

A Report Submitted to the City of Newton, Iowa

**An Evaluation of the Economic Value of
the Iowa Speedway to the Jasper County
Regional Economy**

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Overview

This report is an economic evaluation of the Iowa Speedway in Newton, Iowa. The Iowa Speedway is a state-of-the-art oval race track and road course designed, according to facility literature, for year-round use. In fact, however, its main operating season runs from mid-May through August according to its events schedule, with major events typically spaced from three to four weeks apart.

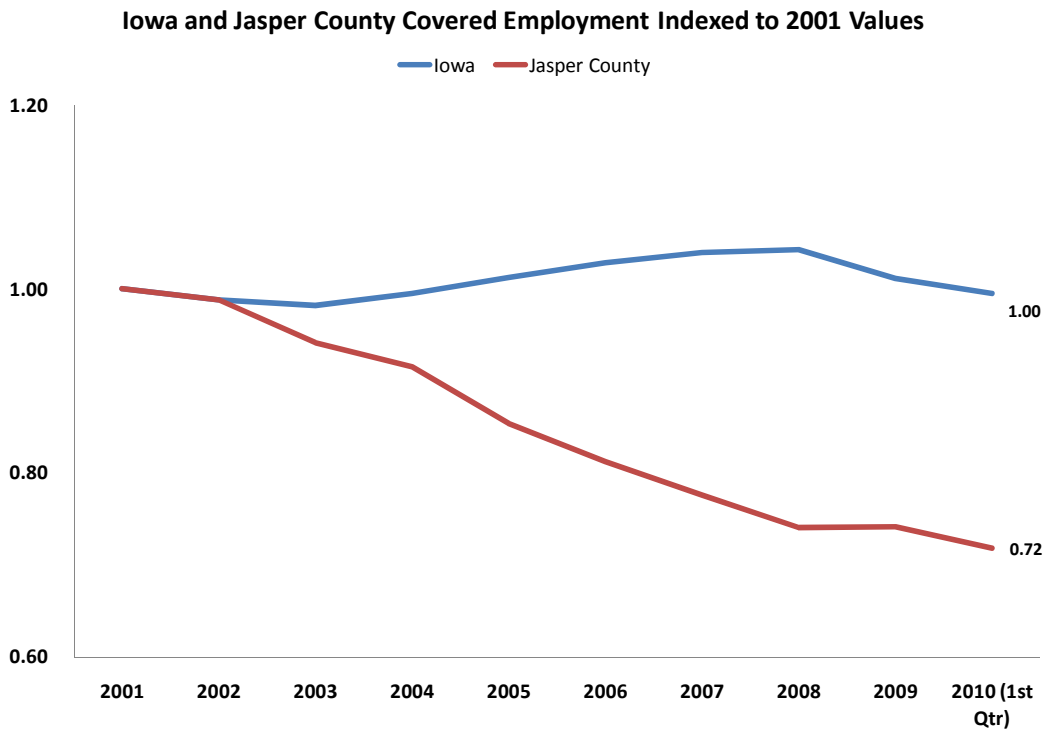
The construction and operation of the Iowa Speedway stands out as a bright economic development outcome to a region that underwent tremendous transformation in the previous decade due to the closing of the vaunted flagship Maytag manufacturing facility in Newton. Accordingly, the region has endured sharp shifts in economic vitality that had an impact on the region's overall economic performance as well as its regional demography. This report takes a look at key economic and demographic changes that have occurred to assist readers in interpreting the region's past circumstances, its current situation, and its outlook.

This report has been requested by the Community Development Office of the City of Newton. A significant amount of the information required for this study was provided by the Iowa Speedway. This report is a service of the Department of Economics at Iowa State University in support of its mission to provide community economics and policy development education to Iowa's communities and citizens.

The Region's Economy

Newton and Jasper County are a significant component of the central Iowa economy, but the region has witnessed potent overall erosions in employment in the past decade. Figure 1 displays the changes in covered (by unemployment insurance rules) employment in Jasper County and for the state. Those data come from the Quarterly Census of Employment and Wages data sets maintained by the Bureau of Labor Statistics. The values are indexed to 2001 values to demonstrate the patterns and relative percentage changes that have occurred. Note that though the state declined through the end of the recessionary period of 2001 through 2002, it posted growth through 2008 before tailing off sharply due to the downturn caused by the most recent recession. Jasper County, in contrast, has endured near-persistent declines in covered employment jobs since 2001, though there was a period of employment stability between 2008 and 2009. Countywide covered employment levels estimated for the first quarter of 2010 were 28 percent below the 2001 levels. That represents a compounded annual decline of 3 percent.

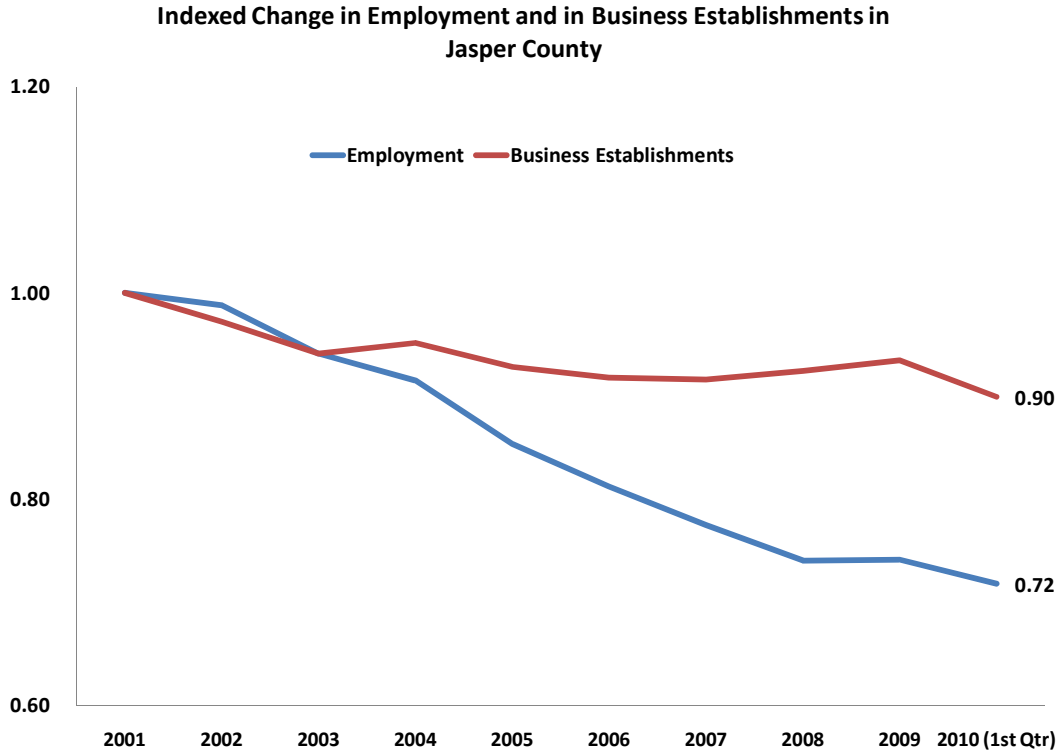
Figure 1



The economy early last decade was bolstered by strong manufacturing activity, and the city of Newton served as a regional trade center. Early in the decade, manufacturing accounted for 28 percent of the private sector jobs in the area, and retail accounted for 17 percent. By the end of the decade, manufacturing explained only about 12 percent of private jobs and retail had slid to 11 percent.

Job losses, due to the disproportionately large impact of the Maytag closing, were much greater than the change in business establishments in the county, however. Figure 2 displays the pattern of change in covered employment and business establishments with paid employees in Jasper County. These values, too, are indexed to a 2001 baseline to gauge the relative performance of each measure over time. Whereas covered employment declined by 28 percent, business establishments declined by 10 percent, with a good portion of that decline occurring just recently. Between 2005 and 2008, the number of business establishments remained remarkably stable in the face of persistent employment erosion.

Figure 2

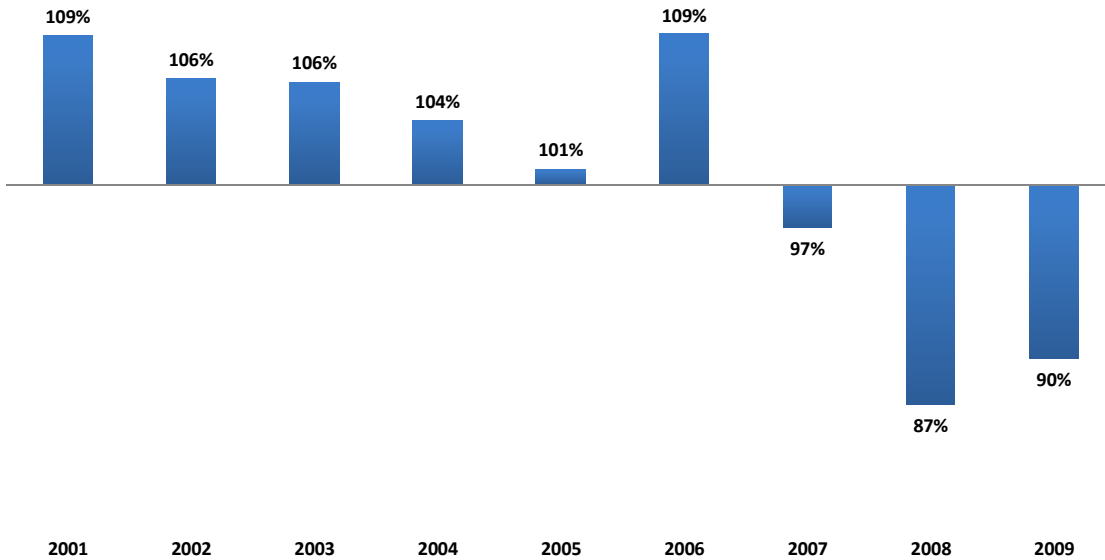


Earnings

On an annual pay basis, workers in Jasper County fared better than the statewide average for many years. Figure 3 demonstrates that average pay per job in Jasper County was 109 percent of the state average in 2001 (where the state average is 100 percent). As employment levels declined in the area, pay began to erode relative to the state. Pay is boosted significantly in 2006 as workers received buy-outs and other compensations as Maytag unwound its operations. Thereafter, regional pay levels relative to the state decline sharply to 87 percent by 2008 recovering to 90 percent by 2009 due to stagnation in statewide earnings growth compared to the county. In absolute terms, there was a 22 percentage point decline in the value of working in Jasper County, relative to the state, comparing 2006 with 2008. It is unlikely that any county in Iowa underwent such a sharp adjustment in average worker earnings since the early part of the 1980s.

Figure 3

Average Jasper County Average Annual Pay Per Job Compared to Average Iowa Earnings Per Job



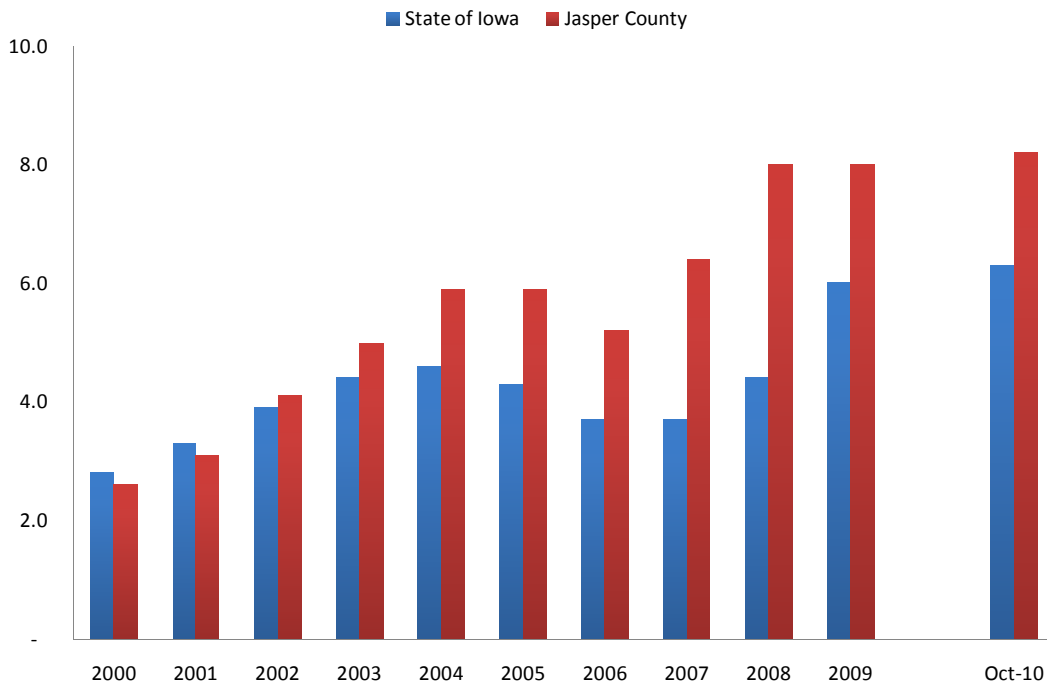
Unemployment

As a consequence of the region's industrial restructuring overall unemployment has remained elevated. The unemployment levels have remained high despite the addition of several production facilities since 2007, to include TPI Composites, manufacturers of windmill blades, Trinity Structural Towers, which fabricates tower bases for wind energy facilities, and the Iowa Speedway.

Figure 4 compares the region's unemployment rate with the state of Iowa. Beginning in 2004, the area's rate remained elevated even though the state's rate declined. It has grown since 2006, and it has remained at a fixed and high level since. Some solace can be taken in the fact that though the state's rate rose sharply between 2008 and 2009, the region's unemployment rate did not proportionately worsen in comparison. For October, 2010, the county's unemployment rate was 8.2 percent compared to the Iowa average of 6.3 percent.

Figure 4

Annual and Current Unemployment Rates



Intra-Regional Employment Patterns

Jasper County residents are fortunate in that there is a core economy that demands area labor, plus there are strong regional employers as well. Using estimates of regional workforce characteristics maintained at the Census's Local Employment Dynamics data base, we can identify where people who live in Jasper County work and where people come from who work in Jasper County.

In 2008, the last year that estimates are available, there were 16,102 Jasper County residents with jobs (see Table 1). Of those, 5,975, or 37 percent, actually worked in Jasper County, and the remaining 63 percent worked elsewhere. Polk County absorbed 28.5 percent of Jasper County's workers, and Poweshiek and Marion County trailed sharply at 6.3 percent and 5.3 percent respectively.

In contrast, there were 10,770 jobs in Jasper County in 2008. Of those jobs, 5,975 or 55.5 percent were filled by Jasper County residents, with Polk County accounting for the 8.7 percent and Marion and Poweshiek County supplying 4 percent respectively of the county's workers.

Table 1

Where the People in Jasper County Work			Where the People Come From Who Work in Jasper County		
	2008			2008	
	Count	Percent of Total		Count	Percent of Total
Jasper County, IA	5,975	37.1%	Jasper County, IA	5,975	55.5%
Polk County, IA	4,585	28.5%	Polk County, IA	936	8.7%
Poweshiek County, IA	1,014	6.3%	Marion County, IA	436	4.0%
Marion County, IA	857	5.3%	Poweshiek County, IA	433	4.0%
Marshall County, IA	366	2.3%	Marshall County, IA	273	2.5%
Story County, IA	351	2.2%	Story County, IA	220	2.0%
Dallas County, IA	276	1.7%	Warren County, IA	204	1.9%
Linn County, IA	248	1.5%	Linn County, IA	201	1.9%
Black Hawk County, IA	206	1.3%	Dallas County, IA	144	1.3%
Scott County, IA	187	1.2%	Mahaska County, IA	136	1.3%
All Other Locations	2,037	12.7%	All Other Locations	1,812	16.8%
Total Employed Persons From Jasper County	16,102	100.0%	Total Jobs in Jasper County	10,770	100.0%

It is therefore very evident that the overall performance of the rest of the region has a strong influence on the overall well-being of the Jasper County economy and its citizens. The county has a significant net-negative exchange with other counties in terms of the number of their residents that work in Jasper County compared to the number of Jasper County residents that work in theirs. That net exchange is displayed in Table 2. Of a net negative exchange of 5,332 considering the number of jobs in the county versus the number of county residents with jobs, 3,649 of that deficit, or 68.4 percent, is accounted for by Polk County. The county also posts significant numerical job exchange deficits with both Poweshiek and Marion County.

Table 2

Net Inter-County Job Exchange

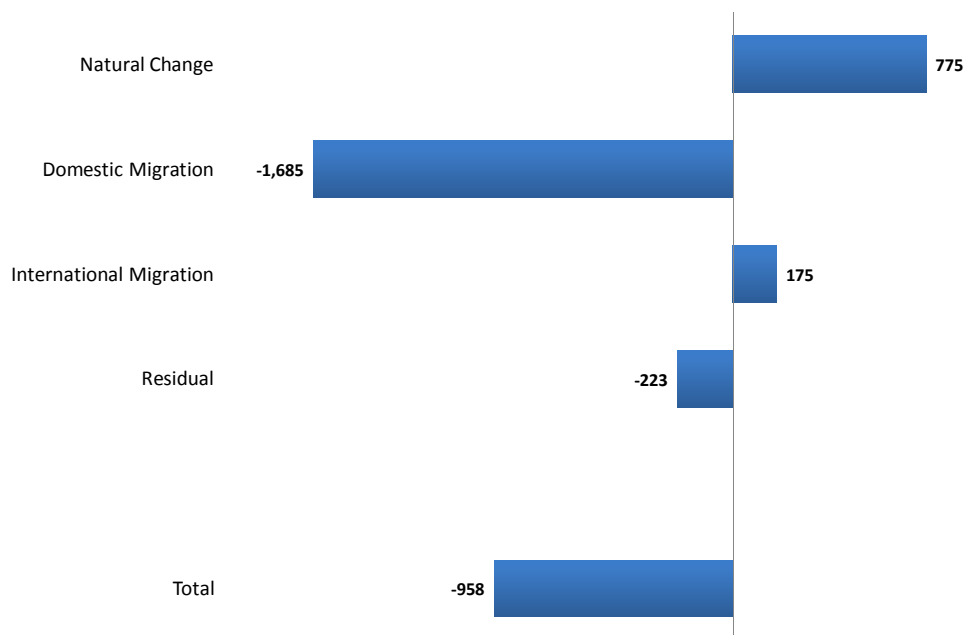
Polk County	-3,649
Poweshiek County	-581
Marion County	-421
Dallas County	-132
Story County	-131
Marshall County	-93
Linn County	-47
All Other Counties	-278
Total	-5,332

Key Demographic Changes

The economic erosion realized in Jasper County has resulted in a smaller population. The components of area population change are contained in Figure 5. Between July 2000 and July 2009, the county saw a reduction of 958 persons. Natural change of 775 represents the number of births in the county minus deaths. Domestic migration is the simple movement of persons from one county to another, regardless of their citizenship. In this category, the county had 1,685 more persons moving out of the county to another county than moved into the county. International migration, those that came to the county directly from another country was positive at 175. And the residual, which is primarily unallocated net domestic migration, is -223. The sum of the components yields the total change.*

Figure 5

Components of Population Change in Jasper County, 2000 to 2009



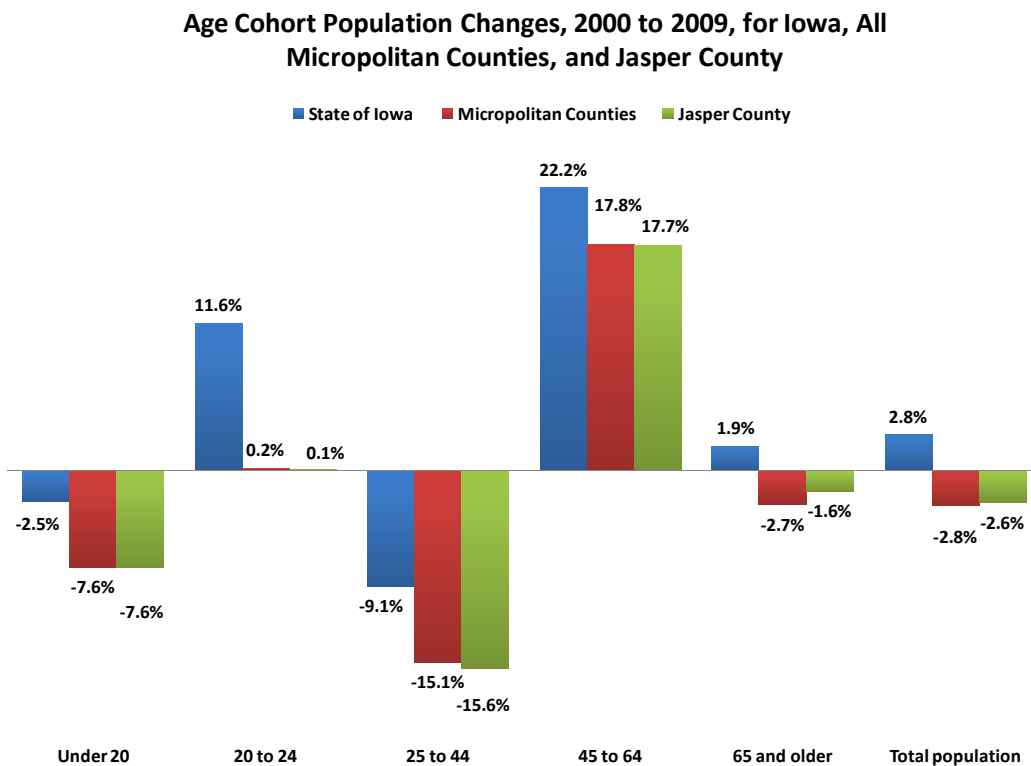
An economy's ability to grow is a direct function of the number of persons it has in prime workforce ages. Those young adults, in this case ages 25 to 44, represent the supply of labor (regardless of education and skill levels) that all businesses require as they grow or start up. Healthy economies have

* Recent U.S. Census data indicate that Jasper County posted a 1 percent decline between the 2000 and the 2010 census, or a loss of 351 persons. The data above are comparisons of July 1, 2010 through July 1, 2009. If in fact the rate of decline is smaller than indicated in Figure 5, it would likely be due to a lowered level of estimated domestic outmigration.

a good supply of those workers primarily because those ages of workers are more mobile and self-locate to areas where their employment prospects are better.

Figure 6 displays the changes that have occurred in Jasper County, all other micropolitan sized counties, and in the state of Iowa this last decade among major demographic groups (Micropolitan counties contain an urban area with a population between 10,000 and 49,999). In that critical young adult category, the state of Iowa posted a 9.1 percent decline this last decade. Among micropolitan counties and in Jasper County, that group declined by 15.1 percent and 15.6 percent respectively. This erosion severely undercuts the region’s ability to compete for new firms in that its available prime labor supply is eroding. In addition, there is an inter-generational echo. Micropolitan counties and Jasper County realized 7.6 percent declines in the number of young persons. By losing young adults, those counties are losing the children that they have and the children they would have had. Finally, while all comparison levels post gains in persons ages 45 to 64, those gains are the result of normal expansions in the “baby boom” category. Those populations, while certainly work-worthy, have much higher likelihoods of being employed and having reached peak earnings. They are not a major source of available labor for business expansion nor a major source of productivity growth.

Figure 6



The Regional Economic Values of the Iowa Speedway

There are three levels of activity associated with annual Iowa Speedway operations that are measured in this analysis. Most of the primary data used in this assessment were provided by the Iowa Speedway.

For example, in the most recent year for which data were reported, the operation had:

- ▶ 206,043 visitors, 50.4 percent of whom came from central Iowa, and 33.6 percent came from the rest of the state. Out of state visitors were 16 percent.
- ▶ Posted \$14.3 million in total sales at the track operation
- ▶ Employed 22 full-year workers and 367 part-time, part-year workers who received, combined, \$2.065 million in labor incomes
- ▶ Separately realized vendor sales of \$3.35 million
- ▶ Those vendors and other sub-contractors required a total of 925 workers for the event days

The region of analysis for this research consists of Jasper, Polk, Poweshiek, Marion, and Marshall County. The five-county territory is the basis for determining the primary economic area served by the Iowa Speedway and affiliated economic activities.

Adjustments and Assumptions

Several analytic steps were required to transform the basic information to make it amenable to evaluation in the modeling system. The first adjustments involved translating the temporary labor at the Iowa Speedway and those employed by vendors and subcontractors into annualized values so that they reflected the typical job of the particular industry under scrutiny. Using national data, the average hours worked per week for spectator sporting industries, caterers and mobile food services, and security and other business services were discerned. Using an assumption that all casual jobs at the Iowa Speedway and among all vendors and contractors worked 25 days at 8 hours per day, their jobs were annualized thus:

Arriving at Annualized Labor and Earnings Estimates

- ▶ 367 part-time, event-related Iowa Speedway jobs were reduced to 58.6 jobs on an annualized basis.
- ▶ 925 part-time, event-related vendor and subcontractor jobs were reduced to 149.5 jobs on an annualized basis. A portion of these jobs were assigned directly to vendors, which in subsequent tables are analyzed separately from the Iowa Speedway. The remainder, those

considered subcontractors, were allocated as indirect (purchased) inputs into the Iowa Speedway.

- ▶ Earnings for all vendor and subcontractor jobs were estimated using average national payroll per week for those industries reduced by 20 percent to reflect the pay differential between Iowa average workers compared to the national average.

Estimating Visitor Values

At the outset it must be recognized that no attendee survey information informs the following analysis. All estimates are made using reasonable assumptions about consumer behavior. According to Iowa Speedway officials, there were 7,500 crew persons or officials that stayed in Iowa an average of 4.5 days. For this analysis it is assumed there is average room occupancy of 2 persons for that group. As was already mentioned, there were also 69,358 out-of-region visitors. These visitors would be counted as event-related visitors who would otherwise have been indifferent to visiting the region. Accordingly, their visit-related spending is considered new to the region. The same logic, of course, holds for the 33,028 out-of-state visitors. Attendees from within the region are not considered visitors, and all spending that they will have made incidental to a visit to the Iowa Speedway would have occurred in the region nonetheless.

The primary assumptions for isolating the main visitor costs are listed in Table 3. Using the weighted average room costs of 50 lodging establishments in the five-county region for Thanksgiving Eve, 2010, to represent a day with expected high lodging demand, the nightly lodging rate was set at \$80.67. Out-of-region visitors were excluded from the lodging estimates, and 50 percent of the out-of-state visitors needed lodging for 1 night with an average occupancy of 2.5 persons per room. Officials and crew were allocated \$45 in dining per day. The daily rates are lower for the remaining visitors based in part on the length of their drives, but assuming also that they will have dined or snacked within the confines of the Iowa Speedway, and those sales would have been captured by a separate analysis of the vendors. Lastly, travel payments are estimated per visitor while in the region. These costs consist mainly of gasoline purchases, as well as rental car use by 10 percent of the crews and officials.

The results of that estimating process are displayed in Table 4. The direct new regional spending attributable to crews, officials, and other visitors was \$6.55 million. Over half of those impacts are expected to go to area dining facilities. With the completion of the visitor estimates, it is possible to begin to compile the total economic effects of the Iowa Speedway and all affiliated spending.

Table 3

Visitor Spending Assumptions

	Total crew members and officials	Out-of-Region Visitors	Out-of-State Visitors
Persons	7,500	69,358	33,028
Average Lodging Price \$	80.67	NA	80.67
Percent Needing Lodging	100	NA	50
Persons Per Room / Automobile	2.0	2.5	2.5
Days	4.5	NA	1.0
Dining Per Day Per Visitor \$	45.00	10.00	25.00
Regional Travel Costs Per Visitor \$	25.00	6.67	18.90

Table 4

Estimated Visitor Spending

	Crews and Officials	Out-of-State Visitors	Out-of-Region Visitors	Total
Area Hotel / Motel	1,361,250	532,852	-	1,894,102
Area Dining	1,518,750	825,700	1,040,370	3,384,820
Transportation related	187,500	462,392	624,222	1,274,114
Total	\$3,067,500	\$1,820,944	\$1,664,592	\$6,553,036

Understanding Impact Model Terminology

Before proceeding further, it is important to learn how to read input output tables. The expected regional economic impact is measured using an input-output (IO) model of the area of scrutiny. For this study, a five-county set of industrial accounts was fabricated so that the results as closely as possible represented the primary region’s economic structure.

The tables that are produced in IO models display the amount and the type of economic activities that are generated patrons visit the Iowa Speedway, purchase concessions, or utilized goods and services that support visitors. There are four categories of economic information that will be produced in subsequent tables:

- ▶ Total industrial output. This is the value of what is produced in the industries that are evaluated.
- ▶ Total value added. Value added is composed of wages and salaries to workers, returns to management to sole proprietors, incomes from properties and other investments, and indirect tax payments that are part of the industrial production processes. Value added is the same thing as Gross Domestic Product, and it is the standard manner in which we gauge the size of an economic activity, especially on a comparative basis.
- ▶ Labor income. Labor income is a subset of value added. It is composed of the payments to workers and the proprietors' incomes. Labor incomes are useful for regional analysis because very large fractions of them accumulate to resident workers, whereas incomes from investments, for example, mostly accumulate out of the region of scrutiny.
- ▶ Jobs. Jobs are not the same as employed persons as many people have more than one job. There are, therefore, more jobs in an economy than employed persons. In addition, some are seasonal, others are part-time. The modeling system provides an annualized value of the jobs associated with some level of industrial output even if the jobs only occur during a short period of time, which would be the case for the casual labor associated with Speedway operations as well as in concession sales.

There are three levels of economic activity that are summarized.

- ▶ Direct activity. This refers to all of the economic values listed above in the industries that are assessed. These are the direct operational characteristics of the Iowa Speedway, and in separate tables the vendors, and the establishments providing goods and services to visitors.
- ▶ Indirect activity. All firms require inputs into production such as supplies, services, wholesale goods, transportation, banking services, and utilities. When levels increase or decrease in the direct sector, that influences the demand for inputs.
- ▶ Induced activity. This occurs when workers in the direct firm and workers in the indirect, the supplying, sectors convert their labor incomes into household consumption. This stimulates another round of regional economic activity that, in turn, stimulates jobs and pays incomes.

The sum of these three levels of economic activity provides the estimate of the total economic value of a particular kind of industrial production.

The degree to which an economic activity is indeed producing incremental export sales, i.e., sales to persons that are not normal consumers of goods and services within the region, constitutes the regional economic impact. This study only assumes regionalized economic impact gains as a result of the Iowa Speedway and its affiliated activities as it is a regional enterprise whose primary economic effects are captured within the primary five-county study region.

The Results

Table 5 contains the annualized economic values of the Iowa Speedway. In 2009, the operation had \$14.3 in industrial output. The combination of the full-year and the converted part-time workers summed to equivalent of 72.4 jobs making \$2.065 million in labor income. The racetrack requires an estimated \$5.44 million in regionally supplied inputs of all kinds (to include subcontracts for parking and security, for example). Those indirect requirements supported the equivalent of 54.7 jobs making \$1.73 million in labor incomes. When the workers at the racetrack and those in the supplying sectors convert their labor incomes into household spending, they induced \$2.2 million in additional output in the region, which in turn required 19.3 jobs and \$694,297 in labor incomes. Summed, the racetrack directly or indirectly supports \$21.96 million in industrial output and \$4.498 million in labor incomes going to 146.4 jobs.

Table 5

Iowa Speedway	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	14,323,868	5,437,294	2,200,857	21,962,019	1.53
Value Added \$	3,681,982	2,779,114	1,303,051	7,764,147	2.11
Labor Income \$	2,065,254	1,738,394	694,297	4,497,945	2.18
Jobs	72.4	54.7	19.3	146.4	2.02

Table 5 also contains a column of multipliers. Multipliers are the ratio of the total value in any category to the direct value. An output multiplier of 1.53 means that for every \$ 1 in output at the racetrack, an additional \$.53 in output is supported in the rest of the economy. The labor income multiplier of 2.18 means that for every \$1 of labor income generated to employees at the racetrack, \$1.18 in labor income is supported elsewhere in the economy. The jobs multiplier of 2.02 means that for every job at the racetrack, there is 1.02 jobs in the rest of the economy. The jobs and the labor income multipliers are

higher than most firms because the racetrack has relatively low employment relative to its output and must purchase a fair amount of labor intensive services from the regional economy.

Table 6 contains the findings for the vendors. In all, gross sales were \$3.354 million, and they required the equivalent of 114.5 jobs making \$1.68 in labor income (to include payments to proprietors). In total, the vendors stimulated a total of \$5.54 in regional industrial output and supported 131.2 jobs making a total of \$2.35 million in labor incomes. Readers will notice that vendor multipliers, for jobs and labor incomes are much lower than the racetrack figures. That is because vendors' inputs depend heavily on wholesale items, the provision of which is not job intensive, and because the vendor jobs on average have very low pay per job.

Table 6

Vending / Concessions	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	3,354,020	1,046,607	1,139,885	5,540,513	1.65
Value Added \$	1,844,710	551,310	674,894	3,070,914	1.66
Labor Income \$	1,677,010	309,586	359,558	2,346,154	1.40
Jobs	114.5	6.8	10.0	131.2	1.15

The estimates for the visitor effects are found in Table 7. All visitors required \$6.55 million in goods and services, which supported 97 jobs making \$2.1 million in labor income. After considering all direct, indirect, and induced effects, the visitors are expected to explain \$9.38 million in regional industrial output, \$2.94 million in labor incomes, and 119 jobs. Again, the multipliers for these types of service and retail are much lower than those posted for the racetrack.*

Table 7

Visitors	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	6,553,036	1,300,021	1,423,701	9,376,758	1.43
Value Added \$	3,617,330	880,090	802,138	5,299,558	1.47
Labor Income \$	2,089,569	467,092	380,637	2,937,298	1.41
Jobs	97.1	12.6	9.5	119.2	1.23

* The values in Table 7 report visitors' retail sales for gasoline as the cash-register amounts. Input-output systems, however, exclude the cost of goods sold in the definition of retail and wholesale output. The modeling for this was done using the appropriately lowered retail margins, but the cash-register sales are reported here to align with the total sales reported in Table 4. The summary tables reporting overall totals re-state the values to align with input-output analysis standards.

The sum of the economic values in Table 5 through Table 7 are displayed in Table 8.* In all, considering the five-county mid-Iowa region, the Iowa Speedway and its related economic activities account for \$34.6 million in total regional industrial output, 380.3 jobs and \$9.48 million in labor income. Value added, which readers will remember is the same as GDP, is \$15.74 million after all is said and done.

Table 8

Combined Economic Values	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	22,213,516	7,733,922	4,664,443	34,611,882	1.56
Value Added \$	8,894,022	4,130,514	2,720,083	15,744,619	1.77
Labor Income \$	5,631,833	2,455,072	1,394,492	9,481,397	1.68
Jobs	272.0	72.1	36.3	380.3	1.40

The totals in Table 8 represent the total economic worth of all Iowa Speedway and related activities to the central Iowa economy. The economic impact of the operation, however, is less than those values as the racetrack provides entertainment-related services to residents in the region. Serving their leisure time does not create net new economic value. Enticing visitors to the region as well as race crews and officials, however, does entice net new productivity to the region that otherwise would not have existed. Those productivity gains are a subset of the total economic worth and are contained in Table 9. Accordingly, \$19.6 million in net new industrial output, 232 jobs, and \$5.9 million in labor income can be claimed as regional economic impacts for the five-county territory. Accordingly, net regional (the 5 county study area) GDP production is boosted by \$10.1 million as a consequence of racetrack and related activities.

* Table 8 contains input-output accounting corrections in the previous tables to prevent double counting or over-stating the combined economic activity. Specifically, this table accounts for a payment to the Iowa Speedway by the vendors for concession rights which was reported as a component of both entities' output. Secondly, the sum reduces the visitor direct industrial output values to reflect only the margined sales of their retail purchases, not the cash-register sales. In so doing, the values in this table now align with input-output reporting protocols.

Table 9

Net Economic Impacts to the 5 County Region	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	12,295,396	4,388,469	2,929,489	19,613,354	1.60
Value Added \$	5,981,931	2,410,675	1,692,480	10,085,086	1.69
Labor Income \$	3,644,761	1,392,136	843,002	5,879,899	1.61
Jobs	171.8	40.1	20.3	232.1	1.35

Discussion

This study represents a straightforward evaluation of the Iowa Speedway’s value to the overall economy as well as its economic impact in the five-county mid-Iowa region where most of its economic effects are felt. The net economic impact of the facility and its related activities to the entire state of Iowa is a smaller amount. Net new productivity to the entire state would have accumulated as a result primarily of race crew spending coupled with all sales that went to out-of-state visitors. Those estimates have not been made in this study, and it is not appropriate to claim that either Table 8 or Table 9 represent net economic gains to the state at large.

It is frequently argued that economic impacts for facilities like the Iowa Speedway are in fact larger than stated because they provide an opportunity for Iowans to enjoy race-related activities in the state rather than traveling outside of Iowa. On the margins that might be true to a degree, but absent a reliable estimate of those substitution values using sound survey methods, there is no basis to conclude that the Iowa Speedway significantly reduced entertainment imports. In additionally, attendance at the Iowa Speedway may come at the expense of attendance at other regional auto-racing facilities.

Appendix A: The Total Economic Values and Regional Economic Impact of an Anticipating a Boost in Attendance in 2011 of 60,000 Persons

The following tables project the total economic effects and the 5-county economic impacts that would result if the 2011 racing season has 60,000 more attendees than in 2009, the year of the data used for the analysis in the main body. All relationships between within-region, within-state, and out-of-state visitors are held constant, as also are the assumptions concerning race crews and officials. These tables are to be interpreted sequentially in the same manner as Table 5 through Table 9 in the main text.

Table A:1

Iowa Speedway	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	18,477,790	7,014,109	2,839,106	28,331,005	1.53
Value Added \$	4,749,757	3,585,057	1,680,936	10,015,750	2.11
Labor Income \$	2,664,178	2,242,528	895,643	5,802,349	2.18
Jobs	93.4	70.6	24.9	188.9	2.02
Vending / Concessions	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	4,326,686	1,350,124	1,470,452	7,147,262	1.65
Value Added \$	2,379,676	711,190	870,613	3,961,479	1.66
Labor Income \$	2,163,342	399,367	463,830	3,026,539	1.40
Jobs	147.7	8.7	12.9	169.3	1.15
Visitors	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	8,453,416	1,806,027	1,836,574	12,096,018	1.43
Value Added \$	4,666,356	1,135,316	1,034,758	6,836,430	1.47
Labor Income \$	2,695,544	602,549	491,022	3,789,114	1.41
Jobs	125.3	16.3	12.3	153.8	1.23
Combined	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	28,655,436	9,976,760	6,017,132	44,649,328	1.56
Value Added \$	11,473,289	5,328,363	3,508,907	20,310,559	1.77
Labor Income \$	7,265,064	3,167,043	1,798,895	12,231,003	1.68
Jobs	350.9	93.0	46.8	490.6	1.40
Net Economic Impacts to the 5 County Region	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	15,861,061	5,661,125	3,779,041	25,301,227	1.60
Value Added \$	7,716,691	3,109,771	2,183,299	13,009,761	1.69
Labor Income \$	4,701,741	1,795,856	1,087,473	7,585,070	1.61
Jobs	221.6	51.7	26.1	299.4	1.35

Appendix B: The Total Economic Values and Regional Economic Impact Per 10,000 Visitors

The following tables project the total economic effects and the 5-county economic per 10,000 visitors. These tables can be used as short-hand multipliers to gauge, for example, the specific impacts of an event. For example, if an event had 50,000 attendees, then all numbers in the multiplier tables can be multiplied by 5 (except for the column of multipliers which remains constant). All relationships between within-region, within-state, and out-of-state visitors are held constant, as also are the assumptions concerning race crews and officials. These tables are to be interpreted sequentially in the same manner as Table 5 through Table 9 in the main text.

Table B:1

Per 10,000 Visitors					
Iowa Speedway	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	693,909	263,405	106,619	1,063,933	1.53
Value Added \$	178,371	134,632	63,125	376,128	2.11
Labor Income \$	100,050	84,215	33,635	217,899	2.18
Jobs	3.5	2.6	0.9	7.1	2.02
Vending / Concessions	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	162,483	50,702	55,221	268,406	1.65
Value Added \$	89,366	26,708	32,695	148,768	1.66
Labor Income \$	81,241	14,998	17,419	113,658	1.40
Jobs	5.5	0.3	0.5	6.4	1.15
Visitors	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	317,457	67,823	68,970	454,250	1.43
Value Added \$	175,239	42,635	38,859	256,733	1.47
Labor Income \$	101,228	22,628	18,440	142,295	1.41
Jobs	4.7	0.6	0.5	5.8	1.23
Combined	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	1,076,116	374,664	225,965	1,676,745	1.56
Value Added \$	430,864	200,100	131,772	762,736	1.77
Labor Income \$	272,830	118,934	67,555	459,319	1.68
Jobs	13.2	3.5	1.8	18.4	1.40
Net Economic Impacts to the 5 County Region	Direct	Indirect	Induced	Total	Multiplier
Industrial Output \$	595,641	212,596	141,917	950,154	1.60
Value Added \$	289,790	116,783	81,991	488,564	1.69
Labor Income \$	176,568	67,441	40,839	284,847	1.61
Jobs	8.3	1.9	1.0	11.2	1.35