
UNIVERSITY OF ARKANSAS ATHLETICS ECONOMIC IMPACT

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EXECUTIVE SUMMARY

DIRECT ECONOMIC IMPACT

- The University of Arkansas Athletic Department made expenditures worth \$84.7 million during the 2010-11 academic year. The economic impact of these expenditures was estimated to be \$124.1 million for the statewide economy on an annual basis.
- Payroll at the Athletic Department was \$28.6 million and supported the employment of 260 on a full-time basis and 982 on a part-time or hourly basis.

VISITOR ECONOMIC IMPACT

- During the 2011-12 academic year, more than 1 million fans attended sporting events on the University of Arkansas campus. Over the course of 60 game days, nearly 720,000 people attended baseball, basketball and football games in Fayetteville and about 342,000 of these attendees (47.5 percent) were from outside Northwest Arkansas.
- This economic activity resulted in the renting of 35,805 hotel or motel room nights and the purchase of over 1 million meals in Northwest Arkansas.
- The overall economic impact of these visitors is estimated at nearly \$30 million dollars for the 2011-12 season.
 - The average baseball game generated \$62,036 in visitor spending.
 - The average basketball game generated \$137,686 in visitor spending.
 - The average football game generated \$4,900,437 in visitor spending.
- These visitors generated \$1.77 million in state sales taxes and \$0.88 million in local sales taxes for a total of at least \$2.66 million dollars for the state and local governments.

CONSTRUCTION ECONOMIC IMPACT

- Athletic facilities construction activity on the University of Arkansas campus between 2002 and 2011 generated 2,024 direct jobs and 3,342 total jobs when indirect and induced jobs are included. The overall impact of the construction during this time period was \$288.7 million.

- Construction activity in 2012 generated 340 jobs in direct employment and 561 jobs in overall employment when indirect and induced jobs are added. The overall economic impact of the construction activity of the Athletic Department is estimated at \$64.5 million. Projected five year athletic facility construction activity, worth \$150 million in 2012 dollars, will generate 1,221 jobs in direct employment and 2,016 jobs in overall employment when indirect and induced jobs are added. The overall economic impact of the planned construction activity of the Athletic Department is estimated at \$239.7 million.

OVERALL ECONOMIC IMPACT

- Researchers estimate the economic impact of the activities of the University of Arkansas Athletic Department at \$153.6 million on an annual basis.
- The Athletic Department expended \$84.7 million and produced a \$124.1 million economic impact, and visitors to home baseball, basketball and football games generated an additional \$29.6 million. These figures comprise the annual economic impact¹.
- The economic multiplier associated with this impact is 1.81, which means that every dollar in Athletic Department expenditures generated \$1.81 in economic activity.
- As part of this economic impact, activities of the Athletic Department generated tax revenues worth at least \$3,723,606 for the state government and \$1,172,312 for local governments.
- The football games in the fall produce a significant impact on hotel occupancy rates, associated hotel tax collections and restaurant prepared food taxes. Hotel tax collections in Northwest Arkansas cities are typically 14.6 percent higher in the fall months compared to the rest of the year. Similarly, hotel occupancy rates are 5.4 percent higher in the fall and restaurant prepared food taxes are 2.5 percent higher in the fall when compared to the rest of the year.
- Construction activity from the University of Arkansas Athletic Department also provided and will continue to provide significant one-time benefits. From 2002 to 2011, athletic facility construction on the University of Arkansas campus created 3,342 jobs and generated \$288,653,131 in economic impacts. Year 2012 construction on the University of Arkansas campus supports 561 jobs and generates an economic impact of \$64,517,706 and planned construction from 2012 to 2017 will support 2,016 jobs and generate \$239,740,103 in economic activity.

¹ Expenditures came from 2010-11 data, while visitor impact came from the 2011-12 season. Assuming that expenditures remained constant, this estimate represents the annual impact.

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INTRODUCTION

The University of Arkansas Athletic department houses one of the premier programs in America. With its rich history, dedicated fans, highly touted athletes, and top-notch coaches and administrators, the University of Arkansas epitomizes a college athletic program in the early twenty-first century.

In 1909, the University of Arkansas Cardinals faced Louisiana State University in a grinding football match. In what is one of the most memorable statements in the University's rich history, Arkansas football coach Hugo Bezdek called his players "a wild band of Razorback hogs" after defeating LSU 16-0. The razorback is known as a wild fighting, tenacious boar with a ridged back. This new nickname for the football team spread throughout the student body and became more popular each day until they voted to change the official University mascot to the Razorback the very next year. Perhaps one of the most famous aspects of the University's athletic program, the "Hog Call", heard as "Woooooo, Pig Sooie!" was added in the early 1920's.

The University of Arkansas participates in the Southeastern Conference (SEC), undoubtedly the nation's most competitive conference. The conference boasts 7 of the last 8, including the last 5, NCAA football national champions. The SEC also is represented by the past 3 NCAA baseball national champions, the last 2 NCAA Men's Indoor Track and Field national champions, and 6 of the last 7 NCAA Women's Gymnastics national champions. Arkansas leads all SEC schools in career NCAA national championships with 42 (tied with LSU). The Razorbacks compete in 19 different sports with more than 460 student-athletes representing the "Razorback Nation" on and off the field. In 2010-11, University of Arkansas teams boasted 5 SEC or Regional team champions, appeared on television 107 times, and attracted over one million fans to home games.

In 2011-12, fifteen of 19 Razorback sports advanced to post-season competition including six programs that finished in the top-10 nationally in their respective sports. The University of Arkansas finished the year 20th in the Learfield Sports Directors Cup, a season-long measure of athletic success of all Division I athletic programs. It marked the highest finish for the program in the Directors Cup in more than a decade. The men's track and field team captured the SEC Triple Crown (cross country, indoor and outdoor track and field) while the football team clinched a Cotton Bowl victory. Arkansas' baseball team made a trip to the College World Series and the gymnastics team returned to the NCAA Super Six.

Arkansas once again played host to more than one million fans for Razorback athletic events in 2011-12. In fact, the University of Arkansas was the only institution to rank in the top 25 of national attendance for football, men's basketball and baseball in 2011-12. In

addition, Razorback teams made 101 national and regional television appearances in 2011-12.

The University of Arkansas Athletic Department is a valuable and visible institution in the state of Arkansas and particularly in the Northwest Arkansas region where the Arkansas Razorbacks make their home. The success and recognition of the University's Athletic programs bring many fans to attend various athletic events and activities surrounding those events. The Athletic Department is interested in determining the economic impacts of various operations conducted by the department. This study will increase the understanding of economic impacts within the Department and provide a useful communication tool for interactions with alumni, faculty and staff, taxpayers, business owners and others. This economic impact study also provides a standard to compare against peer institutions that have completed similar studies. Some of these institutions are the University of Alabama, Louisiana State University, the University of South Carolina, and the University of Tennessee, among others.

The Center for Business and Economic Research in the Sam M. Walton College of Business at the University of Arkansas was approached by the Athletic Department to conduct an economic impact study of its operations and the visitor impacts associated with the athletic events held on the University of Arkansas campus. This study examines the economic impact of the athletic department from three broad categories of activities that produce economic impacts. The first category presented in this study is the direct economic impacts of the operations of the University of Arkansas Athletic Department, using annual expenditures of the department and the associated economic impact. The second category is based on visitor spending at home games on the University of Arkansas campus in Fayetteville. In this study, only visitor impacts from home baseball, basketball and football games are assessed. Finally, the third category is based on the construction expenditures of the University of Arkansas Athletic Department. While the first two categories produce recurring annual impacts, the third category generates one-time economic impacts. The following pages of this report provide a detailed analysis of the above mentioned categories.

DIRECT ECONOMIC IMPACT DATA

This section presents the direct economic impacts of the University of Arkansas Athletic Department by detailing its expenditures and revenues. Most of the information presented in this section is based on data from the 2010-11 academic year, for which the most complete information is available. Where available, 2011-12 numbers are used for a more current view of economic activity.

EXPENDITURES

A major portion of the economic impact of the University of Arkansas Athletic Department is derived from the expenditures of the department. The expenditures take the form of payroll, event and team expenses, marketing and promotions, and facilities expenses, among others. These expenditures generate economic activity in Northwest Arkansas and provide the organization with a sustainable base of the economic activity for the area. Using IMPLAN, an input-output based estimation model, researchers from the Center for Business and Economic Research were able to measure the economic impact of the Athletic Department expenditures on the State's economy.

PERSONNEL

The Athletic Department provided employment both full-time and part-time to 1,242 individuals on the University of Arkansas campus during the 2011-12 academic year. Full-time staff at the athletic department number about 257 and includes head coaches, assistant coaches, and administrative staff which includes those who handle training for various sports, recruitment, finances and other activities that are essential to the smooth functioning of a quality athletic department. In addition, three merchandise staff work on a full-time basis. Event staff members who manage the various home Athletic events are hired on a part-time basis and 657 were used in the 2011-12 season. Additionally, 233 parking attendants, 24 concessions staff and 68 merchandise staff were also hired on a part-time basis to facilitate the operations of the athletic department associated with home game days.

TABLE 1: 2011-12 UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT EMPLOYMENT

2011-12 University of Arkansas Athletic Department Employment	
Type of Employment	Number of Employees
Full-time Staff	257
Full-time Merchandise Staff	3
Event Staff	657
Parking Attendants	233
Part-time Concessions Staff	24
Part-time Merchandise Staff	68
Total Staff	1,242

Source: University of Arkansas Athletic Department Information

PAYROLL

According to data received from the University of Arkansas Athletic Department, the department spent \$28,642,572 on payroll in the 2010-11 academic year. Out of these total payroll expenditures, \$12,100,058 was spent on salaries and other compensation for head coaches and assistant coaches, while \$10,426,885 was spent on salaries and other compensation for all other athletic department staff. The head coaches and assistant coaches received \$2,112,548 in benefits like medical insurance, leave, retirement plans, and other benefits, while administrative staff received \$2,174,567 in similar benefits. Finally, wages for event staff, parking attendants, and other part-time and hourly workers totaled \$1,828,514 in the 2010-11 academic year.

TABLE 2: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT PAYROLL

2010-11 University of Arkansas Athletic Department Payroll	
Salaries and Other Compensation for Coaches	\$12,100,058
Benefits for Coaches	\$2,112,548
Salaries and Other Compensations for Other Full Time Staff	\$10,426,885
Benefits for Other Full-Time Staff	\$2,174,567
Wages for Part-Time Staff and Hourly Staff	\$1,828,514
Total Payroll	\$28,642,572

Source: University of Arkansas Athletic Department Information

TAXES PAID BY ATHLETIC DEPARTMENT EMPLOYEES

Using the salary data provided by the Athletic Department, researchers from the Center for Business and Economic Research were able to estimate the various state and local taxes paid by employees that work in the Athletic Department. Income taxes paid by Athletic Department employees were calculated based on the salaries and other compensation for full-time staff, and the wages for part-time staff. Full-time staff at the Athletic Department

paid an estimated \$1,360,696 in state income taxes based on the salaries and other compensation received in the 2010-11 academic year. Part-time employees paid an estimated \$18,285 in state income taxes during the same time period. Both full-time and part-time employees paid a combined estimated total of \$569,918 in state sales taxes on consumption goods and \$284,959 in local sales taxes on these goods. The state and local sales tax payments were estimated based on the percentage of income that is typically subject to sales tax, 39 percent, according to estimates available from the U.S. Bureau of Labor Statistics Consumer Expenditure Survey.

TABLE 3: ESTIMATED 2010-11 STATE TAXES PAID BY UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT STAFF

2010-11 Taxes Paid by University of Arkansas Athletic Department Staff	
Total Salaries and Wages	\$24,355,457
State Income Taxes for All Full-Time Staff	\$1,360,696
State Income Taxes for Part-Time Staff	\$18,285
State Sales Taxes	\$569,918
Local Sales Taxes	\$284,959
Total State Taxes	\$2,233,858

Source: University of Arkansas Athletic Department Information and Center for Business and Economic Research Estimates

UNIVERSITY AFFILIATED VOLUNTEER HOURS BY STUDENT-ATHLETES

The University of Arkansas Athletic Department promotes a spirit of volunteerism among its student-athletes and student-athletes participate in a variety of volunteer activities every academic year. Community service performed by the students has taken the form of providing tours to school children, working with local Boys and Girls Clubs, cleaning up from the Joplin tornado, helping the Animal Services Vet Clinic, soup kitchens, Big Brothers/Big Sisters, and many others. In the 2011-12 academic year, student-athletes performed 5,991.5 hours of community service. Using the value of one hour of community service provided by Independent Sector (\$16.48 in Arkansas), we can estimate that the total value of community service performed by student-athletes was \$98,740.

STUDENT AID

The Athletic Department provides financial aid to student-athletes from the various sports represented at the University of Arkansas. The student aid takes the form of tuition discounts and waivers during the regular semester and for summer school. The expenses also reflect aid extended to student-athletes who are no longer eligible to participate in athletics and to student-athletes who may be inactive due to injury. The men's football team has the largest number of recipients of student aid, 85, followed by track, field and cross country at 64 and basketball at 26. A total of 25 scholarships are given to athletes in swimming, followed by 22 in soccer, gymnastics and baseball. In all, 326 scholarships are

given out, 171 to male athletes and 155 to female athletes. The value of the aid disbursement was \$7,442,929 in the 2010-11 academic year. Student aid expenditures to men's football were \$2,580,733 and were followed by \$482,884 in student aid expenditures for women's basketball. Men's basketball received \$430,827, and baseball received \$329,789. All other sports received a total of \$3,450,736 in student aid.

TABLE 4: 2010-11 UNIVERSITY OF ARKANSAS STUDENT SCHOLARSHIPS BY SPORT

2010-11 University of Arkansas Student Scholarships by Sport		
Sport	Men's Scholarships	Women's Scholarships
Baseball	22	
Basketball	12	14
Football	85	
Golf	11	7
Gymnastics		13
Soccer		22
Softball		22
Swimming		25
Tennis	8	8
Track and Field, Cross County	33	31
Volleyball		13
Subtotal	171	155
Total	326	

Source: University of Arkansas Athletic Department Information

TABLE 5: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC EXPENDITURES ON STUDENT AID

2010-11 University of Arkansas Athletic Expenditures on Student Aid							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
Athletic Student Aid	\$2,580,733	\$430,827	\$329,789	\$482,884	\$3,450,725	\$167,971	\$7,442,929

Source: University of Arkansas Athletic Department Information

RECRUITING AND SPIRIT GROUPS

The Athletic Department spent \$1,480,557 during the 2010-11 academic year in expenditures related to the recruiting efforts for student-athletes. These expenditures cover transportation, lodging and meals for prospective student-athletes and Athletic Department personnel who are on both official and unofficial recruiting trips. The Athletic Department also spent \$1,037,704 on spirit groups that are present at different athletic events. These include payments for the groups of cheerleaders, band, mascots and dancers, among others.

TABLE 6: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC RECRUITING AND SPIRIT GROUPS EXPENDITURES

2010-11 University of Arkansas Athletics Recruiting and Spirit Groups Expenditures							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
Recruiting	\$666,419	\$208,435	\$78,382	\$128,185	\$399,136	-	\$1,480,557
Spirit Groups	-	-	-	-	-	\$1,037,704	\$1,037,704

Source: University of Arkansas Athletic Department Information

TEAM AND GAME DAY EXPENSES

During the 2010-11 academic year, the Athletic Department spent a total of \$7,357,945 on travel related expenses for the various sports teams that represent the University of Arkansas. The travel expenditures were made on air and ground travel, lodging, meals and incidentals for travel made during preseason, regular season and post season. These amounts also reflect lodging and meals expenditures for teams that are sequestered prior to home games. Team travel expenditures of the football team were \$3,257,936 during the 2010-11 academic year. The Athletic Department spent \$2,316,284 on equipment that was provided to teams and an additional \$1,145,848 on medical expenses and medical insurance for teams representing the University of Arkansas. During game days on the University of Arkansas campus, the Athletic Department incurred expenses valued at \$4,469,543 to provide services like officials, security, event staff, ambulance and other such services.

TABLE 7: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC TEAM AND GAME DAY EXPENDITURES

2010-11 University of Arkansas Athletic Team and Game Day Expenditures							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
Team Travel	\$3,257,936	\$729,067	\$421,263	\$452,775	\$2,496,904	-	\$7,357,945
Equipment, Uniforms and Supplies	\$1,179,619	\$111,902	\$180,916	\$64,421	\$779,426	-	\$2,316,284
Medical Expenses and Medical Insurance	\$275,186	\$49,024	\$39,310	\$53,136	\$ 370,028	\$359,164	\$1,145,848
Game Expenses	\$2,780,872	\$675,173	\$277,234	\$251,115	\$485,149	-	\$4,469,543

Source: University of Arkansas Athletic Department Information

MISCELLANEOUS EXPENSES

The University’s Athletic Department made several other expenditures such as guarantees, valued at \$2,598,328 that were paid to visiting teams from other institutions. Other expenses included fund raising, marketing and promotion which includes media guides, brochures, recruiting publications and other such items. These expenses accounted for \$1,686,190. Facilities costs which include building and grounds maintenance, utilities, rental fees, operating leases, equipment repair and maintenance, and debt service accounted for \$12,185,650 during the 2010-11 academic year.

TABLE 8: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC MISCELLANEOUS EXPENDITURES

2010-11 University of Arkansas Athletic Miscellaneous Expenditures							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
Guarantees	\$1,475,000	\$921,963	\$69,713	\$103,278	\$28,374	-	\$2,598,328
Coaching Other Compensation and Benefits Paid by a Third Party	-	-	\$73,500	-	-	-	\$73,500
Severance Payments	-	\$1,274,874	-	-	-	\$23,175	\$1,298,049
Fund Raising, Marketing and Promotion	\$395,404	\$103,794	\$46,351	\$22,939	\$8,169	\$1,109,533	\$1,686,190
Direct Facilities, Maintenance, and Rental	\$2,519,631	\$1,368,409	-	\$1,203,954	\$2,005,950	\$5,087,706	\$12,185,650
Membership and Dues	\$25	\$155	\$26	\$1,080	\$5,065	\$23,135	\$29,486
Acquisition of Fixed Assets	-	-	-	-	-	\$5,256,546	\$5,256,546
Other Operating Expenses	\$1,645,525	\$760,397	\$78,297	\$101,220	\$544,054	\$4,498,909	\$7,628,402

Source: University of Arkansas Athletic Department Information

SUMMARY OF ALL EXPENSES AND ECONOMIC IMPACT OF EXPENDITURES

In total the University of Arkansas Athletic Department made expenditures of \$84,748,274 during the 2010-11 academic year. Expenses related to the football program equaled \$24,059,191 and represented the largest expenses for a single sport. A table summarizing the expenses of the University of Arkansas Athletic Department for the 2010-11 academic year is provided in the following table.

TABLE 9: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC EXPENDITURES SUMMARY

2010-11 University of Arkansas Athletic Expenditures Summary							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
Athletic Student Aid	\$2,580,733	\$430,827	\$329,789	\$482,884	\$3,450,725	\$ 167,971	\$7,442,929
Guarantees	\$1,475,000	\$921,963	\$69,713	\$103,278	\$28,374	-	\$2,598,328
Coaching Payroll	\$6,705,574	\$2,558,051	\$861,701	\$908,519	\$3,178,762	-	\$14,212,607
Compensation and Benefits Paid by a Third Party	-	-	\$73,500	-	-	-	\$73,500
Support Staff Payroll	\$577,267	\$356,063	\$119,510	\$182,308	\$196,366	\$12,998,452	\$14,429,966
Severance Payments	-	\$1,274,874	-	-	-	\$23,175	\$1,298,049
Recruiting	\$666,419	\$208,435	\$78,382	\$128,185	\$399,136	-	\$1,480,557
Volunteer Hours	-	-	-	-	-	\$98,740	\$98,740
Team Travel	\$3,257,936	\$729,067	\$421,263	\$452,775	\$2,496,904	-	\$7,357,945
Equipment, Uniforms and Supplies	\$1,179,619	\$111,902	\$180,916	\$64,421	\$779,426	-	\$2,316,284
Game Expenses	\$2,780,872	\$675,173	\$277,234	\$251,115	\$485,149	-	\$4,469,543
Fund Raising, Marketing and Promotion	\$395,404	\$103,794	\$46,351	\$22,939	\$8,169	\$1,109,533	\$1,686,190
Sports Camp Expenses	-	-	-	-	-	-	-
Direct Facilities, Maintenance, and Rental	\$2,519,631	\$1,368,409	-	\$1,203,954	\$2,005,950	\$5,087,706	\$12,185,650
Spirit Groups	-	-	-	-	-	\$1,037,704	\$1,037,704
Indirect Facilities and Administrative Support	-	-	-	-	-	-	-
Medical Expenses and Medical Insurance	\$275,186	\$49,024	\$39,310	\$53,136	\$370,028	\$359,164	\$1,145,848
Membership and Dues	\$25	\$155	\$26	\$1,080	\$5,065	\$23,135	\$29,486
Acquisition of Fixed Assets	-	-	-	-	-	\$5,256,546	\$5,256,546
Other Operating Expenses	\$1,645,525	\$760,397	\$78,297	\$101,220	\$544,054	\$4,498,909	\$7,628,402
Total Expenses	\$24,059,191	\$9,548,134	\$2,575,992	\$3,955,814	\$13,948,108	\$30,661,035	\$84,748,274

Source: University of Arkansas Athletic Department Information

Using information on aggregate expenditures associated with the Athletic Department, researchers from the Center for Business and Economic Research used IMPLAN to generate an economic impact estimate for these expenditures outlined above.

IMPLAN employs an input-output approach to evaluate the economic impact of university spending activity in the state of Arkansas. This regional impact model enables the evaluation of the economic impact of specific activities like university spending within an economy. The basic data sources for the current edition of the IMPLAN database and the model used in this study are the Input-Output Accounts of the United States, developed by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA), and county income and employment data published by BEA and the Bureau of Labor Statistics (BLS). The model reflects 2010 industrial structure and technology, and 2010 prices (trade flows in the model are expressed in 2010 dollars) but economic impacts can be presented in current dollars. IMPLAN uses a 525-sector input/output model to measure the effects of three types of impacts: direct, indirect, and induced. Direct impacts consist of employment and purchases of goods and services in the region resulting from the activity being evaluated, in this case, spending by the University of Arkansas Athletic Department. Indirect (inter-industry) impacts consist of goods and services purchased by the firms, which supply inputs consumed in the direct activity. Induced impacts consist of increased household purchases of goods and services in the region by employees of direct and indirect employers. The model generates multipliers, which summarize the magnitude of the indirect and induced effects generated by a given direct change, to estimate changes in output, income, and employment. In other words, the multiplier is the ratio of total impact to direct impact.

The economic impact of the operations of the University of Arkansas Athletic Department for the 2010-11 fiscal year is estimated at \$124,065,968. This impact reflects the effects of the Athletic Department expenditures that are indirect as well as induced. While the Athletic Department employs 260 full time employees, the indirect and induced effects created by the Athletic Department expenditures result in a total of 583 jobs created in the state economy.

TABLE 10: 2010-11 ECONOMIC IMPACT OF UNIVERSITY OF ARKANSAS ATHLETIC EXPENDITURES

2010-11 Economic Impact of Arkansas Athletic Expenditures				
Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	260	\$26,814,058	\$13,321,015	\$84,748,274
Indirect Effect	187.4	\$6,867,432	\$14,384,442	\$25,368,372
Induced Effect	135.2	\$4,582,213	\$8,383,458	\$13,949,324
Total Effect	582.6	\$38,263,702	\$36,088,915	\$124,065,968

REVENUES

The operation of the University of Arkansas Athletic Department is made possible by revenues generated from multiple sources that pay for the all the expenses of running the department. The University of Arkansas Athletic Department is one of very few athletic departments in the United States that is entirely self-sufficient and produces enough revenues to cover the annual expenditures of the department. The following section outlines the sources of revenues for the University of Arkansas Athletic Department during the 2010-11 academic year.

HOME ATHLETIC EVENT TICKET SALES

Ticket sales at home athletic events provided the largest source of revenues for the Athletic Department in the 2010-11 academic year. Attendees at the home games generated \$35,931,551 for the Athletic Department, which was 40 percent of the total revenue. The vast majority of the ticket sales were generated by football, which brought in revenue of \$28,479,575. This was followed by \$5,810,167 from men’s basketball and \$1,496,550 from baseball. The revenue shown in the table below represents season tickets, single game tickets, and suites at the home game.

TABLE 11: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC TICKET REVENUE BY SPORT

2010-11 University of Arkansas Athletic Ticket Revenue by Sport		
Game	Men's Ticket Sales	Women's Ticket Sales
Baseball	\$ 1,496,550	
Basketball	\$ 5,810,167	\$ 97,411
Football	\$ 28,479,575	
Golf		
Gymnastics		\$ 28,171
Soccer		\$ 4,121
Softball		\$ 7,112
Swimming		
Tennis		
Track and Field, Cross County		
Volleyball		\$ 8,444
Others		
Subtotal	\$ 35,786,292	\$ 145,259
Total	\$ 35,931,551	

Source: University of Arkansas Athletic Department Information

TOURNAMENTS, CONFERENCES, AND GUARANTEES

The University of Arkansas Athletic Department received \$22,024,152 in revenues from conferences and tournament revenues that Arkansas Athletics teams participated in. This amount was the second largest source of revenue for the Athletic Department and accounted for 24.5 percent of the total revenue for the department. The Athletic Department also received \$51,700 in guarantees for participation in away games.

TABLE 12: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC REVENUES FROM TOURNAMENTS, CONFERENCES AND GUARANTEES

2010-11 University of Arkansas Athletic Revenues from Tournaments, Conferences, and Guarantees							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
NCAA/Conference Distributions including all tournament revenues	\$15,115,546	\$5,048,639	\$73,654	\$30,845	\$152,162	\$1,603,306	\$22,024,152
Guarantees	-	\$35,000	\$5,000	\$8,000	\$3,700	-	\$51,700

Source: University of Arkansas Athletic Department Information

DONORS

Contributions to the University of Arkansas Athletic Department constituted the third largest source of revenues for the 2010-11 academic year. Contributions amounted to \$19,962,064 and represented 22.2 percent of the total revenue of the Athletic Department. The contributions came from individuals, corporations, associations, foundations and clubs or other organizations that are designated. The amount of contributions also includes in-kind contributions such as the use of automobiles, provision of soft drinks, and other items.

TABLE 13: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC REVENUES FROM DONORS

2011-11 University of Arkansas Athletic Revenues from Donors							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
Contributions	\$15,443,739	\$3,099,465	\$458,269	-	-	\$960,591	\$19,962,064

Source: University of Arkansas Athletic Department Information

ROYALTIES, LICENSES, SPONSORSHIPS, MEDIA BROADCASTS, AND OTHER SALES

The Athletic Department received revenues of \$1,786,262 from the sale of game programs, novelties, food and concessions and parking revenues. In addition, the Athletic Department received \$7,960,239 in revenue from corporate sponsorships, licensing, sales of advertisements, trademarks and royalties. The Athletic Department also received revenues directly for radio and television broadcasts as well as internet and e-commerce rights that are negotiated through direct contracts with the University. The amount received in this category was \$1,075,000 in the 2010-11 academic year.

TABLE 14: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC REVENUES FROM ROYALTIES, LICENSES, SPONSORSHIP, MEDIA BROADCASTS, AND OTHER SALES

2010-11 University of Arkansas Athletic Revenues from Royalties, Licenses, Sponsorships, Media Broadcasts, and Other Sales							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
Program Sales, Concessions, Novelty Sales, and Parking	\$626,132	\$118,373	\$107,195	\$ 17,553	\$18,423	\$898,586	\$1,786,262
Royalties, Licensing, Advertisements and Sponsorships.	\$75,000	-	-	-	-	\$7,885,239	\$7,960,239
Compensation and Benefits Provided by a Third Party	-	-	\$73,500	-	-	-	\$73,500
Broadcast, Television, Radio, and Internet Rights	\$700,000	\$375,000	-	-	-	-	\$1,075,000

Source: University of Arkansas Athletic Department Information

MISCELLANEOUS REVENUE SOURCES

Sports camps and clinics conducted on the University of Arkansas campus provided the Athletic Department \$9,051 in revenue for the 2010-11 year. Endowment and investment income provided \$314,779, while other revenue stream contributed \$729,314.

TABLE 15: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC REVENUE FROM MISCELLANEOUS SOURCES

2010-11 University of Arkansas Athletic Revenues from Miscellaneous Sources							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
Sports Camp Revenues	\$1,250	-	\$3,455	\$1,361	\$2,985	-	\$9,051
Endowment and Investment Income	-	-	-	-	-	\$314,779	\$314,779
Other Operating Revenue	\$68,810	-	\$2,095	-	\$62,572	\$595,837	\$729,314

Source: University of Arkansas Athletic Department Information

SUMMARY OF ALL REVENUES

In total, the University of Arkansas Athletic Department generated revenues of \$89.9 million from sources outside the University of Arkansas during the 2010-11 academic year. The football program was the largest source of revenue, providing some \$60.5 million to the Athletic Department. Basketball provided the second largest source of revenue at \$14.5 million. Together, these programs provided 83.4 percent of all the revenue at the Athletic Department.

TABLE 16: 2010-11 UNIVERSITY OF ARKANSAS ATHLETIC REVENUE BY SOURCE

2010-11 University of Arkansas Athletic Revenues by Source							
	Football	Men's Basketball	Men's Baseball	Women's Basketball	Other Sports	Non Program	Total
Ticket Sales	\$28,479,575	\$5,810,167	\$1,496,550	\$97,411	\$47,848	-	\$35,931,551
Guarantees	-	\$35,000	\$5,000	\$8,000	\$3,700	-	\$51,700
Contributions	\$15,443,739	\$3,099,465	\$458,269	-	-	\$960,591	\$19,962,064
Compensation and Benefits Provided by a Third Party	-	-	\$73,500	-	-	-	\$73,500
NCAA/Conference Distributions including all tournament revenues	\$15,115,546	\$5,048,639	\$73,654	\$30,845	\$152,162	\$1,603,306	\$22,024,152
Broadcast, Television, Radio, and Internet Rights	\$700,000	\$375,000	-	-	-	-	\$1,075,000
Program Sales, Concessions, Novelty Sales, and Parking	\$626,132	\$118,373	\$107,195	\$17,553	\$18,423	\$898,586	\$1,786,262
Royalties, Licensing, Advertisements and Sponsorships	\$75,000	-	-	-	-	\$7,885,239	\$7,960,239
Sports Camp Revenues	\$1,250	-	\$3,455	\$1,361	\$2,985	-	\$9,051
Endowment and Investment Income	-	-	-	-	-	\$314,779	\$314,779
Other Operating Revenue	\$ 68,810	-	\$2,095	-	\$62,572	\$595,837	\$729,314
Total Operating Revenue	\$60,510,052	\$14,486,644	\$2,219,718	\$155,170	\$287,690	\$12,258,338	\$89,917,612

Source: University of Arkansas Athletic Department Information

MEASUREMENT OF INDIRECT ECONOMIC IMPACTS

A major effect of the operations of the University of Arkansas Athletic Department is felt in the economic impact generated by fans who are visiting Fayetteville and Northwest Arkansas to attend home games. Nearly 720,000 fans attended home baseball, basketball and football games during the 2011-2012 season and about 342,000 of those fans were visitors to Northwest Arkansas. These fans generate substantial expenditures at restaurants, hotels, retail, and gasoline stores, providing an important stimulus to the

Northwest Arkansas economy. This section of the report captures the off-campus Northwest Arkansas spending of fans associated with home baseball, basketball and football games during the 2011-12 academic year. The spending estimates of fans attending these games do not include any expenditures made in purchasing tickets to the games or merchandise, and concessions purchased at the stadiums and arenas, as these expenditures are explained in detail in the preceding section. In addition, the spending of fans attending other sports such as women's basketball, soccer, gymnastics and other sports is not captured in this study.

Estimating spending in Northwest Arkansas by visitors at the home games was achieved through the collection of primary data from visitors in the form of survey responses. Researchers from the Center for Business and Economic Research developed a survey instrument that captured the economic activities of visitors to the home games in baseball, basketball and football. University of Arkansas students hired by the Center for Business and Economic Research surveyed people at the baseball, basketball and football games using this survey instrument. A copy of the survey instrument is provided in the Appendix. The students surveyed baseball and basketball patrons for an hour prior to the game and during a part of the game as well. Baseball and basketball visitors were surveyed near the parking lots prior to the game and in the arena/stadium concourses during a part of the games. Visitors to home football games were surveyed in the parking lots and tailgating hours beginning three hours before each home game. The data collected during the survey process included the origin (hometown) of the game attendee (only patrons from outside Northwest Arkansas were given the full survey), the size of the attending party, the lodging arrangements of the party, the meals eaten by the party, other plans for each party and the total spending by visitors to the area. Using these survey responses, researchers from the Center were able to extrapolate the spending patterns for all visiting home game attendees. In addition, secondary data like Northwest Arkansas sales tax collections, hotel tax collections, food tax collections and hotel occupancy rates were collected to show the effects of visitor attendance at home football games. In this section of the report, the primary data from surveys of visitors at baseball, basketball and football games are summarized, followed by the presentation of the secondary data on sales tax collections and hotel occupancy rates in Northwest Arkansas. The extrapolated data on visitor spending are presented separately for each sport surveyed, namely, baseball, basketball and football, but first, a short summary of the individual games surveyed is presented. The final section has data on sales tax, food tax, hotel tax and hotel occupancy rates for each of the four major cities in Northwest Arkansas.

BASEBALL

Students from the Center for Business and Economic Research were present at seven baseball games (from three series) to survey patrons that were attending the games. One game each, from the first and last series surveyed was rescheduled to the same day as another game for weather related reasons. In this instance, only the first game of the double header was surveyed. The range of games surveyed allowed researchers from the

Center to get spending data for various days of the week and this information was used to extrapolate spending estimates for games that were not surveyed based on the day of the week. Surveyors were also able to collect information on conference and non-conference games, so spending patterns from these types of games were also used when extrapolating spending for games that were not surveyed. Non-conference games were played on several days of the week, but conference home games were only played on weekends. In all, there were 33 game days with home baseball games in Fayetteville during the 2012 season. Short summaries are provided for each of the individual games surveyed, followed by detailed tables on spending estimates for every home baseball game.

SUMMARY OF SURVEY RESULTS: ARKANSAS V BINGHAMTON (MAR 9)

According to information gathered from surveyors from the Center for Business and Economic Research, 12.2 percent of game attendees were from outside Northwest Arkansas. This means that of the 2,877 individuals who attended the game, **351 were from outside Northwest Arkansas**. The game was played at 3:05 pm on a Friday. The average visitor from outside Northwest Arkansas spent \$67.12 during the visit. Center researchers estimate that these individuals spent a total of **\$23,190** in the Northwest Arkansas economy. The out-of-region visitors used **44 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V BINGHAMTON (MAR 10)

According to information gathered from surveyors from the Center for Business and Economic Research, 14.3 percent of game attendees were from outside Northwest Arkansas. This means that of the 6,523 individuals who attended the game, **935 were from outside Northwest Arkansas**. The game was played at 1:05 pm on a Saturday. The average visitor from outside Northwest Arkansas spent \$54.56 during the visit. Center researchers estimate that these individuals spent a total of **\$50,990** in the Northwest Arkansas economy. The out-of-region visitors used **33 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V GEORGIA (APR 6)

According to information gathered from surveyors from the Center for Business and Economic Research, 19.0 percent of game attendees were from outside Northwest Arkansas. This means that of the 9,033 individuals who attended the game, **1,718 were from outside Northwest Arkansas**. The game was played at 6:35 pm on a Friday. The average visitor from outside Northwest Arkansas spent \$52.21 during the visit. Center researchers estimate that these individuals spent a total of **\$89,721.48** in the Northwest Arkansas economy. The out-of-region visitors used **86 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V GEORGIA (APR 7)

According to information gathered from surveyors from the Center for Business and Economic Research, 20.6 percent of game attendees were from outside Northwest Arkansas. This means that of the 8,479 individuals who attended the game, **1,749 were from outside Northwest Arkansas**. The game was played at 2:05 pm on a Saturday. The average visitor from outside Northwest Arkansas spent \$59.59 during the visit. Center

researchers estimate that these individuals spent a total of **\$104,741** in the Northwest Arkansas economy. The out-of-region visitors used **98 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V GEORGIA (APR 8)

According to information gathered from surveyors from the Center for Business and Economic Research, 17.0 percent of game attendees were from outside Northwest Arkansas. This means that of the 6,973 individuals who attended the game, **1,187 were from outside Northwest Arkansas**. The game was played at 12:05 pm on a Sunday. The average visitor from outside Northwest Arkansas spent \$85.81 during the visit. Center researchers estimate that these individuals spent a total of **\$101,885** in the Northwest Arkansas economy. The out-of-region visitors used **148 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V KENTUCKY (APR 13)

According to information gathered from surveyors from the Center for Business and Economic Research, 16.8 percent of game attendees were from outside Northwest Arkansas. This means that of the 9,287 individuals who attended the game, **1,560 were from outside Northwest Arkansas**. The game was played at 6:35 pm on a Friday. The average visitor from outside Northwest Arkansas spent \$79.12 during the visit. Center researchers estimate that these individuals spent a total of **\$123,419** in the Northwest Arkansas economy. The out-of-region visitors used **135 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V KENTUCKY (APR 14)

According to information gathered from surveyors from the Center for Business and Economic Research, 16.2 percent of game attendees were from outside Northwest Arkansas. This means that of the 9,575 individuals who attended the game, **1,547 were from outside Northwest Arkansas**. The game was played at 2:05 pm on a Saturday. The average visitor from outside Northwest Arkansas spent \$64.17 during the visit. Center researchers estimate that these individuals spent a total of **\$99,288** in the Northwest Arkansas economy. The out-of-region visitors used **121 hotel or motel room nights**.

ATTENDANCE

Using the information from the surveys above, researchers from the Center were able to provide estimates of the number of visitors at home baseball games that came from outside Northwest Arkansas. On average, for non-conference home baseball games, 12.2 percent of game attendees on weekdays came from outside Northwest Arkansas and 14.3 percent of attendees on weekends came from outside Northwest Arkansas. Similarly, 17.9 percent of Friday attendees at conference games, 18.4 percent of Saturday attendees at conference games and 17 percent of Sunday attendees at conference games came from outside Northwest Arkansas. In all, of the 192,817 attendees at all home baseball games during the 2012 season, 30,967 or 16.1 percent of attendees came from outside Northwest Arkansas.

TABLE 17: 2012 ATTENDANCE AT RAZORBACK BASEBALL GAMES

2012 Attendance at Razorback Baseball Games					
Game Date	Opponent	Attendees from NWA	Attendees from Outside NWA	Percent from Outside NWA	Total Attendees
17-Feb-12	Villanova	5,546	771	12.2%	6,317
18-Feb-12	Villanova	3,931	656	14.3%	4,587
19-Feb-12	Villanova	4,400	734	14.3%	5,134
21-Feb-12	Northwestern St.	1,882	262	12.2%	2,144
22-Feb-12	Northwestern St.	2,947	409	12.2%	3,356
24-Feb-12	Valparaiso	2,294	319	12.2%	2,613
25-Feb-12	Valparaiso	5,230	873	14.3%	6,103
26-Feb-12	Valparaiso	4,294	717	14.3%	5,011
28-Feb-12	BYU	1,763	245	12.2%	2,008
29-Feb-12	BYU	2,486	346	12.2%	2,832
9-Mar-12	Binghamton	2,526	351	12.2%	2,877
10-Mar-12	Binghamton	5,588	935	14.3%	6,523
13-Mar-12	Gonzaga	3,895	541	12.2%	4,436
14-Mar-12	Gonzaga	2,365	329	12.2%	2,694
16-Mar-12	Alabama	7,003	1,527	17.9%	8,530
17-Mar-12	Alabama	7,846	1,769	18.4%	9,615
18-Mar-12	Alabama	6,994	1,432	17.0%	8,426
21-Mar-12	Nevada	1,716	238	12.2%	1,954
6-Apr-12	Georgia	7,315	1,718	19.0%	9,033
7-Apr-12	Georgia	6,730	1,749	20.6%	8,479
8-Apr-12	Georgia	5,786	1,187	17.0%	6,973
13-Apr-12	Kentucky	7,727	1,560	16.8%	9,287
14-Apr-12	Kentucky	8,028	1,547	16.2%	9,575
17-Apr-12	Stephen F Austin	2,646	368	12.2%	3,014
24-Apr-12	Oral Roberts	2,796	388	12.2%	3,184
1-May-12	Missouri	3,727	518	12.2%	4,245
2-May-12	Missouri	2,675	372	12.2%	3,047
4-May-12	South Carolina	7,374	1,608	17.9%	8,982
5-May-12	South Carolina	7,160	1,614	18.4%	8,774
6-May-12	South Carolina	7,023	1,438	17.0%	8,461
10-May-12	Auburn	6,203	1,352	17.9%	7,555
11-May-12	Auburn	7,008	1,528	17.9%	8,536
12-May-12	Auburn	6,946	1,566	18.4%	8,512
Total		161,850	30,967		192,817

Source: University of Arkansas Athletic Department Information and Center for Business and Economic Research Estimates

SPENDING BY VISITORS

Data collected from the surveys provided per person estimates of spending by visitors from outside Northwest Arkansas. On average, visitors at non-conference games spent \$67.12 on weekdays and \$54.56 on weekend game days. Meanwhile visitors at conference games spent \$65.67 on Fridays, \$62.03 on Saturdays and \$85.81 on Sundays on average. When these data are extrapolated to reflect the spending patterns of 30,697 visitors from outside Northwest Arkansas, the visitors spent \$2,047,173 in the Northwest Arkansas economy or an average of \$62,036 per game. This spending only includes the expenditures of attendees outside the baseball stadium and, as such, does not include spending on tickets, merchandise and concessions.

TABLE 18: 2012 SPENDING BY VISITORS AT RAZORBACK BASEBALL GAMES

2012 Spending by Visitors at Razorback Baseball Games			
Game Date	Opponent	Average Spending per Person	Total Spending for all Visitors
17-Feb-12	Villanova	\$ 67.12	\$ 51,728
18-Feb-12	Villanova	\$ 54.56	\$ 35,789
19-Feb-12	Villanova	\$ 54.56	\$ 40,057
21-Feb-12	Northwestern St.	\$ 67.12	\$ 17,556
22-Feb-12	Northwestern St.	\$ 67.12	\$ 27,481
24-Feb-12	Valparaiso	\$ 67.12	\$ 21,397
25-Feb-12	Valparaiso	\$ 54.56	\$ 47,617
26-Feb-12	Valparaiso	\$ 54.56	\$ 39,097
28-Feb-12	BYU	\$ 67.12	\$ 16,443
29-Feb-12	BYU	\$ 67.12	\$ 23,190
9-Mar-12	Binghamton	\$ 67.12	\$ 23,548
10-Mar-12	Binghamton	\$ 54.56	\$ 50,991
13-Mar-12	Gonzaga	\$ 67.12	\$ 36,325
14-Mar-12	Gonzaga	\$ 67.12	\$ 22,060
16-Mar-12	Alabama	\$ 65.67	\$ 100,264
17-Mar-12	Alabama	\$ 62.03	\$ 109,747
18-Mar-12	Alabama	\$ 85.81	\$ 122,914
21-Mar-12	Nevada	\$ 67.12	\$ 16,000
6-Apr-12	Georgia	\$ 52.21	\$ 89,721
7-Apr-12	Georgia	\$ 59.89	\$ 104,741
8-Apr-12	Georgia	\$ 85.81	\$ 101,885
13-Apr-12	Kentucky	\$ 79.12	\$ 123,419
14-Apr-12	Kentucky	\$ 64.17	\$ 99,289
17-Apr-12	Stephen F Austin	\$ 67.12	\$ 24,681
24-Apr-12	Oral Roberts	\$ 67.12	\$ 26,073
1-May-12	Missouri	\$ 67.12	\$ 34,761
2-May-12	Missouri	\$ 67.12	\$ 24,951
4-May-12	South Carolina	\$ 65.67	\$ 105,577
5-May-12	South Carolina	\$ 62.03	\$ 100,148
6-May-12	South Carolina	\$ 85.81	\$ 123,425
10-May-12	Auburn	\$ 65.67	\$ 88,804
11-May-12	Auburn	\$ 65.67	\$ 100,335
12-May-12	Auburn	\$ 62.03	\$ 97,158
Total			\$ 2,047,173
Average		\$ 66.11	\$ 62,036

Source: Center for Business and Economic Research Surveys and Estimates

SALES TAXES PAID BY VISITORS

Using the visitor spending data above, researchers were able to estimate the sales taxes paid by visitors to the Northwest Arkansas area who were attending home baseball games. For the purpose of this study, the spending per game was used to calculate sales taxes accrued to the state at the sales tax rate of 6.0 percent and the sales taxes accrued to county and local governments in Northwest Arkansas at an average rate of 3.0 percent. The estimate provide below is conservative as some localities have additional taxes collected for hotel and motel rooms and prepared food purchased. In addition, liquor excise taxes and gasoline taxes are also not estimated. The 30,967 visitors paid \$122,830 in state sales taxes and \$61,415 in local sales taxes for a total of \$184,246 in sales tax dollars for this region.

TABLE 19: 2012 SALES TAXES PAID BY VISITORS AT RAZORBACK BASEBALL GAMES

2012 Sales Taxes Paid by Visitors at Razorback Baseball Games				
Game Date	Opponent	State Taxes Paid	Local Taxes Paid*	Total Taxes Paid
17-Feb-12	Villanova	\$ 3,104	\$ 1,552	\$ 4,655
18-Feb-12	Villanova	\$ 2,147	\$ 1,074	\$ 3,221
19-Feb-12	Villanova	\$ 2,403	\$ 1,202	\$ 3,605
21-Feb-12	Northwestern St.	\$ 1,053	\$ 527	\$ 1,580
22-Feb-12	Northwestern St.	\$ 1,649	\$ 824	\$ 2,473
24-Feb-12	Valparaiso	\$ 1,284	\$ 642	\$ 1,926
25-Feb-12	Valparaiso	\$ 2,857	\$ 1,429	\$ 4,286
26-Feb-12	Valparaiso	\$ 2,346	\$ 1,173	\$ 3,519
28-Feb-12	BYU	\$ 987	\$ 493	\$ 1,480
29-Feb-12	BYU	\$ 1,391	\$ 696	\$ 2,087
9-Mar-12	Binghamton	\$ 1,413	\$ 706	\$ 2,119
10-Mar-12	Binghamton	\$ 3,059	\$ 1,530	\$ 4,589
13-Mar-12	Gonzaga	\$ 2,179	\$ 1,090	\$ 3,269
14-Mar-12	Gonzaga	\$ 1,324	\$ 662	\$ 1,985
16-Mar-12	Alabama	\$ 6,016	\$ 3,008	\$ 9,024
17-Mar-12	Alabama	\$ 6,585	\$ 3,292	\$ 9,877
18-Mar-12	Alabama	\$ 7,375	\$ 3,687	\$ 11,062
21-Mar-12	Nevada	\$ 960	\$ 480	\$ 1,440
6-Apr-12	Georgia	\$ 5,383	\$ 2,692	\$ 8,075
7-Apr-12	Georgia	\$ 6,284	\$ 3,142	\$ 9,427
8-Apr-12	Georgia	\$ 6,113	\$ 3,057	\$ 9,170
13-Apr-12	Kentucky	\$ 7,405	\$ 3,703	\$ 11,108
14-Apr-12	Kentucky	\$ 5,957	\$ 2,979	\$ 8,936
17-Apr-12	Stephen F Austin	\$ 1,481	\$ 740	\$ 2,221
24-Apr-12	Oral Roberts	\$ 1,564	\$ 782	\$ 2,347
1-May-12	Missouri	\$ 2,086	\$ 1,043	\$ 3,128
2-May-12	Missouri	\$ 1,497	\$ 749	\$ 2,246
4-May-12	South Carolina	\$ 6,335	\$ 3,167	\$ 9,502
5-May-12	South Carolina	\$ 6,009	\$ 3,004	\$ 9,013
6-May-12	South Carolina	\$ 7,405	\$ 3,703	\$ 11,108
10-May-12	Auburn	\$ 5,328	\$ 2,664	\$ 7,992
11-May-12	Auburn	\$ 6,020	\$ 3,010	\$ 9,030
12-May-12	Auburn	\$ 5,829	\$ 2,915	\$ 8,744
Total		\$ 122,830	\$ 61,415	\$ 184,246
*Local sales tax average of 3 percent is used				

Source: Center for Business and Economic Research Surveys and Estimates

In addition, using data provided by the Athletic Department for the estimation, visitors and residents paid \$45,153 in sales taxes to the state and local governments on the purchases of merchandise and concessions while inside the stadium. The sales tax rate used is from Fayetteville, since all merchandise and concession rates were made in Fayetteville. The local merchandise tax rate is 3.25 percent which reflects the Washington County and Fayetteville sales tax rate and the local concessions tax rate is 5.25 percent which reflects the Washington County, Fayetteville sales tax rate, and the Fayetteville prepared food tax.

TABLE 20: 2012 SALES TAXES PAID ON CONCESSIONS AND MERCHANDISE AT RAZORBACK BASEBALL GAMES

2012 Sales Taxes Paid on Concessions and Merchandise at Razorback Baseball Games						
Game	Opponent	Concessions State Sales Taxes	Concessions Local Sales Taxes*	Merchandise State Sales Taxes	Merchandise Local Sales Taxes*	Total
17-Feb-12	Villanova	\$ 527	\$ 461	\$ 203	\$ 110	\$ 1,302
18-Feb-12	Villanova	\$ 584	\$ 511	\$ 351	\$ 190	\$ 1,637
19-Feb-12	Villanova	\$ 512	\$ 448	\$ 350	\$ 189	\$ 1,499
21-Feb-12	Northwestern St.	\$ 158	\$ 138	\$ 51	\$ 28	\$ 376
22-Feb-12	Northwestern St.	\$ 248	\$ 217	\$ 79	\$ 43	\$ 586
24-Feb-12	Valparaiso	\$ 202	\$ 177	\$ 112	\$ 61	\$ 551
25-Feb-12	Valparaiso	\$ 418	\$ 366	\$ 316	\$ 171	\$ 1,270
26-Feb-12	Valparaiso	\$ 529	\$ 463	\$ 174	\$ 94	\$ 1,261
28-Feb-12	BYU	\$ 107	\$ 93	\$ 35	\$ 19	\$ 254
29-Feb-12	BYU	\$ 148	\$ 130	\$ 59	\$ 32	\$ 368
9-Mar-12	Binghamton	\$ 146	\$ 128	\$ 78	\$ 42	\$ 394
10-Mar-12	Binghamton	\$ 376	\$ 329	\$ 185	\$ 100	\$ 990
10-Mar-12	Binghamton	\$ 376	\$ 329	\$ 185	\$ 100	\$ 990
13-Mar-12	Gonzaga	\$ 367	\$ 321	\$ 82	\$ 44	\$ 814
14-Mar-12	Gonzaga	\$ 155	\$ 135	\$ 53	\$ 29	\$ 372
16-Mar-12	Alabama	\$ 1,035	\$ 906	\$ 292	\$ 158	\$ 2,391
17-Mar-12	Alabama	\$ 1,234	\$ 1,080	\$ 556	\$ 301	\$ 3,172
18-Mar-12	Alabama	\$ 964	\$ 844	\$ 446	\$ 241	\$ 2,494
21-Mar-12	Nevada	\$ 246	\$ 215	\$ 116	\$ 63	\$ 639
6-Apr-12	Georgia	\$ 934	\$ 817	\$ 255	\$ 138	\$ 2,144
7-Apr-12	Georgia	\$ 702	\$ 614	\$ 434	\$ 235	\$ 1,985
8-Apr-12	Georgia	\$ 413	\$ 361	\$ 162	\$ 88	\$ 1,024
13-Apr-12	Kentucky	\$ 754	\$ 660	\$ 282	\$ 153	\$ 1,849
14-Apr-12	Kentucky	\$ 709	\$ 621	\$ 229	\$ 124	\$ 1,683
14-Apr-12	Kentucky	\$ 494	\$ 433	\$ 229	\$ 124	\$ 1,281
17-Apr-12	Stephen F Austin	\$ 279	\$ 244	\$ 110	\$ 59	\$ 692
24-Apr-12	Oral Roberts	\$ 175	\$ 153	\$ 73	\$ 40	\$ 440
1-May-12	Missouri	\$ 240	\$ 210	\$ 45	\$ 24	\$ 519
2-May-12	Missouri	\$ 219	\$ 192	\$ 101	\$ 55	\$ 566
4-May-12	South Carolina	\$ 799	\$ 699	\$ 312	\$ 169	\$ 1,978
5-May-12	South Carolina	\$ 1,166	\$ 1,020	\$ 424	\$ 229	\$ 2,840
6-May-12	South Carolina	\$ 765	\$ 669	\$ 254	\$ 137	\$ 1,826
10-May-12	Auburn	\$ 490	\$ 429	\$ 101	\$ 55	\$ 1,075
11-May-12	Auburn	\$ 797	\$ 698	\$ 193	\$ 105	\$ 1,793

2012 Sales Taxes Paid on Concessions and Merchandise at Razorback Baseball Games						
Game	Opponent	Concessions State Sales Taxes	Concessions Local Sales Taxes*	Merchandise State Sales Taxes	Merchandise Local Sales Taxes*	Total
12-May-12	Auburn	\$ 834	\$ 729	\$ 346	\$ 187	\$ 2,097
Total		\$ 18,102	\$ 15,839	\$ 7,272	\$ 3,939	\$ 45,153

*Local sales tax rate of 5.25 percent is used on concessions and 3.25 percent is used on merchandise

Source: University of Arkansas Athletic Department Information and Center for Business and Economic Research Estimates

HOTEL ROOMS OCCUPIED BY VISITORS

Data from the surveys of visitors to home baseball games provided researchers from the Center estimates of the number of hotel or motel room nights occupied by visitors at the games. As expected, games on the weekend resulted in more hotel and motel rooms being occupied by visitors. In all, over the course of 33 game days, 2,511 hotel room nights were occupied by visitors to the region.

TABLE 21: 2012 HOTEL ROOM NIGHTS BY VISITORS AT RAZORBACK BASEBALL GAMES

2012 Hotel Room Nights Occupied by Visitors at Razorback Baseball Games		
Game	Opponent	Number of Rooms
17-Feb-12	Villanova	97
18-Feb-12	Villanova	23
19-Feb-12	Villanova	26
21-Feb-12	Northwestern St.	33
22-Feb-12	Northwestern St.	51
24-Feb-12	Valparaiso	40
25-Feb-12	Valparaiso	31
26-Feb-12	Valparaiso	25
28-Feb-12	BYU	31
29-Feb-12	BYU	43
9-Mar-12	Binghamton	44
10-Mar-12	Binghamton	33
13-Mar-12	Gonzaga	68
14-Mar-12	Gonzaga	41
16-Mar-12	Alabama	104
17-Mar-12	Alabama	119
18-Mar-12	Alabama	179
21-Mar-12	Nevada	30
6-Apr-12	Georgia	86
7-Apr-12	Georgia	98
8-Apr-12	Georgia	148
13-Apr-12	Kentucky	135
14-Apr-12	Kentucky	121
17-Apr-12	Stephen F Austin	46
24-Apr-12	Oral Roberts	49
1-May-12	Missouri	65
2-May-12	Missouri	47
4-May-12	South Carolina	110
5-May-12	South Carolina	108
6-May-12	South Carolina	179
10-May-12	Auburn	92
11-May-12	Auburn	104
12-May-12	Auburn	105
Total		2,511

Source: Center for Business and Economic Research Surveys and Estimates

MEALS EATEN BY VISITORS

The survey instrument used by students from the Center for Business and Economic Research also collected data on the number of meals eaten by visitors at the home baseball games. Using this information, researchers estimated that the visitors at home baseball games ate 64,624 meals in Fayetteville and 4,933 meals in other Northwest Arkansas cities. The visitors ate 15,906 breakfasts, 24,490 lunches and 29,161 dinners in Northwest Arkansas for a total of 69,557 meals eaten over the course of 33 game days.

TABLE 22: 2012 MEALS EATEN BY VISITORS AT RAZORBACK BASEBALL GAMES

2012 Meals Eaten by Visitors at Razorback Baseball Games					
Game	Location	Breakfast	Lunch	Dinner	Total
17-Feb-12 Villanova	Fayetteville	492	703	839	2,034
	NWA	11	11	11	33
18-Feb-12 Villanova	Fayetteville	286	361	368	1,016
	NWA	11	-	290	301
19-Feb-12 Villanova	Fayetteville	320	405	412	1,137
	NWA	13	-	324	337
21-Feb-12 Northwestern St.	Fayetteville	167	239	285	690
	NWA	4	4	4	11
22-Feb-12 Northwestern St.	Fayetteville	261	373	446	1,081
	NWA	6	6	6	18
24-Feb-12 Valparaiso	Fayetteville	204	291	347	841
	NWA	5	5	5	14
25-Feb-12 Valparaiso	Fayetteville	380	481	490	1,351
	NWA	15	-	386	401
26-Feb-12 Valparaiso	Fayetteville	312	395	403	1,109
	NWA	12	-	317	329
28-Feb-12 BYU	Fayetteville	156	223	267	647
	NWA	3	3	3	10
29-Feb-12 BYU	Fayetteville	221	315	376	912
	NWA	5	5	5	15
9-Mar-12 Binghamton	Fayetteville	224	320	382	926
	NWA	5	5	5	15
10-Mar-12 Binghamton	Fayetteville	407	515	525	1,447
	NWA	16	-	413	429
13-Mar-12 Gonzaga	Fayetteville	346	494	589	1,428
	NWA	8	8	8	23
14-Mar-12 Gonzaga	Fayetteville	210	300	358	867
	NWA	5	5	5	14
16-Mar-12 Alabama	Fayetteville	880	1,272	1,462	3,614
	NWA	74	88	86	248
17-Mar-12 Alabama	Fayetteville	591	1,102	1,329	3,022
	NWA	51	62	46	159
18-Mar-12 Alabama	Fayetteville	601	1,158	1,085	2,843
	NWA	21	105	105	230
21-Mar-12 Nevada	Fayetteville	152	217	260	629
	NWA	3	3	3	10

2012 Meals Eaten by Visitors at Razorback Baseball Games					
Game	Location	Breakfast	Lunch	Dinner	Total
6-Apr-12 Georgia	Fayetteville	1,039	1,404	1,502	3,945
	NWA	143	143	171	457
7-Apr-12 Georgia	Fayetteville	667	1,129	1,502	3,298
	NWA	9	-	-	9
8-Apr-12 Georgia	Fayetteville	498	960	899	2,357
	NWA	17	87	87	191
13-Apr-12 Kentucky	Fayetteville	855	1,325	1,624	3,804
	NWA	21	50	21	92
14-Apr-12 Kentucky	Fayetteville	444	928	996	2,368
	NWA	81	108	81	270
17-Apr-12 Stephen F Austin	Fayetteville	235	335	400	970
	NWA	5	5	5	16
24-Apr-1 Oral Roberts	Fayetteville	248	354	423	1,025
	NWA	6	6	6	17
1-May-12 Missouri	Fayetteville	331	472	564	1,367
	NWA	7	7	7	22
2-May-12 Missouri	Fayetteville	237	339	405	981
	NWA	5	5	5	16
4-May-12 South Carolina	Fayetteville	927	1,340	1,540	3,806
	NWA	78	93	91	261
5-May-12 South Carolina	Fayetteville	540	1,005	1,213	2,758
	NWA	46	56	42	145
6-May-12 South Carolina	Fayetteville	603	1,163	1,089	2,855
	NWA	21	105	105	231
10-May-12 Auburn	Fayetteville	779	1,127	1,295	3,201
	NWA	65	78	76	220
11-May-12 Auburn	Fayetteville	881	1,273	1,463	3,617
	NWA	74	88	86	248
12-May-12 Auburn	Fayetteville	523	975	1,177	2,675
	NWA	45	55	41	141
Total		15,906	24,490	29,161	69,557

Source: Center for Business and Economic Research Surveys and Estimates

VISITOR PLANS IN FAYETTEVILLE AND NORTHWEST ARKANSAS

Visitors that responded to the surveys conducted by students from the Center for Business and Economic Research provided information about the plans of their parties during their visit to attend a baseball game. The information derived from the surveys about the plans of visitors is provided by location in Fayetteville or other Northwest Arkansas cities. Non-conference weekday games saw 64.0 percent of visitor purchase fuel in Fayetteville and 7.4 percent purchased fuel in other Northwest Arkansas cities. A total of 41.2 percent of visitors to non-conference weekday games also went retail shopping in Fayetteville, 22.8 percent purchased groceries or tailgating supplies and 11.8 percent went to bars and nightclubs. On weekends, 50.2 percent of visitors to non-conference games purchased fuel and 19.6 went retail shopping in Fayetteville. During conference games, 53.6 percent of visitors purchased fuel in Fayetteville on Fridays, 49.0 percent purchased fuel on Saturdays and 43.4 percent purchased fuel on Sundays in Fayetteville. Visitors to conference games on Fridays were more likely than visitors on Saturdays and Sundays to participate in retail shopping, buy groceries or tailgating supplies and visit bars and nightclubs.

TABLE 23: 2012 PLANS OF VISITORS AT RAZORBACK BASEBALL GAMES

2012 Plans of Visitors at Razorback Baseball Games										
Plans	Weekday, Non-conference		Weekend, Non-conference		Friday, Conference		Saturday, Conference		Sunday, Conference	
	Fayetteville	NWA	Fayetteville	NWA	Fayetteville	NWA	Fayetteville	NWA	Fayetteville	NWA
Fuel	64.0%	7.4%	50.2%	6.7%	53.6%	2.9%	49.0%	7.2%	43.4%	0.0%
Retail Shopping	41.2%	0.0%	19.6%	2.8%	37.4%	1.5%	29.4%	0.0%	28.7%	0.0%
Groceries, Tailgating Supplies	22.8%	0.0%	8.4%	0.0%	23.7%	0.5%	16.1%	0.0%	13.2%	2.9%
Packaged Liquor	30.4%	0.0%	6.7%	3.2%	26.1%	0.0%	15.5%	0.0%	7.4%	0.0%
Rent Vehicle	7.4%	0.0%	0.0%	0.0%	1.4%	0.0%	6.7%	0.0%	0.0%	0.0%
Taxi	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.6%	0.0%	0.0%	0.0%
Movies	8.1%	0.0%	0.0%	1.4%	6.7%	0.0%	7.8%	0.0%	0.0%	0.0%
Bars/ Nightclubs	11.8%	0.0%	3.9%	0.7%	18.7%	0.0%	9.2%	0.0%	4.4%	0.0%
Others	0.0%	0.0%	2.1%	0.0%	1.4%	0.0%	0.3%	0.0%	1.5%	0.0%

Source: Center for Business and Economic Research Surveys and Estimates

MEN'S BASKETBALL

Students from the Center for Business and Economic Research were present at seven Razorback basketball games to survey patrons that were attending the games. The range of games surveyed (weekday and weekend games) allowed researchers from the Center to get spending data for various days of the week and this information was used to extrapolate spending estimates for games that were not surveyed. In all, there were 22 game days with home basketball games in Fayetteville during the 2011-12 season. Short summaries are provided for each of the individual games surveyed, followed by detailed tables on spending estimates for every home basketball game.

SUMMARY OF SURVEY RESULTS: ARKANSAS V MICHIGAN (JAN 21)

According to information gathered from surveyors from the Center for Business and Economic Research, 27.0 percent of game attendees were from outside Northwest Arkansas. This means that of the 19,050 individuals who attended the game, **5,149 were from outside Northwest Arkansas**. The game was played at 1 pm on a Saturday. The average visitor from outside Northwest Arkansas spent \$42.91 during the visit. Center researchers estimate that these individuals spent a total of **\$220,947** in the Northwest Arkansas economy. The out-of-region visitors used **458 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V AUBURN (JAN 25)

According to information gathered from surveyors from the Center for Business and Economic Research, 22.3 percent of game attendees were from outside Northwest Arkansas. This means that of the 12,794 individuals who attended the game, **2,857 were from outside Northwest Arkansas**. The game was played at 8 pm on a Wednesday. The average visitor from outside Northwest Arkansas spent \$36.85 during the visit. Center researchers estimate that these individuals spent a total of **\$105,271** in the Northwest Arkansas economy. The out-of-region visitors used **104 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V VANDERBILT (JAN 31)

According to information gathered from surveyors from the Center for Business and Economic Research, 24.3 percent of game attendees were from outside Northwest Arkansas. This means that of the 13,678 individuals who attended the game, **3,328 were from outside Northwest Arkansas**. The game was played at 8 pm on a Tuesday. The average visitor from outside Northwest Arkansas spent \$47.67 during the visit. Center researchers estimate that these individuals spent a total of **\$158,643** in the Northwest Arkansas economy. The out-of-region visitors used **138 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V SOUTH CAROLINA (FEB 11)

According to information gathered from surveyors from the Center for Business and Economic Research, 34.8 percent of game attendees were from outside Northwest Arkansas. This means that of the 16,100 individuals who attended the game, **5,597 were from outside Northwest Arkansas**. The game was played at 12:30 pm on a Saturday. The

average visitor from outside Northwest Arkansas spent \$49.43 during the visit. Center researchers estimate that these individuals spent a total of **\$276,650** in the Northwest Arkansas economy. The out-of-region visitors used **292 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V FLORIDA (FEB 18)

According to information gathered from surveyors from the Center for Business and Economic Research, 39.6 percent of game attendees were from outside Northwest Arkansas. This means that of the 18,913 individuals who attended the game, **7,492 were from outside Northwest Arkansas**. The game was played at 5 pm on a Saturday. The average visitor from outside Northwest Arkansas spent \$39.18 during the visit. Center researchers estimate that these individuals spent a total of **\$293,536** in the Northwest Arkansas economy. The out-of-region visitors used **623 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V ALABAMA (FEB 23)

According to information gathered from surveyors from the Center for Business and Economic Research, 27.0 percent of game attendees were from outside Northwest Arkansas. This means that of the 12,320 individuals who attended the game, **3,327 were from outside Northwest Arkansas**. The game was played at 6 pm on a Thursday. The average visitor from outside Northwest Arkansas spent \$40.17 during the visit. Center researchers estimate that these individuals spent a total of **\$133,647** in the Northwest Arkansas economy. The out-of-region visitors used 209 **hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V OLE MISS (FEB 28)

According to information gathered from surveyors from the Center for Business and Economic Research, 26.1 percent of game attendees were from outside Northwest Arkansas. This means that of the 12,378 individuals who attended the game, **3,226 were from outside Northwest Arkansas**. The game was played at 6 pm on a Tuesday. The average visitor from outside Northwest Arkansas spent \$48.00 during the visit. Center researchers estimate that these individuals spent a total of **\$154,856** in the Northwest Arkansas economy. The out-of-region visitors used **141 hotel or motel room nights**.

ATTENDANCE

Using the information from the surveys above, researchers from the Center were able to provide estimates of visitors at home basketball games that came from outside Northwest Arkansas. On average, 24.9 percent of game attendees on weekdays came from outside Northwest Arkansas and 33.8 percent of attendees on weekends came from outside Northwest Arkansas. In all, of the 235,498 attendees at all home basketball games during the 2011-12 season, 69,652 or 29.6 percent of attendees came from outside Northwest Arkansas.

TABLE 24: 2011-12 ATTENDANCE AT RAZORBACK BASKETBALL GAMES

2011-12 Attendance at Razorback Basketball Games					
Game Date	Opponent	Attendees from NWA	Attendees from Outside NWA	Percent from Outside NWA	Total Attendees
4-Nov-11	Texas AM-Comm.	4,303	2,197	33.8%	6,500
8-Nov-11	Christian Bro.	3,003	997	24.9%	4,000
11-Nov-11	USC-Upstate	8,668	4,425	33.8%	13,093
16-Nov-11	Oakland	6,005	1,995	24.9%	8,000
22-Nov-11	Utah St.	5,405	1,795	24.9%	7,200
26-Nov-11	Grambling St.	3,641	1,859	33.8%	5,500
30-Nov-11	Miss. Valley St.	5,030	1,670	24.9%	6,700
17-Dec-11	S. Eastern LA.	5,627	2,873	33.8%	8,500
20-Dec-11	E. Kentucky	5,630	1,870	24.9%	7,500
22-Dec-11	LA. Tech	6,005	1,995	24.9%	8,000
28-Dec-11	Charlotte	9,585	3,184	24.9%	12,769
30-Dec-11	TX. Southern	6,090	3,110	33.8%	9,200
3-Jan-12	Savannah St.	4,654	1,546	24.9%	6,200
7-Jan-12	Miss St.	8,437	4,307	33.8%	12,744
14-Jan-12	LSU	9,506	4,853	33.8%	14,359
21-Jan-12	Michigan	13,901	5,149	27.0%	19,050
25-Jan-12	Auburn	9,937	2,857	22.3%	12,794
31-Jan-12	Vanderbilt	10,350	3,328	24.3%	13,678
11-Feb-12	S Carolina	10,503	5,597	34.8%	16,100
18-Feb-12	Florida	11,421	7,492	39.6%	18,913
23-Feb-12	Alabama	8,993	3,327	27.0%	12,320
28-Feb-12	Ole Miss	9,152	3,226	26.1%	12,378
Total		165,846	69,652		235,498

Source: University of Arkansas Athletic Department Information and Center for Business and Economic Research Estimates

SPENDING BY VISITORS

Data collected from the surveys, provided per person estimates of spending by visitors from outside Northwest Arkansas. On average visitors at weekday games spent \$43.17 and visitors at weekend game days spent \$43.84. When these data are extrapolated to reflect the spending patterns of 69,652 visitors from outside Northwest Arkansas, the visitors spent \$3,029,098 in the Northwest Arkansas economy or an average of \$137,686 per game. This spending only includes the expenditures of attendees outside the basketball stadium and, as such, does not include spending on tickets, merchandise and concessions.

TABLE 25: 2011-12 SPENDING BY VISITORS AT RAZORBACK BASKETBALL GAMES

2011-12 Spending by Visitors at Razorback Basketball Games			
Game Date	Opponent	Average Spending per Person	Total Spending for all Visitors
4-Nov-11	Texas AM-Comm.	\$ 43.84	\$ 96,318
8-Nov-11	Christian Bro.	\$ 43.17	\$ 43,056
11-Nov-11	USC-Upstate	\$ 43.84	\$ 194,014
16-Nov-11	Oakland	\$ 43.17	\$ 86,113
22-Nov-11	Utah St.	\$ 43.17	\$ 77,501
26-Nov-11	Grambling St.	\$ 43.84	\$ 81,500
30-Nov-11	Miss. Valley St.	\$ 43.17	\$ 72,119
17-Dec-11	S. Eastern LA.	\$ 43.84	\$ 125,954
20-Dec-11	E. Kentucky	\$ 43.17	\$ 80,731
22-Dec-11	LA. Tech	\$ 43.17	\$ 86,113
28-Dec-11	Charlotte	\$ 43.17	\$ 137,447
30-Dec-11	TX. Southern	\$ 43.84	\$ 136,327
3-Jan-12	Savannah St.	\$ 43.17	\$ 66,737
7-Jan-12	Miss St.	\$ 43.84	\$ 188,842
14-Jan-12	LSU	\$ 43.84	\$ 212,774
21-Jan-12	Michigan	\$ 42.91	\$ 220,947
25-Jan-12	Auburn	\$ 36.85	\$ 105,271
31-Jan-12	Vanderbilt	\$ 47.67	\$ 158,643
11-Feb-12	S Carolina	\$ 49.43	\$ 276,650
18-Feb-12	Florida	\$ 39.18	\$ 293,537
23-Feb-12	Alabama	\$ 40.17	\$ 133,648
28-Feb-12	Ole Miss	\$ 48.00	\$ 154,857
Total			\$ 3,029,098
Average		\$ 43.49	\$ 137,686

Source: Center for Business and Economic Research Surveys and Estimates

SALES TAXES PAID BY VISITORS

Using the visitor spending data above, researchers were able to estimate the sales taxes paid by visitors to the Northwest Arkansas area who were attending home basketball games. For the purpose of this study, the spending per game was used to calculate sales taxes accrued to the state at the sales tax rate of 6.0 percent and the sales taxes accrued to county and local governments in Northwest Arkansas at an average rate of 3.0 percent. The estimate provided below is conservative as some localities have additional taxes collected for hotel and motel rooms and prepared food purchased. In addition, liquor excise taxes and gasoline taxes are also not estimated. The 69,652 visitors paid \$181,746 in state sales

taxes and \$90,873 in local sales taxes for a total of \$272,619 in sales tax dollars for this region.

TABLE 26: 2011-12 SALES TAXES PAID BY VISITORS AT RAZORBACK BASKETBALL GAMES

2011-12 Sales Taxes Paid by Visitors at Razorback Basketball Games				
Game Date	Opponent	State Taxes Paid	Local Taxes Paid*	Total Taxes Paid
4-Nov-11	Texas AM-Comm.	\$ 5,779	\$ 2,890	\$ 8,669
8-Nov-11	Christian Bro.	\$ 2,583	\$ 1,292	\$ 3,875
11-Nov-11	USC-Upstate	\$ 11,641	\$ 5,820	\$ 17,461
16-Nov-11	Oakland	\$ 5,167	\$ 2,583	\$ 7,750
22-Nov-11	Utah St.	\$ 4,650	\$ 2,325	\$ 6,975
26-Nov-11	Grambling St.	\$ 4,890	\$ 2,445	\$ 7,335
30-Nov-11	Miss. Valley St.	\$ 4,327	\$ 2,164	\$ 6,491
17-Dec-11	S. Eastern LA.	\$ 7,557	\$ 3,779	\$ 11,336
20-Dec-11	E. Kentucky	\$ 4,844	\$ 2,422	\$ 7,266
22-Dec-11	LA. Tech	\$ 5,167	\$ 2,583	\$ 7,750
28-Dec-11	Charlotte	\$ 8,247	\$ 4,123	\$ 12,370
30-Dec-11	TX. Southern	\$ 8,180	\$ 4,090	\$ 12,269
3-Jan-12	Savannah St.	\$ 4,004	\$ 2,002	\$ 6,006
7-Jan-12	Miss St.	\$ 11,331	\$ 5,665	\$ 16,996
14-Jan-12	LSU	\$ 12,766	\$ 6,383	\$ 19,150
21-Jan-12	Michigan	\$ 13,257	\$ 6,628	\$ 19,885
25-Jan-12	Auburn	\$ 6,316	\$ 3,158	\$ 9,474
31-Jan-12	Vanderbilt	\$ 9,519	\$ 4,759	\$ 14,278
11-Feb-12	S Carolina	\$ 16,599	\$ 8,300	\$ 24,899
18-Feb-12	Florida	\$ 17,612	\$ 8,806	\$ 26,418
23-Feb-12	Alabama	\$ 8,019	\$ 4,009	\$ 12,028
28-Feb-12	Ole Miss	\$ 9,291	\$ 4,646	\$ 13,937
Total		\$ 181,746	\$ 90,873	\$ 272,619
*Local tax average of 3 percent is used.				

Source: Center for Business and Economic Research Surveys and Estimates

In addition, using data provided by the Athletic Department, visitors and residents paid \$73,322 in sales taxes to the state and local governments on the purchases of merchandise and concessions while inside the arena. The sales tax rate used is from Fayetteville, since all merchandise and concession rates were made in Fayetteville. The local merchandise tax rate is 3.25 percent which reflects the Washington County and Fayetteville sales tax rate and the local concessions tax rate is 5.25 percent which reflects the Washington County and Fayetteville sales tax rate and the Fayetteville prepared food tax.

TABLE 27: 2011-12 SALES TAXES ON CONCESSIONS AND MERCHANDISE AT RAZORBACK BASKETBALL GAMES

2011-12 Sales Taxes on Concessions and Merchandise at Razorback Basketball Games						
Game Date	Opponent	Concessions State Sales Taxes	Concessions Local Sales Taxes*	Merchandise State Sales Taxes	Merchandise Local Sales Taxes*	Total
4-Nov-11	Texas AM-Comm.	\$ 797	\$ 697	\$ 1,400	\$ 758	\$ 3,653
8-Nov-11	Christian Bro.	\$ 390	\$ 342	\$ 130	\$ 71	\$ 933
11-Nov-11	USC-Upstate	\$ 1,278	\$ 1,118	\$ 1,452	\$ 786	\$ 4,634
16-Nov-11	Oakland	\$ 717	\$ 627	\$ 365	\$ 198	\$ 1,907
22-Nov-11	Utah St.	\$ 741	\$ 648	\$ 466	\$ 252	\$ 2,108
26-Nov-11	Grambling St.	\$ 523	\$ 458	\$ 423	\$ 229	\$ 1,632
30-Nov-11	Miss. Valley St.	\$ 621	\$ 544	\$ 343	\$ 186	\$ 1,694
17-Dec-11	S. Eastern LA.	\$ 871	\$ 762	\$ 1,433	\$ 776	\$ 3,843
20-Dec-11	E. Kentucky	\$ 753	\$ 659	\$ 996	\$ 539	\$ 2,947
22-Dec-11	LA. Tech	\$ 810	\$ 709	\$ 962	\$ 521	\$ 3,003
28-Dec-11	Charlotte	\$ 1,034	\$ 905	\$ 600	\$ 325	\$ 2,863
30-Dec-11	TX. Southern	\$ 1,127	\$ 986	\$ 541	\$ 293	\$ 2,946
3-Jan-12	Savannah St.	\$ 566	\$ 496	\$ 168	\$ 91	\$ 1,321
7-Jan-12	Miss St.	\$ 1,232	\$ 1,078	\$ 730	\$ 395	\$ 3,435
14-Jan-12	LSU	\$ 1,564	\$ 1,368	\$ 956	\$ 518	\$ 4,407
21-Jan-12	Michigan	\$ 2,597	\$ 2,273	\$ 1,360	\$ 737	\$ 6,967
25-Jan-12	Auburn	\$ 949	\$ 830	\$ 285	\$ 154	\$ 2,219
31-Jan-12	Vanderbilt	\$ 1,085	\$ 949	\$ 434	\$ 235	\$ 2,704
11-Feb-12	S Carolina	\$ 2,576	\$ 2,254	\$ 1,281	\$ 694	\$ 6,806
18-Feb-12	Florida	\$ 2,545	\$ 2,226	\$ 1,618	\$ 876	\$ 7,265
23-Feb-12	Alabama	\$ 1,356	\$ 1,187	\$ 515	\$ 279	\$ 3,337
28-Feb-12	Ole Miss	\$ 1,172	\$ 1,025	\$ 326	\$ 177	\$ 2,700
Total		\$ 25,305	\$ 22,142	\$ 16,784	\$ 9,091	\$ 73,322

*Local sales tax rate of 5.25 percent is used on concessions and 3.25 percent is used on merchandise

Source: University of Arkansas Athletic Department Information and Center for Business and Economic Research Estimates

HOTEL ROOMS OCCUPIED BY VISITORS

Data from the surveys of visitors to home basketball games provided researchers from the Center estimates of the number of hotel or motel room nights occupied by visitors at the games. As expected, games on the weekend resulted in more hotel and motel rooms being occupied by visitors. In all, over the course of 22 game days, 4,424 hotel room nights were occupied by visitors to the region.

TABLE 28: 2011-12 HOTEL ROOM NIGHTS BY VISITORS AT RAZORBACK BASKETBALL GAMES

2011-12 Hotel Room Nights by Visitors at Razorback Basketball Games		
Game Date	Opponent	Number of Rooms
4-Nov-11	Texas AM-Comm.	164
8-Nov-11	Christian Bro.	46
11-Nov-11	USC-Upstate	331
16-Nov-11	Oakland	92
22-Nov-11	Utah St.	83
26-Nov-11	Grambling St.	139
30-Nov-11	Miss. Valley St.	77
17-Dec-11	S. Eastern LA.	215
20-Dec-11	E. Kentucky	86
22-Dec-11	LA. Tech	92
28-Dec-11	Charlotte	147
30-Dec-11	TX. Southern	232
3-Jan-12	Savannah St.	71
7-Jan-12	Miss St.	322
14-Jan-12	LSU	363
21-Jan-12	Michigan	458
25-Jan-12	Auburn	104
31-Jan-12	Vanderbilt	138
11-Feb-12	S Carolina	292
18-Feb-12	Florida	623
23-Feb-12	Alabama	209
28-Feb-12	Ole Miss	141
Total		4,424

Source: Center for Business and Economic Research Surveys and Estimates

MEALS EATEN BY VISITORS

The survey instrument used by students from the Center for Business and Economic Research also collected data on the number of meals eaten by visitors at the home basketball games. Using this information, researchers estimated that the visitors at home basketball games ate 99,759 meals in Fayetteville and 11,008 meals in other Northwest Arkansas cities. The visitors ate 26,614 breakfasts, 39,638 lunches and 44,515 dinners in Northwest Arkansas for a total of 110,766 meals eaten over the course of 22 game days.

TABLE 29: 2011-12 MEALS EATEN BY VISITORS AT RAZORBACK BASKETBALL GAMES

2011-12 Meals Eaten by Visitors at Razorback Basketball Games					
Game Date	Location	Breakfast	Lunch	Dinner	Total
4-Nov-11 Texas AM-Comm.	Fayetteville	974	1,544	1,511	4,029
	NWA	116	113	103	332
8-Nov-11 Christian Bro.	Fayetteville	157	242	424	823
	NWA	54	50	71	175
11-Nov-11 USC-Upstate	Fayetteville	1,963	3,111	3,043	8,117
	NWA	234	227	208	669
16-Nov-11 Oakland	Fayetteville	314	484	848	1,647
	NWA	107	99	143	349
22-Nov-11 Utah St.	Fayetteville	283	436	763	1,482
	NWA	97	89	129	314
26-Nov-11 Grambling St.	Fayetteville	824	1,307	1,278	3,410
	NWA	99	96	87	281
30-Nov-11 Miss. Valley St.	Fayetteville	263	406	710	1,379
	NWA	90	83	120	292
17-Dec-11 S. Eastern LA.	Fayetteville	1,274	2,020	1,976	5,269
	NWA	152	148	135	435
20-Dec-11 E. Kentucky	Fayetteville	295	454	795	1,544
	NWA	101	93	134	327
22-Dec-11 LA. Tech	Fayetteville	314	484	848	1,647
	NWA	107	99	143	349
28-Dec-11 Charlotte	Fayetteville	501	773	1,354	2,628
	NWA	171	158	228	557
30-Dec-11 TX. Southern	Fayetteville	1,379	2,186	2,138	5,703
	NWA	165	160	146	470
3-Jan-12 Savannah St.	Fayetteville	243	375	657	1,276
	NWA	83	77	111	271
7-Jan-12 Miss. St.	Fayetteville	1,910	3,028	2,962	7,900
	NWA	228	221	202	652
14-Jan-12 LSU	Fayetteville	2,152	3,412	3,338	8,901
	NWA	257	249	228	734
21-Jan-12 Michigan	Fayetteville	3,086	4,798	4,273	12,157
	NWA	458	445	404	1,307
25-Jan-12 Auburn	Fayetteville	207	487	1,170	1,863
	NWA	207	166	166	538
31-Jan-12 Vanderbilt	Fayetteville	862	871	1,750	3,483
	NWA	319	259	259	836

2011-12 Meals Eaten by Visitors at Razorback Basketball Games					
Game Date	Location	Breakfast	Lunch	Dinner	Total
11-Feb-12 S. Carolina	Fayetteville	1,397	2,460	2,898	6,755
	NWA	281	208	177	666
18-Feb-12 Florida	Fayetteville	3,606	5,524	5,360	14,490
	NWA	148	229	229	606
23-Feb-12 Alabama	Fayetteville	531	844	1,280	2,655
	NWA	38	38	66	142
28-Feb-12 Ole Miss	Fayetteville	448	922	1,229	2,599
	NWA	115	166	422	703
Total		26,614	39,638	44,515	110,766

Source: Center for Business and Economic Research Surveys and Estimates

VISITOR PLANS IN FAYETTEVILLE AND NORTHWEST ARKANSAS

Visitors that responded to the surveys conducted by students from the Center for Business and Economic Research provided information about the plans of their parties during their visit to attend a basketball game. The information derived from the surveys about the plans of visitors is provided by location in Fayetteville or other Northwest Arkansas cities. Weekday games saw 38.6 percent of visitors purchase fuel in Fayetteville and 4.8 percent purchased fuel in other Northwest Arkansas cities. 14.3 percent of visitors to weekday games also went retail shopping in Fayetteville, 6.7 percent purchased packaged liquor and 6.5 percent went to bars and nightclubs. On weekends, 43.9 percent of visitors purchased fuel, 32.8 went retail shopping in Fayetteville, 16.9 percent went to bars and nightclubs and 16.6 percent bought packaged liquor in Fayetteville.

TABLE 30: 2011-12 PLANS OF VISITORS AT RAZORBACK BASKETBALL GAMES

2011-12 Plans of Visitors at Razorback Basketball Games				
Plans	Weekday		Weekend	
	Fayetteville	NWA	Fayetteville	NWA
Fuel	38.6%	4.8%	43.9%	6.1%
Retail Shopping	14.3%	1.1%	32.8%	0.9%
Groceries, Tailgating Supplies	3.2%	0.8%	10.3%	0.5%
Packaged Liquor	6.7%	0.2%	16.6%	0.8%
Rent Vehicle	0.8%	0.6%	3.4%	0.0%
Taxi	0.8%	0.0%	0.5%	0.0%
Movies	1.6%	0.0%	5.6%	1.9%
Bars/Nightclubs	6.5%	0.2%	16.9%	0.5%
Others	5.5%	0.5%	2.7%	0.0%

Source: Center for Business and Economic Research Surveys and Estimates

FOOTBALL

Students from the Center for Business and Economic Research were present at two football games to survey patrons that were attending the games. The games surveyed allowed researchers from the Center to get spending data and this information was used to extrapolate spending estimates for games that were not surveyed. In all, there were 5 game days with home football games in Fayetteville during the 2011 season. Short summaries are provided for each of the individual games surveyed, followed by detailed tables on spending estimates for every home football game.

SUMMARY OF SURVEY RESULTS: ARKANSAS V SOUTH CAROLINA (NOV 5)

According to information gathered from surveyors from the Center for Business and Economic Research, 67.5 percent of game attendees were from outside Northwest Arkansas. This means that of the 73,804 individuals who attended the game, **49,809 were from outside Northwest Arkansas**. The game was played at 6:15 pm on a Saturday. The average visitor from outside Northwest Arkansas spent \$92.69 during the visit. Center researchers estimate that these individuals spent a total of **\$4,616,593** in the Northwest Arkansas economy. The out-of-region visitors used **4,697 hotel or motel room nights**.

SUMMARY OF SURVEY RESULTS: ARKANSAS V TENNESSEE (NOV 12)

According to information gathered from surveyors from the Center for Business and Economic Research, 66.0 percent of game attendees were from outside Northwest Arkansas. This means that of the 72,103 individuals who attended the game, **48,266 were from outside Northwest Arkansas**. The game was played at 5 pm on a Saturday. The average visitor from outside Northwest Arkansas spent \$111.06 during the visit. Center researchers estimate that these individuals spent a total of **\$5,287,179** in the Northwest Arkansas economy. The out-of-region visitors used **7,010 hotel or motel room nights**.

ATTENDANCE

Using the information from the surveys above, researchers from the Center were able to provide estimates of visitors at home football games that came from outside Northwest Arkansas. In all, of the 360,566 attendees at all home football games during the 2011 season, 241,373 or 66.9 percent came from outside Northwest Arkansas.

TABLE 31: 2011 ATTENDANCE AT RAZORBACK FOOTBALL GAMES

2011 Attendance at Razorback Football Games					
Game Date	Opponent	Attendees from NWA	Attendees from Outside NWA	Percent from Outside NWA	Total Attendees
3-Sep-11	Missouri St.	23,473	47,134	66.8%	70,607
17-Sep-11	Troy	23,225	46,636	66.8%	69,861
8-Oct-11	Auburn	24,664	49,527	66.8%	74,191
5-Nov-11	S. Carolina	23,995	49,809	67.5%	73,804
12-Nov-11	Tenn.	23,837	48,266	66.0%	72,103
Total		119,193	241,373		360,566

Source: University of Arkansas Athletic Department Information and Center for Business and Economic Research Estimates

SPENDING BY VISITORS

Data collected from the surveys, provided per person estimates of spending by visitors from outside Northwest Arkansas. On average, visitors at the home games spent \$101.87 per person. When these data are extrapolated to reflect the spending patterns of 241,373 visitors from outside Northwest Arkansas, the visitors spent \$24,502,183 in the Northwest Arkansas economy or an average of \$4,900,437 per game. This spending only includes the expenditures of attendees outside the football stadium and, as such, does not include spending on tickets, merchandise and concessions.

TABLE 32: 2011 SPENDING BY VISITORS AT RAZORBACK FOOTBALL GAMES

2011 Spending by Visitors at Razorback Football Games			
Game Date	Opponent	Average Spending per Person	Total Spending for all Visitors
3-Sep-11	Missouri St.	\$ 101.87	\$ 4,801,802
17-Sep-11	Troy	\$ 101.87	\$ 4,751,068
8-Oct-11	Auburn	\$ 101.87	\$ 5,045,541
5-Nov-11	S. Carolina	\$ 92.69	\$ 4,616,593
12-Nov-11	Tenn.	\$ 111.06	\$ 5,287,179
Total			\$ 24,502,183
Average		\$ 101.87	\$ 4,900,437

Source: Center for Business and Economic Research Surveys and Estimates

SALES TAXES PAID BY VISITORS

Using the visitor spending data above, researchers were able to estimate the sales taxes paid by visitors to the Northwest Arkansas area who were attending home football games. For the purpose of this study, the spending per game was used to calculate sales taxes accrued to the state at the sales tax rate of 6.0 percent and the sales taxes accrued to county and local governments in Northwest Arkansas at an average rate of 3.0 percent. The estimate provide below is conservative as some localities have additional taxes collected for hotel and motel rooms and prepared food purchased. In addition, liquor excise taxes and gasoline taxes are also not estimated. The 241,373 visitors paid \$1,470,131 in state sales taxes and \$735,065 in local sales taxes for a total of \$2,205,196 in sales tax dollars for this region.

TABLE 33: 2011 SALES TAXES PAID BY VISITORS AT RAZORBACK FOOTBALL GAMES

2011 Sales Taxes Paid by Visitors at Razorback Football Game				
Game Date	Opponent	State Taxes Paid	Local Taxes Paid*	Total Taxes Paid
3-Sep-11	Missouri St.	\$ 288,108	\$ 144,054	\$ 432,162
17-Sep-11	Troy	\$ 285,064	\$ 142,532	\$ 427,596
8-Oct-11	Auburn	\$ 302,732	\$ 151,366	\$ 454,099
5-Nov-11	S. Carolina	\$ 276,996	\$ 138,498	\$ 415,493
12-Nov-11	Tenn.	\$ 317,231	\$ 158,615	\$ 475,846
Total Taxes for All Games		\$ 1,470,131	\$ 735,065	\$ 2,205,196
*Local tax average of 3% is used				

Source: Center for Business and Economic Research Surveys and Estimates

In addition, using data provided by the Athletic Department, visitors and residents paid \$204,042 in sales taxes to the state and local governments on the purchases of merchandise and concessions while inside the stadium. The sales tax rate used is from Fayetteville, since all merchandise and concession rates were made in Fayetteville. The local merchandise tax rate is 3.25 percent which reflects the Washington County and Fayetteville sales tax rate and the local concessions tax rate is 5.25 percent which reflects the Washington County and Fayetteville sales tax rate, and the Fayetteville prepared food tax.

TABLE 34: 2011 SALES TAXES PAID ON CONCESSIONS AND MERCHANDISE AT RAZORBACK FOOTBALL GAMES

2011 Sales Taxes Paid on Concessions and Merchandise at Razorback Football Games						
Game Date	Opponent	Concessions State Sales Taxes	Concessions Local Sales Taxes*	Merchandise State Sales Taxes	Merchandise Local Sales Taxes*	Total
3-Sep-11	Missouri St.	\$19,743	\$17,275	\$6,089	\$3,298	\$46,406
17-Sep-11	Troy	\$15,494	\$13,557	\$7,394	\$4,005	\$40,450
8-Oct-11	Auburn	\$21,051	\$18,420	\$5,912	\$3,202	\$48,585
5-Nov-11	S. Carolina	\$13,548	\$11,855	\$6,677	\$3,617	\$35,696
12-Nov-11	Tenn.	\$13,368	\$11,697	\$5,085	\$2,754	\$32,904
Total		\$83,204	\$72,804	\$31,157	\$16,877	\$204,042

*Local sales tax rate of 5.25 percent is used on concessions and 3.25 percent is used on merchandise

Source: University of Arkansas Athletic Department Information and Center for Business and Economic Research Estimates

HOTEL ROOMS OCCUPIED BY VISITORS

Data from the surveys of visitors to home football games provided researchers from the Center estimates of the number of hotel or motel room nights occupied by visitors at the games. As expected, visitors to football games occupied more hotel and motel rooms in Northwest Arkansas than did both baseball and basketball visitors. In all, over the course of 5 game days, 28,870 hotel room nights were occupied by visitors to the region.

TABLE 35: 2011 HOTEL ROOM NIGHTS BY VISITORS AT RAZORBACK FOOTBALL GAMES

2011 Hotel Room Nights by Visitors at Razorback Football Games		
Game	Opponent	Number of Rooms
3-Sep-11	Missouri St.	5,645
17-Sep-11	Troy	5,586
8-Oct-11	Auburn	5,932
5-Nov-11	S. Carolina	4,697
12-Nov-11	Tenn.	7,010
Total		28,870

Source: Center for Business and Economic Research Surveys and Estimates

MEALS EATEN BY VISITORS

The survey instrument used by students from the Center for Business and Economic Research also collected data on the number of meals eaten by visitors at the home football games. Using this information, researchers estimated that the visitors at home football games ate 836,965 meals in Fayetteville and 47,818 meals in other Northwest Arkansas cities. The visitors ate 240,266 breakfasts, 309,684 lunches and 334,833 dinners in Northwest Arkansas for a total of 884,783 meals eaten over the course of 5 game days.

TABLE 36: 2011 MEALS EATEN BY VISITORS AT RAZORBACK FOOTBALL GAMES

2011 Meals Eaten by Visitors at Razorback Football Games					
Game	Location	Breakfast	Lunch	Dinner	Total
3-Sep-11 Missouri St.	Fayetteville	45,213	55,938	62,199	163,350
	NWA	1,675	4,491	3,165	9,331
17-Sep-11 Troy	Fayetteville	44,735	55,347	61,542	161,624
	NWA	1,657	4,444	3,131	9,232
8-Oct-11 Auburn	Fayetteville	47,508	58,778	65,356	171,642
	NWA	1,760	4,719	3,325	9,804
5-Nov-11 S. Carolina	Fayetteville	52,941	65,678	68,783	187,402
	NWA	1,698	5,546	3,795	11,039
12-Nov-11 Tenn.	Fayetteville	41,296	50,919	60,733	152,947
	NWA	1,784	3,824	2,804	8,412
Total		240,266	309,684	334,833	884,783

Source: Center for Business and Economic Research Surveys and Estimates

VISITOR PLANS IN FAYETTEVILLE AND NORTHWEST ARKANSAS

Visitors that responded to the surveys conducted by students from the Center for Business and Economic Research provided information about the plans of their party during their visit to attend a football game. The information derived from the surveys about the plans of visitors is provided by location in Fayetteville or other Northwest Arkansas cities. 61.5 percent of visitors purchased fuel in Fayetteville and 13.4 percent purchased fuel in other Northwest Arkansas cities. 54.1 percent of visitors to football games purchased packaged liquor, 48.7 percent purchased groceries or tailgating supplies, 40.0 percent went to bars and nightclubs and 37.7 percent went retail shopping, in Fayetteville.

TABLE 37: 2011 PLANS OF VISITORS AT RAZORBACK FOOTBALL GAMES

2011 Plans of Visitors at Razorback Football Games		
Plans	Fayetteville	NWA
Fuel	61.5%	13.4%
Retail Shopping	37.7%	7.9%
Groceries, Tailgating Supplies	48.7%	2.8%
Packaged Liquor	54.1%	3.2%
Rent Vehicle	5.6%	0.4%
Taxi	5.7%	0.0%
Movies	2.0%	0.0%
Bars/Nightclubs	40.0%	0.3%
Others	6.4%	1.0%

Source: Center for Business and Economic Research Surveys and Estimates

OVERALL ECONOMIC IMPACT OF VISITORS AT RAZORBACK HOME GAMES

Over the course of 60 game days, nearly 720,000 people attended home games in baseball, basketball and football. About 342,000 of these attendees were from outside Northwest Arkansas and brought with them new economic activity to the Northwest Arkansas economy. This economic activity resulted in the renting of 35,805 hotel or motel room nights and the purchase of 1,065,106 meals in Northwest Arkansas. The overall economic impact of these visitors is estimate at nearly \$30 million dollars on an annual basis. These visitors also generated at least \$2.66 million dollars in sales taxes for the state and local governments.

TABLE 38: 2011-12 ECONOMIC IMPACT OF VISITORS AT RAZORBACK HOME GAMES

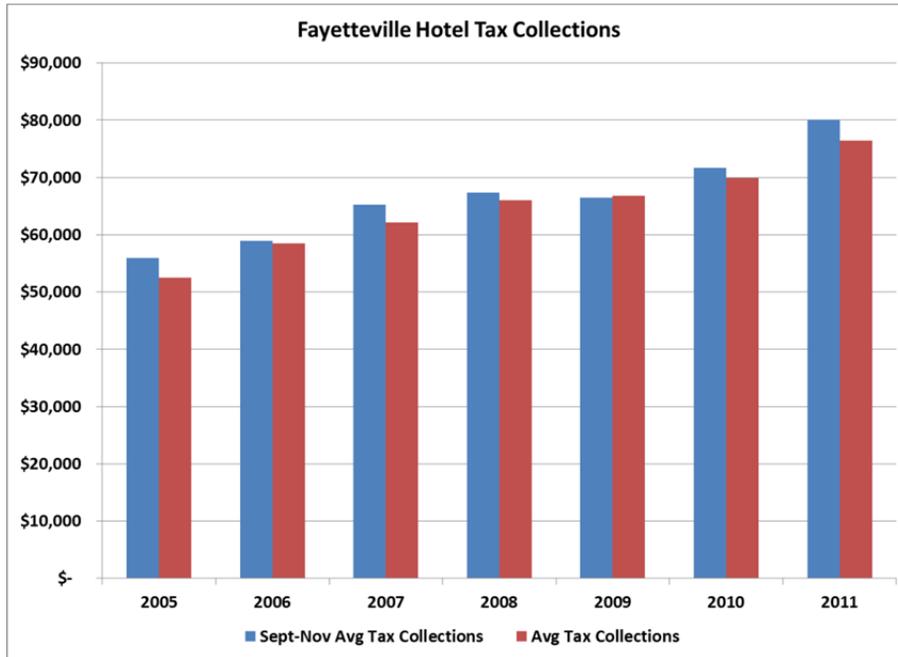
2011-12 Economic Impact of Visitors at Razorback Home Games				
	Baseball	Basketball	Football	Total
Attendance from Outside NWA	30,967	69,652	241,193	341,812
Total Attendance	192,817	165,846	360,566	719,229
Percent from Outside NWA	16.1%	42.0%	66.9%	
Hotel Rooms Occupied by Visitors	2,511	4,424	28,870	35,805
Meals Eaten by Visitors	69,557	110,766	884,783	1,065,106
Number of Game Days	33	22	5	60
Average Spending by Visitors per Game	\$62,036	\$137,686	\$4,900,437	
Total Spending by Visitors	\$2,047,173	\$3,029,098	\$24,502,183	\$29,578,454
Total Sales Taxes from Visitor Spending	\$184,246	\$272,619	\$2,205,196	\$2,662,061

Source: Center for Business and Economic Research Surveys and Estimates

CITY HOTEL, MOTEL, AND RESTAURANT (HMR) TAX COLLECTIONS

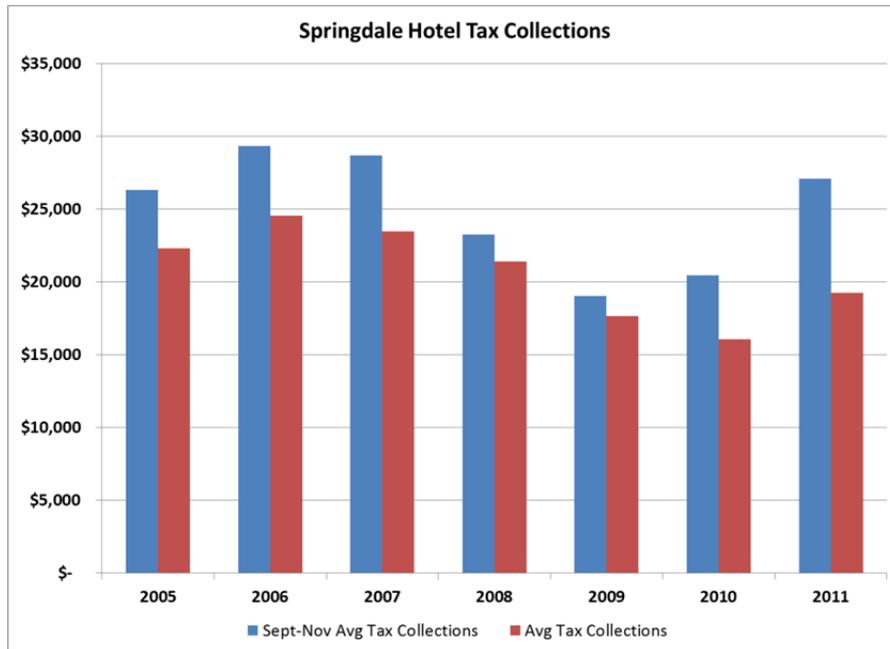
The four major cities in Northwest Arkansas, Fayetteville, Springdale, Rogers and Bentonville are primary beneficiaries of the economic activity that is generated by the 342,000 people who visit the region to attend home basketball, baseball, and football games at the University of Arkansas. Home baseball and basketball games do not bring in as many visitors who take up hotel and motel rooms in Northwest Arkansas, but attendees at football games during the fall (September through November) occupied some 28,870 hotel or motel room nights in the area. As a result, in Fayetteville, fall hotel tax collections have been on average 14.2 percent higher than during the rest of the year since 2005, peaking at 22.0 percent higher in 2011. Springdale hotel tax collections have also been 20.6 percent higher in the fall. Part of the higher fall average in Springdale is explained by a hotel tax rate increase to 2.0 percent from 1.5 percent in September 2011. Hotel tax collections in Rogers were also higher in the fall since 2005, at an average rate of 14.3 percent. Finally, Bentonville hotel tax collections were also higher in the fall at an average rate of 13.0 percent since 2005. The higher hotel tax collections are indicative of the increased demand for hotel rooms in Northwest Arkansas as a result of the fall football games. The following four charts show the comparisons of the fall and yearly hotel tax collections in Fayetteville, Springdale, Rogers and Bentonville.

FIGURE 1: FAYETTEVILLE HOTEL TAX COLLECTIONS



Source: Fayetteville A&P Commission and Center for Business and Economic Research Estimates

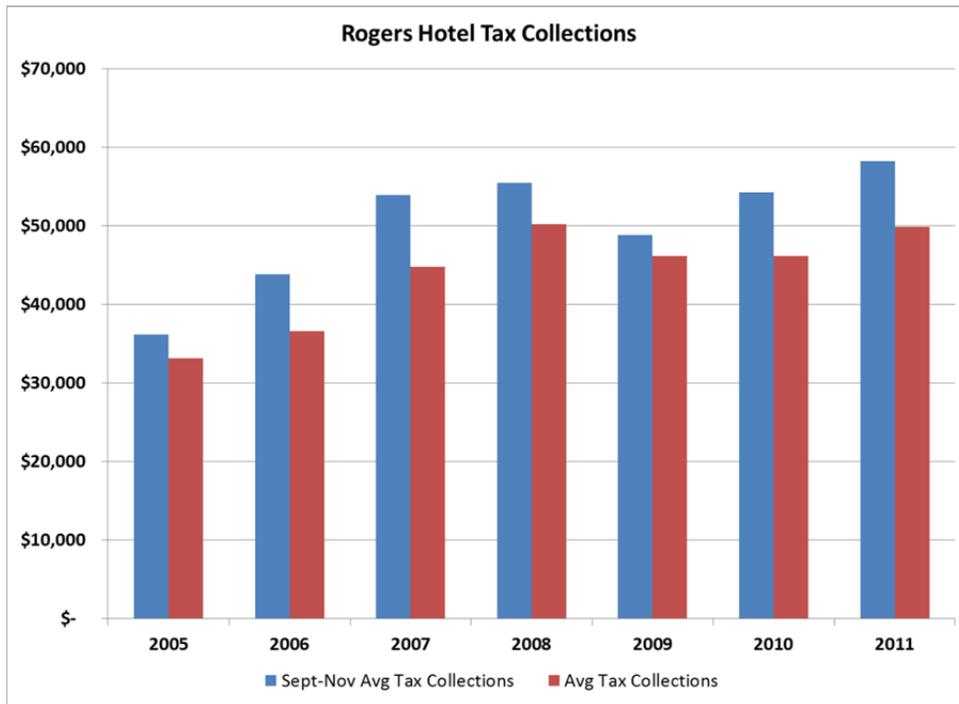
FIGURE 2: SPRINGDALE HOTEL TAX COLLECTIONS



Source: City of Springdale and Center for Business and Economic Research Estimates²

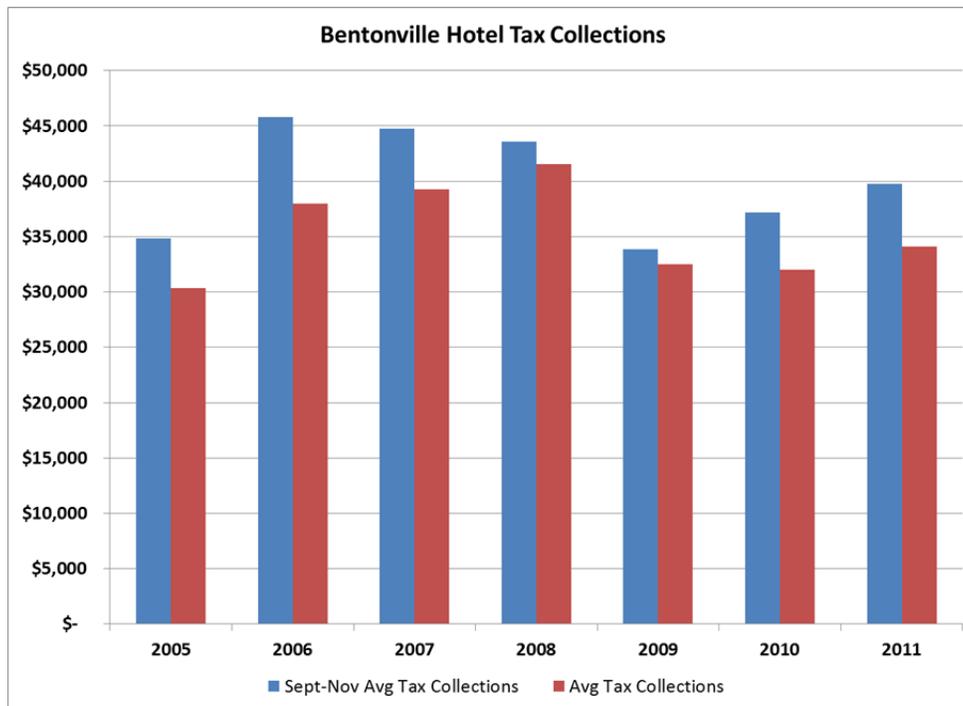
² Part of the higher fall average in Springdale is explained by a hotel tax rate increase to 2.0 percent from 1.5 percent in September 2011.

FIGURE 3: ROGERS HOTEL TAX COLLECTIONS



Source: Rogers A&P Commission and Center for Business and Economic Research Estimates

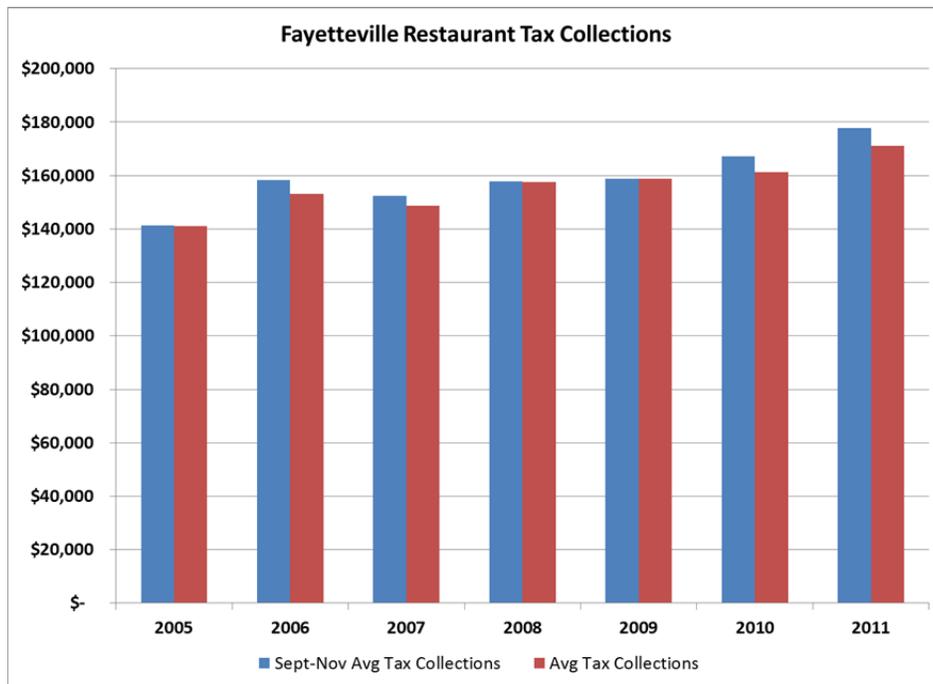
FIGURE 4: BENTONVILLE HOTEL TAX COLLECTIONS



Source: Bentonville A&P Commission and Center for Business and Economic Research Estimates

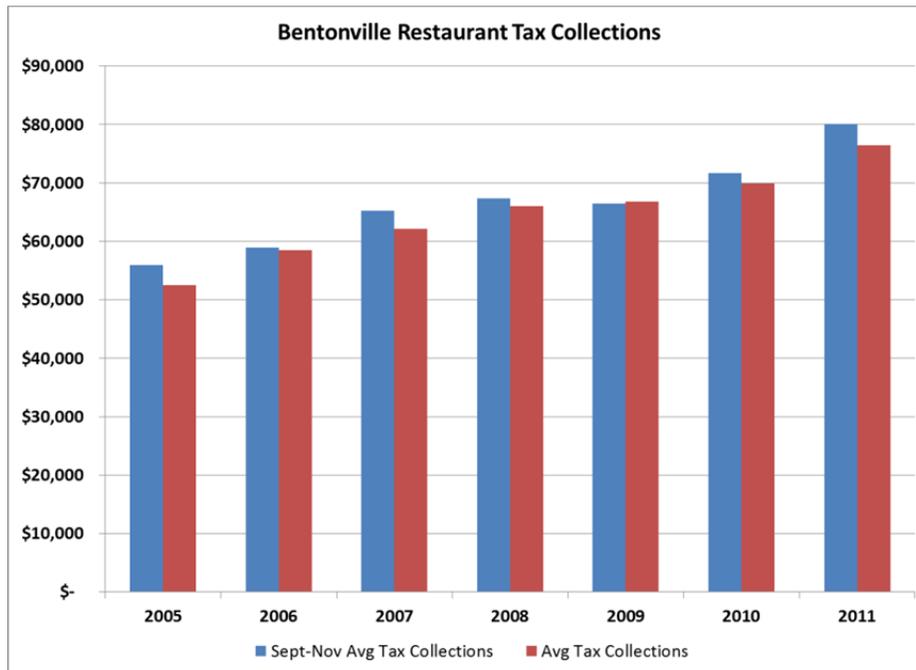
The major cities in Northwest Arkansas also benefit economically from the meals eaten by visitors to the Athletic events on the University of Arkansas campus. Over the course of 60 game days on the University of Arkansas campus, more than 1.06 million meals are eaten in Northwest Arkansas by visitors to baseball, basketball and football games. The vast majority of these meals, some 884,783 meals, are eaten by visitors to the fall football games. Comparing the restaurant tax collections, also called the prepared food tax, we can understand the significant impact of these visitors on the local economy. In Fayetteville, restaurant tax collections are on average 2 percent higher in the fall when compared to the rest of the year, while in Bentonville, restaurant tax collections are 3 percent higher than the rest of the year. The cities of Springdale and Rogers do not collect these taxes.

FIGURE 5: FAYETTEVILLE RESTAURANT TAX COLLECTIONS



Source: Fayetteville A&P Commission and Center for Business and Economic Research Estimates

FIGURE 6: BENTONVILLE RESTAURANT TAX COLLECTIONS

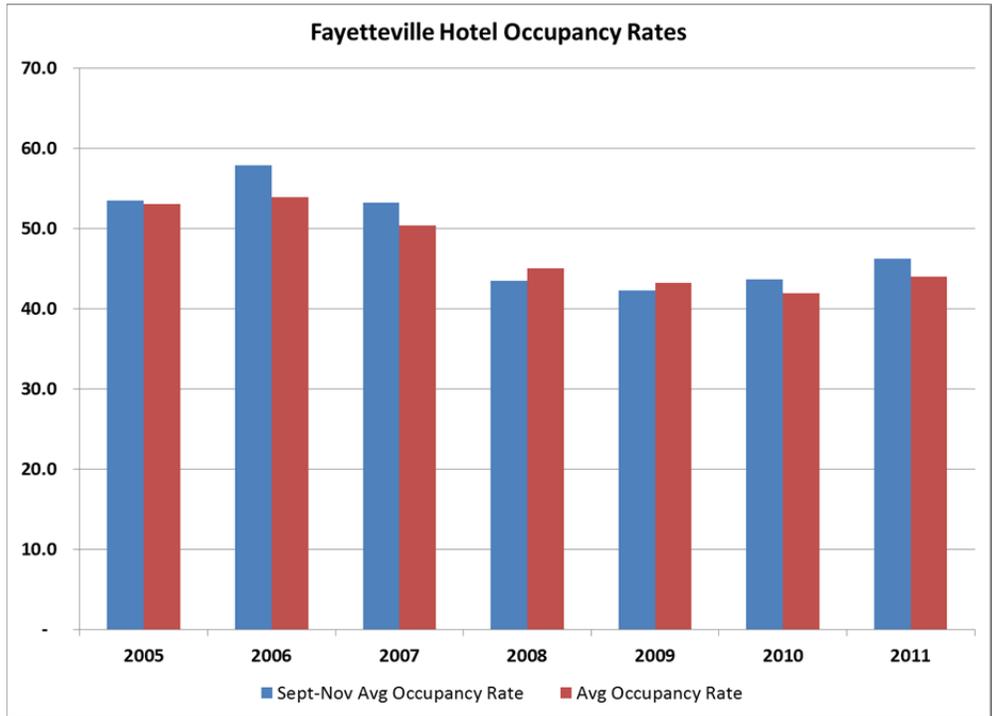


Source: Bentonville A&P Commission and Center for Business and Economic Research Estimates

NORTHWEST ARKANSAS HOTEL OCCUPANCY

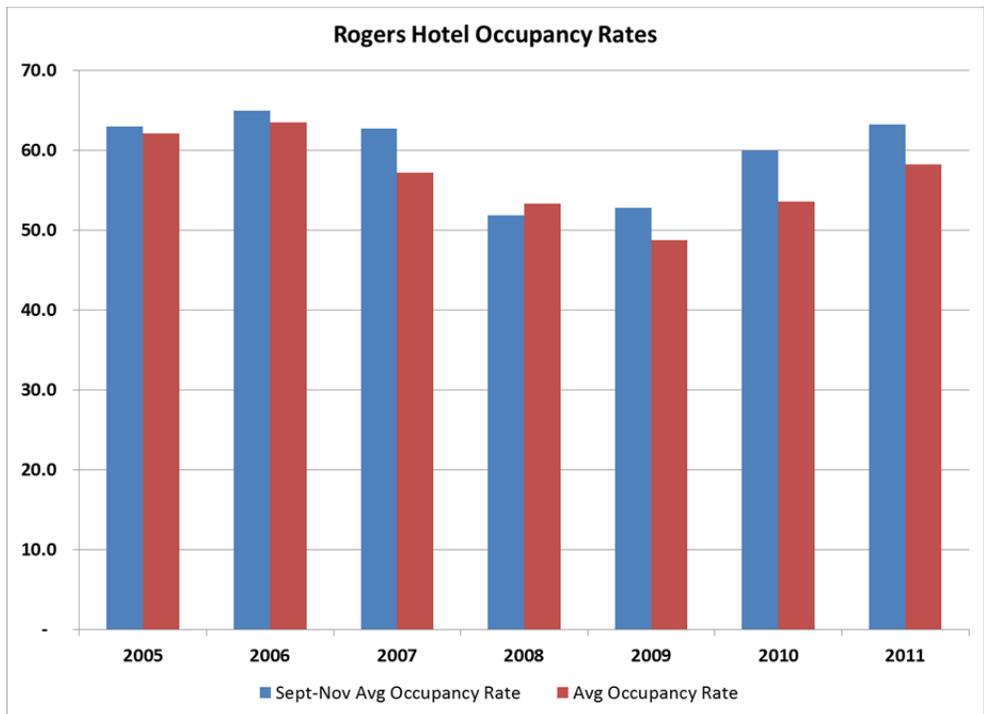
Similar to the story told by the hotel tax collections in Northwest Arkansas, the hotel occupancy rates collected by local Advertising and Promotion (A&P) Commissions show that hotels in Fayetteville, Rogers and Bentonville have higher occupancy in the fall due to the influx of visitors to football games. In Fayetteville, hotel occupancy is 2.5 percent higher in the fall than it is during the year while the fall hotel occupancy rate is 5.6 percent higher in Rogers and 8.2 percent higher in Bentonville. The Bentonville rate is significantly higher because the fall 2011 hotel occupancy rate was 14.6 percent higher than the rest of the year. This high rate in the fall of 2011 could be explained in part by the opening of Crystal Bridge in Bentonville. Springdale does not compile hotel occupancy rates.

FIGURE 7: FAYETTEVILLE HOTEL OCCUPANCY RATES



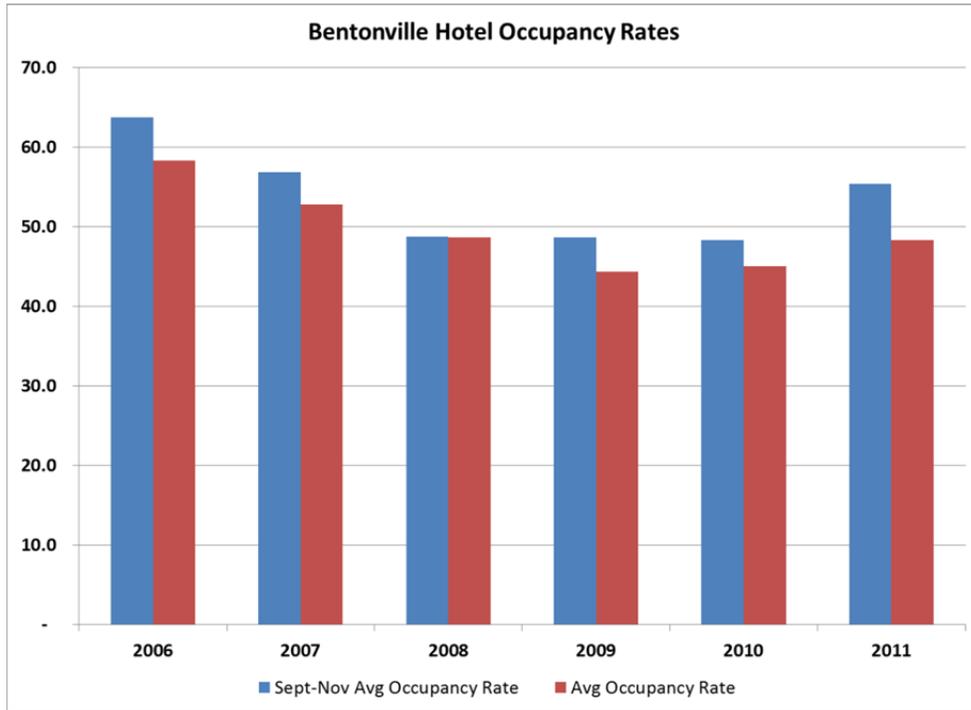
Source: Fayetteville A&P Commission and Center for Business and Economic Research Estimates

FIGURE 8: ROGERS HOTEL OCCUPANCY RATES



Source: Rogers A&P Commission and Center for Business and Economic Research Estimates

FIGURE 9: BENTONVILLE HOTEL OCCUPANCY RATES

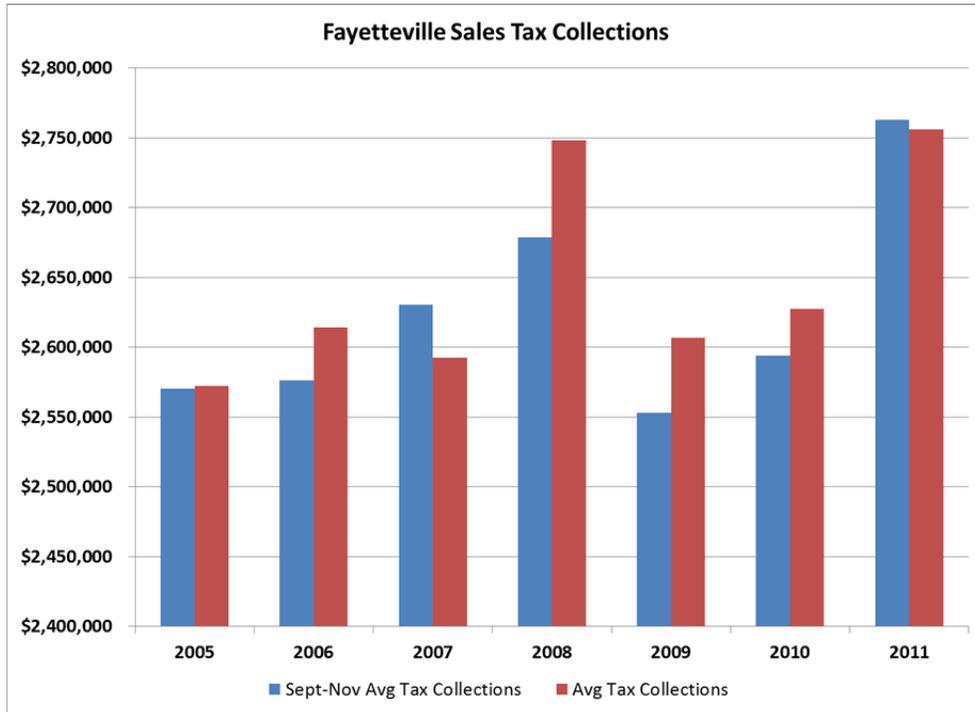


Source: Bentonville A&P Commission and Center for Business and Economic Research Estimates

SALES TAX COLLECTIONS

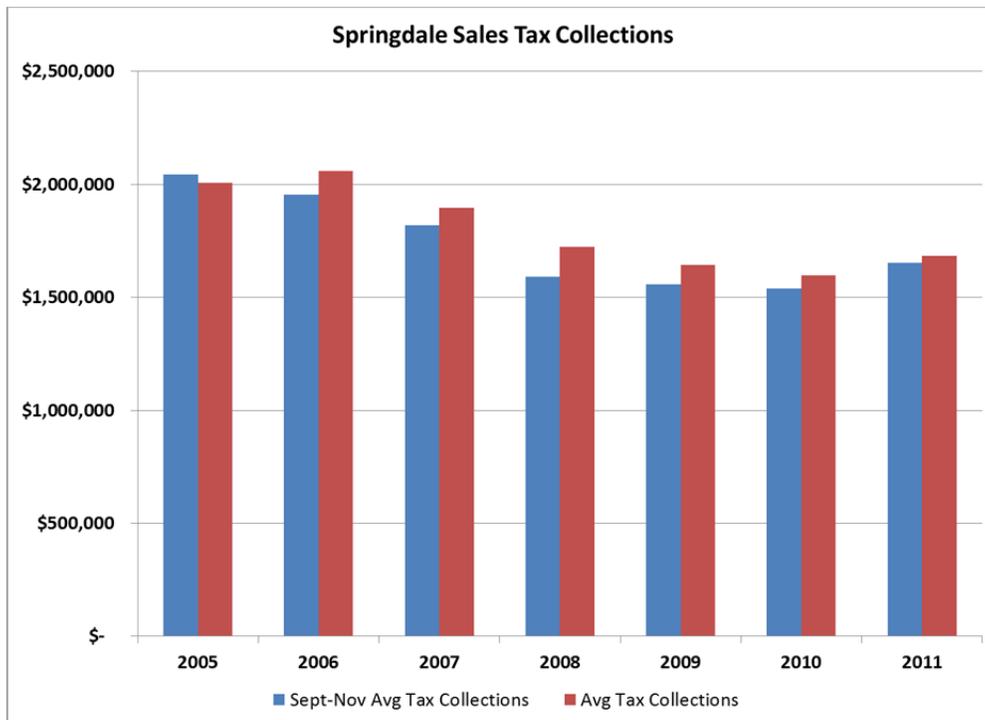
Visitors associated with the baseball, basketball and football games on the University of Arkansas campus generate significant economic activity that is estimated at nearly \$30 million on an annual basis. The cities of Northwest Arkansas collect a 2 percent sales tax on the estimated \$30 million dollars spent by visitors to the region. The 2 percent city sales taxes yielded an estimated \$594,527 from visitors to baseball, basketball and football games. This represents 0.6 percent of the total sales tax collections of the four major cities in Northwest Arkansas. The average sales tax collections during the football season (September-November) are typically lower than the annual average sales tax collections, as much Christmas and holiday shopping typically occurs in December. The sales tax collections from these cities are presented in the following graphs.

FIGURE 10: FAYETTEVILLE SALES TAX COLLECTIONS



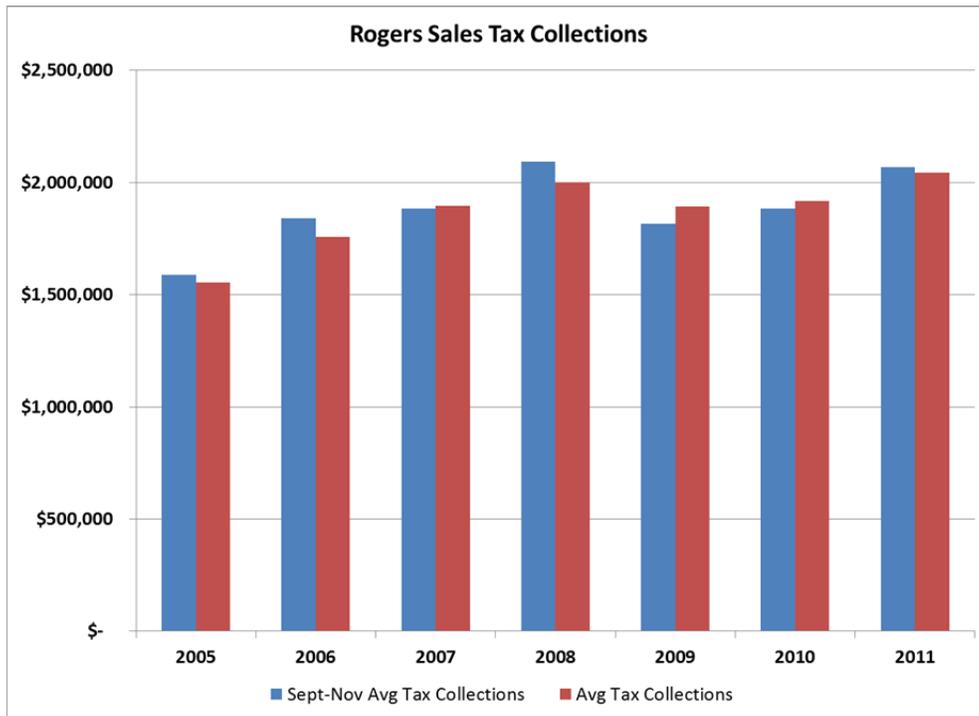
Source: City of Fayetteville and Center for Business and Economic Research Estimates

FIGURE 11: SPRINGDALE SALES TAX COLLECTIONS



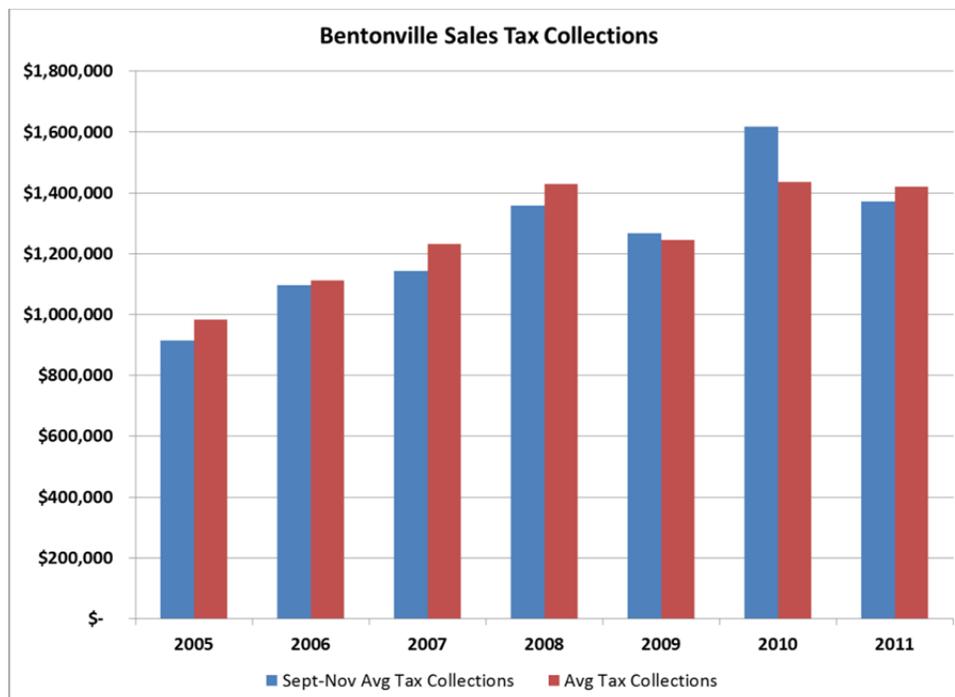
Source: City of Springdale and Center for Business and Economic Research Estimates

FIGURE 12: ROGERS SALES TAX COLLECTIONS



Source: City of Rogers and Center for Business and Economic Research Estimates

FIGURE 13: BENTONVILLE SALES TAX COLLECTIONS



Source: City of Rogers and Center for Business and Economic Research Estimates

CONSTRUCTION OF UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT FACILITIES

Construction is a regular occurrence on the University of Arkansas campus. The Athletic Department has made several additions and modifications to athletic facilities over time and these activities produce significant economic impacts for the local and state economies. This section details the construction projects that the Athletic Department has completed and plans to accomplish in the future. Using information on construction costs associated with past, current and future projects, researchers from the Center for Business and Economic Research used IMPLAN to generate an economic impact estimates for the construction activity.

IMPLAN employs an input-output approach to evaluate the economic impact of construction activity in the state of Arkansas. This regional impact model enables the evaluation of the economic impact of specific activities like construction within an economy. The basic data sources for the current edition of the IMPLAN database and the model used in this study are the Input-Output Accounts of the United States, developed by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA), and county income and employment data published by BEA and the Bureau of Labor Statistics (BLS). The model reflects 2010 industrial structure and technology, and 2010 prices (trade flows in the model are expressed in 2010 dollars) but economic impacts can be presented in current dollars of the construction time period. IMPLAN uses a 525-sector input/output model to measure the effects of three types of impacts: direct, indirect, and induced. Direct impacts consist of employment and purchases of goods and services in the region resulting from the activity being evaluated, in this case, construction on the University of Arkansas campus. Indirect (inter-industry) impacts consist of goods and services purchased by the firms, which supply inputs consumed in the direct activity. Induced impacts consist of increased household purchases of goods and services in the region by employees of direct and indirect employers. The model generates multipliers, which summarize the magnitude of the indirect and induced effects generated by a given direct change, to estimate changes in output, income, and employment. In other words, the multiplier is the ratio of total impact to direct impact.

COMPLETED UNIVERSITY OF ATHLETIC DEPARTMENT CONSTRUCTION

From 2002 to 2011, the Athletic Department embarked on numerous construction projects which have made additions or improvements to facilities on the University of Arkansas campus. These improvements and additions have affected the facilities of sports like football, soccer, gymnastics, and track and field, among others. The table below shows the breakdown of spending on construction by project and year. In total, between 2002 and 2011, the Athletic Department spent \$164,825,727 on construction projects on the University of Arkansas campus. One of the biggest items on this expenditure was improvements and additions made at the Donald W. Reynolds Razorback Stadium.

Using IMPLAN, researchers from the Center for Business and Economic Research were able to estimate the economic impact of the construction activity by year of construction. The table below shows that the construction activity from 2002 to 2011 produced 2,024 direct jobs and 3,341 total jobs when indirect and induced impacts are considered. The construction produced \$104,032,578 in labor income and a total economic impact of \$288,653,131 during the 2002 to 2011 time period. All the dollar values shown in the table reflect current dollars of the year when the construction occurred.

TABLE 39: 2002-2011 UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT CONSTRUCTION

2002-2011 University of Arkansas Athletic Department Construction				
Year	Expense	UA Expenses	Razorback Foundation	Total
2002	Razorback Stadium	\$ 81,636,407		\$ 81,636,407
	Soccer Stadium	\$ 932,702		\$ 932,702
2003	Razorback Stadium		\$ 20,587,478	\$ 20,587,478
2004	Razorback Stadium		\$ 665,876	\$ 665,876
	Razorback Stadium Westside Façade	\$ 1,940,855		\$ 1,940,855
	Bev Lewis Gymnastics Center	\$ 7,018,367		\$ 7,018,367
	Baum Stadium		\$ 3,152,301	\$ 3,152,301
	Tyson Indoor Track		\$ 79,175	\$ 79,175
	Bud Walton Arena		\$ 558,777	\$ 558,777
	Golf Practice Facility		\$ 765,386	\$ 765,386
2005	Bud Walton Arena		\$ 173,617	\$ 173,617
	Tyson Indoor Track		\$ 572,996	\$ 572,996
2006	Razorback Stadium		\$ 553,000	\$ 553,000
	Track Storage Building		\$ 540,999	\$ 540,999
	Strength Training Facility	\$ 4,519,011		\$ 4,519,011
	Broyles Athletic Center	\$ 91,961		\$ 91,961
2007	Baum Stadium		\$ 4,416,945	\$ 4,416,945
	Razorback Ticket Office/Raz. Found		\$ 1,542,494	\$ 1,542,494
	John McDonnell Outdoor Track	\$ 14,602,262		\$ 14,602,262
	Barnhill Arena	\$ 1,524,113		\$ 1,524,113
2008	Razorback Stadium	\$ 296,188		\$ 296,188
	John McDonnell Outdoor Track	\$ 53,583		\$ 53,583
	Baum Stadium		\$ 71,140	\$ 71,140
	Bud Walton Arena		\$ 464,961	\$ 464,961
	John McDonnell Outdoor Track		\$ 413,617	\$ 413,617
	Tennis Center		\$ 2,199,387	\$ 2,199,387
	Razorback Ticket Office/Raz. Found		\$ 22,562	\$ 22,562
2009	Broyles Athletic Center	\$ 303,707		\$ 303,707
	John McDonnell Outdoor Track	\$ 185,251	\$ 582,872	\$ 768,123

2002-2011 University of Arkansas Athletic Department Construction				
Year	Expense	UA Expenses	Razorback Foundation	Total
	Razorback Stadium	\$ 56,030		\$ 56,030
	Bud Walton Arena	\$ 1,935,401		\$ 1,935,401
	Dill Tennis Center	\$ 1,619,000		\$ 1,619,000
	Bogle Softball Stadium	\$ 10,303,745		\$ 10,303,745
2010	Tennis Center		\$ 61,376	\$ 61,376
2011	Baum Stadium	\$ 178,189		\$ 178,189
	Baum Stadium Fencing	\$ 204,000		\$ 204,000
Total		\$ 127,400,772	\$ 37,424,956	\$ 164,825,727

Source: University of Arkansas Athletic Department Information

TABLE 40: ECONOMIC IMPACT OF COMPLETED UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT CONSTRUCTION

Economic Impact of Completed University of Arkansas Athletic Department Construction					
Year	Impact Type	Employment	Labor Income	Value Added	Output
2002	Direct Effect	1,115.00	\$31,870,476	\$39,777,077	\$82,569,109
	Indirect Effect	345.4	\$12,561,004	\$18,466,576	\$33,183,423
	Induced Effect	380.3	\$10,476,169	\$19,191,711	\$32,006,554
	Total Effect	1,840.70	\$54,907,650	\$77,435,365	\$147,759,088
2003	Direct Effect	271.8	\$7,931,090	\$9,898,679	\$20,587,478
	Indirect Effect	84.2	\$3,125,854	\$4,595,478	\$8,244,196
	Induced Effect	92.7	\$2,607,035	\$4,775,931	\$7,998,223
	Total Effect	448.6	\$13,663,979	\$19,270,088	\$36,829,898
2004	Direct Effect	176.8	\$5,304,142	\$6,620,023	\$14,180,736
	Indirect Effect	54.8	\$2,090,504	\$3,073,357	\$5,563,854
	Induced Effect	60.3	\$1,743,529	\$3,194,040	\$5,359,984
	Total Effect	291.8	\$9,138,175	\$12,887,420	\$25,104,575
2005	Direct Effect	8.5	\$265,020	\$330,767	\$746,612
	Indirect Effect	2.6	\$104,451	\$153,559	\$279,149
	Induced Effect	2.9	\$87,115	\$159,589	\$267,108
	Total Effect	14.1	\$456,586	\$643,915	\$1,292,868
2006	Direct Effect	60.4	\$1,932,537	\$2,411,971	\$5,704,971
	Indirect Effect	18.7	\$761,664	\$1,119,762	\$2,043,660
	Induced Effect	20.6	\$635,246	\$1,163,732	\$1,941,159
	Total Effect	99.7	\$3,329,447	\$4,695,464	\$9,689,790
2007	Direct Effect	216.7	\$7,137,744	\$8,908,514	\$22,085,813
	Indirect Effect	67.1	\$2,813,175	\$4,135,793	\$7,536,984
	Induced Effect	73.9	\$2,346,253	\$4,298,195	\$7,175,098

Economic Impact of Completed University of Arkansas Athletic Department Construction					
Year	Impact Type	Employment	Labor Income	Value Added	Output
	Total Effect	357.8	\$12,297,172	\$17,342,502	\$36,797,894
2008	Direct Effect	32.7	\$1,102,159	\$1,375,588	\$3,521,438
	Indirect Effect	10.1	\$434,390	\$638,619	\$1,177,117
	Induced Effect	11.2	\$362,291	\$663,696	\$1,119,114
	Total Effect	54.0	\$1,898,840	\$2,677,904	\$5,817,668
2009	Direct Effect	138.4	\$4,708,632	\$5,876,775	\$14,986,006
	Indirect Effect	42.9	\$1,855,797	\$2,728,303	\$4,922,023
	Induced Effect	47.2	\$1,547,778	\$2,835,437	\$4,736,930
	Total Effect	228.5	\$8,112,208	\$11,440,515	\$24,644,960
2010	Direct Effect	0.5	\$18,703	\$23,343	\$61,376
	Indirect Effect	0.2	\$7,371	\$10,837	\$19,720
	Induced Effect	0.2	\$6,148	\$11,263	\$18,845
	Total Effect	0.9	\$32,223	\$45,443	\$99,941
2011	Direct Effect	3.2	\$113,939	\$142,205	\$382,189
	Indirect Effect	1	\$44,906	\$66,019	\$120,179
	Induced Effect	1.1	\$37,453	\$68,611	\$114,081
	Total Effect	5.4	\$196,298	\$276,835	\$616,449
Total	Direct Effect	2,024.0	\$ 60,384,442	\$ 75,364,942	\$ 164,825,727
	Indirect Effect	627.0	\$ 23,799,116	\$ 34,988,303	\$ 63,090,305
	Induced Effect	690.4	\$ 19,849,017	\$ 36,362,205	\$ 60,737,096
	Total Effect	3,341.5	\$ 104,032,578	\$ 146,715,451	\$ 288,653,131

2012 UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT CONSTRUCTION

In 2012, the Athletic Department is constructing a Football Center on the University of Arkansas campus. The facility will include a new locker room, team meeting rooms, athletic training room, equipment room, a student-athlete lounge and study area, coaches' offices, a recruiting reception area and a football museum. The project also involves the relocation of the football training fields. According to the Athletic Department, the project, which will be completed in time for the 2012 season, is estimated to cost \$40 million. Using IMPLAN, researchers from the Center for Business and Economic Research estimate that this construction activity generates 340 jobs in direct employment and 561 jobs in overall employment when indirect and induced jobs are added. Detailed employment in the top ten industries affected is provided in the Appendix. The overall economic impact of the 2012 construction activity of the Athletic Department is estimated at \$64,517,706.

TABLE 41: ECONOMIC IMPACT OF 2012 UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT CONSTRUCTION

Economic Impact of 2012 University of Arkansas Athletic Department Construction				
Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	339.6	\$11,924,841	\$14,883,221	\$40,000,000
Indirect Effect	105.2	\$4,699,898	\$6,909,560	\$12,577,935
Induced Effect	115.9	\$3,919,824	\$7,180,882	\$11,939,771
Total Effect	560.7	\$20,544,563	\$28,973,664	\$64,517,706

PLANNED UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT CONSTRUCTION

In 2011, the Athletic Department released a Facilities Master Plan which provides a long-term vision of the future improvements to athletic facilities on the University of Arkansas campus. The plan was coordinated with the overall campus growth plan and is intended to meet the long term needs of the student-athletes, coaches, fans and donors. The plan includes a range of estimated cost based on square footage projects. The twenty year plan is estimated cost between \$212,300,000 and \$264,950,000 to complete and affects the facilities of a wide range of sports at the University of Arkansas campus. A table is provided below that lists the facilities improvements planned over the next twenty years and cost estimates associated with each project. Further information provided by the Athletic Department indicated that projects worth about \$150 million, listed in the twenty year plan are expected to be completed between 2012 and 2017. This study will only consider the economic impact of construction to be carried out over this five year range, worth \$150 million.

Using IMPLAN, researchers from the Center for Business and Economic Research estimate that the five year construction activity, worth \$150 million in 2012 dollars will generate 1,221 jobs in direct employment and 2,016 jobs in overall employment when indirect and induced jobs are added. Detailed employment in the top ten industries affected is provided in the Appendix. The overall economic impact of the current construction activity of the Athletic Department is estimated at \$239,740,103.

TABLE 42: UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT 20 YEAR CONSTRUCTION MASTER PLAN

University of Arkansas Athletic Department 20 Year Construction Master Plan		
Project	Low Cost Estimate	High Cost Estimate
Basketball Practice Facility	\$ 20,000,000	\$ 25,000,000
Academic and Dining Building	\$ 18,000,000	\$ 23,000,000
Baseball/ Track Training Facility	\$ 11,500,000	\$ 14,000,000
Reynolds Razorback Stadium North	\$ 78,000,000	\$ 95,000,000
Baum Stadium Expansion	\$ 15,500,000	\$ 19,000,000
Walton Arena Improvements	\$ 41,000,000	\$ 51,500,000
5,000 Seat Competition Venue	\$ 18,000,000	\$ 23,000,000
John McDonnell Field Expansion	\$ 4,250,000	\$ 5,100,000
Bogle Park Expansion	\$ 750,000	\$ 1,500,000
Billingsley Tennis Center Expansion	\$ 500,000	\$ 1,250,000
Outdoor Swimming Expansion	\$ 3,000,000	\$ 3,500,000
Indoor Swimming Expansion	\$ 300,000	\$ 600,000
Smith Golf Center	\$ 1,500,000	\$ 2,500,000
Total Estimate	\$ 212,300,000	\$ 264,950,000

Source: University of Arkansas Athletic Department Information

TABLE 43: ECONOMIC IMPACT OF 2012-2017 PLANNED UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT CONSTRUCTION

Economic Impact of 2012-2017 Planned University of Arkansas Athletic Department Construction				
Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	1,221.20	\$43,748,056	\$54,601,314	\$150,000,000
Indirect Effect	378.3	\$17,242,277	\$25,348,755	\$46,181,346
Induced Effect	416.6	\$14,380,458	\$26,344,133	\$43,558,749
Total Effect	2,016.10	\$75,370,791	\$106,294,202	\$239,740,103

OVERALL ECONOMIC IMPACT

Considering all the economic impacts detailed in this report, researchers are able to estimate an economic impact of the activities of the University of Arkansas Athletic Department. The majority of the economic benefits of the activities of the Athletic Department accrue to the Northwest Arkansas region. These benefits are also calculated on an annual basis and therefore represent the amount of the economic activity generated for one year. The Athletic Department had direct expenditures of \$84,748,274 and total economic impact of \$124,065,968, while visitors to home baseball, basketball and football games generated an additional \$29,578,454. In total, this generated an economic impact of \$153,644,422 on an annual basis³. The economic multiplier associated with this impact is 1.81, which means that every dollar in Athletic Department expenditures generated \$1.81 in benefits. The Athletic Department employs 260 individuals on a full-time basis and 982 people on a part-time or hourly basis.

As part of this economic impact, activities of the Athletic Department generated tax revenue worth \$4,895,918 to state and local governments. Taxes collected by the state (income and sales taxes) accounted for \$3,723,606 and local governments collected \$1,172,312 in sales taxes.

Construction activity at the University of Arkansas Athletic Department also provided and will continue to provide significant one-time benefits. The current construction on the University of Arkansas campus supports 561 jobs and generates an economic impact of \$64,517,706 and planned construction over the next five years will support 2,016 jobs and generate \$239,740,103 in economic activity.

TABLE 44: ANNUAL ECONOMIC IMPACT OF THE UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT

Annual Economic Impact of the University of Arkansas Athletic Department	
Item	Amount
Expenditures of the Athletic Department	\$ 84,748,274
Expenditures Economic Impact	\$ 124,065,968
Revenues of the Athletic Department	\$ 89,917,612
Visitor Economic Impact	\$ 29,578,454
Total Economic Impact (Expenditures and Visitor Impact)	\$ 153,644,422
Economic Multiplier	1.81

³ Expenditures came from 2010-11 data, while visitor impact came from the 2011-12 season. Assuming that expenditures remained constant, this estimate represents the annual impact.

APPENDIX

ATHLETIC ECONOMIC IMPACT SURVEY

Script:

Excuse me, are you a student? (If the interviewee answers yes, move on to another potential interviewee.)

Hello, my name is ____ and I am from the Center for Business and Economic Research at the University of Arkansas. We are conducting a study to estimate the impact of the University of Arkansas Athletic Program and I was wondering if I could ask you a few questions. Should you choose to participate; all information will be kept confidential to the extent allowed by law and University policy. No personally identifying information will be used in any publication resulting from this research. You are under no obligation to answer any particular question, and you may cease participation at any time. May I begin?

Survey Instructions:

In the reply to question 1, if interviewees indicate that their hometown is in Northwest Arkansas, thank them for their time and end the survey.

1. What is your hometown and zip code? Hometown: _____ Zip: _____
2. How many people are in your party? (including yourself)
 Number of Adults: _____ Number of Children: _____
3. What event brought you to Fayetteville today?
 ___ University of Arkansas v _____ Game (Date) ___ Other: _____
4. How many days do you plan on being in Northwest Arkansas? _____ # of Days
5. If your party is staying overnight in Northwest Arkansas, please indicate the number of nights for each applicable type of accommodation. If your party is staying in a hotel/motel or in a RV park, please specify the number of rooms/sites your party is occupying each night.
 Hotel/Motel _____ Number of rooms _____
 RV Park _____ Number of sites _____
 Friends/Family _____
 Other _____
6. Please indicate the city of your overnight accommodations and/or the name of the Hotel/Motel you stayed in if applicable.
 City: _____ Hotel/Motel: _____
7. Approximately how many times will your party purchase meals at Northwest Arkansas Restaurants?
 In Fayetteville? Breakfast ___ (# of times) Lunch ___ (# of times) Dinner ___ (# of times)
 In other Northwest Arkansas cities? Breakfast ___ (# of times) Lunch ___ (# of times) Dinner ___ (# of times)
8. Do you plan on purchasing food, merchandise, programs, or anything else while at the event? If so, please indicate how much you plan to spend (excluding ticket purchase).
 ___ Yes If yes, amount: \$ _____ ___ No
 Please indicate which of these your party plans to do while in Fayetteville or elsewhere in Northwest Arkansas:

	Fayetteville	Other Northwest Arkansas
Purchase Fuel (Car or airplane)	___Yes ___No	___Yes ___No
Retail Shopping	___Yes ___No	___Yes ___No
Buy Groceries/Tailgating Gear	___Yes ___No	___Yes ___No
Purchase Packaged Liquor	___Yes ___No	___Yes ___No
Rent a Vehicle	___Yes ___No	___Yes ___No
Use a Taxi	___Yes ___No	___Yes ___No
See a Movie	___Yes ___No	___Yes ___No
Go to a Bar/Nightclub	___Yes ___No	___Yes ___No
Other things (haircut, tattoo, etc.)	___Yes ___No	___Yes ___No
9. Excluding payments for tickets and any money spent inside the stadium, approximately what is the TOTAL amount YOUR PARTY expects to spend in Northwest Arkansas on this trip? Total: \$ _____

Thank you. Please enjoy your stay.

EMPLOYMENT BY SECTOR IMPACTS OF COMPLETED ATHLETIC CONSTRUCTION

The table below shows the employment impacts by sector of the construction of the completed construction on the University of Arkansas campus.

TABLE 45: EMPLOYMENT IMPACT OF COMPLETED UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT CONSTRUCTION

Employment Impact of Completed University of Arkansas Athletic Department Construction					
Sector	Description	Employment	Labor Income	Value Added	Output
36	Construction of other new nonresidential structures	2,024.0	\$ 60,384,442	\$ 75,364,942	\$ 164,825,730
369	Architectural, engineering, and related services	116.0	\$ 5,515,327	\$ 5,606,548	\$ 9,554,035
413	Food services and drinking places	99.8	\$ 1,312,760	\$ 2,047,948	\$ 3,785,685
319	Wholesale trade businesses	52.1	\$ 2,878,907	\$ 5,122,432	\$ 7,469,387
382	Employment services	48.3	\$ 852,315	\$ 918,528	\$ 1,180,529
360	Real estate establishments	47.8	\$ 449,769	\$ 3,296,226	\$ 3,806,062
394	Offices of physicians, dentists, and other health practitioners	42.0	\$ 2,540,457	\$ 2,623,403	\$ 3,952,947
414	Automotive repair and maintenance, except car washes	37.8	\$ 1,138,141	\$ 1,304,163	\$ 2,109,869
397	Private hospitals	37.1	\$ 1,590,258	\$ 1,736,456	\$ 3,294,239
335	Transport by truck	36.7	\$ 1,519,603	\$ 1,833,307	\$ 3,431,994
	Other	799.9	\$ 25,850,599	\$ 46,861,498	\$ 85,242,654
	Total	3,341.5	\$ 104,032,578	\$ 146,715,451	\$ 288,653,131

EMPLOYMENT BY SECTOR IMPACTS OF CURRENT ATHLETIC CONSTRUCTION

The table below shows the employment impacts by sector of the construction of the football center on the University of Arkansas campus.

TABLE 46: EMPLOYMENT IMPACT OF 2012 UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT CONSTRUCTION

Employment Impact of 2012 University of Arkansas Athletic Department Construction					
Sector	Description	Employment	Labor Income	Value Added	Output
36	Construction of other new nonresidential structures	339.6	\$11,924,841	\$14,883,221	\$40,000,000
369	Architectural, engineering, and related services	19.5	\$1,089,178	\$1,107,192	\$1,948,272
413	Food services and drinking places	16.8	\$259,247	\$404,433	\$804,047
319	Wholesale trade businesses	8.7	\$568,533	\$1,011,588	\$1,253,106
382	Employment services	8.1	\$168,317	\$181,393	\$224,940
360	Real estate establishments	8	\$88,822	\$650,945	\$741,034
394	Offices of physicians, dentists, and other health practitioners	7	\$501,694	\$518,075	\$817,470
414	Automotive repair and maintenance, except car washes	6.3	\$224,762	\$257,549	\$451,870
397	Private hospitals	6.2	\$314,047	\$342,919	\$698,526
335	Transport by truck	6.2	\$300,094	\$362,045	\$691,494
	Other	134.3	\$5,105,028	\$9,254,304	\$16,886,947
	Total	560.7	\$20,544,563	\$28,973,664	\$64,517,706

EMPLOYMENT BY SECTOR IMPACTS OF PLANNED ATHLETIC CONSTRUCTION

The table below shows the employment impacts by sector of the planned construction from 2012 to 2017 on the University of Arkansas campus.

TABLE 47: EMPLOYMENT IMPACT OF PLANNED 2012-2017 UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT CONSTRUCTION

Employment Impact of Planned 2012-2017 University of Arkansas Athletic Department Construction					
Sector	Description	Employment	Labor Income	Value Added	Output
36	Construction of other new nonresidential structures	1,221.2	\$43,748,056	\$54,601,314	\$150,000,008
369	Architectural, engineering, and related services	70	\$3,995,812	\$4,061,900	\$7,250,888
413	Food services and drinking places	60.3	\$951,084	\$1,483,723	\$2,958,174
319	Wholesale trade businesses	31.4	\$2,085,747	\$3,711,162	\$4,434,214
382	Employment services	29.2	\$617,496	\$665,466	\$828,254
360	Real estate establishments	28.8	\$325,855	\$2,388,089	\$2,752,406
394	Offices of physicians, dentists, and other health practitioners	25.3	\$1,840,540	\$1,900,635	\$3,046,535
414	Automotive repair and maintenance, except car washes	22.8	\$824,574	\$944,856	\$1,666,840
397	Private hospitals	22.3	\$1,152,129	\$1,258,049	\$2,593,636
335	Transport by truck	22.2	\$1,100,941	\$1,328,217	\$2,545,807
	Other	482.6	\$18,728,557	\$33,950,791	\$61,663,341
	Total	2016.1	\$75,370,791	\$106,294,202	\$239,740,103