

Economic Impact Report
New England Pond Hockey Classic
Meredith, NH
2014



Practicum in Sport Management
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We would also like to thank Dr. Douglas Blais for help with the data input and collection necessary for the study.

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Executive Summary

Business Analysis Team

Role	Description	Name/Title
Economic Market Researcher	Research the economic impact that the Pond Hockey Classic is making in Meredith, NH	Devin Conley
Economic Impact Project Manager	Overlook and assist in data collection and data entry for creating a Pond Hockey Classic Economic Impact	Michelle Cowels
Market Researcher Analyzer	Gather data and process the primary collection into necessary programs to distinguish important concrete numbers	Joseph Daly
Market Analyzer	Analyze primary data obtained from surveys conducted on site at the Pond Hockey Classic	Dr. Douglas Blais

Project Description

Constructed an economic impact survey during the NEPHC for the town of Meredith, NH. The purpose of the project was to provide quantitative evidence that NEPHC generates economic income to the town of Meredith, NH. During the event, our team surveyed approximately 260 participants (players, coaches, spectators) and recorded the expenditures made during the time of the event. The main expenditures included source of housing (hotel, motel, time shares) groceries (snacks, waters ect...) , travel (Gas, rentals), Bars/ Restaurants.

Objectives of Study

The objective of the study was to determine the economic impact of the New England Pond Hockey Classic for the town of Meredith, NH for the fiscal year of 2014

The results will enable Scott Crowder, PHC Commissioner, to justify further expansion of the tournament to other towns and areas across the United States.

Goal - Proper Sample group

Description - Surveying a sufficient amount of participants of the NEPHC during the time of the event, in professional and respectable manner.

Goal - Accuracy

Description- To ask for the closest estimation from the participant's expenditure of the NEPHC to make our evidence and results viable

Overview

Economic

Understanding the importance of the economic impact of an organization is vital to determining how influential the tournament is to its respective society. In relation to this study, the factors that determine the economic impact of the New England Pond Hockey Classic are the direct impacts (tournament entry fees, concessions, merchandise, parking, promotional events), indirect impacts (influence on local businesses, housing expenditures, grocery expenditures, auto expenses, etc.) and induced impacts (establish community pride and awareness, create additional societal development, and strengthen community image). The economic impact an organization has on its community directly affects the willingness of the community to provide continued support for years to come. This continuous support helps to foster additional revenue streams for the tournament and local businesses, further stimulating the local economy.

Development

The development segment of the study looks at how the Pond Hockey Classic affects other businesses in close proximity to the tournament itself. The overall perception is that further revenue will be generated by businesses as the Pond Hockey Classic continues to be held in Meredith. Three different types of development are directly attributed to sporting events: Proximate Development, Complementary Development, and General Development. Proximate Development looks at how this event can perpetrate development of other businesses towards a desired location. Complementary Development refers to the initiation of businesses due to the demand created by a sporting event. Finally, General Development deals with the overall attractiveness of Meredith due to the town's hosting of the Pond Hockey Classic.

Introduction

Business Background

The Pond Hockey Classic began in February 2010 in Meredith, NH. The first tournament had 77 teams participating. Since that time, Mr. Crowder's has expanded his event to 223 teams participating in 2014.

Due to the popularity and overwhelming success of the NEPHC, the tournament expanded to another location at Lake Champlain in 2012. This tournament started with 52 teams and as of this past year now has 96 teams participating.

The Pond Hockey Classic also expanded to yet another location to Montana this year, starting with 51 teams.

Problem Definition

Since the Pond Hockey Classic has made a large impact the New England lakes region of NH. This event has grown to become one of the largest of its kind in North America, bringing thousands of people to the region during this three-day event in February. Before this event, the region had generally viewed the weekend as slow for business. The goal is to measure the economic stimulus directly created by this event. With no concrete numbers on the positive impact that the PHC has had, showing the Chamber of Commerce and other figures that the PHC is in fact a positive event for the area has been negligent.

Organizational Impact

Members within the group worked with the PHC founder and commissioner, Scott Crowder. With working with Mr. Crowder, each member within the group collected data and had multiple duties to ensure the task at hand is accomplished. Primary data was collected and entered to ensure maximum efficiency and accurateness. Each member learned how to utilize and interpret the Economic Impact calculator used within this project.

Technology Migration

In order to effectively migrate our data from the impact study, we used the primary data to get concrete information. After using Crompton's Economic Impact as a basis, a new survey was created and conducted. After conducting the surveys, data was entered into Microsoft Excel. After Excel was used Sports Commission Economic Impact Calculator:

Phase I: Survey created based on Crompton's Economic Impact.

Phase II: Team members will conduct surveys on site.

Phase III: After conducting the surveys, data was entered into Microsoft Excel.

Phase IV: After Excel was used Sports Commission Economic Impact Calculator.

Phase V: Secondary data collected will be put into a business plan and given to founder Scott Crowder.

Methodology

Our team for the NEPHC put together a list of survey questions that we thought would give us the most accurate results from participants, friends, and vendors of the NEPHC.

We asked where participants of the NEPHC were from. That way we could estimate how far people would travel for the event. Along with determining the distance people would travel, we could eliminate locals that would already be in the Meredith area from further research. We would ask if where the event patrons stayed while they were in the town of Meredith, whether it was a Hotel, Motels, Resorts, Time shares, or Lake house. We would ask for an estimation of how much patrons spent on their housing throughout the entire weekend. Our team continued to ask how much the patrons would spend of the following categories: Travel (gas, car breakdowns, bus, trains, and plane), Groceries (food, snacks, alcoholic beverages, water), and Restaurant/ Bar (going out to eat before, during, or after games along with anything spent at bars or night club scenes)

The data we gathered from this survey was put into a Sports Commission Systems Economic Impact Calculator that estimated how much each patrons group spent throughout the weekend. Our group surveyed 264 patrons at the event. The economic impact calculator then extrapolates the data from the 264 surveys and calculates numbers for each category that relates to all 3,338 total patrons that attended the event. These results then help our team determine the economic impact of Meredith, NH during the event of the New England Pond Hockey Classic.

Results

Direct Impact

The National Association of Sports Commissions has been our economic impact calculator for the project. Within the calculator the program asked for several key factors. The average group spending asked for included: unique event spectators (all of whom were surveyed were input as a spectator), percentage of non-local unique spectators, average party size, average length of stay, percentage using local hotel. The individual spending amounts asked were food and beverage, clothing, entertainment, parking and groceries/drug stores. In regards to the staying in local hotels the questions asked were average nightly rate, average rooms required, and average nights stayed.

With determining the direct impact the only categories asked within the individual spending consisted of food and beverage and nighttime entertainment. The sums of the two numbers together equaled \$626,893.23. The total direct hotel expenditures equaled \$25,766.95.

For the fiscal year of 2014 and the weekend of January 31st to February 2nd, the Pond Hockey Classic in Meredith, NH produced a total of \$652,660.48.

NASC ECONOMIC IMPACT CALCULATOR

DIRECT SPENDING ESTIMATES BY EVENT SPECTATORS - Page 3

The information you submitted yield several useful findings about the Event Spectators affiliated with your event.

2,412 Non-Local Unique Event Spectators

374 Non-Local Parties

Regarding Direct Spending Behavior:

\$652,660.48 is the Estimated Total Direct Spending by Event Spectators, of which:

\$464,909.68 comes from Direct Food/Beverage Expenditures

\$0.00 comes from Direct Clothing Expenditures

\$0.00 comes from Direct Private Auto Expenditures

\$0.00 comes from Direct Daytime Entertainment Expenditures

\$0.00 comes from Direct Nighttime Entertainment Expenditures

\$0.00 comes from Direct Parking Expenditures

\$161,983.85 comes from Direct Groceries/Drug Stores Expenditures

\$0.00 comes from Direct Miscellaneous Expenditures

\$25,766.95 comes from Direct HOTEL Expenditures

\$0.00 comes from Direct Rental Car Expenditures

Development

In order to determine the developmental aspects of the New England Pond Hockey Classic, the group interviewed businesses in the local area of Meredith and asked for the opinions associated with the tournament. Owners or managers of each respective restaurant were interviewed for this purpose.

The representative of the Frog Rock Tavern felt that the NEPHC held a very positive influence towards their business. He felt as though the tournament and the Tavern catered to the same demographic while this event was being held, “The PHC brought a lot for our business. The weekend was the busiest over the last two years. The second busiest was last year’s tournament.” To ensure that the restaurant is prepared for the influx of customers during the Pond Hockey Classic, a calendar with all important events held in Meredith is kept for scheduling purposes. The manager has also highlighted that the volume of customers fluctuates as the weekend progresses.

Much to the same degree was the opinion of the representative of Sunshine and Pa’s, a small breakfast diner located next to Lake Winnepesaukee. He stated the weekend “has consistently become our busiest weekend of the winter. We truly thank the owners and operators of the Pond Hockey Classic.” He also mentioned that there is a direct correlation of early morning business when players are gathering together for pre-game breakfasts.

A representative of the Waterfall Café acknowledged that the Pond Hockey Classic has been a main attraction for non-locals coming to the area. However, pertaining to their business, they feel as though the tournament has little impact, “Saturday/Sunday were normal, PHC had low effect. I think we’re just too far away from the lake.” Location seems to be the contributing factor in impact for this business.

Overall, the tournament was viewed with a general positive outlook for restaurants, bars, and other businesses around the area. In addition to this outlook, Mill Falls Hotel, a hotel that sits right upon Lake Winnepesaukee, claims that their rooms have all been booked for the same weekend of the tournament in 2015. Other hotels around the area claimed that event patrons have booked their hotel rooms for next year before this year’s tournament began. With this positive qualitative evidence, it is no question that the New England Pond Hockey Classic will continue to be held in the town of Meredith for years to come.

FOR IMMEDIATE RELEASE

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Report Shows the New England Pond Hockey Classic Has Significant Economic Impact in Meredith

Meredith, NH (February 2014)-A recent economic impact study conducted by Southern New Hampshire University Students, Joe Daly, Devin Conley, and Michelle Cowels shows that the New England Pond Hockey Classic, a weekend pond hockey tournament held right on Lake Winnepesaukee, generated over \$600,000 in direct economic activity for the fiscal month of February 2014. The output also generated over 2,800 of non-local patrons coming to the area.

The direct economic impact of the tournament included direct living expenses such as hotels, motels, and Lake House rentals, food and beverage expenditures in restaurants and bars, Auto expenditures such as gas and rental cars, and grocery expenses throughout the weekend. The study results were based on surveying over 250 patrons of their expenditures at the site of the event.

Pond Hockey Classic Commissioner, Scott Crowder has expanded his tournament to locations in Vermont and Montana since 2010. The results of this study will enable Scott Crowder to justify further expansion of the tournament to other towns and areas across the United States. The results will also further bolster his company's relationship with the town of Meredith and local businesses within the area.

Survey Results

The group surveyed **264 patrons** at the event. Each patron was asked to estimate their total weekend expenditures for their entire group. These results show the percentage spread and averages of each question asked in the survey.

Out of 264 survey participants:

What city or town and state is your home address?

Massachusetts: 63%
New Hampshire: 32%
Vermont: 1%
Connecticut: 1%
Maine: 1%
Outside New England: 2%

Are you a:

Player: 63%
Spectator: 35%
Coach: 1%
Other: 1%

How many nights do you plan on spending in the area for this event?

0: 19%
1: 3%
2: 11%
3: 66%
More: 1%

Please indicate type of housing:

Friend/relative	30%
Motel/Hotel	28%
Commuting	28%
Housing rentals	14%

Survey Results Continued

How many people including yourself are in your immediate group (family, close friends, people you came with)?

Average group size: 6.45 people

Total number of people: 1,703

*During the course of the visit, please indicate the amount your immediate group will spend in each of the following categories (tournament entry fee is **NOT** included):*

Travel:

Total estimated amount spent: \$37,366

Average amount spent per group: \$142

Average amount spent per person: \$21.94

Housing:

Total estimated amount spent: \$99,017

Average amount spent per group: \$846

Average amount spent per person: \$58.14

Groceries:

Total estimated amount spent: \$49,995

Average amount spent per group: \$189

Average amount spent per person: \$29.33

Restaurants & Bars:

Total estimated amount spent: \$143,355

Average amount spent per group: \$543

Average amount spent per person: \$84.18

Survey Results Continued

Do you plan on returning to this event in this area next year?

Yes: 99%

Circle the number that best describes how important this event as in your decision to visit Meredith on this trip, where 0 indicates no influence and 10 indicates this event is the main single reason for visiting Meredith on this trip.

*References: "0" - I would come to this area anyway
"5" - Half my reason for coming to the area
"10" - My only reason for coming to the area*

0: 12%

1-5: 11%

6-9: 12%

10: 65%