

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Micky Steinberg
DATE: January 15, 2020

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE FOR A DISCUSSION ON HOW THE CITY COULD CONTINUE TO SUPPORT THE INTERNATIONAL TENNIS FEDERATION (ITF) RETURNING TO MIAMI BEACH IN 2021-2023.

ANALYSIS

Please add to the January 15, 2020 Commission Meeting Agenda, a referral to the Finance and Economic Resiliency Committee a discussion on how the City could continue to support the International Tennis Federation (ITF) returning to Miami Beach in 2021-2023.

Applicable Area

Citywide

Is this a Resident Right to Know item?

No

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Commissioner Micky Steinberg

ATTACHMENTS:

Description

- ▣ ITF Report



GREATER MIAMI CONVENTION & VISITORS BUREAU



Profile of Attendees November 2019

Prepared by: GMCVB Research Division

Greater Miami Convention and Visitors Bureau
701 Brickell Avenue, Suite 2700, Miami, FL 33131 - Phone: 305-539-3000
Email: Research@GMCVB.com

Table of Contents

Background and Objectives 2

Executive Summary 3

Summary of Responses

Section 1 – Detailed Findings 5

Section 2 – Economic Impact 11

Section 3 – Demographics 14

Background and Objectives

The International Tennis Federation (ITF) is the governing body of world tennis, wheelchair tennis, and beach tennis. The ITF's governance responsibilities include maintaining and enforcing the rules of tennis, regulating international team competitions, promoting the game, and preserving the sport's integrity via anti-doping and anti-corruption programs. The ITF partners with the Women's Tennis Association (WTA) and the Association of Tennis Professionals (ATP) to govern professional tennis.

The ITF organizes annual team competitions for men (Davis Cup), women (Fed Cup), and mixed teams (Hopman Cup), as well as tennis and wheelchair tennis events at the Summer Olympic and Paralympic Games on behalf of the International Olympic Committee. The ITF sanctions the Grand Slam tennis tournaments as well as circuits which span age ranges (junior, professional men and women, and seniors) as well as disciplines (wheelchair tennis; beach tennis). In addition to these circuits, the ITF also maintains rankings for juniors, seniors, wheelchair and beach tennis.

The 39th Young Seniors World Individual Championships were held from October 19 through November 2, 2019. This year's event drew in 847 players along with an additional 1,270 guests.*

The Greater Miami Convention and Visitors Bureau (GMCVB) in partnership with ITF developed a research survey to develop a profile of attendees at the event. Surveys were conducted online after the event via emailed survey invite.

The survey was designed to:

- Determine the originating destination of attendees
- Create a demographic profile of the attendees at the event
- Understand what attendees used for lodging and transportation during their stay
- Collect data to be used in the Destinations International Economic Impact calculator in order to determine the event's total economic contribution to the area

The ensuing information is geared towards assisting the ITF develop marketing initiatives to further promote and expand the event.

**Figures provided by event organizers*

Executive Summary

The great majority of event attendees were from places outside the USA, with solid representation from Europe, Asia Pacific and Central/South America. Just under one in five came from areas in the USA outside of Miami-Dade County.

- This year's event saw more growth from international visitors, while other figures remained consistent from last year's event
- Representation from other parts in the USA outside of Florida came mostly from East Coast states but others were from as far away as Texas and California

Similar to last year's figures, out of town visitors to Miami-Dade County most often used paid lodging during their stay, and the bulk of this was in hotels/motels.

- 88% of total visitors who used paid lodging stayed in Miami-Dade
- The Washington Park Hotel was the most popular hotel choice among out of town visitors, followed by the Hilton Cabana and Waterside

The main form of transportation to the Miami-Dade area amongst visitors was primarily by air, with relatively few who mentioned driving, ride sharing or public transportation.

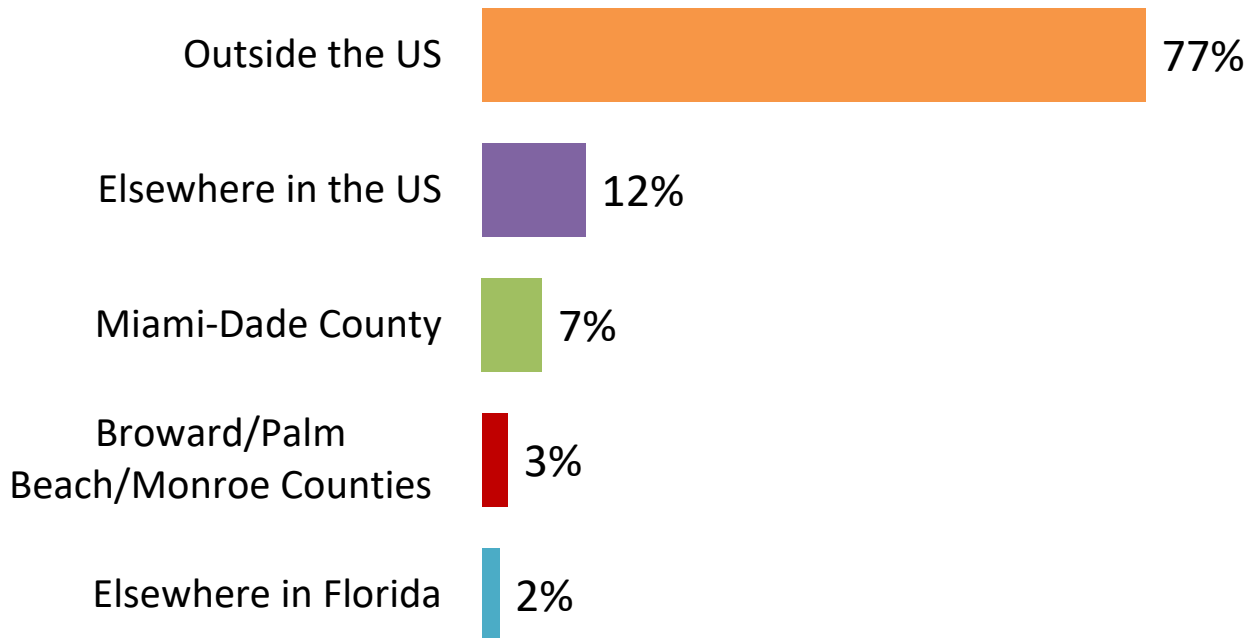
According to the DI Economic Impact Calculator, using attendance and survey statistics the 2019 ITF Senior Tennis Championship had a total Miami-Dade County economic impact of more than \$2.6 million in *direct expenditures*. Furthermore, over \$1.7 million in *indirect/induced expenditures* were also generated as a result of the event – creating a ***total economic impact of more than \$4.4 million.***

Locally, 347 jobs were directly supported by the event and 67 jobs were indirectly supported; for a net total of 441 jobs supported. More than \$120K in local taxes were generated by the event, along with an estimated hotel room demand of 4,805 nights.

Section 1:

Detailed Findings

Place of Residence

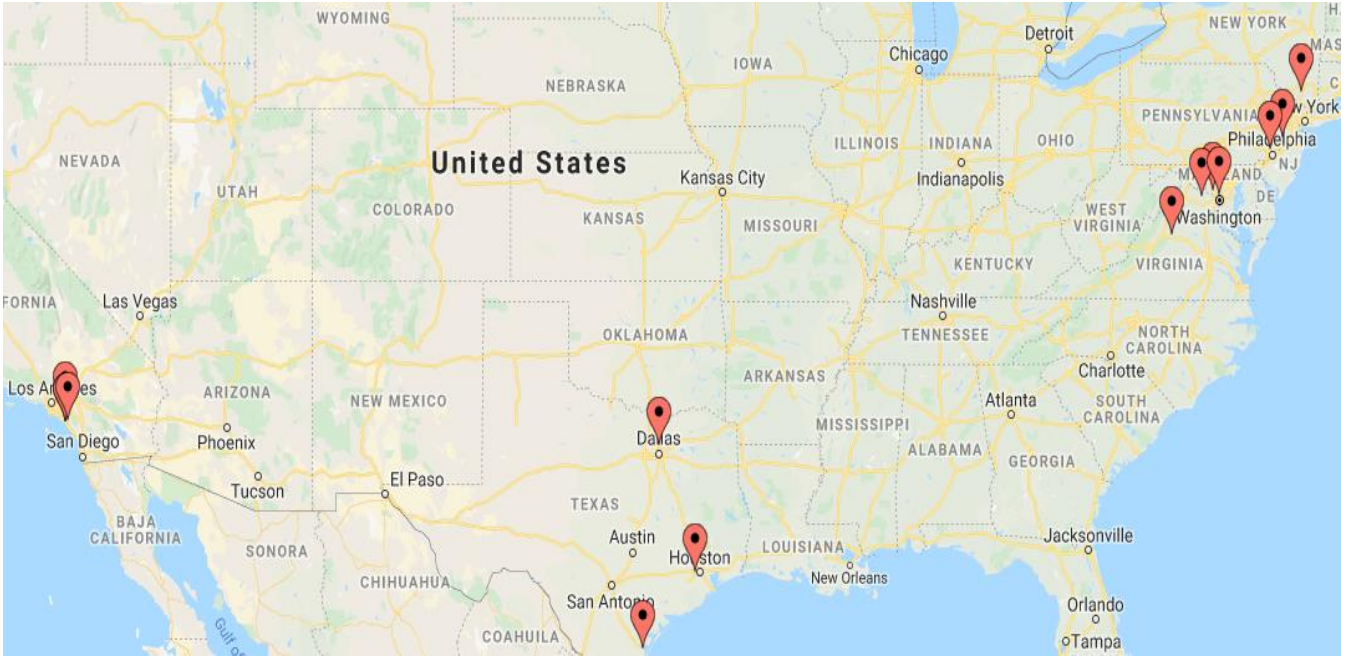


Residence – Historical		
	2018	2019
Miami-Dade County	17%	7%
Broward County	3%	0%
Palm Beach/Monroe Counties	3%	3%
Elsewhere in Florida	4%	2%
Elsewhere in the US	12%	12%
Outside the US	62%	77%

Q. Where is your PRIMARY residence?

Base: Total Answering

Place of Residence – Elsewhere in Florida/USA



5%

***Came from areas within
Florida, outside of Miami-
Dade County***

12%

Came from other parts of the USA

Top 5 States	
<u>By State (excluding FL)</u>	<u>%</u>
California	29%
Texas	21%
Maryland	14%
Virginia	14%
Others	22%

Q. Where is your PRIMARY residence?

Base: Total Answering

Place of Residence – Outside of the USA

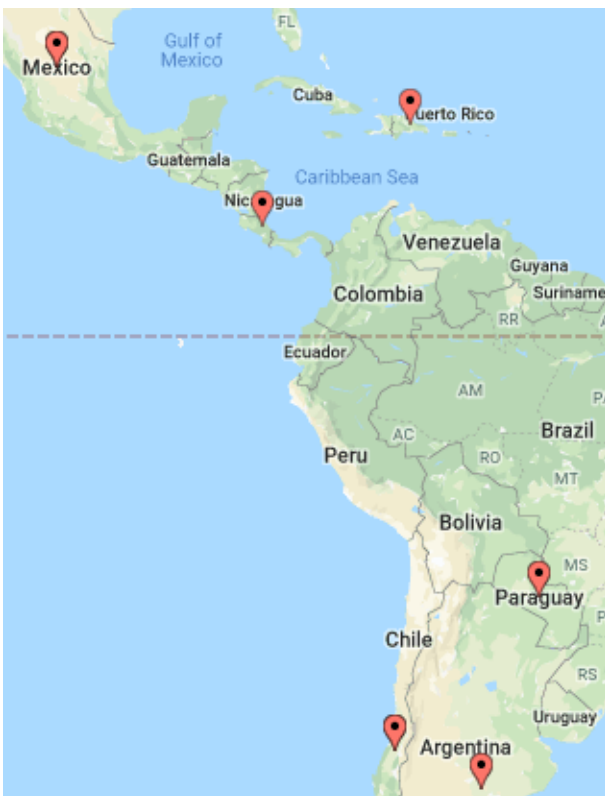
Europe



77%

***Came from outside of the
USA***

Central/South America



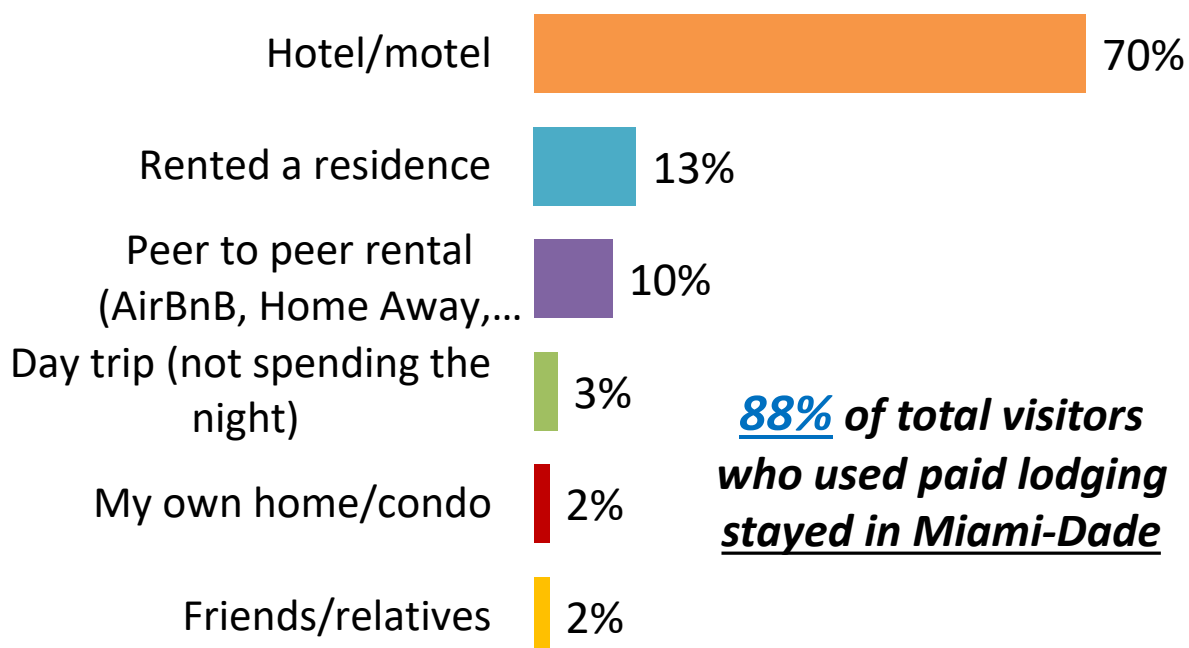
Asia Pacific/Oceania



Q. Where is your PRIMARY residence?

Base: Total Answering

Type of Lodging

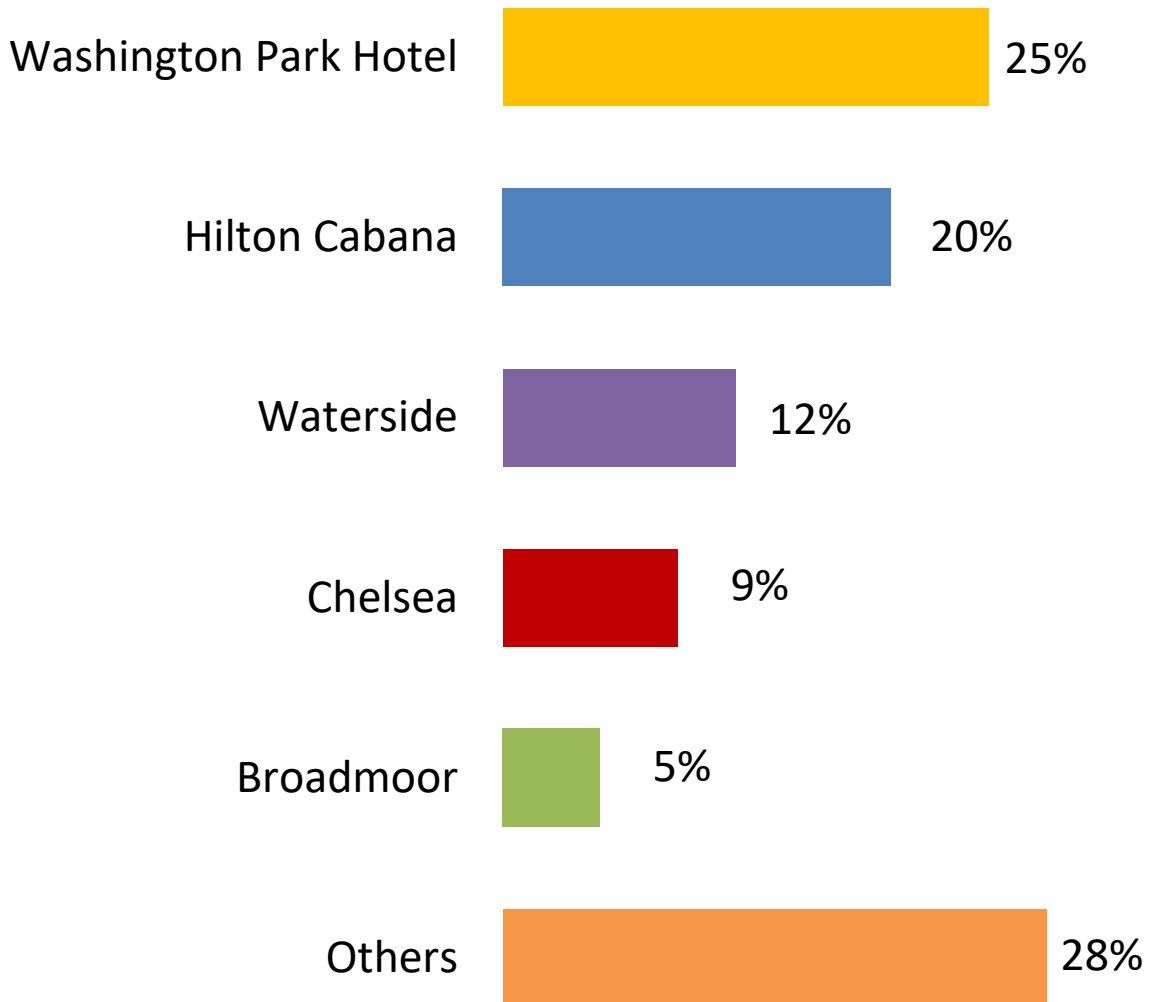


Lodging – Historical		
	2018	2019
Hotel/motel	68%	70%
Rented a residence	11%	13%
Peer to peer rental (AirBnB, Home Away, VRBO, etc.)	12%	10%
Day trip (not spending the night)	1%	3%
Friends/relatives	6%	2%
My own home/condo	3%	2%

Q. What type of lodging are you using during your visit?

Base: Reside outside of Miami-Dade

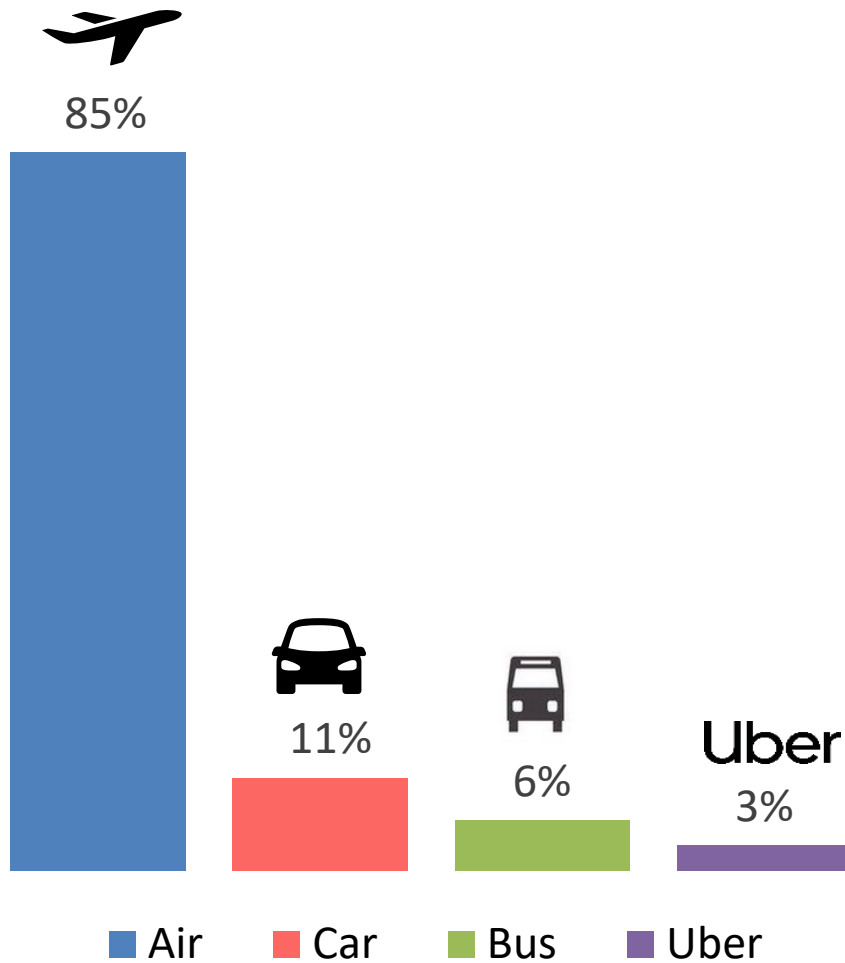
Name of Hotel/Motel



Q. What was the name of the hotel/motel you are staying at?

Base: Reside outside of Miami-Dade

Transportation to the Greater Miami Area



Q. What means of transportation did you utilize for this trip to the Greater Miami Area?

Base: Reside outside of Miami-Dade

Section 2:

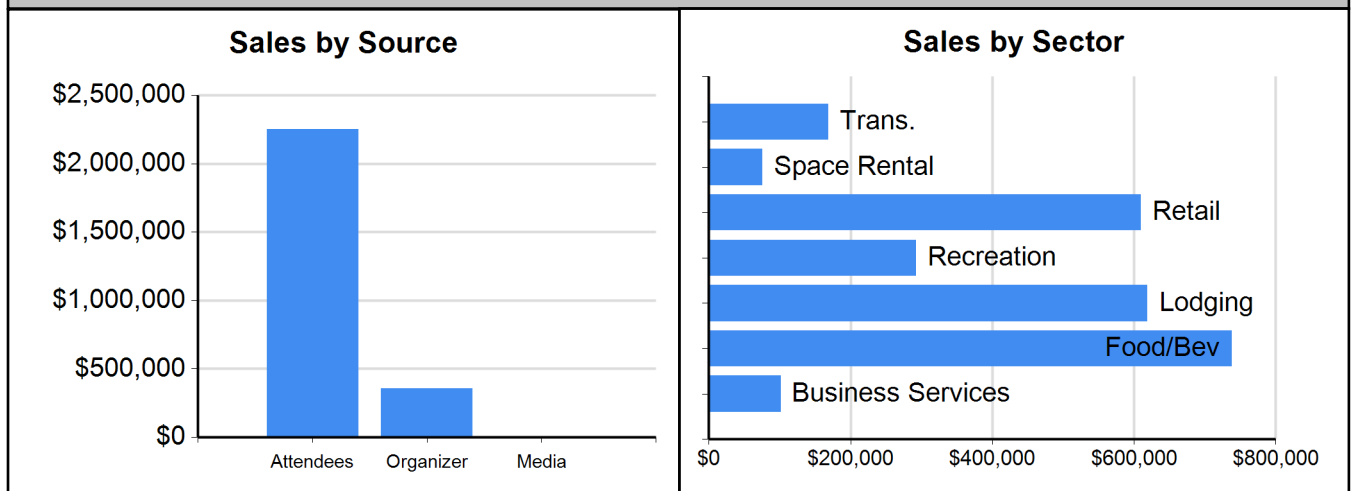
Economic Impact Of 2019 ITF Senior Tennis Tournament

Event Impact Summary

Destination: GTR MIAMI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	2019 ITF Seniors World Individual Championship	Business Sales (Direct):	\$2,606,035
Organization:	ITF	Business Sales (Total):	\$4,447,918
Event Type:	Adult Amateur	Jobs Supported (Direct):	347
Start Date:	10/20/2019	Jobs Supported (Total):	441
End Date:	11/2/2019	Local Taxes (Total):	\$121,403
Overnight Attendees:	1482	Net Direct Tax ROI:	\$97,789
Day Attendees:	635	Estimated Room Demand:	4,805

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$618,974	\$0	\$0	\$618,974
Transportation	\$157,430	\$10,598	\$504	\$168,532
Food & Beverage	\$571,083	\$167,408	\$0	\$738,491
Retail	\$610,228	\$0	\$0	\$610,228
Recreation	\$292,938	\$0	\$0	\$292,938
Space Rental	\$0	\$75,303	\$0	\$75,303
Business Services	\$0	\$101,285	\$284	\$101,569
TOTAL	\$2,250,652	\$354,595	\$788	\$2,606,035

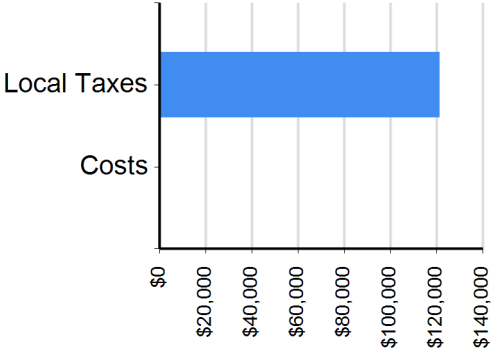
Event Impact Details

Destination: GTR MIAMI CONVENTION & VISITORS BUREAU

Event Name: 2019 ITF Seniors World Individual Championship 2019

Organization: ITF

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$2,606,035	\$1,841,883	\$4,447,918
Personal Income	\$913,680	\$517,438	\$1,431,118
Jobs Supported			
Persons	347	93	441
Annual FTEs	26	7	33
Taxes and Assessments			
<u>Federal Total</u>	<u>\$240,455</u>	<u>\$155,318</u>	<u>\$395,774</u>
<u>State Total</u>	<u>\$174,980</u>	<u>\$58,572</u>	<u>\$233,552</u>
sales	\$131,198	\$27,628	\$158,827
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$43,782	\$30,944	\$74,726
<u>Local Total (excl. property)</u>	<u>\$97,789</u>	<u>\$23,614</u>	<u>\$121,403</u>
sales	\$21,866	\$4,605	\$26,471
income	\$0	\$0	\$0
bed	\$43,328	-	\$43,328
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$8,566	\$2,026	\$10,592
other	\$24,029	\$16,983	\$41,011
property tax	\$47,276	\$24,448	\$71,724

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$97,789	
DMO Hosting Costs	\$0	
Direct ROI	\$97,789	
Net Present Value	\$97,789	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$121,403	
Total ROI	\$121,403	
Net Present Value	\$121,403	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	4,805
Room Pickup (block only)	0
Peak Rooms	741
Total Visitor Days	10,063

Section 3:

Demographics

Demographics

<u>Gender</u>		<u>Marital Status</u>	
Female	44%	Single, never married	21%
Male	56%	Married	63%
		Separated, divorced or widowed	16%
<u>Education</u>			
Some school	3%	<u>Age</u>	
High school graduate or equivalent	10%	Under 25	1%
Some college (includes 2-year degree)	10%	25 to 34	1%
College (4-year degree)	19%	35 to 44	46%
Graduation or professional degree	53%	45 to 54	44%
Other education	4%	55 to 64	3%
		65 and over	5%
<u>Household Income</u>			
Under \$50,000	17%	<u>Ethnicity</u>	
\$50,001 to \$80,000	12%	American Indian/Native American	0%
\$80,001 to \$110,000	11%	Asian	5%
\$110,001 to \$140,000	13%	Black/African-American	0%
\$140,001 to \$180,000	10%	Caucasian	58%
\$180,001 to \$210,000	6%	Hispanic/Latino	19%
\$210,001 to \$250,000	3%	Multi-Racial	3%
Over \$250,000	7%	Other	15%
Prefer not to answer	19%		