

TOUGH MUDDER GULF COAST

POST EVENT REPORT

APRIL 2016



TOUGH MUDDER GULF COAST

Context

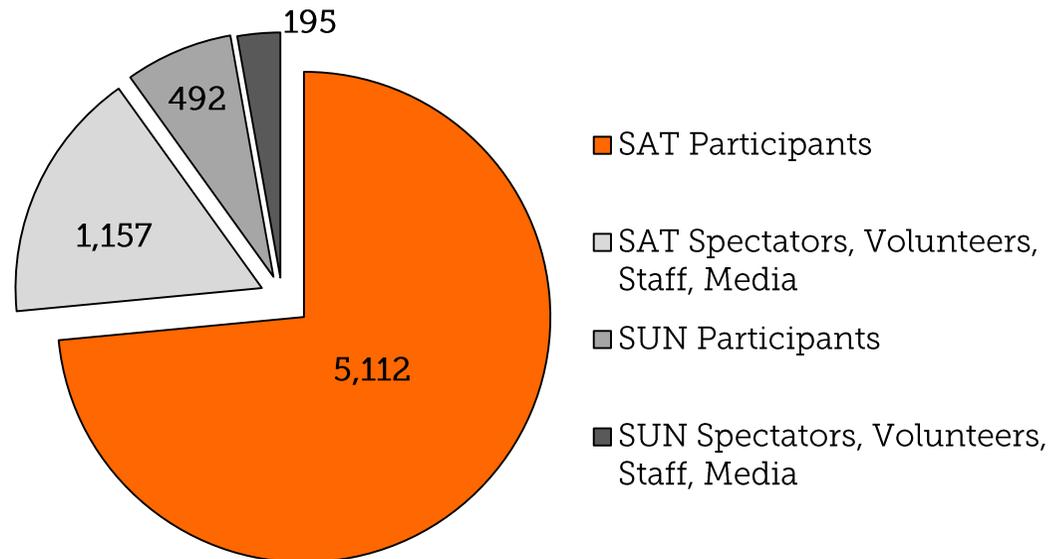
Tough Mudder held an event at Ates Ranch for the second time on Saturday, April 9, 2016 and Sunday, April 10, 2016. This report outlines the demographics and travel behavior of TM Gulf Coast 2016 participants.

Data Collection

Tough Mudder conducted two surveys after the TM Gulf Coast 2016 event.

1. A post-event survey was sent to all participants immediately after the event asking general questions related to customer satisfaction, obstacle innovation and participant demographics.
2. A second survey was sent to participants who had completed the post-event survey, asking questions around travel behavior, daily expenditures and specific questions around participant experience in the community. This survey had a 48% response rate based on the sample size of active participants.

Venue:
Ates Ranch
5700 Jeff Ates Road
Milton, FL 32583



Dates:
April 9, 2016
April 10, 2016

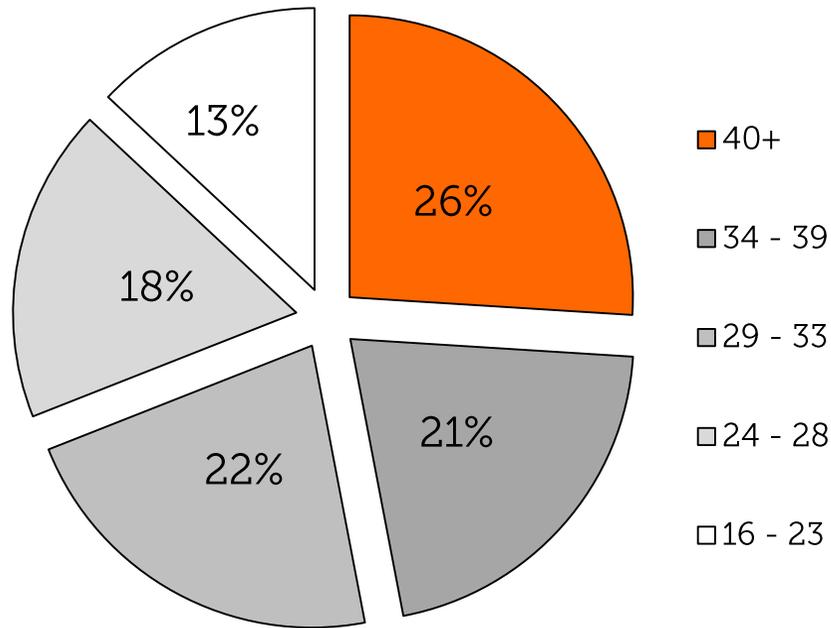
Total Event Attendance: 6,956

DEMOGRAPHICS

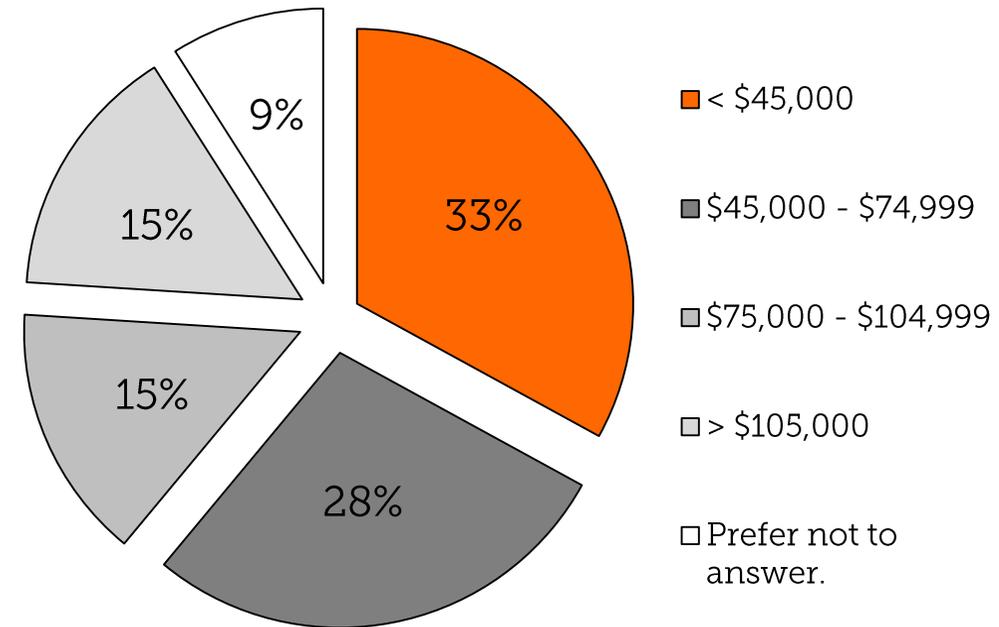
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74% of TM Gulf Coast participants are under 40, and at least 30% earn over \$75K per year.

TM Gulf Coast participants were 61% male and 39% female.



Participant Age



Participant Income

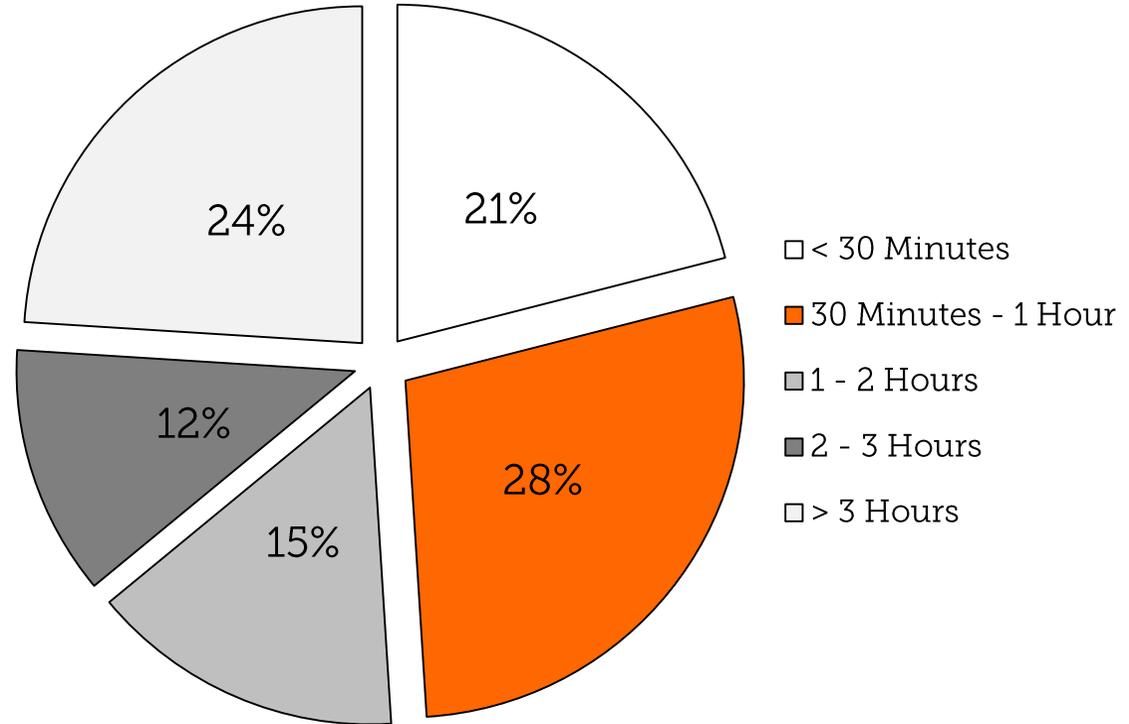
TOUGH MUDDER GULF COAST

Over **37%** of visitors had never traveled to Santa Rosa County, Florida before the Tough Mudder Gulf Coast 2016 event.

93% of visitors said they are likely to return to Santa Rosa County, Florida for a Tough Mudder event in 2017.

65% of visitors are likely to return to Santa Rosa County, Florida within the next year for a non-Tough Mudder purpose based on their experience at Tough Mudder Gulf Coast 2016.

Over **35%** of participants traveled over two hours to attend the event.



Participant Travel Distance

OVERNIGHT STAYS

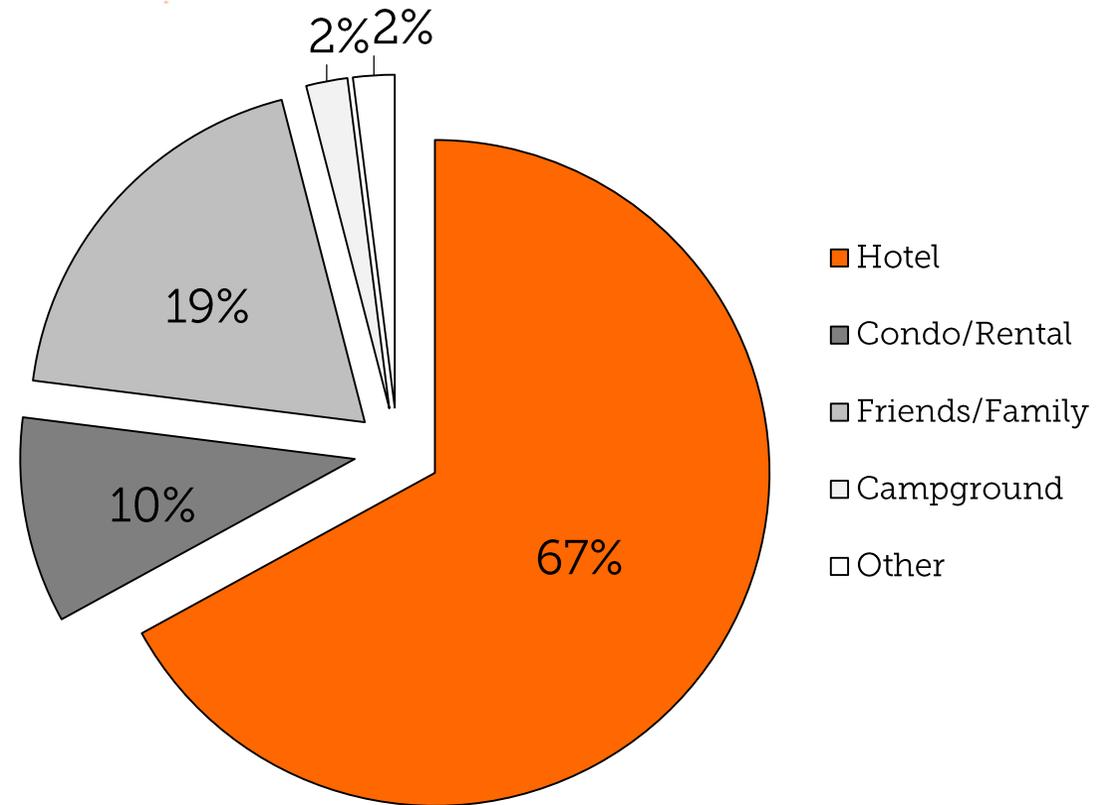
TOUGH MUDDER GULF COAST

87% of participants were visitors to **Santa Rosa County**, Florida.

37% of participants stayed overnight. The average length of stay was **1.98** nights.

The average number of hotel rooms per night for overnight visitors was **1.47** rooms.

Average travel party size was **4.2** people. **32%** of survey respondents reported traveling with over **5** people.



Participant Accommodations

PRE-EVENT PARTY

TOUGH MUDDER GULF COAST

FRIDAY PRE-PARTY

Don't miss out on the Official Pre-Party of Tough Mudder Gulf Coast located at Club Pagoda at **JUANA'S PAGODAS** on Friday April 8th from 5-9pm. 1451 Navarre Beach Cswy, Navarre Beach, Florida [GOOGLE MAPS](#)

Show your Info Packet at the door for Tough Mudder specials:

Free appetizers included

10% off food items

\$2.25 draft beers

\$4.00 well drinks

Don't miss out on the live music and beach views!



Tough Mudder Gulf Coast Official Event Page

Tough Mudder hosted a pre-event party at Juana's Pagoda, located in Navarre, Florida.

The party featured complimentary appetizers and discounted beverage specials for Tough Mudder Gulf Coast 2016 participants.

PRE-EVENT PARTY - FRI. APRIL 8TH

Juana's Pagoda
1451 Navarre Beach Causeway
Navarre, FL 32566
5:00 to 9:00 pm

Join us for our Official Pre-Party before the event at [Navarre Beach's Juana's Pagoda](#). Meet some fellow Mudders and enjoy some food and drink before the big day.

Show this email to receive an armband allowing 10% off any food items, \$2.25 Domestic Draft Beer, \$4 Well Drinks, and Free Appetizers.

Tough Mudder Gulf Coast Official Info Pack



TOUGH MUDDER GULF COAST



APRIL 9 & 10, 2016
TOUGH MUDDER
GULF COAST
PRESENTED BY MERRELL

Ates Ranch
 6110 Jeff Ates Road
 32583 Milton, FL
 United States
 Florida US
[GOOGLE MAPS](#)

Travel Time
 Tallahassee: 2 hr., 30 min
 Mobile, AL: 1 hr., 15 min
 Montgomery, AL: 2 hr., 30 min

OVERVIEW | TEAMS | PRICING | ESSENTIALS | SPECTATORS | EVENT DAY

EVENT OVERVIEW

SAME AWESOME VENUE, NEW COURSE
 Soak in the Florida sun as you run through the hills of Santa Rosa County. With rocky terrain and red clay trails (and only 30 minutes from the crystal clear waters and sugar white sand of Navarre Beach!), **Tough Mudder Gulf Coast Presented by Merrell** is the grueling challenge you've been searching for.

10 -12 MILES, 20+ OBSTACLES
 Featuring a mix of old classics and brand-new 2016 obstacles, start prepping now if you plan on making it to the finish line on this course.

Tough Mudder Gulf Coast Official Event Page

GULF COAST LODGING

We've been working with our hotel partners to provide rooms at special rates exclusively for Mudders and their supporters. When you book a room through one of our hotel partners, you'll get to stay with other Mudders, be closer to the action and turn an awesome event day into a full weekend experience. Check out the lodging deals in the area, and remember to use the discount code or refer to the Tough Mudder room block to ensure you receive the special Tough Mudder rates.

MILTON INN & SUITES	\$129.00 - \$139.00	+
HAMPTON INN & SUITES NAVARRE	\$129.00 - \$139.00	+
HAMPTON INN & SUITES GULF BREEZE	\$149.00	+
BEST WESTERN NAVARRE WATERFRONT	\$113.39	+
RESORTQUEST BY WYNDHAM VACATION RENTALS	10% Discount	+
HOLIDAY INN EXPRESS & SUITES	Sold Out	+

Tough Mudder Gulf Coast Official Lodging Page

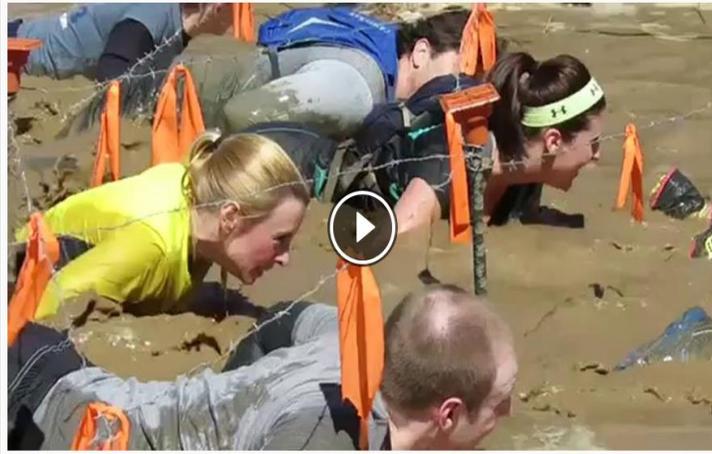
LOCAL SPONSORS



Tough Mudder Gulf Coast Official Event Page

TOUGH MUDDER GULF COAST

Santa Rosa gearing up for Tough Mudder



"Santa Rosa gearing up for Tough Mudder",
Pensacola News Journal

BY RICKI VANN | THURSDAY, APRIL 7TH 2016



"Getting dirty at Tough Mudder this weekend",
ABC 3, weartv.com



(Photo: Jody
Link/GoPensacola.com)

f 146 CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Sounds of accomplishment, joy, anguish and pain floated across the Ates Family Ranch in East Milton on Saturday.

More than 6,000 people from around the country registered to participate in the two-day Tough Mudder Gulf Coast event, an 11-mile mud run with more than 20 large-scale obstacles incorporated into the course.

First timers and experienced "mudders" alike experienced the freezing ice baths, barbed wire and water crawls, flaming ladders and slippery rotating block mud pits.

Last year's Tough Mudder event took place on a single day, bringing 14,000 out-of-county visitors and an approximately \$6.1 million economic impact to Santa Rosa County.

"Thousands rise to Tough Mudder challenge",
Pensacola News Journal

Tough Mudder: Were you tough enough?



Tough Mudder participants Nathan and Zach reflect on the 2016 Milton course and which obstacles were the most difficult. Hana Frenette/hfrenette@pnj.com

"Were you tough enough?",
Pensacola News Journal

TOUGH MUDDER GULF COAST



Geo-targeted advertisements for Tough Mudder Gulf Coast 2016 were placed on Pandora Radio (pandora.com) directing people to the official event and lodging pages. Pandora Radio has over **250,000,000** users.



The campaign delivered over **4,500,000** impressions, with over **13,000** clicks.

Tough Mudder reached over **437,200** unique users within the duration of the campaign.

TOUGH MUDDER GULF COAST



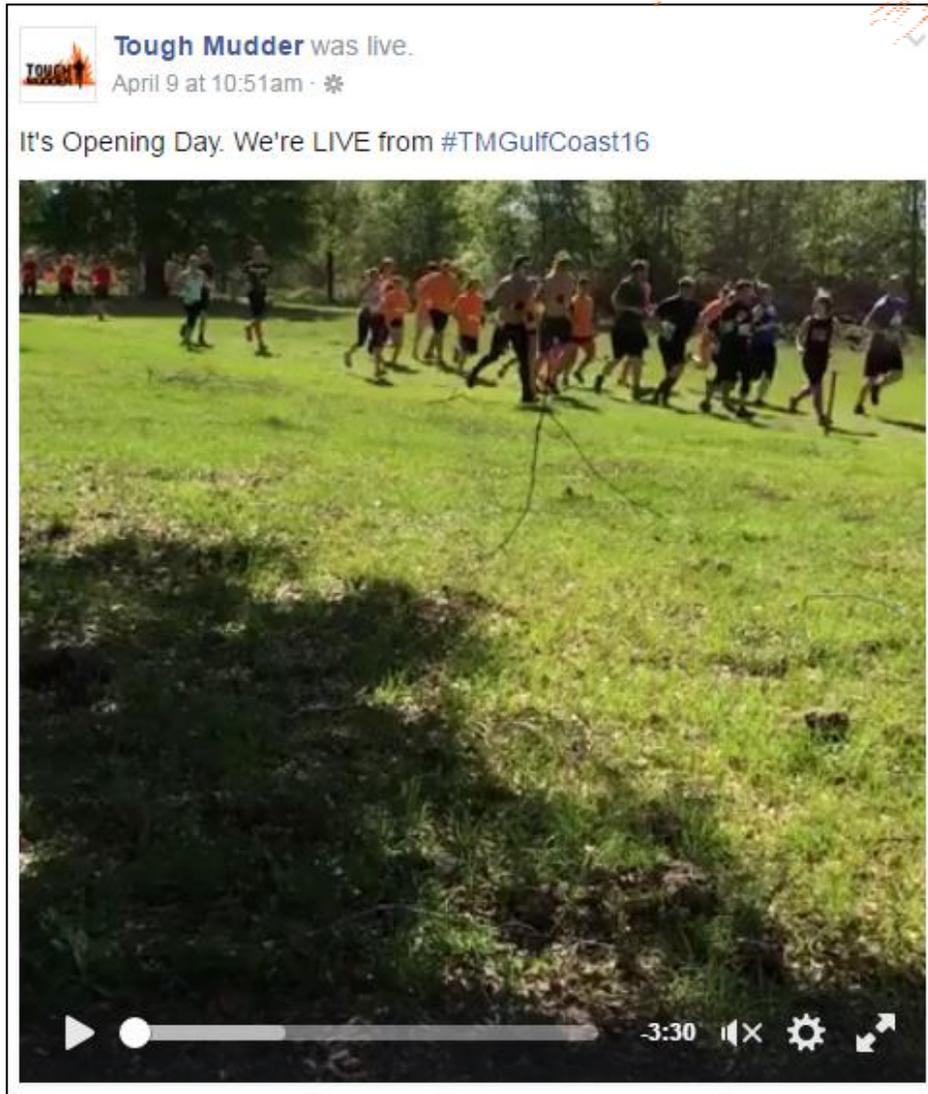
The Tough Mudder global brand has over **4,000,000** likes on Facebook, allowing extended viewership of all shared material.

Tough Mudder's posts reached an average of **3,400,000** unique accounts per week.

Posts surrounding the Tough Mudder Gulf Coast 2016 event on the brand page reached over **800,000** people.

The Tough Mudder Gulf Coast 2016 event page reached over **950,000** people and the event album had over **2,000** likes, comments and shares.

TOUGH MUDDER GULF COAST



Tough Mudder Gulf Coast was the inaugural livestreamed event for the 2016 season. Tough Mudder posted **13** unique videos during this event, live from Ates Ranch.

Total Reach: **7,352,845**

Total Views >30 sec.: **346,420**

Total Interactions: **28,378**

Avg. Engagement Rate: **3.66%**

Top Performing Video: **Blockness
Monster Live**

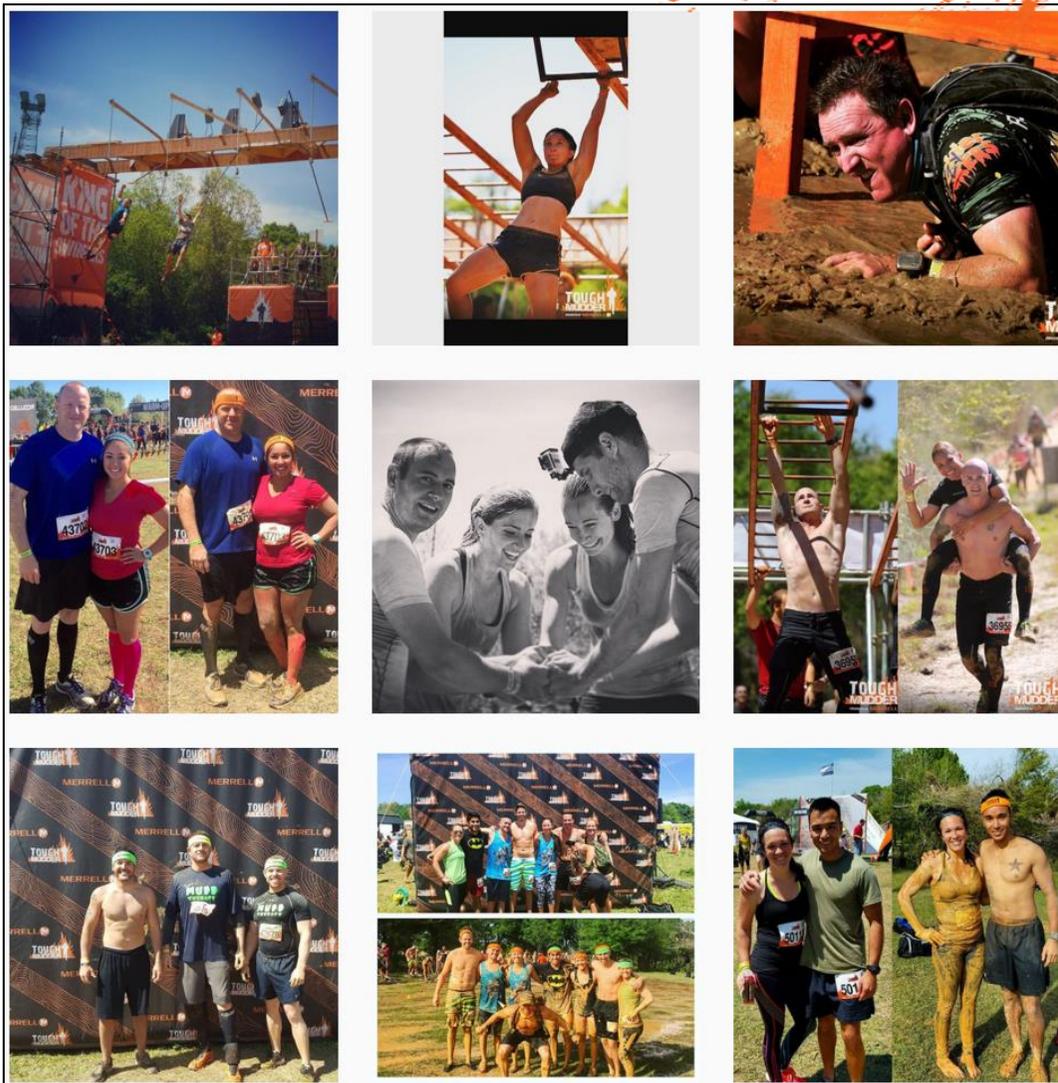
Total Reach: **926,811**

Total Views > 30 sec.: **149,940**

Total Interactions: **8,029**

Engagement Rate: **6%**

TOUGH MUDDER GULF COAST



#toughmuddergulfcoast and affiliated hashtags were tagged over **850** times.

Tough Mudder posted **10** images and videos from this event.

The Tough Mudder global brand has over **150,000** followers on Instagram, allowing extended viewership of all shared material.



TOUGH MUDDER

2016

TOUGH MUDDER
2016

TOUGH MUDDER
PRESENTED BY MERRELL M

THE ECONOMIC IMPACT OF THE



GULF COAST EVENT

JUNE 28, 2016

TOUGH MUDDER

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Community Development and Venues
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HAAS CENTER

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ABOUT US

Located in the SunTrust Tower in historic downtown Pensacola, Florida, the Haas Center collects, analyzes and distributes economic data for clients seeking expert economic advice. We exist to help entrepreneurs and industry leaders—from traditional manufacturing to emerging technologies—meet their information needs in the modern economy.

The Haas Center specializes in data analysis for the purposes of economic forecasting, marketing research, business expansion, tourism, and real estate development, as well as industry and academic studies. The Haas Center's staff combine academic credentials with varied experience, ranging from economists to survey specialists. Each professional combines innovation with attention to detail to produce high-quality research products for Center clients.

For further information please visit our website at haas.uwf.edu, or contact Zach Jenkins at zjenkins@uwf.edu.

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INNOVATIVE RESEARCH • INTELLIGENT SOLUTIONS
A Center of the University of West Florida

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Table E1. Executive Summary

Total Regional Economic Impact	\$2,753,229.1¹
Direct Spending	\$1,662,466.2
Indirect/Induced Impact	\$1,090,763.5
Taxes & Fees Generated	\$230,770.0
Santa Rosa County Economic Impact	\$1,453,076.5
Direct Spending	\$1,095,310.5
Indirect/Induced Impact	\$357,865.9
Taxes & Fees Generated	\$141,655.0
Total Participants	5,604
Hotel Room Nights	2,023
Total Visiting Participants	4,861
Total Other Visitors	1,172
Total Out-of-Market Visitors	6,033
% of Out-of-Town Visitors On Site	87%

¹ Total Impact is equal to the direct, indirect and induced effects, all of which are not presented in this table.

Introduction

The Haas Center for Business Research and Economic Development was commissioned by Tough Mudder to assess the economic impact of their 2016 Gulf Coast event. The Tough Mudder event was held at the Ates Ranch in Milton, FL, on April 9 and 10. The course included a 10-12 mile mud run with 20 large-scale obstacles.

The report aims to provide an accurate assessment of the economic gain realized by a study area of Santa Rosa County, home of the event site, as well as spending in its neighboring communities. The primary source of the event's economic impact is funds spent by tourists who live outside of Santa Rosa County and visited the region specifically for Tough Mudder Gulf Coast 2016. The Haas Center utilized IMPLAN to assess the economic effects for this study.

For events like Tough Mudder, the economic impact only considers the spending of non-resident event participants and spectators. Spending by Santa Rosa residents has little impact because it is a substitute for money they would have likely spent in Santa Rosa County anyway. In addition, local spending by the event producer is included as a direct expenditure.

To assess the economic impact, visiting event participants were asked about their travel party's spending while they were in the area. This spending includes accommodation expenses, daily expenditures and other purchases made by both overnight visitors, who stayed in the area for the event, and those who drove in for the day to participate in or observe the event.

The combined visitor and event producer spending in Santa Rosa County is estimated to determine the total direct spending in the study area, associated tax-related benefits, and the indirect and induced impact generated by the event.

Modeling Economic Impacts

Economic Impact Explained. Decision makers in all walks of life must regularly ask themselves "What is the economic value or importance of this project?" Economic Impact models help stakeholders understand the impact of these projects on the rest of the economy. All models start with a direct effect measured by outcomes such as the number of jobs produced

INTRODUCTION

or expenditures. In our case, the expenditure figure is the total direct spending associated with the Tough Mudder event. These models trace that direct effect as it moves throughout the economy—some transactions represent local purchases that will generate additional economic impacts, while others leave the economy or are retained through savings and do not create additional impacts. These funds go to both labor and the purchase of goods and services, which sets off another round of economic activity. This is typically referred to as the multiplier effect.

IMPLAN. To calculate the economic impact associated with the Tough Mudder Event visitor spending, the Haas Center used the Minnesota IMPLAN Group's *Impacts for PLANing software V3.1.1001.12 (IMPLAN)*.

Economic impact is reported in terms of direct, indirect, and induced effects on sales, employment, labor income and tax revenues. Within the context of tourism, direct effects are the impact of business sectors providing goods and services directly to tourists, such as restaurants and lodging. Indirect effects relate to business-to-business transactions, such as the delivery of food supplies to restaurants or laundry facilities that clean linens for hotels, motels and condominiums. Tourism also generates an induced effect, which is measured in terms of fluctuations in the wages received by employees who provide goods or services to visitors. For example, when a tourist spends money at a restaurant, the waiter who serves that tourist receives wages because of the demand for that service. Accordingly, the waiter uses these wages to purchase local goods or services, which further stimulates the local economy

This study presents several key indicators of total economic impacts: Output, Value Added, Labor Income, and Employment. These indicators are defined as follows:

- ⇒ Output: Output represents the measure of economic activity in the region attributable to the economic event and includes all revenue and sales.
- ⇒ Value Added: Value Added represents the difference between the Output and the cost of inputs acquired from outside the region needed to achieve such output. Thus, it is a measure of the value that is added to the regional economy by the economic event. It is analogous to Gross Domestic Product at the national level.

MODELING IMPACTS

- ⇒ Employment: Employment measures the total number of annual equivalent jobs that are created by the event.
- ⇒ Labor Income: All forms of employment income, including Employee Compensation (wages and benefits) and Proprietor Income.

Methodology

To obtain the data necessary to generate figures for total economic impact, a comprehensive post-event survey was sent to participants in the week following Tough Mudder Gulf Coast. It is important to note that Tough Mudder does not collect email addresses for every event participant as participants may choose to register in groups.

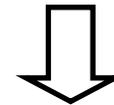
The survey was sent out by Tough Mudder after the event to registrants who were engaged with Tough Mudder communications. The survey was sent via email and responses were collected from April 12-20, 2016. Once the response window was closed, all data was collected for analysis and sent to the Haas Center. In total, 371 total respondents consented to take the survey. However, natural “break-off” in online survey completion lead to only 325 respondents finishing the final spending questions.

These responses coincide with approximately a 5% margin of error (+/-) at a 95% confidence level. To place this in context, one question asks about the cost of respondents’ hotel accommodations, which averaged \$126.37 per night. Applying the margin of error and confidence level, this means that we are 95% certain that if we surveyed all of the participants and spectators who stayed in a hotel, we could expect the average of hotel spending to be between \$121.37 and \$131.37 per night.

The survey itself was written to be comparable to other instruments used by Tough Mudder across all of their nationwide events. However, the Haas Center did review and edit the survey to ensure that a comprehensive data set was collected. The questions included a respondents’ resident/visitor status; past experience with Tough Mudder; impression of Santa Rosa County; location and type of accommodation (if any); spending on hotels, rental cars and other daily expenses like food, retail, gasoline and

Event Participants	5,604
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Survey Recipients	775
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Responses	371
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Response Rate	47.9%
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METHODOLOGY

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entertainment.

In order to extrapolate the spending to the entire population of participants and spectators, we profiled several sub-groups. These groups included participants and spectators who were Santa Rosa County residents; overnight visitors; daytrippers; and those whose accommodations were in Santa Rosa County.² Approximately 13% of respondents were Santa Rosa County residents and are thus excluded from this report’s analysis. It is assumed that, as residents, if they were not spending on Tough Mudder, they would still most likely keep these dollars within the county but spending in other locations. Economists refer to this as the substitution effect.

Table 1 presents the daily spending for all overnight visitors and all daytime visitors, not including accommodations spending. Overnight visitors spent nearly \$168 per day, with the majority of dollars spent on food, beverage and clothing or retail. Daytime visitors spent nearly \$69 per day, with approximately equal amounts going to food, beverage and clothing or retail.

To measure the full impact of the event, we opted to include spectator spending data in our estimate. The Haas Center team requested the hard spectator data from Tough Mudder. There were 1,352 spectators, volunteers, staff, and media on-site at Ates Ranch during the event. While the exact number allows us to be more precise, it does force us to make some assumptions about spectators’ spending patterns. To that end, we have assumed that spectators would behave in a similar fashion to event participants, including lodging information and all spending patterns. The spending calculation is still considered conservative because it does not include spending by members of a participant's travel party who were not participants or spectators

Spending Category	Overnight	Day
Food & Beverage	\$66.46	\$22.62
Ground Transportation	\$21.91	\$14.13
Clothing/Retail	\$47.16	\$23.14
Daytime Entertainment	\$13.16	\$3.28
Nighttime Entertainment	\$19.15	\$5.78
Total Daily Spending Per Visitor	\$167.84	\$68.95

Resident of SR County	13%
FL Resident (Other County)	52%
Out-of-State	35%

²The direct spending figure was calculated based on these sub-groups’ spending patterns and is provided in detail in Appendix C.

METHODOLOGY

attending the event on-site at Ates Ranch, but who traveled with participants and spectators to the community.

Lastly, it is important to note that all estimates depend on the reliability of the self-reported data from survey respondents, especially regarding spending data. Respondents were asked, "How much did you spend daily?" on various categories of goods and services. It is possible that their reported expenditures included food or services rendered to others in their travel party. In reviewing responses, we believe any over-inclusiveness would be canceled out by not including any estimate of spending by members of the travel party who were not spectators or participants in the event.

Table 3 presents the calculation of total spending on accommodations by all visitors, both participants and spectators. Tough Mudder furnished the number of participants, spectators, volunteers, and media, and the number of Tough Mudder room nights. The rest of the information is taken from survey data, specifically the number of rooms, nights stayed, party size, and average daily room rate. In total, visitors stayed for 2,023 nights in the region and spent approximately \$255,681 on lodging.

Economic Impact

Table 4 presents the economic impacts associated with the estimated spending by the participants, spectators and employees of the Tough Mudder event in Santa Rosa County. The direct spending reported in the Executive Summary Table, \$1.66 million, serves as the input to the model. It consists of visitor spending on daily expenditures, accommodations, event producer spending, and merchandise/concession sales at the event. Table 4 presents the following data: total employment, total labor income, total value added and total output.

Table 4 includes both the regional economic impact and Santa Rosa

³Both participants and spectators.

Table 3. Regional Lodging Spending Calculation	
Total Visitors ³ in Regional Lodging	2,752
Avg. Rooms per Night	1.47
Avg. Nights per Party	× 1.98
Avg Room Nights/Party	2.91
Travel Party Size	÷ 4.25
Avg. Room Nights/Person	0.6848
Total Visitors in Regional Lodging	2,752
Avg. Room Nights/Person	× 0.6848
TM Employee Room Nights	+ 138
Total Room Nights	2,023
Reported Avg. Daily Room Rate	\$126.37
Total Hotel Spending	\$255,681.18

ECONOMIC IMPACT

Table 4. Economic Impact Summary

Regional Economic Impact				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	26.3	\$535,462.86	\$865,702.66	\$1,662,465.64
Indirect Effect	5.0	\$165,985.46	\$299,949.52	\$588,821.51
Induced Effect	4.1	\$152,424.74	\$282,802.48	\$501,941.95
Total Effect	35.3	\$853,873.06	\$1,448,454.65	\$2,753,229.09
Santa Rosa County Specific Economic Impact				
Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	18.4	\$299,190.24	\$505,507.01	\$1,095,210.55
Indirect Effect	2.9	\$58,597.05	\$104,431.26	\$233,563.60
Induced Effect	1.1	\$32,357.83	\$71,025.41	\$124,302.29
Total Effect	22.4	\$390,145.11	\$680,963.67	\$1,453,076.45

County's individual impact. The IMPLAN model estimates that this spending contributed approximately \$2.75 million in total sales to the regional economy.⁴ Approximately \$1.45 million of this impact was within Santa Rosa County. Furthermore, the Tough Mudder event helped support approximately 35 jobs while generating approximately \$853,873 in labor income. More than \$1.4 million in Total Value was added to the economy. Approximately \$865,702 of this value was generated by the direct effects of the Tough Mudder event. The total direct effect associated with Tough Mudder related tourism's economic output is nearly \$1.7 million.

Nearly 75% of total jobs supported by event-related tourism are related to the direct goods and services consumed by visitors. Similarly, 62% of labor income, or almost \$535,462, was produced by the direct effects of the event. The 26 directly-supported jobs are found in restaurants, accommodations, retail and entertainment locations which provide services to visitors.⁵

Table 5 on the following page presents the regional fiscal impacts

⁴As explained in the Methodology section, some overnight visitors' accommodations were not located in Santa Rosa County. As such, the spending was calculated as both a regional and county specific impact.

⁵The Top Ten industries are presented in Appendix B.

ECONOMIC IMPACT

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associated with the Tough Mudder event based upon the IMPLAN model. The fiscal impacts assigned specifically to Santa Rosa County are listed in Appendix B. The fiscal impact is based upon national averages of local and state tax policies, as opposed to actual local tax policies. The table is separated into multiple tax categories: taxes on production and imports, corporations, employee compensation and personal tax. Taxes on production and imports (TOPI) consist of tax liabilities, such as general sales and property taxes, that are chargeable to business expense in the calculation of profit-type incomes. In sum, state and local governments could expect to generate more than \$220,000 from TOPI, with the bulk of it coming from sales tax (\$117k) and property tax (\$82k).

Corporations are taxed on dividends as well as profits. In total, nearly \$3,500 in tax dollars would be generated in this group. Taxes for social insurance programs, such as Social Security taxes and Medicare taxes, are classified as contributions for government social insurance and are listed under employee compensation. These taxes generated just over \$1,000.

Personal current taxes include tax payments on personal property, on motor vehicle licenses, fines and fees, and payments for other personal licenses by U.S. residents. These taxes would largely go directly to Santa Rosa County and its municipalities and would generate more than \$5,500. In sum, the annual state and local taxes generated by visitor spending is approximately \$230,770.

Table 5. Regional Fiscal Impact of Tough Mudder Visitor Spending	
Tax on Production and Imports	
Sales Tax	\$117,695.00
Property Tax	\$82,013.00
Motor Vehicle Lic	\$2,059.00
Severance Tax	\$152.00
Other Taxes	\$12,251.00
S/L Non Taxes	\$6,526.00
Total	\$220,697.00
Tax on Corporations	
Dividends	\$324.00
Corporate Profits Tax	\$3,150.00
Total	\$3,474.00
Employee Compensation	
Social Ins Tax:	\$370.00
Employee Contribution	
Social Ins Tax: Employer Contribution	\$722.00
Total	\$1,091.00
Personal Tax	
Non Taxes (Fines-Fees)	\$4,149.00
Motor Vehicle License	\$940.00
Property Taxes	\$361.00
Other Tax (Fishing/Hunting)	\$57.00
Total	\$5,508.00
State and Local Tax Impact	\$230,770.00

Qualitative Data

In addition to the quantitative data collected, the survey asked a series of questions about visiting Santa Rosa County more broadly. These questions are presented on the following page in Table 6. Respondents were asked if they participated in the first Tough Mudder Gulf Coast Event held in 2015. Nearly 75% said they had not and that the 2016 event was their first. The

QUALITATIVE DATA

number of participants increased 10.6% between 2015 and 2016, which suggests the event was able to retain many 2015 participants as well as attract new participants to Ates Ranch. The survey also asked respondent’s likelihood of participating in a Tough Mudder at Ates Ranch if it were to be held again in 2017. An overwhelming 92.7% answered they were either likely (17.7%) or very likely (75.0%) to return for the event. If this pattern held true for all participants, then Tough Mudder could most likely expect to grow in size again next year.

The results also show that Tough Mudder is an excellent way to introduce the area to new visitors who may otherwise not have come to Santa Rosa County. Approximately 37% of respondents had never traveled to the county before. When asked if respondents were likely to return to the area again within the next year for a non-Tough Mudder related purpose, more than 65% reported that they were likely to do so. However, it is also possible that the true number of “repeated” visitors could be even higher if the question was less restrictive about time. In addition, the data shows that many visitors traveled more than three hours to Tough Mudder Gulf Coast, which could be prohibitive for multiple annual getaways. As shown in Figures 1 and 2 on the following page, most of the respondents came from the Southeast. Visitors were largely from the Gulf Coast and other Florida counties. However, visitors reported traveling from distant states like California, Washington, Pennsylvania and Michigan.

Lastly, respondents gave their general impression of Santa Rosa County in a free response question. In general, the 222 respondents reported incredibly positive regarding their travel experience. The most commonly used descriptors of Santa Rosa County included ‘nice’, ‘great’, ‘beautiful’, ‘awesome’ and ‘good’. In general, people agreed that it was a nice ‘quaint and quiet’ community, an excellent location for the event, and ideally located in proximity to other entertainment options.

Table 6. Visitor Statistics	
Have you participated in TM Gulf Coast previously?	
No. This is my first Tough Mudder Gulf Coast event.	74.4%
Yes. I participated in 2015 at Ates Ranch.	25.6%
Total	100.0%
Likelihood of participating in 2017 Ates Ranch Tough Mudder Event?	
Very Likely	75.0%
Likely	17.7%
Unlikely	4.4%
Very Unlikely	2.9%
Total	100.0%
Traveled to Santa Rosa County previously?	
Yes	62.9%
No	37.1%
Total	100.0%
Likely to return to Santa Rosa County within the next year for another purpose?	
Yes	65.5%
No	34.5%
Total	100.0%
How long did you travel to attend this event?	
< 30 Minutes	21.1%
30 Minutes - 1 Hour	27.7%
1 - 2 Hours	14.6%
2 - 3 Hours	12.5%
> 3 Hours	24.1%
Total	100.0%

QUALITATIVE DATA

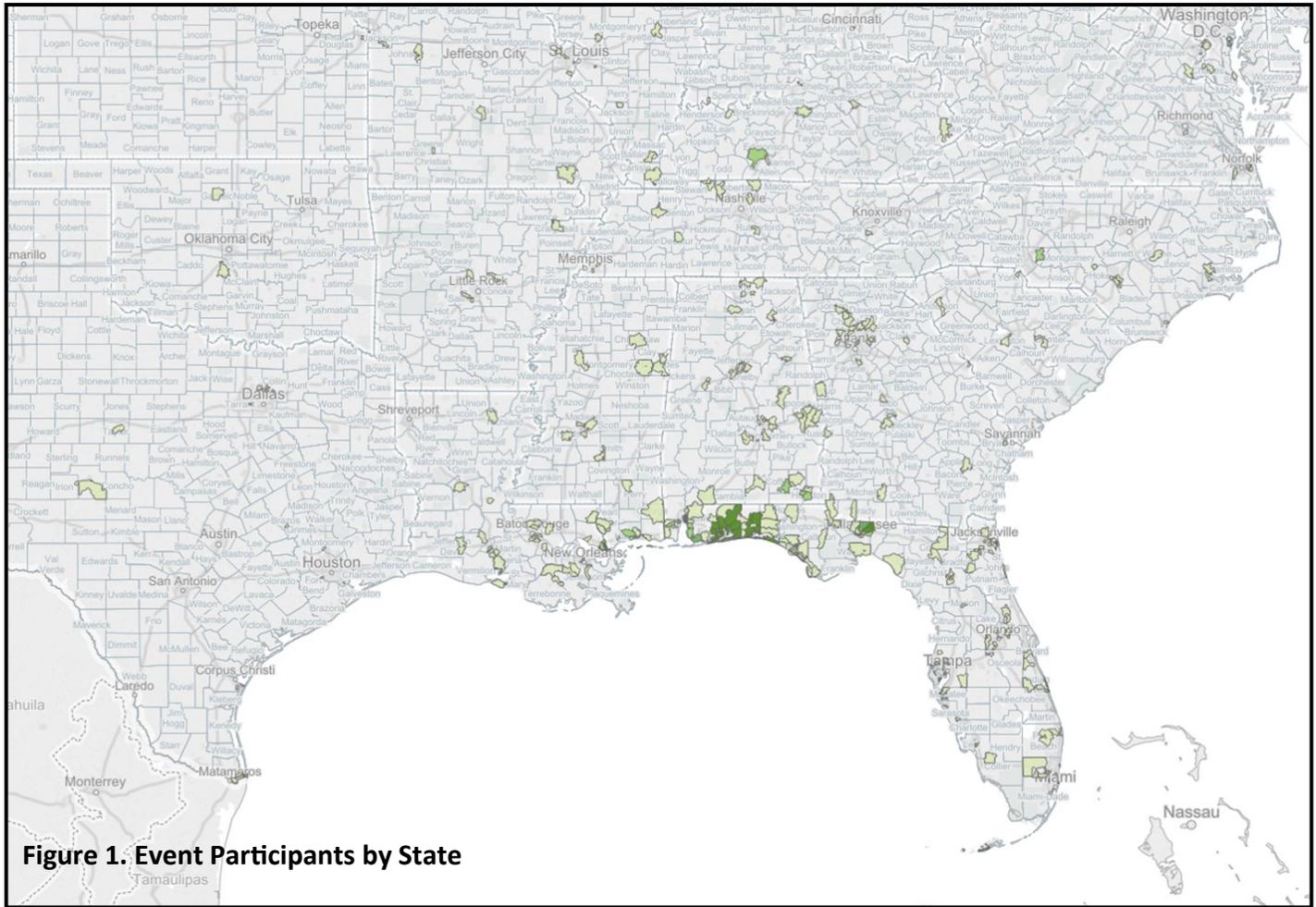


Figure 1. Event Participants by State

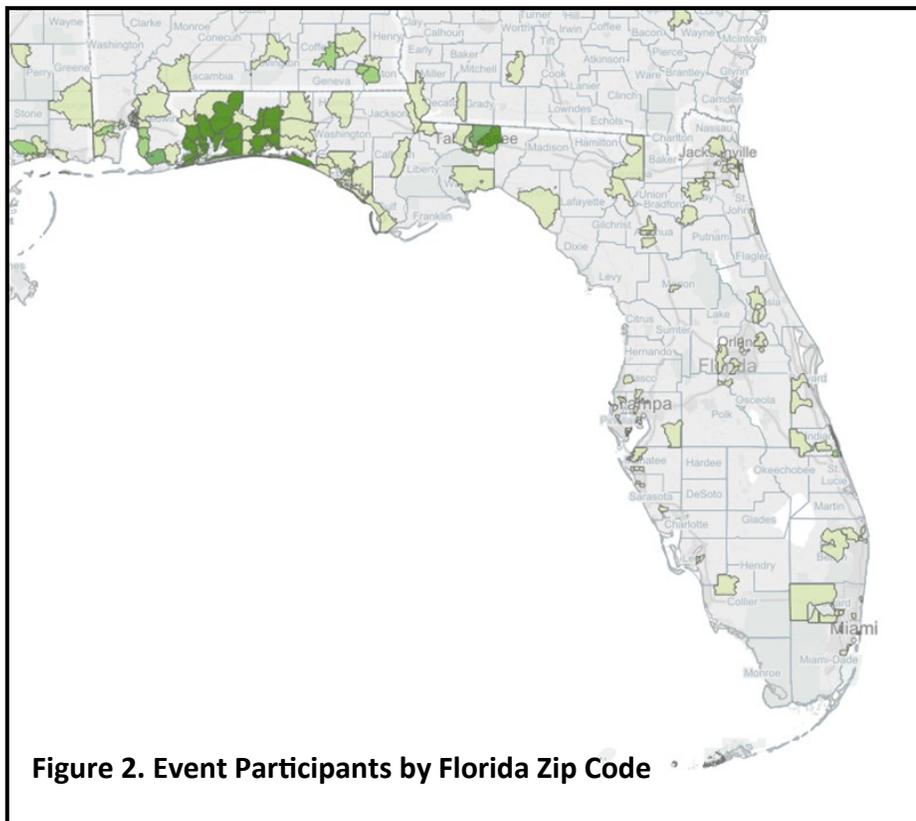


Figure 2. Event Participants by Florida Zip Code

QUALITATIVE DATA

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APPENDICES A - C

Appendix A: Survey Instrument

INTRO

Fellow Mudders: Many thanks for your time and support in measuring our event's impact on the local Santa Rosa County community. This survey will take approximately 3 minutes to complete. Your responses are strictly confidential and all data is reported in aggregate only. Click on the Continue button below to begin.

1.) What is your zip code?

2.) Have you participated in Tough Mudder Gulf Coast before this event? Select all that apply.

⇒ No. This is my first Tough Mudder Gulf Coast event.

⇒ Yes. I participated in 2015 at Ates Ranch.

3.) How likely are you to participate in a 2017 Tough Mudder event at Ates Ranch (where Tough Mudder Gulf Coast 2016 took place)?

⇒ Very Likely

⇒ Likely

⇒ Unlikely

⇒ Very Unlikely

4.) Please select which of the following applies to you?

⇒ I am a resident of Santa Rosa County, Florida.

⇒ I traveled from another county in Florida.

⇒ I traveled from a state other than Florida.

⇒ I traveled internationally.

5.) Have you traveled to Santa Rosa County, Florida before this Tough Mudder event?

⇒ Yes

⇒ No

6.) Based on your experience at Tough Mudder Gulf Coast, are you likely to return to Santa Rosa County, Florida within the next year for a non-Tough Mudder purpose?

⇒ Yes

⇒ No

7.) Based on your experience at Tough Mudder Gulf Coast, what is your opinion

of Santa Rosa County (where Tough Mudder Gulf Coast took place)? *fill-in*

8.) How did you travel to this Tough Mudder event? Select all that apply.

- ⇒ Personal Car
- ⇒ Rental Car
- ⇒ Airplane
- ⇒ Public Transportation
- ⇒ Other

9.) What was the daily rental car rate (excluding gasoline)?

10.) Including yourself, how many people were in your travel party to this Tough Mudder event? Please do not include people who did not travel with you.

- ⇒ Response options: 1—15+

11.) Were you aware that Tough Mudder offered special hotel deals for Tough Mudder participants?

- ⇒ Yes
- ⇒ No

12.) How many nights did you spend away from home for this Tough Mudder event?

- ⇒ Response options: 1—15+

13.) Where did you stay while participating in this Tough Mudder event?

- ⇒ Hotel/Bed & Breakfast
- ⇒ Friends/Family
- ⇒ Rental Property (i.e., house, condo, etc.)
- ⇒ Campground

14.) Which hotel property did you stay at?

- Hampton Inn & Suites - Gulf Breeze
- Quality Inn + Suites - Gulf Breeze
- Gulf Coast Inn - Gulf Breeze
- Hampton Inn & Suites - Navarre
- Best Western - Navarre
- Days Inn + Suites - Navarre Conference Center
- Holiday Inn Express + Suites - Milton
- Milton Inn + Suites
- Red Roof Inn + Suites - Milton
- Emerald Sands Inn - Milton
- Red Carpet Inn - Milton

Regency Inn + Suites - Milton
Other Hotel in Santa Rosa County
Other Hotel outside Santa Rosa County

15.) Where were your accommodations located?

- ⇒ Milton, FL
- ⇒ Pace, FL
- ⇒ Bagdad, FL
- ⇒ Jay, FL
- ⇒ Gulf Breeze, FL
- ⇒ Navarre, FL
- ⇒ Pensacola, F:
- ⇒ Fort Walton Beach, FL

16.) What was the nightly rate of your hotel accommodations? *fill-in*

17.) Did you stay at a hotel that was promoted through Tough Mudder's website or event emails? *

- ⇒ Yes
- ⇒ No
- ⇒ I did not know about them.

18.) How many hotel rooms did your travel party occupy each night during your stay?

- ⇒ Response options: 1— 10+

19.) How long did you travel to attend this event?

- ⇒ < 30 Minutes
- ⇒ 30 Minutes - 1 Hour
- ⇒ 1 - 2 Hours
- ⇒ 2 - 3 Hours
- ⇒ > 3 Hours

20.) On average, how much did you spend daily in the following categories?

- ⇒ Food + Beverage (i.e., meals, drinks, excluding event concessions)
- ⇒ Clothing (i.e., retail, souvenirs, excluding event merchandise)
- ⇒ Auto Expenditures (i.e., gasoline, parking, maintenance)
- ⇒ Daytime Entertainment (i.e., museums, golf, etc.)
- ⇒ Nighttime Entertainment (i.e., admission to bars, concerts, clubs, etc.)

Appendix B: IMPLAN Model and Results

Multipliers are generated largely on regional purchase coefficients (RPCs). RPCs represent the percentage of local demand that is satisfied by local supply. High RPCs are an indication of higher multiplier effects since money spent on input requirements are being retained locally.⁶ Each model has different methods of calculating RPCs, which is why there may be significant differences if the same information is modeled in every input-output model.

Impact Models Compared. IMPLAN multipliers reflect industry linkages in a local economy at a given time, but does not account for price elasticities, changes in consumer behavior or industry behavior. Thus, IMPLAN is static.⁷ IMPLAN’s handling of the RPCs reduces the level of inter-regional trade flow.

IMPLAN does report a fiscal impact and is a fairly adaptable model. However, its’ adaptability is also a limitation when analysts are trying to update studies performed by other organizations or analysts. In IMPLAN, multiple decisions can be made by the modeler which future analysts may not be able to replicate.

As such, it is important to note that our report cannot be directly compared to any other reports pertaining to Tough Mudder Gulf Coast, either past or future. Our methodology is distinct in multiple ways, including:

- ⇒ Number of spectators, volunteers and media was provided by Tough Mudder instead of estimated through survey results
- ⇒ Spending patterns were divided by subgroup, with average spending pattern calculated by the location of individuals’ accommodations
- ⇒ The economic impact is considered regional, rather than Santa Rosa County specific, as half of the overnight guests stayed outside of the county
- ⇒ Estimated tax revenue was produced by IMPLAN

⁶Galloway, Hamilton. 2007. *EMSI’S Input-Output Model Multipliers: A Brief Overview and Comparison with Other Major Models.*

⁷Neill, John. 2013. Presentation: IMPLAN, RIMS-II and REMI Economic Impact Models.

Table A1. Top Ten Industry Sectors by Regional Employment

Sector	Description	Total
402	Retail - Gasoline stores	5.2
501	Full-service restaurants	5.1
406	Retail - Miscellaneous store retailers	4.9
496	Other amusement and recreation industries	3.6
502	Limited-service restaurants	3.0
499	Hotels and motels, including casino hotels	2.8
491	Promoters of performing arts and sports and	1.9
440	Real estate	1.0
407	Retail - Nonstore retailers	0.4
503	All other food and drinking places	0.4
Total Employment		28.3

Table A2. Santa Rosa County Specific Fiscal Impact

Description	Employee Compensation	Proprietor Income	TOPI	Households	Corporations
Dividends					\$98.00
Social Ins Tax- Employee Contribution	\$255.00				
Social Ins Tax- Employer Contribution	\$499.00				
TOPI: Sales Tax			\$73,300.00		
TOPI: Property Tax			\$51,077.00		
TOPI: Motor Vehicle Lic			\$1,283.00		
TOPI: : Severance Tax			\$95.00		
TOPI: Other Taxes			\$7,630.00		
TOPI: S/L Non Taxes			\$4,064.00		
Corporate Profits Tax					\$951.00
Personal Tax: Income Tax					
Personal Tax: Non Taxes (Fines- Fees)				\$1,809.00	
Personal Tax: Motor Vehicle License				\$411.00	
Personal Tax: Property Taxes				\$157.00	
Personal Tax: Other Tax (Fish/Hunt)				\$27.00	
Total State and Local Tax	\$754.00		\$137,449.00	\$2,404.00	\$1,048.00

Appendix C: Spending Patterns and Overnight Accommodations

APPENDIX C

Table A3. Spending Patterns by Daytime and Overnight Visitors, by Location		
<i>Day Visitors</i>	FL	Out-of-State
Food	\$18.51	\$35.91
Clothing	\$13.75	\$13.18
Auto	\$24.76	\$30.15
Daytime Entertainment	\$2.06	\$3.94
Nighttime Entertainment	\$4.36	\$3.64
Total	\$63.44	\$86.81
<i>Overnight Visitors</i>	Overnight in Santa Rosa County	Overnight in Other Location
Food	\$66.82	\$66.63
Clothing	\$23.64	\$20.24
Auto	\$44.29	\$50.03
Daytime Entertainment	\$17.75	\$8.71
Nighttime Entertainment	\$22.86	\$15.33
Total	\$175.36	\$160.94

Table A4. Location Distribution of All Overnight Accommodations	
Location	Percentage
Milton, FL	31%
Pace, FL	2%
Bagdad, FL	1%
Jay, FL	0%
Gulf Breeze, FL	4%
Navarre, FL	13%
Pensacola, FL	30%
Fort Walton Beach, FL	7%
Other	13%

APPENDIX C

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