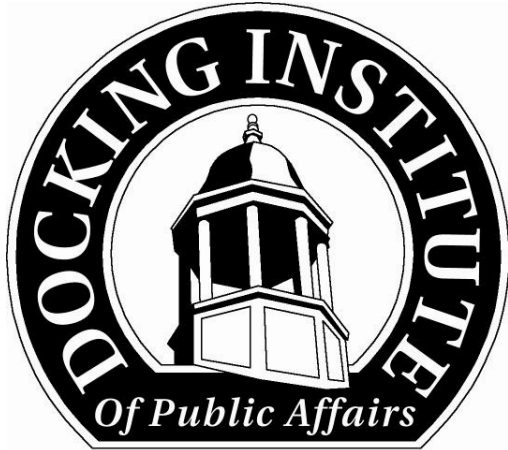


Dodge City Raceway Survey: Economic Impact Analysis



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The staff of the **Docking Institute of Public Affairs** and its **University Center for Survey Research** are dedicated to serving the people of Kansas and surrounding states.

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Dodge City Raceway Survey: Economic Impact Analysis

Executive Summary

The Dodge City Raceway Survey was administered at raceway events in the summer of 2002 by Dodge City Raceway personnel. The Docking Institute of Public Affairs was contracted to consult on survey design, conduct data entry, and perform data analysis. Respondents were asked to provide information on a number of expenditure areas associated with attending raceway events. In addition, they were asked to rate the facilities in which the event was held.

Regular Season Racing Events

The Docking Institute's independent analysis of the data collected by the Dodge City Raceway during the regular 2002 summer racing events (this does not include the Legend Nationals; results for this event are reported separately below) shows:

- An estimated direct lodging impact of \$5,267 per race day.
- An estimated direct fuel expenditure economic impact of \$3,488 per race day.
- An estimated direct restaurant economic impact of \$5,439 per race day.
- An estimated direct shopping economic impact of \$11,276 per race day.
- An estimated direct racing related expenditures economic impact of \$22,028 per race day.
- An estimated *total direct economic impact* of \$47,499 per race day.
- The majority of 2002 regular season raceway respondents (73%) rate the Dodge City Raceway facilities as "excellent."

Legend Nationals

The Docking Institute's independent analysis of the data collected by the Dodge City Raceway during the 2002 Legend Nationals shows:

- An estimated direct lodging impact of \$205,920 for all three days of the event.
- An estimated direct fuel expenditure economic impact of \$21,502 for all three days of the event.
- An estimated direct restaurant economic impact of \$35,029 for all three days of the event.
- An estimated direct shopping economic impact of \$ 119,288 for all three days of the event.
- An estimated *total direct economic impact* of \$381,739 for all three days of the event.
- The majority of 2002 Legend Nationals respondents (96%) rate the Dodge City Raceway facilities as "excellent."

Dodge City Raceway Survey 2002: Economic Impact Analysis

Methods

To accomplish the primary research objective, estimating the direct economic impact of raceway events during the 2002 raceway season, surveys were systematically administered to individuals attending various raceway events. Dodge City Raceway personnel administered the survey by intercepting every tenth (10th) person entering the admission gate. Each intercepted attendee was asked to complete a self-administered questionnaire. Ford County residents who were intercepted were provided a short form of the questionnaire. Those intercepted from outside Ford County were provided a long form of the questionnaire, which included additional potential cost items that Ford County residents would not incur as a result of their attendance at the raceway event. An additional questionnaire was distributed to members of the racing industry using the same intercept protocol. The racing industry questionnaire only included questions regarding potential cost items directly related to racing at the event. Finally, a questionnaire was administered to individuals attending the 2002 Legend Nationals. An economic impact analysis of this individual event appears in its own section of this report.

A total of 269 respondents completed questionnaires. Of the total, 140 were Ford County residents, 25 were non Ford County residents, 50 were from the racing industry¹, and 54 were from the 2002 Legend Nationals.

Regular Season Racing Events (pages 6 to 11)

Dodge City Raceway estimated attendance for all raceway events from April 20 to September 28 is used in the regular season analysis.² Dodge City Raceway reports that total attendance for 2002 raceway events was 20,201. Racing industry attendance numbers for the survey time period are estimated at 8,912 and are not included in the previous attendance number. This analysis assumes that patterns of spending are the same among racing industry respondents and other raceway survey respondents. When analyzing expenditures by non Ford County respondents only, attendance data collected by the raceway are used to estimate the percentage of raceway attendees that are non Ford County residents. The Dodge City Raceway estimates that approximately 40% of raceway attendees are non Ford County residents, resulting in a total non Ford County attendee estimate of 8,080. Dodge City Raceway estimates that approximately 50% of racing industry attendees are non Ford County residents, resulting in an additional 4,456 non Ford County attendees. The total combined

¹ Racing industry questionnaires did not ask respondents to indicate place of residence.

² Attendance numbers from August 2 and August 3 are not included in the estimated attendance for all raceway events. On these dates a car show was held at the raceway with a two-day attendance of 2,536. Attendance numbers from the 2002 Legend Nationals are also not included, as they are considered in a separate section of this report.

number of non Ford County raceway spenders, upon which expenditure estimates are based, equals 12,536.

Twenty-one raceway events were held over the time period mentioned above, and it is important to note that two raceway events spanned two days. There were raceway events on twenty-three days, and direct economic impact will be reported per race day rather than per race event as a result.³

In estimating total expenditures by category type from the survey findings, survey data are used to derive a per person expenditure within each category type throughout the analysis. The per person expenditure within each category type is used with the corresponding estimated attendance to extrapolate a direct economic impact in 2002 for each expenditure category.

When estimating total expenditures directly related to racing at Dodge City Raceway events, racing industry survey findings are used to derive a per team total season expenditure within each category type. Dodge City Raceway reports that a total of 261 different teams competed in the 2002 season. The average expenditures per team per event within each racing expenditure type are multiplied by the average number of events in which a team participated and this, in turn, is multiplied by the total number of teams competing in 2002 to extrapolate a direct economic impact in 2002 for racing related expenditures.

Legend Nationals (page 12 to 16)

Dodge City Raceway estimated attendance for the Legend Nationals (October 17 to October 19) is used in the Legend Nationals analysis. Dodge City Raceway reports that total attendance for the three days of the Legend Nationals was 2,200. Racing industry attendance numbers for the Legend Nationals are estimated at 616 and are not included in the previous attendance number. This analysis assumes that patterns of spending are the same among racing industry respondents and other raceway survey respondents. When analyzing expenditures by non Ford County respondents only, attendance data collected by the raceway are used to estimate the percentage of raceway attendees that are non Ford County residents. The Dodge City Raceway estimates that approximately 50% of raceway attendees are non Ford County residents, resulting in a total non Ford County attendee estimate of 1,100. Dodge City Raceway indicates that all racing industry attendees at the 2002 Legend Nationals were non Ford County residents, resulting in an additional 616 non Ford County attendees. The total combined number of non Ford County raceway spenders, upon which expenditure estimates are based, equals 1,716.

³ Data from the 2001 Dodge City Raceway Survey Economic Impact Analysis are still comparable to data reported in the 2002 Dodge City Raceway Survey Economic Impact Analysis. Data are comparable because 2001 raceway events were all single day events, and therefore are already reported per race day.

The 2002 Legend Nationals were held over a period of three days, and direct economic impact will be reported for the entire race event as well as per race day.

In estimating total expenditures by category type from the survey findings, survey data are used to derive a per person expenditure within each category type throughout the analysis. The per person expenditure within each category type is used with the corresponding estimated attendance to extrapolate a direct economic impact from the 2002 Legend Nationals for each expenditure category.

Racing related expenditure data used in the regular season racing event analysis show that non Ford County racing industry attendees report little or no racing related expenditures made in the Ford County area. Because Dodge City Raceway reports that all racing industry attendees for the 2002 Legend Nationals are non Ford County racing industry attendees, an estimate of their racing related expenditures is not included in this analysis.

Regular Season Racing Events

Lodging Impacts

Non Ford County residents were asked to indicate whether they made an overnight stay in Dodge City while attending the event. A variety of lodging characteristics of raceway attendees are shown in Table 1. About 32% of non Ford County raceway attendees stayed overnight in Dodge City, and the average cost per room per night was \$43.50.

Table 1: Lodging Characteristics

| Percent Staying Overnight | Average Nights Stayed (mean) | Average Rooms Purchased (mean) | Average Number People Per Room (mean) | Average Cost Per Room Per Night (median) |
|---------------------------|------------------------------|--------------------------------|---------------------------------------|--|
| 32% | 1.6 | 2.3 | 2.0 | \$43.50 |

To estimate the direct impact of lodging expenditures per person, the number of nights stayed, number of rooms purchased, and cost per room per night were divided by the number of people for whom the respondent indicated a financial responsibility (paying the bills for) while on the trip to Dodge City. The average per person room cost is multiplied by the extrapolated total number of persons staying in Dodge City for the events across the raceway event time frame noted in the methods. Table 2 shows that the average total per person lodging expenditure on the trip is \$30.20. Multiplying this by the estimated total number of non Ford County raceway attendees staying overnight in Dodge City, results in direct lodging impacts of approximately \$121,148 (\$4,660 per race day).

Table 2: Lodging Direct Economic Impact (n=8) [23 race days]⁴

| Average (median) Per Person Lodging Expenditure | Estimated Total Number of People Staying Over | Direct Economic Impact (a X b) | Direct Economic Impact Per Race Day |
|---|---|--------------------------------|-------------------------------------|
| \$30.20 | 4,012 | \$121,148 | \$5,267 |

⁴ For all Tables, the "n" refers to the number of respondents upon which the sample statistics are based. For example, although a total of 32% of the respondents reported a stay over in Dodge City, only eight stay over respondents reported information on the number of nights spent in Dodge City, the number of rooms purchased, the rate per room, and the number of people that the respondent paid for on the trip. Given the low number of respondents (less than 50) in most expenditure analyses, results should be taken as merely suggestive of, rather than solid estimates of direct economic impact.

Fuel Impacts

Non Ford County respondents were asked to indicate if they did/would buy gas while in Dodge City. Those indicating “yes” were asked to report how much they did/would spend on gas. As shown in Table 3, 80% are buying gas in Dodge City while the median amount those 80% are expecting to spend on gas is \$35.50.

Table 3: Fuel Expenditure Characteristics

| | |
|--------------------|----------------------------------|
| Percent Buying Gas | Average Gas Expenditure (median) |
| 80% | \$35.50 |

In estimating the direct economic impacts of fuel expenditures, gasoline purchase costs were divided by the number of people for which the respondent indicated a financial responsibility (paying the bills for) while on the trip to Dodge City, thus deriving the gasoline expenditure per person. The gasoline expenditure per person was then multiplied by the extrapolated estimate of the total number of respondents buying gasoline to derive the total direct economic impact of gasoline purchases by non Ford County attendees. Table 4 shows that the average per person gas expenditure is \$8.00 for raceway attendees. With an estimated total number of 10,029 raceway attendees purchasing gas in Dodge City, the total gas expenditures are estimated at \$80,230 (\$3,488 per race day).

Table 4: Fuel Direct Economic Impact (n=17) [23 race days]

| Average (median) Per Person Gas Expenditure | Estimated Total Number of Non Ford County Residents Buying Gas | Direct Economic Impact (a X b) | Direct Economic Impact Per Race Day |
|---|--|--------------------------------|-------------------------------------|
| \$8.00 | 10,029 | \$80,230 | \$3,488 |

Restaurant Impact

Non Ford County residents were asked to indicate if they had/planned to eat out at any Dodge City restaurants. Those responding “yes” were asked to indicate the number of times and the average total cost per meal. Restaurant expenditure characteristics are provided in Table 5, and it shows that 84% of non Ford County attendees purchased/expected to purchase at least one meal at a Dodge City restaurant. The mean number of meals purchased by non Ford County attendees is 2.6, and the median expenditure per meal is \$45.

Table 5: Restaurant Expenditure Characteristics

| Percent Purchasing a Meal at a Dodge City Restaurant | Average (mean) Number of Meals Purchased/Expected to Purchase | Average (median) Expenditure Per Meal |
|--|---|---------------------------------------|
| 84% | 2.6 | \$45 |

To derive the restaurant expenditure per person, restaurant purchase costs were divided by the number of people for which the respondent indicated a financial responsibility (paying the bills for) while on the trip to Dodge City. This figure is then multiplied by the extrapolated estimate of the number of non Ford County residents buying a meal, resulting in the total direct economic impact of restaurant expenditures by non Ford County attendees. Table 6 shows that the average per person restaurant expenditure is \$11.88 for raceway attendees. With an estimated total number of 10,530 purchasing meals in Dodge City, the total restaurant expenditures are estimated at \$125,099 (\$5,439 per race day).

Table 6: Restaurant Direct Economic Impact (n=18) [23 race days]

| Average (mean) Per Person Restaurant Expenditure | Estimated Total Number of Event Attendees Purchasing Meals | Direct Economic Impact (a X b) | Direct Economic Impact Per Race Day |
|--|--|--------------------------------|-------------------------------------|
| \$11.88 | 10,530 | \$125,099 | \$5,439 |

Shopping Impacts

Non Ford County residents were asked whether they had shopped/planned to shop while in Dodge City for the event. Those responding “yes” were asked to indicate the type of shopping and the total shopping expenditures. Table 7a shows the incidence of shopping and the incidence by type of shopping. Table 7b shows how the respondents are distributed across the total shopping expenditure categories offered on the survey. The table shows that 48% of non Ford County attendees shopped or planned to shop in Dodge City while attending the raceway event. The highest percentage (31%) of respondents indicates shopping expenditures between \$51 and \$100, and another 23% of respondents indicate shopping expenditures between \$101 and \$150.

Table 7a: Household Shopping Characteristics

| Percent Shopping | Percent Clothes Shopping | Percent Grocery Shopping | Percent Household Item Shopping | Percent Shopping for Other Product |
|------------------|--------------------------|--------------------------|---------------------------------|------------------------------------|
| 48% | 24% | 20% | 12% | 32% |

Table 7b: Household Shopping Characteristics (continued)

| Less than \$50 | \$51 to \$100 | \$101 to \$150 | \$151 to \$200 | More than \$200 |
|----------------|---------------|----------------|----------------|-----------------|
| 15% | 31% | 23% | 15% | 15% |

To calculate the average per person expenditure, the midpoints of each price range appearing in Table 7b are assigned to all respondents indicating their shopping expenditures fall within that category. For instance, \$75 is representative of the \$51 to \$100 category. Only two respondents indicate shopping expenditures that exceed \$200 (\$600 and \$800). To derive the average shopping expenditure per person, shopping expenditure categories were divided by the number of people for which the respondent indicated a financial responsibility (paying the bills for) while on the trip to Dodge City. This figure is then multiplied by the extrapolated number of event attendees shopping to derive the total direct economic impact of shopping expenditures by Dodge City Raceway event attendees from outside of Ford County. Table 8 shows that the average per person shopping expenditure among non Ford County residents attendees is \$43.10, and that the shopping direct economic impact totals \$259,345 (\$11,276 per race day).

Table 8: Shopping Direct Economic Impact (n=12) [23 race days]

| Average (mean) Per Person Shopping Expenditure | Estimated Total Number of Event Attendees Shopping | Direct Economic Impact (a X b) | Direct Economic Impact Per Race Day |
|--|--|--------------------------------|-------------------------------------|
| \$43.10 | 6,017 | \$259,345 | \$11,276 |

Racing Impact

Racing teams were asked to indicate how many events they raced in at Dodge City Raceway during the 2002 season. They were also asked to indicate the total racing related expenditures they made during the 2002 season (i.e. race car, tow vehicle and trailer, parts, fuel and lubricant, tires, etc.). When respondents reported expenditures they were also asked to indicate what percent of that amount was spent in Ford County. Table 9 shows the average racing expenditures made in Ford County per event was \$211 among racing teams during the 2002 season. The average number of events that racing respondents indicate competing in is 9.2. Dodge City Raceway reports that a total of 261 different racing teams participated during the 2002 season.

Table 9: Racing Expenditure Characteristics

| Average (median) Expenditure Per Team Per Event in Ford County | Total Number of Different Participating Teams in 2002 Season | Average (mean) Number of Events Raced Per Team in 2002 Season |
|--|--|---|
| \$211 | 261 | 9.2 |

To estimate the direct economic impact of racing expenditures, average team expenditures per event made in Ford County were multiplied by the total number of participating teams in the 2002 season, and the result was then multiplied by the average number of events raced per team during the 2002 season. Table 10 shows that total racing expenditures are estimated at \$506,653 (\$22,028 per race day) for 2002.

Table 10: Racing Direct Economic Impact (n=49) [23 race days]

| Direct Economic Impact (a X b X c) | Direct Economic Impact Per Race Day |
|------------------------------------|-------------------------------------|
| \$506,653 | \$22,028 |

Total Direct Economic Impact

Table 11 reports the summary of all expenditure areas to assess the total direct economic impact on Ford County from the 23 race days in the regular season. The 23 race days result in an estimated total direct impact of \$1,092,475 (\$47,499 per race day).

Table 11: Total Direct Economic Impacts

| Total Direct Economic Impact | Total Direct Economic Impact Per Race Day |
|------------------------------|---|
| \$1,092,475 | \$47,499 |

Attitudes toward Facilities

Finally, respondents were asked to rate the facilities at which the event was held using the following scale: excellent, very good, average, poor, or failing. The majority of raceway respondents (73%) rate the facilities as “excellent.” The next largest response category is “very good,” with 23% of raceway respondents selecting this category.

Table 12: Attitude toward Facilities (n=214)

| Percent Excellent | Percent Very Good | Percent Average | Percent Poor | Percent Failing |
|-------------------|-------------------|-----------------|--------------|-----------------|
| 73% | 23% | 4% | 0% | 0% |

Legend Nationals

Lodging Impacts

Non Ford County residents were asked to indicate whether they made an overnight stay in Dodge City while attending the Legend Nationals. A variety of lodging characteristics of attendees are shown in Table 13. All non Ford County Legend Nationals attendees (100%) reported staying overnight in Dodge City, and the average cost per room per night was \$61.09.

Table 13: Lodging Characteristics

| Percent Staying Overnight | Average Nights Stayed (mean) | Average Rooms Purchased (mean) | Average Number People Per Room (mean) | Average Cost Per Room Per Night (median) |
|---------------------------|------------------------------|--------------------------------|---------------------------------------|--|
| 100% | 3.9 | 1.9 | 2.7 | \$61.09 |

To estimate the direct impact of lodging expenditures per person, the number of nights stayed, number of rooms purchased, and cost per room per night were divided by the number of people for whom the respondent indicated a financial responsibility (paying the bills for) while on the trip to Dodge City. The average per person room cost is multiplied by the extrapolated total number of persons staying in Dodge City for the Legend Nationals. Table 14 shows that the average total per person lodging expenditure during the 2002 Legend Nationals is \$120.00. Multiplying this by the estimated total number of non Ford County raceway attendees staying overnight in Dodge City, results in direct lodging impacts of approximately \$205,920 (\$68,640 per race day).

Table 14: Lodging Direct Economic Impact (n=47) [3 race days]⁵

| Average (median) Per Person Lodging Expenditure | Estimated Total Number of People Staying Over | Direct Economic Impact (a X b) | Direct Economic Impact Per Race Day |
|---|---|--------------------------------|-------------------------------------|
| \$120.00 | 1.716 | \$205,920 | \$68,640 |

⁵ For all Tables, the "n" refers to the number of respondents upon which the sample statistics are based. For example, although a total of 100% of the respondents reported a stay over in Dodge City, only 47 stay over respondents reported information on the number of nights spent in Dodge City, the number of rooms purchased, the rate per room, and the number of people that the respondent paid for on the trip. Given the low number of respondents (less than 50) in most expenditure analyses, results should be taken as merely suggestive of, rather than solid estimates of direct economic impact.

Fuel Impacts

Non Ford County respondents were asked to indicate if they did/would buy gas while in Dodge City attending the 2002 Legend Nationals. Those indicating “yes” were asked to report how much they did/would spend on gas. As shown in Table 15, 94% are buying gas in Dodge City while the median amount those 94% are expecting to spend on gas is \$40.00.

Table 15: Fuel Expenditure Characteristics

| Percent Buying Gas | Average Gas Expenditure (median) |
|--------------------|----------------------------------|
| 94% | \$40.00 |

In estimating the direct economic impacts of fuel expenditures, gasoline purchase costs were divided by the number of people for which the respondent indicated a financial responsibility (paying the bills for) while attending the 2002 Legend Nationals, thus deriving the gasoline expenditure per person. The gasoline expenditure per person was then multiplied by the extrapolated estimate of the total number of respondents buying gasoline to derive the total direct economic impact of gasoline purchases by non Ford County attendees. Table 16 shows that the average per person gas expenditure is \$13.33 for raceway attendees. With an estimated total number of 1,613 2002 Legend Nationals attendees purchasing gas in Dodge City, the total gas expenditures are estimated at \$21,502 (\$7,167 per race day).

Table 16: Fuel Direct Economic Impact (n=47) [3 race days]

| Average (median) Per Person Gas Expenditure | Estimated Total Number of Non Ford County Residents Buying Gas | Direct Economic Impact (a X b) | Direct Economic Impact Per Race Day |
|---|--|--------------------------------|-------------------------------------|
| \$13.33 | 1,613 | \$21,502 | \$7,167 |

Restaurant Impact

Non Ford County residents were asked to indicate if they had/planned to eat out at any Dodge City restaurants. Those responding “yes” were asked to indicate the number of times and the average total cost per meal. Restaurant expenditure characteristics are provided in Table 17, and it shows that 98% of non Ford County attendees purchased/expected to purchase at least one meal at a Dodge City restaurant. The mean number of meals purchased by non Ford County attendees is 5.9, and the median expenditure per meal is \$60.

Table 17: Restaurant Expenditure Characteristics

| Percent Purchasing a Meal at a Dodge City Restaurant | Average (mean) Number of Meals Purchased/Expected to Purchase | Average (median) Expenditure Per Meal |
|--|---|---------------------------------------|
| 98% | 5.9 | \$60 |

To derive the restaurant expenditure per person, restaurant purchase costs were divided by the number of people for which the respondent indicated a financial responsibility (paying the bills for) while at the 2002 Legend Nationals. This figure is then multiplied by the extrapolated estimate of the number of non Ford County residents buying a meal, resulting in the total direct economic impact of restaurant expenditures by non Ford County attendees. Table 18 shows that the average per person restaurant expenditure is \$20.83 for raceway attendees. With an estimated total number of 1,682 purchasing meals in Dodge City, the total restaurant expenditures are estimated at \$35,029 (\$11,676 per race day).

Table 18: Restaurant Direct Economic Impact (n=51) [3 race days]

| Average (mean) Per Person Restaurant Expenditure | Estimated Total Number of Event Attendees Purchasing Meals | Direct Economic Impact (a X b) | Direct Economic Impact Per Race Day |
|--|--|--------------------------------|-------------------------------------|
| \$20.83 | 1,682 | \$35,029 | \$11,676 |

Shopping Impacts

Non Ford County residents were asked whether they had shopped/planned to shop while in Dodge City for the event. Those responding “yes” were asked to indicate the type of shopping and the total shopping expenditures. Table 19a shows the incidence of shopping and the incidence by type of shopping. Table 19b shows how the respondents are distributed across the total shopping expenditure categories offered on the survey. The table shows that 91% of non Ford County attendees shopped or planned to shop in Dodge City while attending the 2002 Legend Nationals. The highest percentage (42%) of respondents indicates shopping expenditures over \$200.

Table 19a: Household Shopping Characteristics

| Percent Shopping | Percent Clothes Shopping | Percent Grocery Shopping | Percent Household Item Shopping | Percent Shopping for Other Product |
|------------------|--------------------------|--------------------------|---------------------------------|------------------------------------|
| 91% | 52% | 69% | 26% | 57% |

Table 19b: Household Shopping Characteristics (continued)

| Less than \$50 | \$51 to \$100 | \$101 to \$150 | \$151 to \$200 | More than \$200 |
|----------------|---------------|----------------|----------------|-----------------|
| 6% | 22% | 14% | 16% | 42% |

To calculate the average per person expenditure, the midpoints of each price range appearing in Table 19b are assigned to all respondents indicating their shopping expenditures fall within that category. For instance, \$75 is representative of the \$51 to \$100 category. Twenty-one respondents indicate shopping expenditures that exceed \$200, with a median value of \$600. To derive the average shopping expenditure per person, shopping expenditure categories were divided by the number of people for which the respondent indicated a financial responsibility (paying the bills for) while at the 2002 Legend Nationals. This figure is then multiplied by the extrapolated number of event attendees shopping to derive the total direct economic impact of shopping expenditures by 2002 Legend Nationals attendees from outside of Ford County. Table 20 shows that the average per person shopping expenditure among non Ford County residents attendees is \$76.39, and that the shopping direct economic impact totals \$119,288 (\$39,763 per race day).

Table 20: Shopping Direct Economic Impact (n=50) [3 race days]

| Average (mean) Per Person Shopping Expenditure | Estimated Total Number of Event Attendees Shopping | Direct Economic Impact (a X b) | Direct Economic Impact Per Race Day |
|--|--|--------------------------------|-------------------------------------|
| \$76.39 | 1,561 | \$119,288 | \$39,763 |

Total Direct Economic Impact

Table 21 reports the summary of all expenditure areas to assess the total direct economic impact on Ford County from the 3 race days of the 2002 Legend Nationals. The event results in an estimated total direct impact of \$381,739 (\$127,246 per race day).

Table 21: Total Direct Economic Impacts

| Total Direct Economic Impact | Total Direct Economic Impact Per Race Day |
|------------------------------|---|
| \$381,739 | \$127,246 |

Attitudes toward Facilities

Finally, respondents were asked to rate the facilities at which the event was held using the following scale: excellent, very good, average, poor, or failing. The majority of respondents (96%) rate the facilities as “excellent.” The remainder of respondents rate the facilities as “very good,” with 4% or raceway respondents selecting this category.

Table 22: Attitude toward Facilities (n=54)

| Percent Excellent | Percent Very Good | Percent Average | Percent Poor | Percent Failing |
|-------------------|-------------------|-----------------|--------------|-----------------|
| 96% | 4% | 0% | 0% | 0% |