

A REPORT OF THE ECONOMIC IMPACT OF BUCCANEER DAYS 2014 IN CORPUS CHRISTI, TX

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Prepared for

Buccaneer Commission

Prepared by



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PURPOSE & LIMITATIONS

This economic and fiscal impact report was produced by the Austin, TX based economic consulting firm, Impact DataSource. The report includes estimates, assumptions, and other information developed by Impact DataSource from its independent research effort.

The analysis relies on estimates of business activity that may not be realized. Impact DataSource made reasonable efforts to ensure that the project-specific data used in the analysis reflects realistic estimates of the activity.

No warranty or representation is made by Impact DataSource that any of the estimates or results contained in this study will actually be achieved.

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Executive Summary

This report presents the results of an economic impact analysis performed by Impact DataSource, an Austin, Texas economic consulting and research firm. The purpose of the analysis was to determine the impact that the 2014 Buccaneer Days festival had on the economy of the Corpus Christi area and the additional revenues that the event generated for the City of Corpus Christi, the Corpus Christi Crime Control District and the Corpus Christi MTA.

Description of the Festival

Buccaneer Days is a festival held in Corpus Christi since 1938. The event is sponsored by the Buccaneer Commission, Inc., a Corpus Christi nonprofit corporation. Buccaneer Days Celebration 2014 was held on April 3, 2014 through May 4, 2014. The festival included 12 events.

Economic Impact

The annual Buccaneer Days Celebration had a substantial economic impact on the Corpus Christi area. During Buc Days 2014, the 229,423 people attending or participating in events spent an average of \$42 for event expenses, spending at hotel or motels, and dining out. This spending totaled \$9,585,855.

Table 1. Summary of Estimated Taxable Spending

Spending Type	Amount
Admissions or entry fees to festival events	\$1,397,000
Lodging Spending	\$2,425,735
Retail and Dining Spending	\$5,763,120
Total Spending	\$9,585,855

These revenues generated by Buc Days supported an estimated 104 jobs with estimated annual workers' earnings of \$2.68 million.

Fiscal Impact

The City of Corpus Christi, Corpus Christi Crime Control District, and Corpus Christi MTA collected \$361,519 in additional revenue as a result of Buc Days 2014, as shown below.

Table 2. Summary of Estimated Taxable Spending

	Sales Tax Collections	Hotel		Total
		Occupancy Tax Collections		
City of Corpus Christi	\$98,452	\$218,316		\$316,768
Corpus Christi Crime Control District	\$8,950	\$0		\$8,950
Corpus Christi MTA	\$35,801	\$0		\$35,801
Total Spending	\$143,202	\$218,316		\$361,519

The details of the analysis are provided on the following pages.

Introduction

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Description of the Festival

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Table 3. Summary of Event Participation and Attendance

Event	Location	Number of Participants	Number Attending	Total
Scholarship Dinner	Ortiz Center	100	400	500
Ranch Rodeo	RMB Fairgrounds, Robstown	160	808	968
Bad to the Bone Ropin'	RMB Fairgrounds, Robstown	2,000	500	2,500
Mutton Bustin' Mania	Old City Hall Park	50	400	450
Miller Lite Buc Days PRC Rodeo	American Bank Center Arena	530	18,048	18,578
Rodeo Tail Gate Party	Shoreline Drive	75	2,500	2,575
Buccaneer Days Carnival	Old Memorial Coliseum Grounds	200	50,272	50,472
Buc Days Dunking of the Mayor*	Corpus Christi Marina	40	40	80
Buc Days Classic Music Festival	TAMUCC	5,000	8,000	13,000
Buccaneer Days Junior Parade	Shoreline Drive	6,000	20,000	26,000
Buc Days Las Donas de la Corte Coronation	Selena Auditorium	300	4,000	4,300
Buc Days Illuminated Night Parade	Leopard Street and Water Street	10,000	100,000	110,000
Total		24,455	204,968	229,423

* 40 people on site - televised on live news broadcast

As shown, an estimated 229,423 people participated in Buc Days 2014 and attended events during the festival.

Economic Impact Summary

The annual Buccaneer Days Celebration had a substantial economic impact on the Corpus Christi area. During Buc Days 2014, the 229,423 people attending or participating in events spent an average of \$42 for event expenses, spending at hotel or motels, and dining out. This spending totaled \$9,585,855. A discussion of the components of this spending is provided below.

During the Buccaneer Days Celebration 2014, the festival generated revenues of \$1,397,000 for Buccaneer Commission, Inc. These revenues included admission sales, entry fees and other revenues.

In addition, attendees spent money at local stores, restaurants, and hotels in Corpus Christi as a result of Buccaneer Days. Impact DataSource estimated the percent of total participants and attendees that will be from out of town and require lodging for each event. Additional assumptions were made about visitor spending at local retail shops and restaurants for local and out-of-town visitors.

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The table below presents an estimate of the number of overnight visitors resulting from Buccaneer Days activities. Overall, it is estimated that 37,319 individuals or 16.3% of participants and attendees stayed overnight.

Table 4. Estimate of Overnight Visitors

Event	Total Participants & Attendees	% Staying Overnight	Total Overnight Visitors
Scholarship Dinner	500	0.0%	0
Ranch Rodeo	968	25.0%	242
Bad to the Bone Ropin'	2,500	25.0%	625
Mutton Bustin' Mania	450	0.0%	0
Miller Lite Buc Days PRC Rodeo	18,578	35.0%	6,502
Rodeo Tail Gate Party	2,575	10.0%	258
Buccaneer Days Carnival	50,472	10.0%	5,047
Buc Days Dunking of the Mayor*	80	0.0%	0
Buc Days Classic Music Festival	13,000	80.0%	10,400
Buccaneer Days Junior Parade	26,000	10.0%	2,600
Buc Days Las Donas de la Corte Coronation	4,300	15.0%	645
Buc Days Illuminated Night Parade	110,000	10.0%	11,000
Total	229,423		37,319

Based on the assumption of 2.5 people per room, the following is an estimate of overnight visitors' spending on lodging.

Table 5. Estimate of Overnight Visitors' Spending on Lodging

Total Overnight Visitors	37,319
Typical size of a visiting group	2.5
Avg. number of nights in a local hotel or motel	1.0
Avg. nightly room rate in a local hotel or motel	\$100
Total Lodging Spending	\$1,492,760

Beyond the spending occurring at Buccaneer Days and at local hotels, local and overnight visitors made purchases at other retail shops and restaurants. The following table illustrates the estimated spending by local and overnight Buc Days visitors occurring elsewhere in Corpus Christi.

Table 6. Estimate of Retail and Dining Spending

Total Overnight Visitors	37,319
Avg. retail & dining spending per overnight visitor	\$65
Subtotal: Overnight Visit Retail/Dining Spending	\$2,425,735
 Total Local Participant/Attendees	 192,104
Avg. retail & dining spending per local attendee	\$30
Subtotal: Local Attendee Retail/Dining Spending	\$5,763,120
Total Retail/Dining Spending	\$8,188,855

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The additional sales in the community during the festival totaled an estimated \$9,585,855 as summarized below.

Table 7. Summary of Estimated Taxable Spending

Spending Type	Amount
Admissions or entry fees to festival events	\$1,397,000
Lodging Spending	\$2,425,735
Retail and Dining Spending	\$5,763,120
Total Spending	\$9,585,855

Impact DataSource estimates that 106 jobs are supported based on the spending by local attendees and visitors using data from the RIMS II economic impact model produced by the Bureau of Economic Analysis.

For hotels and motels, if one job was supported for each \$96,000 in sales, then 30 full-time equivalent jobs were supported in local motel and hotels. These hotel/motel workers earned annual salaries of an estimated \$890,000 based on RIMS II economic impact model relationships.

For retail shops and restaurants, if one job was supported for each \$73,000 in sales, then 76 full-time equivalent jobs were supported in local stores and restaurants. These workers earned annual salaries of an estimated \$1.8 million based on RIMS II economic impact model relationships.

The fiscal impact of the project is described on the next page.

Fiscal Impact Summary

The admissions spending as well as the retail and dining spending are subject to local sales tax rates as summarized below. In addition, the city imposes a 9% hotel occupancy tax.

Table 8. Local Sales Tax Rates

City of Corpus Christi	1.375%
Corpus Christi Crime Control District	0.125%
Corpus Christi MTA	0.500%
Total Lodging Spending	2.000%

Therefore, the City of Corpus Christi, Corpus Christi Crime Control District, and Corpus Christi MTA collected \$361,519 in additional revenue as a result of Buc Days 2014, as shown below.

Table 9. Summary of Estimated Taxable Spending

	Sales Tax	Hotel Occupancy	Total
	Collections	Tax Collections	
City of Corpus Christi	\$98,452	\$218,316	\$316,768
Corpus Christi Crime Control District	\$8,950	\$0	\$8,950
Corpus Christi MTA	\$35,801	\$0	\$35,801
Total Spending	\$143,202	\$218,316	\$361,519

About This Study

Impact DataSource conducted this analysis using data, rates and information supplied by the Buccaneer Commission. In addition, Impact DataSource used certain estimates and assumptions.

Using this data, the economic impact from Buccaneer Days 2014 and the additional sales and hotel-motel taxes collected by the City of Corpus Christi, the Crime Control District and the MTA were calculated.

Impact DataSource is an Austin economic consulting, research, and analysis firm founded in 1993. The firm has conducted over 2,500 economic impact analyses of firms, projects, and activities in most industry groups in Texas and more than 40 other states.

In addition, Impact DataSource has prepared and customized more than 50 economic impact models for its clients to perform their own analyses of economic development projects. These clients include the New Mexico Economic Development Department and the Metro Orlando (Florida) Economic Development Commission.