

# 2019 ECONOMIC IMPACT REPORT

*Analysis of visitor spending related to sporting events at the Bryan Multi-Sports Complex*



Completed March 31, 2020  
Ashlin Glatthar, Director of Travel & Tourism  
City of Goldsboro - Wayne County, NC

# OVERVIEW

This report is prepared by Visit Goldsboro, the department of travel and tourism for the City of Goldsboro & Wayne County. The intent of the report is to determine how the Bryan Multi-Sports Complex has positively impacted our local economy by generating new dollars that would not have been captured locally, if not for the venue's existence. The report is based on the data collected from the following:

- Bryan Multi-Sports Complex's internal reports for events during January 1, 2019 – December 31, 2019
- Collaboration with local hotels to document actualized room nights based on contracted events
- Goldsboro-Wayne County travel and tourism market research
- Visit NC's Visitor Profile Study

The data revealed that during the 2019 calendar year, the Bryan Multi-Sports Complex generated an estimated

**\$4,006,124**

of new revenue into the Wayne County economy due to direct visitor spending,

which translates into approximately **\$270,413** of sales tax and **\$16,952** in occupancy tax revenues.

*The figures in this report are estimates and not exact totals based on the data made available to the Visit Goldsboro office at the time of reporting. This report is subject to errors, but is presented with the utmost integrity at the time of completion.*

# Executive Summary

Total number of events in 2019	236
Estimated total of patrons visiting the venue	71,482
<p>*90,000 visits were made by patrons to the venue in 2019. That number was determined by counting the patrons each day attending the same event with multiple event days. For example, a three-day event attracting 2,500 people would be counted as 7,500 patrons. However, due to industry standards to determine economic impact figures, a 2,500-person event that is held for 2-3 days is still counted as 2,500 patrons in this study. This approach resulted in the 71,482 patron estimation.</p>	
Events generating room nights	21
Nonlocal patrons	25,504
Average travel party size	3.5
Out of town travel parties	7,287
Number of overnight visitors	4,846
Average pick up rate of overnight stays per event	19%
Average number of nights spent in hotel per visit	2
Hotel room nights generated in 2019	2,770
Average Daily Rate for top hotels in Wayne County for 2019	\$102
Estimated hotel revenue generated from BMSC events	\$282,540
Average spend of travel parties	\$511
Direct spend of nonlocal travel parties	\$3,723,584
<b>Economic Impacts</b>	
<b>Direct visitor spending in Goldsboro-Wayne County related to sporting events at the complex</b>	<b>\$4,006,124</b>
<small>(hotel revenue + visitor spending on goods/services)</small>	
<b>Sales tax revenue generation</b>	<b>\$270,413</b>
<small>(visitor spending x 6.75% sales tax rate)</small>	
<b>Occupancy tax revenue generation</b>	<b>\$16,952</b>
<small>(hotel revenue x 6% occ tax rate)</small>	

# Approach

The Bryan Multi-Sports Complex officially opened to the public on April 23, 2018 with the intent of growing the local tourism economy and enhancing the quality of life throughout the region. The following narrative explains Visit Goldsboro's approach to measuring how the Bryan Multi-Sports Complex contributed to the Wayne County economy in 2019.

The Bryan Multi-Sports Complex provided an internal report to the Visit Goldsboro office listing events, dates, number of teams, and patron attendance estimates within the time frame of January 1 – December 31, 2019. The Visit Goldsboro office cross referenced the list with area hotels, who verified room night pick up with their internal reporting. Out of the recorded 236 sporting events, 21 events generated room nights in area hotels. Furthermore, using hotel market research available to the Visit Goldsboro office by both third party reports and first-hand knowledge, the team was able to deduce an average hotel pick up rate of 19%. Meaning, 19% of the travel parties visiting the Goldsboro-Wayne County for one or more of those 21 sporting events at the Bryan Multi-Sports Complex spent the night in area hotels.

Once the pick up rate was determined, the Visit Goldsboro staff was able to calculate the estimated hotel night stays generated by sporting events at the venue. Based on that figure, hotel and occupancy tax revenues were calculated. By sourcing data from the Visit NC's Visitor Profile Study, Visit Goldsboro then determined average travel party size and visitor expenditures specific to our region. The visitor profile data combined with the Visit Goldsboro's analysis of internal reports led to determining the economic impact.

# History & Recognition

The Bryan Multi-Sports Complex is the product of the first joint P4 partnership between a military base and its home community. Opening on April 23, 2018, this P4 collaboration between the City of Goldsboro and Seymour Johnson Air Force Base is part of a pilot project to share resources among government and private entities to reach common goals. The United States Air Force is leasing its land to the city to promote economic impact, and in return, the city has built a new addition to the base's main fitness center for airmen and their families. It's a perfect example of how positive collaboration between Airmen and the neighboring communities can strengthen the quality of life throughout the region. The story of the complex's origination coupled with the premium amenities enjoyed on-site have dubbed it as one of the country's most unique sporting venues.

Five months after opening to the public, the Bryan Multi-Sports Complex was recognized as one of the top soccer complexes in the U.S. by Connect Sports, which is a leading international organization for sports destination marketing and event management. Visit article here: <https://www.connectsports.com/feature/best-soccer-facilities-in-the-u-s/>.

The Bryan Multi-Sports Complex is located on 63 acres of Seymour Johnson AFB at 501 South Oak Forest Road. Current amenities include: 8 total fields (2 artificial turf and 6 hybrid Bermuda on irrigated, engineered soil), premium restrooms, walking trails, state-of-the-art fieldhouse with office and meeting space, over 700 parking spots, and a F-4E Phantom on static display greeting visitors upon entry. Future plans for additional amenities include a custom splash pad, playground, and sheltered picnic area.

For more information and booking, contact the facility at (919)947-1092 or visit the meetings & group tab on the Visit Goldsboro website at [www.visitgoldsboronc.com](http://www.visitgoldsboronc.com).

Additional press links

[\*Sports Destination Management Magazine\*](#) (2020)

[\*Sprint Turf\*](#)

[\*Sports Destination Management Magazine\*](#) (2019)