hosted two races in what was then called the Winston Cup Series. Two major professional organizations (NASCAR and AA Baseball) and the three college activities (all NCAA basketball) accounted for only 448,000 in annual attendance. Revenue figures from that period are not available, but an estimate based on published prices suggests that total ticket revenue was less than $6,000,000. Total revenue, including concessions, parking, television, and radio, was under $15,000,000.

In 1987 the National Basketball Association awarded an expansion franchise to Charlotte. The Hornets began playing in 1988 and led the NBA in attendance that year. The Hornets went on to achieve a 358 consecutive game sellout record and that opened the door for major professional sports in Charlotte. A National Football League team, the Carolina Panthers, followed in 1995 and began selling out its 72,000 seat downtown stadium in 1996. These two franchises changed Charlotte's national image and helped usher in an expansion of the sports industry that now generates over two billion dollars in revenue and supports thousands of jobs.

Tables E.1 and E.2 present the specific economic impact information for the Charlotte MSA for sports and related events held during 2011. Table E.1 shows that in 2011 over 4,700,000 persons either attended events or participated in amateur youth tournaments within the Charlotte MSA. This represents more than a ten-fold increase since 1980. Direct spending on sports events, video production, and youth tournaments was $1,094,814,607 during the year. In addition, 13,834 direct jobs were supported by sports events, video production, and youth tournaments in the Charlotte MSA.

Table E.1

Sports Activity in 2011

Category	**Attendance**	**Direct On-Site Revenue**	**Direct Off-Site Revenue**	**Direct Revenue**	**Direct Employment**
Professional and College Teams	2,200,502	$344,168,705	$58,189,802	$402,358,507	6,246
Special Events	2,122,500	$181,562,247	$140,076,059	$321,638,306	4,841
Video Production/Media	N/A	$238,077,395	N/A	$238,077,395	820
Youth Sporting Events	381,000	N/A	$132,740,400	$132,740,400	1,927
Totals	4,704,002	$763,808,347	331,006,260	$1,094,814,607	13,834

Table E.2 shows that total spending (including direct, indirect, and induced effects) on sports events, video production, and youth tournaments was $2,188,207,639 during the year. In addition, sports events, video production, and youth tournaments supported 23,136 total jobs in the Charlotte MSA. Overall, the sports industry has evolved into a significant industry for the Charlotte MSA. It supports a substantial number of jobs and injects over $2 billion into the local economy annually.

Table E.2

Sports Activity in 2011					
Category	**Attendance**	**Total On-Site Revenue**	**Total Off-Site Revenue**	**Total Revenue**	**Total Employment**
Professional and College Teams	2,200,502	$700,680,377	$99,976,363	$800,656,740	9,827
Special Events	2,122,500	$369,635,885	$244,920,095	$614,555,979	7,376
Video Production/Media	N/A	$540,466,828	N/A	$540,466,828	3,228
Youth Sporting Events	381,000	N/A	$232,528,091	$232,528,091	2,704
Totals	4,704,002	$1,610,783,090	577,424,549	2,188,207,639	23,136

The Economic Impact of Sports and Sports Events
on the Charlotte MSA Economy

Introduction

This report analyzes the economic impact of sports and sporting events on the Charlotte MSA economy during 2011. It consists of seven sections. The first section presents an overview and history of the Charlotte MSA economy and the growth of sports as an industry within the Charlotte MSA. The second section provides a general understanding of regional economic impact methodology and the specific methodology used in this paper. In addition, this section also outlines the organization of the study and the data collection methodology. The third section presents an analysis of the economic impact of professional and college regularly scheduled sporting events during 2011. The fourth section presents an analysis of the economic impact of special sporting events in 2011. The fifth section presents the economic impact of amateur youth events during 2011. The sixth section presents the economic impact of sports related video and media production on the Charlotte economy during 2011. The final section outlines the total economic impact of all sports and sports related activity on the Charlotte MSA economy in 2011.

Part 1. Overview and History of Charlotte Sports and Events

The Charlotte, North Carolina MSA consists of six counties (Anson, Cabarrus, Gaston, Mecklenburg, and Union in North Carolina and York in South Carolina). The MSA population in 2010 was 1,758,038 which ranked as the nation's 33rd largest MSA. Figure 1.1 presents a regional map of the Charlotte area with the six MSA counties highlighted.

Figure 1.1

Charlotte-Gastonia-Salisbury Combined Statistical Area

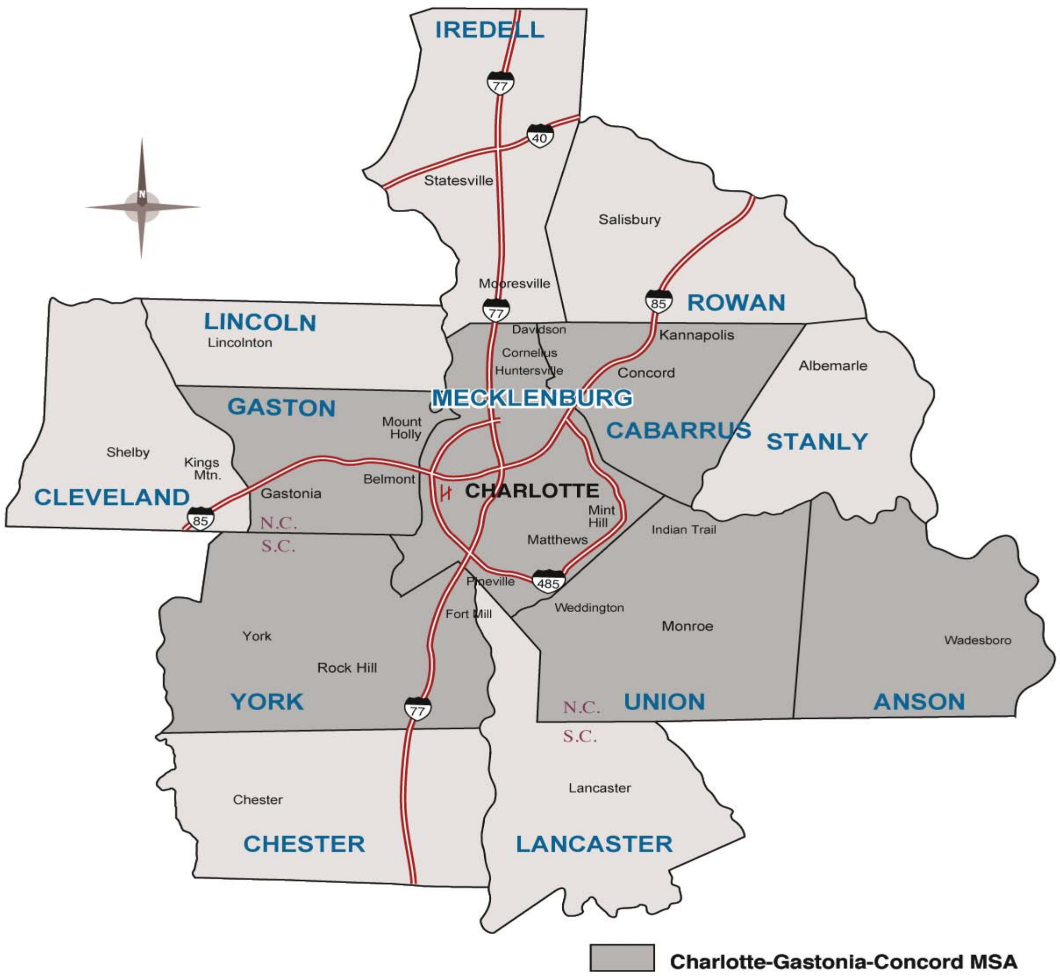

Table 1.1 presents the six county Charlotte MSA population and personal income over the past 40 years. During this period the Charlotte MSA population has increased by 137 percent and Per Capita Personal Income (PCPI) has increased by 963 percent. Real (inflation-adjusted) PCPI has increased by 90 percent. For the past 40 years the Charlotte MSA has consistently ranked among the nation’s fastest growing MSAs, and in the most recent decade the Charlotte

MSA was ranked as the fourth fastest growing large MSA behind Las Vegas, Raleigh, and Austin.

Table 1.1

Charlotte MSA Population and Personal Income 1970-2010*

Category	**1970**	**1980**	**1990**	**2000**	**2010**
Personal income (thousands of dollars)	$2,751,601	$7,925,234	$20,636,565	$44,526,614	$69,224,102
Population (persons)	743,122	859,640	1,030,945	1,339,903	1,758,038
Per capita personal income (dollars)	$3,703	$9,219	$20,017	$33,231	$39,376
Annual Percent Change in PCPI	N/A	9.6%	8.1%	5.2%	1.7%
Annual Percent Change in Population	N/A	1.5%	1.8%	2.7%	2.8%

* Source: U.S. Department of Commerce, Bureau of Economic Analysis

In 1959 O. Bruton Smith of Oakboro, North Carolina built Charlotte's first major sports venue, a high banked 1.5 mile super speedway. The Charlotte Speedway held its first event in June, 1960 and has hosted major NASCAR events every year. During the 1960s and 1970s NASCAR was considered a regional sport with most races and fans residing in the southeastern United States.

Charlotte's attempts at becoming a major league sports town began in 1969 when the American Basketball Association Houston Cougars moved to North Carolina. The Cougars developed an interesting approach to home games by splitting the 42 games among four North Carolina Cities (Charlotte, Greensboro, Raleigh, and Winston-Salem). This proved an unworkable arrangement and in 1974, after five seasons, the Cougars moved to St. Louis.

In 1974 the New York Stars of the new World Football League (WFL) moved to Charlotte in mid-season after disappointing attendance results in New York. The Charlotte Stars played just two home games during the 1974 season. In 1975, renamed the Charlotte Hornets, the team played seven regular season home games before the WFL folded. By the end of the 1970s, Charlotte seemed resigned to minor league team sports.

As recently as 1980 the sports industry had minimal impact on the Charlotte economy. Table 1.2 presents the total sports activity in that year. In 1980 Charlotte Motor Speedway only hosted two races in what was then called the Winston Cup Series. The companion Busch Series racing at Charlotte did not begin until 1982. In addition to the limited racing schedule at the speedway, attendance was considerably smaller than it is today. The two major professional organizations along with the three college activities accounted for only 448,000 in annual attendance. Revenue figures from that period are not available, but an estimate based on published prices suggests the total ticket revenue was less than $6,000,000. Total revenue, including concessions, parking, television and radio, was under $15,000,000.

Table 1.2

Charlotte Sports 1980		
Team/Event	**Sport**	**Attendance**
Charlotte Motor Speedway	NASCAR	190,000
Charlotte O's	AA Baseball	190,000
UNC Charlotte	NCAA Basketball	40,000
North/South Doubleheader	NCAA Basketball	18,000
Sun Belt Conference Tournament	NCAA Basketball	10,000
Total		**448,000**

In 1987 the National Basketball Association awarded a franchise to Charlotte businessman George Shinn. The Charlotte Hornets began playing in the fall of 1988 in the brand new 24,000 seat Charlotte Coliseum. During that first season the Hornets led the NBA in attendance and began a series of 358 consecutive game sellouts over a nine year period.

The success of the Hornets set the stage for another Charlotte sports success. In 1993 the National Football League awarded Jerry Richardson and Charlotte with a franchise, and the team began playing in 1995 in Clemson, South Carolina. In 1996 the Panthers moved to their new stadium in downtown Charlotte and began selling out the 72,000 seat stadium.

In the late 1990s NASCAR began to emerge as a national sport with major U.S. corporate sponsorship. As a result of this transformation, in December of 1999 Fox and NBC signed a contract with NASCAR to televise every NASCAR Cup event live. This meant that like other major sports TV viewers could find flag to flag coverage of NASCAR events every week on the same network. This contract changed the economics of NASCAR racing and generated a major economic enhancement of the Charlotte motorsports industry, including the NASCAR teams and Charlotte Motor Speedway. The combination of the two professional teams and the nationalization of NASCAR as a major sport on par with the other four professional leagues changed the city's national image and provided a catalyst for the sports industry in the region.

Sections 3 through 7 will detail the current sports industry in Charlotte. These sections show a significant change in sporting events and related sports activity within the MSA over the past 15 years. In 2011 sporting events and activities were a major economic sector within the MSA supporting significant fan and team spending and a large number of jobs.

Part 2. Data Collection, Report Organization and Economic Impact Methodology

Data Collection: Most industries in the U.S. economy have their own unique industry classification. U.S. industries are currently classified using the North American Industrial Classification System (NAICS). This system replaced the Standard Industrial Classification (SIC) system. These industrial classification systems assign firms a code based on the product or service the firm produces. This allows both the U.S. Bureau of Economic Analysis (BEA), which collects and publishes output and income data, and the U.S. Bureau of Labor Statistics (BLS), which collects and publishes employment and wage data, to compute total output, income, employment, and wages by a common industry code. The objective is for NAICS to provide aggregate industry specific data for homogeneous firm groupings.

However, some industry concepts, such as sports and the video production and distribution industries are not comprised of homogeneous firms within a unique NAICS code. The sports industry is made up of professional sports teams in national leagues that engage in regularly scheduled events at a single venue (NBA, NFL), traveling leagues that conduct events in different regions over the course of a season (NASCAR, PGA), and special one-time only events (CONCACAF Gold Cup). In addition to the professional events, there is an extensive range of regularly scheduled college revenue sporting events (NCAA basketball and football), as well as special one-time college events (ACC Championship, CIAA tournament). In addition to the regularly scheduled and irregularly scheduled traditional sporting events, the sports scene in Charlotte also plays host to numerous amateur events that rotate through the region during the year.

Finally, Charlotte is home to a recently developed sports video production and distribution industry. This is a group of firms classified in different NAICS codes based on the principal product they provide. An additional complication is that not all firms within each of these industry codes produce a product specifically related to the sports industry. As a result, there is no comprehensive secondary sports video production data source for output or employment.

These two issues require the collection of primary data because secondary data is either inconsistent or not readily available. For this study, data collection consisted of several different techniques. First, organizations located in the Charlotte Region that are sports teams or in the sports video production industry were identified using information provided by The Charlotte Sports Commission. The initial technique of data collection involved the use of proprietary databases for firms. Firm and industry databases such as Reference USA and Dunn & Bradstreet were utilized to collect the output and employment information for the firm's 2010 or 2011 operations.

After that process an email survey was conducted to collect financial and employment information for each organization. This double checking process ensures a more accurate assessment for each organization. If discrepancies occurred, a telephone interview was used to ensure the accuracy of the data. Not all firms or organizations chose to participate in the data collection activity. Some firms felt that the propriety nature of their data might be compromised. For example, the Wells Fargo PGA Tournament chose not to provide financial data.

Therefore, despite all the different techniques of collecting primary data, output and employment data for a number of organizations was still incomplete. In order to estimate the missing data for these organizations, averages based on responding organizations of similar size and activity were used. In some instances (Wells Fargo PGA Tournament) there was no local similar event and so data and studies from other similar events in other cities of the same size as Charlotte were used to estimate the data.

In addition to sports organizations, sporting events, and sports video production data, the study also required information on amateur sports activity. The study relied on extensive survey work provided by the Charlotte Regional Visitors Authority that has a catalog of every amateur sporting event staged in the Charlotte region during 2011. In addition to attendance information, this data set also includes spending behavior of attendees.

Report Organization: Once the data was collected, it was organized to accomplish two goals. First, maintain proprietary data confidentiality. Second, present the results in meaningful categories. To maintain data confidentiality individual organization data was aggregated to include as many like type activities as possible. In that way, the category totals would not provide any information about individual organizations.

Four activity categories were selected. The activity categories are:

Professional and College Sports Teams. This category includes all the regularly scheduled major, minor, and college teams, including the Carolina Panthers, Charlotte Bobcats, Charlotte Knights, Charlotte Checkers, UNC Charlotte Men's Basketball, and JCSU Men's Football and Basketball.

Special Events. This category includes all the major professional and college sports events that occur on an individual basis in the Charlotte region during the year. These events include both NASCAR and non-NASCAR races at Charlotte Motor Speedway, PGA Tournament (estimate), the ACC Championship, the Belk Bowl, the Gold Cup, and the CIAA Basketball Tournament.

Amateur and Youth Events. This category includes amateur tournaments held in the Charlotte region that involve attendance by primarily out-of-town visitors. Most events have no ticketing fee and have little or no on-site spending. Most of the economic impact of this type of sports activity occurs off-site as a result of food and beverage spending and over-night accommodations.

Sports Video and Media Productions. This category includes firms that engage in the production of sports related programming or distribution. This category includes ESPNU, SPEED, NASCAR Media Group, and Raycom Sports.

Impact Methodology: The most important measures of the economic impact of an industry are output and jobs. To assess the total economic impact accurately, the first piece of information estimated is *direct* output. If this is not available, either *direct* earnings or *direct* jobs can be used. The term *direct* refers to the dollar output or employment associated with the operation of the firm or industry being evaluated. For this impact study, the term *direct* is most closely associated with the total expenditures that take place on, or in association with, attending sporting events in the Charlotte MSA.

The multiplier concept then captures the *total* effect of the economic activity on output and employment in the overall economy. For instance, a job multiplier value of 2.1 means that for each job in a particular industry, 1.1 additional jobs are generated in other parts of the economy (the *total* benefit to the economy being 2.1 jobs). Therefore, an event that creates 100 new jobs in an industry would, using the multiplier, translate into a subsequent employment gain of 110 jobs in other sectors, for a *total* employment gain of 210 jobs (100 x 2.1).

The Minnesota IMPLAN Group provides the basic multiplier methodology used in this study. IMPLAN is a multiplier methodology originally developed by the United States Government and currently maintained by the Minnesota IMPLAN Group. For this study, output and employment multipliers for the following IMPLAN sectors have been used: 403 (Spectator sports), 348 (Radio and television broadcasting0, 349 (Cable networks and program distribution), 324 (Food and beverage stores), 326 (Gasoline stations), 329 (General merchandise stores), 411 (Hotels and motels- including casino hotels), and 413 (Food services and drinking places).

This study used the IMPLAN 382 by 382 multiplier matrix for the Charlotte MSA to obtain multipliers for dollar output and employment. This matrix provides multipliers for 382 detailed three and four-digit NAICS industries. In addition, each of the 382 industries has an industry-specific *indirect* multiplier for itself and each of the other 381 industries. Table 2.1 presents the IMPLAN output multipliers used in this study for the Charlotte MSA. The multipliers are based on 2009 data and are used to estimate the economic impact of the Charlotte MSA sports industry in 2011. The multipliers used for the Charlotte MSA economic impacts are presented in Tables 2.1 and 2.2. The IMPLAN multipliers can apply to *direct* output and employment information to estimate the *total* impact of an industry on a region's economy. In addition, IMPLAN provides a comprehensive set of disaggregated multipliers that can estimate the *indirect* and *induced* impacts separately from the *total* impact at the regional level.

The *indirect* impacts measure the additional business and jobs created in non-sports industries that are supported by the *direct* economic activity of sports organizations and fan spending. This *indirect* effect focus on what we generally refer to as the supply chain of a firm or organization. The *induced* impacts measure the additional business and jobs created in non-sports industries that are supported by the incomes of persons employed by sports organizations and by the supply chain industries

Table 2.1 presents the output multipliers used to estimate the impact of the on-going on-site revenue of Charlotte sports activities and the off-site revenue activity associated with attending sports activities during 2011. The multipliers listed in Table 2.1 show that for each dollar of direct expenditure at sporting events (IMPLAN code 403), the total impact on economic output in the region is $2.04. Table 2.1 includes output multipliers for sports video production activity also located in the Charlotte MSA. The Charlotte area firms in this group are classified in one of two industries, either radio and television broadcasting or cable networks.

Table 2.1

2011 IMPLAN Output Multipliers for the Charlotte MSA

IMPLAN Code	Description	Direct	Indirect	Induced	Total
403	Spectator sports companies	1	0.382510	0.653353	2.035863
348	Radio and television broadcasting	1	0.555059	0.687118	2.242178
349	Cable networks and program distribution	1	0.683081	0.609495	2.292575
324	Retail Stores - Food and beverage	1	0.175360	0.463989	1.639349
326	Retail Stores - Gasoline stations	1	0.188820	0.466854	1.655674
329	Retail Stores - General merchandise	1	0.170310	0.460843	1.631152
411	Hotels and motels, including casino hotels	1	0.499457	0.391355	1.890812
413	Food services and drinking places	1	0.402077	0.398271	1.800348

Table 2.1 also includes the output multipliers for four other industries associated with off-site expenditures that are made by spectators in conjunction with attending sporting events in the Charlotte MSA. The interpretation of these output multipliers is the same as described above for

the on-site (IMPLAN Code 403) spending.   Spending on Hotels and motels has the largest impact in terms of additional economic output. Each dollar spent in Hotels and motels creates an additional 89 cents in the local economy, this would add up to a total output multiplier of 1.890812.

Estimates of spectator spending off-site in conjunction with their attendance at the sporting events in the Charlotte MSA are based on obtained survey information. Fan off-site spending surveys were sent to over 2,500 ticket holders of various sporting events held in the Charlotte MSA during 2011. In addition, the Charlotte Regional Visitors Aurthority conducted numerous on-site surveys over the past several years for special sporting events and amateur sports tournaments. Taken together, these two activities provide a picture of the distinct pattern of spending by sports fans while attending events within the Charlotte MSA.

Because many of the attendees at sporting events within the Charlotte MSA are residents, an adjustment was made to their off-site spending to address the substitution effect. The substitution effect is the idea that spending on food and other retail sectors by local residents would take place independent of the sporting event. The adjustment for the possible substitution effect is unique to each sporting event. It depends on the percent of attendees that are from inside the Charlotte MSA. This number varies depending on the sporting event. For some events 90 percent of attendees reside within the Charlotte MSA. For other events less than 10 percent reside within the MSA. The substitution adjustment was made on an event by event basis specific to individual industries. A more detailed explanation is contained within each section of this report.

Table 2.2 presents the employment multipliers used to estimate the jobs impact of the on-going on-site sports activities and the jobs impact of the on-going off-site sports activities associated with attending sports activities during 2011. The multipliers listed in Table 2.2 show the number of jobs created for each $1,000,000 of direct spending within each industry. For each $1,000,000 in direct spending in the Spectator sports companies industry (IMPLAN code 403), the total employment impact is 24.9 jobs created.

Table 2.2

2011 IMPLAN Employment Multipliers for the Charlotte MSA

IMPLAN Code	Description	Direct*	Indirect*	Induced*	Total*
403	Spectator sports companies	15.479735	4.068010	5.390037	24.937782
348	Radio and television broadcasting	4.244166	4.934700	5.691076	14.869942
349	Cable networks and program distribution	2.801979	4.653201	5.050521	12.505702
324	Retail Stores - Food and beverage	17.730496	1.308466	3.827030	22.865992
326	Retail Stores - Gasoline stations	14.023308	1.406013	3.859733	19.289055
329	Retail Stores - General merchandise	16.517691	1.275109	3.798328	21.591128
411	Hotels and motels, including casino hotels	9.668748	3.681624	3.227083	16.577455
413	Food services and drinking places	16.591027	2.727321	3.283219	22.601568

*Jobs per $1,000,000 of output

Part 3. 2011 Economic Impact of Professional and College Sports Teams

This section details the impact of professional and college sports teams on the Charlotte MSA economy. The teams in this section of the study include professional teams that play a season set of games in a consistent venue and revenue generating sports teams at the college level that also play a season set of games in a consistent venue. The professional teams include, but are not limited to, the Charlotte Bobcats, Carolina Panthers, Charlotte Checkers, Charlotte Knights, Kannapolis Intimidators, Charlotte Eagles, Carolina Speed, Charlotte Speed Demons, and Gastonia Grizzlies. The college teams include UNC Charlotte Men’s Basketball, Davidson College Football and Men’s Basketball, Winthrop University Men’s Basketball, Johnson C. Smith University Football and Men’s Basketball, Queens University Men’s Basketball, and Wingate University Football and Men’s Basketball.

Table 3.1 provides the output impact of the professional and college teams on the Charlotte MSA economy. The on-site revenue consists of 100 percent of all revenue reported by the individual teams. It includes all ticket, luxury box, club seat, concession, novelty, parking, national TV, local TV, naming rights, royalty rights, advertising, and game promotion revenues.

The off-site numbers include spending by fans in conjunction with attending events and spending by visiting teams, visiting officials, and visiting scouts. The final off-site spending numbers adjust to reflect the possible substitution effect of fan spending in conjunction with attending games. The basis for adjustment is the percentage of fans that attend events from outside the MSA. That percentage ranges from 10 to 40 percent. To achieve the adjustment, the spending by fans from inside the MSA is reduced by 50% to allow for the substitution effect. Over 2500 surveys, with a 25 percent response rate, were sent to ticket holders of various teams to obtain the off-site spending numbers.

The direct on-site revenue for all professional and collegiate sports teams in 2011 was $344,168,705. Direct off-site revenue was $58,189,802. These combine for direct revenue spending in association with professional and college sports teams of $402,358,507 in 2011.

The total on-site revenue for all professional and college sports teams in 2011 was $700,687,377. Total off-site revenue was $99,656,740. These combine for a total revenue figure for all professional and college sports teams of $800,656,740 in 2011.

Table 3.2 presents the employment impact of the professional and college sports teams for 2011. The direct employment impact from on-site activities is 5,328 jobs. The direct employment impact based on spending for off-site activities is 919 jobs. This combines for a direct employment impact of 6,246 jobs as a result of professional and college sports team events during 2011

Table 3.1

Output Impact of Professional and College Sports Teams				
Type	**Direct**	**Indirect**	**Induced**	**Total**
On-Site Revenue	$344,168,705	$131,647,977	$224,863,695	$700,680,377
Off-Site Revenue				
Retail Stores - Food and beverage	$12,907,921	$2,263,534	$5,989,133	$21,160,588
Retail Stores - Gasoline stations	$10,500,445	$1,982,695	$4,902,172	$17,385,312
Retail Stores - General merchandise	$9,638,660	$1,641,556	$4,441,909	$15,722,124
Hotels and motels, including casino hotels	$4,892,584	$2,443,635	$1,914,738	$9,250,958
Food services and drinking places	$20,250,191	$8,142,129	$8,065,062	$36,457,381
Total Off-Site Revenue	$58,189,802	$16,473,548	$25,313,013	$99,976,363
Total Revenue	$402,358,507	$148,121,525	$250,176,709	$800,656,740

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Table 3.2

Employment Impact of Professional and College Sports Teams				
Type	**Direct**	**Indirect**	**Induced**	**Total**
On-Site Employment	5,328	1,400	1,855	8,583
Off-Site Employment				
Retail Stores - Food and beverage	229	17	49	295
Retail Stores - Gasoline stations	147	15	41	203
Retail Stores - General merchandise	159	12	37	208
Hotels and motels, including casino hotels	47	18	16	81
Food services and drinking places	336	55	66	458
Total Off-Site Employment	919	117	209	1,245
Total Employment	6,246	1,517	2,064	9,827

The total employment impact from on-site activities is 8,583 jobs. The total employment impact based on spending for off-site activities is 1,245 jobs. This combines for a total employment impact of 9,827 jobs as a result of professional and college sports team events during 2011. It is important to note the column and row totals may not add exactly because of rounding.

The IMPLAN detailed multiplier methodology allows for the identification of the industries that are most important in the supply chain for the professional and college sports industries. Tables 3.3 and 3.4 present the 20 largest supply chain IMPLAN industries measured by indirect impact levels for output and employment. These tables also identify the induced impacts of this supply chain activity and the total impact of the supply chain (indirect plus induced) on the Charlotte MSA for that industry.

Table 3.3 shows that the industry with the largest supply chain output impact is Real estate establishments. This industry provides professional and college sporting events (as a result of both on-site and off-site spending) with $9,232,146 in annual production. Three other industries (Management of companies and enterprises, Promoters of performing arts and sports and agents for public figures, and Insurance carriers) all provide the professional and college sports sector over $5,000,000 in production annually.

Table 3.4 shows the jobs impact on the professional and college sports sector in a similar manner to Table 3.3. In this case the industry with the largest supply chain employment impact is Promoters of performing arts and sports and agents for public figures. This industry, as a result of both on-site and off-site spending in the professional and college sports sector, supports 114 jobs. Four other industries (Real estate establishments, Employment services, Services to buildings and dwellings, and Management of companies and enterprises) all support more than 30 jobs as a result of annual spending by the professional and college team sector.

Table 3.3

Output Ranked by the Top 20 Supplier Chain Industries				
IMPLAN Code	**Industry**	**Indirect**	**Induced**	**Total**
360	Real estate establishments	$9,232,146	$18,078,590	$27,310,746
381	Management of companies and enterprises	$7,429,057	$2,163,896	$9,592,945
404	Promoters of performing arts and sports and agents for public fig.	$5,894,557	$575,842	$6,470,412
357	Insurance carriers	$5,087,946	$11,388,539	$16,476,151
348	Radio and television broadcasting	$4,483,059	$1,099,736	$5,582,795
351	Telecommunications	$4,460,201	$6,035,299	$10,495,490
355	Nondepository credit intermediation and related activities	$3,394,667	$8,507,826	$11,902,854
319	Wholesale trade businesses	$3,198,100	$12,667,513	$15,865,618
31	Electric power generation, transmission, and distribution	$3,144,330	$4,558,082	$7,702,418
374	Management, scientific, and technical consulting services	$2,857,129	$1,563,847	$4,421,331
367	Legal services	$2,701,973	$3,651,118	$6,353,086
368	Accounting, tax preparation, bookkeeping, and payroll services	$2,543,733	$1,479,193	$4,022,927
377	Advertising and related services	$2,330,446	$542,609	$2,873,033
349	Cable and other subscription programming	$2,140,952	$741,708	$2,882,693
388	Services to buildings and dwellings	$2,123,621	$2,034,738	$4,158,372
418	Personal and household goods repair and maintenance	$2,059,045	$223,242	$2,281,930
354	Monetary authorities and depository credit intermediation activities	$2,051,481	$10,536,923	$12,588,405
382	Employment services	$2,019,230	$1,460,823	$3,480,047
352	Data processing, hosting, ISP, web search portals and related ser.	$1,992,333	$1,867,888	$3,860,221
358	Insurance agencies, brokerages, and related activities	$1,437,234	$2,836,107	$4,273,346
	All Other Industries	$77,529,279	$158,161,792	$638,060,336
	Total	$148,121,525	$250,176,709	$800,656,740

Table 3.4

Employment Ranked by the Top 20 Supplier Chain Industries				
IMPLAN Code	**Industry**	**Indirect**	**Induced**	**Total**
404	Promoters of performing arts and sports and agents for public figures	114	11	125
360	Real estate establishments	81	158	239
382	Employment services	47	34	81
388	Services to buildings and dwellings	35	34	69
381	Management of companies and enterprises	32	9	41
368	Accounting, tax preparation, bookkeeping, and payroll services	26	15	42
374	Management, scientific, and technical consulting services	23	13	35
377	Advertising and related services	23	5	28
348	Radio and television broadcasting	19	5	24
357	Insurance carriers	17	38	56
367	Legal services	17	23	39
386	Business support services	16	12	28
319	Wholesale trade businesses	16	62	78
418	Personal and household goods repair and maintenance	15	2	17
389	Other support services	13	4	17
351	Telecommunications	12	17	29
387	Investigation and security services	12	13	25
341	Newspaper publishers	9	5	14
358	Insurance agencies, brokerages, and related activities	9	17	26
340	Warehousing and storage	8	4	13
	All Other Industries	973	1,582	8,801
	Total	1,517	2,064	9,827

Part 4. 2011 Economic Impact of Special Events

This section details the impact of special sporting events on the Charlotte MSA economy. These events include races and other events at Charlotte Motor Speedway, zMAX Dragway, and The Dirt Track at Charlotte Motor Speedway, along with associated racing events like Speed Street. This section also includes all tournaments and one-time games from 2011 like the Belk Bowl, ACC Championship game, the CIAA Tournament, NCAA Regionals, East Carolina University versus UNC Chapel Hill, Gold Cup International Soccer, and the PGA Tournament (estimate).

Table 4.1 provides the output impact of these special events on the Charlotte MSA economy. The on-site revenue consists of 100 percent of all revenue reported by the individual events. It includes all ticket, luxury box, club seat, concession, novelty, parking, national TV, local TV, naming rights, royalty rights, advertising, and game promotion revenues.

The off-site numbers include spending by fans in conjunction with attending events and spending by visiting teams, visiting officials, and visiting scouts. The final off-site spending numbers adjust to reflect the possible substitution effect of fan spending in conjunction with attending games. The basis for adjustment is the percentage of fans that attend events from outside the MSA. That percentage ranges from 10 to 40 percent. To achieve the adjustment, the spending by fans from inside the MSA is reduced by 50% to allow for the substitution effect. The Charlotte Regional Visitors Authority conducted surveys during 2010 and 2011 to obtain off-site spending information for this section.

The direct on-site revenue for all special events in 2011 was $181,562,247. Direct off-site revenue was $140,076,059. These combine for direct revenue spending in association with special events of $321,638,306.

The total on-site revenue for all special events in 2011 was $369,635,885. Total off-site revenue was $244,920,095. These combine for a total revenue figure for all special events of $614,555,979 in 2011.

Table 4.2 presents the employment impact of special events for 2011. The direct employment impact from on-site activities is 2,811 jobs. The direct employment impact based on spending for off-site activities is 2,031. This combines for a direct employment impact of 4,841 jobs because of special events during 2011.

Table 4.1

Output Impact of Special Sports Events				
Type	**Direct**	**Indirect**	**Induced**	**Total**
On-Site Revenue	$181,562,247	$69,449,378	$118,624,260	$369,635,885
Off-Site Revenue				
Retail Stores - Food and beverage	$20,348,493	$3,568,313	$9,441,476	$33,358,281
Retail Stores - Gasoline stations	$24,630,414	$4,650,717	$11,498,801	$40,779,932
Retail Stores - General merchandise	$21,944,100	$3,737,289	$10,112,784	$35,794,172
Hotels and motels, including casino hotels	$36,332,387	$18,146,461	$14,218,868	$68,697,717
Food services and drinking places	$36,820,665	$14,804,729	$14,664,599	$66,289,992
Total Off-Site Revenue	$140,076,059	$44,907,509	$59,936,527	$244,920,095
Total Revenue	$321,638,306	$114,356,887	$178,560,787	$614,555,979

The total employment impact from on-site activities is 4,528 jobs. The total employment impact based on spending for off-site activities is 2,849 jobs. This combines for a total employment impact of 7,376 jobs as a result of special events during 2011. It is important to note the column and row totals may not add exactly because of rounding.

Table 4.2

Employment Impact of Special Sports Events				
Type	**Direct**	**Indirect**	**Induced**	**Total**
On-Site Employment	2,811	739	979	4,528
Off-Site Employment				
Retail Stores - Food and beverage	361	27	78	465
Retail Stores - Gasoline stations	345	35	95	475
Retail Stores - General merchandise	362	28	83	474
Hotels and motels, including casino hotels	351	134	117	602
Food services and drinking places	611	100	121	832
Total Off-Site Employment	2,031	323	494	2,849
Total Employment	4,841	1,062	1,473	7,376

The IMPLAN detailed multiplier methodology allows for the identification of the industries that are most important in the supply chain for the special sporting events industry. Tables 4.3 and 4.4 present the 20 largest supply chain IMPLAN industries measured by indirect impact levels for output and employment. These tables also identify the induced impacts of this supply chain activity and the total impact of the supply chain (indirect plus induced) on the Charlotte MSA for that industry.

Table 4.3 shows that the industry with the largest supply chain output impact is Real estate establishments. This industry provides the special sporting events industry (as a result of both on-site and off-site spending) with $9,403,138 in annual production. Three other industries (Management of companies and enterprises, Insurance carriers, and Telecommunications) all provide the special events sector with over $4,000,000 in production annually.

Table 4.3

Output Ranked by the Top 20 Supplier Chain Industries				
IMPLAN Code	**Industry**	**Indirect**	**Induced**	**Total**
360	Real estate establishments	9,402,138	12,905,687	22,307,847
381	Management of companies and enterprises	5,995,196	1,544,543	7,539,755
357	Insurance carriers	4,232,061	8,127,727	12,359,628
351	Telecommunications	4,069,316	4,308,014	8,377,306
31	Electric power generation, transmission, and distribution	3,937,479	3,253,752	7,191,267
348	Radio and television broadcasting	3,693,450	784,944	4,478,394
319	Wholesale trade businesses	3,490,471	9,042,652	12,533,158
404	Promoters of performing arts and sports and agents for public figures	3,156,497	410,898	3,567,416
355	Nondepository credit intermediation and related activities	2,767,036	6,072,211	8,839,470
374	Management, scientific, and technical consulting services	2,370,664	1,116,243	3,487,110
388	Services to buildings and dwellings	2,300,678	1,452,167	3,752,866
368	Accounting, tax preparation, bookkeeping, and payroll services	2,052,273	1,055,772	3,108,047
367	Legal services	2,011,593	2,606,037	4,617,641
354	Monetary authorities and depository credit intermediation	1,992,327	7,521,204	9,513,511
377	Advertising and related services	1,919,953	387,303	2,307,214
349	Cable and other subscription programming	1,858,392	529,396	2,387,846
352	Data processing, hosting, ISP, web search portals and related services	1,677,548	1,333,270	3,010,818
382	Employment services	1,670,760	1,042,678	2,713,401
344	Directory, mailing list, and other publishers	1,179,898	342,959	1,522,638
418	Personal and household goods repair and maintenance	1,159,734	159,344	1,318,875
	All Other Industries	53,415,756	114,562,562	489,620,343
	Total	114,353,218	178,559,363	614,554,552

Table 4.4 shows the jobs impact on the special events sector in a similar manner to Table 4.3. In this case, the industry with the largest supply chain employment impact is Promoters of performing arts and sports and agents for public figures. This industry, because of both on-site and off-site spending in the special events sector, supports 61 jobs. Four other industries (Employment services, Services to buildings and dwellings, and Management of companies and enterprises) all support more than 20 jobs because of annual spending by the special events sector.

Table 4.4

Employment Ranked by the Top 20 Supplier Chain Industries

IMPLAN Code	Industry	Indirect	Induced	Total
404	Promoters of performing arts and sports and agents for public figures	61	8	69
382	Employment services	39	24	63
388	Services to buildings and dwellings	38	24	62
381	Management of companies and enterprises	26	7	32
368	Accounting, tax preparation, bookkeeping, and payroll services	21	11	32
374	Management, scientific, and technical consulting services	19	9	28
377	Advertising and related services	19	4	23
319	Wholesale trade businesses	17	44	61
348	Radio and television broadcasting	16	3	19
386	Business support services	14	9	23
357	Insurance carriers	14	27	42
367	Legal services	12	16	29
351	Telecommunications	11	12	23
387	Investigation and security services	10	9	19
39	Maintenance and repair construction of nonresidential structures	10	6	15
427	US Postal Service	10	5	14
389	Other support services	9	3	12
340	Warehousing and storage	9	3	12
418	Personal and household goods repair and maintenance	8	1	10
335	Transport by truck	8	11	19
	All Other Industries	691	1,237	6,768
	Total	1,062	1,473	7,376

Part 5. 2011 Economic Impact of Amateur and Youth Events

This section details the impact of amateur and youth sporting events on the Charlotte MSA economy. Around 150 events are included in this study and almost 140,000 players and fans attended amateur events in the Charlotte MSA during 2011. Most events lasted 2 days but a few lasted as long as a week. Some of the many groups that organize such events include TEAM Charlotte Swimming, Charlotte Soccer Academy, Frank Glazier Football Clinics, Carolina Scholastic Sports Association Inc., Top Gun Sports, Christian Cheerleaders of America, BASS/ESPN Outdoors, Palmetto Volleyball Association Inc., StickWithUs Lacrosse, Queen City Darting Association, and the North Carolina National Softball Association.

Table 5.1 provides the output impact of all the amateur and youth events on the Charlotte MSA economy. There is no on-site revenue since most of these events do not charge admission. The off-site numbers include spending by fans (which include mostly family members of participants) in conjunction with attending events. Off-site spending is not adjusted to reflect the possible substitution effect of spending in conjunction with attending games because almost all of the attendance is from outside the region. Spending on off-site categories was obtained from fan surveys conducted by the Charlotte Regional Visitors Authority during 2011. The total off-site revenue for all amateur and youth events in 2011 was $232,528,091.

Table 5.1

Output Impact of Youth Sporting Events				
Type	**Direct**	**Indirect**	**Induced**	**Total**
Off-Site Revenue				
Retail Stores - Food and beverage	$19,962,578	$3,500,639	$9,262,415	$32,725,632
Retail Stores - Gasoline stations	$19,484,215	$3,679,011	$9,096,279	$32,259,505
Retail Stores - General merchandise	$21,527,923	$3,666,410	$9,920,992	$35,115,326
Hotels and motels, including casino hotels	$35,643,333	$17,802,308	$13,949,203	$67,394,845
Food services and drinking places	$36,122,350	$14,523,953	$14,386,480	$65,032,784
Total Off-Site Revenue	$132,740,400	$43,172,321	$56,615,370	$232,528,091

Table 5.2 presents the employment impact of the amateur and youth events for 2011. The total employment impact from off-site activities is 2,704 jobs. It is important to note the column and row totals may not add exactly because of rounding.

Table 5.2

Employment Impact of Youth Sporting Events				
Type	**Direct**	**Indirect**	**Induced**	**Total**
Off-Site Employment				
Retail Stores - Food and beverage	354	26	76	456
Retail Stores - Gasoline stations	273	27	75	376
Retail Stores - General merchandise	356	27	82	465
Hotels and motels, including casino hotels	345	131	115	591
Food services and drinking places	599	99	119	816
Total Off-Site Employment	1,927	311	467	2,704

The IMPLAN results allow for the identification of the industries that are most important in the supply chain for the amateur and youth sports industry. Tables 5.3 and 5.4 present the 20 largest supply chain IMPLAN industries measured by indirect impact level for output and employment. These tables also identify the induced impacts of this supply chain activity and the total impact of the supply chain (indirect plus induced) on the Charlotte MSA for that industry.

Table 5.3 shows that the industry with the largest supply chain output impact is Real estate establishments followed by Electric power generation, transmission, and distribution; Management of companies and enterprises; and Wholesale trade businesses.

Table 5.4 shows the largest supply chain employment impacts are from Real estate establishments, Services to buildings and dwellings, Employment services, and Wholesale trade businesses.

Table 5.3

IMPLAN Code	Industry	Indirect	Induced	Total
	Output Ranked by the Top 20 Supplier Chain Industries			
360	Real estate establishments	$5,623,414	$4,097,657	$9,721,093
31	Electric power generation, transmission, and distribution	$2,658,364	$1,032,791	$3,691,191
381	Management of companies and enterprises	$2,455,071	$489,914	$2,945,001
319	Wholesale trade businesses	$2,318,845	$2,870,508	$5,189,388
351	Telecommunications	$2,028,382	$1,366,874	$3,395,236
357	Insurance carriers	$1,831,456	$2,575,263	$4,406,740
348	Radio and television broadcasting	$1,532,449	$248,912	$1,781,362
388	Services to buildings and dwellings	$1,330,976	$460,219	$1,791,215
355	Nondepository credit intermediation and related activities	$1,160,296	$1,924,866	$3,085,198
354	Monetary authorities and depository credit intermediation activities	$1,085,801	$2,386,215	$3,471,997
374	Management, scientific, and technical consulting services	$998,748	$354,006	$1,352,775
368	Accounting, tax preparation, bookkeeping, and payroll services	$855,521	$334,818	$1,190,336
349	Cable and other subscription programming	$853,962	$167,887	$1,021,906
427	US Postal Service	$816,447	$156,893	$973,376
377	Advertising and related services	$796,580	$122,838	$919,376
352	Data processing, hosting, ISP, web search portals and related ser.	$723,758	$422,963	$1,146,722
382	Employment services	$710,312	$330,662	$1,040,938
367	Legal services	$691,166	$826,576	$1,517,759
335	Transport by truck	$681,251	$505,637	$1,186,924
39	Maintenance and repair construction of nonresidential structures	$632,330	$173,144	$805,487
	All Other Industries	$13,387,191	$35,766,726	$181,894,071
	Total	$43,172,321	$56,615,370	$232,528,091

Table 5.4

Employment Ranked by the Top 20 Supplier Chain Industries				
IMPLAN Code	**Industry**	**Indirect**	**Induced**	**Total**
360	Real estate establishments	49	36	85
388	Services to buildings and dwellings	22	8	30
382	Employment services	17	8	24
319	Wholesale trade businesses	11	14	25
381	Management of companies and enterprises	11	2	13
368	Accounting, tax preparation, bookkeeping, and payroll services	9	3	12
374	Management, scientific, and technical consulting services	8	3	11
377	Advertising and related services	8	1	9
427	US Postal Service	8	1	9
386	Business support services	7	3	10
39	Maintenance and repair construction of nonresidential structures	7	2	8
348	Radio and television broadcasting	7	1	8
357	Insurance carriers	6	9	15
351	Telecommunications	6	4	9
340	Warehousing and storage	5	1	6
403	Spectator sports companies	5	2	7
335	Transport by truck	5	4	8
367	Legal services	4	5	9
421	Dry-cleaning and laundry services	4	2	6
31	Electric power generation, transmission, and distribution	4	2	5
	All Other Industries	110	357	2,393
	Total	311	467	2,704

Part 6. 2011 Economic Impact of Video and Media Production

This section details the impact of sports video and media production on the Charlotte MSA economy. This section contains data on four firms: ESPNU, NASCAR Media Productions, Raycom Sports, and SPEED. This combination of video and media companies is not common in communities the size of Charlotte. Most of these types of organizations are located in traditional media cities such as New York, Los Angeles, and Nashville. However, the existence of the motorsports industry in the Charlotte metro area has developed this sports oriented video and media cluster.

Table 6.1 provides the output and employment impacts of sports video and media production on the Charlotte MSA economy. The direct output for all sports video and media production in 2011 was $238,077,395. The total revenue in 2011 was $540,466,828. The direct employment impact was 820 jobs. The total employment impact of sports video and media production in 2011 was 3,228 jobs.

Table 6.1

Output Impact of Video Production/Media				
Type	**Direct**	**Indirect**	**Induced**	**Total**
Output	$238,077,395	$149,052,241	$153,337,192	$540,466,828
Employment	820	1,138	1,270	3,228

The IMPLAN detailed multiplier methodology allows for the identification of the industries that are most important in the supply chain for sports video and media production. Tables 6.2 and 6.3 present the 20 largest supply chain IMPLAN industries measured by indirect impact levels for output and employment. These tables also identify the induced impacts of this supply chain activity and the total impact of the supply chain (indirect plus induced) on the Charlotte MSA for that industry.

Table 6.2 shows that the industry with the largest supply chain output impact is Spectator sports companies. This industry provides sports video and media production companies with $23,853,875 in annual production. Three other industries (Motion picture and video industries, Real estate establishments, and Telecommunications) all provide the sports video and media production sector over $4,000,000 in production annually.

Table 6.2

IMPLAN Code	Industry	Indirect	Induced	Total
	Output Ranked by the Top 20 Supplier Chain Industries			
403	Spectator sports companies	$23,853,875	$366,073	$24,220,080
346	Motion picture and video industries	$11,681,250	$195,216	$11,876,466
360	Real estate establishments	$4,706,960	$10,589,181	$15,296,141
351	Telecommunications	$4,459,065	$3,617,737	$8,076,803
366	Lessors of nonfinancial intangible assets	$2,511,715	$246,125	$2,757,840
354	Monetary authorities and depository credit	$2,397,681	$6,327,417	$8,725,098
319	Wholesale trade businesses	$2,250,090	$7,470,930	$9,721,021
382	Employment services	$1,979,659	$890,116	$2,869,775
381	Management of companies and enterprises	$1,946,096	$1,311,734	$3,257,830
352	Data processing, hosting, ISP, web search portals	$1,709,445	$1,123,931	$2,833,376
377	Advertising and related services	$1,695,458	$330,922	$2,026,380
368	Accounting, tax preparation, bookkeeping, and payroll	$1,637,852	$899,012	$2,536,864
355	Nondepository credit intermediation and related act.	$1,491,323	$5,252,492	$6,743,814
374	Management, scientific, and technical consulting ser.	$1,336,433	$954,725	$2,291,158
367	Legal services	$1,318,234	$2,209,152	$3,527,386
388	Services to buildings and dwellings	$1,234,942	$1,263,375	$2,498,317
413	Food services and drinking places	$1,202,824	$8,473,530	$9,676,222
380	All other miscellaneous professional, scientific	$1,187,913	$157,560	$1,345,473
344	Directory, mailing list, and other publishers	$1,031,083	$294,847	$1,325,929
31	Electric power generation, transmission, and dist.	$923,755	$2,697,785	$3,621,673
	All other industries	$78,496,589	$98,665,330	$415,239,182
	Total	$149,052,241	$153,337,192	$540,466,828

Table 6.3 shows the jobs impact on the sports video and media production sector in a similar manner to Table 6.2. In this case, the industry with the largest supply chain employment impact is Spectator sports companies. This industry supports 369 jobs. Motion picture and video industries supports 177 jobs, and both Employment services and Real estate establishments support more than 40 jobs each.

Table 6.3

Output Ranked by the Top 20 Supplier Chain Industries				
IMPLAN Code	**Industry**	**Indirect**	**Induced**	**Total**
403	Spectator sports companies	369	6	375
346	Motion picture and video industries	177	3	180
382	Employment services	46	21	67
360	Real estate establishments	41	93	134
388	Services to buildings and dwellings	20	21	41
413	Food services and drinking places	20	141	161
405	Independent artists, writers, and performers	17	0	18
368	Accounting, tax preparation, bookkeeping, and payroll ser.	17	9	26
377	Advertising and related services	17	3	20
404	Promoters of performing arts and sports and agents for public fig.	15	7	22
351	Telecommunications	12	10	22
319	Wholesale trade businesses	11	37	48
374	Management, scientific, and technical consulting services	11	8	18
386	Business support services	10	7	18
380	All other miscellaneous professional, scientific, and tech ser.	9	1	10
381	Management of companies and enterprises	8	6	14
367	Legal services	8	14	22
387	Investigation and security services	7	8	15
341	Newspaper publishers	6	3	9
354	Monetary authorities and depository credit intermediation	6	16	21
	All other industries	309	858	1,987
	Total	1,138	1,270	3,228

Part 7. 2011 Total Economic Impact of the Sports and Related Industries

This section details the impact of all sports and related industries on the Charlotte MSA economy. This section presents an aggregate impact of the previous four sections detailing the impacts of professional sports teams, special sporting events, amateur and youth sporting events, and sports video and media production. The end of this section provides a list of bullet points highlighting the major findings of the report.

Table 7.1 provides the output impact of all sports and related industries on the Charlotte MSA economy for 2011.

Table 7.1

Summary Output Table				
Type	**Direct**	**Indirect**	**Induced**	**Total**
On-Site Revenue	$763,808,347	$350,149,596	$496,825,147	$1,610,783,090
Off-Site Revenue				
Retail Stores - Food and beverage	$53,218,992	$9,332,485	$24,693,024	$87,244,501
Retail Stores - Gasoline stations	$54,615,074	$10,312,423	$25,497,252	$90,424,749
Retail Stores - General merchandise	$53,110,683	$9,045,255	$24,475,684	$86,631,622
Hotels and motels, including casino hotels	$76,868,305	$38,392,404	$30,082,810	$145,343,519
Food services and drinking places	$93,193,206	$37,470,811	$37,116,141	$167,780,157
Total Off-Site Revenue	$331,006,260	$104,553,378	$141,864,911	$577,424,549
Total Revenue	$1,094,814,607	$454,702,974	$638,690,058	$2,188,207,639

Table 7.2 presents the employment impact of all sports and related industries for 2011.

Table 7.2

Summary Employment Table				
Type	**Direct**	**Indirect**	**Induced**	**Total**
On-Site Revenue	8,958	3,276	4,104	16,339
Off-Site Revenue				
Retail Stores - Food and beverage	944	70	204	1,217
Retail Stores - Gasoline stations	766	77	211	1,053
Retail Stores - General merchandise	877	68	202	1,147
Hotels and motels, including casino hotels	743	283	248	1,274
Food services and drinking places	1,546	254	306	2,106
Total Off-Site Employment	4,876	751	1,170	6,798
Total Employment	13,834	4,028	5,274	23,136

Over the past 30 years the sports industry in Charlotte has emerged from a modest regional entertainment industry to an important economic cluster for the regional economy. Sports in Charlotte is now a big business and it is not just the major professional teams but includes a wide range of minor league and amateur sports. In fact, minor league sports have seen the largest growth in terms of number of teams and events. New minor league teams in baseball (Intimidators, Knights, Crawdads), hockey (Checkers), soccer (Eagles), and football (Speed) have provided a range of affordable entertainment option for Charlotte and the greater Charlotte region.

Special events have also seen rapid growth over the past several years, including bowl games, basketball tournaments, golf tournaments, and a range of motorsports events. The growth of sports in the Charlotte region over the past 30 years has been dramatic and is still increasing, as new events and teams have been developed or announced in just the last few years. In addition, the geographic footprint of the regional sports industry is also increasing beyond just the six-county MSA.

The IMPLAN results allow for the identification of the industries that are most important in the supply chain for sports and related industries. Tables 7.3 and 7.4 present the 20 largest supply chain IMPLAN industries measured by indirect impact level for output and employment. These tables also identify the induced impacts of this supply chain activity and the total impact of the supply chain (indirect plus induced) on the Charlotte MSA for that industry. Table 7.3 shows that the industry with the largest supply chain output impact is Real estate establishments. This industry provides sports and related industries with $28,964,658 in annual production. Three other industries (Management of companies and enterprises, Telecommunications, and Motion picture and video industries) all provide sports and related industries over $12,000,000 each in production annually.

Table 7.4 shows the jobs impact on sports and related industries in a similar manner to Table 7.3. In this case, the industry with the largest supply chain employment impact is Real estate establishments. This industry supports 254 jobs. Promoters of performing arts and sports and agents of public figures supports 191 jobs, Motion picture and video industries support 190 jobs, and both Employment services and Services to buildings and dwellings support more than 100 jobs each.

Table 7.3

Output Ranked by the Top 20 Supplier Chain Industries				
IMPLAN Code	**Industry**	**Indirect**	**Induced**	**Total**
360	Real estate establishments	$28,964,658	$45,671,115	$74,635,827
381	Management of companies and enterprises	$17,825,420	$5,510,086	$23,335,530
351	Telecommunications	$15,016,965	$15,327,925	$30,344,835
346	Motion picture and video industries	$12,556,099	$811,789	$13,367,795
357	Insurance carriers	$11,886,495	$29,221,248	$41,107,402
319	Wholesale trade businesses	$11,257,505	$32,051,603	$43,309,186
31	Electric power generation, transmission, and dist.	$10,663,929	$11,542,411	$22,206,549
404	Promoters of performing arts and sports and agents of public fig.	$9,862,951	$1,480,802	$11,343,806
355	Nondepository credit intermediation and related act.	$8,813,322	$21,757,394	$30,571,336
374	Management, scientific, and technical consulting ser.	$7,562,973	$3,988,821	$11,552,374
354	Monetary authorities and depository credit interm.	$7,527,289	$26,771,759	$34,299,011
368	Accounting, tax preparation, bookkeeping, and payroll	$7,089,379	$3,768,795	$10,858,175
388	Services to buildings and dwellings	$6,990,217	$5,210,499	$12,200,770
377	Advertising and related services	$6,742,437	$1,383,673	$8,126,003
367	Legal services	$6,722,966	$9,292,884	$16,015,872
382	Employment services	$6,379,960	$3,724,278	$10,104,161
352	Data processing, hosting, ISP, web search portals	$6,103,083	$4,748,053	$10,851,136
366	Lessors of nonfinancial intangible assets	$5,498,971	$1,029,921	$6,529,495
344	Directory, mailing list, and other publishers	$4,133,720	$1,227,071	$5,360,172
335	Transport by truck	$3,620,845	$5,732,775	$9,353,696
	All Other Industries	$259,483,790	$408,437,156	$1,762,734,508
	Total	$454,702,974	$638,690,058	$2,188,207,639

Table 7.4

Output Ranked by the Top 20 Supplier Chain Industries				
IMPLAN Code	**Industry**	**Indirect**	**Induced**	**Total**
360	Real estate establishments	254	400	654
404	Promoters of performing arts and sports and agents of public figures	191	29	219
346	Motion picture and video industries	190	12	202
382	Employment services	149	87	236
388	Services to buildings and dwellings	116	86	202
381	Management of companies and enterprises	76	24	100
368	Accounting, tax preparation, bookkeeping, and payroll	74	39	113
377	Advertising and related services	66	14	79
374	Management, scientific, and technical consulting services	61	32	92
319	Wholesale trade businesses	55	157	212
386	Business support services	48	31	79
351	Telecommunications	42	43	84
367	Legal services	42	57	99
357	Insurance carriers	40	99	139
387	Investigation and security services	33	33	66
39	Maintenance and repair construction of nonresidential struct.	29	20	49
389	Other support services	27	11	39
341	Newspaper publishers	26	12	38
418	Personal and household goods repair and maintenance	26	4	30
335	Transport by truck	25	40	65
	All Other Industries	2,460	4,045	20,339
	Total	4,028	5,274	23,136

Major Findings

- The direct on-site revenue for all sports and related industries in the Charlotte MSA for 2011 was $763,808,347.
- The direct off-site revenue for all sports and related industries in the Charlotte MSA for 2011 was $331,006,260.
- The direct on-site and off-site revenue spending for all sports and related industries in the Charlotte MSA for 2011 was $1,094,814,607.
- The total on-site revenue for all sports and related industries in the Charlotte MSA for 2011 was $1,610,783,090.
- The total off-site revenue for all sports and related industries in the Charlotte MSA for 2011 was $577,424,549.
- The combined total revenue for all sports and related industries in the Charlotte MSA for 2011 was $2,188,207,639.

- The direct employment impact from on-site activities for all sports and related industries in the Charlotte MSA for 2011 was 8,958 jobs.
- The direct employment impact from off-site activities for all sports and related industries in the Charlotte MSA for 2011 was 4,876 jobs.
- The combined total employment impact for all sports and related industries in the Charlotte MSA for 2011 was 23,136 jobs.
- The industry with the largest supplier chain output for all sports and related industries in the Charlotte MSA for 2011 was Real estate establishments, with $28,964,658 in annual production.
- The industry with the largest supplier chain employment impact for all sports and related industries in the Charlotte MSA for 2011 was Real estate establishments, supporting 254 jobs.

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