



Project Data

Key Scope Items:

- Participant Survey
- Economic, Fiscal & Employment Impact Analysis

HSP Professionals Involved in Project: Rob Hunden, Rob Smitherman, Evan Holmes

Time of Service: 2011

Gay Softball World Series Impact Analysis

Chicago, Illinois

The City of Chicago hosted the 35th annual Gay Softball World Series in the summer of 2011. The event is run by the North American Gay Amateur Athletic Alliance (NAGAAA) and encompasses 680 teams in 37 leagues from across the United States and Canada. The Chicagoland event hosted 151 teams that played at fields spread across suburban Elmhurst, Schaumburg and St. Charles.

Hunden Strategic Partners (HSP) was tasked with determining the economic impact that the 2,400 attendees had on the region during the six-day tournament. To assess the impact, the team surveyed 275 attendees to determine their spending on lodging, food and beverage, transportation and entertainment while they were visiting the area. Due to the event being spread throughout the Chicagoland area, spending impact was not concentrated in one area, but distributed throughout the region.

Based on the survey results, the overall benefit to the Chicagoland region for the tournament was projected to be \$4.3 million with a tax impact to various government entities of several hundred thousand dollars. This analysis will be used by NAGAAA to show future sites and cities the economic benefit of hosting the tournament.