

## Executive Summary

In order to fully characterize the economic impacts that USA Cycling national championship events have on host communities, this study was commissioned to perform an economic impact analysis of the 2013 Professional Road Championships (Road Race and Individual Time Trial) in Chattanooga, TN. The events were hosted in the Chattanooga, TN vicinity between May 25<sup>th</sup> and May 27<sup>th</sup>, 2013. The following summary list enumerates some key findings of the study, while the complete methods, results, and analysis follow in the body of the report.

### Key Findings

- The Championships brought at least 1641 visitors in to the Chattanooga, TN area. This consisted of 166 participants and an estimated 1475 additional non-local spectators and travel companions. About 47% of the participants and 43% of the non-local spectators were female. **Only 1.4% of all participants lived in the local area.**
- Lodging for event participants, teams, non-local spectators, and non-local event personnel generated approximately **3776 paid hotel room nights.**
- The number of on-site spectators for the Time Trial and Road Racing events was estimated to be 2802 unique individuals (Individual Time Trial: 833, Road Races: 2661). Of these, **an estimated 1250 (44.6%) were non-local, non-competitor visitors to Chattanooga.**
- Non-local spectators reported spending an average of 2.9 nights in Chattanooga with average local expenditures of \$557, for a total contribution of approximately \$696,769 in direct local spending during their visits.
- The direct spending associated with the event organization also contributed nearly \$158,185 in local expenditures to the Hamilton County economy.
- **In total, the direct expenditures in the Chattanooga, TN (Hamilton County) area associated with the USA Cycling Professional Road National Championships' presence was approximately \$1,048,692.**
- Due to a variety of conservative assumptions, measures, and estimation techniques, these figures could be viewed as constituting a "lower bound" for the levels of direct spending of the USA Cycling Professional National Championships. In contrast to many commercially hosted and solicited economic impact analyses, which seek to paint the rosier picture of an event, this report specifically sought to estimate the minimum verified impacts, with confidence that the "true" total impacts would only be greater than estimated.
- When factoring the indirect and induced spending in the Hamilton County economy, the events **generated a total of \$1,569,670 in independent economic impact** for the local community.