

Table 1. Anticipated Economic Effects Associated with U.S. Special Olympics in Central Iowa, July 2-7, 2006.

A. Sponsored Spending		\$9,000,000
B. Participants		
Athletes and coaches	4,000	
Officials	360	
	4,360 x 7 days @ \$70/day	\$2,136,400
C. Media - (using hotels)	100 x 7 @ \$200/day	\$140,000
D. Visitors	10,000	
Day visitors from region	2,000 @ \$35/day x 7	\$490,000
Overnite	8,000 @ \$170/day x 7	\$9,520,000
E. Volunteers	8,000	
Locals (no spending)	4,000	
Regional (day visits)	4,000 @ \$25/day	\$700,000
Total		\$21,986,400
Multiplier		1.6
TOTAL		\$35,178,240

While the U.S. Special Olympics being held in Ames Iowa on July 2-7, 2006, is a significant social and cultural event, the activities are also expected to generate a multi-million dollar economic impact in Central Iowa. Over 4,000 athletes and coaches along with 10,000 family and supporters are expected to visit and participate in events. These visitors seek out lodging food, and entertainment in the area and will provide an economic boost to the summer economy of Ames. The tourism and travel industry provide estimates of the spending profiles, or patterns associated with overnight visitors and day visitors that are used to estimate dollar effects from these visitors. While the participants will be lodging at the ISU dorm facilities, there will still be meal expenses. Most of the expected 10,000 visitors and media will be staying at motels in the region and generating considerable impacts. Over the 7 days of activities, nearly \$13 million of tourism spending is expected. In addition, the event sponsors are expecting to spend \$9 million on goods and services leading up to the event and during the event. The combined direct spendings total almost \$22 million. The spending by these visitors and organizers in the central Iowa economy also stimulates secondary effects as the money received by local businesses and services get re-spent. Our Input-Output model estimates an economic multiplier of 1.6 for the type of retailing and service sector spending associated with tourism and hospitality. Using this method, the combined direct and secondary economic effects anticipated for the US summer special Olympics is over \$35 million. This is equivalent to 500-600 jobs in these sectors.

The events also offers an opportunity for Ames and central Iowa to showcase our amenities and attractions that may lead to more than just one time visits for this event. Hosting future tourism events as well as recruiting economic development that is interested in these types of amenities may follow from this event.