

ORLANDO LABOR DAY CLASSIC Economic Impact Analysis

The Orlando Labor Day Classic, coming to the Citrus Bowl, features two of the most prominent Historically Black Colleges and Universities in the country – Jackson State University v. Hampton University. The game will be played at the Citrus Bowl on Saturday night, September 4, and several ancillary events will be held beginning on Thursday, September 2 and ending on Labor Day, Monday September 5. Ancillary events will include: a Battle of the Bands event at TD Waterhouse Center on Friday, September 3; a golf tournament on Thursday afternoon or Friday morning; and a kick-off luncheon, pre- and post game parties and an exclusive party after the game Saturday night.

This event will attract a total of 26,500 people from all around the nation, including approximately 13,000 non-Floridians; 6,000 Floridians from areas other than Orlando; and 7,500 local residents. People participating in this event also are expected to visit other parts of the region and to spend time and money on various activities, including visiting local area attractions.

Information Modeled

In order to estimate the economic impact this event will have on Orange County, visitor spending trends were divided into the following categories:

Activity	Estimated Spending
Transportation	\$2,824,000
Eating and Drinking	\$3,151,000
Hotels	\$2,482,000
Amusement and Recreation	\$2,839,500
Miscellaneous Expenditures and Shopping	\$2,763,000

Economic Impact

The Regional Planning Council used the Regional Economic Models Inc. (REMI) Policy Insight® model to generate the economic impact table. The model contains baseline projections for Orange County and the other counties in the east central Florida region that incorporate a wide variety of variables. When changes are entered into the model such as the changes resulting from the Orlando Labor Day Classic event, the model produces an alternative forecast, which can then be compared to the baseline forecast. The results in this report are from the alternative forecast – they represent changes from the baseline.

The estimated economic impact of the 4-day event is shown in the following table.

Variable	Impact
Gross Regional Product (\$1996)	\$9,050,000
Real Disposable Personal Income (\$1996)	\$3,470,000
Employment	249
Employment Detail	
Manufacturing	2
Construction	1
Transportation and Public Utilities.	23
Finance, Insurance and Real Estate	3
Retail Trade	115
Wholesale Trade	2
Services	101
Agriculture, Forestry and Fishery Services	1
Local Revenues (\$2001)	
Sales tax	\$30,000

New business generated by the event will result in creation of 249 full and part-time equivalent jobs in 2004, primarily in the retail and services sectors.

In total, approximately 13.5 million dollars will flow into the region. This will generate \$30,000 in sales taxes for Orange County. Gross Regional Product (GRP), which reflects the dollar amount of the final goods sold excluding intermediate goods, will increase by almost 9 million dollars as a result of this event. Real Disposable Personal Income, which reflects the purchasing power or the amount of personal income available to people for consumption spending and saving, will increase by approximately 3.5 million dollars in Orange County.