

**Economic Impact of *Slam Dunk To The Beach***

**prepared for**

**State of Delaware**

**Controller General**

**by**

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## Executive Summary

- The primary driver of economic impact is the number of attendees to the tournament. It is the expenditures of these attendees that generate economic benefit to the area. Therefore, the number of attendees is crucial to the calculation. However, no accurate count of attendance is available. The research team estimates the number of public attendees to be 20,000, based on photographic evidence to the tournament, information provided by the organizer, and information regarding ticket distribution, and direct observation by the research team. The estimated economic impact of the Slam Dunk To The Beach Tournament is \$ 3.5 million: based on direct expenditures of \$2.2 million and a multiplier effect of 1.6.
- The tournament spurs economic growth for the area, which is consistent with the Department of Tourism's mission of development through tourism. Tourism is a major industry in Sussex County: more than half of all jobs in the county are tourism related. The tournament brings visitors to the area, which helps to support this industry, particularly during the shoulder months.
- The profile of the tournament attendees is congruent with Delaware Tourism Department's definition of a high value visitor. The tournament draws overnight visitors from other states during a non-capacity constrained period. Moreover, there is little opportunity cost associated with the tournament. The operation of the tournament does not prevent any other events from being staged.
- There are significant non-economic impacts associated with the Slam Dunk To The Beach Tournament. The tournament expands the range of recreational choice for Delaware residents. The tournament also generates a sense of pride for the host-county as it is one of the best events of its type in the country.
- The tournament is a significant promotional tool for Sussex County. Articles in local, regional and national publications number in the hundreds. This constitutes publicity for

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both Sussex County and the State of Delaware, which will spur a greater number of visitors to the area.

- The amount of print publicity the tournament has generated cannot be understated. The volume of newspaper clippings since the inception of the tournament weighs almost 20 pounds. The newspaper reports range from neutral coverage of the tournament (nationwide reporting of high basketball scores) to positive (USA Today multi-page coverage: “Stars fill Slam Dunk Field”). This type of media attention is invaluable in promoting the Beach Area and Delaware, and equates to thousands of dollars worth of publicity.
- Given the tournament’s fit with the Department of Tourism’s mission, the state would benefit by the two organizations working cooperatively to promote tourism in the area.
- Based on the results of the visitor survey conducted by the research team of the estimated 20,000 attendees, one-third are out of state visitors, one third are non-local Delawareans (traveling more than 25 miles to the tournament), and one third are local Delawareans (living within a 25 mile radius of the tournament).
- If actual attendance is less than estimated, then the economic impact estimate will be smaller. Verifiable information on ticket distribution suggests somewhat lower attendance, but this contradicts observed attendance by the research team. Additional research would yield a more accurate measure of the impact of the tournament.

## Introduction

The purpose of this study commissioned by the State of Delaware Office of the Controller General is to measure the economic impact of the 2000 Slam Dunk To The Beach basketball tournament. The study is not intended to be a management audit of the Slam Dunk Tournament, the Slam Dunk Organization, or an assessment of the desirability of the tournament.

In the context of sports, economic impact is defined as the net economic change in a host community that results from spending attributed to a sporting event or facility (Turco & Kelsey, 1992). The purpose of an economic impact analysis is to measure the economic benefits that a community accrues. Benefits can be measured in terms of expenditures, income, or employment. For the purpose of this study, the economic impact of the tournament will be measured by the increase in total **final** expenditures generated.

Many sports events, facilities and franchises are subsidized either directly or indirectly by investments from public sector funds. The State of Delaware, which is a contributor to the Slam Dunk To The Beach tournament, has commissioned this study. Given the competition for tax dollars it is hardly surprising that there would be growing public scrutiny of their allocation. In this environment there is likely to be an increased use of economic impact analysis to validate public subsidy of these events. However, it should also be noted that some of these analyses may not be neutral and the calculations may be done with a “point of view”. This study hopefully avoids both of those problems.

The report is organized in the following manner: first, the background to the tournament is presented, followed by a review of economic impact literature. This leads into a section on the scope and methodology of the study. The results of the study are then presented: the profile of attendees, and their expenditures, and their economic impact. The next section of the report represents the results of a survey of beach resort businesses. Non-economic impacts are then discussed, followed by the limitations of the study, and some final observations about the study’s findings.

## Background

The Slam Dunk To The Beach tournament was the brainchild of Bobby Jacobs. Jacobs founded the tournament in 1990. The tournament, now in its twelfth year, is held at Cape Henlopen High School, near Lewes, Delaware. The games are played in the high school gym, which has a capacity of 2,400. Tickets for the games are sold either as an individual day (\$25 per day, except Championship day, which is \$35) or as a tournament-long pass (\$65).

The Slam Dunk To The Beach tournament (SD) is a five-day high school basketball tournament. During the 2000 tournament, thirty-six teams played forty-nine games during a five-day period between Christmas Day and New Year's Day. Six of the thirty-six teams were from Delaware. The remaining thirty teams represented fourteen other states.<sup>1</sup>

The tournament boasts some of the top high school talent in the country. In 2000, ten teams from the USA Top 25 competed, including seven seniors that are ranked among the top twenty-five in the nation. Many of these players will progress to play college basketball, and some to the NBA.

College scouts, NBA scouts, and media – both regional and national, frequent the tournament. During the 2000 tournament, 23 scouts, general managers and vice presidents, representing eighteen NBA teams, attended. Representatives from 153 colleges, spanning much of the nation, were also in attendance. High profile coaches such as Mike Krzyzewski ("Coach K") from Duke University and Hall of Fame Coach Danny Crum (University of Louisville) were presented at the tournament. University of

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<sup>1</sup> The participating states for the 2000 tournament included: Texas, California, New Jersey, New York, Oklahoma, Mississippi, Alabama, Louisiana, Maryland, District of Columbia, Missouri, Pennsylvania, Georgia, Ohio, and Delaware. The roster for the 2001 tournament is already being compiled. Teams from fifteen states will be present next year.

North Carolina and Stanford were among the prominent universities represented at the tournament.

The tournament garners a large amount of publicity in the media—both local and national. USA Today ran a number of articles about the 2000 tournament. These articles serve to promote the tournament and the region. Additionally, SD advertises in The Basketball Times, a national monthly newspaper. The tournament also receives extensive coverage in The News Journal.

The tournament is a significant draw for players and coaches/scouts alike. For players, it is an opportunity to showcase their talent in front of notable college and NBA representatives.

SD is supported by a plethora of sponsors. These sponsors vary greatly in business type, location, and size and type of sponsorship. Sponsorship can take the form of financial sponsorship, or in-kind sponsorship (non-monetary support). The tournament receives a variety of in-kind contributions, ranging from razors, to chickens, to hotel rooms. Financial sponsorship ranges from small dollar amounts in the hundreds, to thousands.

Major sponsors of the tournament include national companies such as McDonald's, Pepsi, Toyota, Verizon, Ocean Spray, Texaco, Spalding, Dr. Pepper, and 7Up (a list of major sponsors is available in the appendix). In return for their financial backing, sponsors receive advertising time on a cable sports channel (ESPN, ESPN 2, Sports Channel, HTS, or Prime), as well as advertising space on the tournament website, in the tournament program and inside the venue. In addition, the company can receive tickets to the tournament and/or the VIP area.

Corporate sponsorship is the largest single source of support for the tournament, accounting for 50% of the total annual budget of \$560,000<sup>2</sup>. Ticket sales, programs, and souvenirs are the next largest revenue source, accounting for 17%.

One of the largest expenses for the tournament is travel. Slam Dunk pays for all the expenses of participating teams, with the exception of Cape Henlopen High School (who are the host team). These expenses include airfare, bus costs, accommodation and meals. All teams are offered to have the tournament cover their expenses, and all accept.

The Joint Finance Committee has provided funding to the Slam Dunk tournament since 1994. This translates to an average of 15% of the tournament's budget.

**Figure 1: Historic Support by the Joint Finance Committee.**

FISCAL YEAR	AMOUNT OF SUPPORT (\$ THOUSANDS)
1994	25.0
1995	40.0
1996	50.0
1997	52.5
1998	75.0
1999	75.0
2000	75.0*
2001	75.0

\* Plus \$45 thousand to cover additional travel expenses. Slam Dunk is financed from the Grant and Aid budget.

Source: Center for Applied Demography & Survey Research, University of Delaware.

The tournament has a number of rivals: Fort Myers, Florida hosts the “City of Palms Classic” over five days before Christmas, and “The Beach Ball Classic” is held in Myrtle Beach, SC. No economic impact studies have been undertaken on these

<sup>2</sup> Slam Dunk To The Beach, Inc. Financial Statements and Grant-In-Aid, January 31, 2000, Mitten & Winters, Certified Public Accountants, 117 West Loockerman St., Dover, DE 19904.

tournaments. However, the number of participating teams, and notably the number of ranked teams, is less than those at Slam Dunk. This suggests that Slam Dunk has the strongest draw for visitors.

## Literature Review

There is a wealth of literature that assesses the economic impact of sporting events. Governments, policymakers, businesses, and the public across the country have all wrestled with weighing the costs and benefits of a wide array of projects, including, but not limited to, stadiums, museums, entertainment events and sporting events.

Despite the relative abundance of economic impact studies, there is little consensus about the correct methodology to employ, as the wide range of economic estimates for similar events would suggest:

A University of Pennsylvania researcher estimated that Philadelphia's professional sports teams contributed more than \$500 million to the city's economy in 1983. In a contrasting study, a Baltimore area researcher estimated overall economic impact the NFL Colts had on the Baltimore area as merely \$200,000. Sharply different assumptions can compel sharply different results. (Baade and Dye, 1990, p.6).

What constitutes an economic impact of a particular event is often confused, either mistakenly or deliberately.

Oftentimes, the political reality of economic impact analyses is that they are frequently undertaken to justify a position that either sports organizations or elected officials have adopted or are proposing (Hunter, 1988).

For the purpose of this study, the impacts of the Slam Dunk To The Beach tournament can be broken into two categories: economic impact and non-economic impact. The economic impact is the more tangible of the two; it is the measured impact of the direct spending related to the tournament. This includes ticket sales at the tournament, rooms sold at area accommodations, and spending at area businesses such as the outlets, the movie theaters, and restaurants.

The non-economic impact of the tournament is more difficult to assign a dollar value. The tournament receives national coverage in the media, attracts top business people of

sponsoring companies, and encourages new visitors to the area. The tournament, therefore, promotes the state's and county's national and regional image, which in turn may bring additional visitors to the area. This is a benefit of the tournament, but one that cannot be easily captured in the study. If visiting business people decide to revisit the area either for business or pleasure, this is another positive impact, but again, one that would be difficult to quantify with any degree of accuracy.

Economic impact attributable to a sports event includes only *new* money injected into an economy by visitors, media, external government entities, or banks and investors from outside the community. It should only include spectators who reside outside the jurisdiction and whose primary motivation for visiting is to attend the sports event, or those who stay longer and spend more because of it. Host community businesses or individuals often make gifts to out-of-town counterparts, such as complementary hotel rooms. However, these transactions should not be included as new money, because, although the visitors are from out-of-town, their bills are being paid by in-town residents, and are not new money.

Expenditures by those who reside in the community typically do not represent the circulation of *new* money. Rather, they represent a recycling of money that already existed there. It is probable that if local residents had not spent this money on the sports event, then they would have purchased other goods and services in the same community. Thus, their expenditure is merely likely to be switched spending, which offers no net economic stimulus to the community, and should not be counted as economic impact. Attendance at a sporting event is one of many competing recreational activities available in the community. Baade and Dye (1990, p. 6) observed:

“Sports are just one kind of entertainment activity and as such compete for the local consumer's scarce disposable income and leisure time. Twenty dollars spent on football tickets may be merely twenty less dollars spent on theater tickets elsewhere in the city.”

There is a school of thought that spending by locals at one event cannibalizes spending at other area businesses. There is, however, a proviso to this exclusion of local expenditures. When a local resident decides to vacation at home, that is, chooses to spend dollars locally that would otherwise have been spent outside of the state, or not at all, then this does constitute *new* money. Given the ease that Delawareans access entertainment from neighboring states, which drains money from the state, there is a case for including some expenditure by Delaware residents at the Slam Dunk tournament on the grounds that this money may otherwise have been spent at competing activities outside of the state.

Non-local expenditures by Delawareans (that is, Delawareans living outside of a 25 mile radius) may be included on the grounds that their dollars may have otherwise been spent outside of the state. Further, they are more apt to stay overnight and spend more on other activities while attending the tournament. It may also be the case that because of the timing, family visitors to Delaware may decide to remain additional days, or state residents may return earlier from out of state holidays, to attend the tournament.

These factors bolster the claim that *some* Delaware resident expenditures should be included. Indeed, the Delaware Tourism Office includes non-local expenditures by Delawareans in visitor studies. Local Delawareans' expenditures will not be included in this study because of the switching effect.

In summary, the study will take a balanced approach to estimating the economic impact of the tournament. We include all expenditures by out-of-state visitors, and spending by only a subset of visitors who live elsewhere in Delaware.

## Scope and Methodology

No prior research had been undertaken regarding the SD tournament. Therefore, there was a need to compile basic information on all aspects of the tournament's operation.

These include:

- Compiling a visitor profile of the public attendees.
- Compiling a profile of the teams.
- Assessing the impact of the tournament on area businesses.
- Gathering evidence of the non-economic benefits of the tournament.

The research team conducted in-person surveys to gather information about the public attendees and teams and their activity during the time of the tournament. A copy of the attendee and team surveys questions developed specifically for this project can be found in the Appendix.

Trained professionals and surveyors conducted the surveys during a representative mix of days and times of the tournament. Each person was considered a visitor and was eligible to participate in the survey as long as he or she did not carry SD credentials. That is, wearing a colored passes at all times, which would indicate that they were affiliated with the tournament in some manner and they were not public visitors.

The survey questions included three question types:

- Questions about respondent background information: state of residence, age, size of travel party, any children.
- Detailed Slam Dunk attendance information: how many days will the person spend at SD, how many games will they attend, did they buy a day pass or tournament pass?

- Estimates of daily expenditures: what arrangements for accommodation did they make, how much will they spend in total on an average day, how much will they spend on entertainment, shopping, etc?

The survey results are based on data collected from 250 in-person surveys of randomly selected attendees of the tournament. While excellent results are usually achieved with surveys of this nature, findings are still subject to errors such as faulty memory, inability to generalize, or the desire of the respondent to make a good impression.

The surveys were edited for completeness and accuracy, coded and then were subjected to statistical analysis.

Once the results were compiled, an area of particular interest was the distinction between in-state local and non-local visitors, and out-of-state visitors.

To corroborate the state of residency data from the attendance survey, a surveyor was posted at the turnstile for certain periods. They asked attendees for their state of residence and then tallied the responses. This secondary survey was conducted to verify the accuracy of the state of residence information obtained from the primary visitor profile survey.

Following the tournament, a business survey was distributed to a sample of area firms (see the Appendix). This survey collected information related to the perceived impact of the tournament on the operations of local businesses. The survey also invited comments with respect to the tournament.

## Profile of Attendees

A summary of tournament visitors' profiles is provided below.

**Figure 2: Visitor Profile by Place of Residence.**

	LOCAL DELAWAREANS (=25 MILES)	NON LOCAL DELAWAREANS (>25 MILES)	OUT OF STATE VISITORS
% of attendees	35	24	41*
Size of travel party	2.5	2.5	2.5
Age of party leader	35-44	35-44	35-44
Number of days attended	3.75	3.0	3.1
Number of games attended per day	5.4	5.9	4.9
% buying day pass	25	38	40
% buying tournament pass	75	62	60
% staying overnight	0	27	61
Average spending per party, per day, excluding accommodation.	\$50-\$100	\$50-\$100	\$100-\$150

\* 75 percent of total out-of-state visitors are from Mid-Atlantic States.

Source: Center for Applied Demography & Survey Research, University of Delaware.

Clearly the majority of visitors to the SD tournament were from Delaware; nearly two-thirds were Delawareans. Of the non-Delaware attendees, the majority were from contiguous states. Maryland and Pennsylvania were the second and third largest sources of visitors with 15% and 10% of total attendees. New Jersey rounded out the top four with 5%.

The number of non-Mid-Atlantic visitors was small, but not necessarily insignificant. States as far away as Connecticut, Texas and California were represented at the tournament.

**Figure 3: Attendees by Place of Residence.**

STATE OF ORIGIN	PERCENT	FREQUENCY
Delaware	59	148
Maryland	16	39
Pennsylvania	10	26
New Jersey	5	12
Virginia	2	5
New York	2	4
Ohio	2	4
California	2	4
Other*	6	8

\* Other includes: Texas, Connecticut, Georgia, Kentucky, North Carolina, and Israel.  
Source: Center for Applied Demography & Survey Research, University of Delaware.

By aggregating the data to the groups Delaware (local), Delaware (non-local), Mid and South Atlantic States excluding Delaware, and other states, the following patterns emerge. The bulk of attendees were from Delaware (59%). Of these, the majority (35%) are considered to be locals (living within 25 miles of the tournament). The balance of the Delawareans attending (24%) live beyond a 25-mile radius of the tournament. The contiguous states provide the next largest source of attendees.

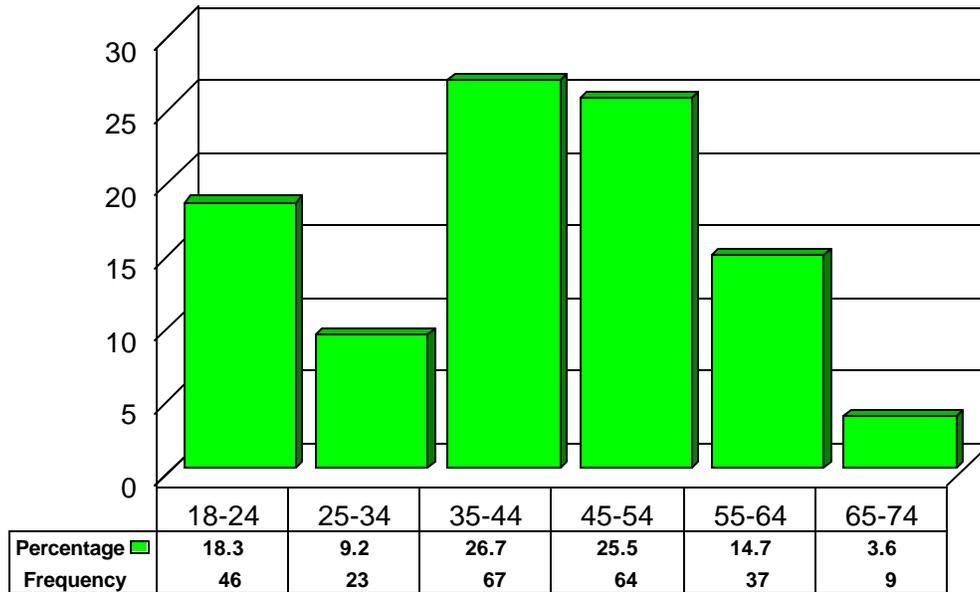
The average size of travel party at the tournament was 2.5, calculated from the survey responses.

The average age of the visitors was 35-44 years old. Based on the survey responses, there appeared to be two distinct age groups. Nineteen percent of the respondents indicated that they were 18-24 years old, only ten percent of respondents fell into the 25-34 age group, and then the age groups 35-44 and 45-54 account for twenty-seven and twenty-six percent of respondents respectively.

This information could be used for tournament development and marketing, for targeting sponsorship and advertising to reach the demographics of the attendees. A marketing opportunity exists to attempt to draw the under represented 25-34 age group to the tournament. This group has a relatively high expenditure level, making them an ideal fit with the Tourism Department’s profile of a high value visitor.

Few travel parties (only 15%) included children less than 13 years of age. Teenagers were more prevalent at the tournament, as is expected given the use of a high school venue. One or more teenagers accompanied 26 percent of respondents.

**Figure 4: Age Distribution of Attendees.**



Source: Center for Applied Demography & Survey Research, University of Delaware.

## Attendee Expenditures

Survey questions included two questions pertaining to expenditures. One asked for an estimate of the amount of total expenditures on an average day at the tournament (excluding accommodations). The second asked for the average expenditures per day in several categories: accommodations, dining, entertainment (excluding the tournament), non-food items, and food items. The results are presented in the following tables.

**Figure 5: Average Daily Travel Party Spending, Excluding Accommodation Expenses.**

	AVERAGE PARTY EXPENDITURES
Delaware (local)	\$50-\$100
Delaware (non-local)	\$50-\$100
Out of State	\$100-\$150
Average	\$50-\$100

Source: Center for Applied Demography & Survey Research,  
University of Delaware.

**Figure 6: Average Daily Travel Party Spending, by Category.**

	LODGING	DINING	SHOPPING FOR NONFOOD ITEMS
Delaware (local)	\$50-\$100	\$50-\$100	\$50-\$100
Delaware (non-local)	\$50-\$100	\$50-\$100	\$50-\$100
Out of State	\$150-\$200	\$150-\$200	\$150-\$200
Average	\$50-\$100	\$50-\$100	\$50-\$100

Source: Center for Applied Demography & Survey Research, University of Delaware.

Categorical expenditures for accommodations and food items are not reported due to a low response rate for these items.

A 1995 study of beach visitors conducted by the University of Delaware's College of Human Services, Education, and Public Policy corroborates the findings of our Slam Dunk attendance survey. The beach visitor study also made the distinction between day visitors and overnight visitors. The spending of these groups is detailed below, along with the equivalent spending in current 2000 dollars.

**Figure 7: Travel Party Expenditures, Beach Area Study.**

	DAY TRIPPER	OVERNIGHTER
1995 Responses—all southern Delaware visitors, total spending.	\$66.34	\$138.98
2000 average daily expenditures*	\$76.95	\$161.22
Adjusted 2000 average daily expenditures^	\$76.95	\$117.00

\* Adjusted to 2000 dollars using CPI inflator of 16%.

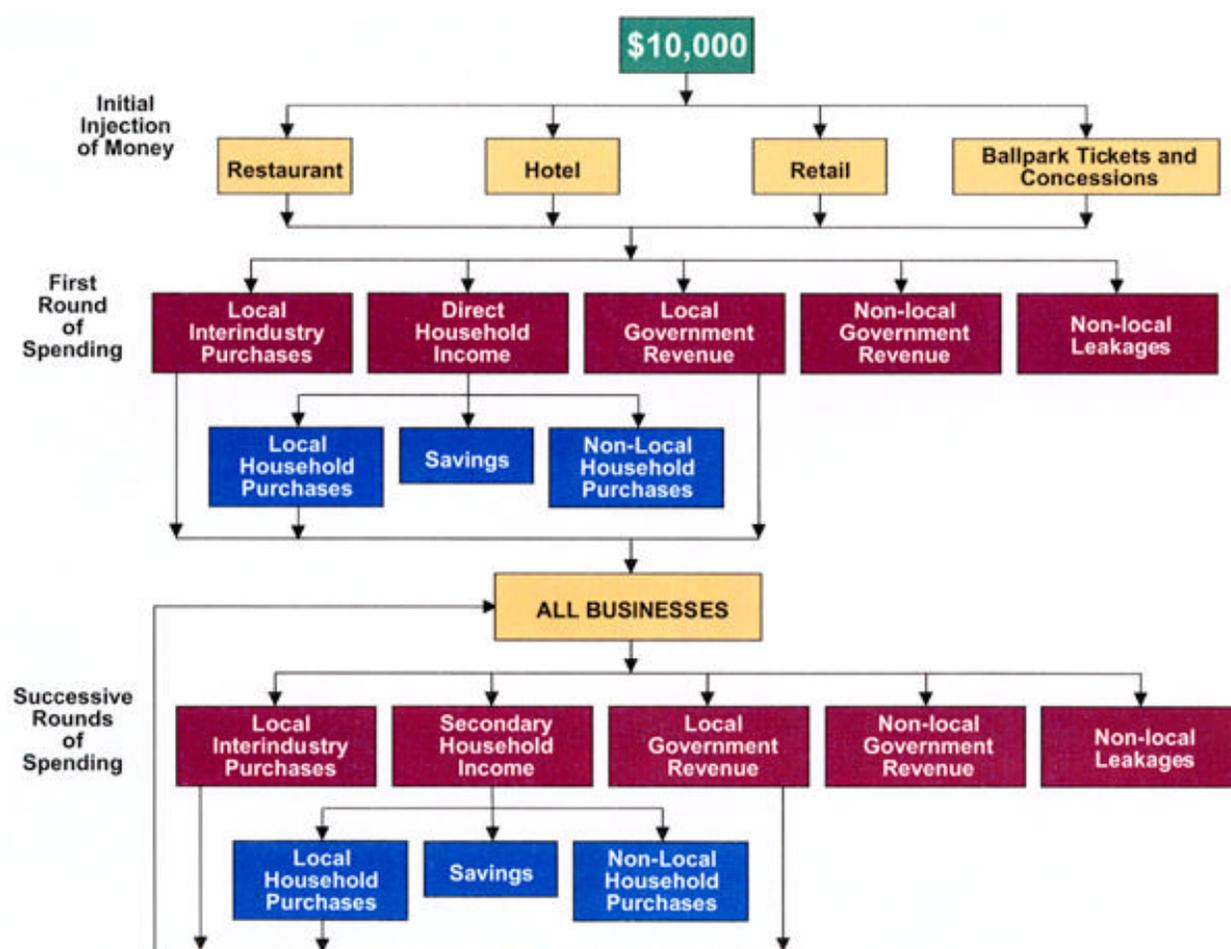
^ The original Beach Survey was conducted during the summer. Therefore, an adjustment for peak season versus off-season room rates was made. Further, hotel availability and usage has increased since 1995, making expenditures greater. The Sussex County Chamber of Commerce reports a \$75 differential between peak season and off-season room rates. Since sixty-nine percent of overnights stayed in paying accommodation, their expenditure was reduced by \$75. The product was then increased by 30% to account for increased hotel traffic.

Source: Center for Applied Demography & Survey Research, University of Delaware.

## **The Multiplier**

This section will discuss the choice and use of economic multipliers. A multiplier is the numerical relationship between an original change in economic activity and the ultimate change in activity that results as the money is spent and re-spent through various sectors of the economy. There are several kinds of multipliers used to assess private sector economic impacts of new activity, including employment multipliers, income multipliers and output multipliers.

The multiplier process is illustrated in Chart 2 below. For the purpose of illustration, assume that the spectators of an event spend \$10,000 at four different establishments (restaurant, hotel, retail, ballpark tickets, and concessions). This expenditure represents the initial injection of money. These establishments can then disburse the money in five different ways. The three local recipients of the disbursement will continue to spend this money in the same five ways over successive rounds of spending. Money that flows to non-local government and non-local leakages is lost. The initial \$10,000 has a ripple effect through the economy as successive rounds of spending magnify its impact. This is the principal of the multiplier.

**Figure 8: The Concept of the Multiplier.**

Source: Center for Applied Demography & Survey Research, University of Delaware. Adapted from Crompton (1995).

An employment multiplier is the total change in full-time equivalent employment (F.T.E.) generated in the local economy for each change of one F.T.E. in an export sector<sup>3</sup> of that economy. (Note that one F.T.E. can be a full-time job, or it can be two or three part-time positions with total hours worked equaling one full-time job.)

A household income (or earnings) multiplier is the total change in household income throughout the local economy from a \$1.00 change in household income payment by an export sector.

<sup>3</sup> In the context of economic impact studies, an export sector is defined as one whose product or service is sold to a non-local person.

An output (or business) multiplier is the total change in sales generated throughout the local economy by a \$1.00 change in export sales of a particular sector.

Often the nature of the event or activity dictates the type of multiplier to be used. This is the case with SD. The tournament generates direct expenditures by Delawareans and out-of-state visitors. Once the direct expenditures at the tournament have been assessed, they are subjected to the multiplier to assess their total impact. In other words, the multiplier is an estimate of all the additional expenditures induced by the direct expenditures.

Multipliers are available for every industry that is classified by federal statistical agencies. Multipliers can be categorized in several ways: output multipliers, employment multipliers, sales multipliers. Within each category, there are multipliers for each industry. This study is only concerned with the final-demand multiplier, which is the total effect of expenditures at the tournament. This number accounts for direct expenditures, indirect expenditures, and induced expenditures.

A table of potential multipliers is presented below, which is used by the Delaware Economic Development Office for analyzing the economic impact of tourism in Delaware.

**Figure 9: Tourism Multipliers.**

INDUSTRY	OUTPUT MULTIPLIERS- TYPE II MULTIPLIER	EMPLOYMENT MULTIPLIERS – TYPE II MULTIPLIER
Eating and Drinking Places	1.53	1.25
General Merchandise Stores	1.49	1.19
Hotels and Lodging	1.57	1.40
Commercial Sports except racing	1.57	1.12
Amusement and Recreation Services, N.E.C.	1.52	1.23

Source: Minnesota IMPLAN Group, Inc., IMPLAN System (data and software), 1725 Tower Drive West, Suite 140, Stillwater, MN 55082, www.implan.com, 1997  
Center for Applied Demography & Survey Research, University of Delaware.

While there is a spread of multipliers across industries, they fall within a relatively narrow band of 1.48 to 1.57. The Department of Commerce calculates a far higher multiplier of 1.7 to 2.0 for tourism-related industries in Delaware.<sup>4</sup> For the purposes of the study, a multiplier of 1.6 is employed. This is a conservative valuation, but a reasonable one in light of the output multipliers listed above and is defensible based on published multipliers used in academia and professionally.

As stated previously, without an accurate attendance count, the research team had to estimate tournament attendance. Every attempt has been made to make a defensible estimate of attendance. First, day and tournament ticket sales were translated to total number of paying attendees using the survey data (a tournament pass holder averages three days at Slam Dunk). Second, corporate and complementary tournament passes distributed were included (2,720 corporate and complementary passes were distributed); applying the three-day average attendance of tournament pass holders yields 8,160 additional attendees. Third, accurate numbers are available of the number of teams, media, referees, NBA scouts and college scouts. The attendance of the tournament is

<sup>4</sup> Regional Multipliers 1992: U.S. Department of Commerce

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estimated to be 20,000.<sup>5</sup> First-hand observation by the research team and photographic evidence of the tournament crowds lend credence to this estimate.

The attendance figure was then divided into local, non-local, and out-of-state attendance according to the survey estimates of visitors. The daily expenditure estimates were then applied to the attendance estimates to yield direct expenditures.

The greater part of the Slam Dunk budget is spent within the state of Delaware. For example, Delaware businesses are used to produce the souvenir and promotional items for the tournament, which are the largest single expense of the tournament budget. Therefore, it is appropriate to include a proportion of the tournament budget expenditures in the economic impact measurement.

The results of the economic impact measure are summarized below:

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<sup>5</sup> This estimate is the sum of the estimated daily attendance of the tournament. With this figure the daily expenditure information can be directly applied to yield total direct expenditures. Attendance of sports tournaments is often reported as attendance per game. Given Slam Dunk's 49 games, and an average attendance of 1,500 per game, would yield 73,500 attendees. This estimate is not useful in the context of the economic impact study, but should be noted when the tournament's attendance level is being compared with that of other events.

**Figure 10: Direct Expenditures for the Slam Dunk To The Beach Tournament.**

GROUP	DIRECT EXPENDITURES
Local Attendance (DE)	\$807,975
Non-local Attendance (DE)	\$526,581
Out-of-state attendance	\$1,045,424
Teams	\$112,500
Other Non-Public Groups*	\$143,325
<b>Total</b>	<b>\$2,635,805</b>
Total exc. Local Delaware attendance	\$1,827,830

Notes: Local attendance is defined as those patrons living within a 25 miles radius of the tournament.

\* Other Non-Public Groups include Media, Referees, VIPs, College Scouts, and NBA Scouts.

Source: Center for Applied Demography & Survey Research, University of Delaware.

**Figure 11: Total Economic Impact.**

	(A)	MULTIPLIER (B)	(A) * (B)
Total Direct Expenditures <b>excluding</b> local Delawareans	\$1,827,830	1.6	\$2,924,528
Slam Dunk Budget*	\$375,000	1.6	\$600,000
<b>Total Economic Impact</b>			<b>\$3,524,528</b>

\* Slam Dunk Budget is primarily financed by out of state sponsorship, which is then spent at Delaware firms. Seventy five percent of the budget is applied to the multiplier.

Source: Center for Applied Demography & Survey Research, University of Delaware.

## **Business Survey Results**

The business survey was sent to a cross-section of South Delaware resort area firms, asking for the impact of the tournament on their operations. The sample of firms was provided by the Slam Dunk organization. Twelve firms were selected and sent surveys. The small non-random sample prevented generalization. Only qualitative results are presented below.

Question: How would your business be impacted if attendance at the Slam Dunk To The Beach Tournament declined?

“Revenues would fall and employees would have no hours for the week. In addition we have found many of the people who are here for Slam Dunk return later.”

“If Slam Dunk would stop, we may be forced to close for the week.”

**Area hotelier.**

“As an on-going concern, I do not change my operation to handle the Slam Dunk printed materials. However, the Tournament is one of the largest projects that we do in December and a reduction in the size would be felt by my business.”

**Area Printer.**

“Sales would suffer a little – especially at the restaurant.”

**Area restaurateur and hotelier.**

The impact of the tournament varies across businesses. For hoteliers and other tourism related enterprises, the tournament is perceived as an injection augmenting business activity during an otherwise slow period. The degree of impact on sales for the week or month of the tournament fluctuates from 10% of sales to 75-100%.

There is a significant amount of anecdotal evidence regarding the impact of the tournament on the Beach Area economy. The following are a selection of quotes from business leaders and officials regarding the tournament's importance to the area:

Aside from the Outlets doing a booming business for the Christmas Holidays, there's not much happening on the eastern side of the county, or in Sussex as a whole during the week after the Holiday. And, these are one day shoppers during Christmas shopping, not overnights, thus no motel rooms.

I know from talking to restaurant owners, fast food owners, and motel owners, they hire a lot of extra help during the one week period of SLAM DUNK. Extra people are needed. One hotel manager told me he hired 15 extra people just to make the beds.

I have a promotional budget of \$2500... I could not afford the millions of dollars the media gives our county with the by-line, "Lewes Delaware," or coverage from ESPN, the national papers, and magazines. Some teams discovered our airport this year, and landed, fueled here and had repairs if needed to their airplanes.

**Frank Calio, Sussex County Economic Development Office**

.....people who come for the tournament, go to the games and the restaurants and accommodations. [These businesses] benefit the most because people have to eat and sleep.

**Betsy Reamer, Executive Director, Lewes Chamber of Commerce and Visitors Bureau**

The five days during which this basketball extravaganza occurs is a major boon to our economy. All the hotels and motels are full, the restaurants are packed and the shops are selling their merchandise.

People travel here from all over the United States to enjoy the Slam Dunk, and while they are here they spend money. Regardless of the financial benefits to our community, this tournament gives young athletes the opportunity to get scholarships to college that they might not otherwise receive.

**A. Judson Bennett, President, Lewes City Council**

Having this event during the slower months is a real shot in the arm for the local economy.

**Carol Everhart, executive director of the Rehoboth Beach/Dewey Beach Chamber of Commerce.**

My hotel was filled the entire week of the tournament. It's usually a slow week, considering the holidays, but the tournament has really helped my business.

**John Kleitz, regional vice president for Brighton Suites Hotels in Rehoboth, INI News Co-op.**

## Non-Economic Impact

As stated earlier, there are non-economic impacts associated with the Slam Dunk tournament. These include social benefits such as enriching the choices for sports entertainment in the local area, improving the image of the community as a center of activity (University of Delaware, 1997), and promoting the area's national and regional image.

The tournament garners a considerable amount of media attention. The foremost media coverage is in the form of newspaper and magazine press. Articles on the tournament appear in local, regional and national periodicals.

Over the past few years, the Slam Dunk To The Beach Tournament has appeared in USA Today as many as twelve times. The New York Daily News, Los Angeles Times, Philadelphia Inquirer and Baltimore Sun are among the other notable newspapers whose coverage the tournament has garnered.

The tournament is further covered in the press of local areas of participating teams. Given the diversity of states represented by the teams, this expands Delaware's exposure to potential visitors.

The tournament also receives attention from several national magazines. Street & Smith has covered the tournament, as has Basketball Times. A selection of newspaper articles on the tournament and a summary of stories are provided in the appendix.

The amount of print publicity the tournament has generated cannot be understated. The volume of newspaper clippings since the inception of the tournament weighs almost 20 pounds. This type of media attention is invaluable in promoting the beach area and the State of Delaware in general, and equates to thousands of dollars worth of publicity.

Collectively, all forms of media coverage equate to a massive amount of marketing for the Beach Area and State. The mention of Delaware in high-circulation press such as USA Today is an excellent promotional tool.

A selection of articles is provided in the Appendix. Presented below is a sample of notable quotes from the media:

“Slam Dunk To The Beach, which is the premier holiday basketball tournament in the nation...” Basketball Times.

“Stars fill Slam Dunk Field. Powerhouses pump up Delaware tournament.” USA Today.

“Return of Slam Dunk a treat for hoops lovers.” Daily Times, Salisbury Maryland.

“Slam Dunk gives Cape Region Business brisk boost.” Cape Gazette, Delaware.

## Limitations

A number of factors may affect the accuracy of the study. It is the opinion of the authors that additional research would enable a more accurate measure of the economic impact of the tournament. Detailed below are the items that may affect the accuracy of the study.

- Weather:

Weather adversely affected the last two days of the tournament. Friday's attendance was reduced as an impending snowstorm deterred people from traveling. Those who did attend the tournament were distracted by the weather forecast, rendering a lower number of survey completions. Saturday's attendance was also diminished by weather. The threat of heavy snowfall caused a number of teams to leave, and certainly reduced the attendance on what is usually the biggest day of the tournament. Consequently, the research team extrapolated the collected data to estimate what attendance would have been with better weather.

- Passes:

Our attendee survey focused on paying patrons. A large proportion of the attendees were granted special passes for the tournament. This group might include coaches, players, scouts, media and volunteers. The number of attendees that fell inside this group appeared to be significant. To more accurately measure the impact, information should be compiled on the pass-holders (e.g. state of residence, time at tournament, activities, etc.).

- Attendance:

No completely accurate count of attendance is available. The operation of the turnstile at the venue was suspect. People could come and go with or without passing

through the turnstile. Moreover, people moving between the gym and the dining area can easily be counted a multitude of times, which could overstate the attendance numbers.

Furthermore, ticket sales understate the true attendance of the tournament, since a significant number of people attend without purchasing a ticket. Photographic materials corroborate that the attendance was far greater than the ticket sales would suggest.

- Tax Revenue:

Direct expenditures at the tournament generate tax revenues for the state. Such revenues would include gross receipts tax, personal income tax, restaurant tax, hotel taxes, and motor fuel taxes. Given the magnitude of estimated direct expenditures, the additional tax revenues are likely to be significant. These revenues have not been modeled explicitly in the study, but fall within the multiplier calculation of the total economic impact of the tournament.

## Observations

Many states across the nation are attempting to better measure the economic impact of various events and projects. They are doing this for a number of reasons, but one is predominant: policy-makers need to understand the benefits that flow from public investment and hold the organizers accountable for these investments.

This economic impact study represents a step toward assessing the impact of the Slam Dunk To The Beach tournament. It is pursued with a number of constraints: imperfect information regarding the attendance of the tournament, substantial non-economic impacts existing which are difficult to quantify, and adverse weather affecting the attendance and subsequently the surveying.

Even though this effort is only the beginning, there are a number of findings that are worth reiterating.

- The Slam Dunk To The Beach tournament is a significant promotional tool for Sussex County and the State of Delaware. The media attention, both regional and national, aids the Delaware Tourism Department's mission to heighten the name recognition of the state.
- The profile of the tournament attendees is congruent with the Delaware Tourism Office's definition of a high value visitor. The tournament draws overnight visitors from other states during a non-capacity constrained period. Moreover, there is little opportunity cost associated with the tournament. The operation of the tournament does not prevent any other events from being staged.
- The tournament is also congruent with the Delaware Tourism Office's mission of economic development through tourism. Tourism has positive effects on the economy and quality of life, and the Slam Dunk tournament is a palpable tourist attraction.
- The economic impact of the tournament is estimated to be \$3.5 million. The tournament has a significant and visible impact on the area.

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- Area businesses flourish during the time of the tournament. Restaurants and hotels report a sharp upturn in sales, and the outlets are bustling. Moreover, some of these businesses would otherwise be closed were it not for the tournament.

When taken together, these findings suggest that Slam Dunk To The Beach has a positive economic impact for Sussex County and the State of Delaware.

Improvements can be made to the estimates presented here. Additional research into the profile of attendees, both public and pass holders, would yield more accurate results on measuring the impact of the tournament. A new turnstile system is being considered for the next tournament. This could greatly enhance the attendance estimates used in the study.

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## APPENDIX

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**FIGURE A1: NEWS COVERAGE OF SLAM DUNK TO THE BEACH**

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**USA Today:**

Super 25 boys basketball rankings, Jan 2, 2001; pg. 11.C

Dupay, Florida run past Tulane, Dec 29, 2000; pg. 13.C

Snow can't keep Oklahoma school from change to Slam Dunk to Beach, Dec 28, 2000;  
pg. 13.C

USA TODAY Super 25 rankings High school boys basketball, Dec 19, 2000; pg. 09.C

Stars fill Slam Dunk field Powerhouses pump up Delaware tournament, Nov 3, 2000; pg.  
17C

USA TODAY Super 25 High School Boys Rankings, Jan 4, 2000; pg. 12.C

Nos. 1, 5 upset in holiday tournaments, Jan 3, 2000; pg. 16.C

USA TODAY SUPER 25, Dec 28, 1999; pg. 14.C

Delaware beach bash attracts 41 top teams, Dec 23, 1999; pg. 18.C

USA TODAY Super 25 High School Boys Rankings, Dec 21, 1999; pg. 07.C

Good Counsel continues its climb No. 5 team KOs DeMatha, leads one of USA's top  
leagues, Jan 12, 1999; pg. 08.C

USA Today Super 25 High School Boys Rankings, Jan 5, 1999; pg. 14.C

**Washington Post:**

High School Results, Jan 4, 2001; pg. T21

Holiday Tournament Preview, Dec 26, 2000; pg. D05

**Baltimore Sun:**

Top-ranked Southern needs overtime to put away New Jersey's best, 70-66, Dec, 2000

Winter Preview High School Sports, Dec 5, 2000; pg. 2E

**Delaware Coast Press:**

'Slam Dunk' big business for Sussex, Jan 3, 1996; pg. 7

**New York Daily News**

At Beach, Rice's Bell Really Making Waves, Dec 31, 1998.

**Philadelphia Inquirer:**

St. Augustine Cruises to win in Cape Henlopen Tourney, Dec 29, 2000.

Middle Twp. Survives Rough One In Del., Dec 27, 2000.

**FIGURE A2: MEDIA REPRESENTATION AT SLAM DUNK TO THE BEACH**

Future Stars	Indiana
Topside Sports	New York
Southern Maryland Media Group	Maryland
Game Play Sports	Maryland
Hoopstv.com	Pennsylvania
Sports Media	New Jersey
News Journal	Delaware
Rivals.Com	North Carolina
DC Hoops.com	District of Columbia
Blue Star Productions	Pennsylvania
Delaware Coast Press	Delaware
Hoop Scoop	Kentucky
Black Hoops.Com	New York
Rivals ACC	North Carolina
WDOV Radio	Delaware
Baltimore Sun	Maryland
ACC Recruiting	District of Columbia
Eastern Basketball Magazine	North Carolina
WBOC TV16	Maryland
USA Today	Virginia
WMOTTV	Maryland
Berkmarhoops.com	Georgia
Fox Student Sports	Georgia
Middle Atlantic Sports News	Pennsylvania
Stats	Delaware
Metro Sports	District of Columbia
A.C.C.	New Jersey
Delaware Sports	Delaware
School Sports	Pennsylvania
All Star Report	North Carolina
The Daily Journal	Ohio
Nauticom Sports Network	Ohio
Pennsylvania Professional Sports Pub.	Pennsylvania
Philadelphia Freedom Basketball Rep.	Pennsylvania
Mid-Atlantic Recruiting Service	Maryland
ACC Recruiting Update	Maryland
National College Recruiting Assoc.	Connecticut
Recruiting USA	California
Hoozier Basketball Magazine	Indiana
Star Hoopers of Tomorrow	North Carolina
Ultimate Hoops	California
Chicago "Prep" Magnet	Illinois

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Hoop Starts	Kentucky
3C Scouting Service	Florida
South Jersey Rock	New Jersey
College Sports Magazine	New Jersey
Big East Briefs	New Jersey
Double Exposure	Canada
Sportmig News	Missouri
All-Star Sports	North Carolina
WBFF – Fox45	Georgia
ESPN	Connecticut
Sports Tech Multimedia	Pennsylvania
Montgomery County Record	Pennsylvania
Alabama Defender	Alabama
Prep Stars	North Carolina
The Hoop Scoop	Kentucky
Newark Post	Delaware
WMDT – TV47	Maryland
WHYY - TV12	Delaware
Gym Rat Recruiting Service	New Jersey
Delaware State News	Delaware
Cape Gazette	Delaware
M. T. Pockets Productions	Delaware
Villanovan	Pennsylvania
Maryland Hoops.Com	Maryland
Adidas	New Jersey
Hoops In The Loop	Illinois
Philadelphia Daily News	Pennsylvania
High Major Hoops	Missouri
W-11 All-Sports Radio	Pennsylvania
NBC-10	Pennsylvania
Eastern Invitational Basketball Camp	New Jersey
Charlie Weber Basketball Report	Maryland
Millennium Hoops	Pennsylvania
Terrapin Times Magazine	Maryland
Middle Atlantic Sports News	Pennsylvania
V-Foundation	North Carolina
New Jersey Roadrunners Report	New Jersey
Keystone Basketball Report	Pennsylvania
New York Daily News	New York
Virginia High School Hoops	Virginia
High Potential Recruiting Service	Kentucky
Gerald Snider Recruiting Service	Mississippi
EKB Scouting Service	New Jersey
Recruiting Plus	California
SBK Sports Recruiting	Ohio

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Ron Briscoe's Regional Basketball Rep.	Louisiana
Z The Hoop	Maryland
Basketball Weekly	Florida
Rebel's Roundball Review	New York
Basketball America	North Carolina
Prep Stars	North Carolina
Metro Sports	Pennsylvania
Curtis Publishing	Florida

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**FIGURE A3: NBA TEAMS REPRESENTED AT SLAM DUNK TO THE BEACH**

NEW JERSEY NETS	John Nash, General Manager
HOUSTON ROCKETS	BJ Johnson, Director Scouting
HOUSTON ROCKETS	George Rae, Scout
CHICAGO BULLS	Pete Myers, Scout
ATLANTA HAWKS	Derek Thomas, Scout
ATLANTA HAWKS	Chris Cormult, Scout
SAN ANTONIO SPURS	Tommy Simpson, Scout
DALLAS MAVERICKS	Kevin Stocum, Scout
NEW YORK KNICKS	Kenny Williamson, Head Scout
VANCOUVER GRIZZLIES	Ed Janka, Head Scout
MIAMI HEAT	Eric Rodriquez, Scout
WASHINGTON WIZARDS	Tim Connelly, Scout
SEATTLE SUPERSONICS	Steve Rosenberry, Scout
SEATTLE SUPERSONICS	Wally Walker, General Manager
BOSTON CELTICS	Harry O'Malley, Scout
MILWAUKEE BUCKS	Ed Tapscott, Scout
PORTLAND TRAILBLAZERS	Mark Warkentein, Scout
LOS ANGELES CLIPPERS	Jeff Weltman, Scout
PHILADELPHIA 76ER'S	Dave Coskey, Vice President
PHILADELPHIA 76ER'S	Tony Diviedo, Scout
LOS ANGELES LAKERS	Everett Jackson, Scout
INDIANA PACERS	George Felton, Scout
DENVER NUGGETS	Jerry Holladay, Scout

**FIGURE A4: COLLEGES REPRESENTED AT SLAM DUNK TO THE BEACH**

Wesley College (2)	Dover	DE
North Carolina A&T	Greensboro	NC
Manhattan College	Riverdale	NY
Moravian College	Bethlehem	PA
Pace University	Pleasantville	NY
Chowan College	Murfreesboro	NC
George Mason	Woodbridge	VA
Virginia Wesleyan College	Norfolk	VA
Yale University	New Haven	CT
Monroe University	Rochester	NY
Drexel University	Philadelphia	PA
Wichita State	Wichita	KS
Seton Hall	South Orange	NJ
North Caroline/Charlotte	Charlotte	NC
Wake Forest University	Winston Salem	NC
Goldey Beacom (2)	Wilmington	DE
Saint Joseph's	Philadelphia	PA
Stonehill College	Easton	MA
Clemson University	Clemson	SC
Connecticut	Storrs	CT
Eastern Mennonite	Harrisonburg	VA
Towson University	Towson	MD
Loyola College	Baltimore	MD
Southern Idaho	Twin Falls	ID
University of Delaware (3)	Newark	DE
Bucknell University	Lewisburg	PA
Hartford University	Hartford	CT
University of Louisville (2)	Louisville	KY
Northeastern University	Boston	MA
Bowie State University	Bowie	MD
Rider University	Lawrenceville	NJ
Fairleigh Dickinson	Teaneck	NJ
Youngstown State University	Youngstown	OH
University of Akron	Akron	OH
West Virginia	Morgantown	WV
Georgia Tech	Atlanta	GA
LaSalle University	Philadelphia	PA
Ferrum College	Ferrum	VA
Stony Brook	Stony Brook	NY
Virginia Commonwealth	Richmond	VA
Delaware State University	Dover	DE
Community College Philadelphia	Philadelphia	PA
North Carolina	Chapel Hill	NC
Keystone College (2)	La Plume	PA
Illinois University	Springfield	IL
Massachusetts	Amherst	MA
William and Mary	Williamsburg	VA
Colby Community College	Colby	KS

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University of Vermont	Burlington	VT
Neosho County Community College	Chanute	KS
UMBC	Baltimore	MD
Florida State University	Tallahassee	FL
Davis and Elkins	Elkins	WV
Temple University	Philadelphia	PA
Hampshire Community College	Amherst	MA
UNC/Ashville	Ashville	NC
Ohio State University	Columbus	OH
Duke University (2)	Durham	NC
Notre Dame	South Bend	IN
Kansas	Lawrence	KS
Washington College	Chestertown	MD
Widener University	Chester	PA
Kansas State University	Manhattan	KS
UMES/Maryland Eastern Shore	Princess Anne	MD
Princeton University	Princeton	NJ
Dayton University	Dayton	OH
Wagner College	Staten Island	NY
Western Kentucky	Bowling Green	KY
Delaware County Community College	Media	PA
Cecil County Community College	North East	MD
Washington and Lee	Lexington	VA
Hampton University	Hampton	VA
Salisbury State University (2)	Salisbury	MD
Winthrop University	Rock Hill	SC
Canisius College	Buffalo	NY
Saint John's	Jamaica	NY
Xavier University	Cincinnati	OH
Maryland	College Park	MD
Villanova	Villanova	PA
University of Pittsburgh	Pittsburgh	PA
Baylor University	Waco	TX
Virginia Military Institute	Lexington	VA
West Chester University	West Chester	PA
Saint Peter's College	Jersey City	NJ
Villa Julie College	Stevenson	MD
College of Saint Rose	Albany	NY
University of Virginia	Charlottesville	VA
Wheeling Jesuit	Wheeling	WV
Lemoyne College	Syracuse	NY
Pensacola Junior College	Pensacola	FL
Methodist College	Fayetteville	NC
Texas A&M University	Commerce	TX
Alabama	Tuscaloosa	AL
Mississippi Gulf Coast Community	Perkinston	NIS
North Carolina Central University	Durham	NC
Duquesne University	Pittsburgh	PA
Kutztown State University	Kutztown	PA

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Indian Hills Community College	Ottumwa	IA
Jacksonville University	Jacksonville	FL
Averett College	Danville	VA
Liberty University	Lynchburg	VA
McNeese State University	Lake Charles	LA
Coppin State University	Baltimore	MD
Arizona State University	Tempe	AZ
Mercer University	Macon	GA
Loyola College	Baltimore	MD
Hampden-Sydney College	Hampden-Sydney	VA
Mount Saint Mary's	Emmitsburg	MD
Ursinus College	Collegeville	PA
Neuman College	Aston	PA
Monroe Community College	Rochester	NY
UNLV	Las Vegas	NV
New Hampshire	Durham	NH
Goucher College	Towson	MD
University of New Orleans	New Orleans	LA
Rhode Island	Kingston	RI
Alleghany Community College	Hagerstown	MD
USNA-Navy	Annapolis	MD
Cheyney State	Cheyney	PA
Lafayette College	Easton	PA
Catholic University	Washington	DC
Frostburg State University	Frostburg	MD
Northwestern University	Evanston	IL
Lynchburg College	Lynchburg	VA
Beaver College	Glenside	PA
Philadelphia College of Pharmacy	Philadelphia	PA
Coastal Carolina	Conway	SC
UNCW	Wilmington	NC
Monmouth	West Long Branch	NJ
Jackson State University	Jackson	MS
Drake University	Des Moines	IA
New Haven	West Haven	CT
Providence	Providence	RI
USMA-Army	West Point	NY
Radford University	Radford	VA
Manhattan College	New York	NY
George Washington	Washington	DC
Valley Forge College	Wayne	PA
DePaul University	Chicago	IL
Saint Thomas Aquinas	Sparkill	NY
UCLA	Los Angeles	CA
Roanoke College	Salem	VA
Lancaster Bible College	Lancaster	PA
University of Texas	Austin	TX
Syracuse University	Syracuse	NY
Richmond	Richmond	VA
Indiana	Indiana	PA

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North Carolina State University	Raleigh	NC
Randolph Macon	Ashland	VA
Cincinnati	Cincinnati	OH
Stanford University	Stanford	CA
Vincennes University	Vincennes	IN
University of Georgia	Athens	GA

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**FIGURE A5: SAMPLE BUSINESS SURVEY**

## **Slam Dunk To The Beach Survey**

### **2000 Economic Impact Study Business Questionnaire**

Please return your completed questionnaire by fax to the Center for Applied Demography & Survey Research at (302) 831-6434 by *Tuesday, February 13, 2001*. Any information you provide will be confidential. Please contact Simon Condliffe via phone at (302) 831-4502 if you have any questions regarding the study. Thank you in advance for your assistance.

1) What is your main product or service?

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2) How many employees are employed by your business?

a) in Delaware? (please check one)

- 1 - 4
- 5 - 9
- 10 - 19
- 20 - 49
- 50 - 99
- 100 - 249
- 250 or more
- Don't know

b) in the Delaware beaches area? (please check one)

- 1 - 4
- 5 - 9
- 10 - 19
- 20 - 49
- 50 - 99
- 100 - 249
- 250 or more
- Don't know

*Please turn over to second sheet.*

3) What approximate percentage of your business income comes from the sales of products and services to the Slam Dunk To The Beach Tournament?

a) for the week of the tournament (week between Christmas Day and New Year's Day)?

- less than 5%
- 5-10%
- 11-25%
- 26-49%
- 50-74%
- 75-100%
- Don't know

b) for the month?

- less than 5%
- 5-10%
- 11-25%
- 26-49%
- 50-74%
- 75-100%
- Don't know

4) How would your business be impacted if attendance at the Slam Dunk To The Beach Tournament declined?

5) Please indicate in what ways the Slam Dunk To The Beach Tournament influences your business decisions.

*Thank you for your time and assistance!*

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**FIGURE A6: SAMPLE PATRON SURVEY**

## Slam Dunk To The Beach Survey

**1. What is your home state?**

- <sup>1</sup>  DE  
<sup>2</sup>  MD  
<sup>3</sup>  NJ  
<sup>4</sup>  PA  
<sup>5</sup>  VA  
<sup>6</sup>  Other. State abbrev. \_\_\_\_\_

**2. What is the approximate one-way distance from your home to this location?**

\_\_\_\_\_ miles

**3. Including yourself, how many people are in your travel party?**

\_\_\_\_\_ people

**How many of these people are under the age of 13? \_\_\_\_\_**

**How many of these people are between the ages of 13 and 17? \_\_\_\_\_**

**4. What is your age as of your last birthday?**

- <sup>1</sup>  18-24  
<sup>2</sup>  25-34  
<sup>3</sup>  35-44  
<sup>4</sup>  45-54  
<sup>5</sup>  55-64  
<sup>6</sup>  65-74  
<sup>7</sup>  75 or older

**5. How many days in total will you spend at the tournament?**

\_\_\_\_\_ days

**6. How many games are you and your party attending each day on average?**

\_\_\_\_\_ games

**7. Did you purchase a day pass or a tournament pass?**

- <sup>1</sup>  Day Pass  
<sup>2</sup>  Tournament Pass

**8. How many nights are you spending in the area?**

- <sup>1</sup>  None, day trip  
<sup>2</sup>  1 Night  
<sup>3</sup>  2 Nights  
<sup>4</sup>  3 Nights  
<sup>5</sup>  4 Nights  
<sup>6</sup>  More than 4 Nights. Please specify \_\_\_\_\_

**9. At what type of overnight accommodation will you spend the greatest number of nights while visiting this area?**

- <sup>1</sup>  Bed and breakfast  
<sup>2</sup>  Hotel/Motel  
<sup>3</sup>  Vacation Home  
<sup>4</sup>  At the home of friends or family  
<sup>5</sup>  At my home  
<sup>6</sup>  Other. Specify \_\_\_\_\_

**10. By the time you leave Delaware, how much will you and your travel party have spent in total on an average day, excluding accommodation expenses?**

- <sup>1</sup>  Less than \$50 per day  
<sup>2</sup>  \$50 - \$100 per day  
<sup>3</sup>  \$100 - \$150 per day  
<sup>4</sup>  \$150 - \$200 per day  
<sup>5</sup>  \$200 - \$250 per day  
<sup>6</sup>  \$250 - \$300 per day  
<sup>7</sup>  Greater than \$300 per day

**11. How much will you and your travel party have spent on the following categories on an average day?**

- \$\_\_\_\_\_ Lodging (rate per night)  
\$\_\_\_\_\_ Restaurants, meals, snacks out  
\$\_\_\_\_\_ Entertainment, excluding Slam Dunk Tournament expenditures  
\$\_\_\_\_\_ Shopping for **non food** items  
(e.g. outlet shopping)  
\$\_\_\_\_\_ Shopping for **food** items

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**FIGURE A7: SAMPLE CORPORATE SPONSORSHIP AGREEMENT****REQUEST PROPOSAL FOR THE "SLAM DUNK TO THE BEACH"  
NATIONAL HOLIDAY BASKETBALL INVITATIONAL**

OBJECTIVE: To create and promote the highest degree of professional educational basketball tournament competition on the high school level. This tournament competition would not only enhance the local, state, and National flavor of the sport of basketball, but would also create more public awareness of how your company is behind the educational aspects of the sport of basketball and on the National corporation cutting edge of supporting the education of our youth in America. With this in mind the tournament competition offers the answer by which your company would help supply the means to develop a competition of this degree of professionalism and magnitude.

REQUEST: After surveying and evaluating the needs of the participants, administrators, and the public, we of the **"SLAM DUNK TO THE BEACH" NATIONAL HOLIDAY BASKETBALL INVITATIONAL**, respectfully request **\$35,000** dollars and promotional product support items for the tournament in order to promote the annual "SLAM DUNK TO THE BEACH" NATIONAL HOLIDAY BASKETBALL AND GOLF INVITATIONALS. Discussion and agreement to be made with promotional director and business manager. With this approval of sponsorship the tournament can continue to enjoy the annual tradition of health and spirit that is so badly missing among our youth today. This tournament sponsorship combined with additional and future tournament sponsorships will develop and educate our youth through one of the most competitive educational competitions in North America.

PURPOSE: This sponsorship would enable the competition to acquire the highest degree of professional and educational participation in the region and the Nation. Because of the great amount of public awareness and participation, we feel the public relations and marketing situations would both enhance and generate attention to your company and to the corporate area and new product items for our area and region.

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**"SLAM DUNK TO THE BEACH" NATIONAL BASEETBALL INVITATIONAL  
ADVERTISING AND MERCHANDISING AMIEEMENT**

Company would receive trademark logo on all tournament related promotional materials including but not limited to tickets, brochures, media guide, banquet tickets, television commercial, radio commercials mention, tournament program, credentials and tournament signage including banquet, tourney venue banner, internet logo, internet banner and table tents.

Company would receive banners displayed in various locations including the tournament venue, hospitality room, tournament headquarters and tournament entrances throughout the entire tournament. BANNERS MUST BE PROVIDED BY TOURNAMENT SPONSOR.

Company would receive mention, product distribution and banner signage at the tournament banquet and be available to present awards at the banquet and at the conclusion of the championship game.

Company would receive one hundred and fifty (150) season ticket packages for all tournament championship games.

Company would receive seventy-five (75) hospitality credentials for tourney venue VIP and hospitality rooms.

Company would receive logo on television commercial promoting sponsorship and lead in on cable network promotion billboard.

Company would be included as sponsor on radio mentions for event and throughout preliminary pro-motion of the tournament.

Company would help with championship trophy presentation.

Company would receive one full page of COLOR advertisement in official tournament program. Must provide color separations.

Company would receive double page spread or additional full page of COLOR advertisement. Must provide color separations.

Company would receive logo in tournament program saluting its main corporate partners in this event.

Company would be able to merchandise all company business products at the tournament venue site and hospitality rooms.

Company would receive the opportunity for cold air blowups of products at the tournament venue and tournament entrances.

Company would be included on printout of tourney statistics page and tournament booklet of event management statistics.

Company would be introduced at selected games as "Here are your (company name here) starting lineups".

Company would receive one (1) cable television advertisement spot per game on tournament games that are aired on the sport network system. ESPN, ESPN 2, SPORTS CHANNEL, HTS or PRIME.

Company would receive corporate logo and computer link on official tournament web site at [www.slamdunktothebeach.org](http://www.slamdunktothebeach.org)

Company would receive a minimum of two (2) Public Address announcements per game promoting sponsorship.

Company would have logo on the sponsor only bracket boards.

Company would have exclusivity as the select corporation sponsor of the tournaments for their particular business.

Company would receive complimentary ocean area lodging.

Company would receive ten (10) tickets or one table to the opening and welcome "Tip-Off" banquet.

Company would receive full page advertisement in basketball "Tip-Off" banquet program and logo placed on front cover.

Company would receive VIP treatment, special seating and receive complimentary copies of the championship game program

Company would receive **opportunity for purchase** of (1) golf fivesome for annual "Slam Dunk To The Beach" Golf event.

Company would receive opportunity to sample and distribute product or coupons to individual golfers of the tournament.

Company would receive ten (10) tickets or one table to the awards and sports personality banquet dinner.

Company would receive full page advertisement in golf event banquet program with logo acknowledging sponsorship on cover.

Company would receive banner signage at the golfing entrance, pro shop, locker rooms, banquet rooms and on course signage.

Company would receive personalized sponsor gift package for all participating members of the company's golfing fivesome.

Company participants and guests would receive admission to the cocktail party with open bar and heavy hors d'oeuvres.

Company would participate in golf event awards ceremony and have representative assist in interviews and media relations.