

Special Olympics World Games

Economic Impact Studies Summary



Special Olympics

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2001 World Winter Games Economic Impact

Alaska, USA

- The largest international Sporting Event in Anchorage's History
 - 8 thousand visitors from sixty three countries
 - 77 thousands visitor days during the week of March 4 through March 11
 - \$7.4 million of Outside visitor spending in Alaska
 - \$6.5 million capital expenditures in Alaska for facilities construction and upgrades
 - \$11.6 million Games Organizing Committee operating expenditures in Alaska
 - 4500 Alaska volunteers
 - Cooperative involvement of public, private and non-profit sectors



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2001 World Winter Games Economic Impact

Alaska, USA

- Economic Significance – **Sales, Payroll, Jobs: Before and During the Games**
 - \$25.1 million direct infusion of new outside spending into the Anchorage businesses
 - \$20.0 million direct procurement purchases for Anchorage businesses
 - \$5.1 million direct outside visitor purchases for Anchorage businesses
 - 60 annual equivalent direct Special Olympics employees
 - \$32.6 million of total (direct, indirect and induced) sales generated for Anchorage economy
 - 9.1 million total payroll generated for Anchorage businesses
 - 365 annual-equivalent total jobs generated for Anchorage workers.
 - Expanded Sales benefitting a broad range of Anchorage industries, including construction, business services, military, health services, and utilities, in addition to visitor –related sectors
 - \$1 million value of volunteer contribution at the Games
 - \$1.1 million spending by Alaska resident spectators add economic significance
 - \$48 thousand additional spending by outside visitors on extended trips outside Anchorage



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2001 World Winter Games Economic Impact

Alaska, USA

- Strengthening of Visitor Industry Economic Base
 - Off-season use of visitor facilities increased year-round profitability
 - 2500 hotel rooms filled for ten days
 - 50 Bed and Breakfast rooms filled for ten days
 - \$1.7 million in hotel and lodging sales
 - \$4.0 million in local transportation sales, including rental cars & bus tours
 - \$1.7 million in restaurant sales
 - \$3.3 million in retail sales
 - Legacy of Positive Exposure of Anchorage to International visitors



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2001 World Winter Games Economic Impact

Alaska, USA

- Public Benefits

- \$57 thousand in municipal revenues from hotel bed tax
- \$118 thousand in municipal revenues from rental car tax

- Enhancement of Quality of Life

- 84% of local residents attending games believed new facilities will benefit community
- 98% of local residents attending the games said it improved the quality of life either by bringing the community together, improving awareness of people with disabilities, improving awareness of other cultures, improving facilities for local use, or creating good international exposure for Anchorage



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'99 World Games Economic Impact

North Carolina, USA

TABLE 1: Total Value Added Impact of Attendee Spending and Sponsor and Donor Support for the 1999 Special Olympics World Games

| Source of Impact | Attendee Spending | Sponsor & Donor Spending |
|---------------------------------|----------------------|--------------------------|
| Direct Impact | \$ 13,556,787 | \$ 19,281,581 |
| Indirect Spending | \$ 3,383,038 | \$ 6,373,581 |
| Induced Spending | \$ 4,810,339 | \$ 8,794,461 |
| Total Value Added Impact | \$ 21,750,164 | \$ 34,449,622 |

Grand Total

\$ 56,199,786

*Johnson, Zabor and Associates – Member of CASRO – Council of American Survey Research Organizations



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'99 World Games Economic Impact

North Carolina, USA

TABLE 2: Total Industry Output – Impact of Attendee Spending and '99 Games Expenditures for the 1999 Special Olympics World Summer Games

| Source of Impact | Attendee Spending | Sponsor & Donor Spending |
|--------------------------|-------------------|--------------------------|
| Direct Impact | \$ 21,621,204 | \$ 34,950,107 |
| Indirect Spending | \$ 5,347,135 | \$ 10,182,930 |
| Induced Spending | \$ 7,477,153 | \$ 13,615,194 |
| Total Value Added Impact | \$ 34,415,491 | \$ 58,748,231 |

Grand Total

\$ 93,163,722

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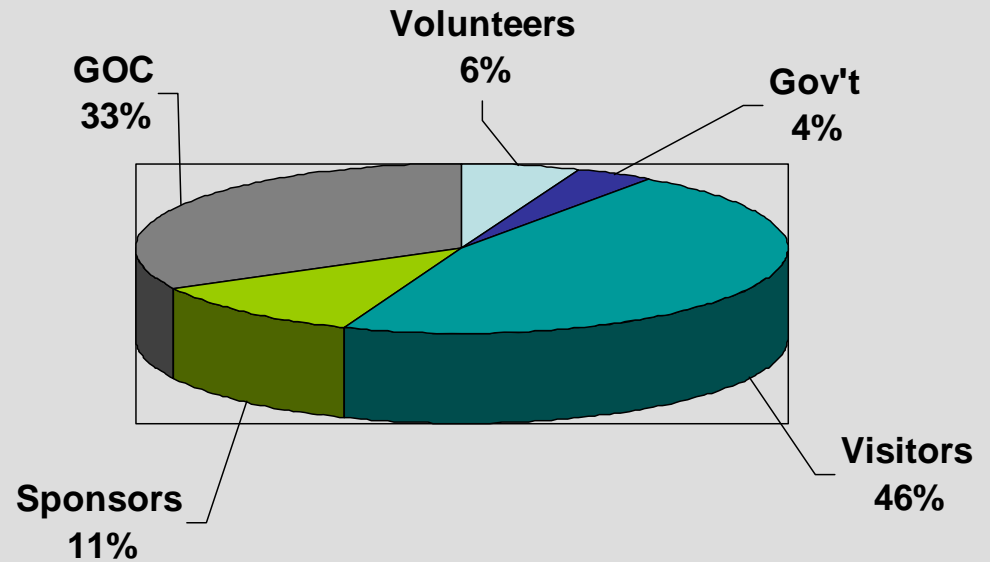
'95 World Games Economic Impact

Connecticut, USA

Total Output - \$149.4 million

> Direct Spending - \$75.3 million

Sources of Direct Expenditure



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'95 World Games Economic Impact

Connecticut, USA

| | |
|---|---------------------|
| Increase in Total Demand for Goods and Services | \$134.5 million USD |
| Increase in Gross Regional Product | \$ 89.4 million USD |
| Increase in Total Labor and Proprietor Income | \$ 72.5 million USD |
| Increase in Employment | 2,100 FTE Jobs |



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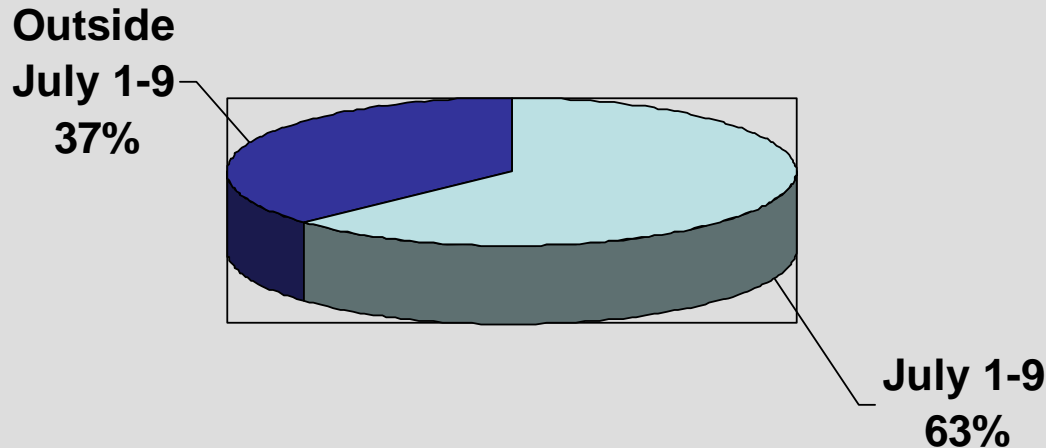
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'95 World Games Economic Impact

Connecticut, USA

Expenditure is not a 9 – Day Event

- July 1 through July 9 = 63%
- Outside of July 1 – 9 = 37%



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'95 World Games Economic Impact

Connecticut, USA

- Conclusions

- Economic Impact Significant

- \$149m Output (\$75m Direct)
 - \$134m Demand Increase
 - \$ 89m Gross State Product

- Expenditure, Dominated by July 1-9 period, Spread Out Over Time



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