

Enid Regional Development Alliance

**This Regional Project Assessment Report
has been prepared for you by**



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Notes:

Enid Economic Impact Analysis

Tourism Event

September 28, 2021

Prepared by OG&E

General Description for Tourism Events

This economic and revenue impact was created using RPAS software by Applied Economics. It is important to remember that inputs to the model are estimates and do not represent exact and precise measurements. The output of the model, like any modeling tool, reflects the assumptions that are used in the formulation.

Accordingly, if some of the assumptions change (e.g., employment numbers), then the model results will also change. The model is expected to give the community a general idea of the impact of tourism events.

The Project Description details the inputs into the model including the annual number of visitors, length of stay and average daily spending per person.

Regional Project Assessment System - Project Description

Enid Tourism Overnight 9.28.2021 in Garfield County

Project Name: Enid Tourism Overnight 9.28.2021

Start Year: 2021

Last 9/28/2021

Region: Garfield County

Industry Type: Tourism

Tax District: County Average

Employees Living in Region: 63 %

Employees Living in City: 15 %

Annual Project Data

Average Daily Spending per Person:							Override Tax
Year	Number of Visitors	Food and Drink	Lodging	Transportation	Entertainment	Retail	Local Sales
	Avg. Length of Stay						Lodging Tax
1	66,000 1	\$100.00	\$140.00	\$30.00	\$50.00	\$50.00	

Regional Project Assessment System - Project Description

Enid Tourism Day Only 9.28.2021 in Garfield County

Project Name: Enid Tourism Day Only 9.28.2021

Start Year: 2021

Last 9/28/2021

Region: Garfield County

Industry Type: Tourism

Tax District: County Average

Employees Living in Region: 63 %

Employees Living in City: 15 %

Annual Project Data

Average Daily Spending per Person:							Override Tax
Year	Number of Visitors	Food and Drink	Lodging	Transportation	Entertainment	Retail	Local Sales
	Avg. Length of Stay						Lodging Tax
1	34,000 0	\$50.00	\$0.00	\$30.00	\$50.00	\$50.00	

Impact Summary

This economic and revenue impact was created using RPAS software by Applied Economics. It is important to remember that inputs to the model are estimates and do not represent exact and precise measurements. The output of the model, like any modeling tool, reflects the assumptions that are used in the formulation. Accordingly, if some of the assumptions change (e.g., number of visitors), then the model results will also change. The model is expected to give the community a general idea of the impact of the project.

- The Project Description describes the inputs into the model, including the annual number of visitors, length of stay and average daily spending per person.

- The Impact Summary shows all annual impacts of the project. These include economic impacts, revenue impacts and socioeconomic impacts described below with impacts shown for 2021.

The economic impacts detail the project's benefits to the local economy. The economic impacts are based on information about the number of visitors and their typical spending patterns. Based on this information, the model calculates the multiplier effects of this spending on the region.

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- Total Visitor Days- The project will result in 66,000 visitor days in the region. This figure is product of the number of non-local visitors and the length of stay in terms of number of days.

- Total Spending - The visitors associated with this project will spend \$0 in the local economy on food & drink, lodging, local transportation, entertainment and retail. This spending is the primary economic driver behind tourism and will determine the overall magnitude of the economic impacts.

purchases

- Employment - The project directly and indirectly supports 472 full time equivalent jobs in the local economy. This includes employees at the establishments where visitors make

that

are

as well as supported employees at other local businesses. It is important to keep in mind these are annualized employment figures and that large events may generate impacts that concentrated over a relatively short time period and thus appear smaller on an annualized basis.

- Personal Income - The project directly and indirectly supports an increase in local payroll or personal income of \$12,070,182 in the local economy.
- Output - The project creates an annual economic impact of \$30,112,813. This figure represents total visitor spending as well as increased economic activity at local supplier and consumer businesses that support the hospitality industry.
- The revenue impact details the marginal increase in state and local revenues generated directly and indirectly by the project. Direct revenues include state and local sales and lodging taxes generated by visitor spending. Indirect revenues are generated by supported employees in the hospitality industry and other related supplier and consumer industries. Indirect revenues include property taxes, state and local sales taxes and personal income taxes. These impacts are included in the local and state tax revenue figures on the Impact Summary.
 - Local Tax Revenues - The project directly and indirectly supports \$1,516,028 in sales and lodging taxes to the local community each year.
 - State Tax Revenues - The project directly and indirectly supports \$1,531,844 in sales and personal income taxes to the state each year.

Impact Summary

The Impact Summary shows the annual impacts of tourism events. These include economic and revenue impacts described below. The economic impacts detail the event's benefits to the local economy. The economic impacts are based on information about the number of visitors and their typical spending patterns. Based on this information, the model calculates the multiplier effects of this spending on the region.

- Total Visitor Days - tourism events will result in 66,000 visitor days in the region. This figure is the product of the number of visitors and the length of stay in terms of number of days.
- Total Spending - The visitors associated with tourism events will spend \$24,420,000 in the local economy on food & drink, lodging, local transportation, entertainment and retail. This spending is the primary economic driver behind tourism and will determine the overall magnitude of the economic impacts.

Regional Project Assessment System - Impact Summary

Year	Total Visitor Days	Economic Impacts				Revenue Impacts		
		Total Spending	Avg. Daily Spending	Employment	Personal Income	Output	Local Tax Revenues	State Tax Revenues
Operation of Enid Tourism Overnight 9.28.2021 on Garfield County								
2021	66,000	\$24,420,000	\$370	472	\$12,070,182	\$30,112,813	\$1,516,028	\$1,531,844
Total:	66,000	\$24,420,000			\$12,070,182	\$30,112,813	\$1,516,028	\$1,531,844
Operation of Enid Tourism Day Only 9.28.2021 on Garfield County								
2021	0	\$0	\$180	0	\$0	\$0	\$0	\$0
Total:	0	\$0			\$0	\$0	\$0	\$0

Regional Project Assessment System - Impact Summary

Year	Total Visitor Days	Total Spending	Economic Impacts			Revenue Impacts		
			Avg. Daily Spending	Employment	Personal Income	Output	Local Tax Revenues	State Tax Revenues
Total of Projects								
2021	100,000	\$24,420,000	\$305	472	\$12,070,182	\$30,112,813	\$1,516,028	\$1,531,844
Total:	100,000	\$24,420,000			\$12,070,182	\$30,112,813	\$1,516,028	\$1,531,844

Economic Impact by Type

The Economic Impact by Type report shows for each year the direct impacts of visitor spending, the supplier impacts which estimate business-to-business purchases that might occur locally as a result of these events and consumer impacts that estimate purchases which might be made by employees of tourism events and their families, as well as employees and families of supported supplier businesses.

For each year of the analysis period, economic impacts can be described in terms of the following variables:

- Employment - tourism events directly and indirectly supports 472 full time equivalent jobs in the local economy. This includes employees at the establishments where visitors make purchases as well as supported employees at other local businesses. It is important to keep in mind that these are annualized employment figures and that large events may generate impacts that are concentrated over a relatively short time period and thus appear smaller on an annualized basis.
- Personal Income - tourism events directly and indirectly supports an increase in local payroll or personal income of \$12,070,182.
- Output - tourism events creates an annual economic impact of \$30,112,813. This figure represents total visitor spending as well as increased economic activity at local supplier and consumer businesses that support the hospitality industry.

**Regional Project Assessment System
Economic Impact by Type**

Impact Type	Year	Employment	Personal Income	Output
Tourism Impacts of Enid Tourism Overnight 9.28.2021 on Garfield County				
Direct				
	2021	423	\$9,895,302	\$24,420,000
	Total:		\$9,895,302	\$24,420,000
Supplier				
	2021	29	\$1,264,844	\$3,186,729
	Total:		\$1,264,844	\$3,186,729
Consumer				
	2021	20	\$910,036	\$2,506,084
	Total:		\$910,036	\$2,506,084
Total				
	2021	472	\$12,070,182	\$30,112,813
	Total:		\$12,070,182	\$30,112,813
Multipliers:		1.12	1.22	1.23

Regional Project Assessment System
Economic Impact by Type

Impact Type	Year	Employment	Personal Income	Output
Tourism Impacts of Enid Tourism Day Only 9.28.2021 on Garfield County				
Direct				
	2021	0	\$0	\$0
	Total:		\$0	\$0
Supplier				
	2021	0	\$0	\$0
	Total:		\$0	\$0
Consumer				
	2021	0	\$0	\$0
	Total:		\$0	\$0
Total				
	2021	0	\$0	\$0
	Total:		\$0	\$0
Multipliers:			0.00	0.00

Regional Project Assessment System

Economic Impact by Type

Impact Type	Year	Employment	Personal Income	Output
Total of Projects				
Direct	2021	423	\$9,895,302	\$24,420,000
	Total:		\$9,895,302	\$24,420,000
Supplier	2021	29	\$1,264,844	\$3,186,729
	Total:		\$1,264,844	\$3,186,729
Multipliers:1.12		Consumer	1.22 1.23	
	2021	20	\$910,036	\$2,506,084
	Total:		\$910,036	\$2,506,084
Total Economic Impact				
	2021	472	\$12,070,182	\$30,112,813
	Total:		\$12,070,182	\$30,112,813

Demographic Impact

The Demographic Impact by Type report shows the number of direct, supplier and consumer jobs created by tourism events as well as the supported population, school age population and households living in the county. This includes employees and their families, as well as employees and families of supported supplier and consumer businesses.

Note that these people are not necessarily new to the community. However, they are currently being supported by the jobs and payroll created at tourism events

Supported population and household estimates account for the number of workers per household, average household size and share of employees likely to live and work in the county. School age population is based on the average number of students per households in the county.

**Regional Project Assessment System
Demographic Impact by Type**

Impact Type	Year	Employment	Supported Population	Grade School Population	High School Population	Supported Households
Tourism Impacts of Enid Tourism Overnight 9.28.2021 on Garfield County						
Direct	2021	423	587	75	29	227
	Total:					
Supplier	2021	29	40	5	2	16
	Total:					
Consumer	2021	20	28	4	1	11
	Total:					
Total	2021	472	655	84	33	253
	Total:					

**Regional Project Assessment System
Demographic Impact by Type**

Impact Type	Year	Employment	Supported Population	Grade School Population	High School Population	Supported Households
Tourism Impacts of Enid Tourism Day Only 9.28.2021 on Garfield County						
Direct						
	2021	0	0	0	0	0
	Total:					
Supplier						
	2021	0	0	0	0	0
	Total:					
Consumer						
	2021	0	0	0	0	0
	Total:					
Total						
	2021	0	0	0	0	0
	Total:					

**Regional Project Assessment System
Demographic Impact by Type**

Impact Type	Year	Employment	Supported Population	Grade School Population	High School Population	Supported Households
Total of Projects						
Direct						
	2021	423	587	75	29	227
	Total:					
Supplier						
	2021	29	40	5	2	16
	Total:					
Consumer						
	2021	20	28	4	1	11
	Total:					
Total Economic Impact						
	2021	472	655	84	33	253
	Total:					

Direct and Total Revenue Impacts

The revenue impact details the marginal increase in state and local revenues generated directly and indirectly by these tourism events. Direct revenues include state and local sales and lodging taxes generated by visitor spending. Indirect revenues are generated by supported employees in the hospitality industry and other related supplier and consumer industries. Indirect revenues include property taxes, state and local sales taxes and personal income taxes. These impacts are included in the local and state tax revenue figures on the Impact Summary.

- Local Tax Revenues - tourism events directly and indirectly supports \$1,516,028 in sales and lodging taxes to the local community.
- State Tax Revenues - tourism events directly and indirectly supports \$1,531,844 in sales and personal income taxes to the state.

Regional Project Assessment System
Direct and Total Revenue Impacts
Tourism Impacts of Enid Tourism Overnight 9.28.2021 on Garfield County

Year	Lodging Tax	Local		Total	Sales Tax	State	Total
		City Sales Tax	County Sales			Personal Income Tax	
Direct Impact							
2021	\$739,200	\$673,200	\$78,540	\$1,490,940	\$1,009,800	na	\$1,009,800
Total:	\$739,200	\$673,200	\$78,540	\$1,490,940	\$1,009,800	na	\$1,009,800
Total Impact							
2021	\$739,200	\$690,038	\$86,791	\$1,516,028	\$1,178,179	\$353,665	\$1,531,844
Total:	\$739,200	\$690,038	\$86,791	\$1,516,028	\$1,178,179	\$353,665	\$1,531,844

Regional Project Assessment System
Direct and Total Revenue Impacts
Tourism Impacts of Enid Tourism Day Only 9.28.2021 on Garfield County

Year	Lodging Tax	Local		Total	Sales Tax	State	Total
		City Sales Tax	County Sales			Personal Income Tax	
Direct Impact							
2021	\$0	\$0	\$0	\$0	\$0	na	\$0
Total:	\$0	\$0	\$0	\$0	\$0	na	\$0
Total Impact							
2021	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total:	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Greater Oklahoma City Partnership Regional Project Assessment System
Direct and Total Revenue Impacts
Tourism Impacts of Enid Tourism Day Only 9.28.2021 on Garfield County

Year	Lodging Tax	Local			State		
		City Sales Tax	County Sales	Total	Sales Tax	Personal Income Tax	Total
		Total of Projects					
Direct Impact							
2021	\$739,200	\$673,200	\$78,540	\$1,490,940	\$1,009,800	na	\$1,009,800
Total:	\$739,200	\$673,200	\$78,540	\$1,490,940	\$1,009,800	na	\$1,009,800
Total Impact							
2021	\$739,200	\$690,038	\$86,791	\$1,516,028	\$1,178,179	\$353,665	\$1,531,844
Total:	\$739,200	\$690,038	\$86,791	\$1,516,028	\$1,178,179	\$353,665	\$1,531,844