

The Economic Contribution of Organized Sports Events & Sports Tourism in Maine

2019 and 2020 with impacts from COVID-19



Prepared for the Maine Sports Commission

By the Maine Center for Business and Economic Research

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Executive Summary

Organized sports and recreational events are an important driver of tourism to Maine, they attract participants, attendees, and fans to the state. In 2019, organized sporting and recreational events (hereafter referred to as organized sporting events) hosted in Maine attracted approximately 253,071 overnight and day visitors from out-of-state. Economic impacts or economic contributions of sports and tourism stem from initial spending by 1) businesses on organized sporting event operations, 2) by sports-related visitors on travel & tourism (direct impact), and from the indirect impact, or ripple effects, of that revenue moving through the economy in subsequent rounds of spending at other businesses.

This report provides an estimation of the economic contribution and impact of sports and tourism in the Maine economy in terms of sales, jobs, and earnings. This analysis draws upon data from the Maine Sports Commissions (MSC) and the Maine Department of Tourism (MOT) to estimate spending by sporting event operations in Maine and by sports-related visitors during their visit from out-of-state. The full economic impact of direct spending by sporting event operations and by sports-related visitors is estimated by the Center for Business and Economic Research (CBER) at the University of Southern Maine (USM) using data from the US Bureau of Economic Analysis (BES) Regional Input-Output Modeling System (RIMSII) provided by Economic Modeling Specialists Inc. (EMSI). While not a comprehensive economic impact assessment, the estimates reported here provide a conservative estimation of the overall contribution of sports and tourism to Maine's economy and communities.

In 2019, organized sport events operations in Maine spent \$33.5 million in direct sales that supported a total of \$59 million in industry sales of which \$25.5 million were in indirect and induced. Spending by sports-related visitors from out-of-state on travel and tourism amounted to \$60.9M in direct sales in tourism-related sectors including accommodations, food, transportation, retail goods, and recreation which supported an additional \$35.6 million in indirect and induced industry sales for a total of \$96.6 million in total industry sales. In total, spending on sports and tourism in Maine supported over 2,400 jobs and over \$65 million in worker earnings, in 2019 (Table E.S-1).

By promoting Maine as a place to host sporting events the Maine Sports Commissions (MSC) is providing an important service to the state's critical tourism industry. Based on a snapshot of organized sporting event operations in Maine an estimated 55% of reported tourism impacts in 2019 could be attributed to visitors attending or participating in events the MSC has provided some kind of promotion or support for (i.e., \$33.4 million in direct tourism spending).

Table E.S-1. The Economic Contribution of Sports and Tourism in Maine, 2019

Category	Impact	Sports + Tourism Spending
Employment (jobs)	Direct	1,829
	Indirect	244
	Induced	341
	Total	2,414
Earnings (\$)	Direct	\$39,915,453
	Indirect	\$9,981,177
	Induced	\$15,447,425
	Total	\$65,344,056

Organized sporting events and sports tourism generate a lot of value to Maine's economy but that was significantly limited during 2020 as a majority of events were cancelled or postponed and the flow of travel & tourism restricted. Tourism-related revenue made up the largest portion of the sports and tourism economic impact accounting for 65% of total direct spending in 2019. In 2020, an estimated 180,300 fewer people traveled to Maine to participate in or watch a sports event compared to 2019, which translates into a loss of approximately \$53.8 million of direct visitor spending on travel and tourism – that's an astonishing 88% drop from the previous year (Table E.S-2).

Table E.S-2. Change in sports visitors and travel & tourism spending from 2019 to 2020

	2019	2020	2019/2020 Change
Total Sports-related visitors	253,068	72,834	-71%
Day	66,016	8,637	-87%
Overnight	187,053	64,197	-66%
Total visitor spending	\$60,932,545	\$7,131,883	-88%
Day	\$5,325,701	\$455,395	-91%
Overnight	\$55,606,844	\$20,029,464	-64%

Introduction

Organized sports and recreational events provide an important source of economic activity to Maine by attracting participants, attendees, and fans into the state. Under the Department of Economic and Community Development (DECD) and Maine Office of Tourism (MOT), the Maine Sports Commission (MSC) promotes Maine as a place to host sporting events by supporting the attraction and planning of organized sporting events in the state providing an important service to the state's critical tourism industry. To quantify the impact of the MSC's activities and the contribution of sporting and recreational events on the Maine economy, the Center for Business and Economic Research (CBER) at the University of Southern Maine (USM) estimated the effects of event and visitor spending on overall economic activity. The results are presented in this report which highlights the economic importance of sports and tourism to the Maine economy.

The remaining report is structured into the following sections: 1) description of methods, 2) sports-related visitor estimates and tourism spending, 3) the economic contribution sports and tourism, 4) COVID-19 related impacts, and 5) highlights from the MSC events survey and additional value.

Methods (1 of 3)

Defining the organized sports industry

The organized sports event industry is defined by the industries of sports teams, clubs, and other spectator sports (Table 1). The definition used here captures the types of businesses most likely to host organized spectator and participant sporting events that attract visitors from out-of-state or out-of-region – either as a participant or spectator – and generate important economic benefits to the local and state economy.

The number of direct jobs in the industry is used as a proxy to measure the total economic contribution or footprint of organized sporting event operations in Maine. Other industry sectors related to sports are excluded because they employ workers that earn revenue from non-sports related events, services or unorganized recreational activities that cannot be easily distinguished from organized events with the data available; and they are less likely to drive tourism. As a result, this analysis likely provides conservative estimates and underestimates the total economic impact and contribution.

Table 1. Organized sports & recreational events industry

NAICS Code	Industry Name
	<u>Organized sports & recreational events</u>
711211	<i>Sports Teams & Clubs</i>
711219	<i>Other Spectator Sports</i>

Estimating Economic Contribution & Impacts

Economic Contribution & Impacts. Economic impacts or economic contributions of sports and tourism stem from initial spending by 1) businesses on organized

sporting event operations, 2) by sports-related visitors on travel & tourism (direct impact), and from the indirect impact, or ripple effects, of that revenue moving through the economy in subsequent rounds of spending at other businesses. Also, workers spend their wages in the local economy creating an induced impact; what is referred to as the multiplier effect. The terms economic impact and economic contribution are often used interchangeably but there is a difference. Economic contribution measures the support of an existing industry or event, that is money that is already circulating whereas 'impacts' are to the local economy by exits or entry-related events, "but if not for".

Quantifying Economic Impacts. The economic impacts and contributions generated by spending from organized sporting event operations and on travel & tourism by sports-related visitors is simulated using data from the US Bureau of Economic Analysis (BES) Regional Input-Output Modeling System (RIMSII) provided by Economic Modeling Specialists Inc. (EMSI); a provider of industry and labor market data used by the CBER. The economic impact and contribution measures are reported by direct, indirect, and induced effects across three common economic measures: sales (i.e., spending), employment, and earnings. Fiscal impacts from taxes on production and imports are reported as well.

The total output generated from spending by organized sporting event operations and by sports-related visitors represents the total economic contribution of sports and tourism on the Maine economy. While not a comprehensive economic impact assessment, the estimates reported here provide a conservative look at the overall contribution of the sports and tourism industry on Maine's economy and communities.

Methods (2 of 3)

Contributions attributable to the Maine Sports Commission (MSC). Event-related data for 2019 and 2020 were collected by the MSC and its affiliates during the spring of 2021.* These data are used to estimate the number of sports-related visitors from events for which the MSC has provided some degree of support or promotion; and serve as a proxy to estimate the share of visitation and direct tourism spending that could be attributable to the MSC's support. The MSC reached out to as many event organizers as possible, therefore data are actual numbers that reflect a **snapshot of events** as a result of outreach and responses. Additional data points collected, but not directly used to calculate economic impacts, include registration fees, average revenue, fundraising dollars, and number of employees. [Refer to the survey summary section for more detail.](#)

The direct tourism-related spending that could be attributable to the MSC's support is proportional to the number of sports-related visitors estimated from the snapshot of events for which the MSC has provided some degree of support and promotion. This snapshot is a result of the MSC's outreach and is limited to the number of responses received from venues and organizers. Relative to the total number of sports-related visitors, an estimated 55% were captured from the snapshot of events.

COVID-19 (2020) Economic Impact Estimates. Due to the COVID-19 pandemic, a majority of events were cancelled or postponed in 2020 (and into 2021) to maintain social distancing resulting in a decline in sports participation and industry demand. The events that were not postponed or canceled were subject to capacity limits and increased health and safety protocols leading to a drop in industry revenue and out-of-state tourism spending. Based on the MSC sporting events snapshot, more than half of the events (55%) were canceled or postponed in 2020, while the rest (33) were held "normally" or virtually**.

The greatest impact as it relates to sports and tourism has been noted within the tourism-related sectors and the supply chain of organized sporting event operations. There are a number of factors that make it challenging to quantify the economic loss within the organized sporting event industry itself including the effects of PPP (Paycheck Protection Program) loans, the amount of refunds issued for ticket sales or registration fees including the portion of payments that have been deferred or carried forward, and therefore, this analysis does not try to account for the factors. Instead, we look at the economic losses resulting from COVID-19 in 2020 in 1) tourism-related sectors, which includes the direct loss of visitor travel and tourism spending, and 2) the supply chain of organized sports event operations. The estimated economic activity from 2019 is used to establish a baseline against which we can monitor economic recovery from COVID-19 and understand economic loss during 2020.

*Key pieces of information collected include: 1) number of days the event took place, 2) total number of participants and percentage from out-of-state, and 3) total number of attendees and percentage from out-of-state. The number of sports-related visitors attending a MSC sponsored/supported event – either as a participant or spectator – is calculated from the portion of out-of-state individuals reported in the events survey for each year. The total number of individuals is the sum of event participants and spectators reported in the survey; totals exclude athletes, coaches & officials from home and away teams. An estimated 74% of sports-related visitors are assumed to spend the night in 2019 compared to 88% in 2020.

**Excludes collegiate & semi-professional events.

Methods (3 of 3)

Visitor Estimates and Tourism Related Spending

A mix of primary and secondary data sources are used to estimate the number of sports-related visitors and tourism spending in 2019 and 2020. Data from the Maine Office of Tourism's (MOT) Annual Visitor Research Reports and Downs & St. Germain Research (DSGR), supplemented by estimates produced from prior research, are used to estimate the total number of sports-related visitors and develop spending profiles. Event data collected directly from the MSC and its affiliates is used to estimate the number of sports-related visitors from events for which the MSC has provided some degree of support and promotion, and tourism spending that could be attributable to the MSC's activities.

Sports-related visitors. Sports-related visitors include only out-of-state individuals attending or participating in a spectator sport or sporting event during their trip to Maine regardless of how long they stayed or reason for travel.* Based on data from the MOT, a total of 253,068 sports-related visitors came to Maine in 2019 which accounted for 2% of all out-of-state visitors. Of the 253,068 sports-related visitors in 2019, an estimated 74% spent the night (Table 2); average length of stay is 2.5 and average party size is 3.1. The remaining 26% came to Maine for the day with an average party size of 3.0. The assumptions used to calculate direct visitor spending for 2019 and 2020 are noted in Table 2 and Table 3.

Sports-related travel spending. Overnight sports-related visitors spent an average of \$297 per trip per person, day visitors spent \$81 per trip per person (Table 3). Direct spending across tourism-related sectors is calculated separately for overnight and day sports-related visitors, figures are summed together when simulating and reporting economic impacts.

Table 2. Estimated number of sports-related visitors and spending assumptions

	2019		2020	
	Overnight	Day	Overnight	Day
Average party size	3.1	3.0	2.6	2.2
Average length of stay	2.5	1.0	3.0	1.0
Sports-related visitors	187,053	66,016	64,197	8,637

Source: MOT and DSGR; CBER adjustments and calculations

Table 3. Average trip spending per visitor by tourism sector, 2019

Category	Overnight	Day
Accommodations	\$138	\$0
Food & beverage	\$78	\$38
Recreation	\$11	\$6
Retail shopping	\$23	\$14
Transportation	\$47	\$23
Total	\$297	\$81

Source: MOT and DSGR; CBER adjustments and calculations

*Based on available data we're unable to estimate the total number of visitors that took a trip to Maine specifically to participate or attend an organized sport event. Therefore, any out-of-state participant or attendee is treated and counted as a sports-related visitors regardless of their reason or motives for travel.

The Number of Sports-Related Visitors & Sports Tourism Spending

In 2019, organized sporting events hosted in Maine attracted nearly 187,055 overnight visitors that stayed an average of 2.5 nights, plus an additional 66,016 day visitors. Sports-related visitors spend money in tourism-related industry sectors, as shown in Figure 1, which illustrates direct visitor spending of \$60.9 million on accommodations, food, transportation, retail goods, and recreation in 2019. This spending generates direct economic value within individual industry sectors that in turn supports jobs, earnings, taxes, and sales within each sector.

The economic contribution and impacts of sports and tourism in Maine are presented in the next section for 2019.

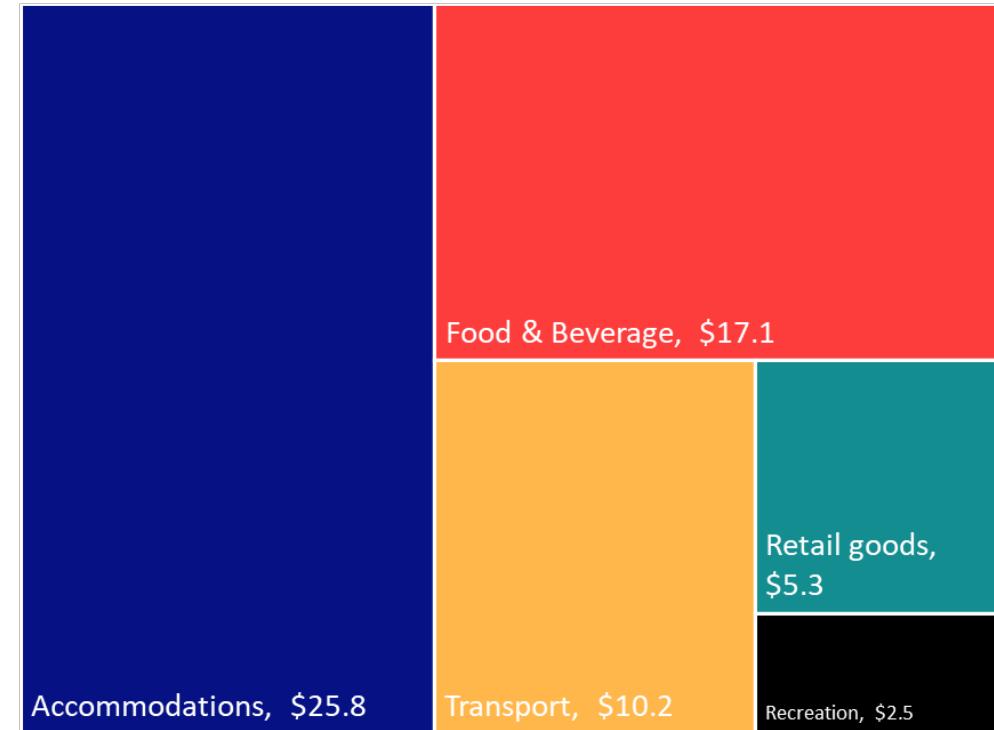
Economic activity attributable to the MSC

Event data from MSC and its affiliates are used to estimate the number of sports-related visitors from events for which MSC has provided some degree of support or promotion; MSC reached out to as many event organizers as possible, therefore these are actual numbers and reflect a snapshot of events as a result of outreach and responses. [More information about the survey and additional measures can be found on page 16.](#)

Based on the snapshot of events, an estimated 42% (67,044) of visitors came from out-of-state, in 2019. Relative to the total number of sports-related visitors (253,069), an estimated 55% were captured in the snapshot of events.

Figure 1. Total trip spending by tourism sector, 2019

\$60.9M Direct Sports-Related Visitor Spending, 2019



Source: MOT and DSGR; CBER adjustments and calculations

The Economic Contribution of Sports and Tourism in Maine, 2019

Results: Organized Sports Events and Travel & Tourism Spending

Industry Footprint

The Economic Contribution of Organized Sports Events Industry in Maine, 2019

The footprint or broadest extent of the industry's reach on the economy is shown in Table 4, which reports the economic contribution measures of spending by organized sport events operations in Maine and are reported by direct, indirect, and induced effects across three common economic measures: sales (i.e., spending), employment, and earnings. Maine's organized sport events industry supported a total of \$59 million in industry sales of which \$33.5 million were from the initial direct spending which supported another \$25.5 million in indirect and induced industry sales. Direct spending by Maine's organized sports event industry supported approximately 1,113 jobs and another 265 jobs from indirect and induced spending. Overall, organized sports event spending supported a total of \$30.2 million in worker earnings, including direct, indirect and induced impacts.

1,378 jobs

EMPLOYMENT

Spending on organized sport & recreational event industry operations in Maine supported a total of 1,378 jobs, of which 1,113 were direct impacts and another 264 were supported through indirect and induced spending.

\$59M sales

INDUSTRY SALES

Organized sports event spending in Maine supported a total of \$59 million in industry sales of which \$33.5 million were from the initial direct spending which supported another \$25.5 million in indirect and induced industry sales.

\$30.2M worker earnings

EARNINGS

Overall, organized sports event spending supported a total of \$30.2 million in worker earnings, including direct, indirect and induced impacts.

Table 4: The Economic Contribution of Organized Sports Events in Maine, 2019

Category	Impact	Event Operations	Multiplier
Industry Sales (\$)	Direct	\$33,515,874	1.79
	Indirect	\$6,807,585	
	Induced	\$18,710,590	
	Total	\$59,034,049	
Employment (jobs)	Direct	1,113	1.24
	Indirect	96	
	Induced	168	
	Total	1,378	
Earnings (\$)	Direct	\$19,349,543	1.56
	Indirect	\$3,047,399	
	Induced	\$7,779,482	
	Total	\$30,176,425	

Source: Emsi Q1 2021 Data Set, CBER calculations

Visitor Spending Effects

The Economic Contribution of Sports-Related Travel & Tourism Spending in Maine, 2019

Similar to the previous slide, the economic contribution measures of sports-related visitor spending on travel and tourism are presented in Table 5 across three common economic measures. Direct spending by sports-related visitors on travel and tourism of \$60.9 million supported an additional \$35.6 million in indirect and induced industry sales for a total of \$96.6 million in total industry sales. Sports-related visitor spending on travel and tourism directly supported 716 jobs and another 320 jobs from indirect and induced impacts. Overall, sports-related visitor spending on travel and tourism supported a total of \$35.2 million in worker earnings, of which \$20.6 million were direct and \$14.6 million were supported through indirect and induced spending (Table 5).

\$96.6 million in industry sales

SPENDING

Direct spending by sports-related visitors on travel and tourism of \$60.9 million supported an additional \$35.6 million in indirect and induced industry sales for a total of \$96.6 million in total industry sales.

\$35.2 million in worker earnings

EARNINGS

Overall, sports-related visitor spending on travel and tourism supported a total of \$35.2 million in worker earnings, of which \$20.6 million were direct and \$14.6 million were supported through indirect and induced spending.

1,036 number of jobs

EMPLOYMENT

Sports-related visitor spending on travel and tourism directly supported 716 jobs and another 320 jobs from indirect and induced impacts for a total of 1,036 (includes full-time and part-time jobs).

Table 5. The Economic Impacts of Sports Tourism in Maine, 2019

Category	Impact	All Sports-Related Visitors	Multiplier
Industry Sales (\$)	Direct	\$60,932,545	1.45
	Indirect	\$17,098,736	
	Induced	\$18,519,426	
	Total	\$96,550,707	
Employment (jobs)	Direct	716	1.45
	Indirect	147	
	Induced	172	
	Total	1,036	
Earnings (\$)	Direct	\$20,565,910	1.71
	Indirect	\$6,933,778	
	Induced	\$7,667,943	
	Total	\$35,167,631	

Source: Emsi Q1 2021 Data Set, CBER calculations

Economic activity attributable to MSC

While we're unable to determine a specific portion or dollar amount of visitor spending associated with MSC's event-related efforts, based on a snapshot of organized sporting events an estimated 55% of reported impacts in Table 5 can be attributed to visitors attending or participating in the events the MSC has provided some kind of promotion or support for.

Fiscal Impacts from Taxes on Production and Imports

Proxy to measure the overall impact of direct spending on sport events and sports-related visitors

\$11.3 million in local and state taxes

TAXES

A total of \$6.2 million in local and \$5.2 million in state taxes are estimated to result from spending on organized sport events and by sports-related visitors.

- \$4.7 million in local and \$3.96 million in state taxes for a total of \$8.7 million estimated to result from spending by *sports-related visitors on travel and tourism*.
- \$1.4 million in local and \$1.2 million in state taxes for a total of \$2.6 million estimated to result from spending by *organized sports event operations*.

Table 6. Fiscal Impacts from Taxes on Production and Imports, 2019

	Local	State	Federal
Operational event spending	\$ 1,424,188	\$ 1,203,155	\$ 512,783
All Sports-Related Visitors	\$ 4,741,181	\$ 3,962,974	\$ 1,529,351
Total	\$ 6,165,370	\$ 5,166,129	\$ 2,042,135

Source: Emsi Q1 2021 Data Set.

Note: Fiscal impacts correspond to the multiplier effects of recurrent spending and may not be easily linked to a specific year or timeframe. However, they can be used as a measure of overall impact of direct spending on organized sports and tourism.

The Economic Contribution of Sports + Tourism in Maine, 2019

In total, spending on sports events hosted in Maine and associated spending by sports-related visitors on travel & tourism supported over 2,400 jobs, over \$65.3 million in worker earnings, and approximately \$155.6 million in industry sales in 2019. Tourism-related revenue is the largest portion of the economic contribution making up of 62% of total industry sales in 2019. Therefore, by promoting Maine as a place to host sporting events provides an important service to the state's critical tourism industry.

Over 2,400 jobs

EMPLOYMENT

Sports and tourism spending supported a total of 2,414 jobs of which 1,829 were direct impacts and another 584 were supported through indirect and induced spending.



\$65.3M wages

EARNINGS

A total of \$65.3 million in worker earnings, including direct, indirect and induced impacts.



\$155.6M sales

INDUSTRY SALES

Generated a total of \$155.6M in industry sales of which \$94M were from the initial direct spending which supported another \$61M in indirect and induced industry sales.



\$13.4M taxes

TAXES

The \$13.4 million in local, state, and federal taxes were generated by sports + tourism spending.



Impacts of COVID-19 on Sports and Tourism in Maine, 2020

COVID-19: Impact on Sports and Tourism in Maine, 2020

Due to the COVID-19 pandemic, a majority of events were cancelled or postponed in 2020 (and into 2021) to maintain social distancing resulting in a decline in sports participation and industry demand. The events that were not postponed or canceled were subject to capacity limits and increased health and safety protocols leading to a drop in industry revenue and out-of-state tourism spending. COVID-19 has had the greatest impact as it relates to sports and tourism within the tourism-related sectors and the supply chain of organized sporting event operations. There are a number of factors that make it challenging to quantify the economic loss within the industry including the effects of PPP (Paycheck Protection Program) loans, refunds issued for ticket sales or registration fees, or registration fees deferred or carried forward; *this analysis does not account for those factors*. For the purpose of this section, we simply discuss the economic losses from COVID-19 in 2020 on 1) tourism-related sectors, which includes the direct loss of visitor travel and sports tourism spending, and 2) the supply chain of organized sports event operations.

Tourism-related sectors. Organized sporting events and sports tourism generate a lot of value to Maine's economy but that was significantly limited during 2020 as a majority of events were cancelled or postponed and the flow of travel & tourism restricted. Tourism-related revenue made up the largest portion of the sports and tourism economic impact accounting for 65% of total direct spending in 2019. In 2020, an estimated 180,300 fewer people traveled to Maine to participate in or watch a sports event compared to 2019, which translates into a loss of approximately \$53.8 million of direct visitor spending on travel and tourism – that's an astonishing 88% drop from the previous year.

Table 7. Change in sports visitors & travel & tourism spending from 2019 to 2020

	2019	2020	2019/2020 Change
Total Sports-related visitors	253,068	72,834	-71%
Day	66,016	8,637	-87%
Overnight	187,053	64,197	-66%
Total visitor spending	\$60,932,545	\$7,131,883	-88%
Day	\$5,325,701	\$455,395	-91%
Overnight	\$55,606,844	\$20,029,464	-64%

Source: MOT and DSGR; CBER adjustments and calculations

Supply chain. The drop in industry demand has had an impact on the direct revenue flowing to the supply chain through indirect and induced spending by organized sporting event operations. When an event is canceled or postponed revenue in terms of visitor's registration or admission fees is still realized – if not refunded – but because the event did not happen or has yet to take place means that there is little to no supply chain spending. By looking at the flow of money and spending levels from 2019 we can identify the industries within the supply chain with the highest levels of indirect and induced sales and assume they have been the most impacted in 2020. Keep in mind, not all organized sporting events were canceled or postponed, but by identifying the industries we can get a sense of where the potential loss of spending is concentrated. Broadly speaking the most impacted industries include arts, entertainment, and recreation, management of companies and enterprises, accommodation and food services, and other services. *A more detailed industry breakdown is available upon request.*

Organized Sports Events Survey Highlights and Additional Measures

2019 and 2020

Overview: Survey Highlights and Additional Measures

This section presents a snapshot of sports and tourism in Maine during 2019 and 2020 and highlights some of the valuable data points collected, but not directly included in the economic impact calculations. The following information is limited to the number of responses received from venues and organizers as a result of the MSC's outreach during the spring of 2021. *Please note, the additional data points found in this section should not be summed together with the economic contribution or economic impact figures reported for sports and tourism.*

To summarize organized sporting events and sports-related visitors, participants and attendees were grouped into two buckets: Spectator events (Collegiate & semi-professional sporting events) and participants events (annually recurring/one-off events). Spectator sporting events – such as the Portland Sea Dogs, Maine Mariners, Maine Red Claws, and College Hockey (University of Maine vs. away teams, Cross Insurance Arena) – is comprised of attendees and excludes athletes, coaches and officials from home and away teams. This group represents the passive sporting tourist, that is those who are not actively participating in the sport and are watching the game. Participants events – or all other events – include the type of events that typically take place once a year and generally last a day to several days, examples include the Shipyard Old Port Half Marathon & 5k, TD Beach to Beacon, Mount Desert Island Marathon/Half/Relay, and the NE Regional Pickleball event; this group is comprised of both attendees and participants.

The slides to follow start with survey highlights and additional measures for the year 2019, next are survey highlights from 2020, then a note on COVID-19. The section concludes with a story illustrating one of the many positive impacts resulting from sports and tourism in Maine.

Survey Highlights: 2019 Organized Sporting Events

All Events & Spectator Sports

- 690,424 individuals attended or participated in an organized sport or recreation event in 2019 – 7.9% (54,815) as participants and 92.1% (635,549) as attendees.
- 71 individual events and 4 teams college/semi-professional teams, including the Portland Sea Dogs, Maine Mariners, Maine Red Claws, and College Hockey (University of Maine vs. away teams, Cross Insurance Arena).
- 124 total event days and 140 home games.
- 138,258 (20%) estimated out-of-state visitors either came to ME for the event/game or attended an event or game while visiting in 2019.

Participant Events*

- 158,289 individuals attended or participated in an organized sport or recreation event – 35% (54,815) were participants and 65% (103,474) were attendees.
- 71 individual events
- 124 total event days
- 42% (67,044) of visitors from out-of-state - of that, 37% (24,986) were participants and 63% (42,058) were attendees.
- ❖ Roughly 1.5 to 2 attendees on average per participant; 1.6 median
- ❖ Average length of event is 1.7 days ranging from 1 to 8 days
- ❖ Estimated registration fees ranged from \$0 to \$484,000, for a total of \$3,427,599 (data from 60 of 71 events)

Spectator Events**

- 532,075 attendees (spectators)
- 4 teams (Portland Sea Dogs, Maine Mariners, Maine Red Claws, and College Hockey (University of Maine vs. away teams, Cross Insurance Arena)).
- 140 home games
- 13% (71,187) of visitors from out-of-state. Vast majority (60,800 or 85%) from attending Seadogs game in Portland.
- ❖ Estimated ticket sales ranged from \$56,000 to \$3.6M, for a total of \$7.8M
- ❖ Totals exclude athletes, coaches & officials from home and away teams

Table 8. Events Snapshot Survey Summary, 2019

	2019		
	Teams	Events	Total
Total individuals (includes participants and spectators)	532,135	158,289	690,424
Total Out-of-state visitors	71,184	67,044	138,258
% of total from out of state	13%	42%	20%

*Excludes collegiate & semi-professional events.

**Excludes annual recurring events. Attendance counts for regular season college & semi-professional events are per calendar not per season.

Survey Highlights: 2019 Top Events

- 58% of individuals attended or participated in top events illustrated in Table 9
- 68% of visitors (i.e., from out-of-state) attended or participated in top events illustrated in Table 9.

Table 9. Top Events by the Number of Out-of-state Visitors*

Event name	Type of Event	Total Out-of-state visitors	Percent Out-of-state visitors	Total participants & attendees
Shipyard Old Port Half Marathon & 5K	Marathon	10,181	61%	16,599
Shipyard Maine Coast Half And Full Marathon	Marathon	6,395	64%	10,043
TD Beach To Beacon	Running	4,925	30%	16,416
Gorham Savings Bank Maine Marathon, Half Marathon & Relay	Marathon	3,713	34%	10,841
Tough Mountain Challenge	Obstacle Course	3,500	35%	10,000
Mount Desert Island Marathon/Half/Relay	Marathon	3,224	63%	5,118
Coastal Challenge	Boating	3,200	50%	6,400
Lobsterman Triathlon	Triathlon	3,168	75%	4,200
All American Lighthouse Classic	Baseball	2,882	94%	3,080
Millinocket Marathon & Half	Marathon	2,238	35%	6,393
NE Regional Pickleball Event	Pickleball	2,160	90%	2,400

*Events with 2,000 or more out-of-state visitors - includes participants and attendees

- Together, the Shipyard Old Port Half Marathon & 5K, TD Beach To Beacon, and Mount Desert Island Marathon/Half/Relay attracted over 18,000 participants & attendees from out-of-state in 2019 (Table 10).

Table 10. Top Events by Number of Total Participants & Attendees*

Event name/title	Total Number of participants & attendees	Percent from Out-of-state	Total Out-of-state visitors
Shipyard Old Port Half Marathon & 5K	16,599	61%	10,181
TD Beach To Beacon	16,416	30%	4,925
Gorham Savings Bank Maine Marathon, Half Marathon & Relay	10,841	34%	3,713
Shipyard Maine Coast Half And Full Marathon	10,043	64%	6,395
Tough Mountain Challenge	10,000	35%	3,500
Coastal Challenge	6,400	50%	3,200
Millinocket Marathon & Half	6,393	35%	2,238
Mount Desert Island Marathon/Half/Relay	5,118	63%	3,224
Tri For A Cure	4,305	12%	496
Lobsterman Triathlon	4,200	75%	3,168
U.S. National Toboggan Championships	4,050	23%	915
Trek Across Maine	3,679	10%	386
Sugarloaf Marathon + 15k	3,300	60%	1,980
All American Lighthouse Classic	3,080	94%	2,882
Smashed Pumpkin Half Marathon & 5K	2,931	25%	741
The Travis Mills Foundation MILES for MILLS 5K	2,850	10%	285

*Events with 2,800 or more participants and attendees. The following team events are excluded from table:

2019 Portland Sea Dogs Season	357,647	60,800	17%
Maine Mariners 2018-2019 Season	107,928	8,634	8%
Maine Red Claws	63,000	0	0%
College Hockey (Umaine Vs.)	3,500	1,780	51%

Additional Measures

Volunteer Contributions, 2019. The financial value of the work provided by unpaid staff provides a measure of the “true” costs imposed. Highlights include:

- Total of 4,255 full-time (FT) and part-time (PT) volunteers
- 17,892 total hours volunteered
- Worth \$268,380 if paid \$15/hr. or \$178,920 if \$10/hr.

Table 11. The Value of Volunteer Labor, 2019*

Organized Sporting Events	Total Wage Value @ \$15/hr	Total Volunteer Hours
TD Beach To Beacon	\$54,600	3,640
Gorham Savings Bank Maine Marathon, Half Marathon & Relay	\$54,000	3,600
Can-Am Crown International Sled Dog Races	\$33,600	2,240
Tri For A Cure	\$30,000	2,000
New England Parkinson's Ride	\$18,000	1,200
The Travis Mills Foundation MILES for MILLS 5K	\$9,300	620
Bay Of Fundy International Marathon	\$9,000	600
Coastal Challenge	\$7,200	480
Wilderness Sled Dog Race	\$6,000	400
Bikemaine 2019: Coastal Connections	\$3,200	320

*Excludes semi-professional and college team events. The number of full-time and part-time volunteers are translated into hours and aggregated, the estimated value is calculated \$15 per hour.

Fundraising and sponsorships. Some events generate important funding and fundraising dollars that non-profits and charities benefit from and rely on annually. Examples include the New England Parkinson's Ride or the Gorham Savings Bank Maine Marathon, Half Marathon and Relay or smaller scale charity focused events like the Sebago Lake Triathlon or Fitch-Gilpatrick Memorial Race. Based on the snapshot of events, an estimated \$312,550 donation dollars were not realized in 2020 when compared to 2019 (\$1,900,550 raised and donated in 2019, and \$1,588,000 in 2020).

- In 2019, the Gorham Savings Bank Maine Marathon, Half Marathon and Relay event raised and donated over \$510,000 to approximately 40 nonprofits; the event still managed to raise and donated over \$254,000 to 9 nonprofits in 2020 despite being held virtually but that is a 50% decrease from the previous year.
- All of the money raised by cyclists participating in the annual New England Parkinson's Ride event goes directly to the Michael J. Fox Foundation for research, \$1.3 million was raised in 2019 and despite going fully virtual in 2020, \$1.15 million was raised and donated. This event is the largest, independent, single-day event in the nation benefitting the Michael J. Fox Foundation.

Survey Highlights: 2020 Organized Sporting Events

All Events & Spectator Sports

- 152,960 individuals attended or participated in an organized sport or recreation event in 2020, that's a 78% decrease from 2019.
- 73 individual events and 4 teams with scheduled events, of the 73 individual events only 33 events were held in-person or virtually, the rest were canceled or postponed. Two team seasons were canceled altogether while two team seasons ended early.
- 16,478 (11%) out-of-state visitors either came to ME to participate or attend an event or game while visiting in 2020, compared to 20% in 2019.

Participant Events*

- 25,355 individuals attended or participated in an organized sport or recreation event in 2020, that's a 85% decrease from 2019 levels.
- Of the 73 individual events 33 were held in-person or virtually, the rest were canceled or postponed.
- 41% (10,276) visitors from out-of-state – which is similar to the portion of out-of-state visitors (42%) in 2019.

Spectator Events**

- 152,960 attendees (spectators)
- Two team seasons were canceled altogether while two team seasons ended early.
- 5% of visitors from out-of-state compared to 13% in 2019.

Table 12. Events Snapshot Survey Summary, 2020

	2020			2019/2020 Change		
	Teams	Events	Total	Teams	Events	Total
Total individuals (includes all participants and spectators)	127,605	25,355	152,960	-76.0%	-84.0%	-77.8%
Total Out-of-state visitors	6,202	10,276	16,478	-91.3%	-84.7%	-88.1%
% of total from out of state	5%	41%	11%	-8.5%	-1.8%	-9.3%

*Excludes collegiate & semi-professional events.

**Excludes annual recurring events. Attendance counts for regular season college & semi-professional events are per calendar not per season.

COVID-19 Notes: Events Survey 2019 v. 2020

The sports-events industry is an important driver of tourism to Maine. Some of the larger events such as the Shipyard Old Port Half Marathon & 5K, Shipyard Maine Coast Half and Full Marathon, and Mount Desert Island Marathon/Half/Relay attracted nearly 20,000 out-of-state visitors (including participants & attendees) in 2019 however, that number was nearly 75% less in 2020.*

Spectator sports more impacted than participant sports. Based on the snapshot of events, the portion of sports-related visitors coming from out-of-state to attend or participate in an annual reoccurring event (i.e., participant sports events) remained nearly the same in 2020 (42%) as it did in 2019 (41%) however the overall number of out-of-state individuals attending or participating (i.e., sports-related visitors) in sporting events dropped by 88% from 138,258 in 2019 to 16,478 in 2020. Much of that loss was driven by larger events and spectator's sports that brought a lot of people together in one place. This was mainly due to physical/social distancing measures and state and local stay-at-home orders needed to prevent/slow the spread of COVID-19. Plus, the sports events industry was deemed non-essential. To summarize 2020 event data: 40 annual reoccurring events (55%) were canceled or postponed, two college and semi-professional teams' regular season games canceled (two ended early), and 33 were held "normally" or virtually.

*Mount Desert Island event was canceled, both Shipyard Events were still held but virtually and there were 0 attendees reported in 2020.

A Story Illustrating One of the Many Positive Impacts Resulting from Sports and Tourism in Maine



The following story is courtesy of the MSC:

The [Millinocket Marathon & Half Marathon](#) is a stellar example of the positive “ripple effect” a single event – and one passionate visionary – can have on a community. One Saturday morning in December, 2015, Gary Allen, Founder & Race Director, Crow Athletics, invited about fifty friends to join him for a marathon-length run in Millinocket. A Downeast native, Gary had no previous ties to this Northern Maine town which bustled throughout its paper mill years. He *did* know the closing of large mills devastated the livelihood of many residents and entire economy in the town and region. While enjoying a post-meal run in a local restaurant Gary asked his group to tip 100%, reminding them if they could enjoy a \$20 lunch they could leave a \$20 tip. After their meal, Gary noticed their female server crying in a corner, approached them to be sure they were okay, and they shared as a single mother of two children until that day they were not sure how they'd afford putting presents under the Christmas tree two weeks later.

[Runner's World Magazine](#) featured the event the following year increasing registration to 800, since then the event has grown to 2,500 registrants! Uniquely free, runners are encouraged to donate to two nonprofit organization: Our Katahdin and the Millinocket Memorial Library. Gary has been inducted into the Maine Running Hall of Fame, and honored during the Downeast Regional Tourism Conference, the Maine Governor's Conference on Tourism and nationally as the 2018 MarathonFoto/Road Race Management Race Director of the Year.

When Facebook founder Mark Zuckerberg and his wife, Priscilla Chan, chose to visit Maine they selected Millinocket as one of their few destinations because of the town's dedication to rebuilding a town after the mills shut down. "Millinocket was literally built around a paper mill," Zuckerberg wrote. "The mill company supported the schools, built homes for workers, and at the end of the day took care of everyone." Gary theorizes they also chose Millinocket because of their intrigue by the "hot spot" of social media in this small town. [Portland Press Herald](#) and [NewsCenter Maine](#).

Lodging has been impacted in Millinocket and many surrounding communities every year as a result of this growing race. According to Gary Allen, they've "created a cottage industry because there are simply not enough hotel rooms to meet demand. Homeowners are renting rooms and and/or their homes to runners. We're told the Millinocket Marathon brings hundreds of room nights in other communities as well, all the way from Bangor up to Houlton." Two runners from the South have bought homes in town.

One resident remarked during the race in 2019 he'd not seen the town this crowded since the 1970s. 6,000 people have indicated they're already coming in 2021, a "feel good" story which continues to get even better!

– the Maine Sports Commission (MSC), 2021

END