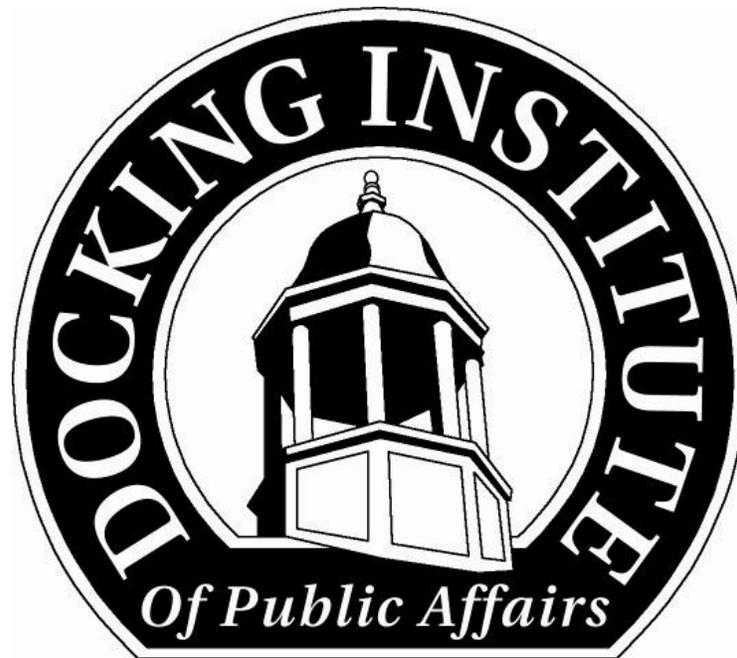
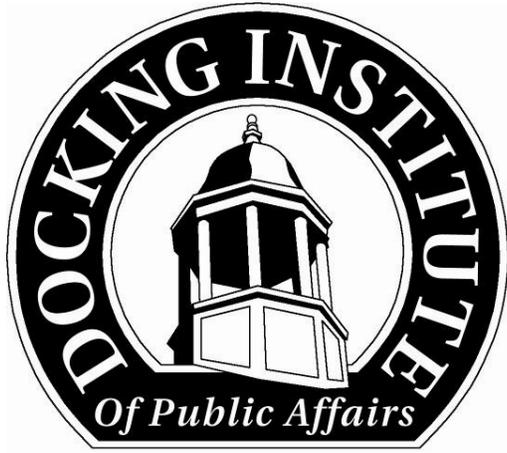


Hays Sports Complex Economic Impact Study



Prepared For
Hays Sports Complex Committee
Prepared By
The Docking Institute of Public Affairs

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Mission:

To Facilitate Effective Public Policy Decision-Making.

The staff of the Docking Institute of Public Affairs and its University Center for Survey Research are dedicated to serving the people of Kansas and surrounding states.

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Executive Summary

- The direct economic impact of the Hays Sports Complex based on expenditures for hotels, restaurants, groceries, parking, fees, fuel, shopping and cultural activities among athletes and their guests traveling to Hays for tournaments is projected to be \$2,368,642.00 per year.
- The estimate is based on survey sample data with a 9.8% margin of error, so there is a 2.5% probability the impact could be lower than \$2,136,515.00 and a 2.5% probability it could be higher than \$2,600,768.00.
- The proposed sports complex is projected to host a total of 38 tournaments a year; 7 for youth softball, 16 for adult softball, 12 for youth baseball, 2 for soccer and 1 for football.
- The proposed sports complex is projected to bring a total of 397 teams annually to Hays for tournaments, averaging 10.4 teams per tournament and 12.5 members per team.
- Each team member is projected to bring an average of 4.23 friends and family members with them to the tournaments.
- The proposed sports complex is projected to bring a total of 25,522 visits from tournament players and their guests each year, each spending an average of \$92.81 on motels, restaurants, groceries, parking, fees, fuel, shopping and cultural activities.
- Each visitor is projected to spend an average of \$28.80 on motels, \$5.12 on parking and fees, \$7.28 on groceries, \$20.86 on restaurants, \$5.46 on shopping, \$5.61 on entertainment and \$19.68 on fuel.
- The tournaments projected to bring in the most revenues are soccer, youth softball and youth baseball.
- Ninety-three percent of respondents to the online survey said they expected to travel to sports tournaments at least as often as they have in the past, with 39% saying they expect to travel more often to tournaments in the future. Over half said that higher fuel prices would not affect their likelihood of attending tournaments, and only 9% said higher fuel prices would significantly affect their travel to tournaments.
- Eighty-one percent of survey respondents said a nice, new facility would increase their likelihood of attending a scheduled tournament. Forty-three percent said they would be “much more likely” to attend.
- The most popular sports complexes among survey respondents are the Blue Valley Recreation Complex in Overland Park and Legends Park in Dodge City. The most valued amenities were a good concession area, well maintained fields, shade for seating, a play area, ample parking, high quality staffing and protective netting.

Introduction

In August of 2008, the Hays Sports Complex Committee contracted with the Docking Institute of Public Affairs at Fort Hays State University to conduct a study to assess the economic impact of a proposed sports complex in Hays, Kansas. The proposed complex features eight baseball/softball fields, four football fields and four soccer fields. In addition to the fields, the sports complex would offer areas to house a maintenance building, shared concessions, a picnic area, playground facilities, warm-up areas and ample parking. The Hays Sports Complex Committee negotiated a joint venture with Fort Hays State University, which will build the university's new soccer stadium in an area adjacent to that proposed for the sports complex. Partnering with FHSU will allow for the shared cost of infrastructure expenses such as roads and parking. The estimated cost of the complex is 8 million dollars. The funding will be provided by a ½ cent sales tax increase over the next four years, a proposal that includes a sunset clause.

This study assesses the direct economic benefits of the complex to the Hays area stemming from the potential for Hays to host tournaments for regional baseball, softball, soccer and football. These types of tournaments typically require overnight stays for the participants, resulting in local expenditures for motels, restaurants, groceries, parking, gate fees, fuel, shopping and cultural activities. The purpose of this study is to measure these direct economic impacts. Additional revenues may be brought to Hays as exposure to the community makes visitors to the sports complex aware of the various other amenities offered by the community. This exposure may draw additional visitors to Hays for other events and activities of which they would otherwise not be aware. Other economic considerations include the potential for the increased notoriety resulting from the tournaments to draw new businesses and residents to Hays as the perceived quality of life is enhanced. There may also be noneconomic effects of a new sports complex, such as the enjoyment that Hays residents will experience in utilizing the new complex and the community pride felt in hosting the regional tournaments.

On September 3, 2008, over 2,500 signatures were submitted to the Ellis County Clerk in support of the new complex, and a town hall meeting is set for October 7, 2008, in preparation for the November 4, 2008 election. The results of this economic impact study will assist voters in deciding whether the sports complex should be supported by tax revenues.

Methodology

The methodology used to assess the economic impact of the proposed sports complex utilizes data obtained from regional sports groups sponsoring baseball, softball, soccer and football competitions. Analysis of the various season schedules facilitated accurate projections as to the number of tournaments likely to be held annually at the proposed Hays complex, the number of teams likely to attend these tournaments, the average number of participants on each team and the likely amount of time spent in Hays while participating in the events. The remaining data were collected from a sample of 96 adult participants and parents of youth participants in the various sports in an online survey. Their responses to the survey questions facilitated estimates of the amount of money they spend on motels, fuel, restaurants, groceries, recreational activities and shopping when they travel to out-of-town tournaments.

Using these data, estimates were calculated as to the total number of visitors the complex would bring to Hays annually and the average number of dollars that they would spend each time they visited. The analysis provides estimates for each sport, as well as for each type of expenditure. Aggregating these individual estimates provides an overall estimate as to the number of dollars that will be brought into the Hays economy annually by visitors to the sports complex.

The sports complex, if built, would provide facilities suitable for hosting regional baseball, softball, soccer and football tournaments. Within the anticipated service area of the complex, there are two baseball groups for youth, comprising approximately 126 teams that would participate in tournament play. There would potentially be 12 baseball tournaments at the proposed complex in Hays through their respective seasons. Youth softball will host 127 teams participating in tournament play and would hold 7 tournaments per season at the Hays complex. Adult softball would host 54 teams at their tournaments, 16 of which would be held at the Hays complex. All of these teams typically support 11 or 12 team members. Regional soccer would host about 70 teams for boys and girls at various age levels, each with about 12 members. They are expected to hold 2 tournaments per season at the Hays complex. And finally, the Western Kansas Football League would potentially hold one tournament at the Hays complex with about 20 teams traveling to Hays, each team comprising about 20 members. These data are used to compute the total number of players who would be traveling to Hays for tournament play each year if the sports complex is built.

Since family and friends typically accompany players to the various tournaments, the economic impact of these tournaments must include them as well. The survey asked respondents to estimate the number of people who typically travel with them to tournaments. This allows computation of the average number of family and friends who

travel with visiting athletes to the tournaments. Multiplying the number of annual tournaments times the number of teams participating in the respective tournaments times the number of players and average number of family and friends traveling to a given tournament yields a statistic representing the number of visits to Hays per year. This statistic is calculated for each group in each of the four sports, and then summed for the total number of visits to Hays each year specifically for tournament play at the proposed sports complex. Multiplying this number by the average amount of money spent per person per visit will provide an estimate of the overall direct economic impact of the sports complex.

To project the average amount of money spent by each tournament visitor per visit, an online survey was administered to a sample of adult players and parents of youth participants in the various sports. The survey questionnaire (See Appendix B) asked respondents to estimate how much they typically spend on various items such as motels, food, shopping, fuel and activities when they travel to a sports tournament. To get these estimates at a common unit of analysis, the individual, the survey asked respondents to estimate the typical number of people who travel with them to the tournaments for which they are financially responsible. Respondents were then asked to estimate the amount of money they usually spend in each of the categories listed above per day for the entire group with which they travel. Dividing the group expenses by the number in each respondent's respective group yields an estimate of the expenses per person per day. The results of this analysis yields estimates of money expended per tournament visit per person for each sport. Computing these expenses for each sport allows for a more accurate estimate, since players in the various sports tend to bring varying numbers of friends and family to tournaments and exhibit varying spending habits in each of the categories.

The final phase of the analysis multiplies the number of annual visits by the average expenditures per person per visit, which yields the total direct economic impact of the sports complex on the Hays community. The indirect impact, as discussed above, must be considered to assess the total economic impact of the sports complex on the Hays community.

Analysis

Table 1: Total Number of Visits to Hays per Year

Sport Group	Number of Annual Tournaments in Hays	Out-of-Town Teams per Tournament	Average Players per Team	Average Spectators Accompanying Players	Visitors to Hays per Year
Youth Softball	5	21	12	4.05	6,363
Competitive Youth Softball	2	11	12	4.05	1,333
Youth Baseball	7	13	12	4.24	5,722
Competitive Youth Baseball	5	7	12	4.24	2,201
Women's Slow Pitch	1	6	11	4.24	346
Men's Slow Pitch	6	5	11	4.24	1,729
Coed Slow Pitch	9	2	11	4.24	1,038
Soccer	2	35	12	4.56	4,670
Western KS Football	1	20	20	4.3	2,120
(T)otals/(M)eans	38 (T)	397 (T) 10.4 (M)	12.5 (M)	4.23 (M)	25,522 (T)

Table 1 shows the data necessary to compute the total number of visits to Hays per year to the various tournaments that would be held at the proposed sports complex. The first column lists all of the sports groups that would hold tournaments at the proposed Hays complex. The second column estimates the number of tournaments that would be held in Hays for each sport. A total of 38 potential tournaments would be held at the complex each year. The third column estimates the number of teams from each respective sport that typically participates in tournament play. A total of 397 teams, with an average of 10.4 teams per tournament, would travel to Hays each year to participate in the various tournaments. The fourth column shows the average number of players on each team. The overall average number of players on each team is 12.5. The statistics in the fifth column were computed from the survey data. Respondents were asked to report the average number of people traveling with them to tournaments for whom they are financially

responsible. The analysis then separates the players in each sport to compute the mean number of spectators for each of the four sports.

The final column shows the calculated estimates for the number of visits each year to the proposed complex. The formula used is:

$$\text{Number of Annual Tournaments} \times \text{Number of Out-of-Town Teams} \times \text{Number of Players on Team} \times \text{Number of Spectators + Player}$$

This formula is computed for each sport to arrive at the statistics in the final column. Summing this value for each sport yields the total number of people visiting Hays each year to attend the various tournaments that would be held at the proposed sports complex. The results of the analysis project a total of 25,522 individual visits annually to Hays for tournament play at the proposed sports complex. Figure 1 shows the distribution for the survey question asking how many people travel with the respondent to tournaments for which they are financially responsible.

Figure 1

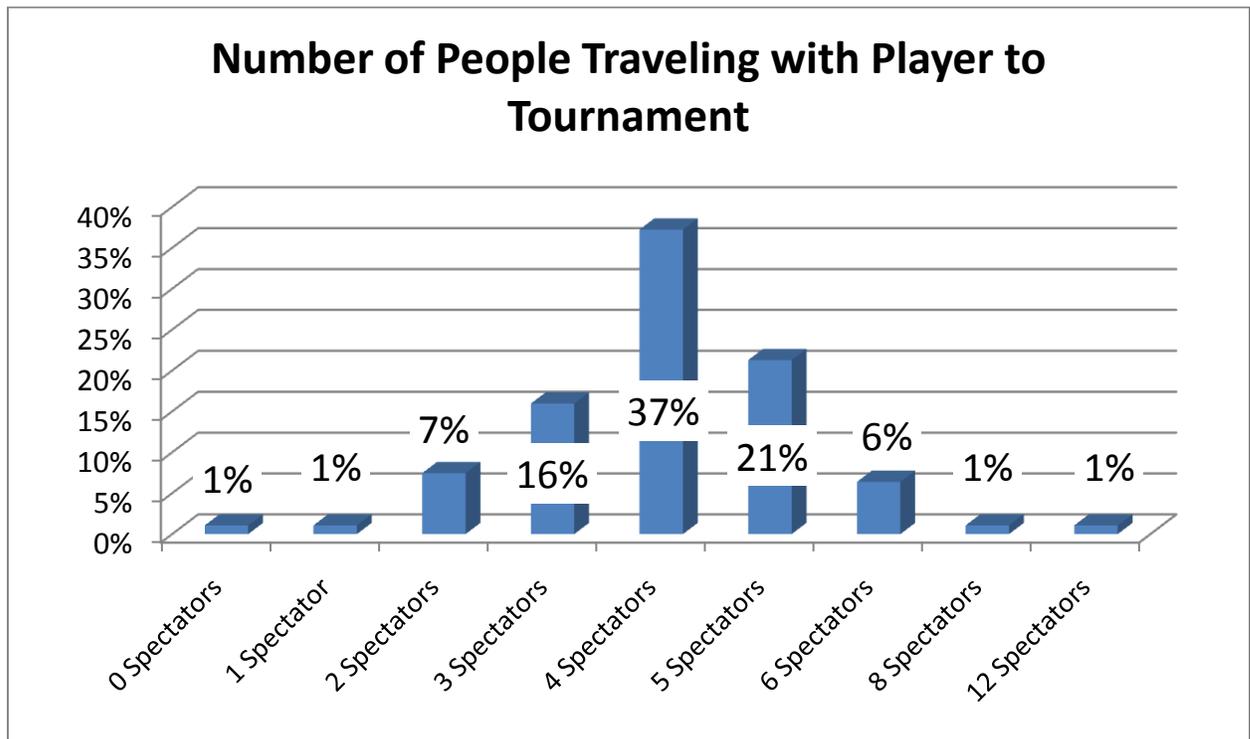


Table 2 Expenditures per Visitor per Visit

Sport Group	Hotels/Motels	Parking/Tickets/ Fees	Grocery Items	Restaurants
Youth Softball	\$27.52	\$4.38	\$7.45	\$19.07
Competitive Softball	\$27.52	\$4.38	\$7.45	\$19.07
Youth Baseball	\$27.57	\$5.38	\$6.85	\$20.24
Competitive Baseball	\$27.57	\$5.38	\$6.85	\$20.24
Women’s Slow Pitch	\$27.57	\$5.38	\$6.85	\$20.24
Men’s Slow Pitch	\$27.57	\$5.38	\$6.85	\$20.24
Coed Slow Pitch	\$27.57	\$5.38	\$6.85	\$20.24
Soccer	\$36.05	\$6.24	\$8.11	\$27.07
Western KS Football	\$23.85	\$3.99	\$7.10	\$16.99
All Respondents	\$28.80	\$5.12	\$7.28	\$20.86

Table 2 summarizes the results of the analysis of the survey questions asking respondents to estimate the average expenditures for the group for which they said they were financially responsible in each expense category. The statistics here represent the total for the group divided by the reported number in that group, or the expense in that category per person per day. The data suggest that soccer participants, on average, spend a bit more for expenses while football participants tend to spend a bit less.

Table 3 shows the remaining statistics for expenditures in the areas of shopping, entertainment and fuel. The fifth column is the summation of expenditures in each category for each sports group. The results confirm the conclusion that soccer participants tend to spend more when traveling to out-of-town tournaments, while football participants tend to spend less. The sixth column shows the statistics from Table 1 on total visits to Hays each year for tournament play in the various sports. The last column estimates the total projected revenues brought in to the Hays community for each sports group. This statistic is derived by multiplying the total number of visits to Hays each year times the total expenditures of each visitor per visit. These statistics suggest that soccer, youth softball and youth baseball tournaments show the strongest potential for bringing in outside revenues. The bottom right cell in Table 3 sums the total revenues brought in by the various tournaments, estimating a total direct economic impact of the proposed sports complex on the Hays community of \$2,368,642.00 per year.

Table 3 Expenditures per Visitor per Visit / Total Revenues

Sport Group	Shop Non-Food	Cultural Amenities	Fuel	Total per Visitor per Visit	Visits to Hays per Year	Projected Annual Revenues into Hays
Youth Softball	\$3.56	\$4.88	\$15.26	\$82.12	6,363	\$522,529
Competitive Softball	\$3.56	\$4.88	\$15.26	\$82.12	1,333	\$109,465
Youth Baseball	\$7.31	\$5.91	\$20.71	\$93.97	5,722	\$537,696
Competitive Baseball	\$7.31	\$5.91	\$20.71	\$93.97	2,201	\$206,827
Women's Slow Pitch	\$7.31	\$5.91	\$20.71	\$93.97	346	\$32,514
Men's Slow Pitch	\$7.31	\$5.91	\$20.71	\$93.97	1,729	\$162,474
Coed Slow Pitch	\$7.31	\$5.91	\$20.71	\$93.97	1,038	\$97,541
Soccer	\$3.33	\$5.66	\$25.57	\$112.0	4,670	\$523,040
Western KS Football	\$7.39	\$6.56	\$17.40	\$83.28	2,120	\$176,553
All Respondents	\$5.46	\$5.61	\$19.68	\$92.81	25,522	\$2,368,642

The projected economic impact of the proposed sports complex was based on estimates of past behaviors by survey respondents. To get an idea of how these variables might change in the future, several survey questions were asked in an attempt to estimate future trends. Figure 2 shows the response distribution for the survey question asking if respondents anticipated traveling more, less or the same to their or their children's sports events in the future. The results suggest that about half will continue the attendance patterns reflected in the data used to make the projections. Although 7% said they would be traveling to the events less of than in the past, 39% said they anticipated more frequent attendance to these events. This suggests that the estimates made from past attendance data will be higher for future seasons.

Fuel prices in western Kansas, as in the rest of the nation, have undergone rapid fluctuations and a general tendency to rise dramatically. The potential for rising fuel prices to have an effect on decisions to make recreational trips is a significant factor in estimating future visits to Hays for tournament play, which in turn could radically alter the

Figure 2

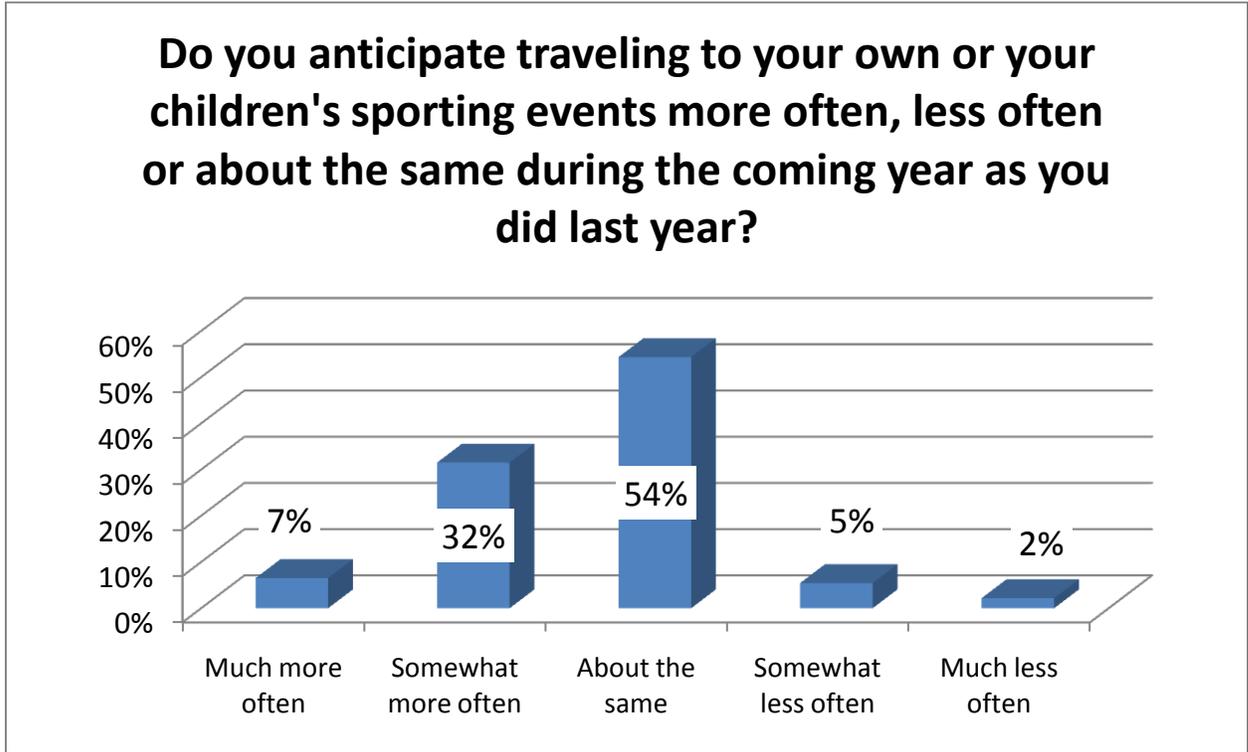
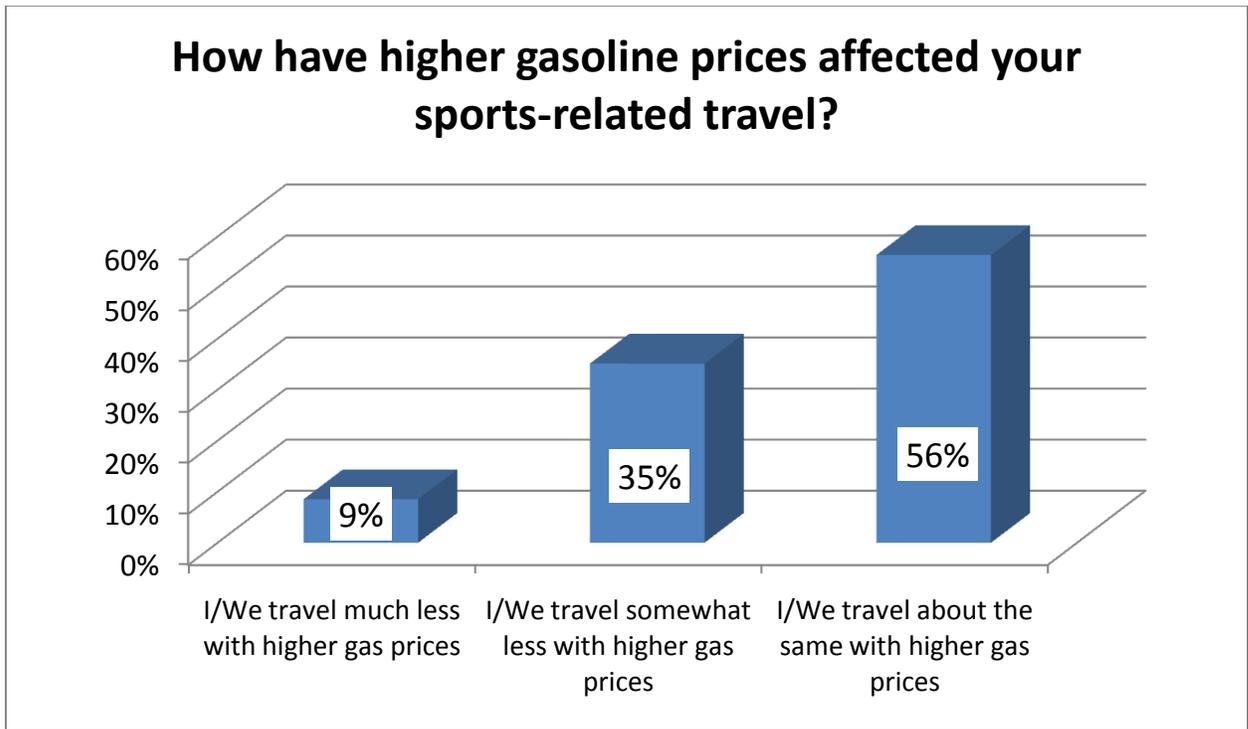


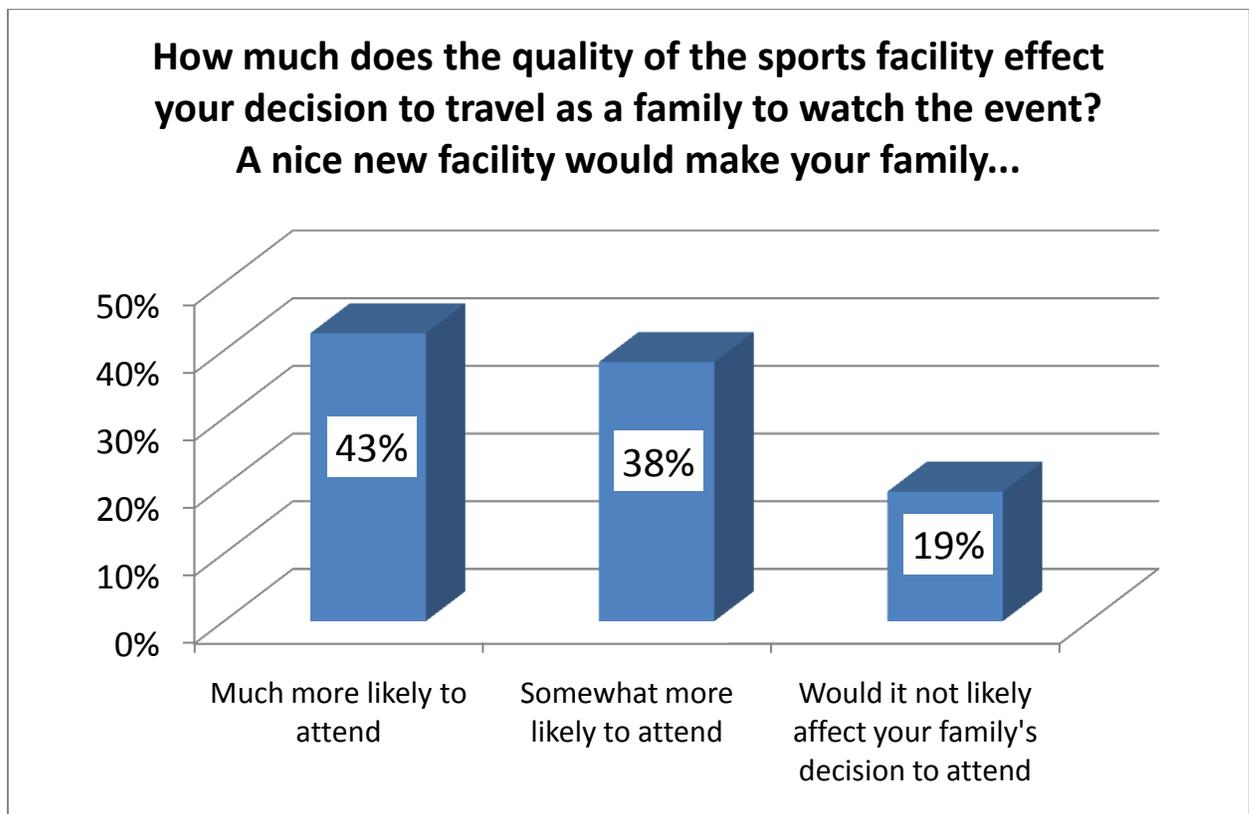
Figure 3



economic impact of the projected sports complex. To estimate this effect, respondents were asked to what degree higher fuel prices have affected their sports related travel. The results, presented in Figure 3, suggest that rising fuel prices have had no effect on over half of participants in sporting events, and that less than 10% have significantly decreased their travel to sporting events.

Another factor in determining the propensity to travel to an out-of-town tournament is the quality of the facility. The survey asked respondents to report the degree to which a decision to travel to an out-of-town game was affected by the game being played at a nice, new facility. Figure 4 shows the response distribution for this survey question. The results suggest that, for the first several years of the proposed complex, it would draw especially large spectator crowds for the various tournaments played there. Four-fifths of respondents said a nice, new facility would make them or their families more likely to attend a sporting event, while over two-fifths said they would be much more likely to attend.

Figure 4



Respondents to the survey were asked how many times last year they attended their own or their children's sporting events. The distribution for this question is shown in Figure 5. The number of events attended ranged from 0 to 60, with 3, 8, 20 and 50 being

the most common responses. Forty-three percent of respondents said they attended between 0 and 10 events. Thirty percent said they attended between 11 and 20 events. And twenty-seven percent said they attended between 20 and 60 events. The mean number of events attended by respondents was 17.88.

Figure 5

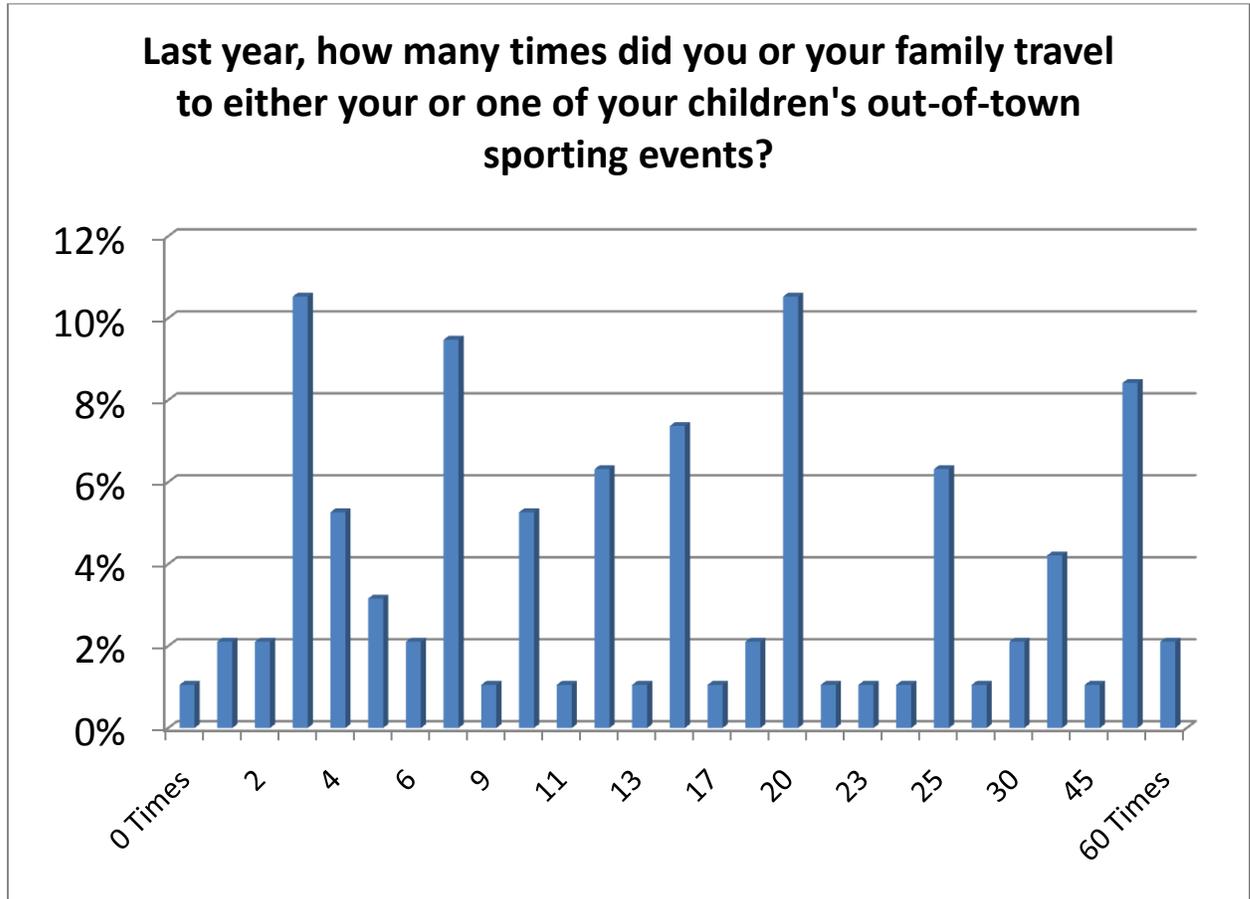


Figure 6 shows the percentage of respondents who said they participated in each of the four sports supported by the proposed sports complex. The relatively high percentages in each sport suggest that the survey adequately represented each of the four sports. It also suggests that a number of respondents participated in more than one sport.

Figure 7 provides an indicator of how far respondents tend to travel to attend their sporting events. Overall, respondents said they attended an average of 10.4 events between 50 and 100 miles away, 5.6 events between 100 and 150 miles away, 2.5 events between 150 and 200 miles away and 1.9 that were over 200 miles away from their home community.

Figure 6

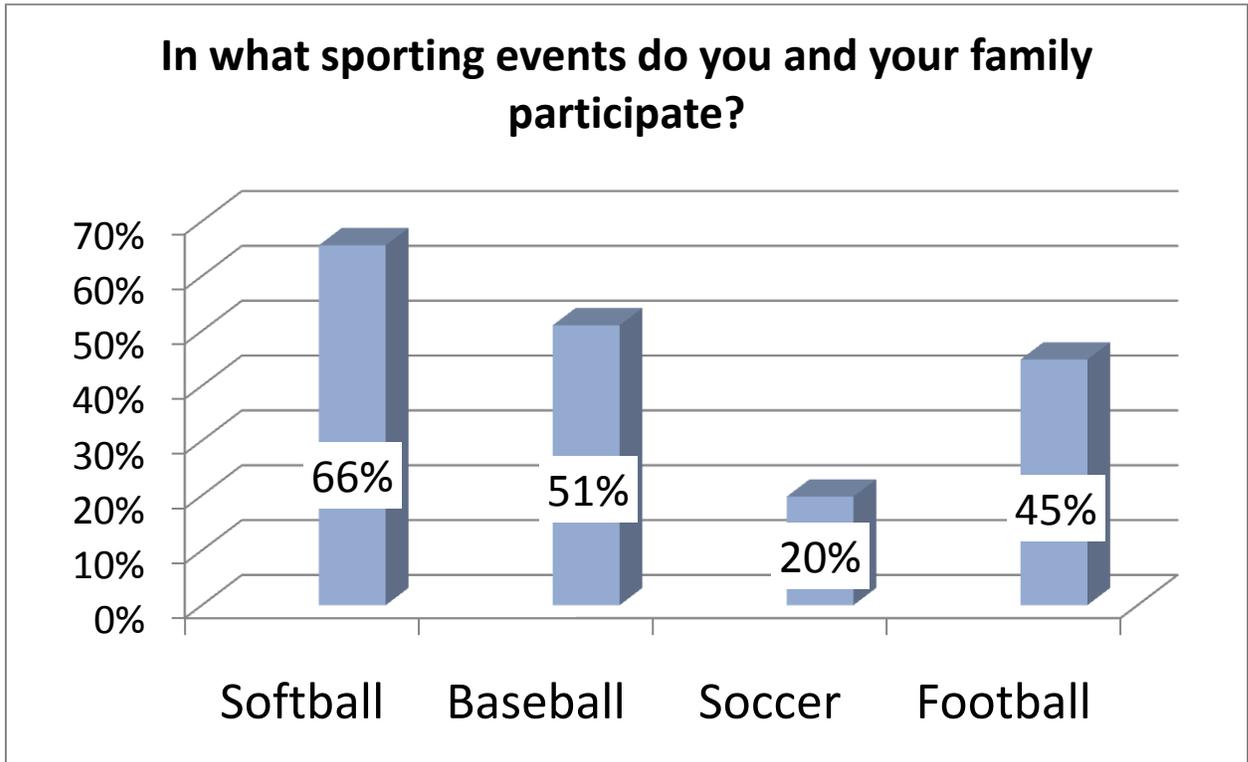
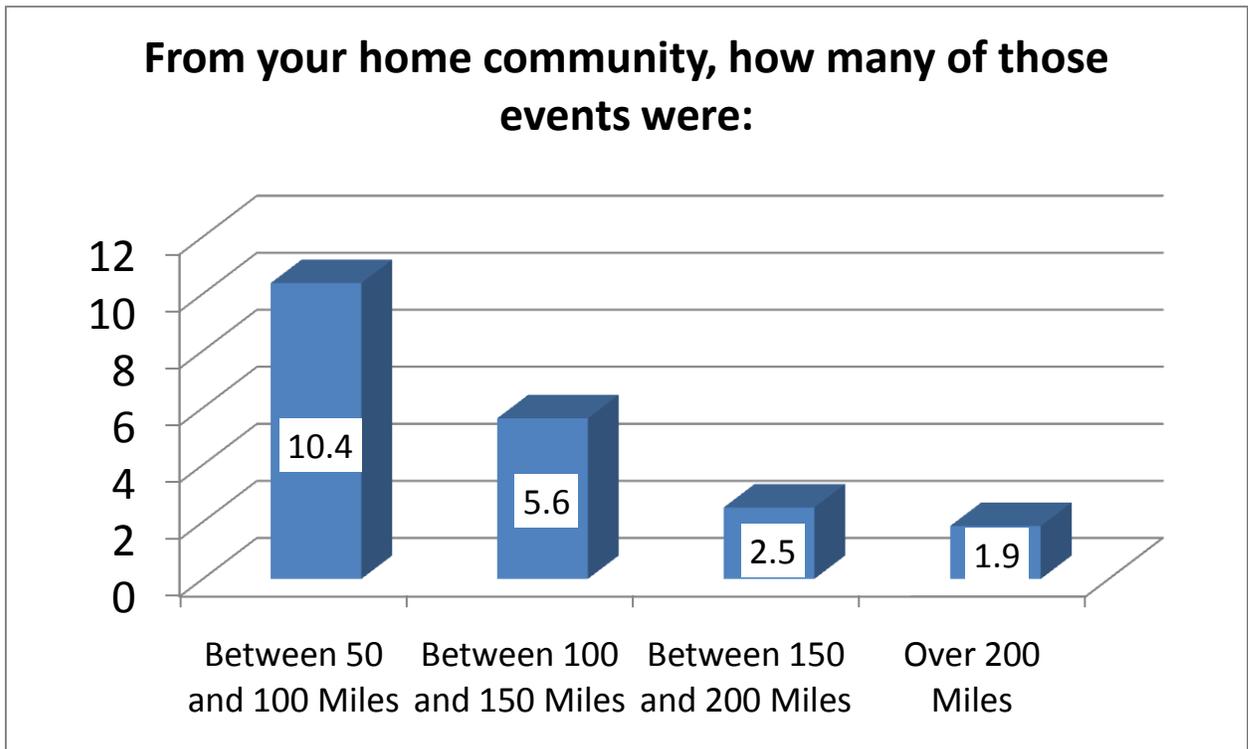


Figure 7



Appendix A

Narrative Responses

Of all the sports complexes you have been to, which one do you think is the best?

Adair, Independence, MO.
Adair, Independence, Gardner, KS
Air Force Academy in Colorado Springs CO
Bloomington, Indiana
Blue Valley Recreational Center - Overland Park, KS **(12)**
Broadway Sports Complex, Winfield, KS.
Carthage, MO
Chapman Ball Field
Christopher Complex in Denver, CO
Colby Tennis¹
Cooperstown
Council Bluffs-Road to Omaha
Denver, CO Convention Center
Disney's Wide World of Sports Orlando **(2)**
Dodge City Legends Park
Dodge City Softball/Baseball Complex **(13)**
Dodge City, Twin Oaks in Manhattan
Emporia softball
Fireworks Softball
Fort Hays State Basketball Arena
Fun Valley in Hutchinson **(2)**
Gardner, KS
Goodland
Hutchinson, KS **(6)**
Hutchinson, KS, Ditter Field
Johnson County 3&2
Kansas City, KS
Lawrence Softball Facility
Lone Elm in Olathe
Lyons for baseball
Manhattan, KS **(6)**
Manhattan for soccer, Frank Anneberg Park

¹ () Number of Respondents Citing Location

McPherson, KS **(4)**
Mid America Sports Complex **(5)**
Moline, Illinois Softball Complex
Oklahoma City ASA fields

Park City, Utah
Platte City Complex in Platte City, Missouri
Pratt, KS Green Sports Complex **(7)**
Scott City softball
Salina Bill Burke
Salina for soccer
Salina's ASA complex for fast pitch
Shawnee County Girls Softball
Tabor College
T-Bone Stadium in KC by Legends Mall and the race track
Tiffany Hills in² Missouri **(3)**
Topeka, Emporia, Pratt, Dodge City
Trussler Sports Complex, Emporia Ks.
Tulsa, OK
West Des Moines, IA softball complex
Winfield Softball Complex
Wichita, KS, Two Rivers

What are some of the amenities or features that you like about that complex?

8 fields, staff on hand to keep fields on time and playable.
Restaurant and bar on site.
Active, working scoreboards.
Sun protection for the fans.
Adequate parking.
Shade.
Concessions.
NO ANIMAL WASTE OR SEWER ODORS!
Adequate seating positioned to see the event. Staffed by someone who know the facility and community.
Appearance of fields at Dodge / Number of Fields at Salina.
Awesome fields, close to other entertainment options, well organized, friendly, quality minded staff, close to Baseball Hall of Fame.

² () **Number of Respondents Citing Location**

Ball fields are close, and clean area. Good parking and some shade.
 Bathrooms are close, concession stands are close with a lot of help to bring lines down.
 Central location for concessions and score keeping. Two ways in and out.
 Clean and well kept grounds with good grounds crew.
 Clean restrooms and a good concession stand.
 Clean bathrooms, nice concession stand.

Clean restroom, shade, and a Supercenter next door.
 Clean, fields cut sharp and green, people working the grounds, field crew maintenance.
 Concession stands and janitorial services being perform throughout the day, tournament managers and or supervisors welcome and helping out, and easy to access, organized tournaments that run smooth.

Clean, nice bathrooms, close parking, well-kept fields. I like going to a complex that looks like it was built for competitive play, and is respectful of the spectators as well as the athletes. If I travel to attend games, and pay to get in to the fields, as well as spend money in the town, I want the complex to look like the community is glad that I came, and treats us with respect.

Clean, plenty of parking, close proximity of fields.
 Close concessions, wide array of fields.
 Close proximity to lodging and restaurants, good seating, good practice/warm-up areas, fields close together.

Close proximity to shopping, hotels, entertainment district. Also very well organized.
 Concession stand, shaded bleachers, clean, and well kept. However, it is a long trip...we may not go there next year.

Concessions – parking.
 Covered areas for sun protection and safer conditions for young kids and grandparents.
 Playgrounds close by are very nice for parents.
 Covered bleachers, sidewalks throughout entire park, parking lot is beam divided, clean/neat bathrooms, decent concessions.

Diamonds, lake, and shelter houses.
 Double-decker to watch multiple games.
 Easy accessibility to everything and plenty of room for everything.
 Everything is centrally located. Clean restrooms, nice grass, shade, concession stands, bleachers, nice fields, etc.

Everything is very close, and the fields are very nice.
 Fields are close together, good scoreboards, and soft fields.
 Fields are constructed for fast pitch (not slow pitch or baseball which means the infields are not gigantic extending halfway out into the outfield when playing fast pitch - backstop is closer as opposed to baseball backstops - outfield fences are 200 feet not 350 for slow-pitch or baseball which require use of temporary fences for fast pitch softball)

Sufficient parking - Paved walkways - concessions close to the fields - plenty of warm-up area - good infield surface and good drainage (can play even if rain, normally which makes travel to there seem worthwhile)- backstops constructed so that there is no metal bar directly in the sight line of spectators sitting behind the fence in lawn chairs - spacious dugouts positioned for fast pitch (not slow pitch or baseball) which have openings closer to home plate, This is a brand new complex constructed specifically for fast pitch softball - they did a great job in the design.

Fields are in perfect shape, grandstands are built in, concessions and restrooms are in the middle and they have good warm up areas. Very well kept up complex.

Fields were in great shape, practice areas are available, some parks don't have enough, there were other activities for family members.

Good concession stand, clean, tournaments fun, on time and friendly people.

Good playing service, shade and seating.

Good quality playing fields, 8 or more playing fields, infields are rain resistant, sprinkler system to reduce dirt from infield blowing into everyone's faces, excellent lights for play at night, permanent as opposed to temporary outfield fences, large warm up areas between fields, solid roof protective covers over the bleachers, paved parking lots, clean restrooms, wide sidewalks, clean and convenient concession stands, working scoreboards, convenient to highway, lots of restaurant choices, substantial staff to handle (whatever comes up), clear and plenty of signage so you know where you're going.

Have the ability to have several events going at once but still have the facilities to handle all the people, i.e. concessions and restrooms.

I coach a 16 yr girls fast pitch team. I like to see parks with area's for the girls to warm up and a place for pitchers to warm up. Covered area for the fans. Areas for the team and family's to set up to stay during a tournament if they're going to be at the park all day, a place to set up canopy tents and eat or grill.

It is only a fast pitch complex, no baseball or slow pitch. The fields are manicured nicely. The restrooms need attention and the parking lot needs work but the complex as a whole is the best we played.

It's closer to home, I grew up playing there. I'm a little more partial to that complex...

Large area, nice fields.

Large space for soccer fields, parking, etc...

Location, layout/design including restrooms and concession, nice seating to watch.

Lots of fields, shade for seating, easily navigated.

Lots of spaces between fields- don't have to worry about fly balls from other fields. Covered bleachers, announcers and scoreboards every game, good concession stand with low prices-wide variety, nice playground.

More fields, well taken care of facilities, wide variety of concessions.

Multiple fields, play areas for kids, quality fields for injury prevention, fenced fields, shaded areas, rest areas, adequate/safe seating.

New facilities, shade, play areas for younger children, parking is close to fields, in close proximity to fast food and grocery stores, close access to highways, good concession areas, allowed to bring coolers into park.

Nice clean up kept area of newer homes.

New facility with excellent, well-maintained softball fields; covered bleachers; excellent concession stands/restrooms; good parking lot; proximity to a large, shaded park; proximity to a variety of restaurants and stores.

New, family oriented, plenty of shade.

Nice concession area. Large parking area. Bathrooms close to fields.

Nice fields with concessions located centrally within.

Nice fields, convenient location.

Nice fields, plenty of practice area, play area for other children in the family, plenty of parking.

Nice warm up area near field.
 Shaded tree areas/sheltered area.
 Nice concession stands in the middle with CLEAN restroom facilities.
 Playground area nearby.
 Netting over stands to protect from foul balls.
 Nice bleachers.
 Nice dugouts.
 Several fields around concession/restroom area.
 Nice warm up areas and just a nice complex all together.
 Nice, covered seating and plenty of seating.
 Number of fields, ample parking, well-maintained grounds and fields.
 Organized, clean, close to town.
 Parking and openness.
 Parking close to fields, central concessions area.
 Parking, field conditions, stands.
 Play area for little kids, shade, good concessions. Good quality fields.
 Probably the best is the sports complex in Manhattan. The facility has a fishing location, a place for picnics, baseball, soccer, hitting cages and even a golf driving range. It is located in a fairly good location. It is both functional and attractive.
 Proximity to restaurants & shopping, cleanliness, appealing layout of ballpark.
 Quality fields and/or courts, convenient and CLEAN restrooms, close by amenities for restaurants and shopping (grocery, Wal-Mart, etc.).
 Scope and variety of activities, food options, entertainment options for younger family members and those with limited interest in sports.
 Seating, concessions, parking, easy to find, and the condition of the playing fields for the kids.
 Seating, large dugouts, great infield material and outfield grass, concession and bathroom complex was great, close parking.
 Seating, restroom area.
 Shade trees for outdoor events; good lighting; playground equipment for younger siblings; good parking access; centralized concession stands & bathrooms/limited walking to get there from the game.
 Shaded bleachers, grass, playground for younger kids, concessions.
 The baseball fields are beautiful and well taken care of. The fields are also wrapped around the concession stand, making the concession stand easily accessible. Parking is adequate and in good shape.
 The baseball fields are covered with nets and I don't have to worry about foul balls hitting my little ones.
 The fields were very good. Well maintained.
 The middle section is raised you can see all four fields. Location is great.
 The number of fields and concession stands.
 The quality of the fields, protective overhangs.
 The terrain/landscaping. Nice manicured fields. Good grounds keeping both for the fields and other areas (cleanliness). Nice, clean restrooms and concession stands. Covered bleachers are critical.
 The way that the entire complex is kept clean.....The fields are groomed after each game....and the location....

There is plenty of seating, restrooms and refreshment stands. Plus, you see all the community from your own area there.

This facility has both indoor gym space for basketball and volleyball along with numerous softball/baseball fields. It is designed with ample parking and easy access to concessions/rest rooms and bleacher space for watching the game(s).

Turf instead of grass, nice stands, not portable bathrooms.

We like first and foremost nice fields with real dirt, covered dugouts that are big enough for everyone, warm up areas, areas to set up as a team especially at out of town tournaments. When we travel we stay at the ballpark a lot so if we are able to set up our canopy's and watch ball games that is great. If there is a park close by that is great as well for the siblings and the players as well during down times.

We really liked that the fields were close together, had a nice bathroom facility. Just overall nice fields and covered bleachers.

Well maintained fields and grounds, parking, concession stand with selection; shade for spectators and children; play areas for children.

Well maintained.

Well manicured fields, water coolers on the benches.

Appendix B

Survey Instrument

The Hays Recreation Commission would like to know the economic impact of building a new sports complex in Hays, Kansas. The Docking Institute of Public Affairs at Fort Hays State University has developed a brief 5 minute questionnaire to collect the data required to make these estimates. As a regular participant in sporting events, your input would be highly valued and appreciated. Participation in our survey is voluntary, your responses and identity will be kept strictly confidential and the data will be analyzed only at the group level.

Thank you for your time and participation! If you have trouble accessing or completing the survey, or have any questions, please contact Jenny Tompkins at (785) 628-5272 or at jetompkins@scatcat.fhsu.edu.

If unsure of the exact answer, please estimate to the best of your ability.

Q1 Last year, how many times did you or your family travel to either your own or one of your children's out-of-town sporting events?

Q2a through Q2d From your home community, how many of those events were:

Less than 50 miles away? ____

Between 50 and 100 miles away? ____

Between 100 and 150 miles away? ____

Between 150 and 200 miles away? ____

More than 200 miles away? ____

Q3 Do you anticipate traveling to your own or your children's sporting events more often, less often or about the same during the coming year as you did last year?

Much more often

Somewhat more often

About the same

Somewhat less often

Much less often

Q4 When you travel to one of your own or your children's out-of-town sporting events, how far does it have to be before you will likely spend the night in a local motel or hotel?

- Less than 50 miles
- Over 50 miles away
- Over 100 miles away
- Over 150 miles away
- Over 200 miles away?

Q5 We are interested in finding out how much money an average family or group spends when traveling together for a sporting event. While you may not travel with the same number of people to each sporting event, on average, about how many people do you travel with AND are you financially responsible for (that is, you pay their bills)?

Thinking about size of the group that you travel with (the number you entered in Question 5 above), about how much money do you spend (for the entire group) for each of the following:

- Q6 Motels or hotels \$ _____ (per day)
- Q7 Parking, tickets and gate fees \$ _____ (per day)
- Q8 Groceries, snack foods and beverages \$ _____ (per day)
- Q9 Restaurants and fast food \$ _____ (per day)
- Q10 Shopping for non-food items \$ _____ (per day)
- Q11 Entertainment (Movies, museums, recreational activities, etc. \$ _____ (per day)
- Q12 Gasoline? \$ _____ (per day)

- Q13 How have higher gasoline prices affected your sports-related travel?

- I/We travel **much less** with higher gas prices
- I/We travel **somewhat less** with higher gas prices
- I/We travel **about the same** with higher gas prices

Q14 When an out-of-town event is scheduled for one of your own or your child's sports teams, how much does the **quality of the sports facility** there effect your decision to travel as a family to watch the event? Would you say a nice, new facility would make your family:

Much more likely to attend
Somewhat more likely to attend, or
Would it **not likely affect** your family's decision to attend.

Q15 Of all of the sports complexes you have been to, which one do you think is the best?

Q16 What are some of the amenities or features that you like about that complex?

Q 17 In what sporting events do you or your family participate? (Select all that apply)

Softball
Baseball
Soccer
Football

Q18 Approximately how many miles do you live from Hays, Kansas?

OR

What is your residential zip code?
