



**THE  
ECONOMIC IMPACT  
OF THE **FLORIDA**  
SPORTS INDUSTRY**

**2017 FACTBOOK**

FLORIDA SPORTS

F O U N D A T I O N

# TABLE OF CONTENTS

Executive Summary .....	3
The Florida Sports Foundation .....	4
Regional Sports Commissions .....	5
Document Overview .....	6
Sports and Tourism in Florida .....	7
State of Florida Summary .....	8
Amateur and Leisure Sporting .....	10
Florida Sports Foundation & Regional Commissions .....	12
Parks and Recreation .....	13
Golf .....	14
Hunting .....	15
Fishing .....	16
Wildlife Viewing .....	17
Professional Sports .....	18
Major League Sports .....	20
NASCAR .....	21
Spring Training .....	22
Minor League Sports .....	23
Tennis .....	25
Collegiate Athletics .....	26
Collegiate Sports .....	28
Collegiate Bowl Games .....	29
The Equine Industry .....	30
Horse Ownership, Breeding, Showing .....	32
Florida-Born Thoroughbreds at Auction .....	33
Racing Purse - Florida-Bred Stock .....	35
Pari-Mutuels .....	36
Retail Sales .....	38

# EXECUTIVE SUMMARY

## THE FLORIDA SPORTS ECONOMY

Florida's sports industry accounted for nearly **16 million** non-resident **visitors** to the state of Florida (15% of all Florida tourism).

Attracted **\$12.1 billion** in **purchases** of goods and services from **out-of-state** buyers and visitors.

Generated **\$33 billion** in **direct sales** across the Florida economy.

Generated **\$57.4 billion** in total sales across the Florida economy.

Accounted for **580,000 jobs** in Florida.

Generated **\$3.3 billion** in **revenues for state and local government** coffers.



## FLORIDA SPORTS FOUNDATION AND REGIONAL SPORTS COMMISSIONS

Together, the **Florida Sports Foundation** and **Regional Sports Commissions** sponsored, co-sponsored or assisted with events that:

Attracted nearly **5.3 million** non-resident **visitors** to the state.

Generated **\$3.3 billion** in **direct purchases** of goods and services by non-resident visitors.

Accounted for **5% of total tourism** within Florida.

Generated a total economic impact of **\$6.7 billion** in **sales** across the Florida economy.

Generated over **67,000 jobs** for Floridians.



# THE FLORIDA SPORTS FOUNDATION

The Florida Sports Foundation is a 501(c)3 not-for-profit corporation serving as the states lead sports development and promotional organization.

**The mission of the Florida Sports Foundation is to:**

Assist Florida's communities with securing, hosting and retaining sporting events and sports related business that **generate significant economic impact and sports-related tourism for the state of Florida** through the Foundation's grant programs, legislative initiatives and Industry Partner service, recognition and development.

Provide the citizens of Florida with **participation opportunities** in Florida's Sunshine State Games and Florida Senior Games events.

Serve as Florida's **leading resource** for Sport Tourism research and facts.

Assist in the promotion of **targeted leisure sport industries** in Florida.

Assist National and Florida State Governing Bodies to **promote amateur sport development** through Florida's Sunshine State Games and hosting events in Florida.



## REGIONAL SPORTS COMMISSIONS

1. Bradenton Area Sports Commission
2. Broward County Sports Development
3. Central Florida Sports Commission/ Visit Orlando
4. Central Florida's Polk County Sports Marketing
5. Charlotte Harbor Visitor and Convention Bureau
6. Columbia County Sports Commission
7. Daytona Beach Area Convention & Visitors Bureau
8. Emerald Coast Sports Commission
9. Gainesville Sports Commission
10. Jacksonville Sports Council
11. Kissimmee Sports Commission
12. Lee County Sports Development
13. Miami-Dade Sports Commission
14. Naples, Marco Island, Everglades Convention & Visitors Bureau
15. Ocala/Marion Sports Commission
16. Palm Beach County Sports Commission
17. Palm Coast and the Flagler Beaches
18. Panama City Beach Convention and Visitors Bureau
19. Office of Tourism Development-Pasco County
20. Pensacola Sports Association
21. Santa Rosa County Sports Development
22. Sarasota County Sports Commission
23. Space Coast Sports Promotions
24. St. Pete/Clearwater Sports Commission
25. Tallahassee Sports Council/ Visit Tallahassee
26. Tampa Bay Sports Commission
27. Treasure Coast Sports Commission

# DOCUMENT OVERVIEW

The 2017 study derives economic impact estimates from the most comprehensive set of data ever utilized to gauge the size and scope of the sports economy. Although some of the increase in total impact is derived from new and better data, **the comprehensive study which accompanies this factbook shows that the Florida Sports Economy has also seen substantial growth in certain segments** - particularly in Amateur and Leisure Sporting Activities. The data also clearly demonstrate that the Florida Sports Economy drives a significant percentage of Florida's broader tourism economy. We utilize four distinct terms in this and the companion document to help us define the Florida Sports Economy and its visitor patterns:



**Non-resident Visitors** - Visitors to Florida who are not residents of Florida.



**Resident Visitors** - Visitors to a region in Florida who are from another Florida region (typically more than 50 miles away).



**Economic Impact** - The total value of all transactions in which a Florida resident businesses and/or individual sells goods and/or services to a non-Florida businesses and/or individual. This study considers, for example, that an economic impact is generated when a Florida-bred horse is sold to a non-Florida buyer and when a non-Florida resident rents a hotel room in Florida. Only non-resident visitor spending is included in the economic impact estimates.



**Economic Footprint** - The total value of all transactions associated with the particular element of the sports economy in question regardless of whether the seller and purchaser are Florida residents or the seller is a Florida resident and the purchaser is a non-Florida resident. All resident and non-resident visitor spending is included in the economic footprint estimates.

# SPORTS & TOURISM IN FLORIDA

Florida's Sports Economy drives a significant share of Florida's overall tourism economy. The latest visitor estimates produced by Visit Florida indicate that approximately **106 million non-resident visitors** came to Florida last year. Of that total, 16 million were drawn to Florida because of Florida's Sports Economy. This represents **15% of the entire tourism economy** in Florida.

## SPORTS VISITORS

<b>Professional Sports</b> .....	<b>2,410,254</b>
Major League Sports .....	647,266
Tennis .....	31,661
NASCAR .....	627,784
Spring Training .....	997,165
Minor League Sporting Events .....	106,378
<b>Amateur &amp; Leisure Sporting</b> .....	<b>12,746,031</b>
Florida Sports Foundation & .....	5,288,793
Regional Commissions	
Fishing .....	1,583,193
Hunting .....	33,694
Wildlife Viewing .....	1,242,747
Golf .....	4,597,604
<b>Collegiate Sports</b> .....	<b>815,462</b>
College Athletics .....	665,129
Collegiate Bowl Games .....	150,333
<b>Total Non-Resident Sports Visitors</b> .....	<b>15,971,746</b>



## STATE OF FLORIDA SUMMARY

The overall economic footprint of the Florida Sports Economy is substantial - totaling just over **\$57 billion dollars** as measured by sales or output. This translates into jobs for nearly **580,000 Floridians**. The total value add, which is similar to gross product, is just over **\$33 billion**. Moreover, the economic footprint of the sports economy accounts for nearly **\$3.3 billion in revenue** for state and local governments.

With regards to the overall economic impact (driven by Florida residents and business sales to non-residents), total output impacts are well over **\$23 billion dollars**. Non-resident visitors participating in Florida's Sports Economy generate just over **240,000 jobs** and account for **\$13.5 billion** in value add to Florida's economy. Overall impacts associated with sales by Florida businesses and individuals to non-resident businesses and individuals yields over **\$1.4 billion** in revenue for state and local government coffers.



# FLORIDA'S SPORTS ECONOMY

## TOTAL ECONOMIC FOOTPRINT & IMPACT (in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$57,405.1</b>
Output .....	\$57,405.1
Employment .....	579,845
Labor Income .....	\$20,381.5
Value Added .....	\$33,197.5
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$3,316.5</b>
Sales Tax .....	\$1,616.5
Property Tax .....	\$1,143.5
All Other Taxes & Revenues .....	\$556.5
<b>Economic Impact (Sales)</b> .....	<b>\$23,630.1</b>
Output .....	\$23,630.1
Employment .....	240,258
Labor Income .....	\$8,306.6
Value Added .....	\$13,525.7
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$1,397.7</b>
Sales Tax .....	\$683.3
Property Tax .....	\$483.1
All Other Taxes & Revenues .....	\$231.3

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



# AMATEUR AND LEISURE SPORTS

The Amateur and Leisure Sporting Industry is composed of six segments which include Parks and Recreation, Golf, Hunting, Fishing and Wildlife Watching. Also included in Amateur and Leisure Sporting is the Florida Sports Foundation and Regional Sports Commissions section. Although we recognize that each of these segments can (and does) have professional elements, we grouped them into this industry cluster primarily because they have at least some amateur elements included in the overall data. The Amateur and Leisure Sporting Industry accounts for the bulk of the total non-resident visitors who are associated with the Florida Sports Industry.

It is therefore unsurprising to discover that the overall economic footprint of Amateur and Leisure Sporting is nearly **\$43.5 billion dollars** which is the lion's share of the overall sporting industry's **\$57.4 billion dollar footprint**. This equates to **443,000 jobs** and over **\$2.4 billion** in state and local fiscal revenues. The economic impact, driven by non-resident visitor spending, totals over **\$20 billion** and accounts for **209,000 jobs** across Florida's economy. These non-resident Amateur and Leisure Sports enthusiasts contribute nearly **\$1.2 billion** to the coffers of state and local governments across Florida.

# FLORIDA'S SPORTS ECONOMY

## AMATEUR AND LEISURE SPORTS

### TOTAL ECONOMIC FOOTPRINT & IMPACT (in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$43,450.5</b>
Output .....	\$43,450.5
Employment .....	442,708
Labor Income .....	\$15,304.9
Value Added .....	\$24,571.8
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$2,409.9</b>
Sales Tax .....	\$1,172.4
Property Tax .....	\$829.5
All Other Taxes & Revenues .....	\$408.0
<b>Economic Impact (Sales)</b> .....	<b>\$20,345.7</b>
Output .....	\$20,345.7
Employment .....	209,428
Labor Income .....	\$7,102.5
Value Added .....	\$11,576.1
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$1,179.3</b>
Sales Tax .....	\$575.7
Property Tax .....	\$407.1
All Other Taxes & Revenues .....	\$196.4

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



## AMATEUR AND LEISURE SPORTS

### FLORIDA SPORTS FOUNDATION AND REGIONAL COMMISSIONS

Florida's 27 regional sports commissions reported engaging over 2,700 activities across Florida which resulted in nearly **5.3 million non-resident visitors** expending over **\$3.3 billion** across Florida's economy. In addition, the Florida Sports Foundation reported over **\$4.2 million** in non-resident visitor spending associated with the Sunshine State Games and an additional **\$3.5 million** in non-resident visitor spending associated with the Florida Senior Games. Thus, the Florida Sports Foundation and its regional affiliated Sports Commissions generated over **\$3.3 billion** in total, direct spending across Florida's economy. Because the Sports Foundation only accounts for non-resident visitor spending, all of these dollars are associated with economic impacts. The total economic impacts for the Sports Foundation and regional Sports Commissions is just under **\$6.7 billion** which equates to just over **67,000 total jobs**.

#### TOTAL ECONOMIC IMPACT

(in Millions \$)\*

<b>Economic Impact (Sales)</b>	<b>\$6,699.6</b>
Output	\$6,699.6
Employment	67,382
State and Local Fiscal Revenues	\$415.7

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



## AMATEUR AND LEISURE SPORTS PARKS AND RECREATION

In 2015, local municipal and county governments reported, in the parks and recreation budget category, expenditures of **\$1.7 billion** on parks and recreation, **\$19 million** on special events, **\$483 million** on special facilities expenditures and **\$179 million** on other culture/recreation activities. Direct spending for Parks and Recreation summed to slightly over **\$2.4 billion** for Florida’s county and municipal governments in 2015. These expenditures accounted for nearly **\$6.1 billion in total economic activity** across Florida’s economy which equals just over **56,000 jobs** for Floridians.

### TOTAL ECONOMIC FOOTPRINT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$6,088.5</b>
Output .....	\$6,088.5
Employment .....	56,129
State and Local Fiscal Revenues .....	\$290.9

\*For complete results and explanation see “Sporting a Ray of Sunshine: Sports as a Driver of Florida’s Tourism Economy.”



## AMATEUR AND LEISURE SPORTS GOLF

Florida is home to over **1,100 golf courses**, over **90 driving ranges** and nearly **80 miniature golf facilities**. Perhaps Florida’s greatest attraction to golf enthusiasts is a result of the state’s subtropical climate which means there are few (if any) winter days that are not playable somewhere in Florida. This is no doubt a contributing factor to Florida’s position as the #1 golf state (among states benchmarking direct golf-related economic activity utilizing the “Golf Economy” methodology) accounting for **12% of the US Golf economy**. The total economic footprint of the golf economy is over **\$16.5 billion** in Florida with non-resident visitors accounting for approximately **\$8 billion** of this total. Golf’s footprint is associated with **170,000 total jobs** and **\$764 million in revenues** flowing to state and local governments.

### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$16,556.6</b>
Output .....	\$16,556.6
Employment .....	169,786
State and Local Fiscal Revenues .....	\$764.2
<b>Economic Sales (Impact)</b> .....	<b>\$7,997.3</b>
Output .....	\$7,997.3
Employment .....	84,688
State and Local Fiscal Revenues .....	\$375.6

\*For complete results and explanation see “Sporting a Ray of Sunshine: Sports as a Driver of Florida’s Tourism Economy.”



## AMATEUR AND LEISURE SPORTS HUNTING

Hunting is a popular fall and winter sport in Florida, particularly in the Northwest part of the state. Estimates indicate that Floridians spent over a **half-billion dollars** on this sport in 2015 and the state attracted another **\$45 million** from non-resident visitors who came to the state to hunt. Roughly half of the **\$555 million** expended on hunting in Florida was for equipment with the remainder associated with lodging, food and transportation expenses. Hunting economic footprint accounted for nearly **\$750 million in total sales** across the Florida economy which equates to **8,200 jobs**. The impacts associated with non-resident visitors exceeded **\$74 million in total sales** and nearly **750 jobs**.

### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$746.6</b>
Output .....	\$746.6
Employment .....	8,209
State and Local Fiscal Revenues .....	\$46.8
<b>Economic Sales (Impact)</b> .....	<b>\$74.2</b>
Output .....	\$74.2
Employment .....	746
State and Local Fiscal Revenues .....	\$4.9

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



## AMATEUR AND LEISURE SPORTS FISHING

Florida's endless coastline and numerous freshwater lakes ensures that the Fishing segment is larger than either Hunting or Wildlife Viewing. Floridians spent nearly **\$4 billion on fishing** and non-resident visitors added another **\$1.2 billion** to this total. Equipment accounted for about **\$1.4 billion** of the total and food and lodging accounted for **\$1.2 billion**. Boating generated nearly **\$1 billion** in additional expenditures associated with the Fishing industry in Florida. The economic footprint of the fishing industry totals **\$7.5 billion** and accounts for **81,000 jobs**. Of this total, nearly **\$2 billion** is associated with non-resident visitor fishing enthusiasts who generate nearly **20,000 jobs**.

### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$7,529.7</b>
Output .....	\$7,529.7
Employment .....	80,757
State and Local Fiscal Revenues .....	\$517.2
<b>Economic Sales (Impact)</b> .....	<b>\$1,934.0</b>
Output .....	\$1,934.0
Employment .....	19,477
State and Local Fiscal Revenues .....	\$129.8

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."





## AMATEUR AND LEISURE SPORTS WILDLIFE VIEWING

Florida’s climate and diverse array of natural resources ensures that many types of wildlife call Florida home. Residents and non-resident visitors alike enjoy wildlife watching - observing everything from the migration of butterflies at St. Marks to the flora and fauna of the Everglades. Residents spend some **\$1.5 billion** on Wildlife Viewing. They are, however, outspent by non-residents who invest nearly **\$2 billion** in Wildlife Watching trips to Florida. Of the **\$3.5 billion** spent on Wildlife Watching in Florida, food and lodging accounts for **\$1.3 billion**, with transportation accounting for an additional **\$1.2 billion**. The **\$5.8 billion** footprint of the Wildlife Watching segment equates to over **60,000 jobs**. Of this total **\$3.6 billion** is driven by non-resident visitor spending. Non-resident visitor spending impacts account for **37,000** total jobs.

### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$5,829.6</b>
Output .....	\$5,829.6
Employment .....	60,444
State and Local Fiscal Revenues .....	\$375.1
<b>Economic Sales (Impact)</b> .....	<b>\$3,640.7</b>
Output .....	\$3,640.7
Employment .....	37,136
State and Local Fiscal Revenues .....	\$253.3

\*For complete results and explanation see “Sporting a Ray of Sunshine: Sports as a Driver of Florida’s Tourism Economy.”



# PROFESSIONAL SPORTS

Florida is home to **10 major league sporting teams**, two international professional tennis tournaments and two NASCAR racetracks. Florida also hosts **15 of the Major League Baseball Teams** for Spring Training, is home to **12 Florida State League Baseball** teams and hosts two Southern League Baseball Clubs. In addition to the minor league baseball teams there are **12 additional minor league teams** in other sports that we include in the Professional Sports section.

Overall, Professional Sports has an economic footprint of just under **\$5.3 billion** and accounts for over **50,000 jobs** across the Florida economy. Over **\$2.5 billion** of this footprint is associated with the impacts of non-resident visitor expenditures—a significant portion of which is driven by NASCAR. Non-resident visitor spending impacts on value-add sum to nearly **\$1.5 billion**. These events also have a significant impact on state and local government revenues. The footprint is associated with the generation of **\$344 million in revenue** for state and local governments. Approximately one-third of this total is derived from non-resident visitor impacts.

# FLORIDA'S SPORTS ECONOMY

## PROFESSIONAL SPORTS

### TOTAL ECONOMIC FOOTPRINT & IMPACT (in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$5,280.6</b>
Output .....	\$5,280.6
Employment .....	50,466
Labor Income .....	\$1,935.5
Value Added .....	\$3,107.1
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$344.0</b>
Sales Tax .....	\$169.2
Property Tax .....	\$119.5
All Other Taxes & Revenues .....	\$55.3
<b>Economic Impact (Sales)</b> .....	<b>\$2,530.8</b>
Output .....	\$2,530.8
Employment .....	24,177
Labor Income .....	\$905.9
Value Added .....	\$1,462.1
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$167.2</b>
Sales Tax .....	\$82.5
Property Tax .....	\$58.2
All Other Taxes & Revenues .....	\$26.5

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



## PROFESSIONAL SPORTS

### MAJOR LEAGUE SPORTS

In addition to two National Hockey League Teams, two Major League Baseball Teams, two National Basketball Association Teams and three National Football League Teams, Florida is now home to a Major League Soccer Team (Orlando City Soccer). As the data reflects, these Major League franchises have the largest overall footprint of any segment of the Professional Sporting Industry. Major league sports generate nearly **\$2.4 billion** in total sales along with **22,000 total jobs**. Of this, nearly **\$600 million** in economic impact is driven by non-resident visitor spending. This accounts for **5,400 of the 22,000 total jobs**.

#### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Sales (Impact)</b> .....	<b>\$2,349.9</b>
Output .....	\$2,349.9
Employment .....	22,184
State and Local Fiscal Revenues .....	\$152.4
<b>Economic Footprint (Sales)</b> .....	<b>\$580.0</b>
Output .....	\$580.0
Employment .....	5,392
State and Local Fiscal Revenues .....	\$38.5

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



## PROFESSIONAL SPORTS NASCAR

Florida is home to two major NASCAR racetracks that attract a considerable number of visitors to the state. The economic footprint of NASCAR exceeds **\$1 billion in total sales** across the Florida economy and generates nearly **11,000 jobs**. Of this, the sport generates **\$922 million in economic impact** from non-resident visitor expenditures. Of the **11,000 total jobs** generated, **over 9,000** are generated by non-resident visitor attendance at NASCAR events. NASCAR also generates nearly **\$70 million** in revenue for state and local government entities.

### TOTAL ECONOMIC FOOTPRINT & IMPACT (in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$1,065.7</b>
Output .....	\$1,065.7
Employment .....	10,784
State and Local Fiscal Revenues .....	\$69.4
<b>Economic Sales (Impact)</b> .....	<b>\$922.3</b>
Output .....	\$922.3
Employment .....	9,178
State and Local Fiscal Revenues .....	\$60.4

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



## PROFESSIONAL SPORTS SPRING TRAINING

Florida hosts 15 Major League Baseball teams, known as Florida’s Grapefruit League, for Spring Training at various venues throughout the state. These Spring Training activities drew over **1.6 million** spectators nearly **1 million** of whom were non-resident visitors. The footprint of Spring training totals nearly **\$1 billion** and accounts for nearly **10,000 Florida jobs**. Of this total, nearly **\$900 million** in sales are driven by non-resident visitor expenditures which are associated with over **8,000 total jobs**. Overall, Spring Training in Florida generates **\$68 million** in revenues for state and local government entities.

### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$1,024.1</b>
Output .....	\$1,024.1
Employment .....	9,546
State and Local Fiscal Revenues .....	\$67.7
<b>Economic Sales (Impact)</b> .....	<b>\$893.5</b>
Output .....	\$893.5
Employment .....	8,307
State and Local Fiscal Revenues .....	\$59.3

\*For complete results and explanation see “Sporting a Ray of Sunshine: Sports as a Driver of Florida’s Tourism Economy.”



## PROFESSIONAL SPORTS MINOR LEAGUE SPORTS

Florida is home to a myriad of minor league teams - the plurality of which are associated with baseball. This includes 12 Florida State League baseball teams and two Southern League baseball teams. Data are also available for a number of other minor league teams including three arena football teams, three ice hockey teams, five soccer teams and one basketball team. These teams generate an overall economic footprint of **\$736 million in total sales** and account for nearly **7,000 jobs**. Approximately **\$100 million of this total results** from non-resident spectators attending the events.

### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$736.0</b>
Output .....	\$736.0
Employment .....	6,964
State and Local Fiscal Revenues .....	\$47.6
<b>Economic Sales (Impact)</b> .....	<b>\$95.3</b>
Output .....	\$95.3
Employment .....	886
State and Local Fiscal Revenues .....	\$6.3

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."









## PROFESSIONAL SPORTS TENNIS

The impact estimates contain data from two tennis tournaments held in Florida: The Miami Open and the Delray Beach Open. Together, these events draw some **350,000 in-state visitors** along with over **30,000 out-of-state visitors**. The economic footprint of these two events totals **\$105 million in sales** and generates nearly **1,000 jobs**. Of this, nearly **\$40 million in economic impact** is associated with non-resident visitor spending which generates **370 jobs**.

### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$104.9</b>
Output .....	\$104.9
Employment .....	988
State and Local Fiscal Revenues .....	\$6.8
<b>Economic Sales (Impact)</b> .....	<b>\$39.7</b>
Output .....	\$39.7
Employment .....	369
State and Local Fiscal Revenues .....	\$2.6

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



# COLLEGIATE ATHLETICS

Florida is home to over **60 colleges and universities**, both public and private, that expend funds on at least one sporting program. These include the well-known, Division I-A athletic programs at Universities such as Florida State and Florida, as well as smaller athletic programs at Florida's private, religious institutions. Florida is also host to a series of football bowl games which provide post-season competition for college and university teams. These games often feature non-Florida teams and bring significant numbers of non-resident attendees to the state to attend the sporting events.

Collegiate sports along with collegiate bowl games combine to account for a **\$1.8 billion dollar sales** footprint across the Florida economy generating over **14,000 jobs**. These activities also generate over **\$140 million** in revenue for state and local government coffers. Nearly **one quarter of a billion dollars** of this total footprint is associated with the impacts of non-resident visitor spending.

# FLORIDA'S SPORTS ECONOMY

## COLLEGIATE ATHLETICS

### TOTAL ECONOMIC FOOTPRINT & IMPACT (in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$1,852.1</b>
Output .....	\$1,852.1
Employment .....	14,243
Labor Income .....	\$832.6
Value Added .....	\$1,260.7
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$141.8</b>
Sales Tax .....	\$69.8
Property Tax .....	\$49.3
All Other Taxes & Revenues .....	\$22.7
<b>Economic Impact (Sales)</b> .....	<b>\$245.9</b>
Output .....	\$245.9
Employment .....	2,202
Labor Income .....	\$92.3
Value Added .....	\$147.3
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$16.9</b>
Sales Tax .....	\$8.3
Property Tax .....	\$5.9
All Other Taxes & Revenues .....	\$2.7

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



## COLLEGIATE ATHLETICS

### COLLEGIATE SPORTS

In order to calculate the economic impacts associated with Collegiate Sports in Florida, we utilized data from over 60 public and private colleges and universities to gauge overall spending on sports. In 2015, the latest available data year, these institutions combined to **spend nearly \$680 million on athletic programs with the NCAA Division I-A programs accounting for \$450 million of this total.**

These expenditures generated **\$1.5 billion in total sales** across the Florida economy and generated nearly **11,000 direct, indirect and induced jobs**. Although these activities are subsidized with tax revenue, Collegiate Sports returned over **\$15 million** to state and local government coffers.

#### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$1,473.2</b>
Output .....	\$1,473.2
Employment .....	10,871
State and Local Fiscal Revenues .....	\$115.8

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



## COLLEGIATE ATHLETICS

### COLLEGIATE BOWL GAMES

Florida's major Collegiate Bowl Games, on average, attract **300,000 attendees**. Of this total, roughly half are non-resident attendees with an additional one-third labeled as resident visitor attendees. These bowl games generate over **\$188 million** in total direct sales across the Florida economy. The total economic footprint associated with these direct expenditures is **\$380 million** which equates to nearly **3,400 jobs** across the Florida economy. Non-resident visitor spending generates an economic impact of **\$246 million** in total sales and accounts for **2,200 total jobs**. Non-resident visitor impacts account for approximately **two-thirds of the total economic footprint** of Florida Collegiate Bowl Game impacts. In addition to the traditional bowl games, Florida was selected as a rotating host of the College Football Playoff. Florida's first "rotation in" is set for 2017 when Tampa will host the College Football Playoff National Championship.

#### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$379.0</b>
Output .....	\$379.0
Employment .....	3,372
State and Local Fiscal Revenues .....	\$26.0
<b>Economic Sales (Impact)</b> .....	<b>\$245.9</b>
Output .....	\$245.9
Employment .....	2,202
State and Local Fiscal Revenues .....	\$16.9

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



# EQUINE INDUSTRY

Florida's equine industry is widely recognized by national and international experts as among the world's finest. Indeed, the Ocala/Marion County region is commonly referred to as the horse capital of the world. Florida's thoroughbred foal production each year is second only to Kentucky while Florida's half-million horses rank as the nation's third largest population.

The economic footprint of Florida's Equine Industry accounted for nearly **\$2.3 billion in total sales along with over 29,000 jobs**. This yielded over **\$100 million** in revenue for state and local governments. Of this, nearly **\$400 million** in total sales were generated by non-resident spending in Florida's Equine Industry. This equates to over **3,600 jobs along with nearly \$27 million** in revenue for state and local governments. Overall value-add associated with the footprint exceeded **\$1.5 billion** with over **\$275 million** of that generated by non-resident spending.

# FLORIDA'S SPORTS ECONOMY

## EQUINE INDUSTRY

### TOTAL ECONOMIC FOOTPRINT & IMPACT (in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$2,284.7</b>
Output .....	\$2,284.7
Employment .....	29,449
Labor Income .....	\$875.4
Value Added .....	\$1,542.8
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$100.4</b>
Sales Tax .....	\$46.5
Property Tax .....	\$33.2
All Other Taxes & Revenues .....	\$20.5
<b>Economic Impact (Sales)</b> .....	<b>\$398.9</b>
Output .....	\$398.9
Employment .....	3,667
Labor Income .....	\$174.9
Value Added .....	\$275.7
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$26.8</b>
Sales Tax .....	\$13.0
Property Tax .....	\$9.2
All Other Taxes & Revenues .....	\$4.6

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



# EQUINE INDUSTRY

## HORSE OWNERSHIP, BREEDING, SHOWING

Caring for Florida’s half-million horses generates substantial economic activity in Florida. This segment includes economic activity associated with **17,500 Racing, Competition and Show Horses, 12,000 Broodmares and Stallions at Stud and 470,000 horses** bred for pleasure as part of the general population. Overall, caring for Florida’s Equine Population generates over **\$2 billion** in total sales across the Florida economy along with nearly **28,000 total jobs**. Of this total, roughly **2,000 jobs** are associated with horse care driven by out-of-state activities and purchases. The bulk of the economic footprint is driven by activities associated with the general horse population.

### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$2,029.2</b>
Output .....	\$2,029.2
Employment .....	27,564
State and Local Fiscal Revenues .....	\$80.3
<b>Economic Sales (Impact)</b> .....	<b>\$181.4</b>
Output .....	\$181.4
Employment .....	2,062
State and Local Fiscal Revenues .....	\$9.7

\*For complete results and explanation see “Sporting a Ray of Sunshine: Sports as a Driver of Florida’s Tourism Economy.”





# Welcome To Ocala / Marion County

## Horse Capital of the World

Home of the Florida Thoroughbred Breeders' and Owners' Association

### EQUINE INDUSTRY

#### FLORIDA-BORN THOROUGHBREDS AT AUCTION

Florida-born thoroughbreds routinely sell at auction for substantial prices. The most recent impact report from the Ocala Breeder Sales noted that 20 horses from the region were sold to Japan for **\$4 million total**, 147 went to Korea for **\$4.4 million total** and eight horses went to Qatar for a total of **\$2.3 million**. Thus Florida Equine Stock is well respected nationally and internationally. The data below represent estimates of the total economic impacts associated with the sale of Florida-born thoroughbreds to non-Florida buyers. These impacts total **\$67 million** and generate nearly **500 jobs** across the Florida economy. The total economic footprint associated with all sales of Florida-born thoroughbreds is **\$105 million (output)** which drives an associated **775 jobs**.

#### TOTAL ECONOMIC FOOTPRINT & IMPACT (in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$105.0</b>
Output .....	\$105.0
Employment .....	775
State and Local Fiscal Revenues .....	\$8.3
 <b>Economic Sales (Impact)</b> .....	 <b>\$67.0</b>
Output .....	\$67.0
Employment .....	494
State and Local Fiscal Revenues .....	\$5.3

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."





## EQUINE INDUSTRY

### RACING PURSE - FLORIDA-BRED STOCK

The data in the table below represent estimates of the total impact of non-Florida racing purses won by Florida-bred stock. The awards of Florida purses to Florida-bred stock are excluded as they should represent a net-neutral overall impact beyond that captured in estimates associated with the care and upkeep of equine stock. Thus the economic footprint is equal in this case to the economic impact because we consider only non-Florida purses awarded to Florida-bred stock. Overall, these winnings generate just over **\$150 million in sales** across the Florida economy and account for just over **1,100 jobs**.

#### TOTAL ECONOMIC FOOTPRINT & IMPACT

(in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$150.5</b>
Output .....	\$150.5
Employment .....	1,110
State and Local Fiscal Revenues .....	\$11.8

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



# PARI-MUTUELS

The pari-mutuel sports betting industry encompass betting on harness racing, quarter horse racing, thoroughbred racing, jai alai and greyhound racing. In 2015 the total handle was just over **\$740 million** for Florida pari-mutuel sports betting. This represented a **16% decline** from the **\$883 million bet in 2011**. Although the tiny segment of quarter horse racing has shown some growth, jai alai totals are now just **42% of the 2011 handle**. Moreover, **greyhound racing is off by 10%, thoroughbred racing by 16%** and **harness racing by 12%**. Utilizing data from the 2013 Florida Gambling Impact study, we estimate that **\$52 million of the \$740 million total handle** is driven by non-resident betting. Based upon this assumption, we can estimate that the sales (output) footprint of the Pari-Mutuel industry in Florida totals just over **\$1.5 billion** which generates **11,000 total jobs**. Non-resident betting generates a **\$109 million** economic impact which accounts for **800 total jobs**.

# FLORIDA'S SPORTS ECONOMY

## PARI-MUTUELS

### TOTAL ECONOMIC FOOTPRINT & IMPACT (in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$1,553.6</b>
Output .....	\$1,553.6
Employment .....	11,196
Labor Income .....	\$442.0
Value Added .....	\$921.1
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$108.0</b>
Sales Tax .....	\$53.5
Property Tax .....	\$37.7
All Other Taxes & Revenues .....	\$16.8
<b>Economic Impact (Sales)</b> .....	<b>\$108.8</b>
Output .....	\$108.8
Employment .....	784
Labor Income .....	\$30.9
Value Added .....	\$64.5
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$7.6</b>
Sales Tax .....	\$3.7
Property Tax .....	\$2.6
All Other Taxes & Revenues .....	\$1.2

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."



# RETAIL SALES

Given the overall size of Florida's Sports Economy, it should come as no surprise that Floridians spend substantial amounts of money on sportswear and equipment. According to data derived from surveys conducted by the Sports Retail Federation, we estimate that Floridians spend about **\$1.3 billion on sports shoes**, **\$1.7 billion on sporting equipment** and just over **\$1 billion on sports apparel**. The **\$4.1 billion** spent by Floridians on these purchases represents just over **6% of total US expenditures** of nearly **\$67 billion**.

Because we captured expenditures on clothing, footwear and equipment in various other segments throughout the study (Golf, Hunting, Fishing, etc.), we offer only an estimate of the economic footprint of the retail industry. Retail sales related to the Sports Economy generate **\$3.9 billion** in total output across the Florida economy and account for nearly **43,000 jobs for Floridians**. The Retail Sales footprint also accounts for **\$277 million in revenue** for state and local governments.

# FLORIDA'S SPORTS ECONOMY

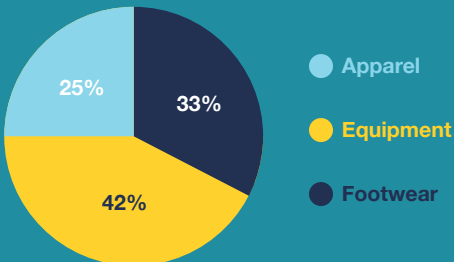
## RETAIL SALES

### TOTAL ECONOMIC FOOTPRINT & IMPACT (in Millions \$)\*

<b>Economic Footprint (Sales)</b> .....	<b>\$3,895.0</b>
Output .....	\$3,895.0
Employment .....	42,505
Labor Income .....	\$1,321.9
Value Added .....	\$2,345.9
<b>State &amp; Local Fiscal Revenues</b> .....	<b>\$277.2</b>
Sales Tax .....	\$137.1
Property Tax .....	\$96.8
All Other Taxes & Revenues .....	\$43.3

\*For complete results and explanation see "Sporting a Ray of Sunshine: Sports as a Driver of Florida's Tourism Economy."

### IMPACTS BY RETAIL SEGMENT



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