

# *Using Economic Impact Data to Demonstrate an Agency's Relevance*

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*2018 Florida Recreation and Parks Association  
Annual Conference  
Orlando, Florida*

*Chris Nunes, CPRE  
Director of Parks and Recreation  
The Woodlands Township  
The Woodlands, Texas*

# Background Information

THE MASTERS

## Major Tournaments Add about \$1 Billion in Economic Impact to Host Cities

SEC Tournament's economic impact tops \$20M

*Sports Council study finds visitors spent an average of about \$300 per day*

AUTHORS [David Bocclair](#)

The 2017 Southeastern Conference men's basketball tournament was the most successful

④ **Four-day Colorado Springs hockey tournament has \$2 million economic impact**

er's event was worth  
million more than the figure  
mark.

By: [Wayne Heilman](#) • February 18, 2017 • Updated: February 18, 2017 at 4:12 pm

# Background Information

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- Are we capable of running a tourney with an economic impact of \$1 Billion, \$20 million or \$2 million????
- Should we use our facilities at lost leaders?



***There are three kinds of lies:  
lies, damned lies, and  
statistics.***



# Session Objectives

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- Review terms and definitions related to economic impact
- Identify a model that minimizes the over-exaggeration of economic activity
- Develop an economic impact plan for a program or facility



# Background Information

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## Why Measure Economic *Activity* and *Impact*?

- Understand *positive* and *negative* impact
- Evaluation Tool- to subsidy or not?
- Revenue generation
- *CVB Game*
- *Your Board!!!!!!!!!!*





# Economic Activity

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Economic Activity=  
spending.....

- Purchase of sporting goods
- Purchase of meals before/after games/practices
- Other...



*What is the economic activity related to your sports complex, recreation center, community center, etc.??*

# Economic Activity

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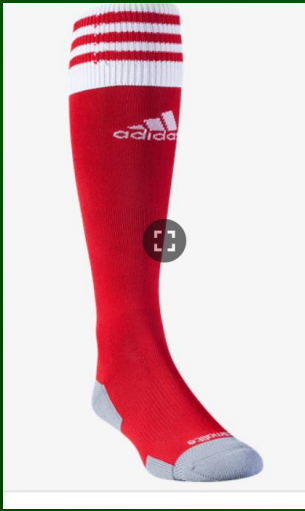
## Soccer- Activity at one complex/sport

Fields	5		
Days of Week	5		
Practices Per Day	3		
Kids Per Practice	30	15 per half field	
Total Users Per Week	2250		
Number of Weeks in a season	10		
Total Number of Seasons	2		
Total User Days	45000		

*So.....what is spent by the LOCAL's on soccer??????*

# Economic Activity

What is spent by LOCAL's person on soccer?



	Kids	Cost	% of Users	Activity
Cleats	2250	\$30	0.5	\$33,750
Shin Guards	2250	\$10	0.5	\$11,250
Socks	2250	\$10	1	\$22,500
Spirit Ware (t-shirts)	2250	\$15	0.5	\$16,875
Uniforms	2250	\$15	1	\$33,750
Dinner Out	2250	\$50		\$112,500
Trophy	2250	\$6		\$13,500
Other????????				
				\$244,125



Assuming one kid per practice per week



# Economic Activity

*So....there is \$250K on one sport. What about all of the youth sports ??????*

	Soccer	Lacrosse	Rugby	Baseball	Softball	Football
Fields	5	3	2	10	8	5
Days of Week	5	5	2	2	2	5
Practices Per Day	3	2	2	2	2	2
Kids Per Practice	30	25	25	15	15	18
Total Users Per Week	2250	750	200	600	480	900
Number of Weeks in a season	10	15	15	12	12	12
Total Number of Seasons	2	1	1	2	2	1
Total User Days	45000	11250	3000	14400	11520	10800

	Cost	% of Users	Soccer	Lacrosse	Rugby	Baseball	Softball	Football
Cleats	\$30	0.5	\$33,750	\$11,250	\$3,000	\$9,000	\$7,200	\$13,500
Shin Guards	\$10	0.5	\$11,250					
Bat/Glove	\$75	0.5				\$22,500	\$18,000	
Lacrosse/Football Equipment	\$100	0.5		\$37,500				\$45,000
Socks	\$10	1	\$22,500	\$7,500	\$2,000	\$6,000	\$4,800	\$9,000
Spirit Ware (t-shirts)	\$15	0.5	\$16,875	\$5,625	\$1,500	\$4,500	\$3,600	\$6,750
Uniforms	\$15	1	\$33,750	\$11,250	\$3,000	\$9,000	\$7,200	\$13,500
Dinner Out	\$50		\$112,500	\$37,500	\$10,000	\$30,000	\$24,000	\$45,000
Trophy	\$6		\$13,500	\$4,500	\$1,200	\$3,600	\$2,880	\$5,400
Other????????								
			\$244,125	\$115,125	\$20,700	\$84,600	\$67,680	\$138,150
							Total	\$670,380

*This is why.....*

# Economic Activity

*If our fields /centers were not there would this exist???*



*And.....*

IN 2015 ALONE,  
AMERICA'S LOCAL PUBLIC PARK AND RECREATION AGENCIES  
GENERATED MORE THAN  
**\$154 BILLION**  
IN ECONOMIC ACTIVITY  
AND THEIR OPERATIONS AND CAPITAL SPENDING SUPPORTED MORE THAN  
**1.1 MILLION JOBS**

2017 NRPA Report

*Can we do this analysis for our community center, ice rink, equestrian center, field house, batting cage, etc.?????????*



# Economic Activity

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*Can we do this analysis for our:*

- *Community center*
- *Fairground*
- *Marina*
- *Natatorium*
- *Water Park/Pool*
- *Equestrian center*
- *Field house*
- *Adventure center*
- *Batting Cage*
- *Other????*



# Economic Impact

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What is Economic Impact?

- Changes in economic activity within a region resulting from some action



*Not all economic activity is economic impact*



# Economic Impact

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Changes---what  
“changes” can occur  
as a result of a parks  
and recreation  
agency?





# Programs/Events/Touranments

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- *Festivals*
- *Art Shows*
- *Agriculture based*
- *Field Sports*
- *Diamond Sports*
- *Track*
- *Motor Races-  
Running/Cycling*
- *Combat Sports*
- *Scrapbooking?????*



# Facilities

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- Sports Complexes
- Recreation Centers
- Aquatic Complexes
- Fairgrounds
- Beaches/Lakes
- Open Space
- Arts/Culture
- Waterways
- Mountains
- Bike Park
- Disc Golf Course
- Performing Arts
- Zoo's
- Other??????



*Griffin Bike Park- Indiana*



# Your Department?????????

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- Can your department have an economic impact (or activity)?
  - Jobs?
  - Spending?
  - Economic Development?
  - *Assessed/Taxable Value??*





# Your Department?????????

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Managing Leisure 10, 203–218 (October 2005)

 Routledge  
Taylor & Francis Group

## **The impact of parks on property values: empirical evidence from the past two decades in the United States**

**John L. Crompton**

*Department of Recreation, Park and Tourism Sciences, Texas A&M University, TX, USA*

The notion that parks have a positive impact on proximate property values was recognized in the debates surrounding the pioneering of large urban parks in England in the first half of the nineteenth century, and subsequently in the spread of this movement to the US in the latter half of that century. The empirical basis for these early assertions was rudimentary and naïve. This paper reviews contemporary research using the more advanced analytical procedures now available to social scientists that has examined this issue. The findings confirm the initial rationale and suggest that a positive impact of 20% on property values abutting or fronting a passive park is a reasonable starting point guideline for estimating such a park's impact.

# Your Department????????

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Another key objective of this study was to identify the **value** that Parks and Recreation Facilities add to the Township, specifically in terms of actual dollars. In the survey the residents were asked to estimate the amount of value added to their home that could be attributed to the current Parks and Recreation System. The respondents attributed **16% of the value of their homes to the Park System**. Taking this one step further and based on current tax value and tax rate, the Parks and Recreation System **adds \$4,600,000.00 in annual tax revenue to the Township**.

Year	Taxable Value	Value	Tax Rate	Impact to Role	Park Ops Budget
2012	\$12,600,000,000.00	16%	0.325	\$6,552,000.00	\$5,808,207.00
2013	\$13,200,000,000.00	16%	0.3173	\$6,701,376.00	\$6,763,614.00
2014	\$14,300,000,000.00	16%	0.294	\$6,726,720.00	\$6,934,349.00
2015	\$16,200,000,000.00	16%	0.25	\$6,480,000.00	\$6,922,367.00
2016	\$18,400,000,000.00	16%	0.23	\$6,771,200.00	\$7,387,950.00
2017	\$19,600,000,000.00	16%	0.23	\$7,212,800.00	\$8,122,651.00
2018	\$19,700,000,000.00	16%	0.23	\$7,249,600.00	\$8,859,201.00

***What does this include? What does this not include??***

# Key Terms

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- Direct Impact
- Indirect Impact
- Induced Impact
- Leakage
- Zero Sum Effect
- Region/New Money
- Multipliers
- What we cannot measure.....



**KEEP  
CALM  
AND  
LEARN THE  
KEY TERMS**



# Direct Impacts

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The impact generated by businesses that provide goods and services **directly to event/facility attendees** i.e. restaurants, accommodations, gas

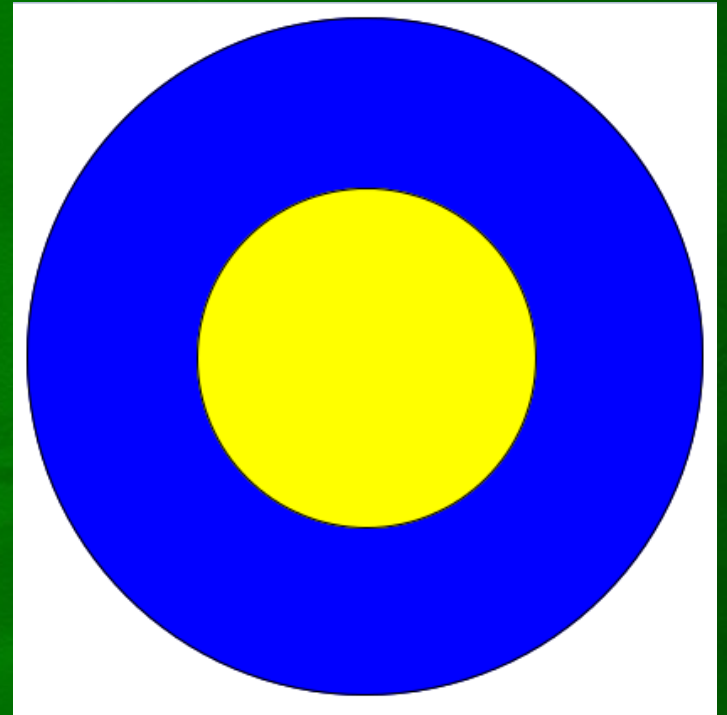


## Primary

# Indirect Impacts

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Impact resulting from the **expansion of demand** from business that directly provide goods and services to event/facility attendees to other businesses or sectors, i.e **Food suppliers**



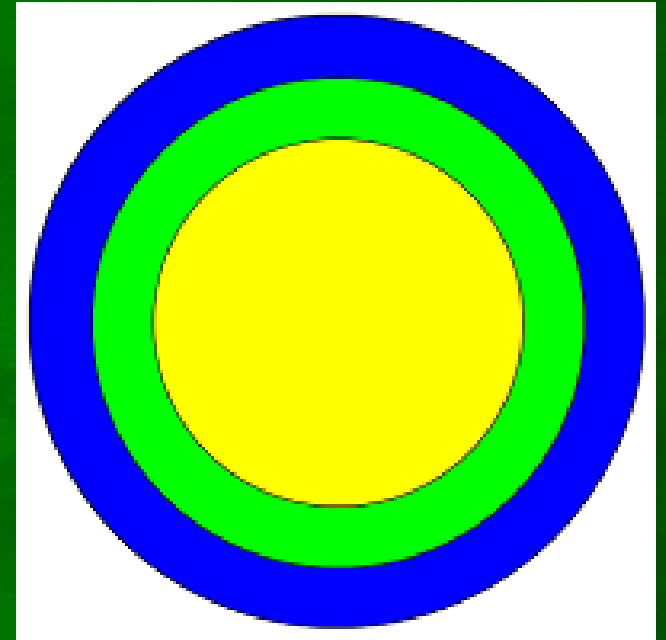
## Secondary



# Induced Impacts

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Impact associated with the **re-spending** of labor **income and/or profits** earned that serve event/facilities attendees directly and indirectly i.e. shelter, food, clothing



Tertiary

# CAUTION.....

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- Just because your have a great facility or have a large event, program or tourney DOES NOT MEAN YOU HAVE ECONOMIC IMPACT.....

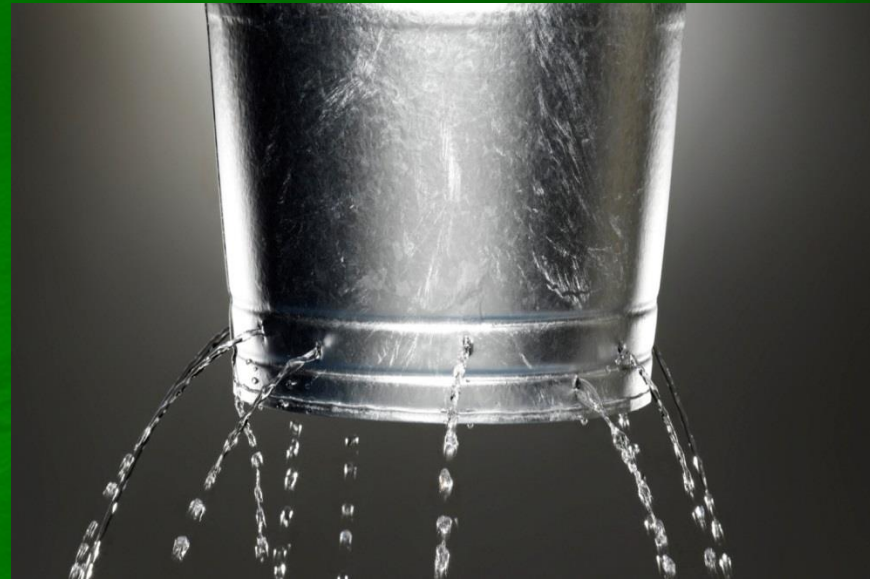




# Leakage

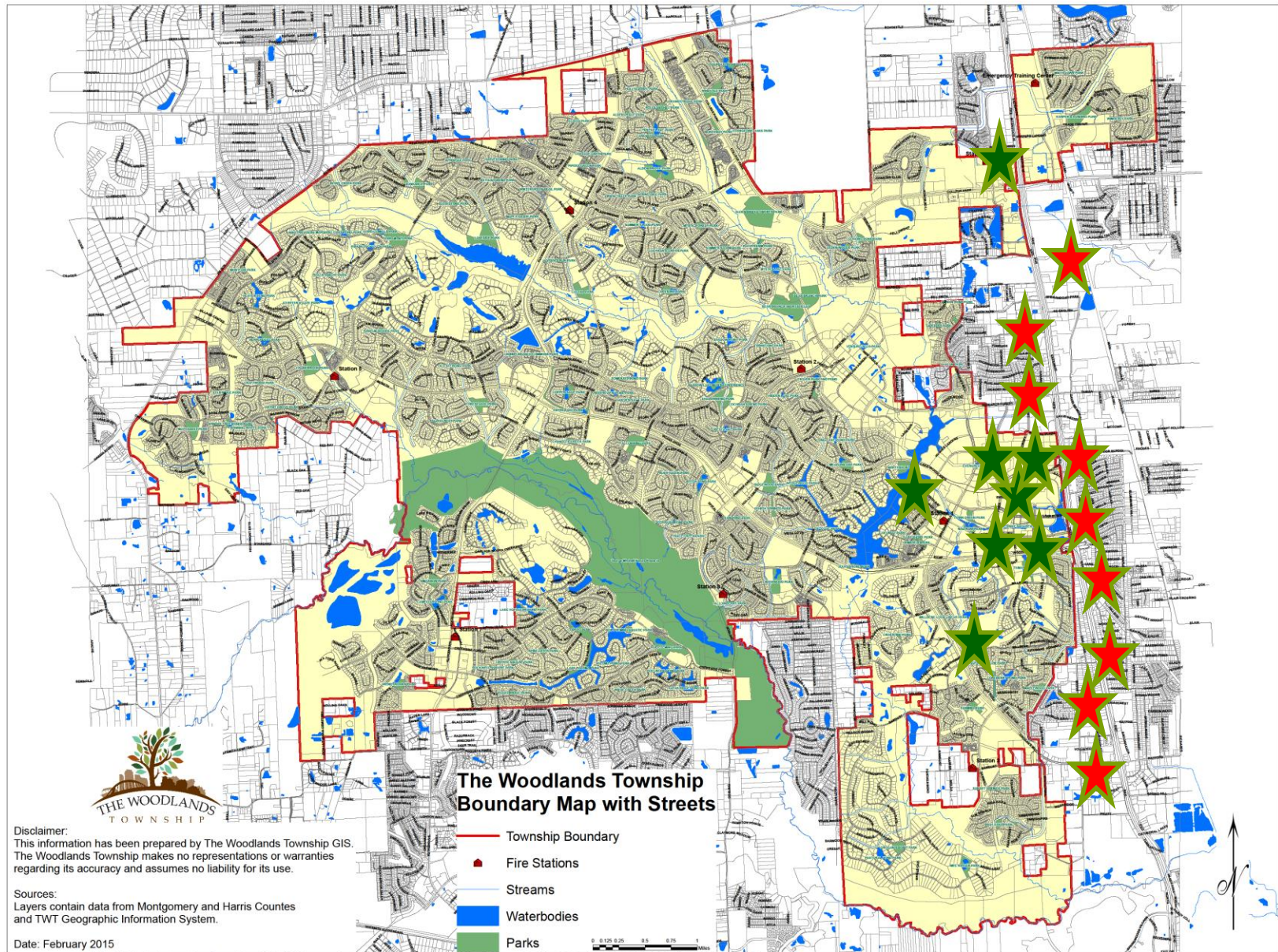
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- Spending outside of hosting/taxing area.....
  - Not all spending will occur in your “region”
  - Not all vendors will source locally.





# Leakage





# Leakage

		No Leakage			25% Leakage	50% Leakage
Teams	10	Cost Per Night	\$100.00		\$100.00	\$100.00
Players/Coaches	15	Total Revenue	\$22,500.00		\$16,875.00	\$11,250.00
Traveling Party	1.5	Hotel Tax Rate	9.00%		9.00%	9.00%
Total People	225	Hotel Tax Revenue	\$2,025.00		\$1,518.75	\$1,012.50
Hotel Nights- 2	112.5					
Number of Nights	2					
Total Hotel Nights	225					

*What is not identified in this leakage formula???*

# Zero Sum Effect.....

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- When spending on one activity **substitutes** for other spending
- Can account for as much as 5-50% of direct event spending
- Money was already going to be spent
- *Basically double dipping*





# What is my Region???

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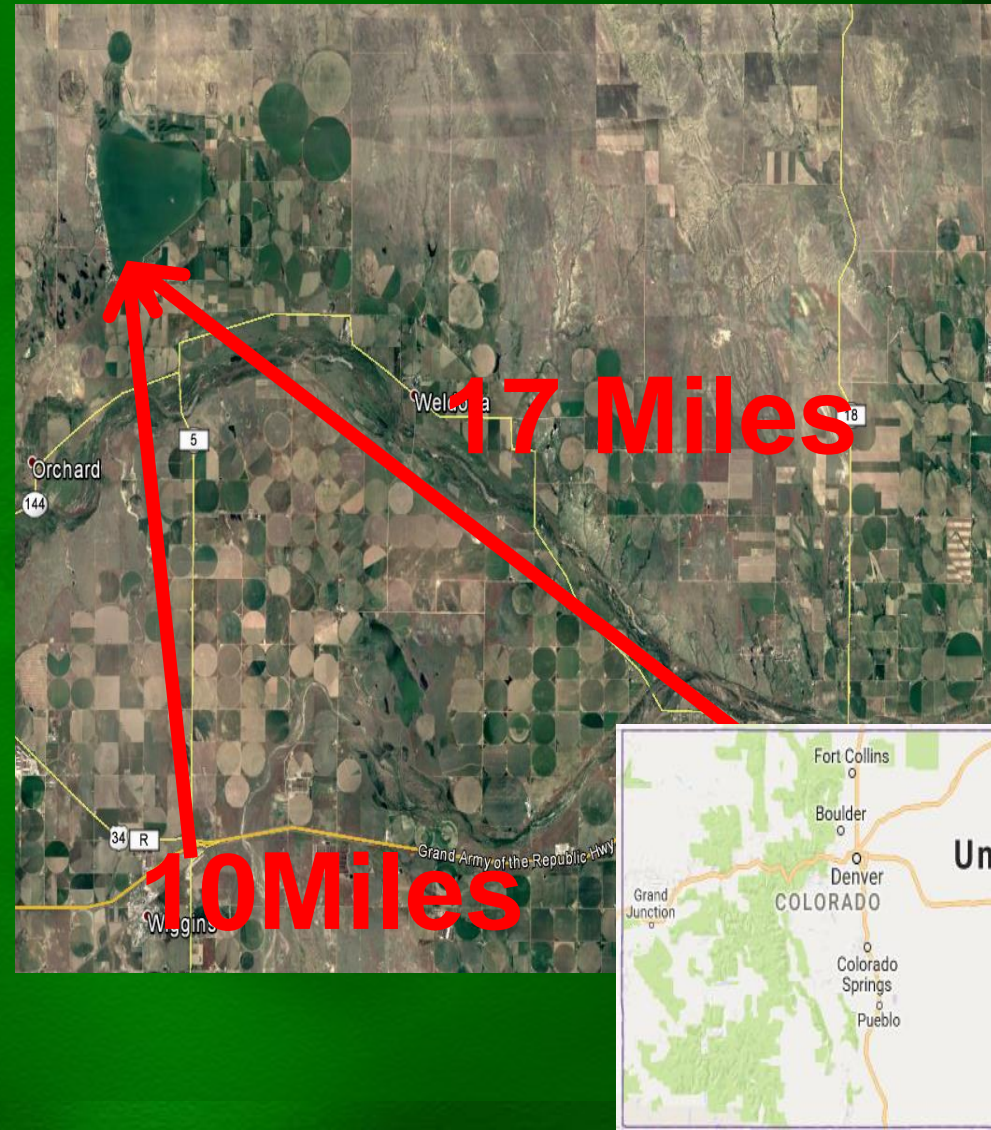
- Depending on the event your region can be...
  - Portion of a City/Town
  - Town/City
  - County or Counties
  - Region within a State or.....
  - Statewide



4<sup>th</sup> of July vs  
Super Bowl

# What is my Region???

- Economic Impact is not all “local”, i.e. nearby....
  - Jackson State Lake
  - Towns provided support services
  - People stop off/purchase items before heading to the lake





# Why is my Region Important????

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- The largest question is of “*NEW MONEY*”.
- If there is *no new money* coming into the economy there is *NO ECONOMIC IMPACT*
- There may be ECONOMIC ACTIVITY but not ECONOMIC IMPACT





# Multiplier

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- Ratio between direct and total effects (indirect/induced)
- Which one is the correct one to use??????

1x 2x

3x 4x

# Multiplier (another way to look at it)

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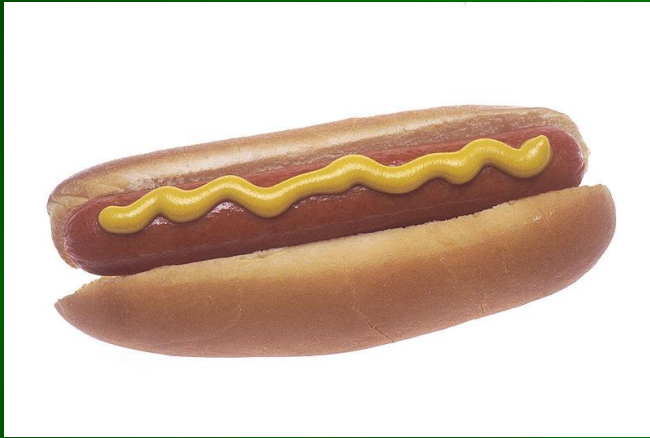


**How far in the local/regional economy  
will this event/facility be felt?**



# Multiplier (another way to look at it)

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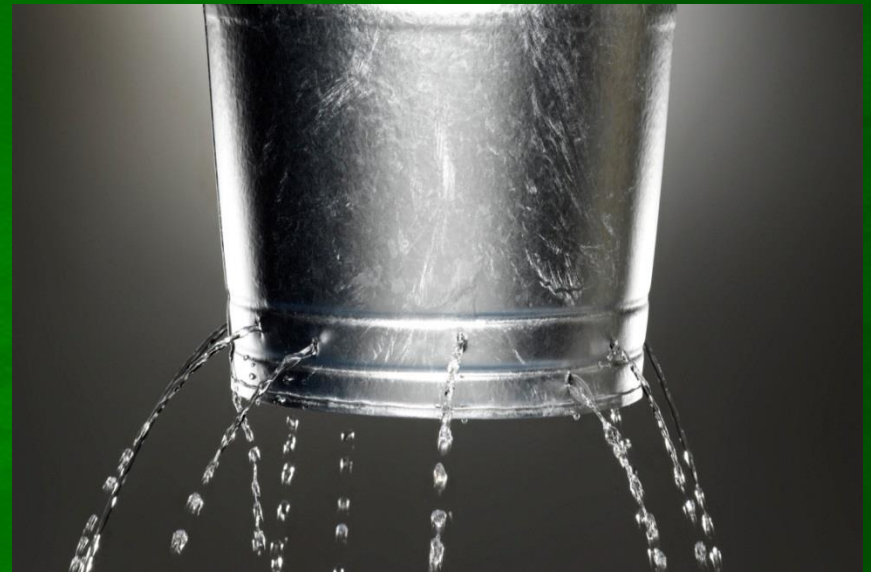




# Economic Impact Challenges- New Jobs, More Hours?????

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- *Does the “change” create:*
  - *New Jobs*
  - *More Hours*
- *What is the current capacity of the workforce??*
- *Is there new income generated for people???*



# What we can NOT MEASURE

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- *Community Pride*
- *Sense of Community*
- *Value of media exposure*
- *Long term impacts on tourism, business attraction*
- *Value of “change” to surrounding areas, i.e. property values*





# *Economic Impact Of Visitor Spending*

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## *Economic Impact Of Spending*

- *# of visitors  $X$*
- *Average Spending Per Visitor  $X$*
- *Multiplier =*



# Economic Impact Calculation

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*Number of visitors- question to ask*

- *How many .....*
  - *are residents (locals)?*
  - *were there any way (casuals)?*
  - *people came just for this event from outside your region?*
  - *people came this weekend versus the next (time switchers) ?????*



# Economic Impact Caculation

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## *Visitors Questions*

- *Zip Code*
- *Type of visitor*
- *Days at event*
- *# of people in group*
- *Amount spent*





# Economic Impact Caculation

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*How do I count the visitors????*

- *Tickets sold*
- *Parking Lot*
- *Traffic counters*
- *Aerial Photography*



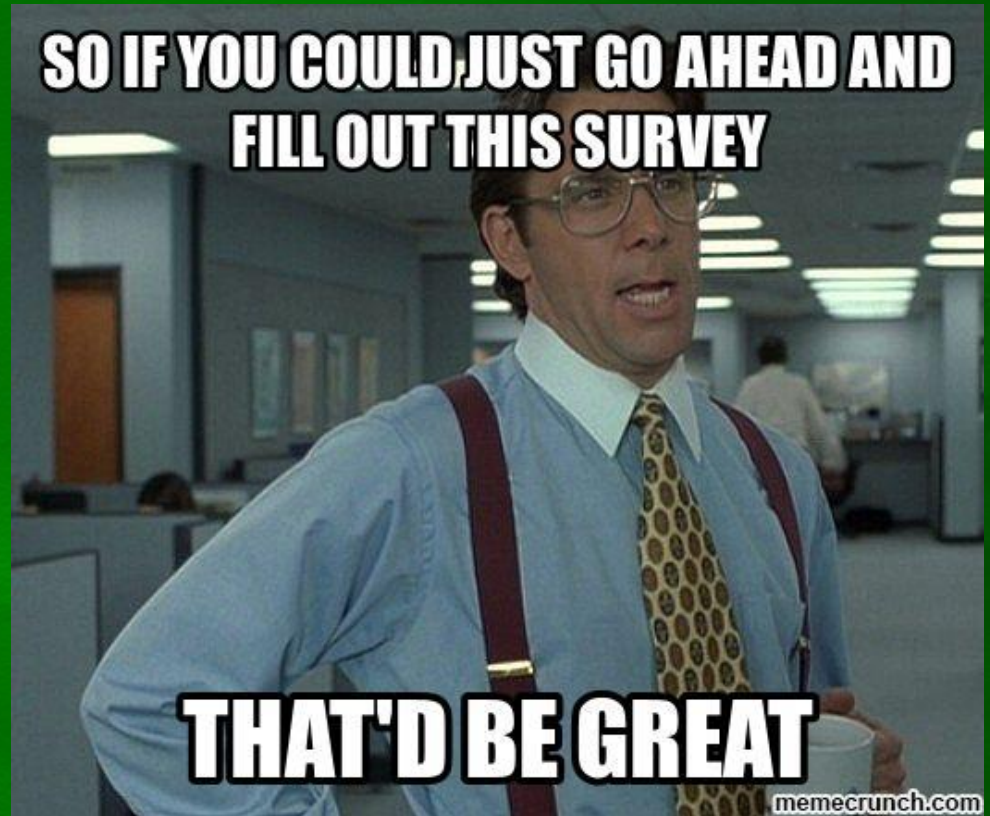


# Economic Impact Caculation

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## *Average Spending- Questions to ask??*

- *Entry Fees*
- *Restaurants*
- *Concessions*
- *Groceries*
- *Shopping*
- *Lodging*
- *Gas and Oil*
- *Taxis*
- *Other*



*Make it easy on your self...what  
else can you use???*

# Economic Impact Caculation

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*So.....what would be the impact for a **soccer tournament** (inputs)?*

Event	Soccer Touranment	Notes
# of Teams/Participants	48	
# of Players Per Team	16	
Total Participants	768	
Days of Tourney	2	
Multiplier	2.6	Youth 2.6/Adult 1.7
Total Attendees	1996.8	
Total Attendee-Days	3993.6	
% of Local Attendees	50%	0-100%
% of Regional Attendees	50%	0-100%



# Economic Impact Caculation

*Now...how much DIRECT spending occurs??*

Average F/B Per Person	\$17	\$35 All Day/\$17 half day
Average F/B Leakage	60%	
FB Total	\$20,367	(Caculate only % of Regional Atteneees)
Average Misc Spending	\$14	\$38 All Day/\$14 half day
Average Misc Speding Leakage	60%	40% spending ouside TW
Total Misc Spending	\$16,773	(Caculate only % of Regional Atteneees)
Average Hotel Rate	\$119	
% of Woodlands Stays	50%	
Hotel Nights	2595.84	Days*Total Attendees*% of Reg AttendMultiplier*% of Woodlands Stays
Hotel Total	\$308,905	

# Economic Impact Caculation

*What are the direct, indirect and induced impacts???*

Total Direct Impact		\$346,045		
F/B Tax Rate		2%		
Total FB Revenue		\$407		
Misc Spending Tax		2%		
Total Misc Spending		\$335		
Hotel Tax Rate		9%		
Total Hotel Tax		\$27,801		
Total Tax Generation		\$28,544		
New Economic Activity			Job Creation	New Income Generated
			\$62,590.00	\$20,000.00
Direct Impact		\$346,045	5.53	\$110,575.31
E2 Miltiplier (2.2)	2.2	\$761,300	12.16	\$243,265.69
3x Multipler	3	\$1,038,136	16.59	\$331,725.94
AYSO Model	4	\$1,384,182	22.12	\$442,301.25



# Economic Impact Caculation

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*So.....what would be the impact for a  
running race(inputs)?*

Event	10 for Texas	Notes
# of Teams/Participants	3000	
# of Players Per Team	1	
Total Participants	3000	
Days of Tourney	1	
Multiplier	1.7	Youth 2.6/Adult 1.7
Total Attendees	5100	
Total Attendee-Days	5100	
% of Local Attendees	95%	0-100%
% of Regional Attendees	5%	0-100%

# Economic Impact Caculation

*Now...how much DIRECT spending occurs??*

Average F/B Per Person	\$17	\$35 All Day/\$17 half day
Average F/B Leakage	90%	(switching)
FB Total	\$3,902	(Caculate only % of Regional Attendees)
Average Misc Spending	\$14	\$38 All Day/\$14 half day
Average Misc Speding Leakage	90%	90% spending (switching)
Total Misc Spending	\$3,213	(Caculate only % of Regional Atteneees)
Average Hotel Rate	\$119	
% of Woodlands Stays	50%	
Hotel Nights	216.75	Days*Total Attendees*% of Reg AttendMultiplier*% of Woodlands Stays
Hotel Total	\$25,793	



# Economic Impact Caculation

*What are the direct, indirect and induced impacts???*

Total Direct Impact		\$32,908			
F/B Tax Rate		2%			
Total FB Revenue		\$78			
Misc Spending Tax		2%			
Total Misc Spending		\$64			
Hotel Tax Rate		9%			
Total Hotel Tax		\$2,321			
Total Tax Generation		\$2,464			
New Economic Activity			Job Creation	New Income Generated	
			\$62,590.00	\$20,000.00	
Direct Impact		\$32,908	0.53	\$10,515.34	
E2 Multiplier (2.2)	2.2	\$72,397	1.16	\$23,133.74	
3x Multiplier	3	\$98,723	1.58	\$31,546.01	
AYSO Model	4	\$131,631	2.10	\$42,061.35	

# Economic Impact Caculation

*So.....what would be the impact for **ALL my departments** events(inputs)?*

Sport	Event	Days in Event	Age	Average Team Size	Team Size Multiplie	Estimate d Teams	Total Visitor Days	Leakage Factor	% Out of Region
<i>Current Events</i>									
B Lax	All American Lax	2	U 18	22	2.5	40	4400	50%	90%
B Soccer	Rush Cup	2	U18	16	2.5	100	8000	50%	60%
G Lax	Tx Playday	1	U18	20	2.5	15	750	50%	50%
B Rugby	HS Regional Champ	2	U18	20	2.5	10	1000	50%	50%
G Rugby	HS Qualifer	1	U18	18	2.5	8	360	50%	50%
Lax	7 for 7	1	U18	10	2.5	80	2000	50%	10%
Lax	Super 7	2	U19	10	2.5	35	1750	50%	25%
Running	10 for Texas	1	Adult	1	1	3000	3000	50%	5%
Tri	CB&I Tri	1	Adult	1	1	1400	1400	50%	5%
Running	Muddy Trails	1	Adult	1	1	1800	1800	50%	5%
							24460		

# Economic Impact Caculation

*Now...how much DIRECT spending occurs??*

Average F/B PPPD	F/B Revenue	F/B Tax (2%)	Average Hotel Rate	Hotel Usage %	Hotel Revenue *	Hotel Tax (8%)	Average Spending PPPD	Spending Revenue	Spending Tax (2%)
\$45	\$89,100	\$1,604	\$100	0.5	\$39,600	\$3,168	\$35	\$69,300	\$1,386
\$45	\$108,000	\$1,296	\$100	0.5	\$48,000	\$3,840	\$35	\$84,000	\$1,680
\$45	\$8,438	\$84	\$100	0.5	\$3,750	\$300	\$35	\$6,563	\$131
\$45	\$11,250	\$113	\$100	0.5	\$5,000	\$400	\$35	\$8,750	\$175
\$45	\$4,050	\$41	\$100	0.5	\$1,800	\$144	\$35	\$3,150	\$63
\$45	\$4,500	\$9	\$100	0.5	\$2,000	\$160	\$35	\$3,500	\$70
\$45	\$9,844	\$49	\$100	0.5	\$4,375	\$350	\$35	\$7,656	\$153
\$45	\$3,375	\$3	\$100	0.5	\$3,750	\$300	\$36	\$2,700	\$54
\$45	\$1,575	\$2	\$100	0.5	\$1,750	\$140	\$37	\$1,295	\$26
\$45	\$2,025	\$2	\$100	0.5	\$2,250	\$180	\$38	\$1,710	\$34
	\$242,156	\$3,202			\$112,275	\$8,982		\$188,624	\$3,772
					Revenue	Tax			
Total Hotel Revenue					\$112,275	\$8,982			
F/B and Spending R					\$430,780	\$6,975			
Total Direct Spendi					\$543,055	\$15,957			



# Economic Impact Calculation

*What are the direct, indirect and induced impacts???*

Revenue Growth		2017	2018	2019	2020	2021
New Hotel Revenue		\$112,275	\$138,772	\$164,375	\$186,237	\$201,416
New Hotel Tax*		\$8,982	\$12,489	\$14,794	\$16,761	\$18,127
New Spending Revenue		\$430,780	\$532,444	\$630,680	\$714,560	\$772,797
New Spending Tax		\$6,975	\$10,649	\$12,614	\$14,291	\$15,456
New Tax (Total)		\$15,957	\$23,138	\$27,407	\$31,053	\$33,583
New Spending (Hotel and Spending)		\$543,055	\$671,216	\$795,055	\$900,798	\$974,213
New Economic Activity (E2 Multiplier)-2X		\$1,086,110	\$1,342,432	\$1,590,111	\$1,801,595	\$1,948,425
New Economic Activity 3X		\$1,629,165	\$2,013,648	\$2,385,166	\$2,702,393	\$2,922,638
New Economic Activity (AYSO)-4X		\$2,172,220	\$2,684,864	\$3,180,221	\$3,603,191	\$3,896,851

2022	2023	2024	2025	2026	2027
\$217,831	\$235,584	\$254,784	\$275,549	\$298,006	\$322,294
\$19,605	\$21,203	\$22,931	\$24,799	\$26,821	\$29,006
\$835,780	\$903,896	\$977,564	\$1,057,235	\$1,143,400	\$1,236,587
\$16,716	\$18,078	\$19,551	\$21,145	\$22,868	\$24,732
\$36,320	\$39,280	\$42,482	\$45,944	\$49,689	\$53,738
\$1,053,611	\$1,139,480	\$1,232,348	\$1,332,784	\$1,441,406	\$1,558,881
\$2,107,222	\$2,278,961	\$2,464,696	\$2,665,569	\$2,882,813	\$3,117,762
\$3,160,833	\$3,418,441	\$3,697,044	\$3,998,353	\$4,324,219	\$4,676,643
\$4,214,444	\$4,557,921	\$4,929,392	\$5,331,137	\$5,765,625	\$6,235,523

# Economic Impact Caculation

*What about jobs and income generational????.*

Job Creation/New Income			2017	2018	2019	2020	2021
New Spending (Hotel and Spending)			\$543,055	\$671,216	\$795,055	\$900,798	\$974,213
Job Creation			9	11	13	14	16
New Income Generated**			\$173,527.72	\$214,480.26	\$254,051.87	\$287,840.77	\$311,299.79
*Assumes a job created for every \$62,590 of spending							
**Assumes \$20,000 of new income generated per job							

2022	2023	2024	2025	2026
\$1,053,611	\$1,139,480	\$1,232,348	\$1,332,784	\$1,441,406
17	18	20	21	23
\$336,670.72	\$364,109.39	\$393,784.30	\$425,877.72	\$460,586.76

# Jobs!!!!!!!!!!!!

## MAJOR EMPLOYERS NON-RETAIL



**THE WOODLANDS AREA**  
ECONOMIC DEVELOPMENT PARTNERSHIP  
UNMATCHED OPPORTUNITY. UNRIVALED COMMUNITY.

	COMPANY	EMPLOYEE COUNT	INDUSTRY
1	Anadarko Petroleum Corporation	3920	Energy
2	Conroe Independent School District	3476	Education
3	Aon Hewitt	1800	Professional Services
4	Memorial Hermann The Woodlands Hospital	1800	Healthcare
5	CHI St. Luke's Health The Woodlands Hospital	1369	Healthcare
6	CB & I	911	Professional Services
7	Huntsman Company LLC	833	Energy
8	Woodforest National Bank	782	Banking
9	Lone Star College - Montgomery	774	Education
10	Baker Hughes	700	Energy
11	The Woodlands Resort & Conference Center / HHC Hospitality	675	Hospitality & Entertainment
12	Chevron Phillips Chemical Company	669	Energy
13	McKesson Specialty Health	640	Healthcare
14	Cynthia Woods Mitchell Pavilion	550	Hospitality & Entertainment
15	Halliburton	533	Energy
16	Repsol USA		
17	Sequoia Golf Woodlands		
18	CVS Corporation		
19	Entergy		
20	The Woodlands Town Center		
21	Fox Network Center		
22	Tetra Technologies		
23	Nexeo Solutions		
24	Lone Star College System		
25	Montgomery County		
26	Wells Fargo & Co.		
58	Corporation	112	Professional Services
59	Rigaku Americas	109	Life Science
60	Sigma-Aldrich	105	Life Science
61	Newpark Resources	104	Energy
62	GE Infrastructure Water & Process Technologies	102	Professional Services
63	Chart Industries	102	Energy
64	Park Manor of The Woodlands	100	Healthcare
65	Petroleum Wholesale	100	Energy
66	Apollo Hospital	100	Healthcare
67	Afren Resources	100	Energy

\* This number does not reflect retail locations



# Final thoughts

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- Economic impact is a great tool-----when properly done
- Need to state the parameters and **LIMITATIONS** of the analysis
- A thorough analysis does not result in the largest economic impact number



# Don't believe the hype...be able to explain it....



Jon Walk shared South Padre Island Marathon's post.

43 mins · 🌐

Here's what some event producers just won't tell you (and probably why the City went in another direction): South Padre Island's CVB meets and awards funding requests from events in January for the remainder of the year.

Last January, the owners of the SPI Marathon, Jailbreak Race Events, requested and received \$90,000 in funding from the City.

On page seven of their application, they said that they expected 11,000+ attendees. (I'm not sure if they meant participants or participants and family members.)

The bottom line is that the race had 829 finishers last November between the marathon and half marathon. There were 1,319 in 2016 (aside from 80 half marathon relay teams) and 1,918 in 2015 (not counting 120 half marathon relay teams).

The City just simply didn't get in return what they invested.



# Don't believe the hype...be able to explain it....

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All members of council were present during the meeting. To view the entire agenda, [click here](#).

## **1. The council unanimously approved a contract to host the 2019 NCAA Division III football championships.**

Shenandoah will also host the 2018 NCAA Division III football championships, also known as the Amos Alonzo Stagg Bowl as the contract was approved during the Oct. 25 meeting.

For the 2019 Stagg Bowl, the city will assume financial responsibility for the Woodforest Stadium buyout, artificial turf field painting and cleaning, the Gagliardi Banquet, the Championship banquet, the Fellowship of Christian Athletes breakfast, internet service, tailgating, hospitality, security, ticketing, promotional items and advertising, with a total financial liability capped at \$170,000.

The event is expected to have an economic impact of \$221,750.



# Thank You!!!!!!

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Chris Nunes, Ph.D., CPRE  
Director of Parks and Recreation  
The Woodlands Township  
2801 Technology Forest Blvd  
The Woodlands, Texas 77381  
281-210-3906

[cnunes@thewoodlandstownship-tx.gov](mailto:cnunes@thewoodlandstownship-tx.gov)