

Santa Barbara Shootout

Economic Impact Study Data

Annual 64+ Team Women's Lacrosse Tournament

At SBCC & UCSB

UCSB women's lacrosse has finished a three year economic impact study. The results show the program's annual Santa Barbara Shootout pumps more than \$350,000 into the local economy in three days.

Three Past Shootouts

	Teams
February 18 - 20, 2011	61
February 17 - 19, 2012	60
February 15 - 17, 2013	65

Future Dates

	Teams
February 14 - 16, 2014	62 (As of 11/28/13)
February 13 - 15, 2015	
February 12 - 14, 2016	

Demographics Of Audience Reached & Economic Impact

Division

WCLA Division One
 WCLA Division Two
 WWLL B Team Division
 Under-17 Age Division
 Under-15 Age Division

Teams

First 30 To Register
 First 24 To Register
 First 5 To Register
 First 8 To Register
First 8 To Register
 Up To 75 Teams

Audience

1,200 Players & Family
 960 Players & Family
 240 Players & Family
 320 Players & Family
320 Players & Family
 3,040 Players & Family

Amount

\$204,208
 \$81,920
 \$38,400
 \$19,200
 \$12,800
 \$356,528

Economic Impact

Local Hotels From 1,300 Hotel Room Nights Purchased
Room Nights x \$157.08 Average Per Night Room Rate
 Local Restaurants From 10,240 Meals Purchased
64 Teams x 40 Players & Family x 4 Meals x \$8 Per Meal
 Local Gas Stations From 9,600 Gallons of Gas Purchased
64 Teams x 10 Vehicles x 15 Gallons x \$4 Per Gallon
 Lacrosse Clothing & Equipment Vendors On-Site Sales
64 Teams x 20 Players x \$15 In Purchases Over Three Days
 Food & Beverage Vendors On-Site Sales
64 Teams x 20 Players x \$10 In Purchases Over Three Days
 Total Three Day Economic Impact

Teams have approximately 20 players and a minimum of one family member attends, often more. These conservative economic estimates are based on one family member per player also attending. Referees and other spectators spending are not included in calculations. These are estimates so the possible economic impact could be in the \$306,528 to \$406,528 range.

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Economic Impact Study Data

Hotels	
<u>Amount</u>	<u>Economic Impact</u>
\$204,208	Local Hotels From 1,300 Hotel Room Nights Purchased <i>Room Nights x \$157.08 Average Per Night Room Rate</i>

<u>Team</u>	<u>Nights</u>	<u>Hotel</u>	<u>Av'ge Rate</u>
Arizona	3	Days Inn & Suite	\$95.00
Colorado	3	Motel 6 Goleta	\$95.00
Colorado State	3	Motel 6 Santa Barbara	\$115.00
Denver	3	Best Western Carpinteria	\$124.00
Eh Team (Coquitlam, Can	3	Sandman Inn	\$130.00
Georgia	3	Marriott Ventura Beach	\$139.00
Miami (OH)	3	Hampton Inn	\$155.00
Michigan	3	Ramada	\$165.00
Michigan State	3	Extended Stay	\$169.00
Minnesota	3	Fess Parker	\$199.00
Minnesota, Duluth	3	Hotel Indigo	\$220.00
Pittsburgh	3	Holiday Inn Downtown	\$279.00
Saint Benedict	3	Average Rate	\$157.08
Texas	3		
Utah	3		
Westminster	3		
3D Temecula (SoCAL)	2		
Aliso Attack (SoCAL)	2		
Arizona State	2		
Biola	2		
Brigham Young	2		
Chico State	2		
Concordia	2		
Florida	2		
Humboldt State	2		
Long Beach	2		
Loyola Marymount	2		
Mustangs (SoCAL)	2		
Nevada, Reno	2		
Northeastern	2		
Northern Arizona	2		
Northern Colorado	2		
Oregon	2		
Oregon State	2		
San Diego State	2		
San Jose State	2		
San Juan (SoCAL)	2		
San Marcos	2		
Santa Clara	2		
Sierra Nevada	2		
Sonoma State	2		
Stanford	2		
UC Berkeley	2		
UC Davis	2		

UC Davis 'B'	2	
UC San Diego	2	
UC Santa Cruz	2	
UCLA	2	
UNLV	2	
USC	2	
Virginia	2	
Virginia Tech	2	
Washington	2	
Western Washington	2	
Xavier Prep (Arizona)	2	
Cal Poly SLO	1	
Cal Poly SLO 'B'	1	
UC Irvine	1	
UCLA 'B'	1	
SBCC		
UCSB		
UCSB 'B'		
Total	130	Nights
	1300	Room Nights (Ten Per Team Average)
Average	2.20339	
Count	59	Teams