



EXECUTIVE SUMMARY

Economic Impact Estimates for American Sports Center, Anaheim California

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Executive Summary – Key Findings

The American Sports Centers (ASC) Anaheim, with 150,000 square feet and reportedly the country's largest multi-use sports facility, contains 22 volleyball courts, 16 basketball courts, 9 indoor soccer courts, a sports themed retail café and a retail store. The facility attracts approximately 700,000 annual attendees comprised of participants, spectators, coaches and staff participating in a range of amateur and professional level indoor sports events and major tournaments.

ASC Anaheim is owned and managed by American Sports Centers, Inc., which wanted an estimate of the economic and fiscal impacts generated by the facility to the City of Anaheim. The year 2007 was used as the basis for the estimates.

The research for the estimates consisted of a review of the 2007 ASC Anaheim daily events calendar that lists the name and event of every group scheduled at the facility. This was performed by Lauren Schlau Consulting, a Los Angeles market research firm. From that basis, regional and non-regional attendance was estimated and formed the basis for the economic and fiscal impacts performed by the economics consulting firm of CIC Research Inc., of San Diego.

The key results are summarized as follows:

- Total annual demand of 700,000 attendees/spectators to ASC events and tournaments in 2007 of which roundly:
 - 18,000, or 5% of total attendance, is considered Anaheim residents and therefore excluded from the impact analysis.
 - Of the net 682,000 non-Anaheim attendees, 520,338 are regional Orange County day visitors to ASC
 - 161,662 total non-regional attendees, of which 115,000 are day visitors (non-overnight in Anaheim) and 46,600 are overnight hotel guests in Anaheim
- These attendees generated total gross spending of \$36.7 million within the area surrounding the ASC facility; with about 75% of the spending within Anaheim, total net direct spending impact in the City is \$27.65 million. Using a local spending multiplier of 1.3, direct and indirect spending impact reached \$35.9 million.
- Attendees who stayed overnight in Anaheim hotels accounted for total annual demand of 54,160 rooms.
- The net spending generated \$742,300 in taxes directly to the City of Anaheim. Of this total, \$621,600 were lodging taxes and \$120,700 were retail taxes.
- The total spending in Anaheim supported 360 local jobs.