



A Bureau of Business Research Report
From the UNL College of Business

Final Report

The 2017 Annual Economic Impact of the



Prepared for the
Lancaster County Agricultural Society, Inc.

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Executive Summary

The non-profit Lancaster Event Center (LEC), and the events which it provides facilities for and hosts, have become a central part of the cultural life and tourism sector of Lancaster County and Nebraska as a whole since its founding in 2001 by the Lancaster County Agricultural Society. The LEC also generates a substantial impact on the area economy. The economic impact on Lancaster County is generated by 1) spending by spectators attracted to or retained in Lancaster County to attend events, 2) annual spending by trade show and event vendors and competitors in animal and sporting events, 3) spending on LEC operations, and 4) capital investment in the LEC. The Lancaster Event Center also generates a valuable service to the residents of Lancaster County by providing an affordable space to over 200 local events each year.

In 2017, there an estimated attendance of 469,091 at Lancaster Event Center by spectators, competitors and vendors, including 130,723 at the Lancaster County Super Fair and 339,068 at other national, regional and local events. Among the 339,068 attending other events, 239,732 (70.7%), were spectators, including 208,131 at regional and national events and 31,610 at 213 community events. Regional and national events attract a large number of spectators from outside of Lancaster County. Spectator surveys conducted at regional and national events found that 59.4% of spectators reside outside of Lancaster County while 40.6% reside within the county.

The total annual economic impact of the Lancaster Event Center on its home county was \$39.54 million in 2017, as is seen in Table ES.1. Included in this annual impact is \$12.73 million in labor income, which includes worker wages, salaries and benefits as well as proprietor’s income. This labor income impact is spread over 531 full-year equivalent jobs, about 80 of which are part-time employment with the Lancaster Event Center.

Table ES.1
Annual Economic Impact of Lancaster Event Center on Lancaster County in 2017

Economic Impact (Millions \$)	Labor Income Impact (Millions \$)	Employment Impact (Jobs)
\$39.54	\$12.73	531

Source: Bureau of Business Research Estimates Using IMPLAN Model

The Lancaster Event Center, as a result of its economic impact, also generates tens of millions of dollars of taxable sales, occupation, property and lodging tax base. The resulting annual tax revenue impact for local governments in Lancaster County is \$1.29 million. This is the local tax revenue impact of new spending attracted to Lancaster County due to the LEC, and excludes most sales tax collected by Lancaster County residents who utilize the LEC. It is conservatively assumed that local residents would have spent on other taxable activities in the county if not attending a LEC event.

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I. Introduction

The non-profit Lancaster Event Center, and the events which it provides facilities for and hosts, have become a central part of the cultural life and tourism sector of Lancaster County and the State of Nebraska. As such, the Lancaster Event Center has grown to generate a substantial impact on the area economy since its founding in 2001 by the Lancaster County Agricultural Society. The precise magnitude of this economic impact depends on a variety of factors such as the number and scope of events held at the LEC, the number and origin of spectators who attend LEC events and the number of trade show vendors and animal show and sporting event competitors. This study from the University of Nebraska-Lincoln Bureau of Business Research (BBR) estimates the annual economic and tax revenue impact of the Lancaster Event Center for the year 2017. The economic impact is calculated for Lancaster County.

Section II of the report describes the basic methodology utilized in the economic impact analysis. The annual economic impact of the Lancaster Event Center is estimated in Section III, while the annual local tax revenue impact is estimated in Section IV. Section V is the conclusion.

II. Economic Impact Methodology

The annual economic impact of Lancaster Event Center flows from four sources: 1) the annual operations spending of the Event Center itself, 2) the annual capital investments in the LEC, 3) the annual spending of spectators to LEC events and 4) the annual local spending of trade show and event vendors and competitors at LEC events. The vast majority of competitors take part in equine and other animal shows, such as dog or cattle shows, but some competitors take part in other types of sporting events such as martial arts tournaments or motorsports. Each of these sources brings in and retains new spending into the Lancaster County economy, yielding a direct economic impact. The direct economic impact also supports an additional “multiplier” impact on the Lancaster County as money attracted to or retained in Lancaster County circulates further in the local economy.

The annual operations spending of Lancaster Event Center is a primary component of the direct economic impact. Annual operations spending supported by

external revenue such as spending on tickets or food by spectators from outside of Lancaster County creates an impact on the county economy. Relevant spending, employment and payroll information are drawn from the annual financial report of the Lancaster Event Center. The most recent financial report utilizes a fiscal year running from December 1, 2016 through November 30, 2017, similar to the 2017 calendar year. The annual economic impact from operations is pictured in Figure 1.

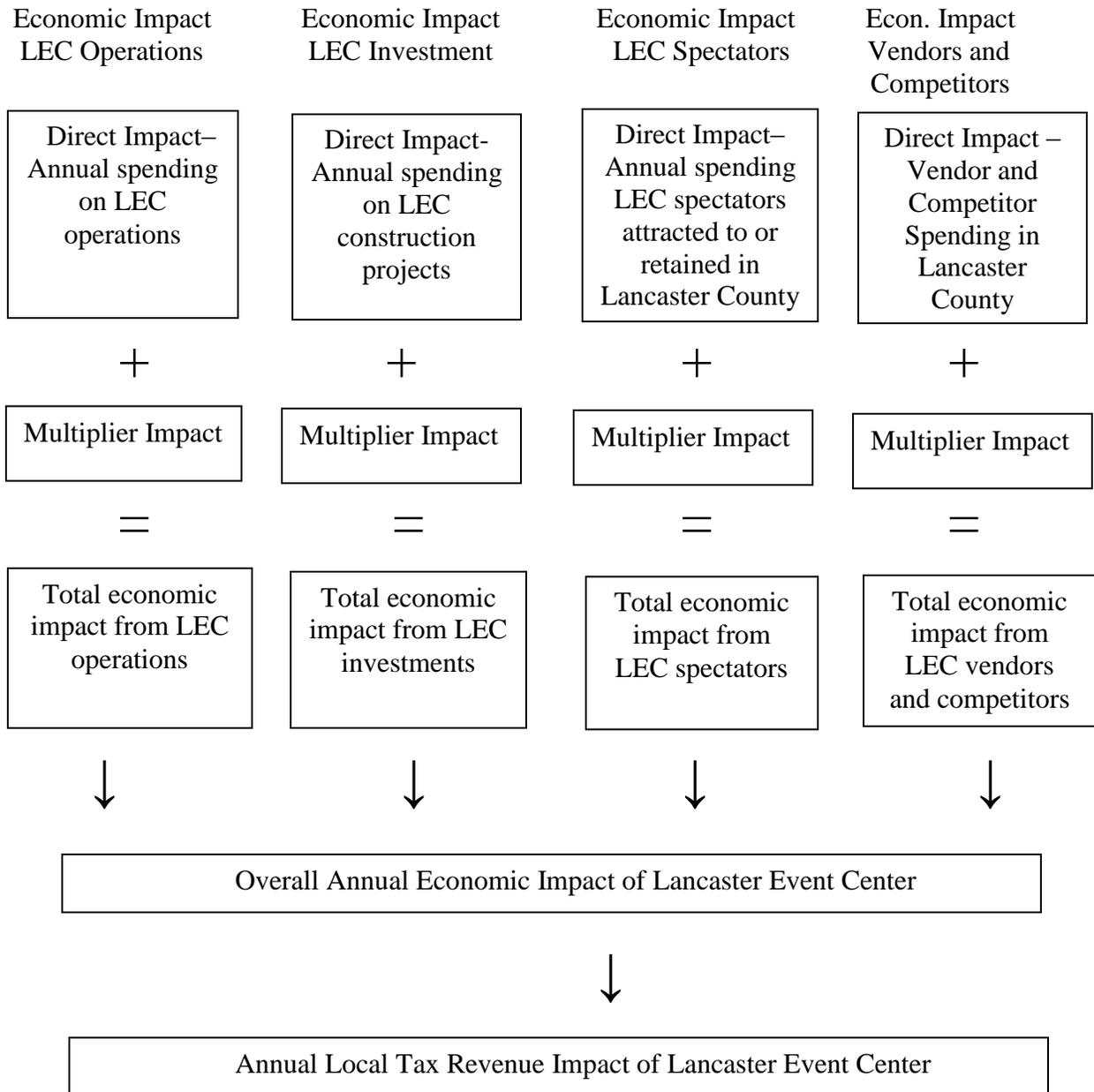
Once the direct economic impact is calculated, the multiplier impact will be estimated. The multiplier impact is the additional economic activity which is generated as money attracted to Lancaster County in the direct impact circulates further within the county economy. For example, the Lancaster Event Center could purchase supplies and services from other local businesses. In addition, employees of Lancaster Event Center spend their paychecks locally on the components of household spending such as mortgage or rent, insurance, groceries, restaurants, retail purchases, vehicles, gasoline, and entertainment and recreation. Thus the multiplier impact is seen in increased sales and employment at businesses throughout the economy.

The multiplier impact will be calculated utilizing the IMPLAN model. The IMPLAN model, which is owned by IMPLAN LLC, is the leading economic multiplier package in use in the United States, and can be used to calculate economic multipliers for around 500 industries for each U.S. state, county, or combination of state and counties.¹ The total annual economic impact is the sum of the direct economic impact and the multiplier impact. As seen in Figure 1, the direct economic impact of LEC operations is added the multiplier impact to yield the total annual economic impact.

The second component of the annual economic impact will be from capital investments in the Lancaster Event Center. Given the year-to-year variation in capital investment, a four-year average of investment is utilized. Information on annual investments is provided by management of the Lancaster Event Center. The multiplier impact also will be calculated using the IMPLAN model and the direct and multiplier impact is summed to yield the total economic impact from capital investment.

¹ We also note that the IMPLAN model has been recently updated, and the UNL-BBR has utilized the IMPLAN model to conduct several dozen economic impact studies.

Figure 1
Approach for Calculating the Annual Economic Impact of the Lancaster Event Center



The third component of the economic impact of the Lancaster Event Center is the impact from out of county or retained spectator spending. Out of county spectator spending refers to spending at the LEC or off-site in Lancaster County by residents of other counties and states while attending an LEC event. Retained spectator spending refers to spending by Lancaster County residents who would have otherwise traveled to an event in another city if not visiting the Lancaster Event Center. Lancaster Event Center management provides estimates of the total attendance at each of its events in conjunction with information from each show organizer. Data on spectator spending was gathered via a survey. Specifically, an “intercept” survey of spectators (see Appendix 1) was conducted by the UNL Bureau of Business Research, at 11 events during the second half of 2017 and the first half of 2018. The surveys were used to gather information about event spectators, including the origin of spectators. Of particular interest is whether spectators live in Lancaster County or another county or state. Survey information about the origin of spectators is applied to the annual spectator attendance total for the Lancaster Event Center to yield an estimate of annual spectator days for both out-of-county and in-county visitors.

The count of annual spectator days is multiplied by estimates of average daily spending by out-of-county and in-county spectators. Total spectator spending attracted to or retained in Lancaster County is the direct impact. The multiplier impact is estimated using the IMPLAN model and the multiplier impact is added to the direct impact to yield the total economic impact due to spectator spending.

The fourth component of the economic impact of Lancaster Event Center is the impact of spending by trade show and event vendors and animal show and sporting event competitors. Lancaster Event Center management, with the input of each event organizer, estimated the number of competitors and vendors present at each of its events during the year. Vendors also were surveyed, when present, at select events (see Appendix 2) regarding their spending while in Lancaster County. The total off-site spending of vendors is multiplied by the total number of annual vendor days to yield the direct economic impact of vendor spending. The multiplier impact is estimated with the IMPLAN model and added to the direct impact to estimate the total annual economic impact.

A similar approach is used to estimate direct economic impact of animal show and sporting event competitor spending. To estimate spending, competitors were surveyed at two national equine events held at the Lancaster Event Center. The survey in Appendix 1 was distributed at two national equine events during the summer of 2017. Surveys were primarily gathered from visiting groups containing event competitors.

As seen in Figure 1, the total annual economic impact from all four sources are summed to estimate the overall annual economic impact of the Lancaster Event Center. The total annual economic impact applies primarily to the year 2017. The additional business activity and income captured in the economic impact also generates local tax revenue. The local tax revenue impact also can be calculated by estimating taxable sales related to Lancaster Event Center activities and additional sales tax paid as workers spend their income. The portion of income spent on housing also generates local property tax revenue.

III. Economic Impact on Lancaster County

This section contains estimates of the annual economic impact of the Lancaster Event Center on its home county. The annual economic impact is estimated for: 1) spending on LEC operations which is supported by spectators, competitors, vendors and donors, 2) LEC capital expenditures, 3) spending in Lancaster County by spectators attracted to or retained in the county, and 4) spending by vendors and competitors. The overall economic impact is the sum of the impact from all four components. In addition to estimating the overall economic impact, the labor market impact is estimated.

A. Lancaster Event Center Operations

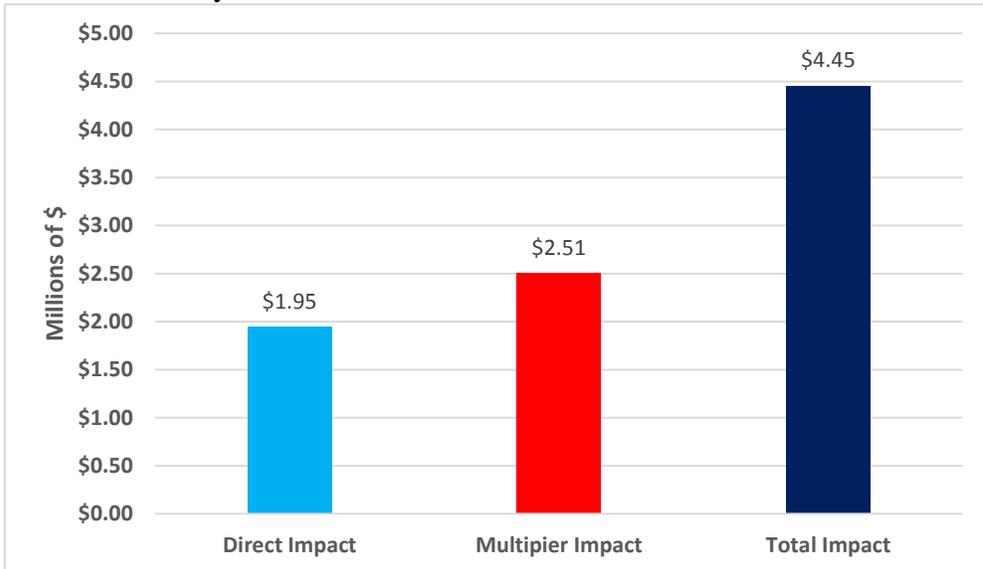
The first part of the annual economic impact of the Lancaster Event Center comes from “new” revenue from spectators, competitors, vendors and donors that supports operations. The term “new” refers to spending by spectators who come to Lancaster County primarily to visit the LEC or county residents who attend an event rather than traveling to another county. Such spending is substantial given that three-quarters of the annual revenue of Lancaster Event Center is earned revenue rather than revenue from tax

dollars. Revenue is earned from operating the LEC cafés/catering and campground, from ticketing and from hosting the Lancaster County Super Fair.

In fiscal year 2017, the Lancaster Event Center had an operating revenue of \$4.12 million. Approximately one-quarter of that amount, \$1.07 million, came from property tax receipts with 70% being used to pay off the bonds to build the LEC and remainder to support the annual Lancaster County Super Fair. Much of the remaining revenue is supported by spending of spectators to the Lancaster Event Center who came from outside of the county or by trade show vendors, animal show competitors and donors. Overall, \$1.95 million of the \$4.12 million (47.3%) is earned revenue supported by new and retained spectators, vendors, competitors and donors. This \$1.95 million is the direct economic impact of Lancaster Event Center operations for the year.

The left bar of Figure 2 shows the direct economic impact from operations of \$1.95 million. The Figure also shows the multiplier impact. The total impact is the sum of the direct impact and the multiplier impact. The total annual economic impact on the Lancaster County from operations is \$4.45 million in 2017.

Figure 2
Total Annual Economic Impact of Lancaster Event Center Operations in 2017
Lancaster County

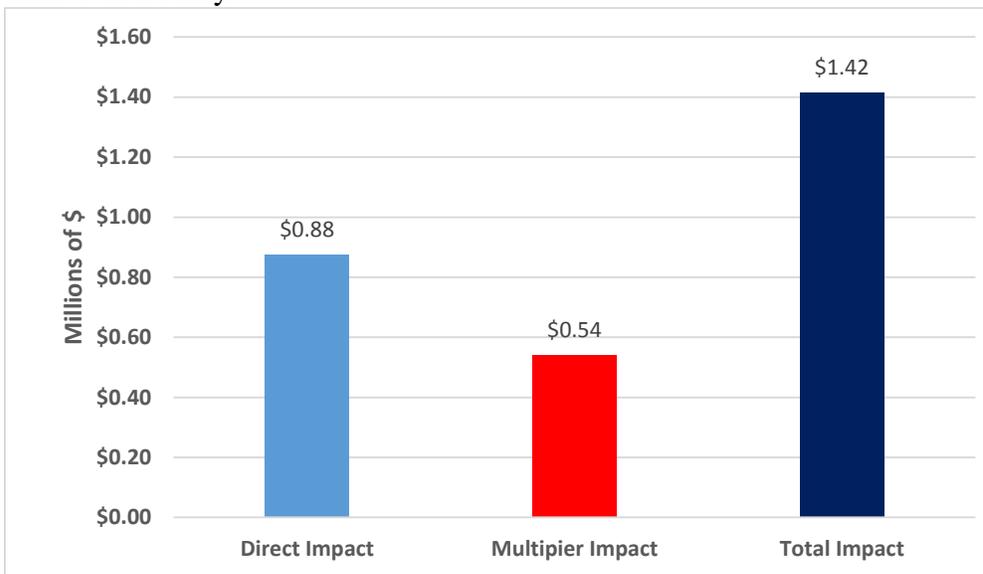


Source: Bureau of Business Research estimates using the IMPLAN Model

B. Lancaster Event Center Capital Expenditure

Lancaster Event Center periodically renovates and updates its facilities. This construction activity also generates an economic impact. Capital expenditure varies from year to year having been between \$0.75 and \$1.0 million over the last four years, according to management at the Lancaster Event Center. The annual economic impact of capital expenditure is estimated based on the midpoint of this range, or \$0.88 million per year. Figure 3 shows the economic impact due to this annual capital expenditure. The left bar of the Figure shows the average direct capital expenditure of \$0.88 million per year. The Figure also shows the multiplier impact and the total economic impact. The total annual economic impact on Lancaster County is \$1.42 million.

Figure 3
Total Annual Economic Impact of Lancaster Event Center Capital Expenditure in 2017
Lancaster County



Source: Bureau of Business Research Estimates using the IMPLAN Model

C. Spectator Spending

There were 321 events and an estimated 239,732 spectator days at the Lancaster Event Center during calendar year 2017, excluding attendance at the Super Fair. Many of these spectators spent money both on-site at the Lancaster Event Center and off-site in Lancaster County at restaurants, gas stations, retail outlets, and in some cases, hotels.

Much of this spending is new money attracted to Lancaster County since a majority of spectators to Lancaster Event Center events reside outside of the county. This section of the economic impact analysis estimates the amount of new spending attracted to Lancaster County.

Among the 239,732 spectator days at the Lancaster Event Center, about 13% (31,601 spectator days) were spent at 213 local events such as soccer practices, meetings, weddings and receptions. The Lancaster Event Center provides a valuable service to the residents of Lancaster County by providing space for these local events.

The remaining 208,131 spectator days were spent at larger events which attracted a regional or national audience. These 208,131 spectator days include both visits from residents of Lancaster County and visits by residents of other counties and states. Residents of other counties would bring new spending into Lancaster County. Spectators from Lancaster County also can bring “new” spending if those spectators would have otherwise left Lancaster County to attend an event, rather than go to the Lancaster Event Center. There also was attendance of 130,723 at the 2017 Lancaster County Super Fair.

An “intercept” survey of spectators (see Appendix 1) was conducted during one or two days at 10 regional events and multiple days at the Lancaster County Super Fair to determine key spectator characteristics. The survey was conducted at a wide variety of show types, as seen in Table 1. Aside from one smaller event, these 10 events ranged in size from 5,000 to 19,000 spectator days, and accounted for 45 percent of all attendance at regional or national events. Note in Table 1 that an “intercept” survey of animal show competitors also was taken at two events.

Table 1
 Details for Intercept Surveys of Event Spectators and Animal Show/Sporting Event Competitors

	Date(s) Surveyed	Number of Staff	Hours	Yes Responses	No Responses	Response Rate
Primarily Survey of Animal Show Competitors						
Bonus Race	Jun. 9-10	2	4	37	28	56.9%
Cornhusker Classic	Jun. 16-17	2	4	45	24	65.2%
Total				82	52	61.2%
Primarily Survey of Spectators						
Super Fair	Aug. 11	2	6	51	47	52.0%
Rodeo/Barrel Race	Nov. 25	2	2	41	116	26.1%
Wrestling	Dec. 10	2	2	21	28	42.9%
Bull Ride	Jan. 20	2	2	46	17	73.0%
Boat, Sport and Travel	Feb. 2-3	3	4	16	117	12.0%
Home Show	Feb. 2	5	4	100	200	33.3%
ABATE Motorcycle Show	Feb. 17	3	4	66	83	44.3%
Car Swap Regional Meet	Mar. 4	3	3	41	93	30.6%
Husker Lawn & Leisure	Mar. 17	1	4	32	8	80.0%
Tractor Pull	Mar. 23	3	2	44	81	35.2%
Mother of All Garage Sales	Apr. 7	2	2	41	23	64.1%
Total				499	813	38.0%

Key characteristics of spectators include: the share of spectators who are from outside of Lancaster County, spectator spending patterns, days spent in Lancaster County, and what Lancaster residents might have done if not attending an event locally. Table 2 provides information on the origin of spectators at regional and national events. The survey of regional events found that 59.4 percent of spectator days were spent by spectators who reside outside of Lancaster County. The share of out of county spectator days ranged from 30 to 40 percent for events like home shows and garage sales to more than 75 percent for car shows and tractor pulls.

Table 2
Estimated Origin of Lancaster Event Center Spectators at Regional/National Events 2017

Location	Share of Spectators
Lancaster County	40.6%
Out of County	59.4%

Source: Bureau of Business Research Surveys

The average “new” spending of spectators from Lancaster County and spectators from other counties was estimated based on spectator surveys completed at 11 events listed in Table 1. Retained spending is the key factor for spectators from Lancaster County. In particular, some spectators from Lancaster County would have left the county to attend an event if not attending an event at the LEC. Spending by these spectators is retained in the county due to the Lancaster Event Center. In many other cases, spectators from Lancaster County would have stayed at home or done something else within the county if not visiting the LEC. In these cases, no spending is retained in Lancaster County. Average spending by Lancaster County spectators is the weighted average of spending by spectators who would have left the county, and \$0 for the many spectators who would not have left the county. The average new spending was therefore a smaller amount; specifically, \$2.64 per spectator day.

The average new spending per spectator day was \$99.85 for residents of other counties. This figure includes spending on food and retail items at the Lancaster Event Center as well as off-site spending at county restaurants, retail stores, gas stations, entertainment venues and lodging. Given that vendors at LEC sell higher value merchandise such as vehicles, parts, equipment and clothing, retail spending at the Lancaster Event Center averaged \$48.09 per out of county spectator per day.

The per spectator spending figures suggest a substantial spectator spending impact from the Lancaster Event Center, particularly given the 208,131 spectators days each year at regional and national events. Based on the data, there was new spending of \$13.80 million due to spending by spectators attracted to or retained in Lancaster County due to LEC events.

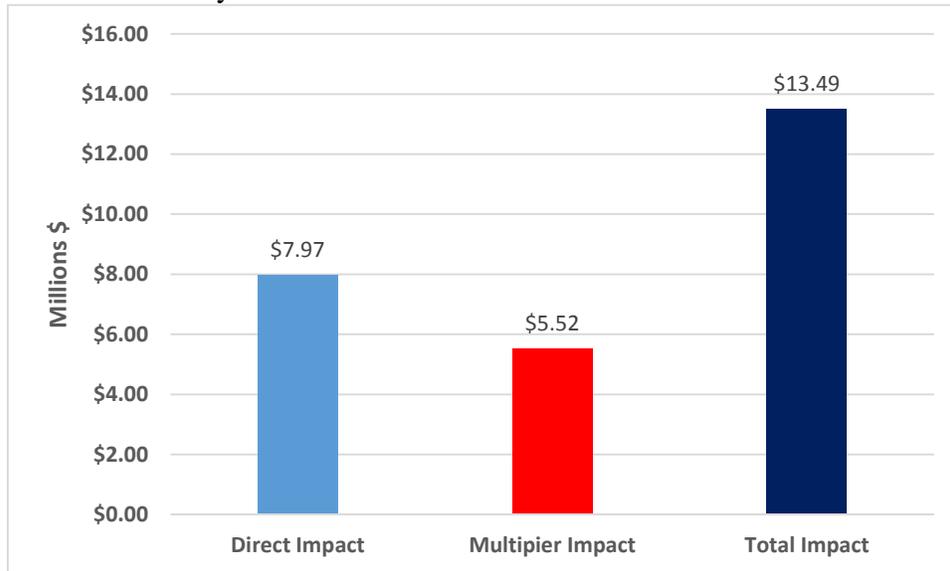
Table 3
 Estimated New Off-Site Spectator Spending Per Visitor Day By Origin 2017

Location	Spending Per Visitor Day
Lancaster County	\$2.64
Out of County	\$99.85

Source: Bureau of Business Research estimate

Most of this spending represents a direct economic impact on the Lancaster County economy. A portion of retail spending, however, does not given that many of the items sold by vendors at the Lancaster Event Center or at stores patronized by spectators are not manufactured in Lancaster County. Only the retail mark-up portion of the purchase creates a direct economic impact on the county. Further, a portion of the reported spending on food in Lancaster County was already counted as part of the economic impact of Lancaster Event Center operations. After adjusting for these factors, the direct economic impact is \$7.97 million. The direct economic impact is included in Figure 4, along with the annual multiplier impact \$5.52 million. The total annual economic impact is \$13.49 million in 2017.

Figure 4
 Total Annual Economic Impact of Lancaster Event Center Spectator Spending in 2017
 Lancaster County

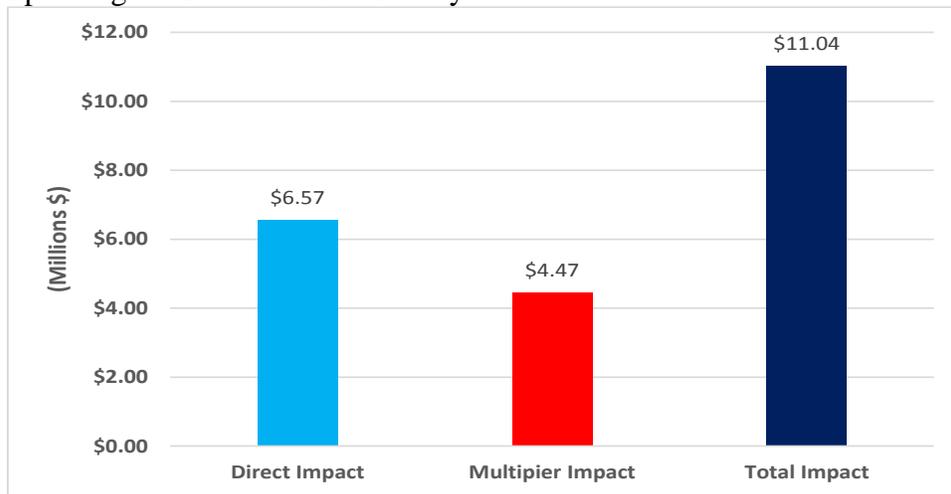


Source: Bureau of Business Research Estimates Using IMPLAN Model

D. Trade Show and Event Vendor and Competitor Spending

Trade show and event vendor spending has a significant economic impact. Vendors often spend more days in Lancaster County than spectators, to set up and take down their exhibits. Specialized vendors at various types of LEC events also may travel a significant distance and utilize hotels in Lancaster County. There were 47,376 vendor days spent at the Lancaster Event Center in 2017, excluding vendors at the Super Fair, as well as hundreds of vendor days at the Super Fair. Like spectators, vendors spend money both on-site at the Lancaster Event Center and off-site in Lancaster County at restaurants, gas stations, retail outlets and lodging, and also spend on their trade show vendor booths. According to a survey of 51 vendors at four events (see Appendix 2), the average spending per worker per day was \$211.04 for vendors, including an average of \$34.57 for lodging.² Annual vendor spending is estimated to be \$10.07 million. Most of this spending represents a direct economic impact on the Lancaster County economy but a portion of retail spending does not. As seen in Figure 5, the direct economic impact is \$6.57 million. The annual multiplier impact is \$4.47 million and the total annual economic impact is \$11.04 million.

Figure 5
Total Annual Economic Impact of Lancaster Event Center Trade Show and Event Vendor Spending in 2017 Lancaster County

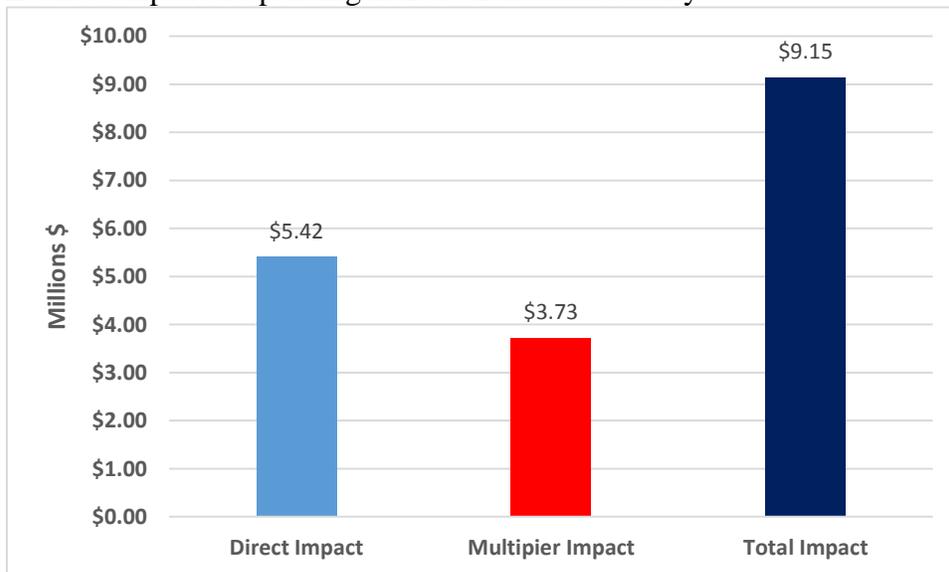


Source: Bureau of Business Research Estimates Using IMPLAN Model

² This result from the LEC vendor survey is very consistent with data that the promotor of one major LEC event provided to the research team. That promotor found that the ratio of exhibitor days to room nights was 0.387 at the event. Assuming an average room rate of \$100 in Lincoln, results from the exhibitor survey used in this study suggest a ratio of exhibitor days to room nights of 0.346.

There also is an economic impact from spending by competitors at animal shows and other LEC sporting events. Participants in animal shows or other competitive sporting events such as martial arts or motorsports competitions frequently spend multiple days at events, much like vendors. Animal show competitors were surveyed at two equine events during the summer of 2017, as shown in Table 1. The average spending per day was \$159.66 for competitors. Annual competitor spending is estimated to be \$8.30 million. Most of this spending represents a direct economic impact on the Lancaster County economy but a portion of retail spending does not. As seen in Figure 6, the direct economic impact is \$5.42 million. The annual multiplier impact is \$3.73 million and the total annual economic impact in 2017 is \$9.15 million.

Figure 6
Total Annual Economic Impact of Lancaster Event Center Animal Show & Sporting Event Competitor Spending in 2017 Lancaster County



Source: Bureau of Business Research Estimates Using IMPLAN Model

E. Overall Annual Economic Impact of Lancaster Event Center

Figure 7 shows the overall annual economic impact of the Lancaster Event Center. The annual impact on Lancaster County is \$39.54 million in 2017. This figure includes \$4.12 million of spending on lodging. At a rate of \$100 per room night, this implies that Lancaster Event Center generates over 40,000 hotel room-nights annually. Labor income is an important component of this economic impact. Labor income includes the wages and benefits earned by workers and the income earned by proprietors. Annual labor income impacts are provided in Table 4. The overall annual labor market impact including wages, salaries, benefits and proprietor’s income is \$12.73 million in 2017. This income impact is spread over 531 full-year equivalent jobs across Lancaster County with only approximately 18 full-time and 80 part-time jobs directly created by the LEC.

Figure 7
Overall Annual Economic Impact of Lancaster Event Center in 2017
Lancaster County



Source: Bureau of Business Research Estimates Using IMPLAN Model

Table 4
Annual Labor Income and Employment Impact of Lancaster Event Center in 2017
Lancaster County

Economic Impact (Millions \$)	Labor Income Impact (Millions \$)	Employment Impact (Jobs)
\$39.54	\$12.73	531

Source: Bureau of Business Research Estimates Using IMPLAN Model

IV. Tax Revenue Impacts

The additional economic activity generated in Lancaster County by the LEC contributes to the local sales, occupation, lodging and property tax base, as seen in Table 5. New tax base leads to new local tax revenue.

The economic impact in terms of sales (excluding gasoline) either on-site at the Lancaster Event Center or off-site in Lancaster County is subject to sales tax. The local sales tax rate is 1.75%, and the occupation tax on served/prepared food is an additional 2%. Lodging sales is also subject to an additional 4% lodging tax rate. There is an annual direct sales tax impact of \$526,600, a direct occupation tax of \$141,300 and an annual direct lodging tax impact of \$164,800 due to the Lancaster Event Center.

Sales tax revenue also is generated due to the labor income impact. There is an annual labor income impact of \$12.73 million. Further, in Nebraska, there is \$0.35 in taxable sales for each \$1 of income. Applying this ratio to the \$12.73 million labor income impact yields a sales tax base of \$4.46 million and local sales tax revenue of \$78,000.

There is also an annual property tax revenue impact due to the property taxes paid by the workers and by businesses who benefit from the multiplier impact. As noted above, there is an annual income impact of \$12.73 million for workers and proprietors. This income is primarily devoted to household spending, including spending on taxable property. Statewide, there is a ratio of \$1.47 dollars in taxable property for each \$1 of annual labor income. In Table 5, the ratio of 1.47 is applied to the \$12.73 million to estimate an impact on property tax base of \$18.71 million. An average local tax rate of 2.0% is applied to yield an annual local property tax impact of \$374,300.

The total annual local tax revenue from all four sources is \$1,285,000. Included in this total is local sales, occupation and lodging taxes directly gathered by Lancaster Event Center from its cafe, catering, campground and shavings sales. A total of \$113,779 in state and local taxes were directly gathered by Lancaster Event Center during 2017.

Table 5
Annual Local Tax Revenue Impact of the Lancaster Event Center in 2017
Lancaster County

Type of Local Tax	Income Impact (Millions \$)	Ratio	Tax Base (Millions \$)	Rate	Tax Revenue
Direct Sales Tax			\$30.09	0.0175	\$526,600
Direct Occupation Tax			\$7.06	0.0200	\$141,300
Direct Lodging Tax			\$4.12	0.0400	\$164,800
Sales Tax Due to Labor Income	\$12.73	0.35	\$4.46	0.0175	\$78,000
Property Tax Due to Labor Income	\$12.73	1.47	\$18.71	0.02	\$374,300
Total Local Tax Revenue					\$1,285,000

Source: Bureau of Business Research Estimates

V. Conclusion

The non-profit Lancaster Event Center, and the events which it provides facilities for and hosts, have become a central part of the cultural life and tourism sector of Lancaster County and the State of Nebraska. As such, the Lancaster Event Center generates a substantial impact on the area economy. The economic impact on Lancaster County is generated by 1) spending by spectators attracted to or retained in Lancaster County to attend events, 2) annual spending by vendors or competitors in events, 3) spending on LEC operations, and 4) capital investment in the LEC. The total annual economic impact of the Lancaster Event Center is \$39.54 million in 2017. Included in this annual impact is \$12.73 million in labor income, which includes worker wages, salaries and benefits as well as proprietor's income. This labor income impact is spread over 531 full-year equivalent jobs, about 80 of which are part-time employment with the Lancaster Event Center. The Lancaster Event Center also generates tens of millions of dollars of taxable sales, lodging and property tax base. The total annual local tax revenue impact is \$1,285,000.

Appendix 1: Lancaster Event Center Spectator/Competitor Survey
University of Nebraska-Lincoln Bureau of Business Research
(Please Complete One Survey per Group)

Your answers to this survey will be an important part of an economic impact study of Lancaster Event Center. Please complete only one survey per group. Please make your responses applicable to your current visit. If you have already completed a survey during this visit, please don't repeat. Your answers will be completely **CONFIDENTIAL** and **ANONYMOUS**. We appreciate our taking the time to complete the survey.

1. What is the zip code of your primary residence? _____
2. How many people are in your immediate travel party (not including tour groups)? _____
3. In the following lines, please estimate the **typical daily** spending by members of your immediate travel party (including yourself) as a result of attending this event at Lancaster Event Center. Remember to include money spent before, during and after the event.

At Lancaster Event Center

- a. Food and drinks at the Lancaster Event Center \$ _____
- b. Shopping (souvenirs, gifts, and/or clothing) at the Lancaster Event Center \$ _____

Off-Site

- c. Food and Drinks \$ _____
- d. Shopping \$ _____
- e. Gasoline/Fuel \$ _____
- f. Other Entertainment / Recreation \$ _____
- g. Lodging and/or overnight accommodations \$ _____
- h. Other spending, please specify: _____ \$ _____

4. On average, what share of **OFF-SITE** spending occurs in Lincoln _____? In Nebraska? _____

5. If you do not live in the Lincoln area, what is the primary factor that brings you to Lincoln today?

- _____ To attend/participate this event at the Lancaster Event Center
_____ Shopping or other entertainment options
_____ To visit friends or relatives
_____ On vacation or holiday
_____ To conduct business
_____ Other (please specify) _____

6. If you do not live in the Lincoln area, how many days are staying in Lincoln to attend this event? _____

7. If you could not attend this event at the Lancaster Event Center, what would you have most likely do instead? (please choose only one – the most likely option.)

- _____ I would have attended another event in the Lincoln area
_____ I would have spent the money on something else in the Lincoln area
_____ I would have spent the money on a performance or something else in another part of Nebraska
_____ I would have spent the money on an event or something else in another state
_____ I would have stayed home

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____ Other (please specify)_____

Demographic Questions

8. What is your gender? _____ Male _____ Female

9. In what year were you born? _____

Appendix 2
Lancaster Event Center Vendor Survey
University of Nebraska-Lincoln Bureau of Business Research
(Please Complete One Survey per Vendor)

Your answers to this survey will be an important part of an economic impact study of Lancaster Event Center. Please complete only one survey per vendor. Please make your responses applicable to your current visit. If you have already completed a survey during this visit, please don't repeat. Your answers will be completely **CONFIDENTIAL** and **ANONYMOUS**. We appreciate our taking the time to complete the survey.

- 10. What is the zip code of your primary business location?_____
- 11. If you do not have a primary business location, what is the zip code of your primary residence?_____
- 12. How many employees, including yourself, did you bring for the event?_____
- 13. In the following lines, please estimate the **typical daily** spending related to being at this event. Remember to include money spent before, during and after the event.

At Lancaster Even Center

- i. Food and drinks at the Lancaster Event Center \$ _____
- j. Shopping (souvenirs, gifts, and/or clothing) at the Lancaster Event Center \$ _____
- k. Electricity/utilities \$ _____

Off-Site

- l. Food and Drinks \$ _____
- m. Shopping \$ _____
- n. Gasoline/Fuel \$ _____
- o. Rental Car \$ _____
- p. Air Travel \$ _____
- q. Entertainment / Recreation \$ _____
- r. Supplies for your vendor booth/area \$ _____
- s. Lodging and/or overnight accommodations \$ _____
- t. Other spending, please specify:_____ \$ _____

- 14. On average, what share of **OFF-SITE** spending occurs in Lincoln _____? In Nebraska? _____
- 15. How many days are staying in Lincoln because of this event?_____
- 16. What is your industry?_____

Appendix 3

Background on the Bureau of Business Research and Key Personnel

A. About the Bureau of Business Research

The Bureau of Business Research is a leading source for analysis and information on the Nebraska economy. The Bureau conducts both contract and sponsored research on the economy of Nebraska and its communities including: 1) economic and fiscal impact analysis; 2) models of the structure and comparative advantage of the current economy; 3) economic, fiscal, and demographic outlooks, and 4) assessments of how economic policy affects industry, labor markets, infrastructure, and the standard of living. The Bureau also competes for research funding from federal government agencies and private foundations from around the nation and contributes to the academic mission of the University of Nebraska-Lincoln through scholarly publication and the education of students.

B. Key Personnel

Dr. Eric Thompson – Principal Investigator

Dr. Thompson is the Director of the Bureau of Business Research and the W.W. Marshall Associate Professor of Economics at the University of Nebraska-Lincoln. Dr. Thompson has conducted a broad group of economic impact studies, demographic projections, and analyses of economic development programs for Nebraska and cities in Nebraska. Dr. Thompson's research has received support from the United States Department of Labor, the Robert Wood Johnson Foundation, the Center for Economic Analysis, the Nebraska Health and Human Services System, the Lincoln Partnership for Economic Development, the Lincoln Chamber of Commerce, the Greater Omaha Chamber, and the Nebraska Department of Economic Development. In his previous employment, Dr. Thompson served as the Director of the Center for Business and Economic Research and a Research Associate Professor of Economics at the University of Kentucky. Dr. Thompson received his Ph.D. in agricultural economics from the University of Wisconsin-Madison in 1992. His research fields include regional economics, economic forecasting, and state and local economic development. His

research has been published in *Regional Science and Urban Economics*, the *Journal of Regional Science*, *World Development*, the *American Journal of Agricultural Economics* and the *Journal of Cultural Economics*.