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College of Business and Economics

Fiscal and Economic Research Center

OREGON SOCCER CLUB:

ECONOMIC IMPACT REPORT

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Introduction:

This report is an analysis of the economic impact of the Oregon Soccer Club over the course of their year-round season, with an emphasis on the effects of their autumn Fall Fury soccer tournament. Understanding the economic impact of the Oregon Soccer Club as well as the impact of the Fall Fury tournament will allow Oregon Soccer Club members and leadership to realize the positive impacts of the Oregon Soccer Club. This analysis is concerned primarily with the effects to the greater Village of Oregon, Wisconsin region. Most of the impact calculated is derived from activities directly related to Oregon Soccer Club events or Oregon businesses, though a small subsection captures the effects of the Oregon Soccer Club in regions within a 10–15-mile radius of the Village of Oregon.

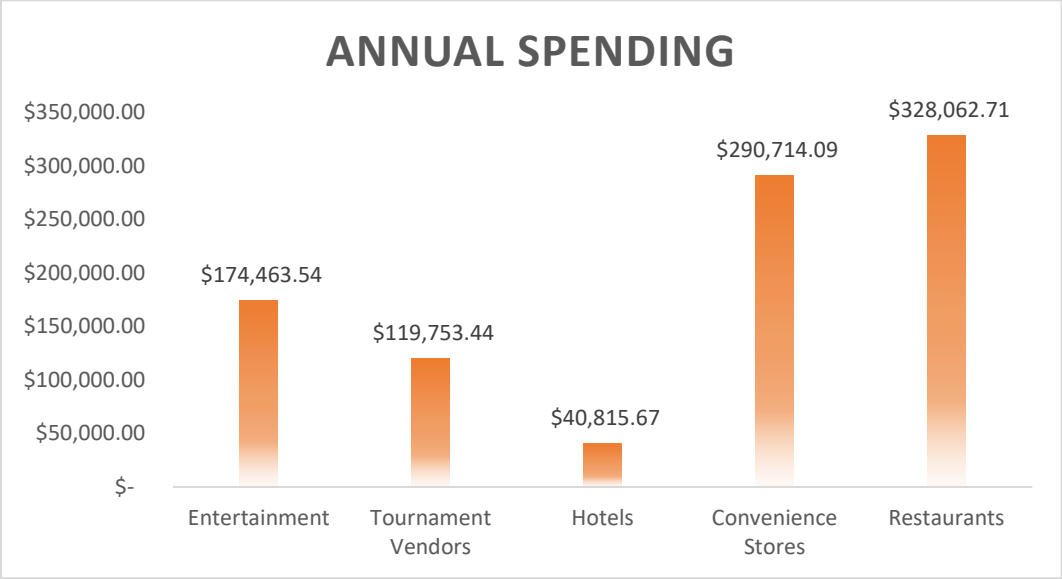
In order to gather an accurate idea of the economic impact, on-the-ground surveys were conducted during the Fall Fury soccer tournament (October 2nd and 3rd, 2021) as well as additional surveys during a regular soccer weekend (October 9th and 10th, 2021). Members from the survey teams asked a high percentage of attending individuals to take the survey, with a high percentage of attendants agreeing. Using this information as well as team and coach numbers from each weekend, an economic predictive model was built for each weekend as well as for the entire season and year.

The results in this report indicate that the Oregon Soccer Club and their associated soccer events have a substantial impact on the Village of Oregon and the surrounding community. This includes the immediate effect of capital inflows during soccer weekends and secondary economic effects throughout the economy.

This report will first look at the direct monetary effects of the Oregon Soccer Club and their associated soccer weekends, followed by the overall economic impact to the Village of Oregon and the surrounding regions. After this, a breakdown of demographic variables will be provided to allow Oregon Soccer Club members and leadership to better understand who is attending their events. Next, an analysis of how money is being spent in the Village of Oregon by those who participate in Oregon Soccer Club soccer weekends is conducted. Finally, a brief section on qualitative preferences of participants in the soccer weekends is provided. To supplement two of the question responses, two appendices were added as well as two heat map distributions showing where the participants travelled from.

Direct Fiscal Impact:

There are five main areas that we included in the survey that the average soccer game or tournament attendee may spend money on throughout the course of the weekend. These categories are “Entertainment”, “Vendors”, “Hotels/Lodging”, “Convenience Stores”, and “Restaurants”. The chart below shows how these categories break down over the course of the fall and spring soccer seasons:



These numbers were achieved by approaching a substantial number of respondents—one that left few doubts as to the validity of the results—and subsequently finding the total number of people in attendance for the weekend. After finding this total, we were able to multiply both the tournament weekend and the traditional weekend by the requisite factors to get the full picture of spending per weekend. Given that the average soccer season runs 10 weeks, and the Fall Fury soccer tournament occupies one of these weekends, we added the Fall Fury data with the data from a standard weekend, multiplied by 19 to get the full impact.

“Entertainment” includes events or venues attendants may visit for fun before or after a tournament, whether it be a movie, mini golf, or shopping. For entertainment, respondents were asked to fill in how much they would spend per person on entertainment activities, between $0 and $25, in increasing increments of $5. In addition to this, participants were asked how many entertainment events they would visit during the weekend. This data, combined with the party size data, allowed us to extrapolate the total spent on entertainment for the population. We found

that annually, the Oregon Soccer Club brings $174,463.54 to the community in entertainment spending.

"Tournament Vendors" captures the effects from vendors that are on-site or directly related with the Oregon Soccer Club weekends and includes money spent on clothing, food, or equipment. Respondents were asked to fill in how much they would spend per person on sporting amenities, in increasing increments of $20, starting at $15 and ending at $90. Similar to entertainment, we were able to multiply this information by party size to get total contribution. It is interesting to note that vendor spending decreased significantly on non-tournament weekends. Throughout the course of the year, Oregon Soccer Club generates $119,753.44 in spending with sporting vendors.

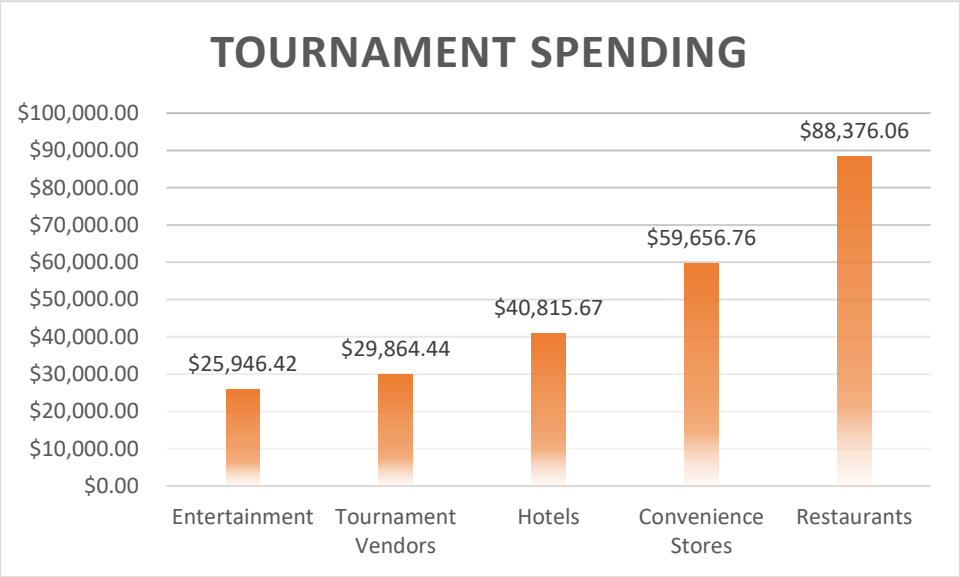
"Hotels" measures the amount of money people spend on overnight lodging while at soccer tournaments in the Oregon area for their games. Respondents were asked how many nights they stayed at a hotel, as well as the cost per night, starting at $70 and ranging up to $220. People only bought hotels on tournament weekends when they would have had to commute several times throughout the course of a weekend. For the tournament weekend alone, the Oregon Soccer Club brought $40,815.67 to the community.

"Convenience Stores" includes spending done on food, gas, and other amenities. As the Village of Oregon has three separate and profitable Kwik Trips, as well as other convenience stores throughout town, we felt it was important to include this dimension in the survey. We asked how many trips people took to convenience stores throughout the course of a weekend, and how much they would spend per trip, leading us to find that Oregon Soccer Club brings $290,714.09 to the community over the course of a year in convenience store spending.

"Restaurants" includes spending done at local, chain, fast food, and sit-down restaurants. We asked respondents the number of restaurants they go to over the course of their weekend and the amount of money spent per person per meal. Using this data, as well as the party size data, we were able to find that each year, the Oregon Soccer Club brings $328,062.71 in spending at restaurants to the local community.

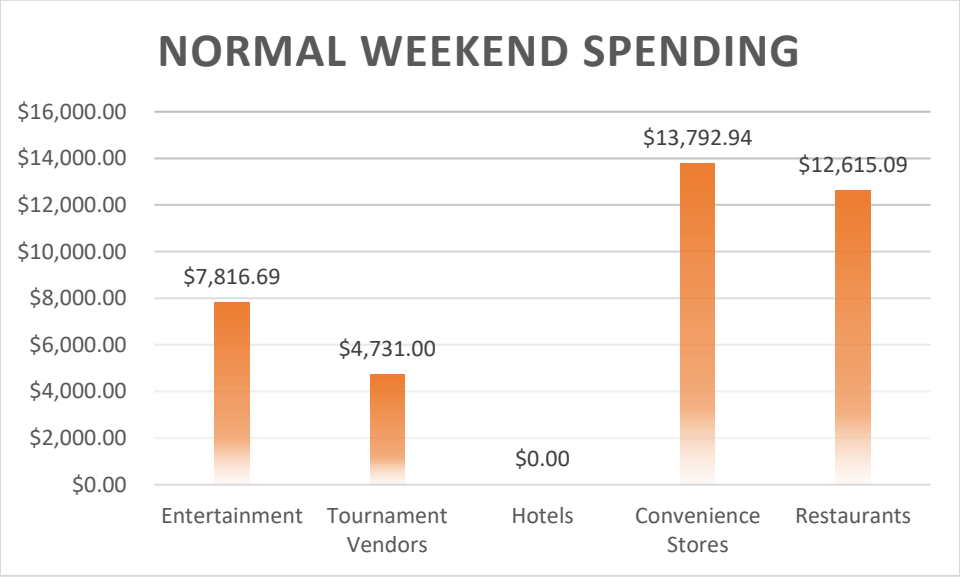
After combining the total amount of spending done by each of these five categories, the total direct spending done in the local community over the course of a year due to the Oregon Soccer Club is estimated to be $971,342.10. This spending is remarkably substantial and brings vital monetary impact to the community.

Spending during the Fall Fury tournament is shown below:



It is important to note the significant contribution from every category in this survey. Hotels drove nearly $41,000 into the community over one weekend, which is a benefit only seen when parties have multiple games in the area over the course of several days. Throughout the weekend, with such large numbers of people driven to the community by the Oregon Soccer Club, the direct spending amounts to $244,659.34.

Spending during a normal weekend is shown below:

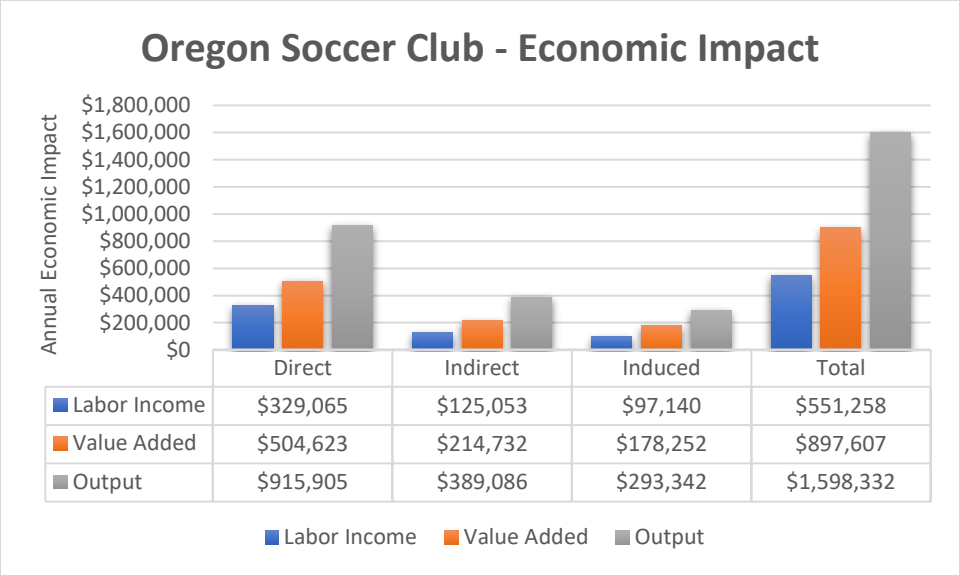


Note the shifts in spending concentration and amounts. Nominally, spending decreases significantly with the decreased population attending games. The ratio of categorical spending changes as well. During normal weekends, parties are significantly less likely to spend money on vendors, lodging, and restaurants, and they are more likely to consume goods at convenience stores and one time entertainment events. Lodging, food, and sporting equipment needs are all requirements, which can be taken care of in one's local community if they are in close enough in proximity. This may explain the decreased drive to purchase these kinds of goods and services in the vicinity of the Village of Oregon.

Rising to fill the void left by restaurants, hotels, and vendors are convenience stores and entertainment. These categories represent two different spending drivers; one, a need that does not vary in importance or impact by location, and the other, an event that is incredibly location specific. Since the price elasticity of gasoline is low, it makes sense to get gas wherever and whenever needed, whether on the road or at a local gas station. On the other end of things, entertainment events also see an uptick in representation compared to surrounding locations. Entertainment events in the Village of Oregon could include going bowling, ice skating, swimming, or even to a concert. The high representation of entertainment spending may be because these events are specifically in the Village of Oregon, and people outside the community may not have routine access to these amenities.

Economic Impact:

In addition to the immediate monetary impact associated with the Oregon Soccer Club and the corresponding soccer weekends, there is also a broader economic impact that can be calculated. Using an advanced economic analysis software called IMPLAN, the full economic effects of the Oregon Soccer Club can be modeled. The software begins by using the values derived from the Direct Fiscal Effect section as inputs into the model, then industry types for each input are specified as well as a regional identifier. The results from running the analysis for the annualized effect of the Oregon Soccer Club are shown below.



Most notable is the right group, which shows the total economic output that can be attributed to the Oregon Soccer Club and their soccer weekends throughout the year. This number stands at a substantial $1,598,332. This is derived as the sum of the direct, indirect, and induced effects calculated by the IMPLAN analysis. It is important to understand the basics of what these data mean, so a brief explanation is provided.

The primary metric of interest is the direct effect. When IMPLAN is given the inputs (the data from the surveys collected on the ground), it compiles this data along with industry and region-specific data (Oregon, Wisconsin) to determine the direct economic effects of the activity. These effects measure the change in economic activity that comes directly from the activity being measured. For example, several participants in Oregon Soccer Club weekend games reported eating at Village of Oregon restaurants during their weekend. This activity would be captured as being a direct effect.

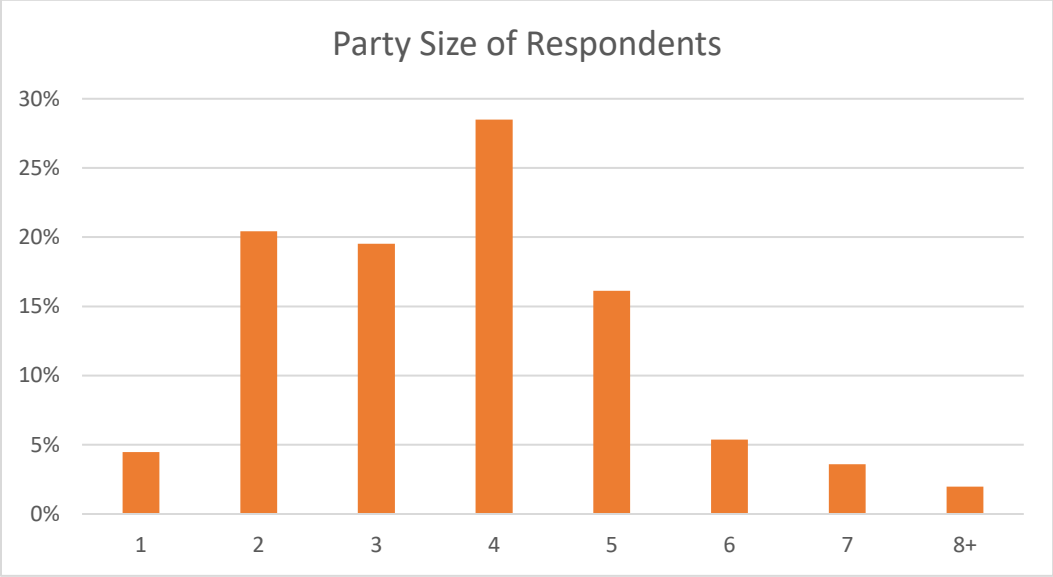
The other two metrics (indirect and induced) look at different aspects of the local change in the economy that comes from the direct effects. For example, if an individual who would otherwise not eat lunch at a restaurant decided to spend $10 at a local Village of Oregon restaurant, this is the direct effect. Now, this local restaurant must increase their order to local suppliers (IMPLAN only considers local supply chain). This is the indirect effect and induced effect.

The output section measures the total dollar amount that is attributed to each of these individual effects. While the overall number of $1.60 million is still substantial, the output of the direct effects alone represents a significant boost to the Oregon economy. The output of the direct effects stands at $915,905 and in large part, represents money that is directly flowing into businesses and restaurants that are based in the Village of Oregon.

These numbers demonstrate that the Oregon Soccer Club and their associated soccer weekends have a substantial economic effect on the local community. Considering the consistent nature of the weekend games, this means that the Oregon Soccer Club is bringing a steady stream of economic activity into the Oregon community as well as extreme upticks in moments of punctuated activity (e.g., Fall Fury).

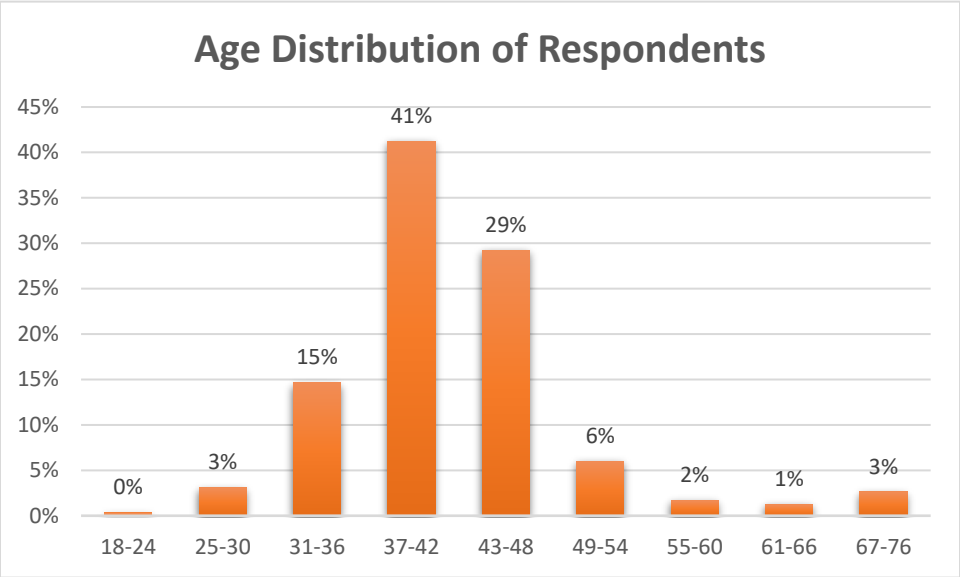
Demographic data of respondents

To fully understand the fiscal impact of the Oregon Soccer Club, it is important to consider the demographics of survey respondents. Over the course of the weekends that the surveys were collected, a wide variety of individuals were surveyed. The average party size for participants is shown in the chart below:



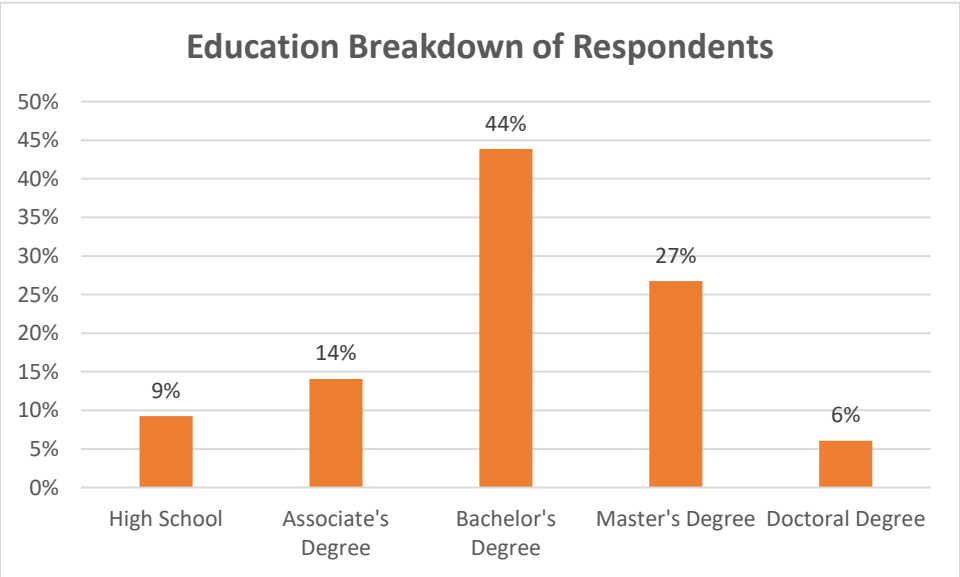
This distribution shows that a wide variety of party sizes attend Oregon Soccer Club games, though there is a larger concentration in party size between the two- and five-member range. The party sizes for tournament events are skewed slightly higher than for traditional weekends, with average party sizes of 3.83 members, compared to 3.4 for a typical weekend.

The age ranges of participants are shown in the chart below:



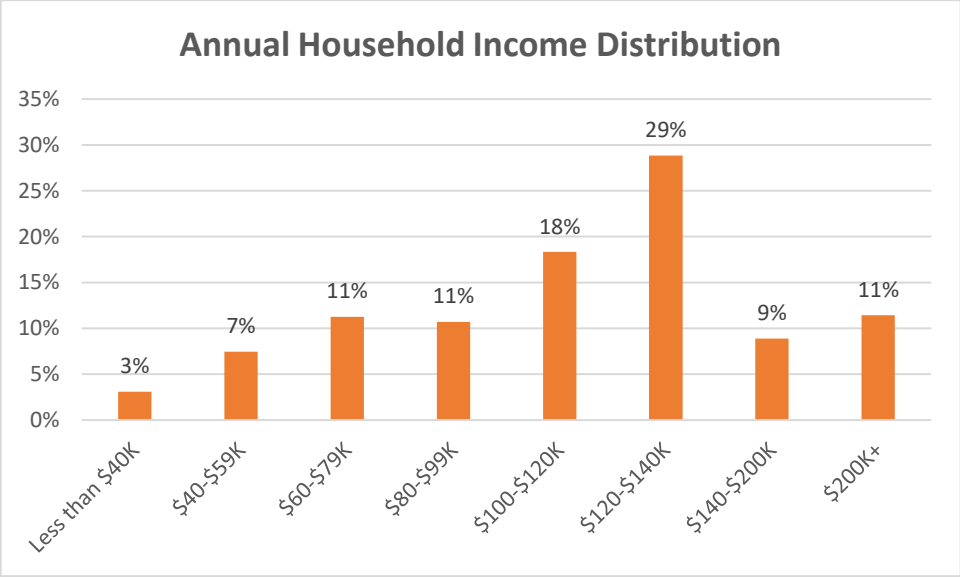
There is a wide range of age representation at Oregon Soccer Club games, with most respondents being between 30 and 48 years of age. This represents the subset of the population who is likely to be parents of youth soccer players, making these results unsurprising. Higher ages represented are most likely extended family of players, driven to the tournament to watch the youth they are related to.

The average education level for respondents is displayed in the chart below:



There is a wide variety of educational experience across all respondents. The average respondent had an education level of a bachelor's degree or above, independent of the weekend that people were surveyed. Few participants, if any, were under 23 years of age, which is when people would receive a bachelor's degree on a traditional four-year timeframe. This allows us to conclude that this data is reflective only of individuals that had the opportunity to receive higher education.

The income distribution level for participant households is shown below:

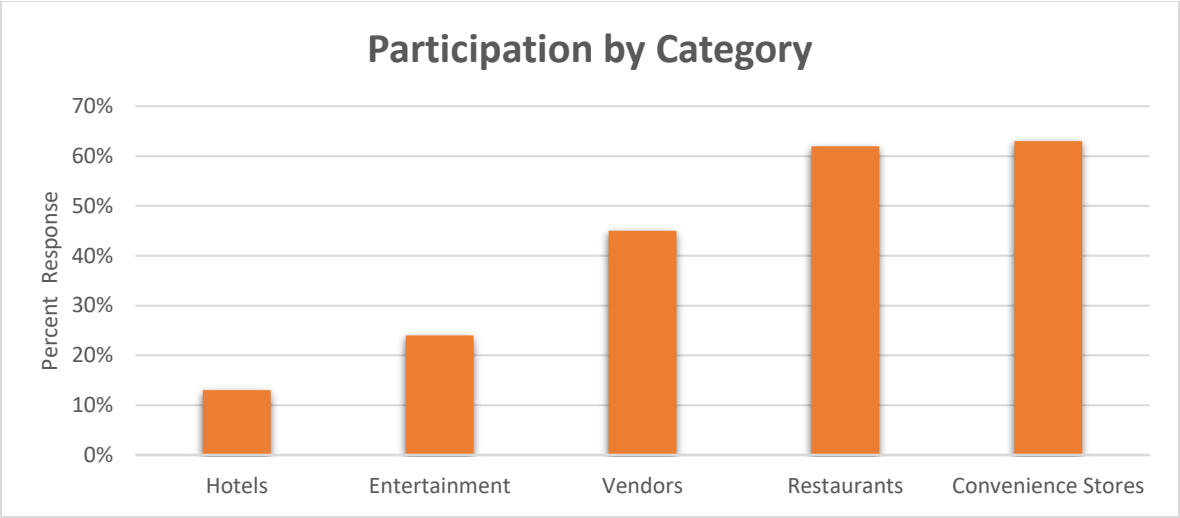


There is a wide range of annual household income levels represented at Oregon Soccer Club games, skewing higher than $100,000 on average. It is interesting to note that there is a slight positive correlation between respondent age and household income, but nothing that would be significantly attributed to anything other than pay increases and promotions throughout a career. These numbers indicate that the Oregon Soccer Club is attracting a highly educated and highly profitable group of individuals who are willing to spend money on various things on a regular basis.

Breakdown of Monetary Analysis:

This section deals with understanding the breakdown of the data provided by individuals who participate in Oregon Soccer Club soccer weekends. This includes an analysis of the individual's propensity to engage in any one activity as well as graphs demonstrating how spending is broken down.

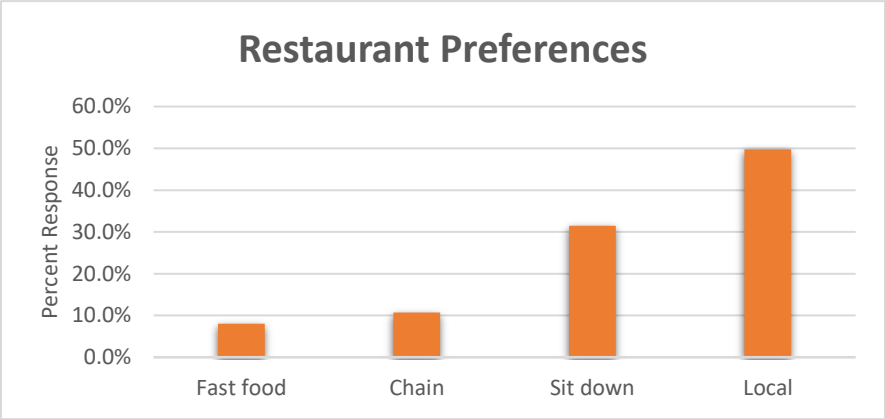
First, it is important to understand what activities individuals are engaging in most frequently. The chart below shows the percent of participants that engage in any one of the listed categories.



Most notably, restaurants and convenience stores sit at 62 percent and 63 percent respectively. Since restaurants and convenience stores are typically located directly in the Village of Oregon, these results show that a good portion of the participants are engaging in activities that create economic traffic directly into the core of the Oregon business community.

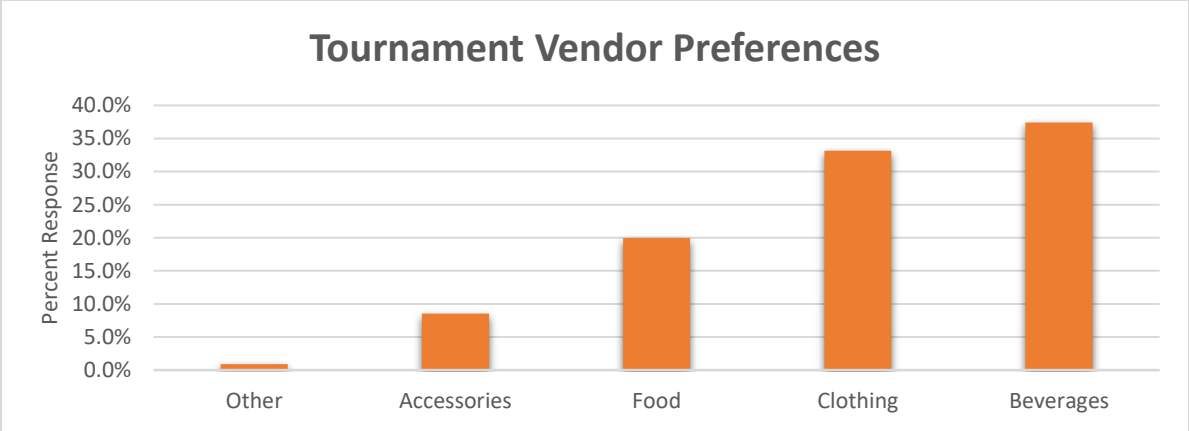
The next largest category is vendors, which represent retailers associated directly with Oregon Soccer Club events (e.g., food carts during Fall Fury). This shows that 45 percent of participants are likely to purchase from vendors that are located in and around the field areas during weekend games (though primarily for Fall Fury). The last two categories do represent economic activity, but as we will see later in this report, the majority of hotel and entertainment spending happens in regions outside of the Village of Oregon and therefore has less of a direct economic impact. Their presence still benefits the Oregon community, as it can encourage increased spending while attending a soccer weekend.

After considering the percentage of individuals who engage in specific behavior, it is important to consider how these behaviors are broken down individually. The first category examined is restaurants.



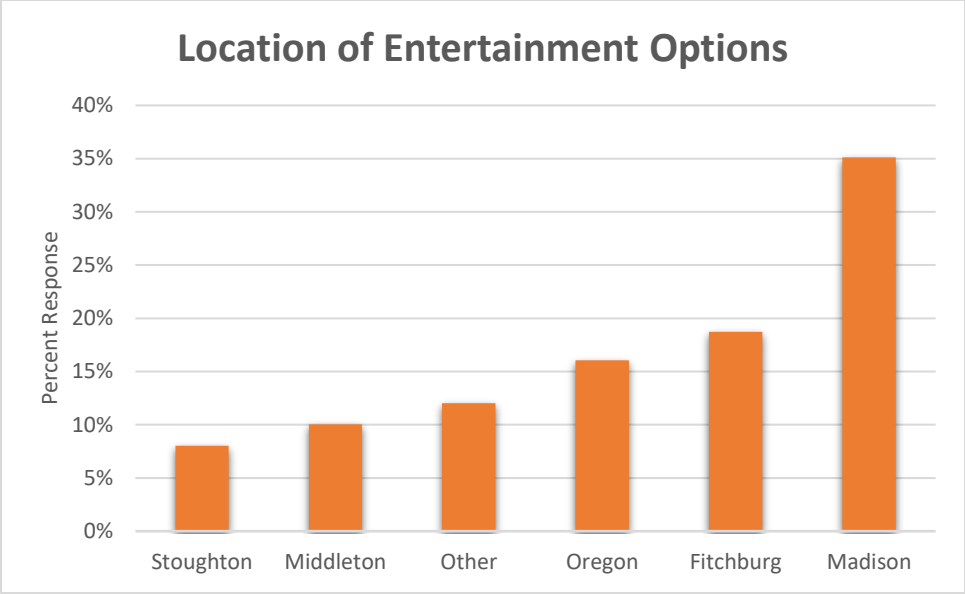
It was already shown that restaurants make up one of the single largest categories that individuals engage in while in Oregon for a soccer weekend. However, this section demonstrates an equally important reality. Though fast food and chain restaurants do make up a slight percentage of overall restaurant preferences, the vast majority of respondents prefer to eat at local and sit-down restaurants. This means the presence of an event like Fall Fury will have an outsized impact on the local sit-down restaurants in the community. Another way of looking at this would be that local Oregon restaurants may have a vested interest in promoting or advocating for the continuation or expansion of Oregon Soccer Club weekend games and especially of events like Fall Fury.

Convenience stores also represent a large portion of direct economic impact. Though roughly 60 percent of this impact comes in the form of gas sales, another 40 percent comes through purchase of food and other high value items for local convenience store operators. Given the propensity of individuals that shop at convenience stores while in the Village of Oregon for weekend soccer games, these numbers suggest local convenience store operators may also have an interest in seeing events like Fall Fury continued or expanded.



Almost half of all individuals who attend Oregon Soccer Club weekend soccer games make purchases at the vendors scattered around the fields. These purchases lean heavily towards high profit items like beverages and food (37 and 20 percent respectively). Given the number of individuals (and their households) that attend soccer weekends, these numbers represent substantial economic gains for local food and beverage retailers. In addition, 34 percent of individuals purchase clothing or apparel items from vendors. This is important for two reasons. First, this represents a substantial and direct economic impact on the Oregon Soccer Club. Second, given the nature of the clothes (typically self-referential), it also provides advertisement surrounding soccer weekends (typically Fall Fury).

Two aspects stand out as being slightly less beneficial to the local Oregon economy: entertainment and hotel spending. Given the proportionally reduced impact these two categories had on the direct Oregon community, they were adjusted for in terms of the overall economic impact report.



Entertainment includes the activities listed before as well as things like movies, museums, or even visiting parks. A majority of individuals decided to engage in these activities in Madison (35 percent) and Fitchburg (18 percent). Though the Village of Oregon is substantially smaller than both of these cities, it did still make up roughly 16 percent in terms of location dispersion. Even though entertainment does not represent as substantial of a direct economic impact as other categories, it does still help entice individuals to attend soccer weekends in Oregon. In addition, it could suggest reason for a possible market expansion of entertainment activities offered in the Oregon community.

The distribution of hotel rentals is shown below:

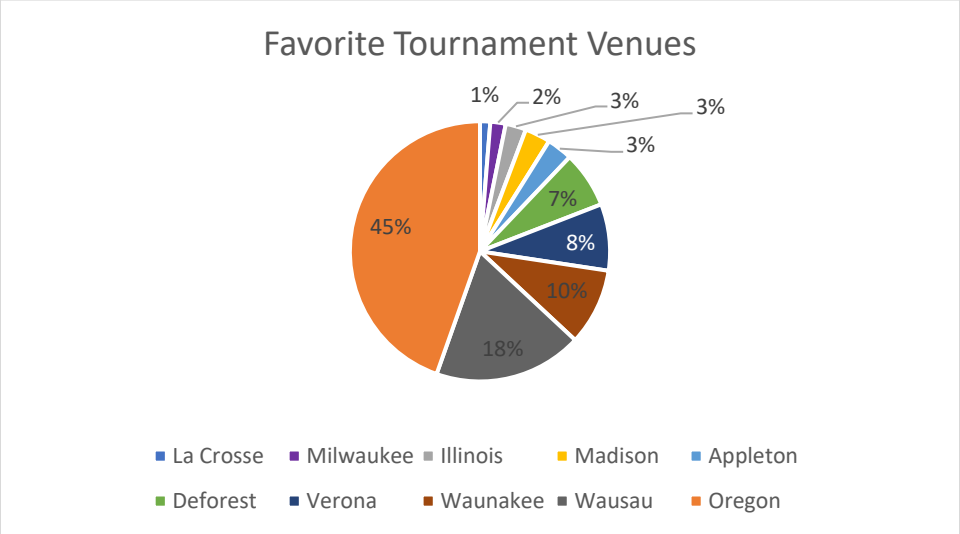
When it comes to hotels, the location dispersion followed a predictable pattern with most hotel rooms being in Verona and Madison. The Village of Oregon was last on the list at only 4 percent. The primary reason for this is the lower supply of hotel rooms available in Oregon. Even so, the fact that individuals were paying for hotels in order to be near Oregon (typically for Fall Fury) is indicative of the appeal that Fall Fury and similar tournaments have on individuals from across the state. While the direct economic impact of hotels on the Village of Oregon may have been diminished, they still act as a harbinger of economic activity in terms of increased restaurant and vendor spending.

Finally, it should be noted that a substantial portion of the individuals who participate in Oregon Soccer Club soccer weekends are not from the Village of Oregon area. Specifically, 81 percent of individuals and their households come into Oregon from the surrounding area. This means that a majority of the economic impact that is being generated by the soccer weekends is occurring by bringing external money into the local economy. Therefore, the increase in the Oregon community caused by the soccer weekends is not robbing other Oregon community members of potential economic benefit but is instead bringing in completely new economic resources which benefit the entire community.

Qualitative analysis:

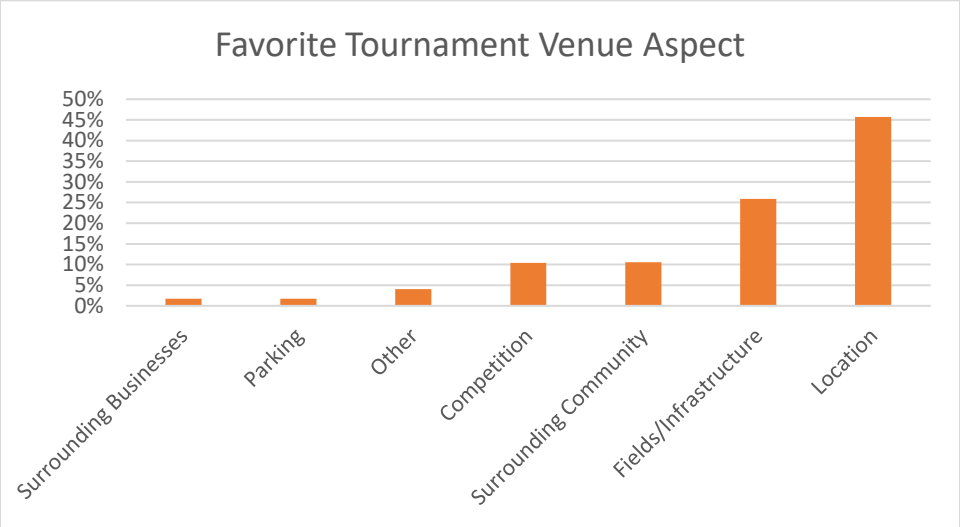
As a supplemental portion of this study, this section aims to uncover what draws people to soccer tournaments and what their preferences are when at venues, in hopes of collecting data for the Oregon Soccer Club to utilize for future facility and tournament choices. To facilitate this, we asked respondents what their favorite tournament venues were and what aspects of these venues made them so attractive to attend as a participant.

The breakdown for favorite venue locations is shown below:



The Village of Oregon has a significant portion of the positive responses for favorite tournament venues, which is a genuine credit to the quality of the tournament. Approximately one in five respondents were from Oregon; if all respondents from Oregon voted for Oregon as their favorite venue, then roughly 25% of all respondents who preferred the Oregon tournament location were from places outside of the Village of Oregon. Beyond this, a large chunk of respondents preferred tournaments in Wausau, Waunakee, Verona, and Deforest. In looking at the teams that participated in the tournament, this is unsurprising. Multiple teams came from each of these areas, and as is a common trend, people tend to prefer home tournaments.

The breakdown of favorite tournament venue aspects is shown below:



In talking with community members prior to the tournament, six factors became common responses to what aspects were more likely to contribute to positive tournament experiences. We compiled these six and asked survey respondents which aspect was their true favorite. Unsurprisingly, location was a big factor, with just under half of all respondents citing location as their favorite aspect. It clearly would be easier to coordinate smaller distances to travel for games, especially when the average tournament party is larger than a normal weekend. The convenience of home games cannot be denied, which makes it advantageous to get every possible Oregon soccer player involved in the Fall Fury tournament, as their caretakers are likely to have a positive experience.

Following location, fields and infrastructure were listed as important factors, with community and competition trailing by some distance. It was noted in writing by a few respondents that the shade provided by robust parks such as Jaycee is ideal for being able to watch games outside of the summer heat, which is an item of some import.

Parking is a metric that was noted by several people anecdotally throughout the weekend as something that can truly destroy a tournament experience, but by our measurements, it does not make a favorite list either. Adequate parking is a requisite for a, at least, neutral tournament experience but does not contribute memorably to the formation of a positive experience.
With a solid player base, robust infrastructure, and adequate parking, it is unsurprising that even people from outside of the Village of Oregon enjoy coming to Oregon for soccer tournaments or weekends.

Conclusion:

With nearly $1,000,000 created in direct fiscal impact and roughly $600,000 more created through the indirect and induced effects in the Village of Oregon, there is no doubt that the Oregon Soccer Club offers substantial annual benefit to the Village of Oregon. Though normal weekends do offer real and tangible economic benefit to Oregon, it is obvious that events like Fall Fury bring in a large and punctuated amount of economic activity into the community. If maximizing the economic benefit derived from the Oregon Soccer Club is the goal, we believe it would be profitable to attempt to increase the number of tournament weekends (e.g., Fall Fury) that are held in the Village of Oregon. In addition to helping the local economy, given the qualitative analysis, it is also true that most respondents prefer locations that offer amenities that Oregon and its fields have in excess. In the end, this report finds that the Oregon Soccer Club as well as the soccer tournaments and soccer weekends sponsored by them have a substantially positive economic impact on the Village of Oregon and help bring awareness to a growing Madison suburb.

Appendix A: Hotel Location

The Village of Oregon has limited hotel options in the area, causing many tournament participants to branch out to the surrounding community for overnight lodging. We offered several options to choose from in the local community that captured a large number of respondents, but there were some outliers that did not stay in the communities that were provided in the options. These locations include:

Deforest
Evansville
Edgerton
Janesville

This dispersion makes sense as most surveyed individuals reported having trouble getting hotels during the Fall Fury tournament due to the Wisconsin Badgers' football game that same weekend. It is important to note that the effects of hotel usage were limited mostly to the Fall Fury tournament, and this distinction is accounted for throughout the report.

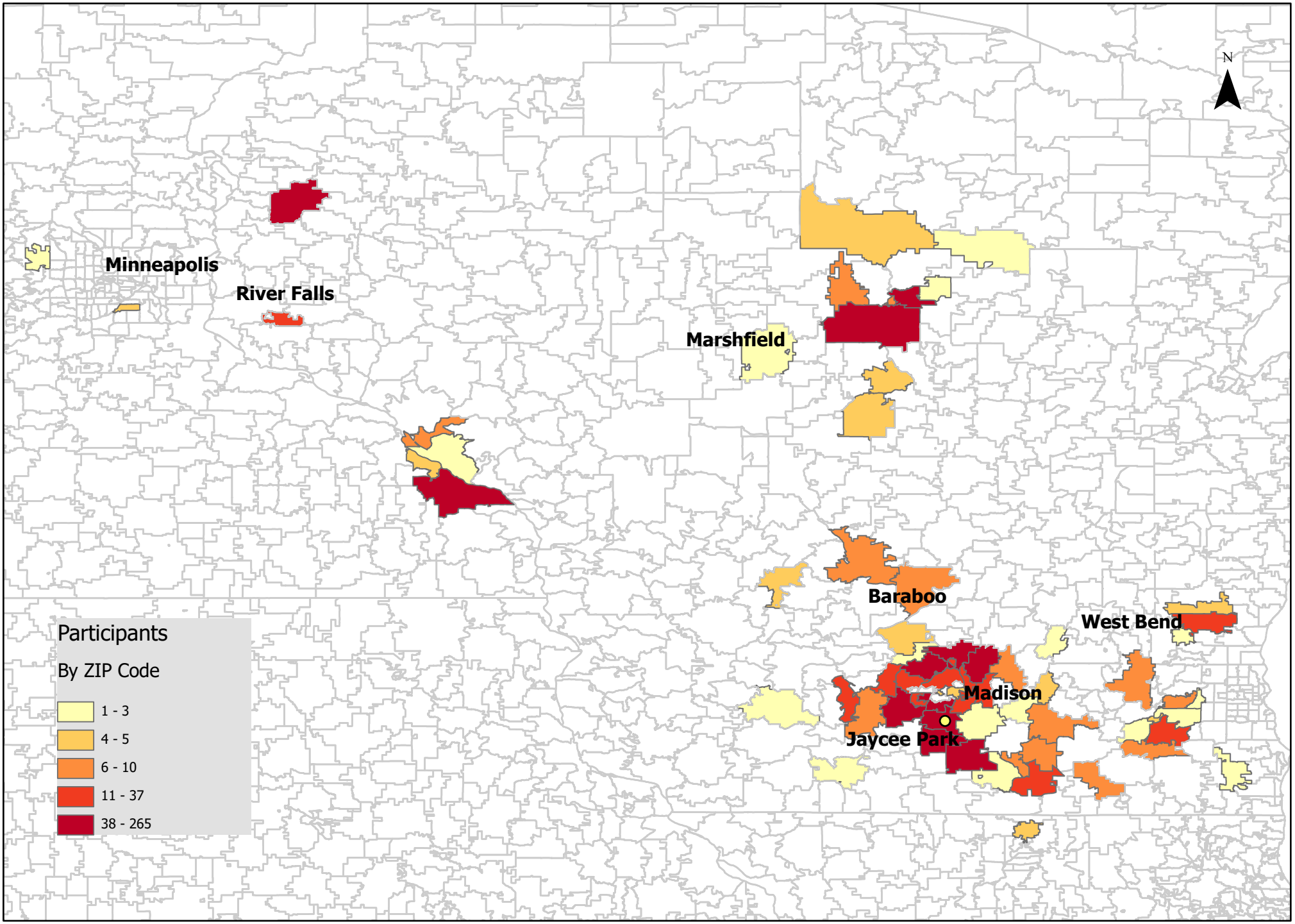
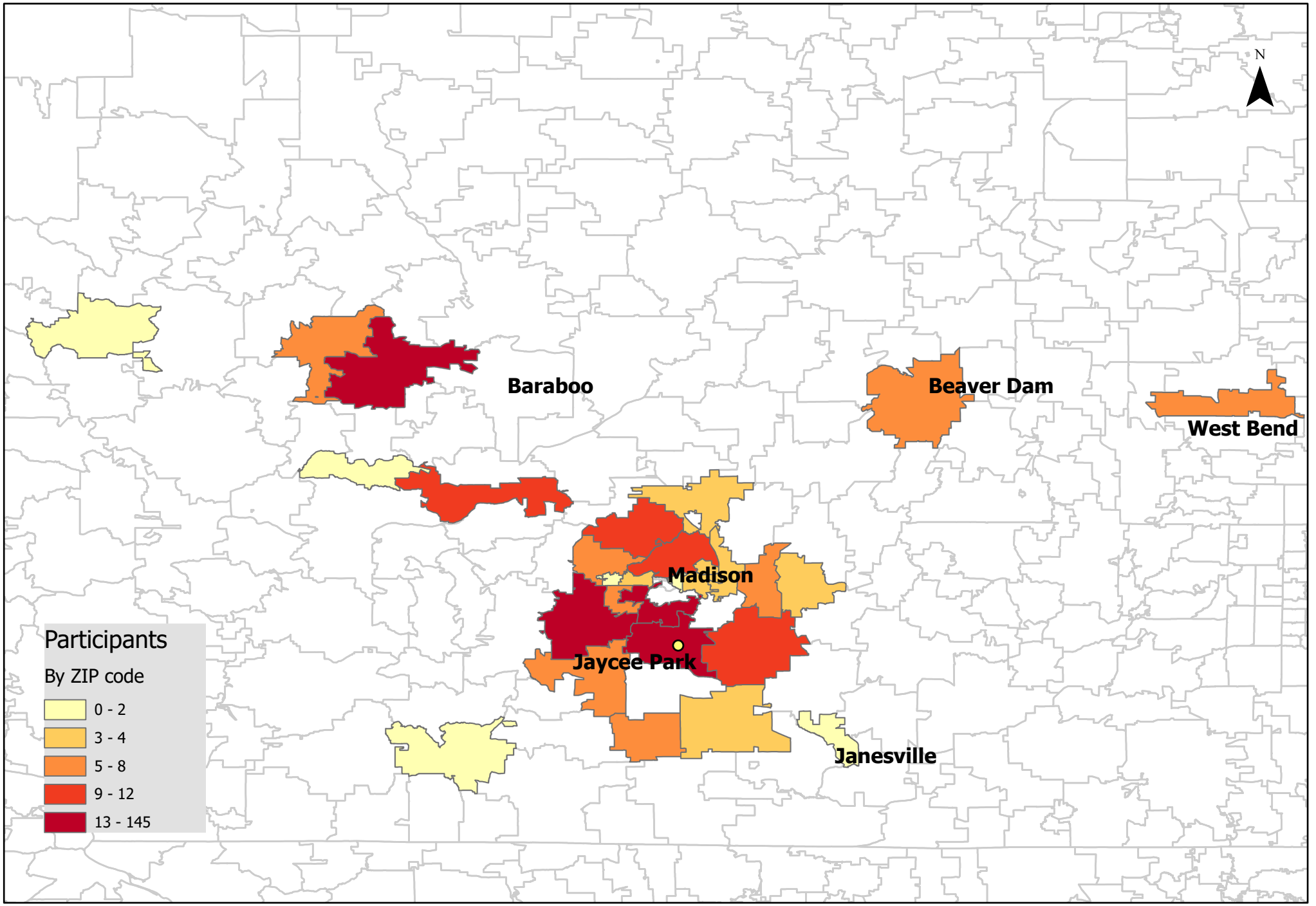
Appendix B: Entertainment Location

There were some communities that people frequented for entertainment activities which were listed as “Other” in the survey. Though this category represents a miniscule percent of the respondents, we believe it is important to have a complete picture of participant behaviors. These cities are listed below:

Verona
Brooklyn
Wisconsin Dells
Waunakee
Janesville

Most notable among these are Verona and Brooklyn, which had relatively high rate. Some tournament games being played in Brooklyn likely contributes to the appearance as a write in option. Verona is also relatively close to the Village of Oregon, as another suburb of Madison, and has a wide variety of amenities to pursue. The Wisconsin Dells are significantly farther away than either Verona or Brooklyn, but as a big tourist hot spot, someone from further away may appreciate taking the time up to the Wisconsin Dells during the weekend.

Oregon Soccer Club Participation 10/02 Weekend



Oregon Soccer Club Participation 10/09 Weekend