

**Key Findings:
2013 MLB Spring Training
Economic Impact Estimates for the Toronto Blue Jays
Using 2009 Data**

**Bonn Marketing, Inc.
Mark A. Bonn, Ph.D.
850-567-1826**

1. Data from the "2009 Major League Baseball Florida Spring Training" season was used to estimate the economic value the Toronto Blue Jays would contribute to the local economy based upon 2009 and 2013 attendance figures.
2. MLB Spring Training attendance for the Toronto Blue Jays during 2009 was reported to be 68,674. The 2013 attendance was reported to be 78,509.
3. Out of state attendees (39%) represented the largest segments of 2009 and 2013 MLB Spring Training segments paying to watch the Toronto Blue Jays.
4. Out of State attendees whose primary trip purpose was something other than MLB Spring Training (32%) and Florida Non-County attendees (21%) citing spring training as their primary trip purpose represented 56% of all attendee segments.
5. Florida Non-County Attendees whose primary trip purpose was something other than MLB Spring Training (7%) and Out of State attendees citing reasons other than spring training as their primary trip purpose (32%) represent approximately two out of every five MLB Toronto Blue Jays Spring Training attendees.
6. Length of stay in Florida was greatest for Out of State attendees whose primary trip purpose was something other than MLB Spring Training (9.0 days) followed by Out of State attendees citing spring training as their primary trip purpose (7.6 days).
7. Party size for Out of State attendees citing trip purposes other than attending spring training games was the greatest (3.7 persons per party) followed by Florida non-county attendees with trip purpose other than attending spring baseball games (3.6 persons per party). Out of state attendees (3.3) and Florida non-county attendees (3.3 persons per party) whose primary trip purpose was for attending MLB spring training baseball games followed with equal travel party sizes.

**Key Findings, continued:
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8. Average spending per party per day was the greatest for Out of State attendees whose primary trip purpose was for attending MLB spring games was the greatest (\$435.85) followed by Out of State attendees citing reasons other than attending spring training as their primary trip purpose (\$381.65).
9. Overall direct spending during 2009 by all attendees for the Toronto Blue Jays MLB Spring Training games was over \$47.6 million. Out of State Attendees visiting Florida primarily to attend MLB Spring Training exceeded \$26.5 million in direct spending followed by Out of State attendees citing purposes for visiting other than MLB spring training represented the next largest group for direct spending (\$20.2 million). Comparatively, during 2013, overall direct spending by all attendees for the Toronto Blue Jays MLB Spring Training games was over \$54.4 million. During 2013, Out of State Attendees visiting Florida primarily to attend MLB Spring Training spent in excess of \$30.3 million in direct spending followed by Out of State attendees citing purposes for visiting other than MLB spring training (\$23.1million).
10. During 2009, an estimated total of nearly \$560 thousand in direct spending was generated by Florida non-county visitors attending Toronto Blue Jays MLB Spring Training whose main purpose for visiting the area was MLB Spring Training. During 2013, this same segment's spending increased to over \$640 thousand.
11. The overall estimated economic value attributed to visitor spending due to the 2009 Toronto Blue Jays MLB Spring Training season was over \$71.1 million. During 2013, the overall estimated economic value attributed to visitor spending due to the Toronto Blue Jays MLB Spring Training season grew to over \$80.3 million.

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12. Direct spending by visitors attending 2009 Toronto Blue Jays MLB Spring Training games contributed over \$11.8 million in labor income. Total economic value from this spending resulted in contributing approximately \$23.4 million in labor income. During 2013, direct spending by visitors attending Toronto Blue Jays MLB Spring Training games contributed over \$13.3 million in labor income. Total economic value from the 2013 spending resulted in contributing approximately \$26.3 million in labor income to the county.
13. Direct spending by visitors attending 2009 Toronto Blue Jays Spring Training games supported approximately 534 part-time and/or full-time local jobs. Total visitor spending supported 814 part-time and/or full-time jobs. During 2013, direct spending by visitors attending Toronto Blue Jays Spring Training games supported approximately 605 part-time and/or full-time local jobs. Total visitor spending during 2013 supported 921 part-time and/or full-time jobs.

		Direct	Indirect	Induced	Total	Multiplier
Florida, non-County Attendees: Primary Trip Purpose: Spring Training	Output	\$477,102	\$206,967	\$211,137	\$895,206	1.88
	Labor Income	\$145,839	\$74,121	\$73,175	\$293,135	2.01
	Employment	7.3	1.8	1.8	10.9	1.49
	Employee Compens	\$133,986	\$66,391	\$66,180	\$266,557	1.99
	Proprietor Income	\$11,853	\$7,730	\$6,995	\$26,578	2.24
Out of State Attendees: Primary Trip Purpose: Spring Training	Output	\$22,280,201	\$9,134,899	\$9,620,687	\$41,035,787	1.84
	Labor Income	\$6,730,856	\$3,291,484	\$3,334,375	\$13,356,715	1.98
	Employment	302.7	78.5	82.5	463.7	1.53
	Employee Compens	\$6,302,648	\$2,956,440	\$3,015,672	\$12,274,761	1.95
	Proprietor Income	\$428,207	\$335,044	\$318,703	\$1,081,954	2.53
Florida, non-County Attendees: Primary Trip Purpose: Other	Output	\$249,837	\$104,501	\$106,000	\$460,337	1.84
	Labor Income	\$73,067	\$37,359	\$36,737	\$147,164	2.01
	Employment	3.3	0.9	0.9	5.1	1.55
	Employee Compens	\$68,057	\$33,576	\$33,226	\$134,859	1.98
	Proprietor Income	\$5,010	\$3,783	\$3,511	\$12,305	2.46
Out of State Attendees: Primary Trip Purpose: Other	Output	\$15,557,392	\$6,388,512	\$6,836,877	\$28,782,781	1.85
	Labor Income	\$4,850,882	\$2,271,448	\$2,369,548	\$9,491,877	1.96
	Employment	220.5	54.7	58.6	333.8	1.51
	Employee Compens	\$4,536,189	\$2,037,777	\$2,143,063	\$8,717,028	1.92
	Proprietor Income	\$314,693	\$233,671	\$226,485	\$774,849	2.46
All non-County Visitors to: Blue Jays Spring Training	Output	\$38,564,532	\$15,834,879	\$16,774,701	\$71,174,111	1.85
	Labor Income	\$11,800,644	\$5,674,412	\$5,813,835	\$23,288,891	1.97
	Employment	533.8	135.9	143.8	813.5	1.52
	Employee Compens	\$11,040,880	\$5,094,184	\$5,258,141	\$21,393,205	1.94
	Proprietor Income	\$759,763	\$580,228	\$555,694	\$1,895,686	2.50

2009 Toronto Blue Jays
2009 Toronto Blue Jays Spring Training Update Using 2009 Data

2009 Toronto Blue Jays Spring Training Update	Attendance Numbers		Average Length of Stay	Average Party Size	Average \$ Per Party Per Day	Direct Spending	Total Spending
Florida, In-County Attendee: Primary Trip Purpose: All	687	1%	-	-	-	-	-
Florida, non-County Attendees: Primary Trip Purpose: Spring Training	14,422	21%	0.7	3.3	\$178.59	\$559,897.13	\$895,206.00
Out of State Attendees: Primary Trip Purpose: Spring Training	26,783	39%	7.6	3.3	\$435.85	\$26,578,993.31	\$41,035,787.00
Florida, non-County Attendees: Primary Trip Purpose: Other	4,807	7%	0.7	3.6	\$285.56	\$274,547.21	\$460,337.00
Out of State Attendees: Primary Trip Purpose: Other	21,976	32%	9.0	3.7	\$381.65	\$20,227,258.20	\$28,782,781.00
Total Attendees	68,674	100%	-	-	-	\$47,640,695.85	\$71,174,111.00

Florida, non-County Attendees: Primary Trip Purpose: Spring Training	Average \$ Per Party Per Day	Percent by Category	Direct Spending	Total Spending
Lodging	\$ 25.00	14.00%	\$78,377.93	\$125,316.59
Food & Beverage	\$ 50.15	28.08%	\$157,226.14	\$251,385.07
Grocery	\$ 15.25	8.54%	\$47,810.54	\$76,443.12
Admission	\$ 45.28	25.35%	\$141,951.15	\$226,962.26
Golf	\$ -	0.00%	\$0.00	\$0.00
Museums	\$ -	0.00%	\$0.00	\$0.00
Evening	\$ 13.50	7.56%	\$42,324.08	\$67,670.96
Transporation	\$ 19.61	10.98%	\$61,483.14	\$98,303.90
Shopping	\$ 9.75	5.46%	\$30,567.39	\$48,873.47
Other	\$ 0.05	0.03%	\$156.76	\$250.63
Total	\$178.59	100.00%	\$559,897.13	\$895,206.00

Out of State Attendees: Primary Trip Purpose: Spring Training	Average \$ Per Party Per Day	Percent by Category	Direct Spending	Total Spending
Lodging	\$ 116.4	26.71%	\$7,098,989.86	\$10,960,258.44
Food & Beverage	\$ 80.3	18.41%	\$4,894,237.50	\$7,556,301.52
Grocery	\$ 28.8	6.62%	\$1,759,110.92	\$2,715,923.07
Admission	\$ 69.2	15.88%	\$4,221,866.22	\$6,518,215.37
Golf	\$ 13.7	3.15%	\$838,118.63	\$1,293,986.46
Museums	\$ 0.5	0.12%	\$31,273.08	\$48,283.08
Evening	\$ 38.2	8.77%	\$2,329,844.69	\$3,597,089.22
Transporation	\$ 48.4	11.10%	\$2,950,615.39	\$4,555,508.30
Shopping	\$ 39.7	9.12%	\$2,423,663.94	\$3,741,938.45
Other	\$ 0.5	0.12%	\$31,273.08	\$48,283.08
Total	\$435.85	100.00%	\$494.00	\$41,035,787.00

Florida, non-County Attendees: Primary Trip Purpose: Other	Average \$ Per Party Per Day	Percent by Category	Direct Spending	Total Spending
Lodging	\$ 88.6	31.02%	\$85,155.76	\$142,781.81
Food & Beverage	\$ 79.3	27.77%	\$76,228.14	\$127,812.75
Grocery	\$ 11.4	4.00%	\$10,987.84	\$18,423.46
Admission	\$ 44.3	15.50%	\$42,543.54	\$71,333.33
Golf	\$ 7.1	2.50%	\$6,867.40	\$11,514.66
Museums	\$ 13.7	4.80%	\$13,185.41	\$22,108.15
Evening	\$ -	0.00%	\$0.00	\$0.00
Transporation	\$ 41.2	14.42%	\$39,579.12	\$66,362.84
Shopping	\$ -	0.00%	\$0.00	\$0.00
Other	\$ -	0.00%	\$0.00	\$0.00
Total	\$285.56	100.00%	\$274,547.21	\$460,337.00

Out of State Attendees: Primary Trip Purpose: Other	Average \$ Per Party Per Day	Percent by Category	Direct Spending	Total Spending
Lodging	\$ 57.1	14.96%	\$3,026,138.71	\$4,306,104.50
Food & Beverage	\$ 73.8	19.32%	\$3,908,762.49	\$5,562,051.65
Grocery	\$ 37.8	9.91%	\$2,004,068.91	\$2,851,729.87
Admission	\$ 61.4	16.08%	\$3,252,885.40	\$4,628,758.24
Golf	\$ 10.5	2.74%	\$554,845.52	\$789,528.52
Museums	\$ 1.9	0.49%	\$99,375.32	\$141,408.09
Evening	\$ 19.7	5.16%	\$1,043,440.84	\$1,484,784.97
Transporation	\$ 57.5	15.08%	\$3,050,074.27	\$4,340,164.09
Shopping	\$ 61.7	16.17%	\$3,271,104.21	\$4,654,683.05
Other	\$ 0.3	0.08%	\$16,562.55	\$23,568.02
Total	\$381.65	100.00%	\$20,227,258.20	\$28,782,781.00

Total All non-County Visitors to: Nationals Spring Training	Direct Spending	Total Spending
Lodging	\$287.08	\$15,534,461.34
Food & Beverage	\$283.44	\$13,497,551.00
Grocery	\$93.34	\$5,662,519.52
Admission	\$220.13	\$11,445,269.20
Golf	\$31.36	\$2,095,029.64
Museums	\$16.10	\$211,799.32
Evening	\$71.39	\$5,149,545.16
Transporation	\$166.71	\$9,060,339.12
Shopping	\$111.21	\$8,445,494.98
Other	\$0.88	\$72,101.73
Total	\$1,281.64	\$71,174,111.00

Local Purchase 100%

		Direct	Indirect	Induced	Total	Multiplier
Florida, non-County Attendees: Primary Trip Purpose: Spring Training	Output	\$545,430	\$236,607	\$241,375	\$1,023,411	1.88
	Labor Income	\$166,725	\$84,736	\$83,654	\$335,115	2.01
	Employment	8.4	2.1	2.1	12.5	1.49
	Employee Compens	\$153,175	\$75,899	\$75,658	\$304,731	1.99
	Proprietor Income	\$13,550	\$8,837	\$7,996	\$30,384	2.24
Out of State Attendees: Primary Trip Purpose: Spring Training	Output	\$25,467,583	\$10,442,035	\$10,997,015	\$46,906,633	1.84
	Labor Income	\$7,693,626	\$3,762,501	\$3,811,389	\$15,267,516	1.98
	Employment	346	89.7	94.2	530	1.53
	Employee Compens	\$7,204,149	\$3,379,511	\$3,447,092	\$14,030,752	1.95
	Proprietor Income	\$489,477	\$382,991	\$364,297	\$1,236,764	2.53
Florida, non-County Attendees: Primary Trip Purpose: Other	Output	\$285,617	\$119,467	\$121,180	\$526,264	1.84
	Labor Income	\$83,531	\$42,709	\$41,999	\$168,239	2.01
	Employment	3.7	1	1	5.8	1.57
	Employee Compens	\$77,804	\$38,384	\$37,984	\$154,172	1.98
	Proprietor Income	\$5,728	\$4,325	\$4,014	\$14,067	2.46
Out of State Attendees: Primary Trip Purpose: Other	Output	\$17,264,711	\$7,071,075	\$7,602,122	\$31,937,908	1.85
	Labor Income	\$5,393,135	\$2,526,408	\$2,634,764	\$10,554,307	1.96
	Employment	247.3	60.6	65.2	373.1	1.51
	Employee Compens	\$5,034,720	\$2,267,897	\$2,382,928	\$9,685,545	1.92
	Proprietor Income	\$358,416	\$258,510	\$251,836	\$868,762	2.42
All non-County Visitors to: Blue Jays Spring Training	Output	\$43,563,341	\$17,869,184	\$18,961,692	\$80,394,217	1.85
	Labor Income	\$13,337,017	\$6,416,354	\$6,571,806	\$26,325,177	1.97
	Employment	605	153	163	921	1.52
	Employee Compens	12,469,848	5,761,691	5,943,662	24,175,201	1.94
	Proprietor Income	867,171	654,663	628,143	2,149,977	2.48

2013 Toronto Blue Jays
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2013 Toronto Blue Jays Spring Training Update	Attendance Numbers		Average Length of Stay	Average Party Size	Average \$ Per Party Per Day	Direct Spending	Total Spending
Florida, In-County Attendee: Primary Trip Purpose: All	785	1%	-	-	-	-	-
Florida, non-County Attendees: Primary Trip Purpose: Spring Training	16,487	21%	0.7	3.3	\$178.59	\$640,081.60	\$1,023,411
Out of State Attendees: Primary Trip Purpose: Spring Training	30,619	39%	7.6	3.3	\$435.85	\$30,385,446.97	\$46,906,633.00
Florida, non-County Attendees: Primary Trip Purpose: Other	5,496	7%	0.7	3.6	\$285.56	\$313,865.90	\$526,264.00
Out of State Attendees: Primary Trip Purpose: Other	25,123	32%	9.0	3.7	\$381.65	\$23,124,061.72	\$31,937,908.00
Total Attendees	78,509	100%	-	-	-	\$54,463,456.19	\$80,394,216.00

Florida, non-County Attendees: Primary Trip Purpose: Spring Training	Average \$ Per Party Per Day	Percent by Category	Direct Spending	Total Spending
Lodging	\$ 25.00	14.00%	\$89,602.66	\$143,263.53
Food & Beverage	\$ 50.15	28.08%	\$179,742.94	\$287,386.65
Grocery	\$ 15.25	8.54%	\$54,657.62	\$87,390.75
Admission	\$ 45.28	25.35%	\$162,280.38	\$259,466.17
Golf	\$ -	0.00%	\$0.00	\$0.00
Museums	\$ -	0.00%	\$0.00	\$0.00
Evening	\$ 13.50	7.56%	\$48,385.44	\$77,362.31
Transportation	\$ 19.61	10.98%	\$70,288.31	\$112,382.28
Shopping	\$ 9.75	5.46%	\$34,945.04	\$55,872.78
Other	\$ 0.05	0.03%	\$179.21	\$286.53
Total	\$178.59	100.00%	\$640,081.60	\$1,023,411.00

Out of State Attendees: Primary Trip Purpose: Spring Training	Average \$ Per Party Per Day	Percent by Category	Direct Spending	Total Spending
Lodging	\$ 116.4	26.71%	\$8,115,656.50	\$12,528,304.14
Food & Beverage	\$ 80.3	18.41%	\$5,595,155.26	\$8,637,355.06
Grocery	\$ 28.8	6.62%	\$2,011,038.23	\$3,104,480.65
Admission	\$ 69.2	15.88%	\$4,826,491.75	\$7,450,753.57
Golf	\$ 13.7	3.15%	\$958,147.99	\$1,479,112.56
Museums	\$ 0.5	0.12%	\$35,751.79	\$55,190.77
Evening	\$ 38.2	8.77%	\$2,663,508.41	\$4,111,712.15
Transporation	\$ 48.4	11.10%	\$3,373,181.46	\$5,207,248.88
Shopping	\$ 39.7	9.12%	\$2,770,763.78	\$4,277,284.45
Other	\$ 0.5	0.12%	\$35,751.79	\$55,190.77
Total	\$435.85	100.00%	\$30,385,446.97	\$46,906,633.00

Florida, non-County Attendees: Primary Trip Purpose: Other	Average \$ Per Party Per Day	Percent by Category	Direct Spending	Total Spending
Lodging	\$ 88.6	31.02%	\$97,351.16	\$163,230.26
Food & Beverage	\$ 79.3	27.77%	\$87,144.99	\$146,117.41
Grocery	\$ 11.4	4.00%	\$12,561.44	\$21,061.97
Admission	\$ 44.3	15.50%	\$48,636.33	\$81,549.31
Golf	\$ 7.1	2.50%	\$7,850.90	\$13,163.73
Museums	\$ 13.7	4.80%	\$15,073.73	\$25,274.36
Evening	\$ -	0.00%	\$0.00	\$0.00
Transporation	\$ 41.2	14.42%	\$45,247.35	\$75,866.97
Shopping	\$ -	0.00%	\$0.00	\$0.00
Other	\$ -	0.00%	\$0.00	\$0.00
Total	\$285.56	100.00%	\$313,865.90	\$526,264.00

Out of State Attendees: Primary Trip Purpose: Other	Average \$ Per Party Per Day	Percent by Category	Direct Spending	Total Spending
Lodging	\$ 57.1	14.96%	\$3,459,520.69	\$4,778,133.48
Food & Beverage	\$ 73.8	19.32%	\$4,468,547.55	\$6,171,755.74
Grocery	\$ 37.8	9.91%	\$2,291,077.35	\$3,164,332.39
Admission	\$ 61.4	16.08%	\$3,718,740.42	\$5,136,156.05
Golf	\$ 10.5	2.74%	\$634,306.54	\$876,075.50
Museums	\$ 1.9	0.49%	\$113,607.14	\$156,909.04
Evening	\$ 19.7	5.16%	\$1,192,874.98	\$1,647,544.96
Transporation	\$ 57.5	15.08%	\$3,486,884.13	\$4,815,926.62
Shopping	\$ 61.7	16.17%	\$3,739,568.40	\$5,164,922.71
Other	\$ 0.3	0.08%	\$18,934.52	\$26,151.51
Total	\$381.65	100.00%	\$23,124,061.72	\$31,937,908.00

Total All non-County Visitors to: Blue Jays Spring Training	Direct Spending	Total Spending
Lodging	\$287.08	\$17,612,931.41
Food & Beverage	\$283.44	\$15,242,614.85
Grocery	\$93.34	\$6,377,265.77
Admission	\$220.13	\$12,927,925.10
Golf	\$31.36	\$2,368,351.79
Museums	\$16.10	\$237,374.17
Evening	\$71.39	\$5,836,619.42
Transporation	\$166.71	\$10,211,424.75
Shopping	\$111.21	\$9,498,079.94
Other	\$0.88	\$81,628.80
Total	\$1,281.64	\$80,394,216.00

2009 Major League Baseball Spring Training

Methodology

Spring Training Game Attendee Expenditures:

Spring training game attendee expenditures were calculated from data collected through 1600 personal interviews at all of the 15 spring training stadiums. Attendees were surveyed during four randomly selected home games for each of the 16 MLB teams. At each home game, surveyors conducted 25 personal interviews with randomly selected attendees, totaling 100 personal interviews for each of the 16 teams. **Non-County Attendees** over the age of 21 were surveyed. Only one person per party responded to the survey.

Using 1600 personal interviews conducted during the 2009 MLB spring training season Bonn Marketing, Inc. reports results for this study at the 95% level of confidence with +/- 0.05 error.

Personal interviews were completed from only "**Non-County Attendees**" attending MLB spring training games. Professionally trained surveyors began the personal interview process by determining the origin of the attendee. Attendee origins were tabulated and grouped into three categories: **Florida, In-County Attendees**; **Florida, Non-County Attendees**; **Out of State Attendees**.

Florida, In-County Attendees refers to attendees that reside in the same county as the stadium hosting the MLB spring training game they attended. If the attendee was a **Florida, In-County Attendee** the personal interview was not further completed. Behavioral or expenditure information for **Florida, In-County Attendees** was not collected as these attendees did not contribute to the economic impact MLB Florida spring training has upon the State of Florida. The intercepts of **Florida, In-County Attendees** were documented solely to determine the proportion of **Florida, In-County Attendees** at MLB Florida spring training during the 2009 season in comparison to **Florida, Non-County Attendees** and **Out of State Attendees**.

Florida, Non-County Attendees refers to attendees living in Florida but traveling outside the county in which they reside to attend MLB spring training. Behavioral and expenditure data were collected for **Florida, Non-County Attendees**.

Out of State Attendees refers to attendees that reside outside of Florida including international attendees. Behavioral and expenditure data were collected for **Out-of-State Attendees**.