



Economic Impact Study

Lozano Golf Center Lighting Project

September 2021

**Summary Report for
City of Corpus Christi**



**SOUTH TEXAS ECONOMIC
DEVELOPMENT CENTER**

Executive Summary

This report presents some quantitative estimates for the local economic impact of a proposed lighting project at the Lozano Golf Center Executive Golf Course. This project will allow the nighttime operation of the Executive Course currently under renovation.

Direct Impact from the Lozano Golf Center Operation

Nighttime Operation	Rounds	Yield	Revenue
Executive 9 Hole Green Fee	10,192	\$25	\$254,800
Executive 9 Hole Junior Green Fee	1,456	\$15	\$21,840
Food & Beverage		\$6	\$69,888
Total Nighttime Operation	11,648	\$30	\$346,528

Spending by Visitors

Destination Spending	Rounds	Total Spending
Visitors from <50 Miles	1,173	\$67,756
Visitors 50+ Miles	1,715	\$297,163
Total	2,888	\$364,919

Total Local Economic Impacts

	Operation	Tourism	Total
Jobs (FTEs)	7	6	13
Economic Impacts (Sales)	\$577,404	\$563,347	\$1,140,752
Income Earnings	\$244,954	\$210,817	\$455,771
Local Taxes	\$25,811	\$38,382	\$64,193

The lighting project will enable the nighttime operation of the Lozano Golf Center, which will in turn generate a projected annual revenue of \$346,528. This additional revenue supports an estimated total of 7 full-time-equivalent job positions.

The facilities serve not only local golf players but also out-of-town visitors. Based on an estimate of about 25% of golf rounds coming from out of town, the nighttime operation of the Executive Course is visitors to Corpus Christi. Spending from these visitors each year generates an estimated total of 6 jobs. In total, the nighttime operation of the Lozano Golf Center is projected to generate an economic impact at **\$1.14 million and 13 jobs**.

The installation of light fixtures is an extension of the remodeling project underway that will significantly enhance the leisure amenities for both local residents and out-of-town visitors. Those far-reaching impacts on the local golf industry and the community's quality of life in addition to local tourism are beyond the scope of this report.

Introduction



The Gabe Lozano Golf Center is home to an 18-hole regulation course, a 9-hole executive course, and a lighted driving range. This 40-acre public golf course is the most popular course in Corpus Christi.

In addition to the \$2.3 million renovation project for the 9-hole course and the practice facility, Foresight Golf and the City of Corpus Christi propose to add lighting to the Executive Course with a total expenditure of \$500,000.

The improved golf course aims at attracting both local golf players and out-of-town visitors, particularly Winter Texans, who otherwise play in other courses. The improved facility will also provide more quality time for golf practice, play and competition for juniors, particularly those from local middle and high schools.

The newly installed light fixtures will enable the nighttime operation of the executive course with projected additional revenue of \$346,528 per year.

Potential Incremental Revenue if Executive Course is Lighted

Nighttime Operation	Rounds	Yield	Revenue
Executive 9 Hole Green Fee	10,192	\$25	\$254,800
Executive 9 Hole Junior Green Fee	1,456	\$15	\$21,840
Food & Beverage		\$6	\$69,888
Total Nighttime Operation	11,648	\$30	\$346,528

Hospitality Sector



Drawing on the current data provided by Foresight Golf, approximately 75% of golf rounds at the Lozano Golf Center are from residents living in Corpus Christi. Among the other 25% of golf rounds from out of towners, approximately 10% are from surrounding communities and 15% from areas at least 50 miles away. A trip in which a person travels 50 or more miles and plays golf while on this trip is commonly called a “golf trip.” The share of golf trips for Lozano Golf Center’s total rounds is close to those played on the Texas courses.

Based on the historical data, the following breaks down the estimates for the additional golf rounds associated with the nighttime operation of the Lozano Golf Center:

Golf Rounds by Distance

	Rounds	Share
In Town	8,760	75.2%
Out of Town Trips	2,888	24.8%
<50 Miles	1,173	10.1%
50+ Miles Golf Trips	1,715	14.7%
Out of State	528	4.5%

Golf players from communities within the 50-mile radius of Corpus Christi are assumed to spend another half a day on average associated with the nighttime golf activity. Those from 50 miles away or farther are assumed to spend one and half days in Corpus Christi, with an overnight stay in the area.

Drawing on the latest estimate of \$115.5 for visitors' destination spending in Corpus Christi,¹ the following presents the total spending by out-of-town visitors associated with their golf activity:

Destination Spending by Distance

Destination Spending	Rounds	Total Spending
<50 Miles (0.5 day)	1,173	\$67,756
50+ Miles Golf Trips (1.5 days)	1,715	\$297,163
Total	2,888	\$364,919

In total, an estimate of 2,888 golf rounds each year are from out of town. Visitors are projected to spend a total of \$364,919 each year in Corpus Christi in relation to playing golf at the Lozano Golf Center.

Economic Impacts

The direct economic impacts arising from the nighttime operation of the Lozano Golf Center and visitors' spending in the hospitality sector generate spin-off effects for the entire Corpus Christi economy. The total direct impact of the Executive Golf Course's nighttime operation is **\$711,447**. This total consists of \$346,528 from spending for the golf course alone, and \$364,919 from visitors' spending elsewhere in Corpus Christi.

The direct impact on the local economy also generates spin-off, or secondary, effects. Using the IMPLAN regional economic model calibrated for the city of Corpus Christi, the following shows the total economic impact estimates for the initial impact on the Lozano Golf Center and the hospitality sector:

Total Economic Impact Estimates

	Operations	Tourism	Total
Jobs (FTEs)	7	6	13
Economic Impacts (Sales)	\$577,404	\$563,347	\$1,140,752
Income Earnings	\$244,954	\$210,817	\$455,771
Local Taxes	\$25,811	\$38,382	\$64,193

In total, the nighttime operation of the Lozano Golf Center is projected to generate approximately \$1.14 million each year in local business activity as a measure of the total local economic impact. This amount of economic impact

¹ Jim Lee, "Economic Significance of Tourism in Corpus Christi, 2020 Update" report prepared for Visit Corpus Christi.

supports 13 full-time-equivalent jobs, approximately \$450,000 in income earnings, and roughly \$64,000 in local tax revenues each year.

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