



# Economic Impact Report

## Washington Redskins Training Camp

Richmond, VA | July – August 2013



## **ACKNOWLEDGEMENTS**

The Center for Sport Leadership at Virginia Commonwealth University would like to provide a special thanks to the City of Richmond, Richmond Region Tourism, and the Washington Redskins for their assistance in conducting the following study. Economic impact analyses of this sort are only as accurate as the data provided by non-local consumers and organizations. The response from Training Camp attendees was excellent and would not have been possible if not for a strategic approach by all organizations involved.

**TABLE OF CONTENTS**

<b>Executive Summary.....</b>	<b>5</b>
<b>Interesting Facts and Figures.....</b>	<b>6</b>
<b>Method.....</b>	<b>7</b>
<b>Sample Specifics.....</b>	<b>10</b>
<b>Total Training Camp Attendees.....</b>	<b>13</b>
<b>Direct Spending.....</b>	<b>14</b>
<b>Travel Party Information.....</b>	<b>16</b>
<b>Lodging.....</b>	<b>17</b>
<b>Organizational Spending.....</b>	<b>18</b>
<b>Economic Impact Results.....</b>	<b>19</b>
<b>Limitations.....</b>	<b>20</b>
<b>Conclusion.....</b>	<b>22</b>
<b>References.....</b>	<b>23</b>
<b>Appendix: Glossary of Terms.....</b>	<b>24</b>

\* Cover image courtesy of Wikimedia Commons. Retrieved from [http://commons.wikimedia.org/wiki/File:Robert\\_Griffin\\_III\\_throwing\\_Training\\_Camp\\_2013\\_RVA\\_Redskins.jpg](http://commons.wikimedia.org/wiki/File:Robert_Griffin_III_throwing_Training_Camp_2013_RVA_Redskins.jpg)

**TABLES AND FIGURES**

<b>Table 1 – Survey Respondent Demographics.....</b>	<b>10</b>
<b>Table 2 – Non-Local Respondent Demographics.....</b>	<b>11</b>
<b>Table 3 – Richmond MSA Respondent Demographics.....</b>	<b>11</b>
<b>Figure 1 – State Residence of Non-Local Attendees.....</b>	<b>12</b>
<b>Figure 2 – Non-Local Respondent Trip Type.....</b>	<b>13</b>
<b>Table 4 – Average Spending per Type of Training Camp Attendee.....</b>	<b>14</b>
<b>Figure 3 – Size of Travel Party by Percentage.....</b>	<b>16</b>
<b>Figure 4 – Average Lodging Nightly Rate (before taxes) by Percentage.....</b>	<b>17</b>
<b>Table 5 – Summary of Estimated Economic Impact to the Richmond MSA.....</b>	<b>22</b>

## EXECUTIVE SUMMARY

- The purpose of this study was to estimate the travel and tourism economic impact of the 2013 Washington Redskins Training Camp on the Richmond Metropolitan Statistical Area (MSA). The training camp was held over three weeks in July and August of 2013. According to the Washington Redskins, a total of 165,571 non-unique individuals entered through the gates of the Bon Secours Training Center over the course of the three weeks. Based on that figure and survey research collected for this study, it is estimated that the total attendance was nearly 54,000 unique individuals. Unique adult attendance was just over 41,000, and it is estimated that the Training Camp brought over 25,000 non-local adult visitors to the Richmond area.
- Through the use of an online questionnaire, the Center for Sport Leadership staff collected data from 635 adult Training Camp attendees (391 non-locals; 243 locals). Attendees were asked to estimate their direct expenditures while in the Richmond area. The following expenditure categories were sought: lodging, restaurants, groceries, entertainment, training camp merchandise, shopping, gasoline, and other expenditures. Overall, the average adult non-local training camp attendee spent \$357.81 while in the area for Training Camp.
- The average adult attendee was 45 years old, well-educated (attaining at least one degree beyond a High School Diploma), and middle class (a household income between \$50,000 and \$150,000).
- The economic impact for the 2013 Training Camp was compiled by summing the aggregate direct spending for all adult non-local training camp attendees and the Washington Redskins' organizational expenditures. Industry specific multipliers were then applied to the above figures.
- In all, the 2013 Washington Redskins Training Camp had a total economic impact of \$10.5 million on the Richmond MSA.

### **INTERESTING FACTS AND FIGURES**

- Over 61% of adult attendees travelled from outside the Richmond MSA to attend Redskins Training Camp.
- The average respondent attended just over three training sessions.
- The average travel party that attended Training Camp included 3.83 people.
- Survey respondents resided in 22 of the 50 United States including the District of Columbia. The majority were from the Mid-Atlantic States, but respondents came from as far away as California, Colorado, and Texas.
- Over 22% of adult, non-local attendees paid for lodging while in the area, and the average nightly lodging rate *before taxes* was \$120.77.

## METHOD

The objective of this project was to calculate the economic impact of visitor spending for the 2013 Washington Redskins Training Camp. Data were collected from an email opt-in group of Training Camp attendees via an online survey protocol.

A web-based survey instrument, hosted by Formsite.com, was used to collect the data. An email was sent by the Washington Redskins to individuals whom had opted-in to receive Training Camp-related information from the organization. The emails included a photo of Training Camp, a brief introduction and a link to the online questionnaire. A random drawing of one grand prize, two second place prizes and ten third place prizes were also presented within the email and used as incentives to attract respondents<sup>1</sup>.

The survey included questions pertaining to one's residency, the size and make-up of one's travel party, and the following direct expenditures:

- **Lodging** including hotels, motels and other paid lodging
- **Full-Service and Fast Food Restaurants**
- **Groceries** including food purchases for off and on premise consumption
- **Entertainment** aside from the training camp
- **Merchandise and food** purchased at training camp
- **Retail Shopping** at area malls and shopping centers
- **Gasoline** purchased in the area
- **Rental Cars**
- **Parking**
- **Other expenditures**

---

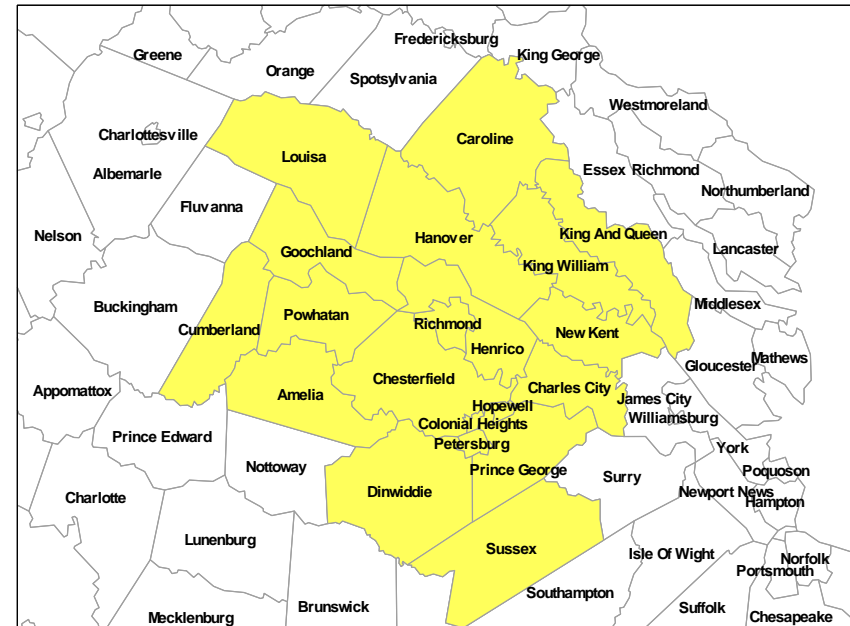
<sup>1</sup> **Prize Information:** Grand prize included (one total): Hotel accommodations for two for one night at the Omni Richmond Hotel, the host hotel of the Washington Redskins Team during Training Camp. Prizes also included dinner for two at The Tobacco Company, Segway of Richmond tours for two, breakfast for two at The Urban Farmhouse, an attractions guest pass (admission for two to more than 30 Richmond area attractions). Total value of grand prize was \$645.00.

Second prizes included (two total): Two tickets and one parking pass to the Washington Redskins home game at FedEx Field vs the Kansas City Chiefs. Total value of each second prize was \$599.00.

Third prizes included (ten total): One Washington Redskins 2013 "Live It" commemorative t-shirt. Total value of each third prize was \$19.99.

It is important to note that in economic impact studies, spending on the part of local residents is not included in the analysis because new dollars are not being added to the economy. For example, a Richmond citizen may spend \$50 on food and souvenirs at the training camp, but it is assumed that the \$50 would normally have been spent in some other form within the Richmond MSA. Conversely, \$50 spent by an attendee that lives outside of the area is new money and is assumed to have an impact on the local economy.

To determine local or non-local residence, a geographic area was designated using the official definition of the Richmond MSA. This region includes the independent cities of Colonial Heights, Hopewell, Petersburg, and Richmond, plus the counties of Amelia, Caroline, Charles City, Chesterfield, Cumberland, Dinwiddie, Goochland, Hanover, Henrico, King and Queen, King William, Louisa, New Kent, Powhatan, Prince George and Sussex.



It is also important to note that many factors influence the economic impact of an event such as three week training camp. Facility construction and development, media impressions and community outreach, and local and state tax revenue are a few of the many influential variables of a short-term economic impact study. However, **this study is solely a travel and tourism economic analysis.** In other words, this study sought to quantify the economic impact of travelers from outside of the Richmond MSA.



Training Camp expenditures by the Washington Redskins organization was included as the final input into the economic impact equation. Some employees of the Washington Redskins were operating and residing in the Richmond area for over a month. As a result, their expenditures as non-local agents for an organization are an essential component of the economic impact of Training Camp.

Once direct expenditure data were collected and organized, the Center for Sport Leadership at VCU used economic multiplier data from the Regional Input-Output Modeling application (RIMS II) provided by the U.S. Department of Commerce's Bureau of Economic Analysis (BEA) to conduct the economic impact analysis. See Appendix for further clarification of these terms.

Each year, the BEA prepares multipliers in the form of RIMS II by synthesizing state and local area personal income data and national input-output accounts data (BEA, 2013a). For the current study, data from 2010 were the most recent available and were used to estimate the impact of the 2013 Washington Redskins Training Camp on the Richmond MSA.

The regional economic multipliers are used by both the public and private sectors to study economic impacts and can be used for numerous reasons. In this case, data from non-local individual direct expenditures and organizational expenditures (Washington Redskins) were utilized to estimate the economic impact of this one-of-a-kind event (BEA, 2013a).

It is important to note, a common mistake in economic impact analyses is the inaccurate calculation of retail sales using the retail trade multiplier. That is, it is improper to take the total amount of money spent on retail (including gasoline) and apply the retail trade multiplier. This practice inflates impact estimates as it does not appropriately account for the way retail trade is measured by the BEA (2013b). Thus, before using the multiplier, a margin percentage was applied to the direct expenditures related to retail (i.e., Shopping, Training Camp Merchandise, and Gasoline). According to the BEA (2013b), the national average for apparel, leather, and allied products is 38% and the average for motor vehicle fuels, lubricants, and fluids is 17%.

For more information on the RIMS II multipliers and the BEA, please visit their website at <https://www.bea.gov/regional/rims/rimsii/>.

## SAMPLE SPECIFICS

A total of 842 individuals began the online survey and 634 finished it. Two hundred and forty-three respondents (38.4%) resided within the Richmond MSA and were not included in the economic impact analysis. See the Method section for more information about this process. In the end, 391 non-local Training Camp attendees were settled upon as the final sample. Given the estimated population of attendees (provided in part by the Washington Redskins), the 634 completed surveys ensured a 95% confidence level and a  $\pm 3.9$  confidence interval.

Table 1 provides the total sample demographics. The sample was mostly middle-aged (96% between the ages of 33-58) and well educated with over 62% attaining a degree beyond a High School Diploma. The sample could also be described as middle class as over 56% of the respondents that provided a figure indicated a household income between \$50,000 and \$150,000. The gender split among respondents leaned more female than male. In all, there were few demographic differences between the non-local survey respondents (Table 3) when compared with the total survey respondents (Table 1) and with the local survey respondents (Table 2).

**Table 1 – Total Survey Respondent Demographics**

	%		%		%
<b>Gender (N=582)</b>		<b>Education (N=573)</b>		<b>Income (N=581)</b>	
<i>Male</i>	42.6%	<i>High School Diploma</i>	31.9%	<i>Under \$50,000</i>	28.9%
<i>Female</i>	57.2%	<i>Associate's Degree</i>	23.0%	<i>\$50,000 – 99,999</i>	34.1%
<b>Age (N=572)</b>		<i>Bachelor Degree</i>	24.3%	<i>\$100,000 – 149,999</i>	17.2%
<i>Average</i>	45.4	<i>Professional Degree</i>	3.0%	<i>\$150,000 – 199,999</i>	8.1%
<i>St. Dev.</i>	12.55	<i>Master's Degree</i>	10.8%	<i>\$200,000 – 249,999</i>	1.2%
<i>Median</i>	45	<i>Doctoral Degree</i>	0.9%	<i>\$250,000 or above</i>	2.1%
<i>Range</i>	18-77	<i>Other</i>	6.1%	<i>Rather not say</i>	8.4%

**Table 2 – Non-Local Respondent Demographics**

	%		%		%
<b>Gender (N=364)</b>		<b>Education (N=357)</b>		<b>Income (N=362)</b>	
<i>Male</i>	41.8%	<i>High School Diploma</i>	29.4%	<i>Under \$50,000</i>	25.7%
<i>Female</i>	58.2%	<i>Associate's Degree</i>	23.8%	<i>\$50,000 – 99,999</i>	33.1%
<b>Age (N=356)</b>		<i>Bachelor Degree</i>	25.3%	<i>\$100,000 – 149,999</i>	19.9%
<i>Average</i>	45.2	<i>Professional Degree</i>	3.1%	<i>\$150,000 – 199,999</i>	10.2%
<i>St. Dev.</i>	12.49	<i>Master's Degree</i>	11.2%	<i>\$200,000 – 249,999</i>	1.7%
<i>Median</i>	45	<i>Doctoral Degree</i>	0.6%	<i>\$250,000 or above</i>	2.0%
<i>Range</i>	18-76	<i>Other</i>	6.7%	<i>Rather not say</i>	7.5%

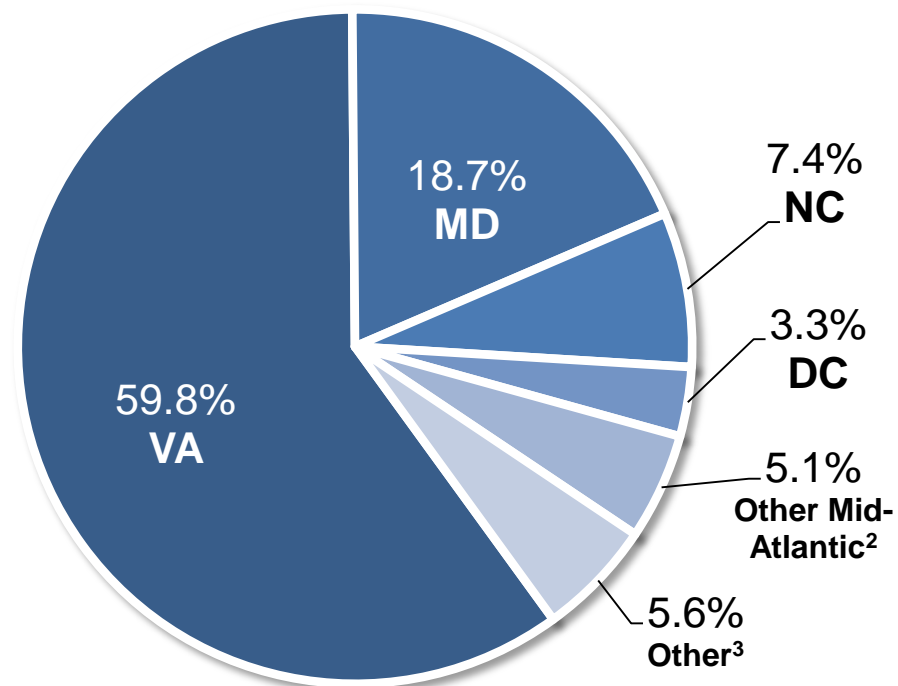
**Table 3 – Richmond MSA Respondent Demographics**

	%		%		%
<b>Gender (N=222)</b>		<b>Education (N=220)</b>		<b>Income (N=223)</b>	
<i>Male</i>	43.2%	<i>High School Diploma</i>	35.5%	<i>Under \$50,000</i>	33.6%
<i>Female</i>	56.8%	<i>Associate's Degree</i>	21.8%	<i>\$50,000 – 99,999</i>	35.4%
<b>Age (N=220)</b>		<i>Bachelor Degree</i>	23.2%	<i>\$100,000 – 149,999</i>	12.6%
<i>Average</i>	45.6	<i>Professional Degree</i>	2.7%	<i>\$150,000 – 199,999</i>	4.9%
<i>St. Dev.</i>	12.6	<i>Master's Degree</i>	10.5%	<i>\$200,000 – 249,999</i>	0.9%
<i>Median</i>	45	<i>Doctoral Degree</i>	1.4%	<i>\$250,000 or above</i>	2.2%
<i>Range</i>	19-77	<i>Other</i>	5.0%	<i>Rather not say</i>	10.3%

**Note:** Not all survey respondents answered the demographic questions.

Survey respondents who travelled to training camp outside the Richmond MSA came from 22 of the 51 United States including the District of Columbia (DC). The majority came from Northern Virginia, Maryland, North Carolina, and DC. See Figure 1 for a more complete listing of the States covered.

**Figure 1 – State Residence of Non-Local Respondents**



<sup>2</sup> **Other Mid-Atlantic** – CT, DE, NJ, NY, PA, NY, & WV

<sup>3</sup> **Other** – CA, CO, FL, GA, KY, MA, MI, MO, SC, TN, & TX

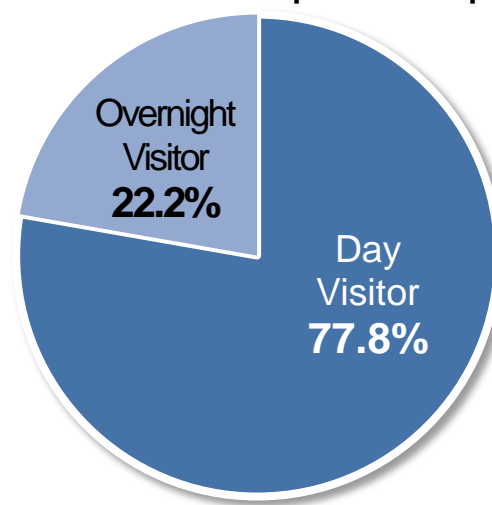
## TOTAL TRAINING CAMP ATTENDEES

According to attendance data provided by the Washington Redskins, 165,571 non-unique guests entered the gates of the Bon Secours Training Camp facility. Given that number, we used the sample's average session attendance per person (3.07) to determine the unique attendees. It is estimated that there were 53,932 unique Training Camp attendees. It is also estimated that 24% of the attendees were children<sup>4</sup>. Based on these totals, it is estimated that the total population of unique adult attendees was 41,258.

Of the 634 individuals who completed the survey, 38.4% indicated that they resided within the Richmond MSA. Therefore, it is estimated that 15,843 of the total adult visitors were from the Richmond MSA and **the total number of adult non-local visitors that attended training camp was 25,415.**

According to the survey data, 22.2% of the adult visitors paid for lodging while attending training camp. Thus, it is estimated 5,642 adult visitors paid for a hotel, motel, or other lodging while in the Richmond MSA and were categorized as Overnight Visitors. The remaining 19,773 were deemed Day Visitors to training camp and the Richmond MSA.

**Figure 2 – Non-Local Respondent Trip Type**



<sup>4</sup> Given survey restrictions, the estimated percentage of individuals under the age of 18 attending training camp was provided by the U.S. Census Bureau (2012).

**DIRECT SPENDING**

Table 4 shows the direct expenditure breakdown per attendee by category and type of Training Camp attendee. Lodging was the highest expenditure (\$334.94) for Overnight attendees followed by full service and fast food restaurants (\$158.98), and money spent on merchandise at Training Camp (\$108.01). Other expenditures and parking were the lowest direct expenditure items with totals of \$14.95 and \$15.67, respectively.

**Table 4 – Average Spending per Type of Training Camp Attendee**

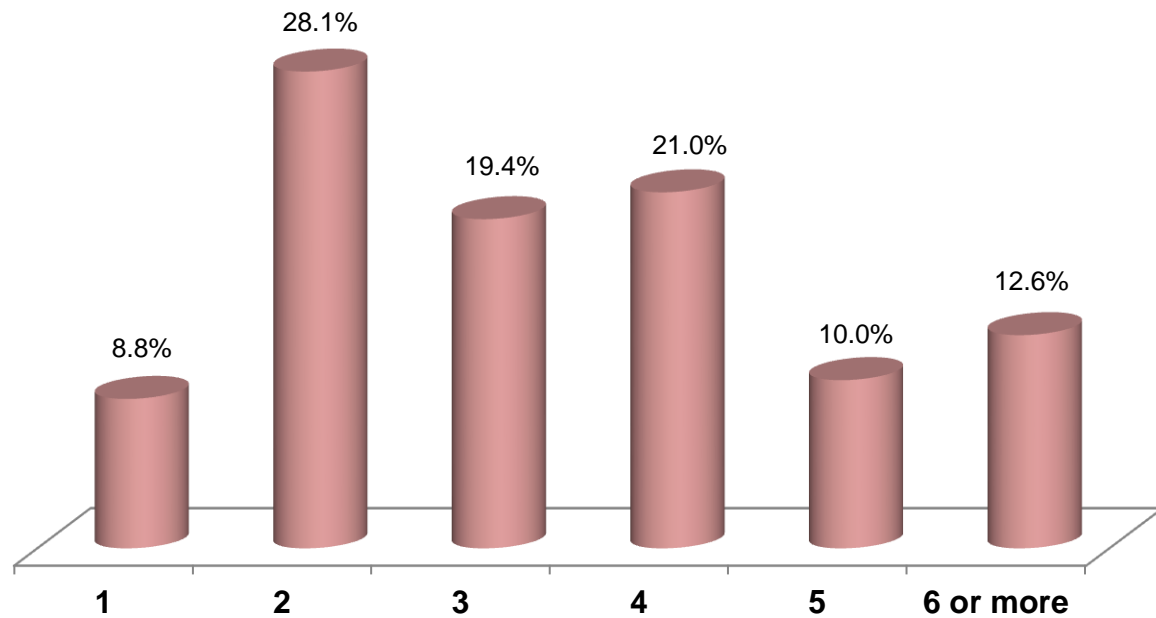
Expenditure Category	Amount		
	Overnight	Day	Local
Lodging	\$334.94	-	-
Full Service Restaurants	\$113.73	\$29.83	\$15.90
Fast Food Restaurants	\$45.25	\$24.32	\$14.02
Grocery	\$23.44	\$6.74	\$9.13
Entertainment	\$20.84	\$2.78	\$6.73
Training Camp Merchandise	\$108.01	\$66.13	\$67.88
Shopping	\$84.05	\$11.09	\$14.98
Training Camp Food/Concessions	\$27.13	\$19.27	\$20.46
Gasoline	\$53.25	\$30.74	\$24.58
Rental Car	\$20.32	\$5.32	\$0.33
Bars & Nightlife	\$26.30	\$2.71	\$9.13
Other Expenditures	\$14.95	\$2.57	\$1.54
Parking	\$15.67	\$8.96	\$9.09
<b>TOTAL</b>	<b>\$887.89</b>	<b>\$210.40</b>	<b>\$193.77</b>

The highest expenditure for Day visitors was Training Camp merchandise (\$66.13) followed closely by full service and fast food restaurants (\$54.15). Bars and nightlife (\$2.71), entertainment (\$2.78), and other expenditures (\$2.57) were the lowest expenditures for this group. Similarly, Training Camp merchandise (\$67.88) and full service and fast food restaurants (\$29.92) were the highest expenditures for Local attendees, rental car (\$0.33) and other expenditures (\$1.54) were the lowest.

## TRAVEL PARTY INFORMATION

Travel party size and make-up are also very important sources of information as the family unit is among the many targeted groups of Training Camp. The results suggest the average size of an attendee's travelling party was just under four ( $M=3.83$ ;  $SD=4.1$ ), and it ranged from one to 60. Figure 2 shows the distribution of travel party size.

**Figure 3 – Size of Travel Party by Percentage**



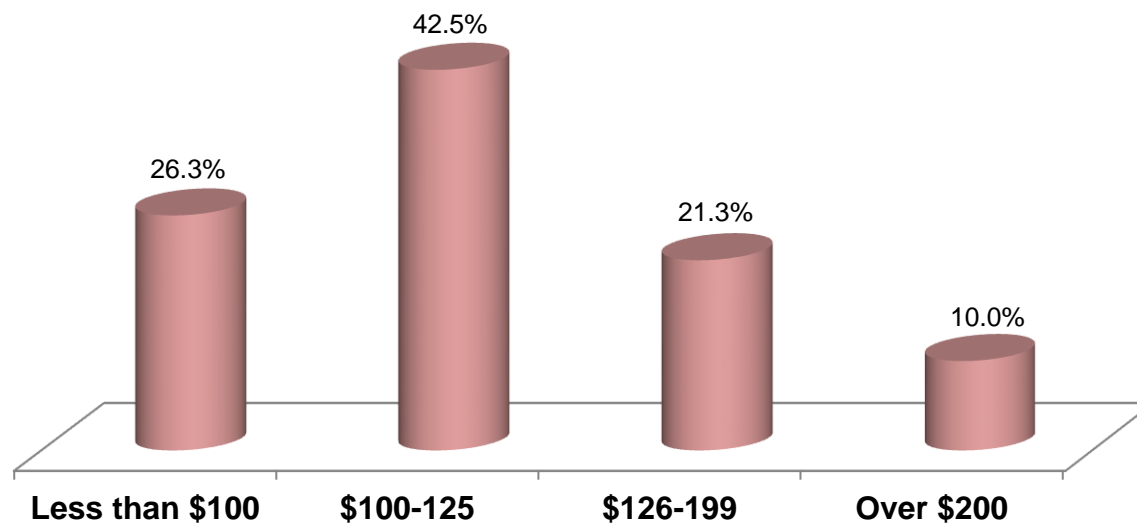


## LODGING

Overnight Visitors stayed all across the Richmond MSA from Short Pump to the Richmond International Airport area. The Omni Richmond Hotel was indicated the most by visitors followed by the Hilton at Short Pump, Marriott in Richmond, the Embassy Suites, and the Crowne Plaza. In total, 32 different establishments were provided including executive hotels, extended stays, and an RV park.

The average Overnight Visitor spent two nights in paid lodging with 26.3% of sample spending at least three nights in a hotel or motel. The average nightly rate *before taxes* was \$120.77 (SD=\$45.12), and the average number of people per room was nearly three (M=2.76). In addition, 18.5% of overnight visitors paid for more than one room per night. With an estimated 5,642 adult visitors paying for lodging in the Richmond MSA, it is estimated a total of 2,424 rooms were occupied during the training camp.

**Figure 4 – Average Lodging Nightly Rate (before taxes) by Percentage**



## ORGANIZATIONAL SPENDING

Individuals and agents of the Washington Redskins organization of Ashburn, Virginia were visitors of the Richmond MSA for nearly a month during the summer of 2013. As a result, their expenditures represent a substantial component of the tourist-related economic impact. Organizational expenditures included lodging, training camp operations, team and individual meals, transportation, and other goods and services required to operate a successful National Football League training camp. According to team sources, **the organization spent \$2.3 million over the course of Redskins Training camp.**

## ECONOMIC IMPACT RESULTS

To calculate the total economic impact, the direct expenditure data from non-local adult visitor survey respondents and the Washington Redskins were multiplied by industry specific multipliers. As mentioned previously, there were an estimated 25,415 unique non-local adult visitors at training camp. Based on the direct expenditure responses of the sample of 391 non-local attendees, it is estimated that the sum of all direct spending was \$6.8 million which generated nearly \$1 million of indirect spending to equal a \$7.8 million economic impact for the Richmond MSA. Organizational spending by the Washington Redskins equaled \$2.3 million which generated an additional \$400,000 to equal a \$2.7 million economic impact for the Richmond MSA. Taken together, **the economic impact of the 2013 Washington Training Camp was over \$10.5 million for the area.**

According to the 243 local survey respondents, the direct spending related to training camp was estimated to be just over \$3.1 million.

---

**Richmond MSA Definition:** Amelia, VA; Caroline, VA; Charles City, VA; Chesterfield, VA; Cumberland, VA; Goochland, VA; Hanover, VA; Henrico, VA; King and Queen, VA; King William, VA; Louisa, VA; New Kent, VA; Powhatan, VA; Sussex, VA; Richmond (Independent City), VA; Dinwiddie + Colonial Heights + Petersburg, VA; Prince George + Hopewell, VA

---

## LIMITATIONS

As stated above, this study was solely a travel and tourism economic analysis and only tells part of the story. The total economic impact for an event such as the 2013 Washington Redskins Training Camp could include several other components such as local and state tax analysis, media and community impact analyses, employment impact, and the effect of permanent construction. While this study's results are very important in explaining the impact of the training camp, it was exclusively commissioned to estimate the impact of visitor spending in the Richmond MSA.

That said, every study has limitations and this economic impact analysis was no exception. While every safeguard was utilized to ensure accurate economic data, the following limitations are worth noting. First, any time respondents are asked to recall prior behavior there is bound to be error. Thus, it is important to note that the data did not come directly from individual behavior, but from the recollection of behavior by survey respondents. In addition, this study got a late start and data collection did not begin until the middle of October 2013. This nearly two-month gap in time is significant and something the researchers will look to remedy in future studies.

Second, economic impact is very difficult to estimate on short-term activities like the Redskins Training Camp. According to the BEA (2013b), economic impact for short-term events like major sporting events and week-long music festivals are difficult to quantify because restaurants, hotels, and other impacted business are less likely to permanently employ new staff and purchase as many intermediate inputs. Thus, there is a chance short-term projects can be over-estimated. Unfortunately, there is no direct solution to the short-term events limitation, but understanding this issue, the current researchers avoided the use of employment and earnings economic multipliers. In addition, other common mistakes of economic impacts were avoided such as applying a single multiplier to all industries and inflating the sales retail and gasoline impact. In other words, the current study applied industry specific multipliers to each expenditure category collected and used an appropriate retail and gasoline sales margin to estimate the respective impacts.

Third, the calculation of non-paying youth was estimated based on the national average of children under the age of 18 in the United States. While it was not possible to survey individuals under the age of 18, the researchers could have done a better job of collecting more specific travel party data. That said, estimating that just over one in any every four training camp attendees was a non-paying child is a conservative estimate.

Finally, every economic impact analysis is only as accurate as the economic data provided and the most up-to-date data available through the BEA was from 2010. Thus, the time difference between the economy now and the economy then will always be a limitation. The incremental growth in the regional and national economies since 2010, however, may suggest the analysis results underestimate the true impact.

## CONCLUSION

In conclusion, it was estimated that nearly 54,000 unique individuals attended the 2013 Washington Redskins Training Camp. Of this population, 25,415 were estimated to be non-local adult attendees. These visitors generated an impact of \$7.8 million within the Richmond Metropolitan Statistical Area (see Table 5). Combined with spending by the Washington Redskins, **the total impact was estimated at \$10.5 million**. The table below provides a summary of the estimated expenditures made by each of the groups considered in the analysis, as well as the estimated economic impact for the Richmond MSA.

**Table 5 – Summary of Estimated Economic Impact to the Richmond MSA**

Group	Estimated Spending	Estimated Economic Impact
Non-Local Attendees	\$6.8 million	\$7.8 million
Redskins Expenditures	\$2.3 million	\$2.7 million
<b>TOTAL</b>	<b>\$9.1 million</b>	<b>\$10.5 million</b>

## REFERENCES

Bureau of Economic Analysis. (2013a). Regional economic accounts. *US Department of Commerce*. Retrieved from [https://www.bea.gov/regional/pdf/overview/Regional\\_RIMS.pdf](https://www.bea.gov/regional/pdf/overview/Regional_RIMS.pdf)

Bureau of Economic Analysis. (2013b). RIMS II: An essential tool for regional developers and planners. *US Department of Commerce*. Retrieved from [https://www.bea.gov/regional/pdf/rims/rimsii\\_user\\_guide.p](https://www.bea.gov/regional/pdf/rims/rimsii_user_guide.p)

U.S. Census Bureau (2012). Households and families: 2010. *U.S. Department of Commerce Economics and Statistics Administration*. Retrieved from <http://www.census.gov/prod/cen2010/briefs/c2010br-14.pdf>

## **APPENDIX**

### **Glossary of Terms**

**Bureau of Economic Analysis** - provides up-to-date, relevant, and accurate economic accounts data of the US economy. The BEA offers data on many levels, but this study used its Regional Economic Accounts program. This program prepares regional economic multipliers in the form of RIMS II.

**Direct expenditures** – are the changes in economic activity during the first round of spending. For tourism, this involves the impacts on the tourism industries (businesses selling directly to tourists) themselves.

**Economic Impact** – measures three types of impacts: direct, indirect and induced. Direct impacts include first round expenditures. Indirect and induced expenditures result from the initial direct expenditures. Indirect expenditures are made when businesses purchase goods and services from other businesses. Induced expenditures are made by employees of these businesses who use their earnings to make additional purchases in the preset geographic region. The three types of impacts are used in input-output models for the regional economy to determine the total impact on the area.

**RIMS II** – the Regional Input-Output Modeling (RIMS II) application synthesizes state and local area personal income data and national input-output accounts data to create economic impact multipliers. They are created and managed by the BEA (see above).

**Local attendees** – live within the Richmond MSA and would not travel outside of the region to attend the event. It is projected that they are not bringing new money to the local economy so their expenditures were eliminated from the analysis.

**Estimated impact to the Richmond MSA** – is the total estimated amount of impact direct expenditures, training camp fees, and sponsorships had on the Richmond MSA.

**Estimated spending in Richmond MSA** – is the total estimated amount of money spent in the Richmond MSA by non-local attendees.



**Non-local attendees** – Training Camp attendees residing outside of the Richmond MSA.

**Richmond Metropolitan Statistical Area** – is the geographic region defined by the U.S Census Bureau for the purpose of collecting, tabulating and publishing data. The Richmond MSA includes the independent cities of Colonial Heights, Hopewell, Petersburg, and Richmond, plus the counties of Amelia, Caroline, Charles City, Chesterfield, Cumberland, Dinwiddie, Goochland, Hanover, Henrico, King and Queen, King William, Louisa, New Kent, Powhatan, Prince George and Sussex.