

The Projected Economic Impact of the  
2023 College Football Playoff National Championship  
County of Los Angeles  
January 2023

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## I. Executive Summary

The College Football Playoff (“CFP”) National Championship is the biggest game in college football and is among the most-watched sporting events in the U.S. each year.<sup>1</sup> It brings thousands of visitors to regional hotels, entertainment venues, and retail businesses.<sup>2</sup>

Los Angeles County will host the CFP National Championship on Monday, January 9, 2023, at the new, state-of-the-art SoFi Stadium in the City of Inglewood. In addition to the main event, numerous ancillary activities throughout the region will precede the game.

The short- and long-term benefits of previous CFP National Championships are well-documented. These include lasting recognition that comes with unparalleled exposure, community service events surrounding the championship, and a significant boost to the regional economy.

Using estimates for number of visitors, average hotel rates, and daytime spending per person per day, we forecast that the 2023 CFP National Championship will produce economic benefits between **\$155 million and \$225 million** to Los Angeles County, including tax revenue to LA County ranging between approximately **\$7 million and \$10 million**. Additionally, between \$3.1 million and \$4.4 million of direct tax revenue will go to the State of California, a portion of which will make its way back to the LA region. These anticipated economic impacts are associated with a gain of approximately **1,300 to 1,900 jobs** in the LA region – many in the restaurant and hospitality sectors, as well as contracts for regional businesses, with the greatest gains in employment coming from the full-service and limited-service restaurant industries and the hotel and motel industry. Significant employment gains also are expected in the following industries:

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<sup>1</sup> Paulsen, “Halftime: 50 most-watched sporting events of 2022 (so far),” Sports Media Watch website (<https://www.sportsmediawatch.com/2022/07/best-sports-ratings-2022-nfl-college-football-basketball-nba-olympics/>).

Smith, David Michael, “NFL games are 20 of the 22 most-watched sporting events so far in 2022,” Pro Football Talk, July 18, 2022 (<https://profootballtalk.nbcsports.com/2022/07/18/nfl-games-are-20-of-the-22-most-watched-sporting-events-so-far-in-2022/>).

<sup>2</sup> For example, the 2016 CFP National Championship in Glendale, AZ was estimated to attract over 65,000 out-of-town visitors. See Mokwa, Michael, et al., “The Economic Impact of College Football Playoff 2016,” Arizona State University, W.P. Carey School of Business, Seidman Research Institute, April 13, 2016.)

commercial sports excluding racing; clothing and clothing accessories retail stores; and other various retail stores. This huge economic boost will help the local economy as it continues to pick up steam following the devastating effects of responses to the pandemic.

In addition to the significant quantifiable impacts, the Los Angeles region will realize numerous qualitative benefits, including national and global exposure that will impact tourism and economic activity for years to come. Television viewership for past CFP National Championships has averaged approximately 26 million. Social media will help bring the attention of CFP's over 1 million Twitter and Instagram followers to the Los Angeles area. Also, there are several community service and philanthropic events planned around the 2023 CFP National Championship, some of which are described below.

### **a) Economic Impact in Action**

*“Because of the invaluable learnings from the Business Connect workshops and webinars, we’ve gained new tools, insight and support to take our business to the next level.”* – Monica Garcia and Michelle Lewis, founders of Pasadena-based Oh! Snaptastic! by Girl Squad

Los Angeles County already has begun to benefit from the 2023 CFP National Championship months before hosting the event. Through Business Connect, a legacy program established leading up to Super Bowl LVI, some 200 local diverse businesses have had access to networking, professional development, and contracting opportunities related to the CFP National Championship and other major events.

The program, launched in partnership between the NFL and the Los Angeles Sports & Entertainment Commission, has helped generate more than \$6 million in revenue for participating businesses, which represent 65 communities throughout Greater Los Angeles.

### **b) Benefits Beyond the Playing Field**

Beyond generating up to \$225 million in expected economic impact, the CFP National Championship delivers philanthropic benefits to communities regionwide.

In September 2022, the Los Angeles CFP National Championship Host Committee and LA84 Foundation launched the “Champions Educate Here” legacy program. The initiative recognizes up to 46 educators, each with awards valued at up to \$20,000 to expand their efforts within their schools. These include play equipment, uniforms, field trips, infrastructure and more. Each recipient also receives a professionally produced video highlighting their programs.

“Champions Educate Here” announced its first 23 recipients in September 2022.

The Championship weekend will see other philanthropic and community service events and fundraisers, such as the Extra Yard 5K, a family-friendly race with proceeds benefitting CFP's Extra Yard for Teachers program, and Taste of the Championship, a fundraiser which will serve up gourmet meals prepared by local chefs in support of the CFP Foundation.

Additional free events open to the public include the concert series AT&T Playoff Playlist Live!, which is expected to feature top-level talent. Past concert goers have enjoyed performances by Sting, John Mellancamp, Usher, The Chainsmokers, One Republic, Meghan Trainor, Jason Derulo, Twenty One Pilots, and others. CFP's Playoff Fan Central will provide the public with a football-themed amusement park offering interactive experiences.

A summary of key facts and figures expected for the entire LA region in connection with the 2023 CFP National Championship is set forth below.

# LA County Key Figures & Facts 2023 CFP National Championship

LA COUNTY QUANTITATIVE BENEFITS	
<b>TOTAL ECONOMIC IMPACT</b>	<b>\$155 million - \$225 million</b>
Local Tax Revenue	\$7 million - \$10 million
Total Room Nights	69,000 - 97,500
Associated Gain in Annual Jobs	1,300 - 1,900
LA COUNTY QUALITATIVE BENEFITS	
<b>UNEQUALLED EXPOSURE</b>	
Average TV Viewership, CFP Championships	26 million
Number of CFP Twitter and Instagram Followers	Over 1 million
Cost of a 30-Second TV Ad, 2017 CFP Championship	\$1.1 million
<b>PHILANTHROPY AND COMMUNITY SERVICE</b>	
<b><i>Champions Educate Here</i></b>	
<p>Celebrates up to 46 educators in the LA area who harness the power of sport, play, and movement to support their students; each will be eligible to receive up to \$20,000 for play equipment, learning resources, field trips, and more; promotional videos will be provided for 23 teachers promoting their work and increasing their visibility and impact</p>	
<b><i>CFP's Playoff Green Initiative</i></b>	
<p>Aims to minimize the environmental impact of the championship game and associated events and to create a positive, lasting green legacy in the LA community</p>	

## II. Analysis of Impacts on Los Angeles County

*“Los Angeles is a world-class city [and region] with a great record as sensational hosts to college football championships, Olympics, Super Bowls, and other top events...Of course, the new stadium [in the City of Inglewood] will be spectacular.”* – Bill Hancock, CFP Executive Director.<sup>3</sup>

### a) **Background of the CFP National Championship**

The CFP National Championship is an annual post-season event determining the national champion for the Football Bowl Subdivision (FBS).<sup>4</sup> It replaced the Bowl Championship Series (BCS) National Championship game. Four teams chosen by the CFP Selection Committee face off in two semifinal bowl games, with the winners competing in a national championship game held in a different city every year, much like the Super Bowl.<sup>5</sup> The inaugural CFP National Championship, held at AT&T Stadium in Arlington, Texas, saw The Ohio State Buckeyes beat the Oregon Ducks in front of a crowd of over 85,000.<sup>6</sup> Earlier this year, 22.6 million TV viewers watched the CFP National Championship at Lucas Oil Stadium in Indianapolis, Indiana – making it the most-watched

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<sup>3</sup> “CFP Selects Los Angeles to Host the National Championship Game in 2023,” Rams press release, November 1, 2017 (<https://www.therams.com/news/cfp-selects-los-angeles-to-host-the-national-championship-game-in-2023-19685778>).

<sup>4</sup> The CFP is run by the CFP Administration, LLC, which includes the FBS conferences and the University of Notre Dame. *See* “Frequently Asked Questions About the CFP,” CFP website (<https://collegefootballplayoff.com/sports/2016/10/11/faq.aspx>).

<sup>5</sup> “Frequently Asked Questions About the CFP,” CFP website (<https://collegefootballplayoff.com/sports/2016/10/11/faq.aspx>).

In September 2022, the CFP Board of Managers voted to expand the four-team playoff into a twelve-team playoff beginning in 2024 or 2025. *See* “College Football Playoff Chronology,” CFP website (<https://collegefootballplayoff.com/sports/2019/5/8/chronology.aspx>).

<sup>6</sup> “2015 College Football Playoff National Championship,” College Football Playoff website (<https://collegefootballplayoff.com/sports/2021/9/7/ngc-recap-2015.aspx>).

non-NFL sporting event since the 2020 CFP National Championship.<sup>7</sup> Approximately 29 percent of all TV viewers in the U.S. tuned in, according to ESPN.<sup>8</sup>

## **b) Selection of Los Angeles as 2023 Host**

*"College football is a special game — with America's most gifted players and storied programs lifted up by a fan base devoted like no other...Hosting the College Football Playoff National Championship provides us yet another extraordinary opportunity to boost our workforce and celebrate L.A. on a global stage."* – Eric Garcetti, Mayor of Los Angeles<sup>9</sup>

In November 2017, Los Angeles was selected to host the 2023 CFP National Championship, where the winner of the Fiesta Bowl will face off against the winner of the Peach Bowl.<sup>10</sup> It will be the fifth college football championship game in Los Angeles County in the last 20 years.

Key to the bidding process were the tremendous assets the LA region has to offer – diversity, creativity, and entertainment – and its nearly unparalleled capacity for housing and entertaining visitors.<sup>11</sup> Los Angeles County is no stranger to world-class sporting and entertainment gatherings, having hosted multiple BCS Championships, Super Bowls, NBA and MLB All-Star Games, USGA

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<sup>7</sup> According to ESPN: "The [2022 CFP National Championship] is the top event on cable since the 2020 LSU/Clemson national championship game and the most-viewed non-NFL sporting event during that span on any network. In fact, the top five non-NFL sports events during that time have been CFP Semifinal and Championship games. The main ESPN telecast of Monday night's showcase is the second-most-viewed non-NFL telecast (sports or non-sports) on a single network since February 2020. ESPN's presentation of the action from Indianapolis is the most-watched TWDC [The Walt Disney Company] telecast since the 2021 NFL Wild Card Game. The share of TV viewers tuned in to this year's CFP National Championship on ESPN networks was the best on record in the CFP era. 29 percent of people and 38 percent of adults 18-49 watching television Monday night were tuned in to the CFP National Championship." See: Brooks, Amanda, "2022 College Football Playoff National Championship Nets 22.6 Million Viewers, Cable's Top Telecast in Two Years," ESPN Press Room, January 11, 2022 (<https://espnpressroom.com/us/press-releases/2022/01/2022-college-football-playoff-national-championship-nets-22-6-million-viewers-cables-top-telecast-in-two-years/>); and Paulsen, "Halftime: 50 most-watched sporting events of 2022 (so far)," Sports Media Watch website (<https://www.sportsmediawatch.com/2022/07/best-sports-ratings-2022-nfl-college-football-basketball-nba-olympics/>).

<sup>8</sup> Brooks, Amanda, "2022 College Football Playoff National Championship Nets 22.6 Million Viewers, Cable's Top Telecast in Two Years," ESPN Press Room, January 11, 2022 (<https://espnpressroom.com/us/press-releases/2022/01/2022-college-football-playoff-national-championship-nets-22-6-million-viewers-cables-top-telecast-in-two-years/>).

<sup>9</sup> "CFP Selects Los Angeles to Host the National Championship Game in 2023," Rams press release, November 1, 2017 (<https://www.therams.com/news/cfp-selects-los-angeles-to-host-the-national-championship-game-in-2023-19685778>).




Jadulang, Tiani, "Sofi Stadium To Host College Football Playoff National Championship In January 2023," NBC, January 11, 2022 (<https://nbcpalmsprings.com/2022/01/11/sofi-stadium-to-host-college-football-playoff-national-championship-in-january-2023/>).

<sup>10</sup> "Los Angeles 2023," CFP website (<https://collegefootballplayoff.com/sports/2022/3/14/2023losangeles.aspx>).


<sup>11</sup> "CFP Selects Los Angeles to Host the National Championship Game in 2023," Rams press release, November 1, 2017 (<https://www.therams.com/news/cfp-selects-los-angeles-to-host-the-national-championship-game-in-2023-19685778>).



tournaments, the X Games, and the Summer Olympics in addition to the Rose Bowl, award shows, auto shows, and Dodgers, Lakers, Clippers, Kings, UCLA and USC football games. The list is among the longest of any city in the United States.



**Figure 1: Selected Major Events in the Los Angeles Region**

 NFL Super Bowls	 NBA All-Star Games	 Summer X Games		 Summer Olympics	 MLB All-Star Games	 USGA Tournaments
1967	1963	2003	2009	1932	1959	2017
1973	1972	2004	2010	1984	1980	U.S. Amateur Open
1977	1983	2005	2011	2028 (planned)	2022	Walker Cup
1980	2004	2006	2012			2023
1983	2011	2007	2013			U.S. Open (planned)
1987	2018	2008				
1993						
2022						

**Recurring Annual Events:**  
Rose Bowl, Rose Parade, Primetime Emmys, Academy Awards, Golden Globes, LA Auto Show, Genesis Invitational



These events benefit the regional economy in important ways. For example, the 1984 Olympics generated a surplus of \$225 million and resulted in a \$93 million endowment managed by the LA84 Foundation, which has invested more than \$220 million back into Southern California communities and has provided equipment, coaching instruction, and upgraded facilities to more than 3 million kids and 1,100 youth sports organizations.<sup>12</sup> More recently, Micronomics estimated the economic impact of the Super Bowl LVI on Los Angeles County at up to \$477 million.<sup>13</sup>

Los Angeles County is among the leaders in hosting CFP National Championships (or BCS National Championships). See Figure 2 below.

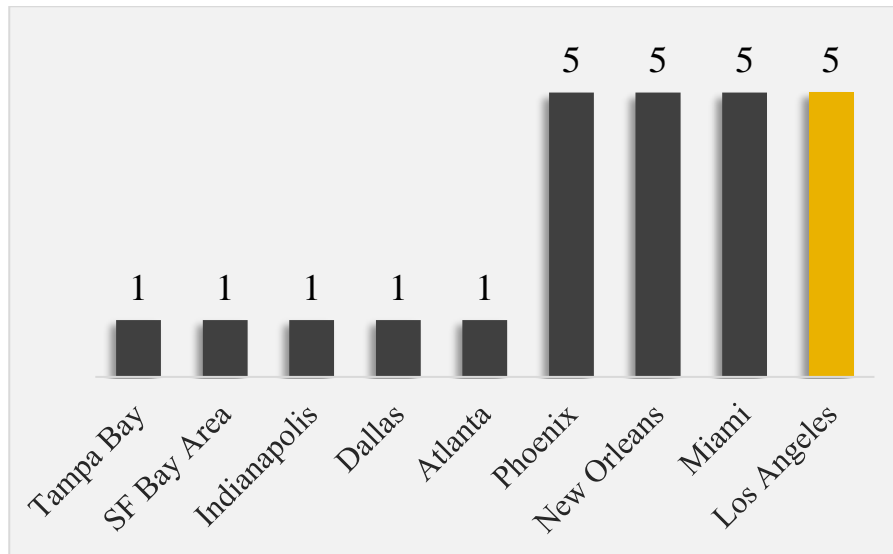
<sup>12</sup> “LA84 Foundation and the Legacy of the 1984 Olympics,” Southern California Grantmakers, July 31, 2014 (<https://www.socalgrantmakers.org/news/la84-foundation-and-legacy-1984-olympics>).

“LA84 Celebrates 30th Year with More Than \$1.68 Million in Grants,” LA84 Foundation website, January 22, 2015 (<http://la84.org/la84-celebrates-30th-year-1-68-million-grants/>).

<sup>13</sup> Weinstein, Roy, et al., “The Economic Impact of Super Bowl LVI, County of Los Angeles and City of Inglewood,” Micronomics, September 2021.



**Figure 2: Number of CFP or BCS National Championships Hosted by Metropolitan Area (1999 – 2023)<sup>14</sup>**



College football championship games have provided a major economic boost to host cities and surrounding areas. Actual financial gains have depended on various factors, including which teams are playing; where the game takes place; weather; economic conditions at the time of the event; and spending habits and preferences of the visitors. Studies of recent CFP National Championships indicate that while the economic impact varies from year to year, it always is significant and averages in the hundreds of millions of dollars to the associated regions. See Exhibit 1 for a summary of estimated economic impacts of recent college football championships.<sup>15</sup>

<sup>14</sup> Bowl Championship Series (BCS) All-Time Results, CFP website (<https://collegefootballplayoff.com/sports/2021/9/7/bcs-history.aspx>).

“Composite National Championship Game Results,” CFP website (<https://collegefootballplayoff.com/sports/2019/5/22/history.aspx>).

<sup>15</sup> The economic impacts of BCS National Championship games also were significant. For example, the 2010 BCS National Championship held at Rose Bowl Stadium in Pasadena, California, was estimated to have an economic impact of \$150 million to \$200 million, while the 2011 BCS National Championship held at University of Phoenix Stadium in Glendale, Arizona had an estimated economic impact of \$188 million to the local economy. *See*: Smith, Kevin, “Two games in Pasadena’s Rose Bowl will give region an economic boost,” Whittier Daily News, December 7, 2009; and Hoffman, Dennis, et al., “2011 Fiesta Bowl Events Economic Impact Study,” ASU W.P. Carey Center for Competitiveness and Prosperity Research and the ASU W.P. Carey Marketing Department.

The 2013 BCS National Championship and the 2013 Orange Bowl were estimated to generate a combined \$298.1 million in new economic impact and media exposure for South Florida. *See* “Giving Back in a Big Way,” Orange Bowl Community website (<http://origin-community.orangebowl.org/giving-back-in-a-big-way/>).

Additionally, the Fiesta Bowl and surrounding events held in Arizona were estimated to have generated \$2.9 billion in economic benefits to the local economy over 13 years, or an average of approximately \$220 million per year. *See* Harker, Victoria, “Fiesta Bowl celebrating 50 years of economic impact, charitable giving,” Chamber Business News, June 15, 2021 (<https://chamberbusinessnews.com/2021/06/15/fiesta-bowl-celebrating-50-years-of-economic-impact-charitable-giving/>).

### c) Measuring the Economic Impact of the 2023 CFP National Championship

*“Mega events like the College Football National Championship generate an economic boost for Los Angeles as visitors fill our hotels, employ Angelenos and bring millions in direct spend to our area restaurants, attractions, and more.”* – Ernest Wooden Jr., former President and CEO, Los Angeles Tourism & Convention Board.<sup>16</sup>

The CFP National Championship brings out-of-town visitors who purchase lodging, food and beverages, retail, transportation, and entertainment, all of which bolster the regional economy. Visitors to CFP Championships typically spend much more than average tourists. For example, survey data revealed that visitors to the 2016 CFP National Championship in Glendale, Arizona spent approximately 2.4 to 3.2 times more per day than the average tourist in Arizona.<sup>17</sup>

Direct beneficiaries of visitor spending include restaurants; transportation services such as taxis, Uber, Lyft, and limousines; hotels and hospitality service providers such as Airbnb; other entertainment venues, regional museums and places of interest; and regional stores and malls, among others. Recipients of direct spending by visitors further add to regional community benefits by creating additional tax revenues, a portion of which wind up in Los Angeles County and its cities.

#### 1) Variables

To estimate quantitative impacts, we considered average spending and number of visitors in connection with recent CFP National Championships, the percentage of out-of-town visitors to Rose Bowl games, and tourism and hospitality information for the Los Angeles region. For example, a study of the 2016 CFP National Championship used survey data collected at the game

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The 2015 Sugar Bowl (a CFP semi-final game) was estimated to have an economic impact of \$312.74 million. See Price, Chris, “The Allstate Sugar Bowl and College Football National Championship,” Biz New Orleans, January 2, 2018 (<https://www.bizneworleans.com/the-allstate-sugar-bowl-and-college-football-national-championship/>).

<sup>16</sup> “CFP Selects Los Angeles to Host the National Championship Game in 2023,” Rams press release, November 1, 2017 (<https://www.therams.com/news/cfp-selects-los-angeles-to-host-the-national-championship-game-in-2023-19685778>).

<sup>17</sup> Data from the Arizona Office of Tourism show 40.9 million overnight visitors and \$23,600,000,000 in spending in in 2021. See “Economic Impact,” Arizona Office of Tourism website (<https://tourism.az.gov/economic-impact/>).

Assuming a 3-day stay, this equates to approximately \$192 per day per person. Assuming a 4-day stay, this equates to approximately \$144 per day per person. Survey data from the 2016 CFP National Championship indicated overnight tourists with tickets to the game spent \$467.93 per day. See Mokwa, Michael, et al., “The Economic Impact of College Football Playoff 2016,” Arizona State University, W.P. Carey School of Business, Seidman Research Institute, April 13, 2016, p. ii.

An increase of 3.5 times is conservative because spending figures from 2016 have not been adjusted to account for inflation from 2016 to 2021.

to estimate that over 65,000 attendees were out-of-town visitors.<sup>18</sup> Other bowl games have attracted many more fans, such as the 2015 Sugar Bowl (a CFP semi-final game), which brought in nearly 100,000 visitors.<sup>19</sup> Based on this experience, we adopt a figure of 65,000 out-of-town visitors (higher-end estimate) and an overly conservative estimate of 46,000 out-of-town visitors (lower-end estimate), based on the percentage of out-of-town visitors to the 2018 Rose Bowl.<sup>20</sup> For uniformity, each of our models assumes that all visitors stay in hotels, but some of the 46,000 to 65,000 out-of-town visitors will elect to stay in home shares provided by entities such as Airbnb or Vrbo instead. Like hotels, Airbnb and Vrbo rentals are subject to transient occupancy taxes, therefore visitor spending on lodging from visitors who choose home shares (and not hotels) effectively are included in our models. A summary of variables used in our lower- and higher-end models for LA County are set forth in Table 1 below.

**Table 1: Variables in Los Angeles County Models**

Description	Lower Estimate	Higher Estimate
Out-of-town Visitors	46,000	65,000
Nightly Hotel Room Rates	\$282.86	\$317.00
Spending Per-Person Per-Day	\$350	\$350
Duration of Stay (Days/Nights)	4/3	4/3

2) Direct Impacts

Direct impacts are comprised of incremental increases in spending directly attributable to out-of-town visitors. This spending also produces increases in tax revenues that stay in LA County and

<sup>18</sup> Mokwa, Michael, et al., “The Economic Impact of College Football Playoff 2016,” Arizona State University, W.P. Carey School of Business, Seidman Research Institute, April 13, 2016, p. ii.

<sup>19</sup> Price, Chris, “The Allstate Sugar Bowl and College Football National Championship,” Biz New Orleans, January 2, 2018 (<https://www.bizneworleans.com/the-allstate-sugar-bowl-and-college-football-national-championship/>). The 2016 Fiesta Bowl (a CFP semi-final game) was estimated to bring in over 48,000 out-of-town visitors. See Wiles, Russ, “Study: Fans spent \$400 a day for Fiesta, Cactus bowl games in metro Phoenix,” AZ Central, August 4, 2016 (<https://www.azcentral.com/story/money/business/economy/2016/08/04/study-fans-spent-400-day-fiesta-cactus-bowl-games-metro-phoenix/88004228/>).

<sup>20</sup> Out-of-town visitors were estimated to make up 61 percent of game attendees at the 2018 Rose Bowl. Other bowl games have seen a higher percentage of out-of-town visitors. For example, it was estimated that 88 percent of attendees at the 2018 Orange Bowl were from outside of South Florida. See “Orange Bowl Generates more than \$260 Million in Economic Impact for South Florida in 2018-19.” Orange Bowl press release, July 1, 2019 (<https://www.orangebowl.org/orange-bowl-generates-more-than-260-million-in-economic-impact-for-south-florida-in-2018-19/>), and Exhibit 3 for further details.

stimulate the regional work force. Further, the immense media exposure and branding from hosting the CFP National Championship leads to long-term qualitative benefits.

Based on the variables described above, we estimate that direct visitor spending in LA County due to the CFP National Championship will be between \$84 million and \$122 million, and direct tax revenue that stays in LA County will range between \$4.7 million and \$7.1 million. In addition, approximately \$3.1 million to \$4.4 million dollars in direct tax revenue will go to the State of California, some of which will be invested in various Southern California programs. Table 2 below presents a summary of the expected outcomes. See Exhibits 2 and 3 for details.

**Table 2: Direct Impact in Los Angeles County from Hosting the 2023 CFP National Championship**

Description	Lower Estimate	Higher Estimate
Total Room Nights	46,000	65,000
Direct Tax Revenue that Stays Local (LA County)	\$4,709,559	\$7,120,823
<b>Direct Impact (Increased Spending)</b>	<b>\$83,917,340</b>	<b>\$121,907,500</b>

### 3) Indirect and Induced Impacts (IMPLAN)

Economists and policymakers recognize a relationship exists between income and spending.<sup>21</sup> Simply put, other things being equal, additional income produces additional spending. The additional spending is not necessarily in strict proportion to the additional income, but the two move in the same direction. To properly calculate total spending and tax revenue benefits to Los Angeles County associated with the 2023 CFP National Championship, it is necessary to estimate secondary benefits derived by recipients of the initial round of spending produced by these events.

For many years, although the U.S. government had developed effective methods of gathering and reporting national economic statistics such as the Census, there were no methods for turning that information into functional data that regional economies and policymakers could use. IMPLAN (“Impact analysis for planning”) was created to meet that need.<sup>22</sup> IMPLAN has been used by academics to help understand relationships within and across regional economies, by government entities to trace the influence of spending and economic development policies, by corporations

<sup>21</sup> Milton Friedman, *A Theory of the Consumption Function*, Princeton University Press, 1957. See, also George J. Stigler, “The Early History of Empirical Studies of Consumer Behavior,” *The Journal of Political Economy*, LXII (April 1954), pp. 95-113.

<sup>22</sup> Northeastern Pennsylvania Alliance, “About IMPLAN.”

interested in assessing the impact of wage rate changes or expansion plans on the regional community, etc. IMPLAN provides tools to:

- Estimate the economic impact of new business;
- Estimate the economic effects of establishing and operating tourist attractions;
- Estimate the economic contribution of higher education;
- Provide information useful for obtaining government permits; and
- Estimate the economic impact of alternative scenarios in connection with the preparation of environmental impact statements.<sup>23</sup>

An example of the standard application of IMPLAN modeling is available from a study commissioned in Baltimore by the Waterfront Partnership and Maryland Economic Development Corporation, which was interested in learning whether public investments in the Baltimore Harbor area could be justified. The study demonstrated that the employment, income and tax revenue benefits from increased tourism were sufficiently great as to justify the proposed investments to the harbor.<sup>24</sup>

IMPLAN data include detailed information specific to zip codes with respect to population, number of households, output (the value of industry production), employment (the annual average of full-time/part-time/seasonal jobs) and employee and proprietor compensation, among other things.

The gain in annual jobs estimated by IMPLAN corresponds to the expected increase in full-time, part-time, or seasonal jobs stemming from the increased direct, indirect, and induced spending brought on by the 2023 CFP Championship. For example, the creation of one summer job (e.g. 1 person working for 3 months) is counted as 0.25 jobs. Jobs measured by IMPLAN do not account for hours worked.<sup>25</sup>

Application of IMPLAN modeling typically begins by measuring the direct effects of an initial round of expenditures, i.e., expenditures associated with hosting the CFP Championship in 2023. These are referred to as “Direct Effects.” The IMPLAN model provides information as to how the regional community has responded in the past to these types of impacts from a spending standpoint. Using the language of IMPLAN, “Indirect Effects” reflect the impact that regional beneficiaries of visitor spending have through their own subsequent spending on regional goods and services. These impacts are calculated using IMPLAN modeling based on actual historic spending patterns in Los Angeles County. “Induced Effects” reflect ultimate responses in the market as beneficiaries of direct and indirect income recirculate it through the regional economy.<sup>26</sup> In essence, IMPLAN

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<sup>23</sup> IMPLAN website (<http://www.implan.com/>).

<sup>24</sup> “Harboring Tourism,” IMPLAN website (<https://implan.com/case-studies/harboring-tourism/>).

<sup>25</sup> French, Tim, “Interpreting Employment Impacts,” IMPLAN website, June 7, 2018 (<https://blog.implan.com/interpreting-employment-impacts>).

<sup>26</sup> IMPLAN website (<http://www.implan.com/>).

provides empirical support based on actual, historic spending patterns to a basic economic theorem: Other things being equal, additional income produces additional spending.

Table 3 below details the secondary impacts (indirect and induced effects) expected in LA County as a result of hosting the CFP National Championship in January 2023.

**Table 3: Secondary Impacts in Los Angeles County from Hosting the 2023 CFP National Championship**

<b>Description</b>	<b>Lower Estimate</b>	<b>Higher Estimate</b>
Indirect Effect	\$33,056,099	\$47,836,092
Induced Effect	\$38,199,706	\$55,243,373
<b>Secondary Impacts</b>	<b>\$71,255,805</b>	<b>\$103,079,464</b>

#### 4) Total Economic Impacts

Adding direct, indirect, and induced impacts provides an estimate of the total economic impact of hosting the 2023 CFP National Championship. Based on our models, these projections work out to an overall economic impact of approximately \$155 million to \$225 million in Los Angeles County. Total tax revenue that stays in LA County (i.e., not including the additional millions of dollars in tax revenue that goes to the State of California) is estimated to be approximately \$7 million to \$10 million.

Some of this total tax revenue gain in LA County will be offset by increased costs in city services, logistics, transportation, community engagement, and other obligations, but the net financial impact likely will be positive for LA County. These total gains also lead to an associated increase in employment in LA County, ranging from an estimated 1,300 to 1,900 jobs resulting from hosting the CFP Championship. This can be interpreted as the number of full-time, part-time, or seasonal jobs added to the LA region, lasting for one year. A summary of the total expected economic gains (i.e., the combined direct, indirect, and induced impacts) in LA County from hosting the 2023 CFP National Championship is set forth in Table 4 below. See Exhibits 4 and 5 for additional details.

**Table 4: Total Economic Impact in Los Angeles County from Hosting the 2023 CFP National Championship**

Description	Lower Estimate	Higher Estimate
<b>Total Economic Impact</b>	<b>\$155,173,145</b>	<b>\$224,986,964</b>
Total Tax Revenue in LA County	\$6,897,169	\$10,285,445
Associated Gain in Annual Jobs	1,289	1,861

#### d) Qualitative Impacts

*“As Super Bowl LVI showed, ...Inglewood is built to grow, inspire, and support the best and brightest talents on Earth in sports, entertainment and beyond... [This] season’s National Championship marks another chapter and an exciting new era for Inglewood, and we’re excited to continue the domino effect of economic and philanthropic benefits that the Super Bowl kick started in February.”* – James T. Butts, Mayor of Inglewood<sup>27</sup>

##### 1) Benefits of Exposure

The aura and excitement around the CFP National Championship generates significant attention on television and social media across the country. Television viewership of past CFP National Championships has averaged approximately 26 million.<sup>28</sup> During the first three CFP National Championships (2015 to 2017), ESPN charged between \$1 million and \$1.3 million for a 30-second TV advertisement.<sup>29</sup>

This widespread exposure of the Los Angeles area will feature aerial shots of SoFi Stadium and its surroundings: iconic beaches, venues, mountains, and more, with scenes of sunshine and pleasant weather in the middle of winter, which may prompt thousands of viewers to book future vacations in the Los Angeles region. The Los Angeles area also may see increased future tourism from game attendees. For example, data collected during and after the 2022 CFP National Championship in

<sup>27</sup> Ingram, Brianne, “SoFi Stadium to Host 2023 College Football Playoff National Championship,” FI360 News, April 20, 2022 (<https://fi360news.com/sofi-stadium-to-host-2023-college-football-playoff-national-championship/>).

<sup>28</sup> See Exhibit 1.

<sup>29</sup> Barrabi, Thomas, “The Business Of College Football’s National Championship,” Fox Business, January 11, 2016 (<https://www.foxbusiness.com/features/the-business-of-college-footballs-national-championship>).

Danielson, Richard, “Estimated cost of ads for College Football championship: \$1 million,” *Tampa Bay Times*, January 6, 2017 (<https://www.tampabay.com/estimated-cost-of-ads-for-college-football-championship-1-million/2308674/>).



Indianapolis, Indiana indicated that, for 68 percent of visitors, it was their first time to the city. Of those visitors, 72 percent said they likely would return.<sup>30</sup>

## 2) Benefits of Philanthropy and Community Service Efforts

The College Football Playoff and its regional hosting partners have made noteworthy efforts to inspire positive change in surrounding communities through numerous charity and community service events.

For example, the CFP Foundation is the largest sports entity dedicated to supporting educators. It works together with host cities in the years leading up to championship games to identify education needs and develops programs to address those needs. The CFP Foundation continues to support these programs for years following the game, ensuring a lasting, positive impact on education within host communities.<sup>31</sup>

**Figure 3: Initial Award Recipients of the Champions Educate Here Program  
Los Angeles County, September 2022**



<sup>30</sup> “2022 CFP National Championship generated \$156M in Indianapolis, according to study,” WTHR News, September 30, 2022 (<https://www.wthr.com/article/news/local/2022-college-football-playoff-national-championship-156-million-dollars-indianapolis-cfp/531-68f6c5a1-fa6a-4d8d-9058-2b07db601578>).

<sup>31</sup> “Host City Impact Overview,” CFP Foundation website (<https://cfp-foundation.org/host-city-impact-overview>).



Other events, initiatives, and programs include:

- ***Champions Educate Here***, launched by the Los Angeles CFP National Championship Host Committee, the CFP Foundation, ChampionLA supporters, and the LA84 Foundation, will identify up to 46 educators who will be eligible to receive up to \$20,000 for play equipment, social-emotional learning resources, uniforms, field trips, etc., with the first 23 recipients additionally receiving a professionally produced video to create more exposure for their programs.<sup>32</sup> Initial recipients were recognized at a USC game earlier this year. See Figure 3 above.
- ***AT&T Playoff Playlist Live!***, a free concert series, is scheduled for January 7-8, 2023 and will bring a weekend of music to Los Angeles, providing local residents an opportunity to participate in the excitement.<sup>33</sup>
- ***CFP's Playoff Fan Central***, an interactive experience, will give thousands of fans the chance to be part of the CFP National Championship at no cost and is expected to be a great family event.<sup>34</sup>
- ***Extra Yard 5K***, a family-friendly 3.1 mile run/walk benefitting the *Extra Yard for Teachers* program, will provide locals and visitors a healthy way to take part in the championship weekend.<sup>35</sup>
- ***Taste of the Championship*** will afford fans a premium dining experience as it raises funds for the CFP Foundation.<sup>36</sup>
- ***Extra Yard for Teachers***, a CFP Foundation program dedicated to elevating the teaching profession and empowering teachers, has raised \$57 million in support of 450,000 teachers, 9.2 million students, and 50,000 schools.<sup>37</sup>
- ***CFP's Playoff Green*** initiative aims to minimize the environmental impact of the national championship game and associated events and to create a positive, lasting “green” legacy in the host community.<sup>38</sup>

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<sup>32</sup> “Legacy,” Los Angeles 2023 website (<https://losangeles2023.com/legacy/>).

<sup>33</sup> “AT&T Playoff Playlist Live!,” CFP website (<https://collegefootballplayoff.com/sports/2017/11/10/ppl.aspx>).

<sup>34</sup> “Playoff Fan Central,” CFP website (<https://collegefootballplayoff.com/sports/2018/9/25/pfc.aspx>).

<sup>35</sup> “Extra Yard 5K,” CFP website (<https://collegefootballplayoff.com/sports/2019/9/28/5k.aspx>).

<sup>36</sup> “Taste of the Championship,” CFP website (<https://collegefootballplayoff.com/sports/2019/9/28/taste.aspx>).  
“Programs,” CFP Foundation website (<https://cfp-foundation.org/programs>).

<sup>37</sup> “College Football Playoff Foundation,” CFP website (<https://collegefootballplayoff.com/sports/2017/9/20/cfp-foundation.aspx>).

<sup>38</sup> “Playoff Green,” CFP website (<https://collegefootballplayoff.com/sports/2016/10/11/playoff-green.aspx>).

### **III. COVID-19 Pandemic**

The COVID-19 pandemic has had a detrimental effect far and wide, including in the Los Angeles region. The tourism industry and small businesses throughout Los Angeles County saw significant declines and faced periodic closures and difficulties.

However, recovery is underway. In 2022, Los Angeles hosted Super Bowl LVI in February and the MLB All-Star game in July. These mega-events, particularly the Super Bowl, brought an influx of visitors eager for first-hand experiences, and their excitement and spending stimulated the regional economy, especially small businesses and industries hit hard by the pandemic (e.g., restaurants and hospitality).

Although resumption of in-person sporting events generally has been positive, it is possible that lingering effects of the pandemic on willingness to travel and consumer behavior could adversely impact what otherwise will be another spectacular event for Los Angeles County. Overall, the 2023 CFP National Championship is expected to have a tremendous positive impact on the Los Angeles area, but it is difficult to determine the effect potential changes in governmental guidelines and mandates may have on the overall impact.

### **IV. Conclusion**

In conclusion, our models predict that as a result of the 2023 CFP National Championship, Los Angeles County will realize up to **\$225 million in new economic activity (output)** and generate approximately **\$10 million in additional tax revenue that stays in LA County** (separate from millions of dollars in additional tax revenue that will go to the State of California); these economic gains are associated with an increase of up to **1,900 annual-equivalent jobs** (i.e. one full-time, part-time, or seasonal job for one year).

In addition, numerous other major events already are scheduled to take place in Los Angeles County in just the next few years, including music concerts, WrestleMania in April 2023 at SoFi Stadium, the USGA U.S. Open in 2023, the 2024 NCAA Men's West Regionals at Crypto.com Arena, the 2026 FIFA World Cup™ at SoFi Stadium, the 2028 Olympic and Paralympic Games, and SoFi Stadium home games for the Los Angeles Rams and Los Angeles Chargers, and more.

Los Angeles County will receive extraordinary media exposure in the dead of winter that will encourage visits to Southern California from a national and international audience. Finally, numerous community service and philanthropic events (e.g., Champions Educate Here, CFP's Playoff Green, and AT&T Playoff Playlist Live!, and others) also will strengthen community ties and generate lasting positive impacts in Los Angeles County.

## About the Authors



**Roy Weinstein** is an economist and Managing Director at Micronomics, an economic research and consulting firm based in Los Angeles, California. Mr. Weinstein has been commissioned by the Tournament of Roses Committee to determine the economic impact of the Rose Bowl Parade and Game on Los Angeles County and has been engaged to conduct similar studies for the Grammys, the Emmys, the NBA All Star Game, the X-Games, AEG, and the Special Olympics World Summer Games. Mr. Weinstein's areas of expertise include industrial organization, statistics, econometrics and the calculation of economic damages. He has published articles relating to economics in numerous professional journals and is a frequent speaker before professional associations and trade groups. Mr. Weinstein received a Bachelor of Business Administration Degree *cum laude* with honors in economics from City College New York and a Master of Arts Degree in economics from the University of Chicago. He is the first recipient of the Career Achievement Award for professional success from the Business and Economics Alumni Society of the Baruch School at City College New York.



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## About Micronomics

**Micronomics** is an economic research and consulting firm with offices in Santa Monica and Long Beach, California. Founded in 1988, it specializes in the collection, tabulation and analysis of various types of economic, financial and statistical data. Areas of expertise include industrial organization, antitrust, economic impact studies, the valuation of intellectual property and the calculation of economic damages. Clients include publicly and privately held businesses and government agencies. Industry experience includes sports and entertainment, banking and financial services, pharmaceuticals, telecommunications, and computer hardware and software.

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## EXHIBIT 1

### ESTIMATED ECONOMIC IMPACT OF CFP NATIONAL CHAMPIONSHIPS (2015-2022)

Year	Location	Venue	Attendance	TV Viewership <sup>1</sup>	Economic Impact
1. 2015	Arlington, TX	AT&T Stadium	85,689	33,917,000	\$300 million <sup>2</sup>
2. 2016	Glendale, AZ	University of Phoenix Stadium	75,765	26,125,000	\$273 million <sup>3</sup>
3. 2017	Tampa, FL	Raymond James Stadium	74,512	25,297,000	\$200+ million <sup>4</sup>
4. 2018	Atlanta, GA	Mercedes-Benz Stadium	77,430	28,769,000	\$70 million <sup>5</sup>
5. 2019	Santa Clara, CA	Levi's Stadium	74,814	25,678,000	\$295 million <sup>6</sup>
6. 2020	New Orleans, LA	Mercedes-Benz Superdome	76,885	26,175,000	\$175 million <sup>7</sup>
7. 2021	Miami Gardens, FL	Hard Rock Stadium	14,926	19,070,000	\$250 to \$300 million <sup>8</sup>
8. 2022	Indianapolis, IN	Lucas Oil Stadium	68,311	22,564,000	\$156 million <sup>9</sup>

Sources: <sup>1</sup> "TV Viewership in the CFP National Championship," CFP website (<https://collegefootballplayoff.com/sports/2021/9/7/tv-viewership-history.aspx>).

<sup>2</sup> Tucker, Tim, "Atlanta lands college football title game," TCA Regional News, November 5, 2015.

Bohls, Kirk, "Austin American-Statesman Kirk Bohls column," TCA Regional News, January 15, 2015.

"2015 College Football Playoff National Championship," College Football Playoff website (<https://collegefootballplayoff.com/sports/2021/9/7/ngc-recap-2015.aspx>).

<sup>3</sup> Mokwa, Michael, et al., "The Economic Impact of College Football Playoff 2016," Arizona State University, W.P. Carey School of Business, Seidman Research Institute, April 13, 2016.

"2016 College Football Playoff National Championship," College Football Playoff website (<https://collegefootballplayoff.com/sports/2021/9/7/ngc-recap-2016.aspx>).

<sup>4</sup> "2017 College Football Playoff National Championship," College Football Playoff website (<https://collegefootballplayoff.com/sports/2021/9/7/ngc-recap-2017.aspx>).

Estimated based on previous BCS Championship game economic impact estimates, which exceed \$200 million.

See "Tampa to host 2017 college football title game," Tampa Tribune, December 16, 2013.

The CFP National Championship has been found to be associated with a 26.8 percent increase in economic impact compared to the BCS Championship. See Mokwa, Michael, et al., "The Economic Impact of College Football Playoff 2016," Arizona State University, W.P. Carey School of Business, Seidman Research Institute, April 13, 2016, p. 10.

<sup>5</sup> The economic impact likely was reduced as the game featured the University of Georgia and the University of Alabama, both of which are located near Atlanta. See Davis, Elliott, Jr. "College Football Championship May Be an Economic Super Bowl for Louisiana," U.S. News, January 13, 2020 (<https://www.usnews.com/news/best-states/articles/2020-01-13/cfp-championship-impacts-host-states-economies>).

"2018 College Football Playoff National Championship," College Football Playoff website (<https://collegefootballplayoff.com/sports/2021/9/7/ngc-recap-2018.aspx>).

Davis, Elliott, Jr. "College Football Championship May Be an Economic Super Bowl for Louisiana," U.S. News, January 13, 2020 (<https://www.usnews.com/news/best-states/articles/2020-01-13/cfp-championship-impacts-host-states-economies>).

<sup>6</sup> Estimated based on 2018 Orange Bowl economic impact of \$261 million from game attendance of 66,203.

~\$295 million = (\$261 million ÷ 66,203) x 74,814.

"Orange Bowl Generates more than \$260 Million in Economic Impact for South Florida in 2018-19," Orange Bowl press release, July 1, 2019 (<https://www.orangebowl.org/orange-bowl-generates-more-than-260-million-in-economic-impact-for-south-florida-in-2018-19/>).

Fialkov, Harvey, "Alabama Crimson Tide Rolls to Victory," Orange Bowl, December 30, 2018 (<https://www.orangebowl.org/alabama-crimson-tide-rolls-to-victory/>).

"2019 College Football Playoff National Championship," College Football Playoff website (<https://collegefootballplayoff.com/sports/2021/9/7/ngc-recap-2019.aspx>).

<sup>7</sup> "2020 College Football Playoff National Championship," College Football Playoff website (<https://collegefootballplayoff.com/sports/2021/9/7/ngc-recap-2020.aspx>).

Davis, Elliott, Jr. "College Football Championship May Be an Economic Super Bowl for Louisiana," U.S. News, January 13, 2020 (<https://www.usnews.com/news/best-states/articles/2020-01-13/cfp-championship-impacts-host-states-economies>).

<sup>8</sup> Expected economic impact. Attendance at the 2021 CFP National Championship in Miami Gardens, FL was limited to approximately 15,000 fans due to COVID-19 restrictions.

The combined economic impact of the 2013 Orange Bowl and BCS National Championship, both hosted by Miami Gardens, was estimated at \$298 million. See Lima, Debora, "South Florida to host College Football Playoff National Championship Game in 2021," Tampa Bay Business Journal, November 3, 2017.

"2021 College Football Playoff National Championship," College Football Playoff website (<https://collegefootballplayoff.com/sports/2021/9/7/ngc-recap-2021.aspx>).

## EXHIBIT 1

### ESTIMATED ECONOMIC IMPACT OF CFP NATIONAL CHAMPIONSHIPS (2015-2022)

Russo, Ralph D., "College Football Playoffs championships to return to South Florida, Atlanta," WRLN, August 16, 2022 (<https://www.wlrn.org/local-news/2022-08-16/college-football-playoffs-championships-to-return-to-south-florida-atlanta>).

"Miami-South Florida Awarded 2021 College Football Playoff National Championship," Orange Bowl website (<https://www.orangebowl.org/miami-south-florida-awarded-2021-college-football-playoff-national-championship/>).

<sup>9</sup> "2022 College Football Playoff National Championship," College Football Playoff website (<https://collegefootballplayoff.com/sports/2022/1/20/ncg-recap-2022.aspx>).

Hordes, Aleah, "Indianapolis expecting \$150 million economic impact from CFP championship game," WishTV, January 3, 2022

(<https://www.wishtv.com/sports/college-football/indianapolis-expecting-150-million-economic-impact-from-cfp-championship-game/>).

"2022 CFP National Championship generated \$156M in Indianapolis, according to study," WTHR, September 30, 2022

(<https://www.wthr.com/article/news/local/2022-college-football-playoff-national-championship-156-million-dollars-indianapolis-cfp/531-68f6c5a1-fa6a-4d8d-9058-2b07db601578>).

**EXHIBIT 2**

**DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN LA COUNTY  
GENERATED BY CFP NATIONAL CHAMPIONSHIP VISITORS IN JANUARY 2023  
HIGHER-END MODEL**

**A. Visitor Spending on Lodging**

1.	65,000	Additional Number of Out-of-Town Visitors for CFP National Championship <sup>1</sup>	
2.	3	Average of Three Night Stay <sup>1</sup>	
3.	2	Average of Two Visitors per Hotel Room	
4.	97,500	Total Room Nights	[Line 1 x Line 2 ÷ Line 3]
5.	\$200.68	Projected Average Daily Rate ("ADR") in LA County in 2023, no major event <sup>2</sup>	
6.	\$316.61	ADR in LA County for 15,700 Room Nights Contracted for CFP National Championship <sup>3</sup>	
7.	58%	Expected Increase to ADR in LA County for Remaining Non-Contracted Room Nights during CFP National Championship	[Line 6 ÷ Line 5 - 1]
8.	\$317.07	Projected ADR in LA County for Remaining Non-Contracted Room Nights during CFP National Championship	[Line 5 x (Line 7 + 1)]
9.	\$317.00	Overall Projected ADR in LA County during CFP National Championship (Weighted Average) <sup>4</sup>	
<b>10.</b>	<b>\$30,907,500</b>	<b>Visitor Spending on Lodging due to CFP National Championship</b>	<b>[Line 4 x Line 9]</b>
11.	14%	Transient Occupancy Tax in LA County <sup>5</sup>	
<b>12.</b>	<b>\$4,327,050</b>	<b>Direct Tax Revenue from Visitor Spending on Lodging due to CFP National Championship</b>	<b>[Line 10 x Line 11]</b>

**B. Visitor Daytime Spending**

13.	\$350	Average Daytime Spending Per Person Per Day <sup>6</sup>	
14.	4	Average of Four Day Stay <sup>1</sup>	
15.	\$1,400	Daytime Spending Per Person	[Line 13 x Line 14]
<b>16.</b>	<b>\$91,000,000</b>	<b>Visitor Daytime Spending due to CFP National Championship</b>	<b>[Line 1 x Line 15]</b>
17.	80%	Estimated Share of Daytime Spending Subject to Sales & Use Tax <sup>7</sup>	
18.	9.84%	Approximate Sales & Use Tax Rate in LA County <sup>8</sup>	
19.	39%	Estimated Amount of Sales & Use Tax that Stays in LA County <sup>9</sup>	
<b>20.</b>	<b>\$2,793,773</b>	<b>Direct Tax Revenue that Stays in LA County, from Visitor Daytime Spending due to CFP National Championship</b>	<b>[Lines 16 x 17 x 18 x 19]</b>

**C. Total**

<b>21.</b>	<b>\$121,907,500</b>	<b>Visitor Spending due to CFP National Championship</b>	<b>[Line 10 + Line 16]</b>
<b>22.</b>	<b>\$7,120,823</b>	<b>Direct Tax Revenue that Stays in LA County due to CFP National Championship</b>	<b>[Line 12 + Line 20]</b>

Notes/Sources: Model is intended to measure spending from visitors that is taxable.

Daytime spending represents total spending less lodging; this category includes spending on food and beverage, transportation, shopping, other entertainment, etc.; excludes cost of tickets for CFP National Championship or other CFP-related events.

<sup>1</sup> Survey data obtained during the 2016 CFP National Championship in Glendale, Arizona indicated that an estimated 65,401 out-of-town visitors came to Arizona and stayed an average of 3.88 nights. See Mokwa, Michael, et al., "The Economic Impact of College Football Playoff 2016," Arizona State University, W.P. Carey School of Business, Seidman Research Institute, April 13, 2016, p. ii.

Survey data obtained during the 2013 Tournament of Roses in Pasadena, California (consisting of the Rose Bowl and the Rose Parade) indicated over-night visitors in hotels/motels stayed an average of 3.3 nights. See Weinstein, Roy, et al., "Economic Impact of the 2013 Tournament of Roses on Los Angeles County," Micromonics, October 2013, p. 6.

Other bowl games have seen much greater attendance. For example, the 2015 Sugar Bowl (a CFP semi-final game) attracted nearly 100,000 fans to the city. See Price, Chris, "The Allstate Sugar Bowl and College Football National Championship," Biz New Orleans, January 2, 2018 (<https://www.bizneworleans.com/the-allstate-sugar-bowl-and-college-football-national-championship/>).

<sup>2</sup> Assuming no major event, ADR in LA County in 2023 is forecasted based on ADR in LA County in 2019 (\$180.39) and a compound annual growth rate from 2011 through 2019 of 2.7 percent (calculated based on \$145.74 ADR in LA County in 2011 and \$180.39 ADR in LA County in 2019). See: YTD 2019 Lodging Performance, L.A. County & Custom Regions, Los Angeles Tourism & Convention Board (Using STR data), p. 2. Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14.

<sup>3</sup> \$296.06 ADR for approximately 15,400 contracted room nights provided by Los Angeles Sports & Entertainment Commission (LASEC).

<sup>4</sup> Overall weighted average ADR of \$317.00 calculated as follows:  
(15,700 contracted room nights \* \$316.61 ADR + 81,800 non-contracted room nights \* \$317.07 ADR) ÷ 97,500 room nights.

<sup>5</sup> 14 percent is used since that is the transient occupancy tax (TOT) rate in the cities of Los Angeles, Inglewood, Culver City, Santa Monica, and Beverly Hills. TOT rates may vary in other cities throughout LA County. See: "Transient Occupancy Tax Requirements," Los Angeles City website (<https://finance.lacity.org/transient-occupancy-tax-requirements/>); "Guide to Transient Occupancy Tax," City of Inglewood - Finance Department, p. 3; "Taxes & Fees," Culver City website (<https://www.culvercity.org/Services/Business-Resources/Taxes-Fees/>); "Transient Occupancy Tax," City of Santa Monica Finance Department website (<https://finance.smgov.net/fees-taxes/transient-occupancy-tax/>); and "Schedule of Taxes, Fees & Charges, City of Beverly Hills," Beverly Hills Finance Department, January 2020, (<https://www.beverlyhills.org/cbhfiles/storage/files/16782406101139308407/Taxes,FeesCharges.pdf>).

<sup>6</sup> Using the length-of-stay inputs (4 days; 3 nights; 2 people per room) and 2018 LA tourism spending figures published by the Los Angeles Tourism & Convention Board, it is calculated that on average, overnight tourists spent approximately \$105 per person per day in daytime spending (not including spending on lodging). See:

## EXHIBIT 2

### DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN LA COUNTY GENERATED BY CFP NATIONAL CHAMPIONSHIP VISITORS IN JANUARY 2023 HIGHER-END MODEL

Los Angeles 2018 Tourism Quick Facts, Los Angeles Tourism & Convention Board.

Accounting for inflation between 2018 and 2023, daytime spending per person in 2023 is estimated to be more than \$123. According to the U.S. Bureau of Labor Statistics, \$105 in June 2018 has the same buying power as approximately \$123 in August 2022. See "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=105&year1=201806&year2=202208>).

CFP Championship studies have shown that CFP National Championship visitors spend significantly more money than average tourists. For example, survey data obtained during the 2016 CFP National Championship in Glendale, Arizona indicated that average daily spending for visitors with championship game tickets was \$467.93 and \$523.93 for visitors without championship game tickets. See Mokwa, Michael, et al., "The Economic Impact of College Football Playoff 2016," Arizona State University, W.P. Carey School of Business, Seidman Research Institute, April 13, 2016, p. ii.

Separately, survey data obtained from the 2016 Fiesta Bowl and 2016 Cactus Bowl indicated ticketed Fiesta Bowl visitors spent approximately \$391 per day, while non-ticketed visitors spent approximately \$522 per day; the data also indicated that ticketed Cactus Bowl visitors spent approximately \$402 per day. See Wiles, Russ, "Study: Fans spent \$400 a day for Fiesta, Cactus bowl games in metro Phoenix," AZ Central, August 4, 2016 (<https://www.azcentral.com/story/money/business/economy/2016/08/04/study-fans-spent-400-day-fiesta-cactus-bowl-games-metro-phoenix/88004228/>).

Based on 2021 and 2022 data, average spending per day (excluding lodging) for overnight tourists visiting Arizona is approximately \$85.10 per person using the length-of-stay inputs (4 days; 3 nights; 2 people per room), 2021 figures published by the Arizona Office of Tourism on overnight visitors (40.9 million) and visitor spending (\$23.6 billion), and ADR data for January - July 2022 for Arizona (\$157.75). See: "Monthly Lodging Report," Arizona Office of Tourism, July 2022 (<https://tourism.az.gov/wp-content/uploads/2022/08/Arizona-Lodging-July-2022.pdf>); and "Economic Impact," Arizona Office of Tourism website (<https://tourism.az.gov/economic-impact/>).

Accordingly, assuming 37 percent of visitor spending is on lodging (based on a 2016 study of the New Year's Six bowl games), ticketed visitors of the 2016 CFP National Championship spent on average 246 percent (3.46 times) more than a typical tourist. ( $\$467.93 \times 63 \text{ percent} = \$294.80$ . ( $\$294.80 - \$85.10$ )  $\div$   $\$85.10 = 246 \text{ percent}$ .) Adjusted for inflation, \$294.80 in January 2016 is worth approximately \$368.53 as of August 2022. See "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=294.80&year1=201601&year2=202208>).

Ticketed visitors of the 2016 Fiesta Bowl spent on average 189 percent (2.89 times) more than a typical tourist. ( $\$391 \times 63 \text{ percent} = \$246.33$ . ( $\$246.33 - \$85.10$ )  $\div$   $\$85.10 = 189 \text{ percent}$ .) Adjusted for inflation, \$246.33 in January 2016 is worth approximately \$307.94 as of August 2022. See "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=246.33&year1=201601&year2=202208>).

Ticketed visitors of the 2016 Cactus Bowl spent on average 198 percent (2.98 times) more than a typical tourist. ( $\$402 \times 63 \text{ percent} = \$253.26$ . ( $\$253.26 - \$85.10$ )  $\div$   $\$85.10 = 198 \text{ percent}$ .) Adjusted for inflation, \$253.26 in January 2016 is worth approximately \$316.60 as of August 2022. See "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=153.26&year1=201601&year2=202208>).

It is reasonable to expect daytime spending by visitors to the 2023 CFP National Championship to be similar to spending by visitors of past CFP Championships and New Year's Six bowl games, or between 2.89 and 3.46 times more than typical tourists for the area. Applying a 2.89 multiple to the \$123 average daily spending per overnight tourist results in \$355.47 in average daily spending per person, while applying a 3.46 multiple results in \$425.58 in average daily spending per person. This model adopts \$350 to be conservative, which is similar to daytime spending at the 2016 CFP National Championship. According to the U.S. Bureau of Labor Statistics, \$294.80 in January 2016 has the same buying power as approximately \$369 in August 2022. See "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=294.80&year1=201601&year2=202208>).

According to Michael Mokwa, bowl game visitors tend to come from wealthier groups: "They typically spend freely, stay at upscale hotels, eat and drink very well, buy costly memorabilia, attend special events related to the games and their teams, rent cars and even take trips around the state or golf at our best courses." See Wiles, Russ, "Study: Fans spent \$400 a day for Fiesta, Cactus bowl games in metro Phoenix," AZ Central, August 4, 2016 (<https://www.azcentral.com/story/money/business/economy/2016/08/04/study-fans-spent-400-day-fiesta-cactus-bowl-games-metro-phoenix/88004228/>).

- <sup>7</sup> A portion of daytime spending likely is not subject to sales/use tax. One example is entertainment tickets (e.g. movie theaters or amusement parks). An analysis of the 2015 CFP National Championship and 2015 New Year's Six bowl games (Rose Bowl, Peach Bowl, Orange Bowl, Fiesta Bowl, Sugar Bowl, and Cotton Bowl) revealed that entertainment accounted for approximately 19.4 percent of total visitor spending excluding spending on lodging.  $19.4 \text{ percent} = 12 \text{ percent} \div (12 \text{ percent} + 36 \text{ percent} + 14 \text{ percent})$ . See Winston, Carl, et al., "The Economic Impact of College Bowl Games," The George Washington University and San Diego State University, September 2016, p. 6.

Therefore, it is assumed that 20 percent of daytime spending is not subject to sales/use tax.

- <sup>8</sup> 9.84% is the average sales/use tax rate in Inglewood (10%) and the following seven cities in LA County: Los Angeles City (9.5%), Santa Monica (10.25%), Hawthorne (10.25%), Culver City (10.25%), Beverly Hills (9.5%), Marina Del Rey (9.5%), and Mar Vista (9.5%). See "California City & County Sales & Use Tax Rates (Effective April 1, 2022)," California Department of Tax and Fee Administration website (<https://www.cdtfa.ca.gov/taxes-and-fees/rates.aspx>).
- <sup>9</sup> The average sales/use tax rate in Inglewood and surrounding cities is 9.84%. Approximately 6% goes to the State of California. See: "What You Need to Know About California Sales Tax," Smart Asset, September 14, 2022 (<https://smartasset.com/taxes/california-sales-tax/>); and "Detailed Description of the Sales & Use Tax Rate," California Department of Tax and Fee Administration website (<https://www.cdtfa.ca.gov/taxes-and-fees/sut-rates-description.htm>).

This leaves an estimated 3.84 percent for LA County, or roughly 39 percent of the total:  
 $3.84\% [\text{LA County}] \div 9.84\% [\text{total}] = 39\%$  of the total sales/use tax stays in LA County.



**EXHIBIT 3**

**DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN LA COUNTY  
GENERATED BY CFP NATIONAL CHAMPIONSHIP VISITORS IN JANUARY 2023  
LOWER-END MODEL**

**A. Visitor Spending on Lodging**

1.	46,000	Additional Number of Out-of-Town Visitors for CFP National Championship <sup>1</sup>	
2.	3	Average of Three Night Stay <sup>1</sup>	
3.	2	Average of Two Visitors per Hotel Room	
4.	69,000	Total Room Nights	[Line 1 x Line 2 ÷ Line 3]
5.	\$200.68	Projected Average Daily Rate ("ADR") in LA County in 2023, no major event <sup>2</sup>	
6.	\$316.61	ADR in LA County for 15,700 Room Nights Contracted for CFP National Championship <sup>3</sup>	
7.	36%	Expected Increase to ADR in LA County for Remaining Non-Contracted Room Nights during CFP National Championship <sup>4</sup>	
8.	\$272.92	Projected ADR in LA County for Remaining Non-Contracted Room Nights during CFP National Championship	[Line 5 x (Line 7 + 1)]
9.	\$282.86	Overall Projected ADR in LA County during CFP National Championship (Weighted Average) <sup>5</sup>	
<b>10.</b>	<b>\$19,517,340</b>	<b>Visitor Spending on Lodging due to CFP National Championship</b>	<b>[Line 4 x Line 9]</b>
11.	14%	Transient Occupancy Tax in LA County <sup>6</sup>	
<b>12.</b>	<b>\$2,732,428</b>	<b>Direct Tax Revenue from Visitor Spending on Lodging due to CFP National Championship</b>	<b>[Line 10 x Line 11]</b>

**B. Visitor Daytime Spending**

13.	\$350	Average Daytime Spending Per Person Per Day <sup>7</sup>	
14.	4	Average of Four Day Stay <sup>1</sup>	
15.	\$1,400	Daytime Spending Per Person	[Line 13 x Line 14]
<b>16.</b>	<b>\$64,400,000</b>	<b>Visitor Daytime Spending due to CFP National Championship</b>	<b>[Line 1 x Line 15]</b>
17.	80%	Estimated Share of Daytime Spending Subject to Sales & Use Tax <sup>8</sup>	
18.	9.84%	Approximate Sales & Use Tax Rate in LA County <sup>9</sup>	
19.	39%	Estimated Amount of Sales & Use Tax that Stays in LA County <sup>10</sup>	
<b>20.</b>	<b>\$1,977,132</b>	<b>Direct Tax Revenue that Stays in LA County, from Visitor Daytime Spending due to CFP National Championship</b>	<b>[Lines 16 x 17 x 18 x 19]</b>

**C. Total**

<b>21.</b>	<b>\$83,917,340</b>	<b>Visitor Spending due to CFP National Championship</b>	<b>[Line 10 + Line 16]</b>
<b>22.</b>	<b>\$4,709,559</b>	<b>Direct Tax Revenue that Stays in LA County due to CFP National Championship</b>	<b>[Line 12 + Line 20]</b>

Notes/Sources: Model is intended to measure spending from visitors that is taxable.

Daytime spending represents total spending less lodging; this category includes spending on food and beverage, transportation, shopping, other entertainment, etc.; excludes cost of tickets for CFP National Championship or other CFP-related events.

<sup>1</sup> Estimated based on 2018 Rose Bowl out-of-town visitor percentage (61 percent) multiplied by SoFi stadium seating capacity (approximately 70,000) plus estimated non-ticketed out of town visitors (~3,300) based on the 2016 CFP Championship. (46,000 = 70,000 x 61 percent + 3,300). See: "Rose Parade and Rose Bowl Game, Economic Impact

Other bowl games have seen a higher percentage of out-of-town visitors. For example, it was estimated that 88 percent of attendees to the 2018 Orange Bowl were out-of-town visitors. See "Orange Bowl Generates more than \$260 Million in Economic Impact for South Florida in 2018-19," Orange Bowl press release, July 1, 2019 (<https://www.orangebowl.org/orange-bowl-generates-more-than-260-million-in-economic-impact-for-south-florida-in-2018-19/>).

Estimated at \$198.2 million," Tournament of Roses website (<https://tournamentofroses.com/wp-content/uploads/2018/12/2018-Rose-Parade-and-Rose-Bowl-Game-economic-impact.pdf>); "Tournament of Roses 2018 Statistics," Tournament of Roses website (<https://tournamentofroses.com/wp-content/uploads/2018/08/2018-Statistics.pdf>); "SoFi Stadium," Stadium DB website ([http://stadiumdb.com/stadiums/usa/sofi\\_stadium](http://stadiumdb.com/stadiums/usa/sofi_stadium)); and Mokwa, Michael, et al., "The Economic Impact of College Football Playoff 2016," Arizona State University, W.P. Carey School of Business, Seidman Research Institute, April 13, 2016, p. ii.

<sup>2</sup> Assuming no major event, ADR in LA County in 2023 is forecasted based on ADR in LA County in 2019 (\$180.39) and a compound annual growth rate from 2011 through 2019 of 2.7 percent (calculated based on \$145.74 ADR in LA County in 2011 and \$180.39 ADR in LA County in 2019). See: YTD 2019 Lodging Performance, L.A. County & Custom Regions, Los Angeles Tourism & Convention Board (Using STR data), p. 2. Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14.

<sup>3</sup> \$316.61 ADR for approximately 15,700 contracted room nights provided by Los Angeles Sports & Entertainment Commission (LASEC).

<sup>4</sup> 36 percent is calculated as the increase to ADR in LA County from 2018 NBA All-Star contracted rooms (\$304.44) over forecasted ADR in LA County in 2018 assuming no major event (\$223.40). See: Information from LASEC regarding NBA All-Star Game 2018, Totals and Peak, Hotel Data (\$304.44). Southern California Lodging Forecast, Visitor Industry Outlook Conference, CBRE, October 18, 2016, p. 14 for information used to project 2018 ADR assuming no major event.

Overall weighted average ADR of \$282.86 calculated as follows:  
(15,700 contracted room nights \* \$316.61 ADR + 53,300 non-contracted room nights \* \$272.92 ADR) ÷ 69,000 room nights.

<sup>6</sup> 14 percent is used since that is the transient occupancy tax (TOT) rate in the cities of Los Angeles, Inglewood, Culver City, Santa Monica, and Beverly Hills. TOT rates may vary in other cities throughout LA County. See: "Transient Occupancy Tax Requirements," Los Angeles City website (<https://finance.lacity.org/transient-occupancy-tax-requirements>); "Guide to Transient Occupancy Tax," City of Inglewood -

### EXHIBIT 3

## DIRECT IMPACTS - ESTIMATED INCREASE IN SPENDING AND TAX REVENUE IN LA COUNTY GENERATED BY CFP NATIONAL CHAMPIONSHIP VISITORS IN JANUARY 2023 LOWER-END MODEL

Finance Department, p. 3; "Taxes & Fees," Culver City website (<https://www.culvercity.org/Services/Business-Resources/Taxes-Fees>); "Transient Occupancy Tax," City of Santa Monica Finance Department website (<https://finance.smgov.net/fees-taxes/transient-occupancy-tax>); and "Schedule of Taxes, Fees & Charges, City of Beverly Hills," Beverly Hills Finance Department, January 2020, (<https://www.beverlyhills.org/cbhfiles/storage/files/16782406101139308407/Taxes,FeesCharges.pdf>).

<sup>7</sup> Using the length-of-stay inputs (4 days; 3 nights; 2 people per room) and 2018 LA tourism spending figures published by the Los Angeles Tourism & Convention Board, it is calculated that on average, overnight tourists spent approximately \$105 per person per day in daytime spending (not including spending on lodging). *See:* Los Angeles 2018 Tourism Quick Facts, Los Angeles Tourism & Convention Board.

Accounting for inflation between 2018 and 2023, daytime spending per person in 2023 is estimated to be more than \$123. According to the U.S. Bureau of Labor Statistics, \$105 in June 2018 has the same buying power as approximately \$123 in August 2022. *See* "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=105&year1=201806&year2=202208>).

CFP Championship studies have shown that CFP National Championship visitors spend significantly more money than average tourists. For example, survey data obtained during the 2016 CFP National Championship in Glendale, Arizona indicated that average daily spending for visitors with championship game tickets was \$467.93 and \$523.93 for visitors without championship game tickets. *See* Mokwa, Michael, et al., "The Economic Impact of College Football Playoff 2016," Arizona State University, W.P. Carey School of Business, Seidman Research Institute, April 13, 2016, p. ii.

Separately, survey data obtained from the 2016 Fiesta Bowl and 2016 Cactus Bowl indicated ticketed Fiesta Bowl visitors spent approximately \$391 per day, while non-ticketed visitors spent approximately \$522 per day; the data also indicated that ticketed Cactus Bowl visitors spent approximately \$402 per day. *See* Wiles, Russ, "Study: Fans spent \$400 a day for Fiesta, Cactus bowl games in metro Phoenix," AZ Central, August 4, 2016 (<https://www.azcentral.com/story/money/business/economy/2016/08/04/study-fans-spent-400-day-fiesta-cactus-bowl-games-metro-phoenix/88004228/>).

Based on 2021 and 2022 data, average spending per day (excluding lodging) for overnight tourists visiting Arizona is approximately \$85.10 per person using the length-of-stay inputs (4 days; 3 nights; 2 people per room), 2021 figures published by the Arizona Office of Tourism on overnight visitors (40.9 million) and visitor spending (\$23.6 billion), and ADR data for January - July 2022 for Arizona (\$157.75). *See:* "Monthly Lodging Report," Arizona Office of Tourism, July 2022 (<https://tourism.az.gov/wp-content/uploads/2022/08/Arizona-Lodging-July-2022.pdf>); and "Economic Impact," Arizona Office of Tourism website (<https://tourism.az.gov/economic-impact/>).

Accordingly, assuming 37 percent of visitor spending is on lodging (based on a 2016 study of the New Year's Six bowl games), ticketed visitors of the 2016 CFP National Championship spent on average 246 percent (3.46 times) more than a typical tourist. ( $\$467.93 \times 63 \text{ percent} = \$294.80$ . ( $\$294.80 - \$85.10$ )  $\div$   $\$85.10 = 246 \text{ percent}$ .) Adjusted for inflation, \$294.80 in January 2016 is worth approximately \$368.53 as of August 2022. *See* "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=294.80&year1=201601&year2=202208>).

Ticketed visitors of the 2016 Fiesta Bowl spent on average 189 percent (2.89 times) more than a typical tourist. ( $\$391 \times 63 \text{ percent} = \$246.33$ . ( $\$246.33 - \$85.10$ )  $\div$   $\$85.10 = 189 \text{ percent}$ .) Adjusted for inflation, \$246.33 in January 2016 is worth approximately \$307.94 as of August 2022. *See* "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=246.33&year1=201601&year2=202208>).

Ticketed visitors of the 2016 Cactus Bowl spent on average 198 percent (2.98 times) more than a typical tourist. ( $\$402 \times 63 \text{ percent} = \$253.26$ . ( $\$253.26 - \$85.10$ )  $\div$   $\$85.10 = 198 \text{ percent}$ .) Adjusted for inflation, \$253.26 in January 2016 is worth approximately \$316.60 as of August 2022. *See* "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=153.26&year1=201601&year2=202208>).

It is reasonable to expect daytime spending by visitors to the 2023 CFP National Championship to be similar to spending by visitors of past CFP Championships and New Year's Six bowl games, or between 2.89 and 3.46 times more than typical tourists for the area. Applying a 2.89 multiple to the \$123 average daily spending per overnight tourist results in \$355.47 in average daily spending per person, while applying a 3.46 multiple results in \$425.58 in average daily spending per person. This model adopts \$350, which is similar to daytime spending at the 2016 CFP National Championship. According to the U.S. Bureau of Labor Statistics, \$294.80 in January 2016 has the same buying power as approximately \$369 in August 2022. *See* "CPI Inflation Calculator," U.S. Bureau of Labor Statistics website (<https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=294.80&year1=201601&year2=202208>), in metro Phoenix," AZ Central, August 4, 2016 (<https://www.azcentral.com/story/money/business/economy/2016/08/04/study-fans-spent-400-day-fiesta-cactus-bowl-games-metro-phoenix/88004228/>).

<sup>8</sup> A portion of daytime spending likely is not subject to sales/use tax. One example is entertainment tickets (e.g. movie theaters or amusement parks). An analysis of the 2015 CFP National Championship and 2015 New Year's Six bowl games (Rose Bowl, Peach Bowl, Orange Bowl, Fiesta Bowl, Sugar Bowl, and Cotton Bowl) revealed that entertainment accounted for approximately 19.4 percent of total visitor spending excluding spending on lodging.  $19.4 \text{ percent} = 12 \text{ percent} \div (12 \text{ percent} + 36 \text{ percent} + 14 \text{ percent})$ . *See* Winston, Carl, et al., "The Economic Impact of College Bowl Games," The George Washington University and San Diego State University, September 2016, p. 6. Therefore, it is assumed that 20 percent of daytime spending is not subject to sales/use tax.

<sup>9</sup> 9.84% is the average sales/use tax rate in Inglewood (10%) and the following seven cities in LA County: Los Angeles City (9.5%), Santa Monica (10.25%), Hawthorne (10.25%), Culver City (10.25%), Beverly Hills (9.5%), Marina Del Rey (9.5%), and Mar Vista (9.5%). *See* "California City & County Sales & Use Tax Rates (Effective April 1, 2022)," California Department of Tax and Fee Administration website (<https://www.cdtfa.ca.gov/taxes-and-fees/rates.aspx>).

<sup>10</sup> The average sales/use tax rate in Inglewood and surrounding cities is 9.84%. Approximately 6% goes to the State of California. *See:* "What You Need to Know About California Sales Tax," Smart Asset, September 14, 2022 (<https://smartasset.com/taxes/california-sales-tax/>); and "Detailed Description of the Sales & Use Tax Rate," California Department of Tax and Fee Administration website (<https://www.cdtfa.ca.gov/taxes-and-fees/sut-rates-description.htm>).

This leaves an estimated 3.84 percent for LA County, or roughly 39 percent of the total:  
 $3.84\% [\text{LA County}] \div 9.84\% [\text{total}] = 39\%$  of the total sales/use tax stays in LA County.

**EXHIBIT 4**  
**TOTAL IMPACTS - ESTIMATED ECONOMIC OUTPUT AND**  
**TAX REVENUE THAT STAYS IN LA COUNTY**  
**GENERATED BY CFP NATIONAL CHAMPIONSHIP VISITORS IN JANUARY 2023**

Description	Economic Impact			Tax Revenue that Stays in LA County		
	Direct Output (Visitor Spending)	Indirect and Induced Output	Total Output	Direct	Estimated Secondary <sup>1</sup>	Total
	(Dollars)					
(1)	(2)	(3)	(2) + (3) (4)	(5)	(6)	(5) + (6) (7)
1. Higher-End Model	\$121,907,500	\$103,079,464	\$224,986,964	\$7,120,823	\$3,164,622	\$10,285,445
2. Lower-End Model	83,917,340	71,255,805	155,173,145	4,709,559	2,187,610	6,897,169
<b>3. Average</b>	<b>\$102,912,420</b>	<b>\$87,167,635</b>	<b>\$190,080,055</b>	<b>\$5,915,191</b>	<b>\$2,676,116</b>	<b>\$8,591,307</b>

Notes: According to IMPLAN, output represents the value of industry production. In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. As an example, in the manufacturing sector, output would be sales plus or minus change in inventory.

In IMPLAN, additional spending (i.e. lodging and daytime spending, excluding event tickets) is the direct output.

Indirect output is an estimate of secondary increases in spending on goods and services by firms that experience direct gains.

Induced output is an estimate of secondary increases in spending by households containing employees of firms that experienced direct and indirect gains.

<sup>1</sup> It is assumed that 80 percent of secondary (indirect and induced) spending/output is subject to sales and use taxes (approximately 9.84% in LA County), which is the same rate used for daytime spending. It is also assumed that approximately 39% of sales and use tax revenue stays in LA County. The remaining 61% goes to the State of California, and those amounts are not included in these calculations. See Exhibits 2-3 for additional details.

Sources: Exhibits 2-3 and IMPLAN Software.

**EXHIBIT 5**

**TOTAL IMPACTS - ESTIMATED ECONOMIC OUTPUT AND OTHER GAINS IN LA COUNTY  
GENERATED BY CFP NATIONAL CHAMPIONSHIP VISITORS IN JANUARY 2023**

Description	Variables			Economic Impact and Other Gains			
	Out-of-Town Visitors	Daytime Spending Per Person Per Day	Avg. Hotel Room Rate per Night	Total Output <sup>1</sup>	Total Labor Income <sup>2</sup>	Total Value Added <sup>3</sup>	Associated Gain in Annual Jobs <sup>4</sup>
	(Count)			(Dollars)			(Count)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1. Higher-End Model	65,000	\$350	\$317.00	\$224,986,964	\$99,678,169	\$139,393,048	1,861
2. Lower-End Model	46,000	350	282.86	155,173,145	68,917,511	96,013,378	1,289
<b>3. Average</b>	<b>55,500</b>	<b>\$350</b>	<b>\$299.93</b>	<b>\$190,080,055</b>	<b>\$84,297,840</b>	<b>\$117,703,213</b>	<b>1,575</b>

Notes: <sup>1</sup> According to IMPLAN, output represents the value of industry production. In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. As an example, in the manufacturing sector, output would be sales plus or minus change in inventory.

In IMPLAN, additional spending (i.e. lodging and daytime spending, excluding event tickets) is the direct output.

Indirect output is an estimate of secondary increases in spending on goods and services by firms that experience direct gains.

Induced output is an estimate of secondary increases in spending by households containing employees of firms that experienced direct and indirect gains.

For purposes of calculating total output in IMPLAN, it is assumed that retail spending, food & beverage spending, and entertainment spending account for 23 percent, 58 percent, and 19 percent, respectively. See Winston, Carl, et al., "The Economic Impact of College Bowl Games," The George Washington University and San Diego State University, September 2016, p. 6.

<sup>2</sup> IMPLAN defines this as all forms of employment income, including employee compensation (wages and benefits) and proprietor income.

<sup>3</sup> IMPLAN defines this as the aggregation of employee compensation, proprietor income, other property income (e.g. corporate profits, rent, interest), and taxes on production and imports net of subsidy (excludes payroll taxes and corporate income tax; includes sales taxes, excise taxes, fees, fines, licenses, and property tax).

<sup>4</sup> IMPLAN defines this as annual average full-time/part-time/seasonal jobs. This includes both wage and salary workers and proprietors. Another way to interpret this is additional jobs (full/part/seasonal) that will last one year, stemming from hosting the 2023 CFP National Championship.

Sources: Exhibits 2-4 and IMPLAN Software.