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EXECUTIVE SUMMARY

As a part of its strategic planning process, officials at the Recreation and Park Commission for the Parish of East Baton Rouge (BREC) commissioned a study to estimate the economic impact of visitors to BREC facilities and events on the Parish of East Baton Rouge. The study covered the twelve month period from **May 2003 to April 2004**. Data were collected at 21 BREC facilities in the period October – December 2003, and findings from those analyses were extrapolated to events and facilities in the remaining nine month period.

Surveys were distributed at 21 facilities to visitors by BREC employees. The facilities were selected to represent a cross-section of BREC's amenities. Both local residents and non-residents were surveyed in order to determine the proportion of visitors who came from out-of-town, but only data pertaining to non-residents were used in calculating economic impact. The surveys



gathered information on home zip code, group size, expenditures in a set of predetermined categories, length of stay, and primary reason for visiting.

3,083 visitor groups, representing a total of 11,298 visitors, were interviewed. Of these, 1,680 groups (representing 6,708 visitors) were from outside East Baton Rouge Parish. Of the 1,680 non-resident visitor groups, 923 (approximately 30% of the total sample) indicated that BREC facilities and/or events were either the primary reason that they visited East Baton Rouge Parish or were the reason they extended their stay by at least one day.

EXECUTIVE SUMMARY, CONT.

For each facility, expenditure data from these 923 visitor groups (representing 3,854 visitors) were transformed to produce a per-person, per day estimate for each of the ten expenditure categories. This per-person, per-day expenditure average was multiplied by the average number of days spent at each facility to calculate total per-person expenditure average, which was then multiplied by the total number of non-resident visitors to the facility (on an annual basis) or event (on an individual event basis) to determine the total direct expenditures at each facility by qualified visitors.

Total non-resident visitor direct expenditures at the BREC facilities and events that were studied was estimated to be **\$10.2 million**. Approximately **\$7.0 million** was spent at Sports and Recreation facilities and events; **\$2.6 million** at Nature and Wildlife facilities and events; and **\$0.6 million** at History, Art, and Theatre facilities and events.

The IMPLAN economic modeling software package was used to calculate four different types of economic impacts upon East Baton Rouge Parish. The sales impact of **\$16.6 million** is the largest measured economic



impact, but the personal income impact of **\$6.1 million** and the **276.4 (jobs)** employment impact are more meaningful because they are the benefits that residents of East Baton Rouge Parish received.

INTRODUCTION

As a part of its strategic planning process, officials at the Recreation and Park Commission for the Parish of East Baton Rouge (BREC) commissioned a study to estimate the economic impact of visitors to BREC facilities and events on the Parish of East Baton Rouge. The study covered the twelve month period from **May 2003 to April 2004**. Data were collected at 21 BREC facilities in the period October – December 2003, and findings from those analyses were extrapolated to events and facilities in the remaining nine month period.

Consultation between BREC officials and the research team resulted in 21 facilities (some with multiple types of events) being selected as survey sites. A survey instrument, modified for each facility, was developed similar to those which the researchers have used in previous economic impact studies. A typical survey is included as Appendix A of this report. Interviewer guidelines were provided by the researchers and are included as Appendix B. BREC staff provided and trained the interviewers.

VISITOR CHARACTERISTICS

Economic impact is concerned only with new money entering into the parish from outside its boundaries, so data from East Baton Rouge Parish residents are not included in these calculations of economic impact. Local residents were interviewed, but these data were used only to identify the proportion of total visitors who were from outside the East Baton Rouge Parish area. 3,083 visitor groups, representing a total of 11,298 visitors, were interviewed. Of these, 1,680 groups (representing 6,708 visitors) were from outside the area. 1,403 groups were local, 10 groups did not identify their origin, and 6 groups were removed because they were determined to be extreme outliers (values were more than 3 standard deviations from their group means). Table 1 shows that 54.5% of groups and 59.4% of visitors came from outside East Baton Rouge Parish, which was defined as zip codes 70801-70823, 70825-70827, 70831, 70833, 70835-70837, 70874, 70879, 70883-70884, 70892-70896, and 70898.

Table 1
Origin of Visitor Groups

Origin	Number of Groups	Percentage	Number of Visitors	Percentage
Out-of-Area	1,680	54.5%	6,708	59.4%
East Baton Rouge Parish Residents	1,403	45.5%	4,590	40.6%
Total	3,083	100.0%	11,298	100.0%

Table 2 shows that 45.1% of the out-of-area visitors would have come to the Baton Rouge area regardless of the presence of BREC facilities. Their primary reasons for visiting Baton Rouge were not related to BREC facilities, but while they were in the city they took the opportunity to visit them. Hence, the economic impact of these “casual” visitors cannot be attributed to BREC. However, 4.2% of these casual visitors extended their stay by at least one day because of the facilities (Table 3) and the economic impact emanating from these extended stays can be attributed to BREC.

Table 2
Out-of-Area Visitor Groups and Visitors Who Would Have Visited
East Baton Rouge Parish Regardless of BREC Facilities

	Number of Out-of-Area Groups	Percentage of Out-of-Area Groups	Number of Out-of-Area Visitors	Percentage of Out-of-Area Visitors
Yes	757	45.1%	2,854	42.5%
No	923	54.9%	3,854	57.5%
Total	1,680	100.0%	6,708	100.0%

Table 3
Out-of-Area Visitor Groups Who Would Have Visited East Baton Rouge Parish Regardless of BREC
Facilities but Stayed at Least One Day Longer Because of Them (Extended Stayers vs. Casuals)

	Number of Out-of-Area Groups	Percentage of Out-of-Area Groups	Number of Out-of-Area Visitors	Percentage of Out-of-Area Visitors
Yes (Extended Stayers)	32	4.2%	112	3.9%
No (Casuals)	725	95.8%	2,742	96.1%
Total	757	100.0%	2,854	100.0%

The unit of analysis for collecting the data and estimating economic impact was the immediate group, which was defined as the set of individuals for whom one person paid the expenses. Visitor groups were classified as “primary groups” (out-of-area groups who identified BREC facilities as their primary reason for visiting East Baton Rouge Parish) or “extended stay groups” (out-of-area groups who did not identify BREC facilities as their primary reason for visiting the Baton Rouge area, but who did extend their stay by at least one full day because of them). These proportions and the average size of their groups are shown in Table 4.

Table 4
Group Size of Primary and Extended Stay Groups

	# of Groups	# of People	Mean Group Size
Primary Visitor Groups	923	3,854	4.18
Extended Stay Groups	32	112	3.50
Total	955	3,966	4.15

ECONOMIC IMPACT OF VISITORS TO THE BATON ROUGE ZOO

To illustrate the procedures used to ascertain the economic impact of BREC facilities, their application to Baton Rouge Zoo is reported in detail in this section of the report. The Baton Rouge Zoo was constructed by BREC in the late 1960s and opened to the public in 1970. It is funded by BREC and charges an entry fee of \$4.00 to adults and \$1.50 to children, with reduced admissions available to senior citizens, large groups, and infants. The Zoo is open daily, year-round, with the exception of four national holidays.



Because economic impact is concerned only with new money entering the city from outside its boundaries, the analyses disregarded respondent groups who were local residents; visitor groups who came

from outside the city's boundaries but would have visited the Baton Rouge area regardless of Baton Rouge Zoo (and did not extend their stay by at least one day); and respondents who did not indicate their zip code of origin.

Table 5
Visitor Group Origin – Baton Rouge Zoo

Origin	Number of Groups	Percentage	Number of Visitors	Percentage
Out-of-Area	556	58.3%	3,073	61.1%
East Baton Rouge Parish Residents	397	41.7%	1,959	38.9%
Total	953	100.0%	5,032	100.0%

Thus, subsequent analyses were confined to the 19.6% of the total who were out-of-town visitor groups [556/953 (Table 5) x 187/556 (Table 6)] who would not have come to the Baton Rouge area except for Baton Rouge Zoo; and the 0.7% of total out-of-town visitor groups [556/953 (Table 5) x 369/556 (Table 6) x 7/369 (Table 7)] who were classified as extended stay groups. The economic impact of these two groups can legitimately be attributed to Baton Rouge Zoo.

Table 6
Out-of-Area Visitor Groups and Visitors who would have visited East Baton Rouge Parish regardless of Baton Rouge Zoo

	Number of Out-of-Area Groups	Percentage of Out-of-Area Groups	Number of Out-of-Area Visitors	Percentage of Out-of-Area Visitors
Yes	369	66.4%	1,844	60.0%
No	187	33.6%	1,229	40.0%
Total	556	100.0%	3,073	100.0%

Table 7

Out-of-Area Visitor Groups who would have visited East Baton Rouge Parish regardless of Baton Rouge Zoo who stayed at least one day longer because of it (Extended Stayers)

	Number of Out-of-Area Groups	Percentage of Out-of-Area Groups	Number of Out-of-Area Visitors	Percentage of Out-of-Area Visitors
Yes (Extended Stayers)	7	1.9%	24	1.3%
No	362	98.1%	1,820	98.7%
Total	369	100.0%	1,844	100.0%

The questionnaire (Appendix A) captured information on respondents' group expenditures associated with visiting Baton Rouge Zoo. By dividing the group expenditures by the number of people in the group a calculation was made of the average per person expenditures both for primary groups and for extended stay groups (Table 8).

Table 8

Average Expenditures Per-Person (\$) at Baton Rouge Zoo by Primary Visitors and Extended Stayers

Items	Primary (\$)	Extended Stayers (\$)	Mean Average (\$)
Admission/Entry Fees	2.72	2.98	2.72
Food & Beverage	4.19	15.42	4.40
Other Entertainment	0.25	0.00	0.24
Retail Shopping	2.25	2.08	2.25
Lodging	0.31	8.33	0.46
Private Auto	1.70	8.38	1.83
Rental Car	0.08	0.00	0.08
Other Expenses	0.49	1.00	0.50
Total	11.98	38.19	12.48

These figures were extrapolated to the proportion of total annual Baton Rouge Zoo visitors (estimated at 220,000) who were primary visitors (estimated at 53,732 visitors) and extended stay visitors

(estimated at 1,049 visitors). Table 9 shows the estimated direct expenditures by these groups. Thus, for example, total lodging expenditures by zoo primary group visitors in Baton Rouge area $(0.31 \text{ (Table 8)} \times 53,732) + (8.33 \text{ (Table 8)} \times 1,049)$ yielded the estimated \$25,270 shown in Table 9.

These results show that **the estimated economic impact of visitors to Baton Rouge Zoo as measured by direct expenditures was \$683,695**. This was comprised of \$643,979 from primary visitors and \$40,070 from extended stay visitors.

Table 9

Total Direct Expenditures Per-Person (\$) at Baton Rouge Zoo by Primary Visitors and Extended Stayers

Items	Primary (\$)	Extended Stayers (\$)	Total (\$)
Admission/Entry Fees	146,233	3,127	149,005
Food & Beverage	225,107	16,176	241,283
Other Entertainment	13,335	0	13,335
Retail Shopping	121,061	2,186	123,247
Lodging	16,526	8,744	25,270
Private Auto	91,375	8,788	100,163
Rental Car	4,132	0	4,132
Other Expenses	26,210	1,049	27,260
Total	643,979	40,070	683,695

Economic Impact on Sales



The next step was to estimate the impact of this new money on the East Baton Rouge Parish economy. This was done by using the IMPLAN input-output model for the community. Table 10 shows that **the estimated economic impact measured after sales multipliers were applied was \$1,095,687** (\$1,033,905 from primary

groups and \$62,457 from extended stay groups).

Table 10
Economic Impact on Sales by Baton Rouge Zoo Primary and Extended Stayer Groups

Items	Sales Coefficient				Impact on Sales (\$) by Primary Groups	Impact on Sales (\$) by Extended Stayer Groups
	Direct	Indirect	Induced	Total		
Admission/Entry Fees	1.00	0.60	0.30	1.90	278,372	5,952
Food & Beverage	1.00	0.27	0.30	1.57	353,161	25,379
Other Entertainment	1.00	0.21	0.34	1.55	20,734	0
Retail Shopping	1.00	0.16	0.34	1.50	181,747	3,282
Lodging	1.00	0.28	0.32	1.60	26,386	13,961
Private Auto	1.00	0.15	0.25	1.40	127,974	12,308
Rental Car	1.00	0.25	0.25	1.50	6,182	0
Other Expenses	1.00	0.16	0.34	1.50	39,349	1,575
Total					1,033,905	62,457

Economic Impact on Personal Income



A more useful measure of economic impact is its effect on the income of city residents. Table 11 shows that **the economic impact on personal income was estimated at \$397,659** (\$375,069 from primary groups and \$22,795 from extended stay groups).

Table 11

Economic Impact on Personal Income by Baton Rouge Zoo Primary Groups and Extended Stayer Groups

Items	Personal Income Coefficient				Impact on Income (\$) by Primary Groups	Impact on Income (\$) by Extended Stayer Groups
	Direct	Indirect	Induced	Total		
Admission/Entry Fees	0.21	0.26	0.11	0.58	84,412	1,805
Food & Beverage	0.37	0.09	0.11	0.57	128,336	9,222
Other Entertainment	0.45	0.08	0.12	0.65	8,697	0
Retail Shopping	0.48	0.05	0.13	0.66	79,890	1,443
Lodging	0.39	0.11	0.12	0.61	10,153	5,372
Private Auto	0.34	0.05	0.09	0.48	44,304	4,261
Rental Car	0.30	0.08	0.09	0.48	1,980	0
Other Expenses	0.48	0.05	0.13	0.66	17,297	692
Total					375,069	22,795

Economic Impact on Value Added to the Community



Another useful measure of economic impact is the value added to the community. This calculation includes payments made by businesses to workers, profits, interest, and indirect business taxes. Table 12 shows that **the economic impact on value added to the community was estimated at \$621,066** (\$585,812 from primary groups and \$35,564

from extended stay groups).

Table 12
Economic Impact on Value-Added by Baton Rouge Zoo Primary Groups and Extended Stayer Groups

Items	Value-Added Coefficient				Impact on Value-Added (\$) by Primary Groups	Impact on Value-Added (\$) by Extended Stayer Groups
	Direct	Indirect	Induced	Total		
Admission/Entry Fees	0.35	0.34	0.19	0.88	127,649	2,729
Food & Beverage	0.52	0.15	0.19	0.85	192,357	13,823
Other Entertainment	0.67	0.12	0.21	1.00	13,382	0
Retail Shopping	0.78	0.09	0.22	1.08	131,061	2,367
Lodging	0.61	0.16	0.20	0.97	16,033	8,483
Private Auto	0.56	0.08	0.16	0.80	73,060	7,026
Rental Car	0.66	0.12	0.16	0.94	3,895	0
Other Expenses	0.78	0.09	0.22	1.08	28,375	1,136
Total					585,812	35,564

Economic Impact on Employment



Finally, Table 13 estimates that **approximately 20.0 jobs were created in the parish as a result of visitor expenditures attributable to Baton Rouge Zoo** (18.8 from primary groups and 1.2 from extended stay groups). These jobs do not include zoo employees, but refer to additional jobs outside the zoo created from visitors' expenditures in the community. Note that this model does not differentiate between full-time and part-time jobs.

Table 13

Economic Impact on Employment by Baton Rouge Zoo Primary Groups and Extended Stayer Groups

Items	Employment Coefficient				Impact on Jobs by Primary Groups	Impact on Jobs by Extended Stayer Groups
	Direct	Indirect	Induced	Total		
Admission/Entry Fees	5.23	7.47	4.34	17.04	2.5	0.1
Food & Beverage	28.60	3.16	4.29	36.04	8.1	0.6
Other Entertainment	15.94	2.91	4.91	23.75	0.3	0.0
Retail Shopping	32.68	1.87	4.96	39.51	4.8	0.1
Lodging	19.23	4.03	4.62	27.88	0.5	0.2
Private Auto	11.78	1.72	3.65	17.15	1.6	0.2
Rental Car	12.38	3.05	3.60	19.03	0.1	0.0
Other Expenses	32.68	1.87	4.96	39.51	1.0	0.0
Total					18.8	1.2

ECONOMIC IMPACT OF VISITORS TO STUDIED BREC FACILITIES



The procedures in this section replicate those of the previous section, but measure aggregate economic impact across all facilities in the study. The analyses of visitors to all BREC facilities were confined to the 29.9% of total

out-of-town visitor groups, classified as primary groups, [1,680/3,083 (Table 1) x 923/1,680 (Table 2)] who would not have come to the Baton Rouge area except for BREC facilities; and the 1.0% of total out-of-town visitor groups [1,680/3,083 (Table 1) x 757/1,680 (Table 2) x 32/757 (Table 3)] classified as extended stay groups. The economic impact of these two groups can legitimately be attributed to BREC.

Per-person, per-day, average expenditures were calculated for each facility studied and applied to the regular visitation at each facility. The percentage of total visitor groups which were primary or extended stay visitors; the average visitor group size; and the per-person, per-day, average expenditures of visitors are listed in Table 14. Individual facility summary sheets listing the average expenditures in each category, visitation numbers, and estimated economic impacts are provided in Appendix D of this report.

Table 14
Summary of Primary and Extended Stay Visitors at Studied BREC Facilities

Facility	% of P+ES Visitors	Average Group Size	Per-Person, Per-Day Expenditures
Baton Rouge Zoo	24.9	6.5	\$12.48
Beaver Creek Golf Course	25.3	1.9	\$54.42
Burbank Soccer Complex	16.5	1.7	\$154.24
City Park Golf Course	32.3	1.4	\$72.14
Comite River/ Hooper Road Park	28.4	2.6	\$31.83
Farr Park	60.9	5.3	\$96.99
Farr Park Horse Activity Center	27.7	3.1	\$162.92
Greenwood Park/Disc Golf	25.0	1.0	\$97.30
Highland Road Cross-Country	35.3	1.4	\$23.71
Highland Road Observatory	12.5	3.1	\$21.00
Highland Road Tennis	16.7	1.3	\$37.83
Howell Park/Golf Course	8.5	1.3	\$79.00
Independence Park Soccer	10.4	5.7	\$9.12
Independence Park Tennis	21.3	3.3	\$52.40
Independence Park Holiday in the Park	24.6	3.8	\$10.01
Magnolia Mound Plantation	27.6	8.9	\$21.86
Memorial Stadium	79.5	3.1	\$10.88
Olympia Stadium	60.2	4.7	\$12.68
Perkins Road Pk.	12.0	3.0	\$9.33
Santa Maria Golf Course	26.7	1.7	\$70.25
Webb Golf Course	23.8	1.0	\$72.20



These calculated per-person, per-day average expenditures were then applied to a listing of special events held at BREC facilities during the study period May 2003 – April 2004. These events are listed in Table 15.

Table 15
Summary of BREC Special Events

Facility	Number of Events	Total Participants	Total Primary Visitors	Percentage of Visitors	Per-Person, Per-Day Expenditures	Source
Air Gun Special Events	1	72	29	40.0	\$27.28	Comite River/Hooper Road Data
BMX Special Events	5	167	67	40.0	\$27.28	Comite River/Hooper Road Data
Concert Series	6	1,200	480	40.0	\$12.79	<i>Measuring Economic Impact</i> by J.L. Crompton (Results of 16 Festivals and Spectator Events)
Creole Tour and Bonfire	1	200	80	40.0	\$12.79	<i>Measuring Economic Impact</i>
Disc Golf Special Events	9	558	223	40.0	\$97.30	Greenwood Park Data
Easter in the Park (2003/2004)	2	7,000	2800	40.0	\$12.79	<i>Measuring Economic Impact</i>
Farr Park Horse Activity Center	8	915	657	71.8	\$65.86	Horse Activity Center Data
Forest Park – Haunted Forest	1	2,500	1,000	40.0	\$12.79	<i>Measuring Economic Impact</i>
Golf Special Events	30	2,217	849	38.3	\$56.56	Weighted Average of Golf Course Data
Highland Road Observatory Special Events	6	6,210	795	12.8	\$19.09	Highland Observatory Data
Hot Air Balloon Championships	1	70,000	28,000	40.0	\$12.79	<i>Measuring Economic Impact</i>
Magnolia Mound Special Events	54	4,601	778	16.9	\$17.76	Magnolia Mound Data
Mountain Biking Special Events	2	70	28	40.0	\$27.28	Comite River/Hooper Road Data
Natural Resources Special Events	6	31,000	10,850	35.0	\$17.76	Magnolia Mound Data
Skate Park Special Events	2	301	120	40.0	\$27.28	Comite River/Hooper Road Data
Theatre Performance Series	3	3,600	1,440	40.0	\$12.79	<i>Measuring Economic Impact</i>

The estimated economic impacts of the BREC facilities and events studied are summarized in Table 16. The table estimates that **the economic impact of visitors to the Baton Rouge area as measured by direct expenditures was \$10,232,966.**

Table 16
Economic Impacts of Studied BREC Facilities and Events

Facility	Number of Visitors	Expenditures by Visitors	Impact On Sales	Impact On Income	Impact On Value-Added	Impact On Employment
Air Gun Special Events	29	\$1,964	\$3,208	\$1,149	\$1,837	0.0
Baton Rouge Zoo	54,787	\$696,709	\$1,120,441	\$405,172	\$632,429	20.2
Beaver Creek Golf Course	3,284	\$178,736	\$300,074	\$103,040	\$158,024	4.2
BMX Special Events	67	\$4,556	\$7,440	\$2,666	\$4,262	0.1
Burbank Soccer Complex	8,258	\$1,273,699	\$1,978,371	\$765,882	\$1,207,875	39.5
City Park Golf Course	4,850	\$349,895	\$576,876	\$205,564	\$319,935	9.5
Comite River/ Hooper Road Park	7,824	\$249,007	\$400,580	\$143,506	\$225,107	6.7
Concert Series	80	\$2,558	\$4,177	\$1,497	\$2,393	0.1
Creole Tour and Bonfire	480	\$15,346	\$25,061	\$8,981	\$14,355	0.4
Disc Golf Special Events	558	\$54,293	\$88,665	\$31,774	\$50,788	1.4
Easter in the Park (2003/2004)	2,800	\$89,517	\$146,187	\$52,388	\$83,738	2.3
Farr Park Campground	17,061	\$1,654,676	\$2,611,531	\$1,045,405	\$1,529,713	46.3
Farr Park Horse Activity Center	7,162	\$1,166,763	\$1,963,380	\$693,197	\$1,081,782	31.8
Farr Park Horse Center Special Events	657	\$97,343	\$158,968	\$56,968	\$91,059	2.5
Forest Park – Haunted Forest	1,000	\$31,970	\$52,210	\$18,710	\$29,906	0.8
Golf Special Events	849	\$75,222	\$122,843	\$44,022	\$70,366	1.9
Greenwood Park/Disc Golf	2,583	\$251,326	\$404,144	\$150,583	\$239,205	7.4
Highland Road Cross-Country	3,529	\$83,676	\$123,427	\$45,006	\$71,515	2.2
Highland Road Observatory	1,432	\$30,067	\$48,183	\$16,877	\$26,062	0.8
Highland Road Observatory Special Events	795	\$15,177	\$24,785	\$8,882	\$14,197	0.4
Highland Road Tennis	5,712	\$216,069	\$331,406	\$122,917	\$192,703	6.5
Hot Air Balloon Championships	28,000	\$895,173	\$1,461,875	\$523,882	\$837,379	22.7
Howell Park/Golf Course	2,259	\$178,446	\$297,231	\$103,829	\$157,329	4.9

Independence Park Soccer	1,564	\$14,264	\$23,683	\$7,822	\$12,071	0.3
Independence Park Tennis	7,033	\$368,510	\$591,498	\$214,423	\$334,659	9.3
Independence Park Holiday in the Park	33,512	\$335,463	\$549,124	\$194,142	\$302,820	8.3
Magnolia Mound Plantation	4,057	\$88,698	\$151,772	\$52,168	\$80,637	2.4
Magnolia Mound Special Events	778	\$13,820	\$22,569	\$8,088	\$12,928	0.4
Memorial Stadium	29,691	\$322,951	\$540,677	\$182,688	\$279,023	8.2
Mountain Biking Special Events	28	\$1,910	\$3,118	\$1,118	\$1,786	0.0
Natural Resources Special Events	10,850	\$193,086	\$315,322	\$113,000	\$180,620	4.9
Olympia Stadium	25,977	\$329,366	\$540,946	\$193,050	\$298,239	9.1
Perkins Road Pk.	600	\$5,600	\$9,009	\$3,216	\$5,341	0.1
Santa Maria Golf Course	4,458	\$313,146	\$555,727	\$181,013	\$277,087	6.4
Skate Park Special Events	120	\$8,211	\$13,409	\$4,805	\$7,681	0.2
Theatre Performance Series	1,440	\$46,037	\$75,182	\$26,943	\$43,065	1.2
Webb Golf Course	8,029	\$579,714	\$966,940	\$336,428	\$516,985	12.9
Study Totals	282,194	\$10,232,966	\$16,610,036	\$6,070,802	\$9,394,902	276.4

Economic Impact of Sports and Recreation Facilities and Events



These findings can be categorized into three major categories of BREC facilities – Sports and Recreation, Nature and Wildlife, and History, Art, and Theatre.

The economic impacts of sports and recreation facilities and events are shown in Table 17. This category is further divided into specific sports and events and includes

air gun, BMX racing, cross country, cycling, disc golf, equestrian, football, golf, hot air ballooning, mountain biking, skate park, soccer, and tennis. **The study estimates that direct visitor expenditures at sports and recreation facilities and events totaled \$7,019,841 in 2003.**

Table 17
Economic Balance Sheet of BREC Sports and Recreation Facilities

Facility	Number of Visitors	Expenditures by Visitors	Impact On Sales	Impact On Income	Impact On Value-Added	Impact On Employment
Air Gun	29	\$1,964	\$3,208	\$1,149	\$1,837	0.0
BMX Racing	67	\$4,556	\$7,440	\$2,666	\$4,262	0.1
Cross Country	3,529	\$83,676	\$123,427	\$45,006	\$71,515	2.2
Cycling	600	\$5,600	\$9,009	\$3,216	\$5,341	0.1
Disc Golf	3,141	\$305,619	\$492,808	\$182,357	\$289,993	8.8
Equestrian	7,819	\$1,264,107	\$2,122,348	\$750,165	\$1,172,840	34.3
Football	55,668	\$652,317	\$1,081,623	\$375,737	\$577,262	17.3
Golf	23,729	\$1,675,160	\$2,819,690	\$973,897	\$1,499,726	39.8
Hot Air Ballooning	28,000	\$895,173	\$1,461,875	\$523,882	\$837,379	22.7
Mountain Biking	7,852	\$250,916	\$403,698	\$144,624	\$226,893	6.7
Skate Park	120	\$8,211	\$13,409	\$4,805	\$7,681	0.2
Soccer	9,822	\$1,287,963	\$2,002,054	\$773,704	\$1,219,947	39.8
Tennis	12,746	\$584,580	\$922,903	\$337,340	\$527,362	15.8
Category Totals	\$153,122	\$7,019,841	\$11,463,491	\$4,118,550	\$6,442,039	188.0

Economic Impact of Nature and Wildlife Facilities and Events



The economic impacts of nature and wildlife facilities and events are shown in Table 18. This category is further divided into specific activities and facilities including camping, natural resources, the Highland Road Observatory, and the Baton Rouge Zoo. **The study estimates that direct visitor expenditures at nature and wildlife facilities and events totaled \$2,589,361 in 2003.**

Table 18
Economic Balance Sheet of BREC Nature and Wildlife Facilities

Facility	Number of Visitors	Expenditures by Visitors	Impact On Sales	Impact On Income	Impact On Value-Added	Impact On Employment
Camping	17,061	\$1,654,676	\$2,611,531	\$1,045,405	\$1,529,713	46.3
Natural Resources	10,850	\$192,732	\$314,743	\$112,792	\$180,289	4.9
Observatory	2,227	\$45,244	\$72,969	\$25,759	\$40,259	1.2
Zoo	54,787	\$696,709	\$1,120,441	\$405,172	\$632,429	20.2
Category Totals	84,925	\$2,589,361	\$4,119,684	\$1,589,129	\$2,382,690	72.6

Economic Impact of History, Art, and Theatre Facilities and Events



The economic impacts of history, art, and theatre facilities and events are shown in Table 19. This category is further divided into specific activities and facilities including Magnolia Mound and special cultural events. The

study estimates that direct visitor expenditures at nature and wildlife facilities and events totaled \$623,409 in 2003.

Table 19
Economic Balance Sheet of BREC History, Art, and Theatre Facilities

Facility	Number of Visitors	Expenditures by Visitors	Impact On Sales	Impact On Income	Impact On Value-Added	Impact On Employment
Magnolia Mound	4,835	\$102,518	\$174,340	\$60,256	\$93,565	2.7
Cultural Events	39,312	\$520,891	\$851,941	\$302,660	\$476,277	13.0
Category Totals	44,147	\$623,409	\$1,026,281	\$362,916	\$569,842	15.7

Appendix A: Visitor Survey (Baton Rouge Zoo)

Date _____

BATON ROUGE ZOO VISITOR SURVEY

1. What is the zip code at your primary home address? _____
2. How many people (**including yourself**) are in your immediate group? (This is the number of people for whom you typically pay the bills, e.g., your family or close friends.) _____
3. To better understand the economic impact of visitors to the Baton Rouge Zoo, we are interested in finding out the approximate amount of money you and others in your immediate group will spend, including travel to and from your home. We understand that this is difficult to estimate, but please **DO YOUR BEST** because your responses are very important to our efforts! **DURING THE COURSE OF YOUR VISIT, WHAT IS THE APPROXIMATE TOTAL AMOUNT YOUR IMMEDIATE GROUP WILL SPEND IN EACH OF THE FOLLOWING CATEGORIES:**

	Amount Spent Inside the Baton Rouge area	Amount Spent Outside the Baton Rouge Area
A. Admission/Entry Fees	_____	_____
B. Food and Beverages (restaurants, concessions, grocery stores, etc.)	_____	_____
C. Entertainment, Lounges, and Bars (cover charges, drinks, etc.)	_____	_____
D. Retail Shopping (clothing, souvenirs, gifts, etc.)	_____	_____
E. Lodging Expenses (hotel, motel, etc.)	_____	_____
F. Private Auto Expenses (gas, oil, repairs, parking fees, etc.)	_____	_____
G. Rental Car Expenses	_____	_____
H. Any Other Expenses	_____	_____

Please Identify Others: _____

IF YOU ARE FROM OUT OF TOWN, PLEASE ANSWER THE FOLLOWING QUESTIONS:

4. What was the main reason that you came to the Baton Rouge Area?

5. How long will you be staying in the Baton Rouge Area? _____ days
6. Would you have come to the Baton Rouge area **at this time** if you had not been coming to this facility?
Yes _____ No _____
- 6a. If your answer (in question 6) is "Yes", did you stay longer in the Baton Rouge area that you would have done because you visited this facility?
Yes _____ No _____
- 6b. If your answer (in question 6a) is "Yes", how much longer? _____ days

Appendix B: Survey Interview Guidelines (Baton Rouge Zoo)

BATON ROUGE ZOO SURVEY INTERVIEWER GUIDELINES

Thank you for agreeing to serve on the survey team. We appreciate your valuable contribution to this very important project. The following information will help you understand the project and what you will need to do.

1. **Purpose.** The purpose of the survey is to determine, by scientific sampling methods, the economic value of the Baton Rouge Zoo to the community. Selected visitors to the Baton Rouge Zoo are being asked to complete a survey from which will provide enough information for us to be able to calculate the dollar impact on the community of all visitor spending at the Zoo.
2. **Survey Development.** The survey instrument was developed by Dr. John Crompton of Texas A&M University and modified to relate specifically to the Baton Rouge Zoo.
3. **Survey Composition.** The survey instrument consists of six questions, which are contained on one side of a piece of paper. All of the questions are important. The survey is only one page so respondents can complete it in a relatively short period of time and be on their way.
4. **Survey Completion Time.** The survey is likely to take approximately 90 seconds to complete. This time estimate should be provided when approaching potential survey respondents. Some respondents may take more than 90 seconds because some of the questions involve estimate amounts of money to be spent. This section of the survey is likely to be the most difficult part to complete for most people.
5. **Survey Audience.** The target audience for this survey is people who are visiting the Baton Rouge Zoo from outside the local area. Since there is no way of distinguishing visitors from outside the area in a crowd from "locals", a definition is used to separate them.
6. **Locals.** For the purposes of this survey only, locals are defined as people who have their *primary* residence in Baton Rouge (zip codes 70801-70823, 70825-70827, 70831, 70833, 70835-70837, 70874, 70879, 70883-70884, 70892-70896, 70898). Individuals with one of these zip codes are considered to be part of the Baton Rouge economy and are classified as "locals". Since people already living in the local economy are not bringing in any new money from the outside, they are not a part of the target audience for this survey.
7. **Surveys Needed.** For the economic results to be reasonably accurate, a total of 1950 surveys will need to be taken from visitors to the Baton Rouge Zoo over the thirteen weeks of this survey, which equates to 150 surveys per week. The number may vary by week, as long as the total of 1450 is reached.
8. **Survey Teams.** Survey takers will be grouped into teams of two people. Teams will work a defined area on the Zoo grounds near the primary entrances. Teams will be assigned specific hours to work, which may vary from day to day.
9. **Support to Survey Teams.** Support to the survey teams will be provided by staff of the Baton Rouge Zoo.
10. **Identification.** As a survey taker you will be an official representative of the Baton Rouge Zoo and will have appropriate apparel or documentation to identify you as such.
11. **Preparedness.** Come to work each day prepared for your assignment and your time shift. Dress comfortably and wear comfortable shoes. Bring along other protective clothing or items (sunscreen, jacket, umbrella) if there is the possibility of inclement weather.

Be prepared to approach strangers. Put on your best smile and your most assertive attitude. Before your first day actually imagine yourself approaching people. Try to see yourself performing the entire sequence of steps from approaching through completing the survey process.

12. Selecting Someone to Approach. For this survey to be scientific it must be as random as possible. To facilitate randomness, a uniform method is used to determine who to approach to complete a survey. Each survey taker is asked to count the flow of people approaching him/her. The survey taker remains in one place as the people pass by. When the survey taker counts the 8th person, that person is the target person.

However, only approach adult males or females to complete the survey. So, for example, if the 8th person you count is a child or youth, then don't approach him/her, but if an adult is part of the group, then the adult should be approached. If the group does not include any adults, then skip to the next adult after them.

The counting may have to be approximate, rather than exact, at times when the flow of the crowd is heavy or fast. Remember the purpose of the counting is to create a reasonably random, uniform interval.

13. Your Opening Approach. When approaching someone to interview, move toward them and make eye contact. Smile and greet them with the following opening, "Hi, I'm on the Zoo Staff." At this point, pause to make sure you have made eye contact and then say, "Could you please take a moment to help us by completing this important survey?" Hold up a clipboard with the survey and say, "It will only take about 90 seconds to complete and will help us to improve the Zoo."

If they agree, or if they hesitate, ask them, "What's your zip code," which is the first question.

If they answer the zip code question and it is not one of the local codes (70801-70823, 70825-70827, 70831, 70833, 70835-70837, 70874, 70879, 70883-70884, 70892-70896, 70898), immediately hand them the clipboard and ask them to complete the survey and return it to you.

If they answer the zip code question by saying it is one of the local codes (70801-70823, 70825-70827, 70831, 70833, 70835-70837, 70874, 70879, 70883-70884, 70892-70896, 70898), say, "Thanks, you've just completed the survey. Wasn't that easy?" You must now record the local "hit" on a separate counting sheet. After recording the local zip, start your random 8 count again.

If the person you approach doesn't answer the zip code question and continues walking, let him/her go. Resume your random 8 count and start a new approach.

Survey experience shows that up to 15% of people approached to participate in a survey in this manner refuse to respond. Some people just don't want to be bothered by surveys or may have other reasons for refusing. Don't take the lack of a positive response as a personal rejection. Their decision has little to do with you. Simply go on to your next prospective survey respondent.

14. Self-Administered Survey. After you have selected and approached the chosen respondent and he/she has agreed to participate, he/she completes the survey. Hand the individual the clipboard, which has the survey on it and a pen attached, as well.

Ask selected individuals to step behind you out of the way of the crowd to complete the survey. Ask them to return the survey to you when it is completed. Remember it should take them about 90 seconds to complete. Put their survey in the completed survey box when they return it to you.

15. Monitoring. Your survey staff will be monitored by the Baton Rouge Zoo Staff to ensure consistency. If you have any questions, please ask them!

Appendix C: Sampling Plan (Baton Rouge Zoo)

BATON ROUGE ZOO SAMPLING PLAN

1. **GOAL:** (i) 150 completed surveys per week from Monday, September 1 through Sunday, November 30 (i.e. 13 weeks).

(ii) 100 of the 150 surveys will be on weekends; 50 will be on weekdays.

Assuming 3 people per immediate group, the total sample will be:

Total Sample 150 surveys x 13 weeks = 1950 interviews x 3/group = **5,850**

2. Leaders of the immediate groups, van trips, and bus trips will be interviewed as they enter the zoo.
3. In question #1, those who give one of the following zip codes will **not** receive the full survey because they are Baton Rouge residents and do not qualify for inclusion in the study.

70801	70812	70821	70836	70895
70802	70813	70822	70837	70896
70803	70814	70823	70874	70898
70804	70815	70825	70879	
70805	70816	70826	70883	
70806	70817	70827	70884	
70809	70818	70831	70892	
70810	70819	70833	70893	
70811	70820	70835	70894	

However, it is critical that the number of these folks who were approached but disqualified from the study is carefully and fully recorded on a separate form (attached). At the end of each week, not only do we need the 150 completed interviews with non-Baton Rouge residents, but we also need the summary sheet reporting numbers of Baton Rouge residents.

Summary Sheet **

70898)

[illegible]

Appendix D:
Individual Facility Summaries

BATON ROUGE ZOO BATON ROUGE, LA (EAST BATON ROUGE PARISH)

**GROUPS SURVEYED
(NON-LOCAL)**
AVERAGE GROUP SIZE

194
6.5

**ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL)** 54,787

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$2.72
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$4.40
Other Entertainment	\$0.24
Retail Shopping	\$2.25
Lodging	\$0.46
Private Auto	\$1.83
Rental Car	\$0.08
Other Expenses	\$0.50
TOTAL	\$12.48

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$283,650
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$378,540
Other Entertainment	\$20,734
Retail Shopping	\$185,028
Lodging	\$40,347
Private Auto	\$140,282
Rental Car	\$6,182
Other Expenses	\$40,924
TOTAL	\$1,095,687

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$130,069
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$206,180
Other Entertainment	\$13,382
Retail Shopping	\$133,428
Lodging	\$24,516
Private Auto	\$80,086
Rental Car	\$3,895
Other Expenses	\$29,511
TOTAL	\$621,066

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$149,005
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$241,283
Other Entertainment	\$13,335
Retail Shopping	\$123,247
Lodging	\$25,270
Private Auto	\$100,163
Rental Car	\$4,132
Other Expenses	\$27,260
TOTAL	\$683,695

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$86,012
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$137,558
Other Entertainment	\$8,697
Private Auto	\$81,333
Private Auto	\$15,525
Private Auto	\$48,565
Rental Car	\$1,980
Other Expenses	\$17,989
TOTAL	\$397,659

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	2.5
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	8.7
Other Entertainment	0.3
Retail Shopping	4.9
Lodging	0.7
Private Auto	1.7
Rental Car	0.1
Other Expenses	1.1
TOTAL	20.0

* NUMBER OF JOBS CREATED

SUMMARY OF BATON ROUGE ZOO'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$1,095,687	\$397,659	20.0

BEAVER CREEK GOLF COURSE BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 34
AVERAGE GROUP SIZE 1.9

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 3,284

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$0.00
Greens Fees	\$20.00
Pro Shop	\$3.99
Food & Beverage	\$7.67
Other Entertainment	\$3.65
Retail Shopping	\$6.43
Lodging	\$2.94
Private Auto	\$9.75
Rental Car	\$0.00
Other Expenses	\$0.00
TOTAL	\$54.42

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$0
Greens Fees	\$65,682
Pro Shop	\$13,110
Food & Beverage	\$25,191
Other Entertainment	\$11,990
Retail Shopping	\$21,112
Lodging	\$9,644
Private Auto	\$32,007
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$178,736

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$125,033
Pro Shop	\$24,957
Food & Beverage	\$39,521
Other Entertainment	\$18,642
Retail Shopping	\$31,695
Lodging	\$15,397
Private Auto	\$44,827
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$300,074

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$37,914
Pro Shop	\$7,568
Food & Beverage	\$14,362
Other Entertainment	\$7,820
Private Auto	\$13,932
Private Auto	\$5,925
Private Auto	\$15,519
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$103,040

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$57,335
Pro Shop	\$11,444
Food & Beverage	\$21,526
Other Entertainment	\$6,592
Retail Shopping	\$26,180
Lodging	\$9,356
Private Auto	\$25,592
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$158,024

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	0.0
Greens Fees	1.1
Pro Shop	0.2
Food & Beverage	0.9
Other Entertainment	0.3
Retail Shopping	0.8
Lodging	0.3
Private Auto	0.5
Rental Car	0.0
Other Expenses	0.0
TOTAL	4.2

* NUMBER OF JOBS CREATED

SUMMARY OF BEAVER CREEK GOLF COURSE'S IMPACT ON EAST BATON ROUGE PARISH		
IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$300,074	\$103,040	4.2

BURBANK SOCCER COMPLEX BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 42
AVERAGE GROUP SIZE 1.7

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 8,258

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$5.48
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$43.23
Other Entertainment	\$15.41
Retail Shopping	\$13.74
Lodging	\$36.77
Private Auto	\$14.20
Rental Car	\$2.36
Other Expenses	\$23.05
TOTAL	\$154.24

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$86,137
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$560,105
Other Entertainment	\$197,879
Retail Shopping	\$170,337
Lodging	\$484,764
Private Auto	\$164,215
Rental Car	\$29,114
Other Expenses	\$285,820
TOTAL	\$1,978,371

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$39,498
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$305,073
Other Entertainment	\$127,717
Retail Shopping	\$122,834
Lodging	\$294,552
Private Auto	\$93,750
Rental Car	\$18,341
Other Expenses	\$206,111
TOTAL	\$1,207,875

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$45,249
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$357,014
Other Entertainment	\$127,262
Retail Shopping	\$113,462
Lodging	\$303,620
Private Auto	\$117,251
Rental Car	\$19,457
Other Expenses	\$190,385
TOTAL	\$1,273,699

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$26,120
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$203,537
Other Entertainment	\$83,003
Private Auto	\$74,875
Private Auto	\$186,535
Private Auto	\$56,850
Rental Car	\$9,323
Other Expenses	\$125,638
TOTAL	\$765,882

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	0.8
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	12.9
Other Entertainment	3.0
Retail Shopping	4.5
Lodging	8.5
Private Auto	2.0
Rental Car	0.4
Other Expenses	7.5
TOTAL	39.5

* NUMBER OF JOBS CREATED

SUMMARY OF BURBANK SOCCER COMPLEX'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$1,978,371	\$765,882	39.5

CITY PARK GOLF COURSE BATON ROUGE, LA (EAST BATON ROUGE PARISH)

**GROUPS SURVEYED
(NON-LOCAL)** 15
AVERAGE GROUP SIZE 1.4

**ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL)** 4,850

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$0.00
Greens Fees	\$25.00
Pro Shop	\$0.00
Food & Beverage	\$17.76
Other Entertainment	\$4.76
Retail Shopping	\$15.90
Lodging	\$0.00
Private Auto	\$8.71
Rental Car	\$0.00
Other Expenses	\$0.00
TOTAL	\$72.14

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$0
Greens Fees	\$121,251
Pro Shop	\$0
Food & Beverage	\$86,146
Other Entertainment	\$23,095
Retail Shopping	\$77,139
Lodging	\$0
Private Auto	\$42,265
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$349,895

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$230,815
Pro Shop	\$0
Food & Beverage	\$135,151
Other Entertainment	\$35,911
Retail Shopping	\$115,806
Lodging	\$0
Private Auto	\$59,193
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$576,876

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$69,991
Pro Shop	\$0
Food & Beverage	\$49,113
Other Entertainment	\$15,063
Private Auto	\$50,905
Private Auto	\$0
Private Auto	\$20,492
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$205,564

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$105,841
Pro Shop	\$0
Food & Beverage	\$73,613
Other Entertainment	\$23,178
Retail Shopping	\$83,510
Lodging	\$0
Private Auto	\$33,793
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$319,935

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	0.0
Greens Fees	2.1
Pro Shop	0.0
Food & Beverage	3.1
Other Entertainment	0.5
Retail Shopping	3.0
Lodging	0.0
Private Auto	0.7
Rental Car	0.0
Other Expenses	0.0
TOTAL	9.5

* NUMBER OF JOBS CREATED

SUMMARY OF CITY PARK GOLF COURSE'S IMPACT ON EAST BATON ROUGE PARISH		
IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$576,876	\$205,564	9.5

COMITE RIVER/HOOPER ROAD PARK BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 18
AVERAGE GROUP SIZE 2.6

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 7,824

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$7.61
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$7.04
Other Entertainment	\$0.00
Retail Shopping	\$1.41
Lodging	\$5.65
Private Auto	\$6.52
Rental Car	\$0.00
Other Expenses	\$3.59
TOTAL	\$31.83

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$59,530
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$55,108
Other Entertainment	\$0
Retail Shopping	\$11,056
Lodging	\$44,222
Private Auto	\$51,026
Rental Car	\$0
Other Expenses	\$28,064
TOTAL	\$249,007

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$113,323
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$86,457
Other Entertainment	\$0
Retail Shopping	\$16,598
Lodging	\$70,606
Private Auto	\$71,464
Rental Car	\$0
Other Expenses	\$42,132
TOTAL	\$400,580

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$34,363
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$31,418
Other Entertainment	\$0
Private Auto	\$7,296
Private Auto	\$27,169
Private Auto	\$24,740
Rental Car	\$0
Other Expenses	\$18,520
TOTAL	\$143,506

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$51,965
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$47,091
Other Entertainment	\$0
Retail Shopping	\$11,969
Lodging	\$42,902
Private Auto	\$40,798
Rental Car	\$0
Other Expenses	\$30,382
TOTAL	\$225,107

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	1.0
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	2.0
Other Entertainment	0.0
Retail Shopping	0.4
Lodging	1.2
Private Auto	0.9
Rental Car	0.0
Other Expenses	1.1
TOTAL	6.7

* NUMBER OF JOBS CREATED

SUMMARY OF COMITE RIVER/HOOPER ROAD PARK'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$400,580	\$143,506	6.7

FARR PARK CAMPGROUND BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 112
AVERAGE GROUP SIZE 5.3

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 17,061

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$14.44
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$24.73
Other Entertainment	\$16.77
Retail Shopping	\$8.48
Lodging	\$7.28
Private Auto	\$15.95
Rental Car	\$0.06
Other Expenses	\$9.28
TOTAL	\$96.99

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$246,356
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$421,995
Other Entertainment	\$286,093
Retail Shopping	\$144,642
Lodging	\$124,187
Private Auto	\$272,079
Rental Car	\$1,045
Other Expenses	\$158,280
TOTAL	\$1,654,676

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$468,969
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$662,052
Other Entertainment	\$444,843
Retail Shopping	\$217,149
Lodging	\$198,278
Private Auto	\$381,056
Rental Car	\$1,563
Other Expenses	\$237,622
TOTAL	\$2,611,531

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$142,207
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$240,584
Other Entertainment	\$186,595
Private Auto	\$95,452
Private Auto	\$76,297
Private Auto	\$199,317
Rental Car	\$501
Other Expenses	\$104,452
TOTAL	\$1,045,405

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$215,048
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$360,601
Other Entertainment	\$287,114
Retail Shopping	\$156,590
Lodging	\$120,478
Private Auto	\$217,544
Rental Car	\$985
Other Expenses	\$171,354
TOTAL	\$1,529,713

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	4.2
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	15.2
Other Entertainment	6.8
Retail Shopping	5.7
Lodging	3.5
Private Auto	4.7
Rental Car	0.0
Other Expenses	6.3
TOTAL	46.3

* NUMBER OF JOBS CREATED

SUMMARY OF FARR PARK/CAMPGROUND'S IMPACT ON EAST BATON ROUGE PARISH		
IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$2,611,531	\$1,045,405	46.3

FARR PARK HORSE ACTIVITY CENTER BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 76
AVERAGE GROUP SIZE 3.1

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 7,162

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$56.76
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$31.12
Other Entertainment	\$7.36
Retail Shopping	\$10.33
Lodging	\$15.64
Private Auto	\$14.07
Rental Car	\$0.00
Other Expenses	\$27.63
TOTAL	\$162.92

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$406,500
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$222,877
Other Entertainment	\$52,738
Retail Shopping	\$74,013
Lodging	\$111,978
Private Auto	\$100,771
Rental Car	\$0
Other Expenses	\$197,887
TOTAL	\$1,166,763

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$773,822
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$349,664
Other Entertainment	\$82,001
Retail Shopping	\$140,892
Lodging	\$178,785
Private Auto	\$141,134
Rental Car	\$0
Other Expenses	\$297,083
TOTAL	\$1,963,380

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$234,649
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$127,065
Other Entertainment	\$34,397
Private Auto	\$48,842
Private Auto	\$68,796
Private Auto	\$48,860
Rental Car	\$0
Other Expenses	\$130,589
TOTAL	\$693,197

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$354,839
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$190,452
Other Entertainment	\$52,926
Retail Shopping	\$80,126
Lodging	\$108,634
Private Auto	\$80,573
Rental Car	\$0
Other Expenses	\$214,232
TOTAL	\$1,081,782

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	6.9
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	8.0
Other Entertainment	1.3
Retail Shopping	2.9
Lodging	3.1
Private Auto	1.7
Rental Car	0.0
Other Expenses	7.8
TOTAL	31.8

* NUMBER OF JOBS CREATED

SUMMARY OF FARR PARK/HORSE ACTIVITY CENTER'S IMPACT ON EAST BATON ROUGE PARISH		
IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$1,963,380	\$693,197	31.8

GREENWOOD PARK/DISC GOLF COURSE BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 10
AVERAGE GROUP SIZE 1.0

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 2,583

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$27.10
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$13.40
Other Entertainment	\$0.00
Retail Shopping	\$42.70
Lodging	\$0.00
Private Auto	\$14.10
Rental Car	\$0.00
Other Expenses	\$0.00
TOTAL	\$97.30

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$69,999
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$34,612
Other Entertainment	\$0
Retail Shopping	\$110,294
Lodging	\$0
Private Auto	\$36,420
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$251,326

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$133,252
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$54,302
Other Entertainment	\$0
Retail Shopping	\$165,582
Lodging	\$0
Private Auto	\$51,008
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$404,144

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$40,407
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$19,733
Other Entertainment	\$0
Private Auto	\$72,785
Private Auto	\$0
Private Auto	\$17,659
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$150,583

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$61,103
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$29,577
Other Entertainment	\$0
Retail Shopping	\$119,405
Lodging	\$0
Private Auto	\$29,120
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$239,205

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	1.2
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	1.2
Other Entertainment	0.0
Retail Shopping	4.4
Lodging	0.0
Private Auto	0.6
Rental Car	0.0
Other Expenses	0.0
TOTAL	7.4

* NUMBER OF JOBS CREATED

SUMMARY OF GREENWOOD PARK'S IMPACT ON EAST BATON ROUGE PARISH		
IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$404,144	\$150,583	7.4

HIGHLAND ROAD PARK/CROSS COUNTRY BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED (NON-LOCAL) 17
AVERAGE GROUP SIZE 1.4

ESTIMATED OUT-OF-PARISH VISITORS IN 2003 (NON-LOCAL) 3,529

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$0.00
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$8.75
Other Entertainment	\$0.00
Retail Shopping	\$2.92
Lodging	\$0.00
Private Auto	\$12.04
Rental Car	\$0.00
Other Expenses	\$0.00
TOTAL	\$23.71

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$0
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$30,882
Other Entertainment	\$0
Retail Shopping	\$10,294
Lodging	\$0
Private Auto	\$42,500
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$83,676

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$48,450
Other Entertainment	\$0
Retail Shopping	\$15,454
Lodging	\$0
Private Auto	\$59,523
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$123,427

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$17,606
Other Entertainment	\$0
Private Auto	\$6,793
Private Auto	\$20,606
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$45,006

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$26,389
Other Entertainment	\$0
Retail Shopping	\$11,144
Lodging	\$0
Private Auto	\$33,981
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$71,515

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	0.0
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	1.1
Other Entertainment	0.0
Retail Shopping	0.4
Lodging	0.0
Private Auto	0.7
Rental Car	0.0
Other Expenses	0.0
TOTAL	2.2

* NUMBER OF JOBS CREATED

SUMMARY OF HIGHLAND ROAD PARK/CROSS COUNTRY'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$123,427	\$45,006	2.2

HIGHLAND ROAD PARK/OBSERVATORY BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 10
AVERAGE GROUP SIZE 3.1

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 1,432

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$0.00
Greens Fees	\$2.74
Pro Shop	\$1.61
Food & Beverage	\$9.35
Other Entertainment	\$0.00
Retail Shopping	\$0.84
Lodging	\$2.00
Private Auto	\$4.45
Rental Car	\$0.00
Other Expenses	\$0.00
TOTAL	\$21.00

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$0
Greens Fees	\$3,926
Pro Shop	\$2,309
Food & Beverage	\$13,394
Other Entertainment	\$0
Retail Shopping	\$1,201
Lodging	\$2,864
Private Auto	\$6,374
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$30,067

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$7,473
Pro Shop	\$4,396
Food & Beverage	\$21,013
Other Entertainment	\$0
Retail Shopping	\$1,803
Lodging	\$4,572
Private Auto	\$8,926
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$48,183

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$2,266
Pro Shop	\$1,333
Food & Beverage	\$7,636
Other Entertainment	\$0
Private Auto	\$792
Private Auto	\$1,759
Private Auto	\$3,090
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$16,877

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$3,427
Pro Shop	\$2,016
Food & Beverage	\$11,445
Other Entertainment	\$0
Retail Shopping	\$1,300
Lodging	\$2,778
Private Auto	\$5,096
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$26,062

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	0.0
Greens Fees	0.1
Pro Shop	0.0
Food & Beverage	0.5
Other Entertainment	0.0
Retail Shopping	0.0
Lodging	0.1
Private Auto	0.1
Rental Car	0.0
Other Expenses	0.0
TOTAL	0.8

* NUMBER OF JOBS CREATED

SUMMARY OF HIGHLAND ROAD PARK/OBSERVATORY'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$48,183	\$16,877	0.8

HIGHLAND ROAD PARK/TENNIS BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 8
AVERAGE GROUP SIZE 1.3

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 5,712

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$1.28
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$15.80
Other Entertainment	\$0.00
Retail Shopping	\$1.00
Lodging	\$6.20
Private Auto	\$9.35
Rental Car	\$0.00
Other Expenses	\$4.20
TOTAL	\$37.83

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$7,283
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$90,255
Other Entertainment	\$0
Retail Shopping	\$5,712
Lodging	\$35,416
Private Auto	\$53,410
Rental Car	\$0
Other Expenses	\$23,992
TOTAL	\$216,069

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$13,864
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$141,598
Other Entertainment	\$0
Retail Shopping	\$8,576
Lodging	\$56,546
Private Auto	\$74,803
Rental Car	\$0
Other Expenses	\$36,018
TOTAL	\$331,406

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$4,204
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$51,455
Other Entertainment	\$0
Private Auto	\$3,770
Private Auto	\$21,759
Private Auto	\$25,896
Rental Car	\$0
Other Expenses	\$15,833
TOTAL	\$122,917

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$6,358
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$77,124
Other Entertainment	\$0
Retail Shopping	\$6,184
Lodging	\$34,359
Private Auto	\$42,705
Rental Car	\$0
Other Expenses	\$25,974
TOTAL	\$192,703

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	0.1
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	3.3
Other Entertainment	0.0
Retail Shopping	0.2
Lodging	1.0
Private Auto	0.9
Rental Car	0.0
Other Expenses	0.9
TOTAL	6.5

* NUMBER OF JOBS CREATED

SUMMARY OF HIGHLAND ROAD PARK/TENNIS' IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$331,406	\$122,917	6.5

HOWELL PARK BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 3
AVERAGE GROUP SIZE 1.3

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 2,259

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$25.00
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$38.25
Other Entertainment	\$12.50
Retail Shopping	\$0.00
Lodging	\$0.00
Private Auto	\$3.25
Rental Car	\$0.00
Other Expenses	\$0.00
TOTAL	\$79.00

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$56,470
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$86,399
Other Entertainment	\$28,235
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$7,341
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$178,446

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$107,498
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$135,549
Other Entertainment	\$43,902
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$10,282
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$297,231

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$32,597
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$49,257
Other Entertainment	\$18,415
Private Auto	\$0
Private Auto	\$0
Private Auto	\$3,559
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$103,829

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$49,294
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$73,830
Other Entertainment	\$28,336
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$5,870
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$157,329

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	1.0
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	3.1
Other Entertainment	0.7
Retail Shopping	0.0
Lodging	0.0
Private Auto	0.1
Rental Car	0.0
Other Expenses	0.0
TOTAL	4.9

* NUMBER OF JOBS CREATED

SUMMARY OF HOWELL PARK'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$297,231	\$103,829	4.9

INDEPENDENCE PARK/SOCCER BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 3
AVERAGE GROUP SIZE 5.7

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 1,564

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$3.82
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$2.65
Other Entertainment	\$0.00
Retail Shopping	\$0.00
Lodging	\$0.00
Private Auto	\$2.65
Rental Car	\$0.00
Other Expenses	\$0.00
TOTAL	\$9.12

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$5,982
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$4,141
Other Entertainment	\$0
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$4,141
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$14,264

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$11,387
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$6,497
Other Entertainment	\$0
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$5,800
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$23,683

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$3,453
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$2,361
Other Entertainment	\$0
Private Auto	\$0
Private Auto	\$0
Private Auto	\$2,008
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$7,822

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$5,221
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$3,539
Other Entertainment	\$0
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$3,311
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$12,071

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	0.1
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	0.1
Other Entertainment	0.0
Retail Shopping	0.0
Lodging	0.0
Private Auto	0.1
Rental Car	0.0
Other Expenses	0.0
TOTAL	0.3

* NUMBER OF JOBS CREATED

SUMMARY OF INDEPENDENCE PARK/SOCCER'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$23,683	\$7,822	0.3

INDEPENDENCE PARK/TENNIS BATON ROUGE, LA (EAST BATON ROUGE PARISH)

**GROUPS SURVEYED
(NON-LOCAL)** 13
AVERAGE GROUP SIZE 3.3

**ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL)** 7,033

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$8.84
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$14.23
Other Entertainment	\$0.00
Retail Shopping	\$4.53
Lodging	\$17.44
Private Auto	\$7.35
Rental Car	\$0.00
Other Expenses	\$0.00
TOTAL	\$52.40

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$62,154
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$100,101
Other Entertainment	\$0
Retail Shopping	\$31,895
Lodging	\$122,673
Private Auto	\$51,686
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$368,510

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$11,387
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$6,497
Other Entertainment	\$0
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$5,800
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$23,683

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$3,453
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$2,361
Other Entertainment	\$0
Private Auto	\$0
Private Auto	\$0
Private Auto	\$2,008
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$7,822

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$5,221
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$3,539
Other Entertainment	\$0
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$3,311
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$12,071

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	0.1
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	0.1
Other Entertainment	0.0
Retail Shopping	0.0
Lodging	0.0
Private Auto	0.1
Rental Car	0.0
Other Expenses	0.0
TOTAL	0.3

* NUMBER OF JOBS CREATED

SUMMARY OF INDEPENDENCE PARK/TENNIS' IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$23,683	\$7,822	0.3

INDEPENDENCE PARK/HOLIDAY IN THE PARK BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 51
AVERAGE GROUP SIZE 3.8

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 33,512

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$0.00
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$3.80
Other Entertainment	\$0.00
Retail Shopping	\$2.31
Lodging	\$0.00
Private Auto	\$2.38
Rental Car	\$0.00
Other Expenses	\$1.35
TOTAL	\$10.01

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$0
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$127,380
Other Entertainment	\$0
Retail Shopping	\$77,454
Lodging	\$0
Private Auto	\$79,677
Rental Car	\$0
Other Expenses	\$45,139
TOTAL	\$335,463

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$118,318
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$157,045
Other Entertainment	\$0
Retail Shopping	\$47,883
Lodging	\$195,862
Private Auto	\$72,389
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$591,498

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$35,878
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$57,069
Other Entertainment	\$0
Private Auto	\$21,048
Private Auto	\$75,367
Private Auto	\$25,061
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$214,423

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$54,255
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$85,538
Other Entertainment	\$0
Retail Shopping	\$34,530
Lodging	\$119,010
Private Auto	\$41,326
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$334,659

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	1.1
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	3.6
Other Entertainment	0.0
Retail Shopping	1.3
Lodging	3.4
Private Auto	0.0
Rental Car	0.0
Other Expenses	0.0
TOTAL	9.3

* NUMBER OF JOBS CREATED

SUMMARY OF INDEPENDENCE PARK/HOLIDAY IN THE PARK'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$591,498	\$214,423	9.3

MAGNOLIA MOUND PLANTATION BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 13
AVERAGE GROUP SIZE 8.8

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 4,057

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$10.53
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$5.70
Other Entertainment	\$0.00
Retail Shopping	\$2.95
Lodging	\$0.43
Private Auto	\$0.73
Rental Car	\$0.22
Other Expenses	\$1.31
TOTAL	\$21.86

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$42,712
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$23,108
Other Entertainment	\$0
Retail Shopping	\$11,960
Lodging	\$1,764
Private Auto	\$2,963
Rental Car	\$882
Other Expenses	\$5,309
TOTAL	\$88,698

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$81,307
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$36,253
Other Entertainment	\$0
Retail Shopping	\$17,955
Lodging	\$2,816
Private Auto	\$4,150
Rental Car	\$1,320
Other Expenses	\$7,971
TOTAL	\$151,772

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$24,655
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$13,174
Other Entertainment	\$0
Private Auto	\$7,892
Private Auto	\$1,084
Private Auto	\$1,437
Rental Car	\$423
Other Expenses	\$3,504
TOTAL	\$52,168

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$37,284
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$19,746
Other Entertainment	\$0
Retail Shopping	\$12,947
Lodging	\$1,711
Private Auto	\$2,369
Rental Car	\$831
Other Expenses	\$5,748
TOTAL	\$80,637

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	0.7
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	0.8
Other Entertainment	0.0
Retail Shopping	0.5
Lodging	0.0
Private Auto	0.1
Rental Car	0.0
Other Expenses	0.2
TOTAL	2.4

* NUMBER OF JOBS CREATED

SUMMARY OF MAGNOLIA MOUND'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$151,772	\$52,168	2.4

MEMORIAL STADIUM BATON ROUGE, LA (EAST BATON ROUGE PARISH)

**GROUPS SURVEYED
(NON-LOCAL)** 143
AVERAGE GROUP SIZE 3.1

**ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL)** 29,691

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$4.26
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$4.36
Other Entertainment	\$0.51
Retail Shopping	\$0.13
Lodging	\$0.02
Private Auto	\$1.57
Rental Car	\$0.00
Other Expenses	\$0.01
TOTAL	\$10.88

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$126,537
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$129,592
Other Entertainment	\$15,211
Retail Shopping	\$3,853
Lodging	\$664
Private Auto	\$46,762
Rental Car	\$0
Other Expenses	\$332
TOTAL	\$322,951

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$240,878
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$203,312
Other Entertainment	\$23,651
Retail Shopping	\$5,784
Lodging	\$1,061
Private Auto	\$65,492
Rental Car	\$0
Other Expenses	\$499
TOTAL	\$540,677

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$73,042
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$73,882
Other Entertainment	\$9,921
Private Auto	\$2,542
Private Auto	\$408
Private Auto	\$22,673
Rental Car	\$0
Other Expenses	\$219
TOTAL	\$182,688

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$110,456
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$110,738
Other Entertainment	\$15,265
Retail Shopping	\$4,171
Lodging	\$644
Private Auto	\$37,389
Rental Car	\$0
Other Expenses	\$360
TOTAL	\$279,023

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	2.2
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	4.7
Other Entertainment	0.4
Retail Shopping	0.2
Lodging	0.0
Private Auto	0.8
Rental Car	0.0
Other Expenses	0.0
TOTAL	8.2

* NUMBER OF JOBS CREATED

SUMMARY OF MEMORIAL STADIUM'S IMPACT ON EAST BATON ROUGE PARISH		
IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$540,677	\$182,688	8.2

OLYMPIA STADIUM BATON ROUGE, LA (EAST BATON ROUGE PARISH)

**GROUPS SURVEYED
(NON-LOCAL)** 148
AVERAGE GROUP SIZE 4.7

**ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL)** 25,977

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$2.79
Greens Fees	\$1.01
Pro Shop	\$0.00
Food & Beverage	\$4.30
Other Entertainment	\$1.17
Retail Shopping	\$0.61
Lodging	\$0.29
Private Auto	\$1.20
Rental Car	\$0.01
Other Expenses	\$1.28
TOTAL	\$12.68

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$72,399
Greens Fees	\$26,276
Pro Shop	\$0
Food & Beverage	\$111,794
Other Entertainment	\$30,500
Retail Shopping	\$15,960
Lodging	\$7,625
Private Auto	\$31,172
Rental Car	\$374
Other Expenses	\$33,265
TOTAL	\$329,366

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$137,820
Greens Fees	\$50,019
Pro Shop	\$0
Food & Beverage	\$175,390
Other Entertainment	\$47,423
Retail Shopping	\$23,960
Lodging	\$12,174
Private Auto	\$43,658
Rental Car	\$559
Other Expenses	\$49,941
TOTAL	\$540,946

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$41,792
Greens Fees	\$15,168
Pro Shop	\$0
Food & Beverage	\$63,735
Other Entertainment	\$19,892
Private Auto	\$10,532
Private Auto	\$4,685
Private Auto	\$15,114
Rental Car	\$179
Other Expenses	\$21,952
TOTAL	\$193,050

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$63,198
Greens Fees	\$22,937
Pro Shop	\$0
Food & Beverage	\$95,530
Other Entertainment	\$30,608
Retail Shopping	\$17,278
Lodging	\$7,397
Private Auto	\$24,924
Rental Car	\$352
Other Expenses	\$36,013
TOTAL	\$298,239

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	1.2
Greens Fees	0.4
Pro Shop	0.0
Food & Beverage	4.0
Other Entertainment	0.7
Retail Shopping	0.6
Lodging	0.2
Private Auto	0.5
Rental Car	0.0
Other Expenses	1.3
TOTAL	9.1

* NUMBER OF JOBS CREATED

SUMMARY OF OLYMPIA STADIUM'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$540,946	\$193,050	9.1

PERKINS ROAD PARK BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 1
AVERAGE GROUP SIZE 3.0

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 600

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$2.00
Greens Fees	\$0.00
Pro Shop	\$0.00
Food & Beverage	\$0.00
Other Entertainment	\$4.00
Retail Shopping	\$0.00
Lodging	\$0.00
Private Auto	\$0.00
Rental Car	\$3.33
Other Expenses	\$0.00
TOTAL	\$9.33

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$1,200
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$0
Other Entertainment	\$2,400
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$0
Rental Car	\$2,000
Other Expenses	\$0
TOTAL	\$5,600

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$2,284
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$0
Other Entertainment	\$3,732
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$0
Rental Car	\$2,993
Other Expenses	\$0
TOTAL	\$9,009

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$693
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$0
Other Entertainment	\$1,565
Private Auto	\$0
Private Auto	\$0
Private Auto	\$0
Rental Car	\$958
Other Expenses	\$0
TOTAL	\$3,216

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$1,047
Greens Fees	\$0
Pro Shop	\$0
Food & Beverage	\$0
Other Entertainment	\$2,409
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$0
Rental Car	\$1,885
Other Expenses	\$0
TOTAL	\$5,341

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	0.0
Greens Fees	0.0
Pro Shop	0.0
Food & Beverage	0.0
Other Entertainment	0.1
Retail Shopping	0.0
Lodging	0.0
Private Auto	0.0
Rental Car	0.0
Other Expenses	0.0
TOTAL	0.1

* NUMBER OF JOBS CREATED

SUMMARY OF PERKINS ROAD PARK'S IMPACT ON EAST BATON ROUGE PARISH		
IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$9,009	\$3,216	0.1

SANTA MARIA GOLF COURSE BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 34
AVERAGE GROUP SIZE 1.6

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 4,458

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$0.00
Greens Fees	\$43.07
Pro Shop	\$2.50
Food & Beverage	\$6.55
Other Entertainment	\$4.02
Retail Shopping	\$0.09
Lodging	\$8.20
Private Auto	\$5.66
Rental Car	\$0.00
Other Expenses	\$0.16
TOTAL	\$70.25

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH

ITEMS	TOTAL
Admission/Entry Fees	\$0
Greens Fees	\$191,995
Pro Shop	\$11,144
Food & Beverage	\$29,213
Other Entertainment	\$17,910
Retail Shopping	\$398
Lodging	\$36,536
Private Auto	\$25,233
Rental Car	\$0
Other Expenses	\$716
TOTAL	\$313,146

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$365,486
Pro Shop	\$21,214
Food & Beverage	\$45,832
Other Entertainment	\$27,848
Retail Shopping	\$598
Lodging	\$58,335
Private Auto	\$35,340
Rental Car	\$0
Other Expenses	\$1,076
TOTAL	\$555,727

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME

ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$110,828
Pro Shop	\$6,433
Food & Beverage	\$16,655
Other Entertainment	\$11,681
Private Auto	\$263
Private Auto	\$22,447
Private Auto	\$12,235
Rental Car	\$0
Other Expenses	\$473
TOTAL	\$181,013

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH

ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$167,595
Pro Shop	\$9,728
Food & Beverage	\$24,963
Other Entertainment	\$17,974
Retail Shopping	\$431
Lodging	\$35,445
Private Auto	\$20,176
Rental Car	\$0
Other Expenses	\$776
TOTAL	\$277,087

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH

ITEMS	IMPACT*
Admission/Entry Fees	0.0
Greens Fees	3.3
Pro Shop	0.2
Food & Beverage	1.1
Other Entertainment	0.4
Retail Shopping	0.0
Lodging	1.0
Private Auto	0.4
Rental Car	0.0
Other Expenses	0.0
TOTAL	6.4

* NUMBER OF JOBS CREATED

SUMMARY OF SANTA MARIA GOLF COURSE'S IMPACT ON EAST BATON ROUGE PARISH

IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$555,727	\$181,013	6.4

WEBB GOLF COURSE BATON ROUGE, LA (EAST BATON ROUGE PARISH)

GROUPS SURVEYED
(NON-LOCAL) 5
AVERAGE GROUP SIZE 1.0

ESTIMATED OUT-OF-PARISH
VISITORS IN 2003 (NON-LOCAL) 8,029

PER PERSON EXPENDITURES FOR NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$0.00
Greens Fees	\$21.20
Pro Shop	\$7.00
Food & Beverage	\$13.00
Other Entertainment	\$19.00
Retail Shopping	\$0.00
Lodging	\$0.00
Private Auto	\$12.00
Rental Car	\$0.00
Other Expenses	\$0.00
TOTAL	\$72.20

ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN PARISH	
ITEMS	TOTAL
Admission/Entry Fees	\$0
Greens Fees	\$170,221
Pro Shop	\$56,205
Food & Beverage	\$104,381
Other Entertainment	\$152,556
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$96,351
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$579,714

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON SALES WITHIN PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$324,036
Pro Shop	\$106,993
Food & Beverage	\$163,759
Other Entertainment	\$237,208
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$134,944
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$966,940

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON PARISH RESIDENTS' INCOME	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$98,259
Pro Shop	\$32,444
Food & Beverage	\$59,509
Other Entertainment	\$99,500
Private Auto	\$0
Private Auto	\$0
Private Auto	\$46,717
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$336,428

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON VALUE ADDED TO PARISH	
ITEMS	IMPACT
Admission/Entry Fees	\$0
Greens Fees	\$148,588
Pro Shop	\$49,062
Food & Beverage	\$89,195
Other Entertainment	\$153,101
Retail Shopping	\$0
Lodging	\$0
Private Auto	\$77,039
Rental Car	\$0
Other Expenses	\$0
TOTAL	\$516,985

ECONOMIC IMPACT OF NON-LOCAL VISITORS ON EMPLOYMENT WITHIN PARISH	
ITEMS	IMPACT*
Admission/Entry Fees	0.0
Greens Fees	2.9
Pro Shop	1.0
Food & Beverage	3.8
Other Entertainment	3.6
Retail Shopping	0.0
Lodging	0.0
Private Auto	1.7
Rental Car	0.0
Other Expenses	0.0
TOTAL	12.9

* NUMBER OF JOBS CREATED

SUMMARY OF WEBB GOLF COURSE'S IMPACT ON EAST BATON ROUGE PARISH		
IMPACT ON SALES	IMPACT ON PERSONAL INCOME	NUMBER OF JOBS CREATED
\$966,940	\$336,428	12.9