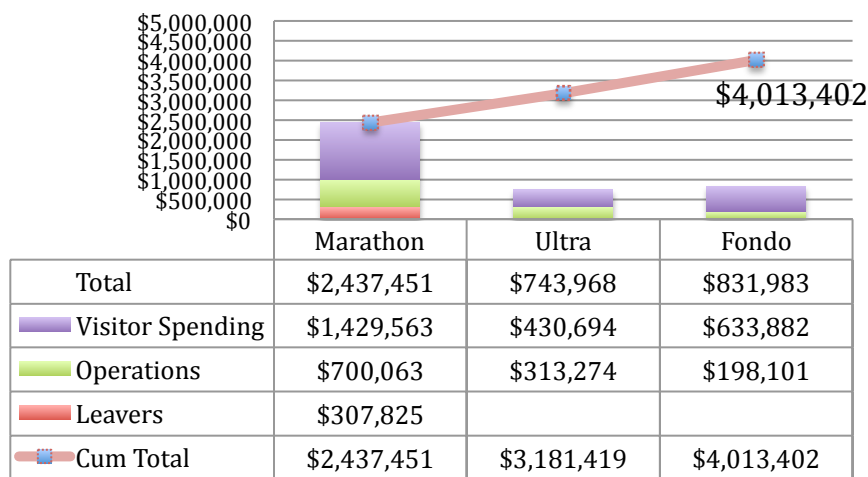


## Economic Impact Analysis for RACE SLO 2016

### Executive Summary

The purpose of this study is to estimate the total economic impact on San Luis Obispo County of the company RACE SLO, established in 2008 to bring world class athletic events to the Central Coast of California. For 2016, we have analyzed the three current and annual multi-day events produced by the RACE SLO team: the SLO Marathon + Half and 5K road running race festival in the Spring, the SLO Ultra trail races and bluegrass festival in late Summer, and the SLO GranFondo road cycling races and Pro Panel festival in the Fall.

### RACE SLO Economic Impact 2016



Spring boarding off the steady growth of the annual SLO Marathon + Half weekend festival, RACE SLO has been able to grow its national footprint by adding more unique and professional events. RACE SLO signature brand of events are both all-inclusive fun weekends, as well as highly competitive running, cycling, outdoor lifestyle and healthy educational events. Each one strategically targets a different athlete demographic while creating significant positive impact on both the participants' lives and local communities. For 2016, RACE SLO created a SLO County total economic impact of **\$4.01 million**, which includes impacts from not only their operations and visitors coming from out of the area,



*\$1.64 million in direct spending by visiting participants, families, and friends generated an additional \$858 thousand indirect and induced impacts.*

but also the indirect and induced effects that are generated from their direct spending. This year, the SLO Marathon generated \$2.44 million in economic impact, with the SLO Ultra and SLO Gran Fondo adding an additional \$744 thousand and \$832 thousand, respectively.

The majority of the economic impact is generated from visitor spending and its multiplier effect on the local countywide area. Visitors from out of the area spend money weekend long to stay in the local area hotels, eat in local restaurants, and purchase gas and gifts or souvenirs. Annually over the course of the three event weekends, \$1.64 million in direct spending (not including the race entry fees) by visiting participants, families and friends generated an additional \$858 thousand indirect and induced impacts, totaling \$2.5 million, or 62.3% of the total annual economic impact.

In 2016, Race SLO events attracted **5,790** unique visitors from outside the county. Of those out of town visitors, 3,290 participated in one of the many events. Average percentage of out of town participants for the SLO Marathon and SLO Ultra running events hovered around 55%, but according to the survey data, 90% of the participants from Gran Fondo cycling event came from outside the area.



*Race SLO events attracted 5,790 visitors from outside the area in 2016.*

This overall economic impact however does not always paint the whole picture. For Race SLO, the average economic impact generated by each participant was \$730.91. It is interesting to note that Gran Fondo generated an especially high

average of \$1,146 per participant, more than 1.5 times the overall average dollars per participant generated. This is mainly caused by the higher percentage of out of town participants compared to the running events. Additionally, the average economic impact generated for every single dollar spent on operational production was \$6.63. The Ultra race generated significantly lower average economic impact per operation dollar spent at \$3.92, whereas the Marathon and Gran Fondo events both generated more than \$7 per every single dollar spent on operational production. In summary, for 2016, for every dollar spent by Race SLO for putting on one of its events, an additional \$5.63 of economic impact was generated in San Luis Obispo County.



*For every dollar spent by Race SLO for putting on one of their events, \$5.63 of economic impact was generated in San Luis Obispo County*

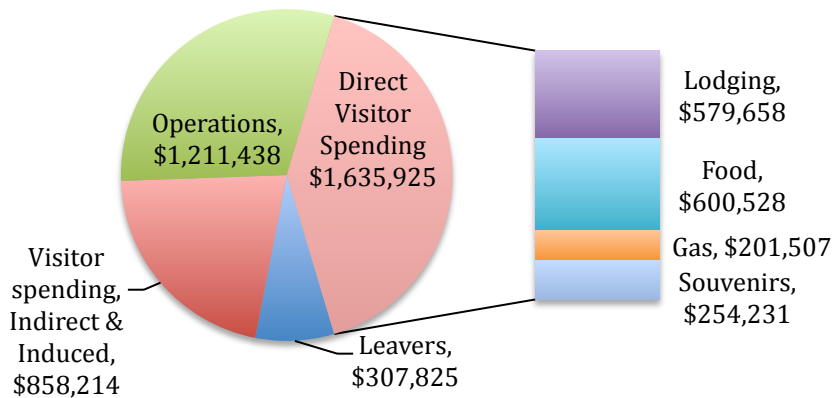
Race SLO athlete guests had a consistent average length of stay at approximately 1.6 days each for all the events, however the party size per participant of Gran Fondo was 3.01 people, more than double the party size per participant of both other running races. This is another factor that increases the total economic impact per participant for the Gran Fondo event versus the SLO Marathon and SLO Ultra events. We concluded that cyclists travel in larger packs and generally encourage more fan engagement.

With the popularity of endurance race events growing every year, there is strong competition between national and statewide events. This raises the question, “If the SLO Marathon + Half weekend did not exist next year, would the locally based participants then leave the area to go participate in an organized race elsewhere?” For 2016, we analyzed the projected costs to the local economy if the local participants then leaving the area to participate in another organized race, that is had they not been able to run in the SLO Marathon + Half. Clearly, there is added economic output that would be lost if the SLO Marathon + Half weekend ceased to exist. For 2016, local residents constitute about 45% of the

total registrants. Of these locals, 54.6% stated that, if they had not been able to run in the SLO Marathon + Half weekend, they would have definitely gone somewhere else to run in an organized race. Another 17.3% stated that they might have gone elsewhere to run another race. This would then mean that an estimated 1,157 local residents, many with friends or family visiting, would now have left the county to participate in a “substitute” organized race, and spend their money elsewhere. Direct spending by these 1,157 local Leavers of approximately \$201,000, not including their race entry fees, would have led to an estimated \$307,800 in “lost” economic output to the county. This amount is “additive” to the overall economic impact calculated in this study since this loss and all current visitor spending would be lost if the SLO Marathon + Half weekend did go away. We did not ask this question in the Ultra and Gran Fondo surveys, but we would expect a similar response if we had.

In addition to the money brought into the area by visiting participants and the money retained in the local area by the local participants, in the county business market RACE SLO spent more than \$474,000 preparing for and putting on the three events. This included setting up the race courses, festival set-up, all the required signage and equipment, professional and safety personnel during the events, marketing and event specific overhead. This does not include out of county spending. Combined, the local indirect and local induced impacts equal the total economic impact for setting up and producing all three events, and total \$1.2 million for 2016.

## Race SLO 2016 Economic Impact \$4.01 million



To perform this 12-month study, we analyzed the additional spending that occurred in San Luis Obispo County because of the current three events produced by RACE SLO. This study takes a look at spending by participants (and their respective groups) on lodging, food, souvenirs and gasoline, event preparation and event specific operation dollars spent in the county. Participant spending data was captured by implementing three after-event anonymous online surveys in addition to all finance and analytical data supplied by RACE SLO. From this data, we are able to estimate the direct impacts that RACE SLO had on San Luis Obispo County. These direct impacts are applied to multiple IMPLAN models, which in turn shows the ripple effect of the expenditures throughout the county. This year's events hosted 5,491 competitors and an additional estimated 3,188 people serving as their fans and support groups, leading to \$1.64 million in direct participant spending.

In addition to the impact of the RACE SLO on local businesses, this activity created a significant boost in tax revenues to municipal and county government. Because of three Race SLO events being held, local businesses collected \$90,522 in sales tax, and city and county governments collected \$80,320 in

property tax, and \$63,762 in bed tax. Thus, local governments collected a total of \$234,604 in additional tax revenue as a result of these 2016 RACE SLO events.



*Because of the three Race SLO events being held, local businesses collected \$90,522 in sales tax, and city and county governments collected \$80,320 in property tax, and \$63,762 in bed tax, \$234,604 total tax revenue generated.*

RACE SLO 2016 Taxes Generated				
	Property Tax	Sales Tax	Bed Tax	Total
Marathon	\$ 48,104	\$ 54,223	\$ 35,179	\$ 137,506
Ultra	\$ 14,347	\$ 16,164	\$ 11,153	\$ 41,664
Fondo	\$ 17,869	\$ 20,135	\$ 17,430	\$ 55,434
Total	\$ 80,320	\$ 90,522	\$ 63,762	\$ 234,604

Lastly, In addition to these tangible positive economic benefits, the existence of the company RACE SLO reinforces the growing reputation of the California Central Coast as a healthy and athletic, connected to nature, sophisticated travel destination. San Luis Obispo County receives a great deal of national publicity among a highly-sought-after demographic, the vast majority of whom indicate that they were very pleased with the SLO Marathon + Half weekend, SLO ULTRA festival and Gran Fondo festival weekends and that they are more likely now to return to the Central Coast in the future. Race SLO additionally donates proceeds and helps to raise fund for six local not-for-profit organizations that support programs for the youth, health and wellness of our local residents. For 2016, \$26,095 funds were donated. The RACE SLO team truly adheres to their mission:



*“Through human experiences, we create social and economic impact to share our legacy.”*

The detailed results of this study can be found on the subsequent pages. Page 7 shows a summary of highlights. Pages 8 and 9 shows the resultant tables for the

SLO Marathon. Pages 10 and 11 shows the resultant tables for SLO Ultra. Pages 12 and 13 shows the resultant tables for Gran Fondo.

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 December 2016

<b>Highlights for Race SLO 2016</b>	<b>Race SLO</b>	<b>Marathon</b>	<b>Ultra</b>	<b>Fondo</b>
Economic impact from attendee spending (\$ millions):	\$2,494,139	\$1,429,563	\$430,694	\$633,882
Economic impact from operations/preparation (\$ millions):	\$1,211,438	\$700,063	\$313,274	\$198,101
Economic impact from "Event Not Held" scenario (\$ millions):	\$ 307,825	\$307,825	N/A	N/A
Total economic impact for Race SLO (\$ millions):	\$4,013,402	\$2,437,451	\$743,968	\$831,983
Total Local Operation Expenditures:	\$473,804	\$250,956	\$133,790	\$89,058
Percentage of Local Operation Expenditures	78.3%	78.1%	70.5%	94.7%
Overall Operation Expenditures (Local and Non-Local):	\$605,165	\$321,239	\$189,835	\$94,091
Average economic impact generated per participant:	\$730.91	\$679.90	\$630.48	\$1,145.98
Average economic impact generated per Operation dollars spent:	\$6.63	\$7.59	\$3.92	\$8.84
Total participants:	5,491	3,585	1,180	726
Non-local participants:	3290	1975	657	657
Percentage of Non-local participants	59.9%	55.1%	55.7%	90.5%
Total visitors outside county:	5790	2856	958	1976
Total direct dollars spent by all parties (not including entry costs):	\$1,640,609	\$941,838	\$283,476	\$415,295
Total lodging expenditures:	\$579,658	\$319,810	\$101,391	\$158,457
Total food and beverage expenditures:	\$600,528	\$340,977	\$92,611	\$166,940
Total gasoline expenditures:	\$206,192	\$132,436	\$47,079	\$26,676
Total souvenirs and gift expenditures:	\$254,231	\$148,615	\$42,395	\$63,222
Average dollars spent by local participant party (not including entry):	\$104	\$103	\$120	\$21
Average dollars spent by non-local participant party (not including entry):	\$499	\$393	\$336	\$630
Estimated local Hotel/Motel Bed tax:	\$63,762	\$35,179	\$11,153	\$17,430
Estimated Sales Tax generated:	\$90,522	\$54,223	\$16,164	\$20,135
Average length of stay in days:	1.64	1.67	1.51	1.69
Average party size of non-local participant:	1.76	1.45	1.46	3.01

# SLO Marathon 2016

Marathon/H: Total Participants	3,585		
Guests/Lodging Unit	2.23		
Out-of-town P	55.1%	Local Participa	44.9%
Attendees/par	0.45	Attendees/par	0.30
Breakdown of attendees as local/visitor:			
	Visitor	Local	Total
Competitor	1,975	1,610	3,585
Friends of Cor	881	487	1,368
Totals:	2,856	2,097	4,953

If SLO Marathon did not exist, would you find another race?		
	Likelihood	% locals that would leave
Yes	100%	54.6%
I am not sure	50%	17.3%
No	0%	0%
Percentage who would leave for another race		71.9%
Number of locals who would leave to participate		1,157
Number of travelers/participant		0.45
Number of locals would leave		1,672

Expenditures	Out-of-town Participants					Local Participants					Total Attendee Expenditures
	Per Hotel Room	Per Person	Number	Nights in SLO	Total	Per Hotel Room	Per Person	Number	Total		
Lodging	\$ 147.43	\$ 66.10	2,856	1.67	\$ 314,846	\$ 84.19	\$ 37.74	63	2.09	\$ 4,964	\$ 319,810
Food		\$ 53.69	2,856	1.67	\$ 255,738		\$ 25.33	1610	2.09	\$ 85,239	\$ 340,977
Gas		\$ 43.35	1,975		\$ 85,635		\$ 29.07	1610		\$ 46,801	\$ 132,436
Purchases		\$ 42.03	2,856		\$ 120,032		\$ 26.03	1098		\$ 28,583	\$ 148,615
Total:		\$ 205.17			\$ 776,251		\$ 118.18			\$ 165,587	\$ 941,838

Marathon Expenditures \$ 250,956

Expenditures	Local Participants Opportunity Cost of Leaving Town					Local Participants - Not Spent					Total Attendee Expenditures
	Per Hotel Room	Per Person	Number	Nights	Total	Per Hotel Room	Per Person	Number	Total		
Lodging	\$ 147.43	\$ 66.10	1,672	1.67	\$ 184,340	\$ 84.19	\$ 37.74	1672	1.67	\$ 105,263	\$ 79,077
Food		\$ 53.69	1,672	1.67	\$ 149,733		\$ 25.33	1672	1.67	\$ 70,630	\$ 79,102
Gas		\$ 43.35	1,157		\$ 50,139		\$ 29.07	1157		\$ 33,626	\$ 16,512
Purchases		\$ 42.03	1,672		\$ 70,278		\$ 26.03	1672		\$ 43,531	\$ 26,747
Total:		\$ 205.17			\$ 454,490		\$ 118.18			\$ 253,050	\$ 201,439

<b>County/City Taxes for 2016 Marathon:</b>	
Sales Tax	\$ 54,223
Property Taxes	\$ 48,104
Bed Tax	\$ 35,179
<b>Total County/City Taxes</b>	<b>\$ 137,506</b>

## Economic Output for Participant Spending, SLO Marathon 2016

Rank	Description	Direct	Indirect	Induced	Total
	Total	\$ 941,839	\$ 235,312	\$ 252,412	\$ 1,429,563
1	Food services and drinking places	\$ 340,977	\$ 11,363	\$ 16,778	\$ 369,118
2	Hotels and motels, including casino hotels	\$ 159,905	\$ 1,720	\$ 2,663	\$ 164,288
3	Other accommodations	\$ 159,905	\$ 5	\$ 504	\$ 160,414
4	Retail Stores - Gasoline stations	\$ 132,422	\$ 195	\$ 1,806	\$ 134,422
5	Retail Stores - Clothing and clothing accessories	\$ 74,299	\$ 313	\$ 3,101	\$ 77,712
6	Retail Stores - Miscellaneous	\$ 74,299	\$ 189	\$ 2,143	\$ 76,630
7	Imputed rental activity for owner-occupied dwellings	\$ -	\$ -	\$ 41,368	\$ 41,368
8	Real estate establishments	\$ -	\$ 20,310	\$ 11,745	\$ 32,054
9	Electric power generation, transmission, and distribution	\$ -	\$ 19,452	\$ 5,980	\$ 25,432
10	Wholesale trade businesses	\$ -	\$ 9,120	\$ 11,299	\$ 20,419
11	Petroleum refineries	\$ -	\$ 9,342	\$ 8,955	\$ 18,297
12	Offices of physicians, dentists, and other health practitioners	\$ -	\$ 0	\$ 18,009	\$ 18,009
13	Monetary authorities and depository credit intermediation activities	\$ -	\$ 7,454	\$ 10,152	\$ 17,607
14	Maintenance and repair construction of nonresidential structures	\$ -	\$ 12,549	\$ 1,527	\$ 14,075
15	Advertising and related services	\$ -	\$ 10,866	\$ 1,183	\$ 12,049
16	Accounting, tax preparation, bookkeeping, and payroll services	\$ -	\$ 9,949	\$ 1,481	\$ 11,430
17	Services to buildings and dwellings	\$ -	\$ 9,811	\$ 1,577	\$ 11,389
18	Telecommunications	\$ -	\$ 6,962	\$ 3,682	\$ 10,644
19	Private hospitals	\$ -	\$ 0	\$ 10,254	\$ 10,254
20	Legal services	\$ -	\$ 4,769	\$ 3,293	\$ 8,062
21	Management of companies and enterprises	\$ -	\$ 6,590	\$ 866	\$ 7,456
22	Employment services	\$ -	\$ 5,233	\$ 1,315	\$ 6,548
23	Lessors of nonfinancial intangible assets	\$ -	\$ 5,642	\$ 396	\$ 6,038
24	Retail Stores - Food and beverage	\$ -	\$ 228	\$ 4,994	\$ 5,222
25	Other state and local government enterprises	\$ -	\$ 2,726	\$ 2,333	\$ 5,059
	All other sectors	\$ 33	\$ 80,523	\$ 85,008	\$ 165,565



**Economic Output of Operations, SLO Marathon 2016**

Rank	Description	Direct	Indirect	Induced	Total
	Total	\$ 373,066	\$ 282,309	\$ 44,688	\$ 700,063
1	Promoters of performing arts and sports and agents for public figures	\$ 373,066	\$ 211,379	\$ 14	\$ 584,459
2	Insurance agencies, brokerages, and related activities	\$ -	\$ 11,708	\$ 116	\$ 11,825
3	Independent artists, writers, and performers	\$ -	\$ 8,461	\$ 45	\$ 8,505
4	Imputed rental activity for owner-occupied dwellings	\$ -	\$ -	\$ 7,374	\$ 7,374
5	Real estate establishments	\$ -	\$ 4,683	\$ 2,014	\$ 6,697
6	Monetary authorities and depository credit intermediation activities	\$ -	\$ 2,984	\$ 1,808	\$ 4,792
7	Food services and drinking places	\$ -	\$ 1,289	\$ 2,977	\$ 4,266
8	Offices of physicians, dentists, and other health practitioners	\$ -	\$ 8	\$ 3,157	\$ 3,165
9	Petroleum refineries	\$ -	\$ 1,354	\$ 1,565	\$ 2,919
10	Advertising and related services	\$ -	\$ 2,692	\$ 210	\$ 2,902
11	Employment services	\$ -	\$ 2,519	\$ 233	\$ 2,751
12	Securities, commodity contracts, investments, and related activities	\$ -	\$ 2,236	\$ 374	\$ 2,610
13	Wholesale trade businesses	\$ -	\$ 358	\$ 1,959	\$ 2,318
14	Telecommunications	\$ -	\$ 1,654	\$ 643	\$ 2,297
15	Lessors of nonfinancial intangible assets	\$ -	\$ 2,197	\$ 70	\$ 2,267
16	Electric power generation, transmission, and distribution	\$ -	\$ 1,220	\$ 1,044	\$ 2,264
17	Legal services	\$ -	\$ 1,527	\$ 586	\$ 2,113
18	Accounting, tax preparation, bookkeeping, and payroll services	\$ -	\$ 1,850	\$ 263	\$ 2,113
19	Transit and ground passenger transportation	\$ -	\$ 1,972	\$ 105	\$ 2,078
20	Other private educational services	\$ -	\$ 1,875	\$ 194	\$ 2,069
21	Private hospitals	\$ -	\$ 6	\$ 1,797	\$ 1,803
22	Travel arrangement and reservation services	\$ -	\$ 1,665	\$ 78	\$ 1,742
23	Management, scientific, and technical consulting services	\$ -	\$ 1,606	\$ 92	\$ 1,698
24	Other support services	\$ -	\$ 1,563	\$ 56	\$ 1,619
25	Civic, social, professional, and similar organizations	\$ -	\$ 1,054	\$ 228	\$ 1,282
	All other sectors	\$ -	\$ 14,449	\$ 17,686	\$ 32,135

**Economic Output for No Race Scenario, SLO Marathon 2016**

Rank	Description	Direct	Indirect	Induced	Total
	Total	\$ 201,440	\$ 53,595	\$ 52,789	\$ 307,825
1	Food services and drinking places	\$ 79,102	\$ 2,699	\$ 3,508	\$ 85,309
2	Hotels and motels, including casino hotels	\$ 39,539	\$ 402	\$ 554	\$ 40,495
3	Other accommodations	\$ 39,539	\$ 1	\$ 105	\$ 39,645
4	Retail Stores - Gasoline stations	\$ 16,510	\$ 32	\$ 377	\$ 16,920
5	Retail Stores - Clothing and clothing accessories	\$ 13,372	\$ 63	\$ 648	\$ 14,083
6	Retail Stores - Miscellaneous	\$ 13,373	\$ 39	\$ 448	\$ 13,859
7	Imputed rental activity for owner-occupied dwellings	\$ -	\$ -	\$ 8,643	\$ 8,643
8	Real estate establishments	\$ -	\$ 4,383	\$ 2,468	\$ 6,851
9	Electric power generation, transmission, and distribution	\$ -	\$ 4,523	\$ 1,253	\$ 5,776
10	Wholesale trade businesses	\$ -	\$ 2,044	\$ 2,371	\$ 4,414
11	Petroleum refineries	\$ -	\$ 2,167	\$ 1,877	\$ 4,044
12	Offices of physicians, dentists, and other health practitioners	\$ -	\$ 0	\$ 3,772	\$ 3,772
13	Monetary authorities and depository credit intermediation activities	\$ -	\$ 1,568	\$ 2,121	\$ 3,689
14	Maintenance and repair construction of nonresidential structures	\$ -	\$ 2,941	\$ 319	\$ 3,261
15	Advertising and related services	\$ -	\$ 2,417	\$ 247	\$ 2,665
16	Services to buildings and dwellings	\$ -	\$ 2,332	\$ 330	\$ 2,661
17	Accounting, tax preparation, bookkeeping, and payroll services	\$ -	\$ 2,320	\$ 310	\$ 2,629
18	Telecommunications	\$ -	\$ 1,580	\$ 772	\$ 2,352
19	Private hospitals	\$ -	\$ 0	\$ 2,148	\$ 2,148
20	Legal services	\$ -	\$ 1,111	\$ 688	\$ 1,799
21	Management of companies and enterprises	\$ -	\$ 1,524	\$ 181	\$ 1,705
22	Employment services	\$ -	\$ 1,181	\$ 275	\$ 1,456
23	Lessors of nonfinancial intangible assets	\$ -	\$ 1,298	\$ 83	\$ 1,381
24	Other state and local government enterprises	\$ -	\$ 645	\$ 488	\$ 1,133
25	Retail Stores - Food and beverage	\$ -	\$ 53	\$ 1,043	\$ 1,096
	All other sectors	\$ 5	\$ 18,272	\$ 17,762	\$ 36,039

## SLO Ultra 2016

Ultra	Total Participants	1,180	
	Guests/Lodging Unit	2.14	
Out-of-town P	55.7%	Local Participa	44.3%
Attendees/par	0.46	Attendees/par	0.25
Breakdown of attendees as local/visitor:			
	Visitor	Local	Total
Competitor	657	523	1,180
Friends of Cor	300	132	432
Totals:	958	655	1,612

Expenditures	Out-of-town Participants				Local Participants				Total Attendee Expenditures
	Per Hotel Room	Per Person	Number Nights in SLO	Total	Per Hotel Room	Per Person	Number	Total	
Lodging	\$ 146.79	\$ 68.68	958	1.51 \$ 99,160	\$ 88.82	\$ 41.55	27	2.00 \$ 2,231	\$ 101,391
Food		\$ 43.11	958	1.51 \$ 62,249		\$ 23.19	655	2.00 \$ 30,362	\$ 92,611
Gas		\$ 49.54	657	\$ 32,559		\$ 27.78	523	\$ 14,521	\$ 47,079
Purchases		\$ 28.16	958	\$ 26,965		\$ 23.57	655	\$ 15,430	\$ 42,395
Total:		\$ 189.48		\$ 220,933		\$ 116.08		\$ 62,544	\$ 283,476

Ultra Expenditures 133,790

County/City Taxes for SLO ULTRA, 2016:	
Sales Tax	\$ 16,164
Property Taxes	\$ 14,347
Bed Tax	\$ 11,153
Total County/City Taxes	\$ 41,664

### Economic Output for Participant Spending, SLO ULTRA 2016

Rank	Description	Direct	Indirect	Induced	Total
	Total	\$ 283,427	\$ 70,640	\$ 76,627	\$ 430,694
1	Food services and drinking places	\$ 92,611	\$ 3,482	\$ 5,094	\$ 101,187
2	Hotels and motels, including casino hotels	\$ 50,696	\$ 510	\$ 810	\$ 52,016
3	Other accommodations	\$ 50,696	\$ 2	\$ 153	\$ 50,851
4	Retail Stores - Gasoline stations	\$ 47,024	\$ 64	\$ 548	\$ 47,637
5	Retail Stores - Clothing and clothing accessories	\$ 21,195	\$ 90	\$ 942	\$ 22,226
6	Retail Stores - Miscellaneous	\$ 21,195	\$ 54	\$ 651	\$ 21,899
7	Imputed rental activity for owner-occupied dwellings	\$ -	\$ -	\$ 12,563	\$ 12,563
8	Real estate establishments	\$ -	\$ 5,965	\$ 3,559	\$ 9,525
9	Electric power generation, transmission, and distribution	\$ -	\$ 5,876	\$ 1,814	\$ 7,690
10	Wholesale trade businesses	\$ -	\$ 2,607	\$ 3,426	\$ 6,034
11	Petroleum refineries	\$ -	\$ 2,826	\$ 2,717	\$ 5,542
12	Offices of physicians, dentists, and other health practitioners	\$ -	\$ 0	\$ 5,464	\$ 5,464
13	Monetary authorities and depository credit intermediation activities	\$ -	\$ 2,241	\$ 3,083	\$ 5,324
14	Maintenance and repair construction of nonresidential structures	\$ -	\$ 3,848	\$ 463	\$ 4,311
15	Advertising and related services	\$ -	\$ 3,280	\$ 359	\$ 3,639
16	Services to buildings and dwellings	\$ -	\$ 3,031	\$ 479	\$ 3,510
17	Accounting, tax preparation, bookkeeping, and payroll services	\$ -	\$ 3,010	\$ 450	\$ 3,460
18	Telecommunications	\$ -	\$ 2,102	\$ 1,117	\$ 3,219
19	Private hospitals	\$ -	\$ 0	\$ 3,111	\$ 3,111
20	Legal services	\$ -	\$ 1,447	\$ 1,000	\$ 2,447
21	Management of companies and enterprises	\$ -	\$ 1,941	\$ 263	\$ 2,204
22	Employment services	\$ -	\$ 1,591	\$ 399	\$ 1,990
23	Lessors of nonfinancial intangible assets	\$ -	\$ 1,695	\$ 120	\$ 1,815
24	Retail Stores - Food and beverage	\$ -	\$ 65	\$ 1,517	\$ 1,582
25	Other state and local government enterprises	\$ -	\$ 831	\$ 708	\$ 1,539
	All other sectors	\$ 10	\$ 24,081	\$ 25,815	\$ 49,907

**Economic Output of Operations, SLO ULTRA 2016**

Rank	Description	Direct	Indirect	Induced	Total
	Total	\$ 138,945	\$ 150,505	\$ 23,824	\$ 313,274
1	Promoters of performing arts and sports and agents for public figures	\$ 138,945	\$ 112,691	\$ 7	\$ 251,643
2	Insurance agencies, brokerages, and related activities	\$ -	\$ 6,242	\$ 62	\$ 6,304
3	Independent artists, writers, and performers	\$ -	\$ 4,510	\$ 24	\$ 4,534
4	Imputed rental activity for owner-occupied dwellings	\$ -	\$ -	\$ 3,931	\$ 3,931
5	Real estate establishments	\$ -	\$ 2,497	\$ 1,074	\$ 3,570
6	Monetary authorities and depository credit intermediation activities	\$ -	\$ 1,591	\$ 964	\$ 2,555
7	Food services and drinking places	\$ -	\$ 687	\$ 1,587	\$ 2,274
8	Offices of physicians, dentists, and other health practitioners	\$ -	\$ 4	\$ 1,683	\$ 1,687
9	Petroleum refineries	\$ -	\$ 722	\$ 834	\$ 1,556
10	Advertising and related services	\$ -	\$ 1,435	\$ 112	\$ 1,547
11	Employment services	\$ -	\$ 1,343	\$ 124	\$ 1,467
12	Securities, commodity contracts, investments, and related activities	\$ -	\$ 1,192	\$ 199	\$ 1,391
13	Wholesale trade businesses	\$ -	\$ 191	\$ 1,045	\$ 1,236
14	Telecommunications	\$ -	\$ 882	\$ 343	\$ 1,225
15	Lessors of nonfinancial intangible assets	\$ -	\$ 1,171	\$ 37	\$ 1,209
16	Electric power generation, transmission, and distribution	\$ -	\$ 650	\$ 556	\$ 1,207
17	Legal services	\$ -	\$ 814	\$ 312	\$ 1,127
18	Accounting, tax preparation, bookkeeping, and payroll services	\$ -	\$ 986	\$ 140	\$ 1,126
19	Transit and ground passenger transportation	\$ -	\$ 1,051	\$ 56	\$ 1,108
20	Other private educational services	\$ -	\$ 1,000	\$ 104	\$ 1,103
21	Private hospitals	\$ -	\$ 3	\$ 958	\$ 961
22	Travel arrangement and reservation services	\$ -	\$ 887	\$ 41	\$ 929
23	Management, scientific, and technical consulting services	\$ -	\$ 856	\$ 49	\$ 905
24	Other support services	\$ -	\$ 833	\$ 30	\$ 863
25	Civic, social, professional, and similar organizations	\$ -	\$ 562	\$ 122	\$ 684
	All other sectors	\$ -	\$ 7,703	\$ 9,429	\$ 17,132

## SLO Gran Fondo 2016

Fondo	Total Participants	726
	Guests/Lodging Unit	2.19
Out-of-town P	90.5%	Local Participa
Attendees/par	2.01	Attendees/par
		1.00
Breakdown of attendees as local/visitor:		
	Visitor	Local
Competitor	657	69
Friends of Cor	1,319	69
Totals:	1,976	138
		2,114

Expenditures	Out-of-town Participants				Local Participants				Total Attendee Expenditures		
	Per Hotel Room	Per Person	Number Nights in SLO	Total	Per Hotel Room	Per Person	Number	Total			
Lodging	\$ 104.31	\$ 47.55	1,976	1.69	\$ 158,457	\$ -	-	0	0.38	\$ -	\$ 158,457
Food		\$ 50.00	1,976	1.69	\$ 166,610		\$ 6.25	138	0.38	\$ 330	\$ 166,940
Gas		\$ 40.16	657		\$ 26,389		\$ 4.17	69		\$ 287	\$ 26,676
Purchases		\$ 31.56	1,976		\$ 62,360		\$ 6.25	138		\$ 862	\$ 63,222
Total:		\$ 169.27			\$ 413,815		\$ 16.67			\$ 1,480	\$ 415,295

Fondo Expenditures 89,058

County/City Taxes for SLO FONDO, 2016	
Sales Tax	\$ 20,135
Property Taxes	\$ 17,869
Bed Tax	17,430
Total County/City Taxes	\$ 55,434

### Economic Output for Participant Spending, SLO FONDO, 2016

Rank	Description	Direct	Indirect	Induced	Total
	Total	\$ 415,295	\$ 110,519	\$ 108,069	\$ 633,882
1	Food services and drinking places	\$ 166,940	\$ 5,496	\$ 7,180	\$ 179,616
2	Hotels and motels, including casino hotels	\$ 79,228	\$ 829	\$ 1,132	\$ 81,189
3	Other accommodations	\$ 79,228	\$ 2	\$ 214	\$ 79,444
4	Retail Stores - Clothing and clothing accessories	\$ 31,607	\$ 141	\$ 1,326	\$ 33,074
5	Retail Stores - Miscellaneous	\$ 31,607	\$ 86	\$ 916	\$ 32,609
6	Retail Stores - Gasoline stations	\$ 26,673	\$ 60	\$ 772	\$ 27,505
7	Imputed rental activity for owner-occupied dwellings	\$ -	\$ -	\$ 17,689	\$ 17,689
8	Real estate establishments	\$ -	\$ 9,182	\$ 5,059	\$ 14,241
9	Electric power generation, transmission, and distribution	\$ -	\$ 9,278	\$ 2,567	\$ 11,845
10	Wholesale trade businesses	\$ -	\$ 4,284	\$ 4,856	\$ 9,141
11	Petroleum refineries	\$ -	\$ 4,445	\$ 3,844	\$ 8,289
12	Offices of physicians, dentists, and other health practitioners	\$ -	\$ 0	\$ 7,725	\$ 7,725
13	Monetary authorities and depository credit intermediation activities	\$ -	\$ 3,278	\$ 4,342	\$ 7,619
14	Maintenance and repair construction of nonresidential structures	\$ -	\$ 6,000	\$ 654	\$ 6,653
15	Advertising and related services	\$ -	\$ 4,997	\$ 506	\$ 5,503
16	Services to buildings and dwellings	\$ -	\$ 4,735	\$ 675	\$ 5,410
17	Accounting, tax preparation, bookkeeping, and payroll services	\$ -	\$ 4,754	\$ 634	\$ 5,388
18	Telecommunications	\$ -	\$ 3,255	\$ 1,580	\$ 4,835
19	Private hospitals	\$ -	\$ 0	\$ 4,398	\$ 4,398
20	Legal services	\$ -	\$ 2,276	\$ 1,408	\$ 3,684
21	Management of companies and enterprises	\$ -	\$ 3,151	\$ 371	\$ 3,522
22	Employment services	\$ -	\$ 2,431	\$ 563	\$ 2,994
23	Lessors of nonfinancial intangible assets	\$ -	\$ 2,671	\$ 170	\$ 2,841
24	Other state and local government enterprises	\$ -	\$ 1,315	\$ 999	\$ 2,315
25	Retail Stores - Food and beverage	\$ -	\$ 111	\$ 2,135	\$ 2,245
	All other sectors	\$ 11	\$ 37,744	\$ 36,353	\$ 74,108

**Economic Output of Operations, SLO FONDO, 2016**

<b>Rank</b>	<b>Description</b>	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
	Total	\$ 82,058	\$ 100,184	\$ 15,859	\$ 198,101
1	Promoters of performing arts and sports and agents for public figures	\$ 82,058	\$ 75,013	\$ 5	\$ 157,076
2	Insurance agencies, brokerages, and related activities	\$ -	\$ 4,155	\$ 41	\$ 4,196
3	Independent artists, writers, and performers	\$ -	\$ 3,002	\$ 16	\$ 3,018
4	Imputed rental activity for owner-occupied dwellings	\$ -	\$ -	\$ 2,617	\$ 2,617
5	Real estate establishments	\$ -	\$ 1,662	\$ 715	\$ 2,377
6	Monetary authorities and depository credit intermediation activities	\$ -	\$ 1,059	\$ 642	\$ 1,701
7	Food services and drinking places	\$ -	\$ 457	\$ 1,057	\$ 1,514
8	Offices of physicians, dentists, and other health practitioners	\$ -	\$ 3	\$ 1,120	\$ 1,123
9	Petroleum refineries	\$ -	\$ 481	\$ 555	\$ 1,036
10	Advertising and related services	\$ -	\$ 955	\$ 75	\$ 1,030
11	Employment services	\$ -	\$ 894	\$ 83	\$ 976
12	Securities, commodity contracts, investments, and related activities	\$ -	\$ 794	\$ 133	\$ 926
13	Wholesale trade businesses	\$ -	\$ 127	\$ 695	\$ 823
14	Telecommunications	\$ -	\$ 587	\$ 228	\$ 815
15	Lessors of nonfinancial intangible assets	\$ -	\$ 780	\$ 25	\$ 805
16	Electric power generation, transmission, and distribution	\$ -	\$ 433	\$ 370	\$ 803
17	Legal services	\$ -	\$ 542	\$ 208	\$ 750
18	Accounting, tax preparation, bookkeeping, and payroll services	\$ -	\$ 657	\$ 93	\$ 750
19	Transit and ground passenger transportation	\$ -	\$ 700	\$ 37	\$ 737
20	Other private educational services	\$ -	\$ 665	\$ 69	\$ 734
21	Private hospitals	\$ -	\$ 2	\$ 638	\$ 640
22	Travel arrangement and reservation services	\$ -	\$ 591	\$ 28	\$ 618
23	Management, scientific, and technical consulting services	\$ -	\$ 570	\$ 33	\$ 602
24	Other support services	\$ -	\$ 555	\$ 20	\$ 574
25	Civic, social, professional, and similar organizations	\$ -	\$ 374	\$ 81	\$ 455
	All other sectors	\$ -	\$ 5,128	\$ 6,276	\$ 11,404