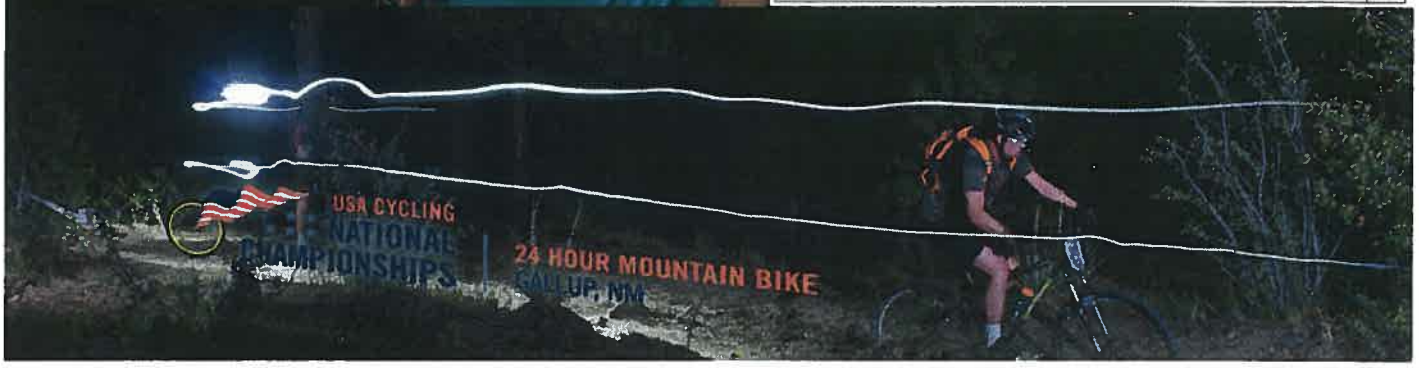


# 10-Year Impact of Adventure Tourism: McKinley County, NM

Economic Impact Report, produced by the Northwest New Mexico Council of Governments
On behalf of Adventure Gallup & Beyond, City of Gallup, and McKinley County

NORTHWEST NEW MEXICO COUNCIL OF GOVERNMENTS
GALLUP, NEW MEXICO

**SEPTEMBER 2013**

# An Economic Impact Study of Adventure Tourism in McKinley County New Mexico

## DRAFT REPORT

PREPARED FOR:

**SEPTEMBER 2013**

PREPARED BY:

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NORTHWEST NEW MEXICO COUNCIL OF GOVERNMENTS
GALLUP, NEW MEXICO

# ACKNOWLEDGEMENTS

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CITY OF GALLUP
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- Adventure Gallup & Beyond, www.adventuregallup.org
- Gallup Trails, www.galluptrails.com
- National Park Service's Rivers, Trails, Conservation Assistance Program http://www.nps.gov/ncrc/
- Zia Rides, Inc., www.ziarides.com
- Nizhoni Adventures, www.bikegallup.org
- Squash Blossom Classic, Inc., http://www.squashblossomclassic.com/
- Greater Gallup Economic Development Corporation, www.gallupedc.com
- Gallup Journey, www.gallupjourney.com
- City of Gallup, www.gallupnm.gov
- McKinley County, www.co.mckinley.nm.us
- Private Business (Elite Laundry, Four Corners Welding & Gas Supply, Castle Furniture, etc.),
- Rez Dog Racing and American Bar Cycling Teams,
- Gallup-McKinley County Youth Conservation Corps, www.emnrd.state.nm.us/YCC
- Gallup-McKinley County Chamber of Commerce, www.thegallupchamber.com
- NWNM Regional Transportation Planning Organization and
- Council of Governments, www.nwnmcog.com

**KEY INFORMANTS**

The author appreciate the input of key informants who were contacted for this study and agreed to be provide key survey data and interviews in order to provide additional insight into the study approach and processes. In addition to the persons listed below, other individuals offered informal opinions, and these contributions were also appreciated.

- Bill Siebersma | Gallup Trails
- Lindsay Mapes | Zia Rides, Inc.
- John Masci | Business Owner & Trail Enthusiast
- Jennifer Van Drunen | Squash Blossom Classic, Inc.
- Robert Kuipers | Regional Transportation Planning Organization
- Karl Lohmann | Youth Conservation Corps
- Strider Brown | Legendary Trail Designer and Shaper

# PREFACE

This report, prepared by Northwest New Mexico Council of Governments (COG), is intended to highlight the progress of the "Adventure Gallup" initiative originally envisioned in 1999 and to document the economic significance of adventure tourism related travel to our region and McKinley County over the last ten years.

The COG facilitated the initial conversation and has coordinated this initiative from its infancy. The evolution of this dream has been an amazing ride in and of itself. The COG has been the depository of event survey data and has helped translate this information into short economic impact snapshots. These studies have been helpful to Adventure Gallup & Beyond, who provides gatekeeper responsibilities for High Desert Trail System (HDTS). The HDTS is entirely on private land for which the County acquired an easement that is dependent on promoting economic development. Also, several event promoters utilize these reports to showcase to the City Lodger's Tax Board and City Council return on investments.

With gratitude, the COG is proud to have been allowed a seat at the table of this movement by the broader Gallup community. This initiative reinforces the idea that together we prosper and divided we fail. We want to thank all the volunteers who support this movement, and continuously strive to make Gallup a more prosperous and healthy place for all.

Finally, special thanks are due to Patty Lundstrom and Bob Rosebrough for their political and civic leadership, without their guidance and investment, this initiative would not have been possible.

We have been pushing the rock uphill for 10 years, and it's almost to the top where it will roll downhill very fast. Let's stay on the same page, stay focused, and stay together. The last mile or section is always the hardest. Let's drop the hammer!

Adventure, respectfully.

Evan Williams, Deputy Director
Northwest NM Council of Governments

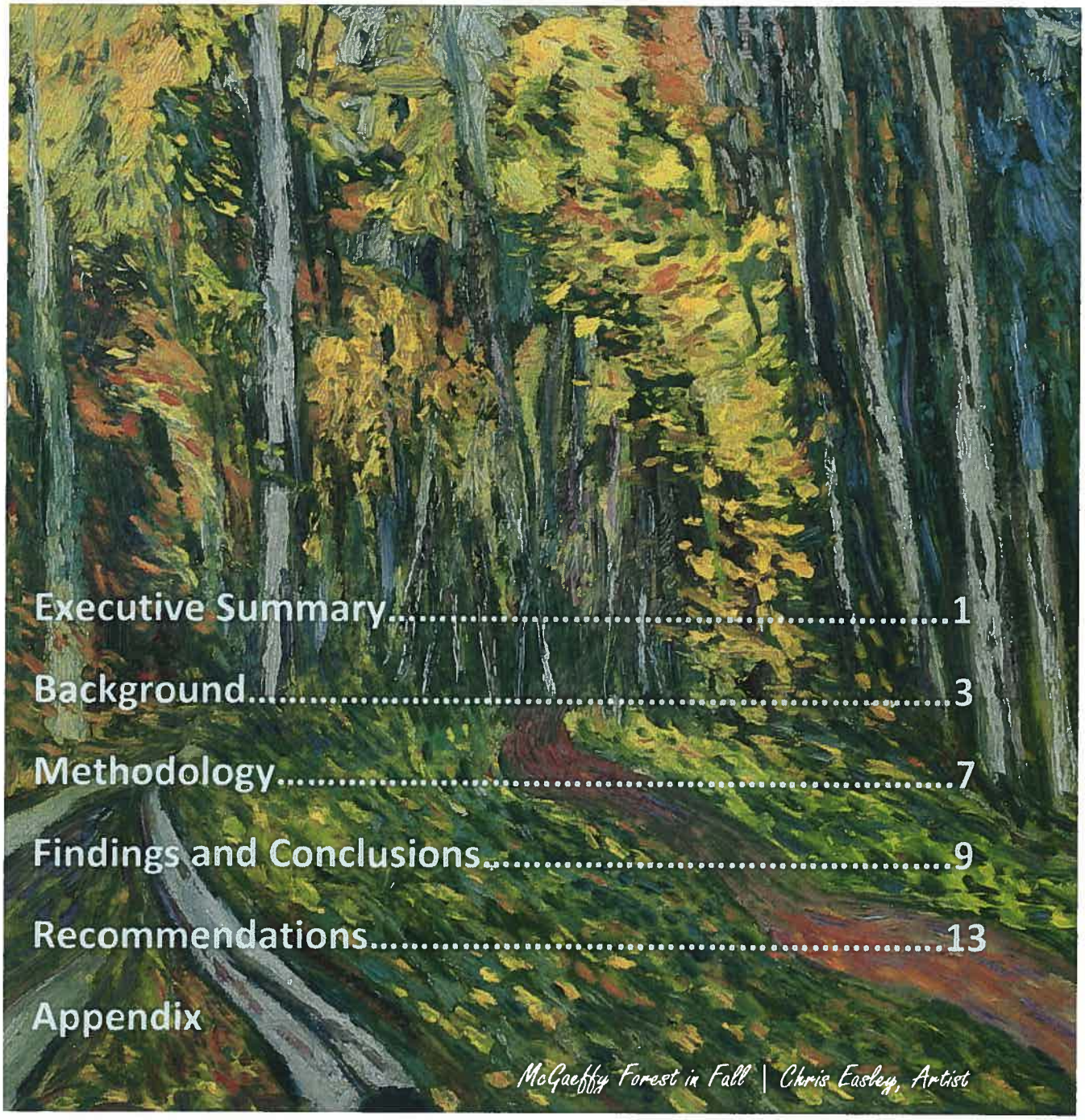
**Most Popular Outdoor Activities by Participation Rate**
Outdoor Participants, Ages 6+

1. **Running, Jogging and Trail Running** | 19% of Americans Ages 6+, 53.2 million participants
2. **Freshwater, Saltwater and Fly Fishing** | 16% of Americans Ages 6+, 46.0 million participants
3. **Road Biking, Mountain Biking and BMX** | 15% of Americans Ages 6+, 42.3 million participants
4. **Car, Backyard and RV camping** | 13% of Americans Ages 6+ 38.0 million participants
5. **Hiking** | 12% of Americans Ages 6+, 34.5 million participants

*Outdoor Foundation Report 2013 (www.outdoorfoundation.org)*

# CONTENTS

*"Tourism in McKinley County boils down to two main elements: Adventure and Arts & Culture. These two weaved together are a powerful niche, brand as authentic, and drive prosperity into our region" –Doug Decker, County Attorney*




Executive Summary.....1

Background.....3

Methodology.....7

Findings and Conclusions.....9

Recommendations.....13

Appendix


*McGaffey Forest in Fall | Chris Easley, Artist*

# Executive Summary

This report aims to quantify economic impact of adventure tourism on Gallup and McKinley County. Specifically, it details impacts from two data inputs gathered over 10 years: (1) daily trail usage and (2) several annual events. Quantitative daily usage data was reported at High Desert Trail System became the baseline for usage at other hiking and biking trails and venues. Participants from three area events were surveyed for almost 10 years using both written and online surveys. This report outlines county level economic impact travel estimates and participant and speculator spending and lodging expenses. It also is able to showcase year round impact of adventure tourism versus single event impacts.

The specific events were:

- **Squash Blossom Classic** (biking and running events),
  Started in 2005, Venue: High Desert Trail System mainly
- **Dawn Til Dusk** (12-hour endurance mountain bicycling event),
  Started in 2005, Venue: High Desert Trail System
- **24 Hours in the Enchanted Forest** (24-hour endurance mountain bicycling event),
  Started in 2010, Venue: McGaffey Area Trail System, of the Cibola National Forest

## Key Findings:

Findings encompass the period of 2002 – 2013 for hikers, bikers, and climbers only.

**Trail Users:** 289,965

**Total Spending by Daily Use:** $16,672,988

**Squash Blossom Classic Events–**

Total Participants: 2,299

Local: 751

Visitors: 1,558

Total Spending: $387,062

**Dawn Til Dusk Race–**

Total Participants: 3,032

Local: 297

Visitors: 2,735

Total Spending: $440,065

**24 Hours in the Enchanted Forest–**

Total Participants: 1,266

Local: 53

Visitors: 1,213

Total Spending: $125,744

**Total Spending by Events:** $952,871

**McKinley County Combined Spending (Using IMPLAN Multiplier): $25,592,747**

## Observations:

Based on the data analysis performed and general annotations associated with our knowledge of the initiative, the following are observations were made by the author given the best information available.

- **Great Recession.** Spending dropped significantly after the Great Recession hit NM in 2008-11. The trend to find inexpensive ways to travel included camping over hotels, grocery shopping versus restaurants, more regional travel, and turning two day trips into one-day turnarounds.
- **Wild Weather.** Weather events had an impact on events and usually translated in reduced participants in the following year of that event.
- **Steady Growth.** Trail usage has steadily risen since 2002; almost 50,000 users a year are utilizing our trails and adventure venues.
- **Best ROI.** Increasing the number of adventure tourists who stop, stay, and stay longer translates into the most significant return-on-investment. Marketing to regional adventure tourists will assist in gaining critical market share and brand recognition in the Four Corners and Southwestern markets.
- **Drive Market Orientation.** The drive market and major corridors, like US491 and Interstate 40, are vital to the expansion of adventure tourism. A focused message and presence must be tied to strong collateral and online materials, trail maps, visitor and transaction-oriented services. Handling tourists, proactive hospitality, and overall tourist experience are critical to overall success.
- **World Class Destination.** Developing Gallup into a world class adventure tourist destination is the next big step. The community needs to re-coalesce around development needs and business creation objectives that support IMBA criteria for being designated as an international Ride Center. This now needs the private sector to lead in partnership with the public, including:
    - Significant private investment in business upgrades, expansions, hospitality training, and new higher end developments. For example, significant business anchors that IMBA scores for a Ride Center destination are lacking or missing from the current business landscape.
    - Steadily increasing public investments in trail construction and subsequent maintenance, venue upgrades, public safety services, and destination marketing.
- **Misunderstanding the Value of Events.** Events are an important metric of success and help detail entrepreneurial activity in this sector. But further, events are much more important as a marketing vehicle. Events fuel and catalyze our year round visitors and tourist users.

  They bring legitimacy. Events bring industry leaders, professional and independent riders, industry journalists, and crucial "early adopters" into our area to participate in competitions.

  As Malcolm Gladwell discussed in his 2000 book, entitled "The Tipping Point: How Little Things Can Make a Big Difference", these events attract the three types of agents for social change, notably (1) 'connectors', people who harness a web of personnel connections; (2) 'mavens', trusted guides or sherpas of new information or places; and (3) 'salesman', persuaders or charismatic people with powerful negotiation skills. By attracting these three types of people to our events, we are mindfully working to cause Gallup "to reach a moment of critical mass or to tip", in other words making travel to Gallup for adventure sports a positive epidemic.

  A clear example of this importance is having Levi Leipheimer, US Cycling Legend, come to Gallup. This generates a buzz and stamp of approval on what Gallup has and what Gallup is becoming.

  Our target market is actually a much older soft adventure segment. But even this segment is drawn to where the professionals are riding and taking their vacations. Everyone wants to discover the next Moab, and even if they cannot ride 70% of the trails there, they go to be part of the scene. Gallup has been making a small scene and is starting to be seen. Events are a crucial and important part of this evolution of exposure and brand recognition. Investing in events may not put heads in beds that night, but it will all year-round, which is the goal.

# Background

The ***"Adventure Gallup"*** concept emerged in April 1999 during the *Comprehensive Economic Development Strategy (CEDS)* planning process facilitated by the Northwest COG. In 1999, a large, diverse group of community members attended a forum to define an economic development strategy for Gallup and surrounding area. The concept of building on the current assets and 'everything good that Gallup has to offer' rose to the top. This asset-based community development focus lead to a homegrown initiative around developing and promoting adventure tourism as an economic driver for the area. The Adventure Gallup concept included developing an adventure tourism initiative to create greater economic opportunity while also supporting education, recreation, culture and health for local residents and enhancing the quality of life.

**McKinley County – Quick Stats:**

- *Population:* 75,000
- *Service Area:* 5,500 sq. miles
- *Population Density:* 12 people per sq. mile
- *Diversity:* 75% - Native American
- *Taxable Land:* Only 19%, over 80% is owned by Federal/State/or in Trust Status
- *Poverty:* Ranked amongst poorest counties nationwide

A ***Steering Committee*** was formed to further research and develop the initiative, including representatives of the COG, City of Gallup, McKinley County, tribal representatives, non-profit organizations and the private sector. With matching funds from the City of Gallup and McKinley County, the project was able to obtain funding from the State of New Mexico via a Community Development Block Grant (CDBG) to study the feasibility of developing adventure tourism.

The feasibility study, conducted by Southwest Planning & Marketing, demonstrated that adventure tourism, once implemented, could initially increase tourism spending in Gallup by $5 million (conservatively estimated), create 120 new jobs and provide substantial opportunities for youth and community recreational and volunteer activity. The feasibility study, conducted with active COG involvement and oversight, employed a strong "applied research" model that included an extensive telephone survey and a very well attended public meeting. The research design including these activities resulted in significantly increased community support and participation.

**Market Potential:** AGB's Feasibility Study states that adventure tourism has been the fastest growing market of tourism and that a fully developed program and marketing campaign would result in the following outcomes:

| Economic Indicator | Impact |
|---|---|
| Direct Lodging Spending Increase | $3,449,250 |
| Total Spending with IMPLAN multiplier | $5,008,311 |
| Total Employment | 170 jobs per million dollars spent per year |
| Total Wages on New Employment | $2,720,000 in wages |
| GRT Revenues | $157,781 per year |
| Lodger's Tax Revenues | $197,608 per year |

Following the completion of the feasibility study, the COG established a community-based organizational structure for Adventure Gallup. Community participation steadily increased to include over 150 members on an Implementation Team that included active participation across communities and cultures in the McKinley County area. The Activity Center, Land Use, Marketing, and Hospitality committees generated and coordinated plans and projects to methodically move Adventure Gallup forward. In addition, an "Inclusion" Subcommittee and a Youth Subcommittee continued to develop plans to ensure and maintain a strong

level of community involvement and opportunity. "Adventure Gallup & Beyond" was selected as the marketing name for the project to more accurately reflect and be inclusive of the geographic, cultural and economic opportunities available.

McKinley County, with numerous community partners, applied for and created Youth Conservation Corps and AmeriCorps*VISTA programs that were both significantly focused on Adventure Gallup project needs.

Some Adventure Gallup & Beyond development highlights to date, include:

**1999:** The "Adventure Gallup" concept emerged during the *Comprehensive Economic Development Strategy (CEDS)* planning process. The concept was to develop and market our natural assets as an adventure tourist destination similar to Moab, Utah.

***Target Market – Soft Adventure***
*Age:* 35-54 – depending on activity;
*Gender:* 52% women/48% men;
*Education:* 82% are college educated;
*Income:* $60-75,000+;
*Party Composition:* 60% prefer to travel as couple; 15% with children; 13% alone;
*Trip Duration:* The largest group (50%) preferred longer trips (8-14 days);
*Important Elements:* (1) wilderness setting; (2) nature viewing; (3) hiking/trekking/biking; (4) authentic cultural experiences
*Other:* (1) desire to reconnect, (2) authentic experiences, (3) sustainable tourism, and (4)

**2000:**

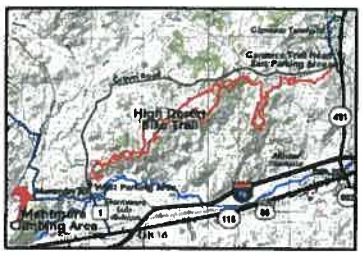
- A ***Steering Committee*** was formed including the COG, City of Gallup, McKinley County, tribal representatives, non-profit organizations and the private sector.
- McKinley County obtained funding from the State of New Mexico via a Community Development Block Grant (CDBG) to study the ***feasibility*** of developing adventure tourism.

**2001:**

- The ***feasibility study*** demonstrated that adventure tourism, once implemented, could initially increase tourism spending in Gallup.
- The "Adventure Gallup and Beyond" initiative was born.

**2002:**

- The Northwest NM COG received the prestigious National Association of Development Organizations "Pioneer Award" for the Adventure Gallup concept and its Community Development Corporation aimed at rural entrepreneurship.
- UNM Anderson School of Business completed a ***marketing plan*** for Adventure Gallup & Beyond.
- New Mexico Legislature appropriatesd$35,000 to purchase ***Mentmore Rock Climbing Area***.
- Gallup's flagship hiking trail up "***Pyramid Rock***" (3-mile) is designed and built by the Youth Conservation Corps (YCC).
- Elght Americorps*VISTA ($O^2$.G.) members arrive in Gallup for a three-year program to promote entrepreneurship through adventure tourism.




**2003:**

- McKinley County accepts deed of easement from private landholding firm Gamerco & Associates to develop the ***High Desert Trail System***.
- Trail work begins with ***Gallup Trails 2010 and Youth Conservation Corps*** (YCC).

**2004:**

- City of Gallup passes a ***multi-million dollar*** quality-of-life bond for adventure projects, and State Legislature appropriates $65,000 for adventure venue improvements.
- ***High Desert Trail System***, a stacked loop, singletrack trail system (26-miles) is dedicated.

**2005:**

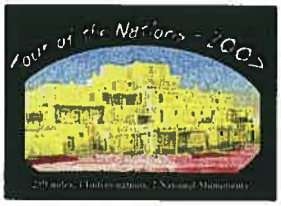
- State Legislature appropriates $80,000 for Adventure Gallup improvements.
- City of Gallup sponsors and completes a ***Gallup-McKinley Trails and Open Space Master Plan***.
- Gallup hosts its first 12-hour mountain race ***Dawn 'til Dusk*** at the new High Desert Trail System.
- Gallup hosts its first X-C mountain bike race – ***High Desert Screamer*** during the Squash Blossom Classic event.

**2006:**

- ***Zuni Mountain Trail Partnership*** formed as a result of an agreement between the US Forest Service, McKinley County, Gallup Trails 2010, Connections/YCC, and Adventure Gallup & Beyond.
- ***Gallup Shooting Range*** is constructed and opened to the public.

**2007:**

- Started working with ***NPS-Rivers, Trails, & Conservation***, ***ZMTP***, and ***IMBA*** on a comprehensive trail system for the Zuni Mountains (connecting rural communities including Gallup).
- Adventure Gallup & Beyond develops and implements a 5-day cycling tour through Native American communities called "Tour of the Nations". This ran for two years before becoming to "big" for a non-profit organization.




**2008:**

- Gallup holds its first triathlon taking advantage of the Aquatic Center.
- McKinley County awarded the Childhood Obesity Prevention award by the National Association of Counties for the AGB concept and our "Healthy Children by Design" philosophy and program.

**2009:** Gallup Trails 2010, a trails advocacy organization, was awarded the Jessica R. Terrell Trails Award by State Parks of the NM Energy, Minerals, and Natural Resources Department.

**2010:**

- ***24 Hours in the Enchanted Forest*** – NM's first 24-hour mountain bike is established in the Zuni Mountains.
- Dedication and grant opening of the **Gallup ATV/OTV/Motocross Park**, a City-owned park with Motocross track and miles of trails.

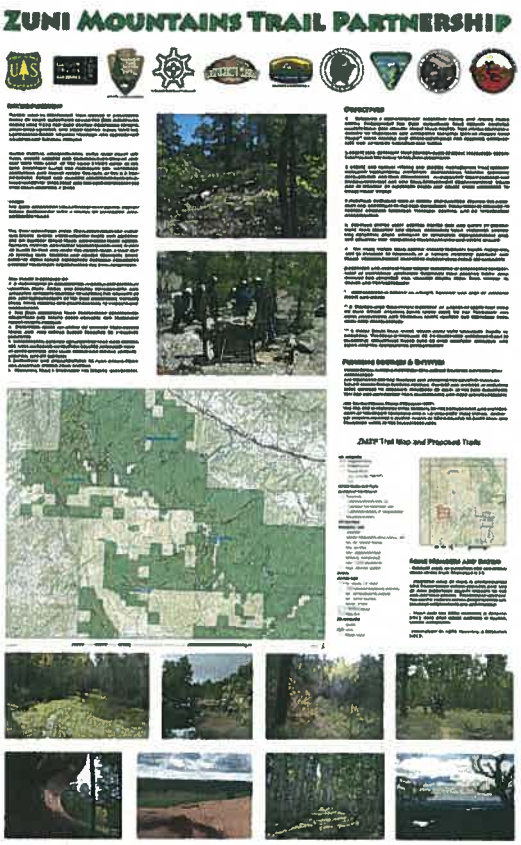
**2011:**

- Dedication of the ***Hilso Trailhead*** and ***McGaffey Trail System*** in the Zuni Mountains (Cibola National Forest).
- Gallup is named the "***Adventure Capital of New Mexico***" by NM Legislature, House Memorial 18. Adventure Gallup & Beyond took instant advantage of this branding opportunity and through the COG leveraged local City Lodgers' Tax and County investments to obtain funding

through the New Mexico Tourism Department for a marketing campaign. AGB worked with a local advertising and publishing firm Gallup Journey to produce over 15,000 maps that have been selectively distributed in major markets.

**2012:**

- ***USA Cycling*** selects Gallup and the "24 Hours in the Enchanted Forest" to host Nationals in 2013-14.
- Secretary of the Interior Ken Salazar and National Park Service Director Jonathan B. Jarvis recognized High Desert Trail System, a 26 mile single track, stacked loop system built entirely on private land, as a ***National Recreation Trail***.
- Gallup presents its story at the ***IMBA World Summit*** of the International Mountain Biking Association (IMBA) in Santa Fé, which catalyzed community momentum towards becoming the first IMBA Ride Center designated in New Mexico.




**2013:**

- USA Cycling held the ***National 24-Hours Mountain Bike Race***, on the McGaffey Trail System, with over 500 racers from around the nation.
- Zuni Mountains Trail Partnership, working with US Forest Service, is in the process of designating over ***250+ miles of singletrack trails*** throughout Cibola and McKinley counties.
- ***Levi Leipheimer, US Cycling Legend***, comes to Gallup and hosts several events to raise funding for the IMBA Ride Center designation.
- City Council votes "yes" to create a bike park, and in less than 3 months Levi Leipheimer hosts the grand opening of Gallup's newest adventure asset the ***Gallup Brickyard Bike Park***, a multi-use trail system including a BMX and skills section, flow trails, and a perimeter walking trail. Kudos to Nat Lopes, HilRide and Gallup Youth Conservation Corps for turning this eyesore into a community and wellness asset.

# Methodology

This is a very limited study. It is limited in terms of primary and secondary data availability and in terms of ability to pull in a more comprehensive impact model and techniques. It offers merely a glimpse into the potential and comprehensive impact of the adventure tourism market.

Adventure tourism is defined for our local use as any non-conventional outdoor sports event or activity. The focus is on participatory events or activities, but can be expanded to capture spectator events, such as ballooning and rodeo. This expanded definition includes hiking, running, biking, backpacking, ballooning, birdwatching, skiing/shoeing, horseback riding, ATV, Motocross, geocaching, snowmobiling, swimming, archery, shooting, 4WD rock crawling, rockclimbing, mountain biking, and rodeo. With this report, we focused solely on the following users groups - hikers, mountain bikers, and climbers. In terms of users and events for this report, we focused solely on mountain biking and running events.

Our approach was to:

1) Review other publications and review their methodology;
2) Compile and calculate user data from various adventure tourism venues, which were fact checked by key informants;
3) Compile and calculate event survey data and economic impact reports, which were provided by event promoters and participant responses;
4) Produce a report of these findings and provide recommendations.

## Review and Interpretation of Other Publications

The COG reviewed recent publications for guidance and approach, including:

1) **An Economic Impact Study of Bicycling in Arizona, June 2013.** Prepared by McClure Consulting, LLC., Economic & Policy Resources, Inc., and Kimley-Horn and Associates, Inc. COG has pulled out Section 1 that reviews other bicycle-impact-related literature, an annotated tabulation of potentially relevant data sources. This is important to outline and help quantify other economic impacts of investing in ped- and bike- friendly facilities, in the fields of health, infrastructure, etc.
   http://wwwa.azdot.gov/ADOTLibrary/Multimodal_Planning_Division/Bicycle-Pedestrian/Economic_Impact_Study_of_Bicycling-Final_Report-1306.pdf
2) **The Economic Significance of Bicycle-Related Travel in Oregon, April 2013.** Prepared by Dean Runyan Associates. http://www.deanrunyan.com/doc_library/bicycletravel.pdf
3) **The Economic Impact of Mountain Bicycle Events in Oregon, February 2013.** Primarily prepared by Jeff McNamee, PhD., Linfield College and Kreg Lindberg, PhD, Central Oregon Research Services. An important report that provides great guidance on event surveys and questions to ask moving forward.

## Venue Participation Numbers and Assigned Value

The COG utilized the High Desert Trail System as the baseline data set. There were trail counters that were installed, but failed to produce accurate usage numbers. All data was quantitative, and was provided and then reviewed by key informants.

All event participation was considered and kept separate for daily usage calculations. High Desert Trail System usage statistics began in 2004-05 with Adventure Gallup & Beyond's first report to Gamerco & Associates. Usage data was broken down seasonally.

Based on the baseline at High Desert Trail System (HDTS), the COG made assumptions about usage at other venues based on quantitative data and key informants, these included:

| Venue | User Assumptions |
|---|---|
| **Red Rock Trail System** | 130% compared to HDT usage, or 1.3 times<br><br>In years of 2002-2004, since HDT was not in existence a flat value of 1,000 users was given. |
| **Hogback Trail System** | A flat value of 900 users per year was used. |
| **High Desert Trail System** | Actuals based on HDTS usage data analysis |
| **McGaffey Area Trail System** | 30% of HDT use, or .3 times |
| **Mentmore Rock Climbing Area** | A flat value of 1,000 users per year was used. |

We only looked at three user groups for this research and did not include all adventure tourists. These groups were hikers/walkers (with or without dogs), runners, and mountain bikers.

## Event Data and Economic Impacts

The COG utilized survey data from each event provided by the event promoters through physical or online surveys administered after the event. The COG used this data and calculated event economic impact studies for each event. Each event and study has a set of assumptions and calculations. For the most part, a standard approach has been used across different events and across the same event over different years.

Again, the only events used for this report were:

- **Squash Blossom Classic**
- **Dawn Til Dusk**
- **24 Hours in the Enchanted Forest**

# Findings and Conclusions

As mentioned in the Methodology section, there were some limitations on primary data for analysis of usage. Analysis of daily usage is key to determining year-round impacts. While the events, are only a one-day blip on the radar.

## High Desert Trail System – Use Baseline

A multi-use, singletrack trail system that attracts local, regional, and national use by walkers/hikers, runners, and mountain bikers. Based on quantitative data, the COG tracked season usage since the trail system opened in 2004 and High Desert Trail System usage per season is as follows:

**2004-2005:**

| Season | Avg. users per day | Total Users per Season |
|---|---|---|
| Fall | 7.78 | 700 |
| Winter | 2.22 | 200 |
| Spring | 10 | 900 |
| Summer | 13.33 | 1,200 |
| | | |
| | **TOTAL** | **3,000** |

**2005-2006:**

| Season | Avg. users per day | Total Users per Season |
|---|---|---|
| Fall | 15.56 | 1,400 |
| Winter | 4.44 | 400 |
| Spring | 20.00 | 1,800 |
| Summer | 26.66 | 2,399 |
| | | |
| | **TOTAL** | **5,999** |

**2006-2007:**

| Season | Avg. users per day | Total Users per Season |
|---|---|---|
| Fall | 17.89 | 1,610 |
| Winter | 5.11 | 460 |
| Spring | 23.00 | 2,070 |
| Summer | 30.66 | 2,759 |
| | | |
| | **TOTAL** | **6,899** |

**High Desert Trail System** is a designated National Recreational Trail. It is entirely on private land, which Gamerco & Associates entered in a Grant of Easement with McKinley County to provide this multi-use, non-motorized singletrack trail experience. Renewal of that easement is conditional on proving economic benefit and maintaining facility integrity. Named for the late Charles High, and three loops are named like the Hopi Reservation's First Mesa, Second Mesa, and Third Mesa.

**Adventure Gallup & Beyond** is responsible for maintenance, monitoring, and meeting economic development requirements as the "Gatekeeper".

**2007-2008:**

| Season | Avg. users per day | Total Users per Season |
|---|---|---|
| Fall | 20.58 | 1,852 |
| Winter | 5.87 | 528 |
| Spring | 26.45 | 2,381 |
| Summer | 35.26 | 3,173 |
| | | |
| | **TOTAL** | **7,934** |

**2008-2009:**

| Season | Avg. users per day | Total Users per Season |
|---|---|---|
| Fall | 25.72 | 2,315 |
| Winter | 7.34 | 661 |
| Spring | 33.06 | 2,976 |
| Summer | 44.07 | 3,967 |
| | | |
| | **TOTAL** | **9,918** |

**2009-2010:**

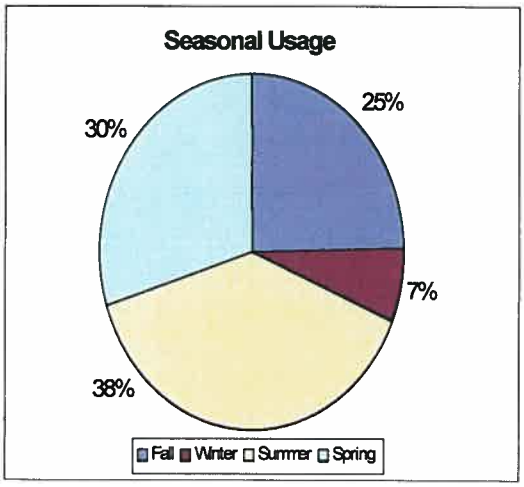
| Season | Avg. users per day | Total Users per Season |
|---|---|---|
| Fall | 32.15 | 2,894 |
| Winter | 9.17 | 826 |
| Spring | 41.33 | 3,720 |
| Summer | 55.09 | 4,958 |
| | | |
| | **TOTAL** | **12,397** |

**2010-2011:**

| Season | Avg. users per day | Total Users per Season |
|---|---|---|
| Fall | 35.37 | 3,183 |
| Winter | 9.17 | 826 |
| Spring | 45.46 | 4,091 |
| Summer | 60.60 | 5,454 |
| | | |
| | **TOTAL** | **13,554** |

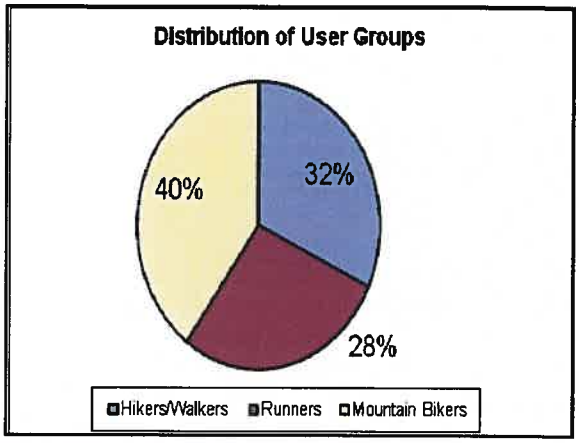
**User Profiles.** The distribution of user profiles is widespread. The trail is used by folks of all ages and reflective of area races. The sex of users is also evenly distributed, about 52% female and 48% male. Users are interested in the trail for different reasons, including: health and exercise, training, recreation, and relaxation.

**Seasonality.** The frequency of use is weather-related. During and after heavy summer rains or winter snow the trail system is often unused do to the soil consistency and potential damage on parts of the trail. Trail use also dips in the extreme periods of heat.



**2011-2012:**

| Season | Avg. users per day | Total Users per Season |
|---|---|---|
| Fall | 38.91 | 3,501 |
| Winter | 9.17 | 826 |
| Spring | 50.01 | 4,501 |
| Summer | 66.66 | 5,999 |
| | | |
| | **TOTAL** | **14,827** |




**2012-2013:**

| Season | Avg. users per day | Total Users per Season |
|---|---|---|
| Fall | 38.91 | 3,501 |
| Winter | 9.17 | 826 |
| Spring | 50.01 | 4,501 |
| Summer | 73.33 | 6,599 |
| | | |
| | **TOTAL** | **15,427** |

**User Groups.** There are three major groups using the trails: hikers/walkers (with or without dogs), runners, and mountain bikers. The other user has been the occasional, illegal motorized vehicle user, which Gallup Trails 2010/YCC has done an excellent job mitigating and controlling access points. The frequency of use between each user group has been split pretty evenly.

## Other Venues and Trails Users

Based on the methodology, the COG generated usage at other venues based on High Desert Trail System data. A detailed spreadsheet is available in Appendix. Analysis period included 2002 until September 2013.

| Trails & Venues Usage: | |
|---|---|
| Red Rock Trail System | 111,364 |
| Hogback Trail System | 7,200 |
| Ramah Trail System | 0* |
| High Desert Trail System | 89,956 |
| McGaffey Area Trail System | 62,969 |
| Mentmore Rock | 9,900 |
| **Total Adventure Users** | **289,967** |

*Note: Ramah Trail System was not completed or opened until after September 2013.

## Users – Economic Impact

The total number of users combines three categories of users: local, regional, and tourists. The COG assumed that each individual user regardless of category spends on average $50 per use for gas, food, supplies, etc. It was also assumed that only 15% of all users resulted in the purchase of a hotel or motel room.

Based on these assumptions, the COG generated the following economic impact for general spending and lodging expenditures. A detailed spreadsheet is available in Appendix.

| Economic Impact of Users | |
|---|---|
| Spending ($50 per user) | $14,498,357 |
| Lodging ($50) - 15% of Users | $2,174,754 |
| **Total Expenditures** | **$16,673,111** |

Over the last five years, this usage breakdowns as follows:

| Expenditure | 2009 | 2010 | 2011 | 2012 | 2013 |
|---|---|---|---|---|---|
| General Spending | $1,582,700 | $1,954,550 | $2,128,100 | $2,319,050 | $2,409,050 |
| Lodging | $237,405 | $293,183 | $319,215 | $347,858 | $361,358 |

## Events – Economic Impact

Events are important way to bring exposure to a region and raise international awareness about our town and its assets, venues, and trails. The COG focused on three major events for the periods of:

- **Squash Blossom Classic** (2005-2012) – The 2013 event did not occur at the time of this report.
- **Dawn Til Dusk Endurance Race** (2005-2013)
- **24 Hours in the Enchanted Forest** (2010-2013)

Participant data was collected through surveys, from which the COG created individual event impact studies. A snapshot of those results are showcased below, while a complete breakdown is available in the Appendix.

| Economic Impact of Events | |
|---|---|
| **Events:** *(based on studies)* | |
| Dawn Til Dusk 12-Hour Mtn. Bike | |
| General Spending | $345,896 |
| Lodging | $94,169 |
| Squash Blossom Classic | |
| General Spending | $307,204 |
| Lodging | $79,858 |
| 24-Hrs in Enchanted Forest | |
| General Spending | $115,794 |
| Lodging | $9,950 |
| **Total Event Expenditures** | **$952,871** |

## Total Economic Impact

The total of user generated and event generated expenditures is **$17,625,859** over a 10-year period. According to Southwest Planning & Marketing, McKinley County's IMPLAN multiplier is 1.452. Utilizing this IMPLAN multiplier, the total economic impact is **$25,592,747**. Over the last five years, these combined expenditures breakdown as follows:

| Expenditure | 2009 | 2010 | 2011 | 2012 | 2013 |
|---|---|---|---|---|---|
| Total Spending | $1,925,340 | $2,379,532 | $2,613,549 | $2,795,242 | $2,863,644 |
| Multiplier Effect | $2,795,594 | $3,455,080 | $3,794,873 | $4,058,691 | $4,158,010 |

# RECOMMENDATIONS

As stated, this report provides only a small glimpse into the adventure tourism and its economic impact. Data for this report was limited. To increase the ability and accuracy of measurement the following recommendations have been provided.

**Research Other Publications.** Review other adventure tourism studies that have been produced to understand what metrics are important and how to produce these through data.

**Trail Counters:** A concrete action that needs to be taken is to purchase and install new generation and working trail counters at major venues and trails. This will provide instant data and tracking for more accurate information. One suggested equipment and software package is TRAFx G3 System Package. Investigate models for effectively cataloging users at the ATV/Motocross Park and Brickyard Bike Park, as well as horseback riders, birdwatchers, cross-country skiers, etc.

**Event Surveys:** Need to review Dr. Jeff McNamee's survey questions and determine which questions and how they are answered are most important to generate data for economic impact studies. Move these online using survey monkey or a comparable technology for easy data tabulation and relationship mining.

**Partnerships:** Expand this research and report to the entire adventure tourism market, including user information and events, including but not limited to: Red Rock Balloon Rally, ATV/Motocross events, US Team Roping Championships, Wild Thing Bullriding and other rodeo events, etc. Increase partnerships with Gallup Chamber of Commerce, Greater Gallup Economic Development Corporation, Lodger's Tax Board, NM Tourism Department, NM Department of Transportation, and Economic Development Department to invest in a complete assessment and analysis.

**Lodgers' Tax:** This Board should require a standard survey and reporting methodology for every organization that receives Lodgers' Tax for events. This information should be available for public use.

# APPENDIX

## Trails & Venues Usage:

| | | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Red Rock Trail System | 119,942 | 1,000 | 1,000 | 1,000 | 3,900 | 7,799 | 8,969 | 10,314 | 12,893 | 16,116 | 17,620 | 19,275 | 20,055 | 119,942 |
| Hogback Trail System | 7,200 | | | | | 900 | 900 | 900 | 900 | 900 | 900 | 900 | 900 | 7,200 |
| Ramah Trail System | 0 | | | | | | | | | | | | | 0 |
| High Desert Trail System | 89,956 | | | | 3,000 | 5,999 | 6,899 | 7,934 | 9,918 | 12,397 | 13,554 | 14,827 | 15,427 | 89,955 |
| McGaffey Area Trail System | 62,969 | | | | 2,100 | 4,199 | 4,829 | 5,554 | 6,943 | 8,678 | 9,488 | 10,379 | 10,799 | 62,969 |
| Mentmore Rock | 9,900 | | | 900 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 9,900 |
| **Total Adventure Users** | **289,967** | 1,000 | 1,000 | 1,900 | 10,000 | 19,897 | 22,597 | 25,702 | 31,654 | 39,091 | 42,562 | 46,381 | 48,181 | **289,965** |

## Economic Data & Assumptions:

### Individual Users:

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Spending ($50 per user) | $14,498,357 | $50,000 | $50,000 | $95,000 | $500,000 | $994,850 | $1,129,850 | $1,285,100 | $1,582,700 | $1,954,550 | $2,128,100 | $2,319,050 | $2,409,050 | $14,498,250 |
| Lodging ($50) - 15% of Users | $2,174,754 | $7,500 | $7,500 | $14,250 | $75,000 | $149,228 | $169,478 | $192,765 | $237,405 | $293,183 | $319,215 | $347,858 | $361,358 | $2,174,738 |
| Users Subtotal | | $57,500 | $57,500 | $109,250 | $575,000 | $1,144,078 | $1,299,328 | $1,477,865 | $1,820,105 | $2,247,733 | $2,447,315 | $2,666,908 | $2,770,408 | $16,672,988 |

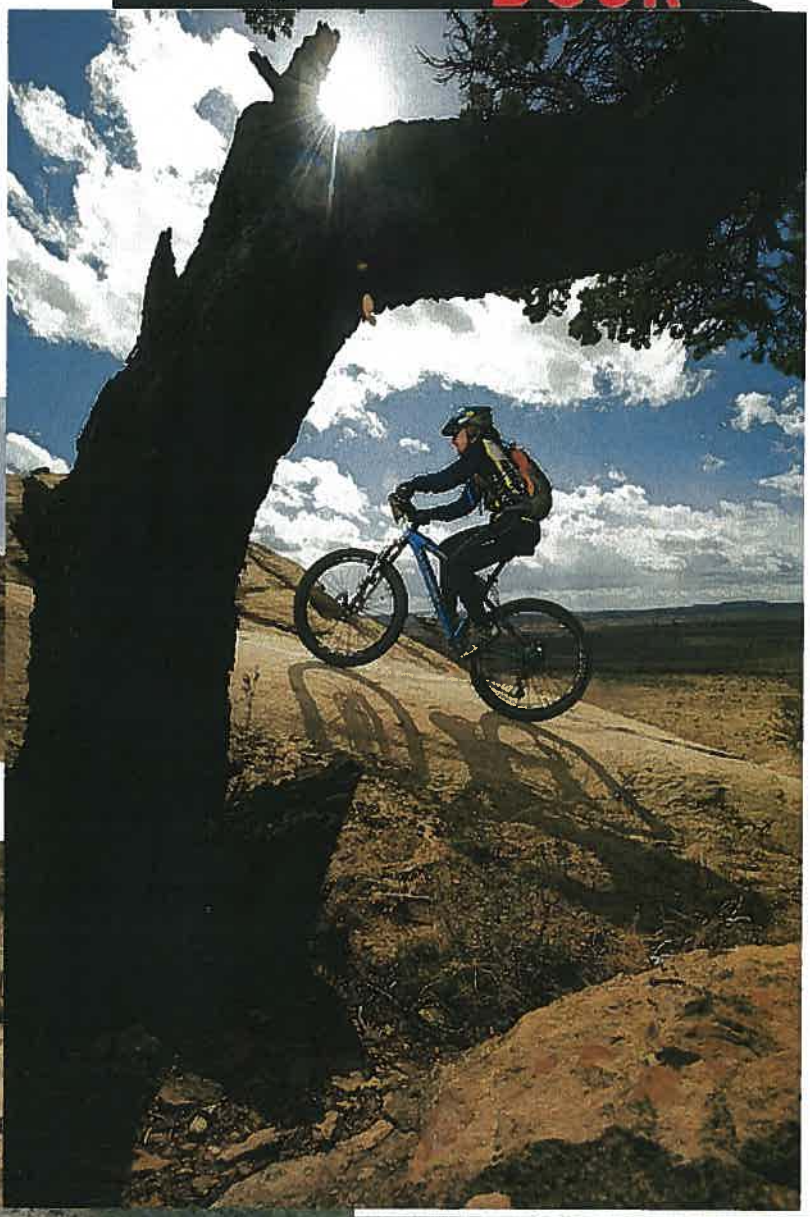
### Events: *(based on studies)*

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Dawn Til Dusk 12-Hour Mtn. Bik | | | | | | | | | | | | | | |
| Spending | $345,896 | | | | $7,380 | $14,113 | $32,380 | $34,056 | $48,819 | $53,951 | $75,485 | $46,174 | $33,538 | $345,896 |
| Lodging | $94,169 | | | | $3,800 | $7,319 | $10,450 | $11,850 | $14,800 | $14,700 | $19,200 | $7,300 | $4,750 | $94,169 |
| Squash Blossom Classic | | | | | | | | | | | | | | |
| Spending | $307,204 | | | | $16,380 | $35,742 | $61,413 | $38,392 | $34,966 | $33,658 | $47,157 | $39,496 | | $307,204 |
| Lodging | $79,858 | | | | $4,100 | $15,878 | $17,150 | $17,630 | $6,650 | $5,950 | $7,200 | $5,300 | | $79,858 |
| 24-Hrs in Enchanted Forest | | | | | | | | | | | | | | |
| Spending | $115,794 | | | | | | | | | $21,040 | $15,342 | $27,964 | $51,448 | $115,794 |
| Lodging | $9,950 | | | | | | | | | $2,500 | $1,850 | $2,100 | $3,500 | $9,950 |
| Events Subtotal: | | | | | $31,660 | $73,052 | $121,393 | $101,928 | $105,235 | $131,799 | $166,234 | $128,334 | $93,236 | $952,871 |
| **Total Spending** | $17,625,859 | $57,500 | $57,500 | $109,250 | $606,660 | $1,217,130 | $1,420,721 | $1,579,793 | $1,925,340 | $2,379,532 | $2,613,549 | $2,795,242 | $2,863,644 | $17,625,859 |
| **IMPLAN Multiplier (1.452)** | $25,592,747 | $83,490 | $83,490 | $158,631 | $880,870 | $1,767,272 | $2,062,886 | $2,293,859 | $2,795,594 | $3,455,080 | $3,794,873 | $4,058,691 | $4,158,010 | $25,592,747 |

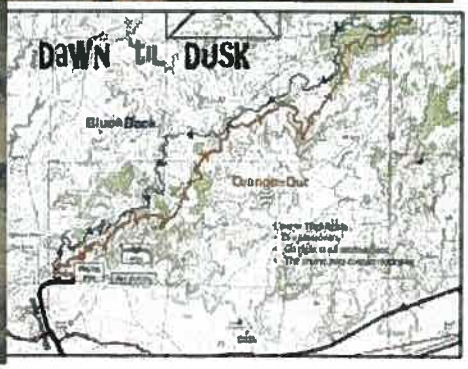
DAWN TIL DUSK

**DAWIN TIL DUSK – 12-Hour Endurance Race**

Event Data based on surveys and compiled by Adventure Gallup & Beyond. Methodology improved in more recent years, where we added Registration but did not use these numbers for Total Dollars generated calculations.



ZIA RIDES




*Photos by Brian Leddy*

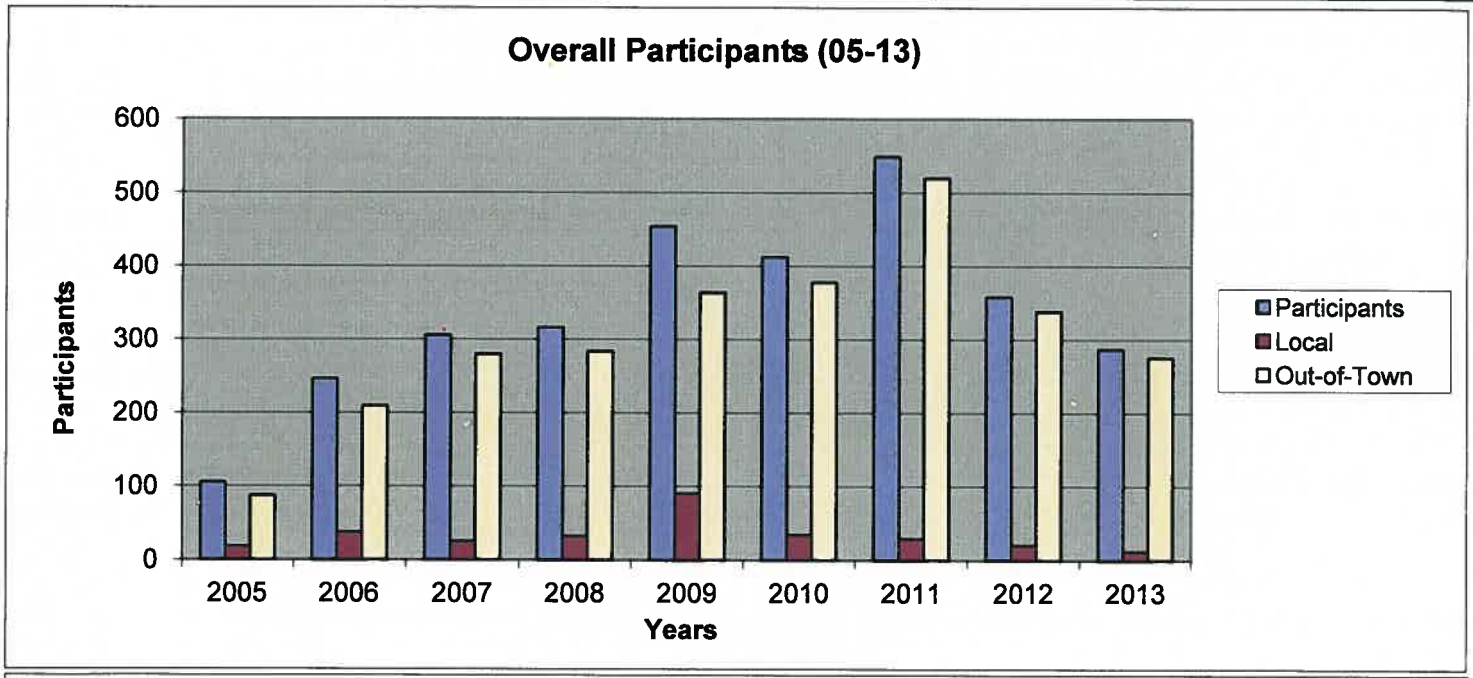
## Event Comparison & Economic Assessment

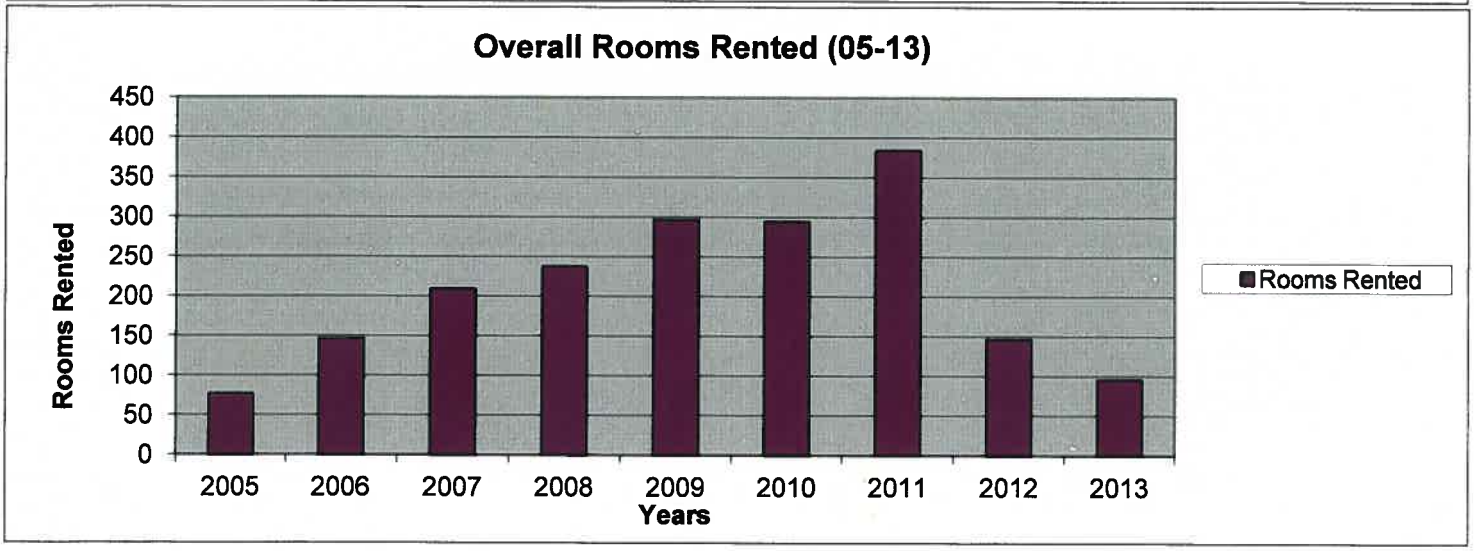
***Dawn till Dusk Mountain Bike Event***

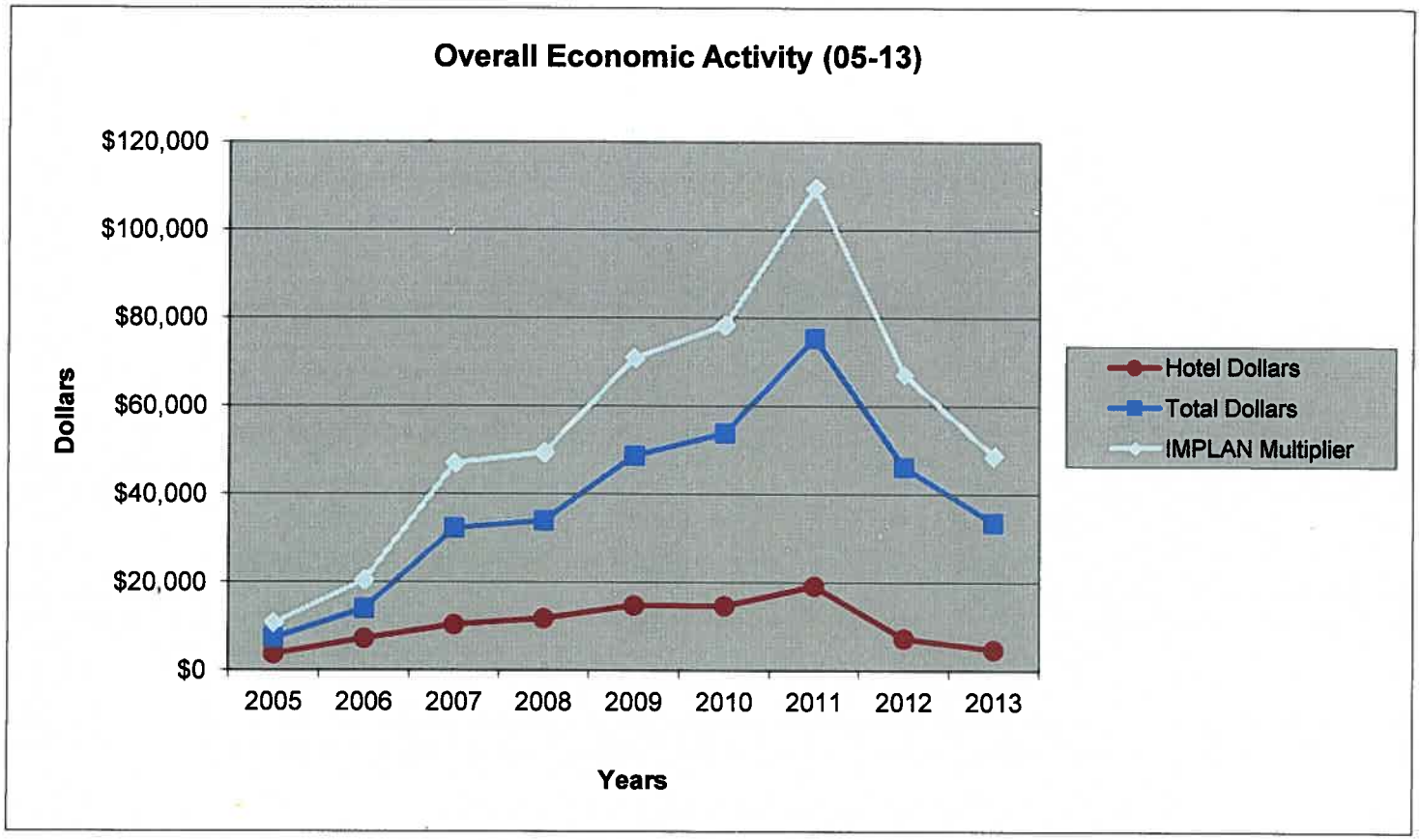
compiled by *Adventure Gallup & Beyond, Inc. / NWNMCOG*

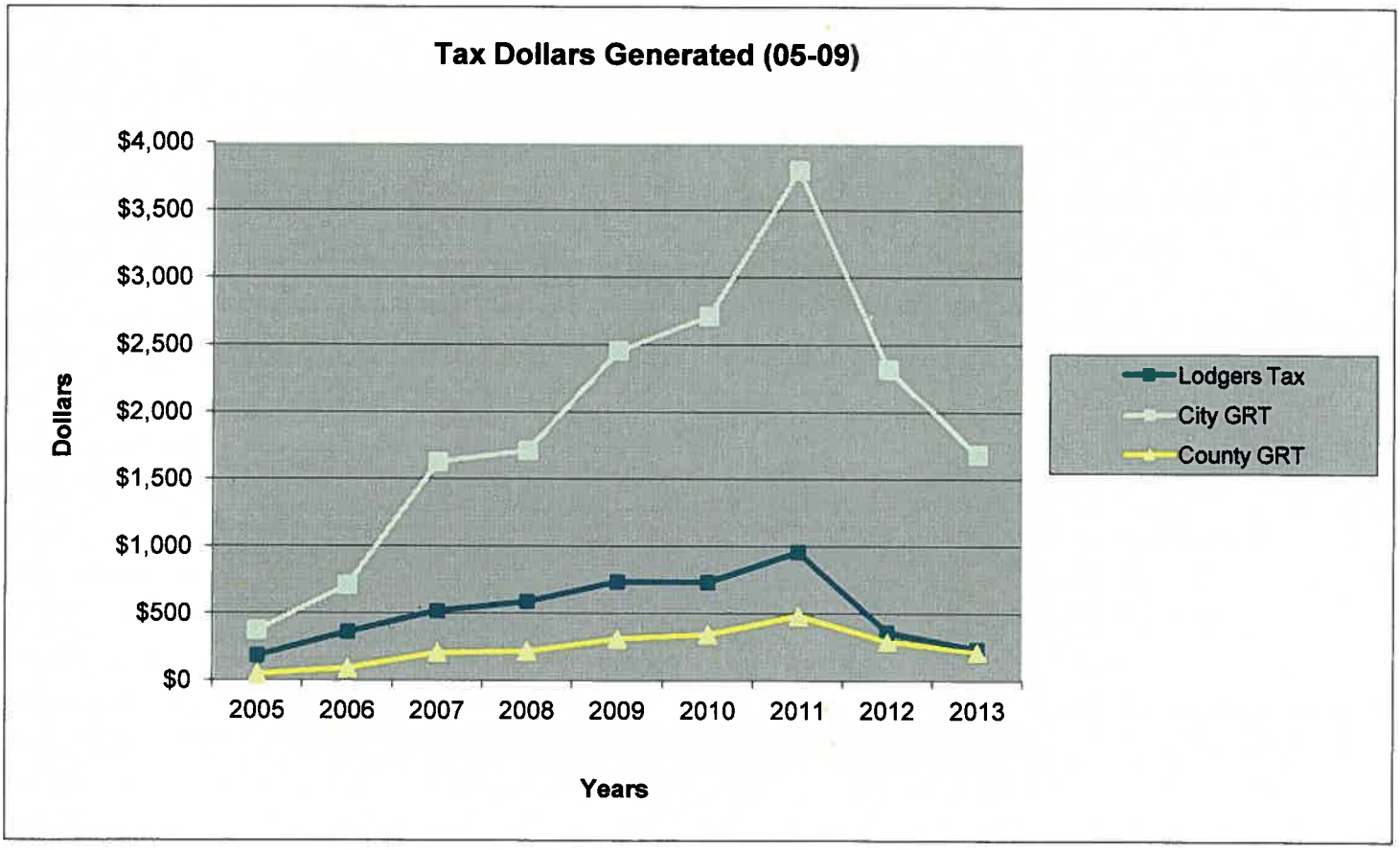
2005-2013

| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Increase / Decrease | Percent Change |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Participants** | 105 | 246 | 305 | 316 | 454 | 412 | 549 | 358 | 287 | 182 | 57% |
| Local | 18 | 37 | 25 | 32 | 90 | 34 | 29 | 20 | 12 | -6 | 51% |
| Out-of-Town | 87 | 209 | 280 | 284 | 364 | 378 | 520 | 338 | 275 | 188 | 58% |
| | | | | | | | | | | | |
| **Rooms Rented** | 76 | 146 | 209 | 237 | 296 | 294 | 384 | 146 | 95 | 19 | 48% |
| Hotel Dollars | $3,800 | $7,319 | $10,450 | $11,850 | $14,800 | $14,700 | $19,200 | $7,300 | $4,750 | $950 | |
| Lodgers Tax | $190 | $366 | $523 | $593 | $740 | $735 | $960 | $365 | $238 | $48 | |
| | | | | | | | | | | | |
| **Total Dollars** | $7,380 | $14,113 | $32,380 | $34,056 | $48,819 | $53,951 | $75,485 | $46,174 | $33,538 | $26,158 | 48% |
| IMPLAN Multiplier | $10,716 | $20,492 | $47,016 | $49,449 | $70,885 | $78,337 | $109,604 | $67,045 | $48,697 | $37,981 | |
| City GRT | $371 | $710 | $1,628 | $1,712 | $2,455 | $2,713 | $3,796 | $2,322 | $1,686 | $1,315 | |
| County GRT | $47 | $90 | $207 | $218 | $313 | $345 | $483 | $296 | $215 | $167 | |




Overall Economic Activity (05-13)
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$0
Dollars
2005
2006
2007
2008
2009
2010
2011
2012
2013
Years
Hotel Dollars
Total Dollars
IMPLAN Multiplier

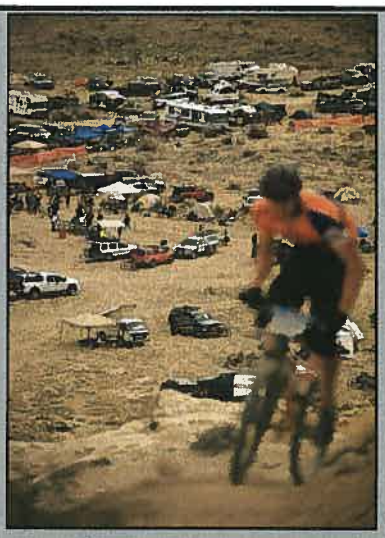

Tax Dollars Generated (05-09)
$4,000
$3,500
$3,000
$2,500
$2,000
$1,500
$1,000
$500
$0
Dollars
2005
2006
2007
2008
2009
2010
2011
2012
2013
Years
Lodgers Tax
City GRT
County GRT

# AGB Economic Impact Study

## *DAWN TIL DUSK 12-HOUR ENDURANCE RACE*

**High Desert Trail System - McKinley County**

**May 18, 2013**



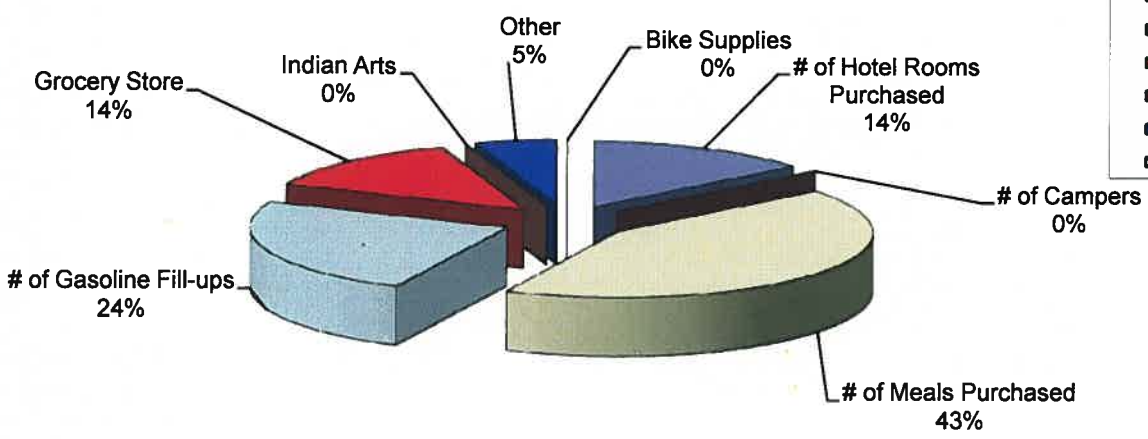
| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 12 | 275 | 287 |

| VISITORS | | 975 |
|---|---|---|
| | | Total Dollars Generated |
| # of Hotel Rooms Purchased | 95 | $4,750 |
| # of Campers | 721 | $0 |
| # of Meals Purchased | 1199 | $14,388 |
| # of Gasoline Fill-ups | 232 | $8,120 |
| Grocery Store | 114 | $4,560 |
| Indian Arts | 0 | $0 |
| Other | 86 | $1,720 |
| Bike Supplies | 0 | $0 |
| Registration | 290 | $21,750 |
| Total | | $55,288 |

All statistics provided by event corrdinator through an online survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $12 per visitor;
(3) Gasoline fill-up is $35 per participant;
(4) Grocery store visit is $40;
(5) Indian arts visit is $40; (6) Other/Sporting goods / bike shop visit is $20; (7) Bike Store visit is $15; and (8) Camping is $0.
2. 420 racers registered at $60 per racer, and only 402 raced.
3. The study also assumes that one visitor is

## Dollars Generated by Event



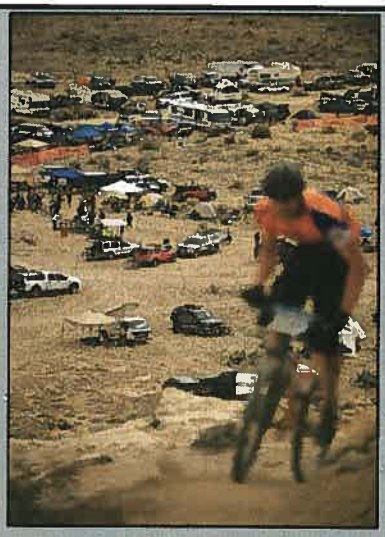

CITY OF GALLUP LODGERS TAX

# AGB Economic Impact Study

## *DAWN TIL DUSK 12-HOUR ENDURANCE RACE*

**High Desert Trail System - McKinley County**

**April 14, 2012**



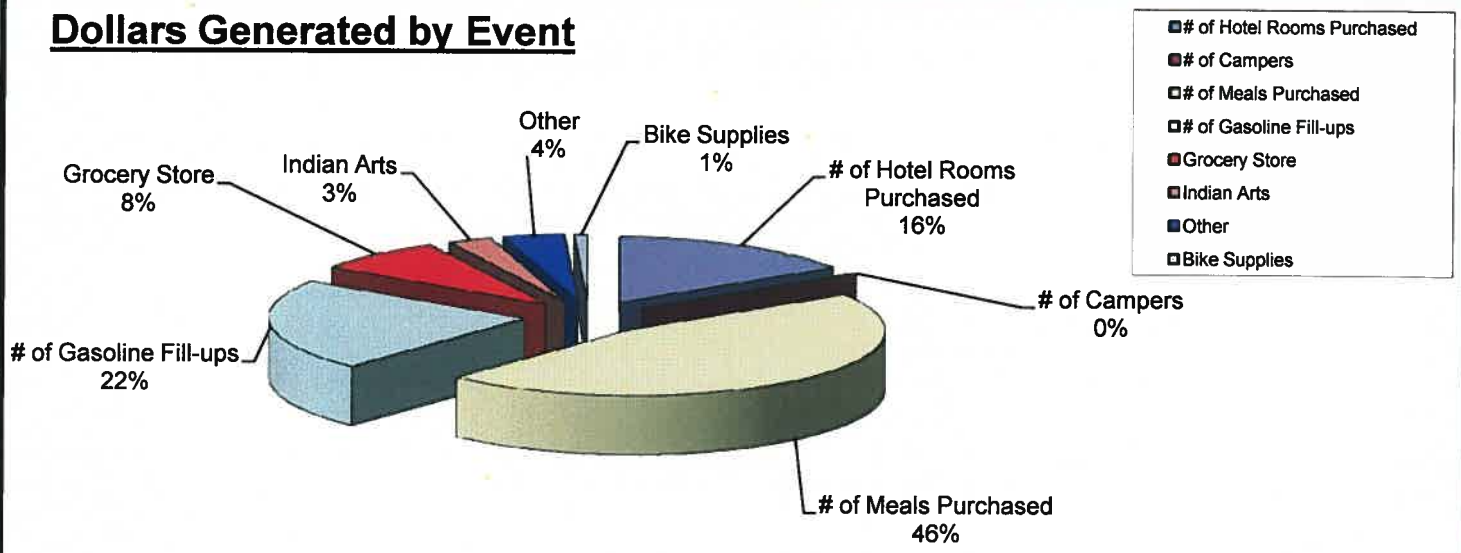
| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 20 | 338 | 358 |

| VISITORS | | 1245 |
|---|---|---|
| | | Total Dollars Generated |
| # of Hotel Rooms Purchased | 146 | $7,300 |
| # of Campers | 684 | $0 |
| # of Meals Purchased | 1767 | $21,204 |
| # of Gasoline Fill-ups | 297 | $10,395 |
| Grocery Store | 96 | $3,840 |
| Indian Arts | 32 | $1,280 |
| Other | 89 | $1,780 |
| Bike Supplies | 25 | $375 |
| Registration | 360 | $27,000 |
| Total | | $73,174 |

All statistics provided by event corrdinator through an online survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $12 per visitor;
(3) Gasoline fill-up is $35 per participant;
(4) Grocery store visit is $40;
(5) Indian arts visit is $40; (6) Other/Sporting goods / bike shop visit is $20; (7) Bike Store visit is $15; and (8) Camping is $0.
2. 420 racers registered at $60 per racer, and only 402 raced.
3. The study also assumes that one visitor is

## Dollars Generated by Event



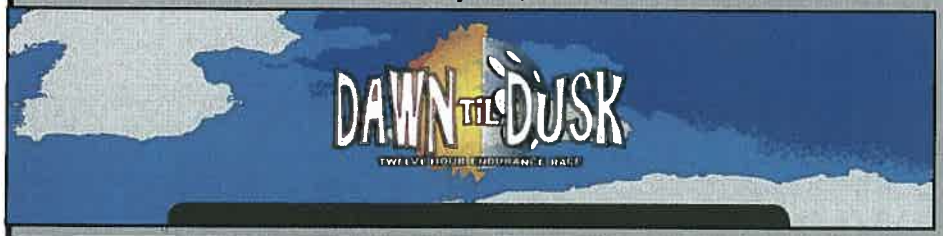

CITY OF GALLUP LODGERS' TAX

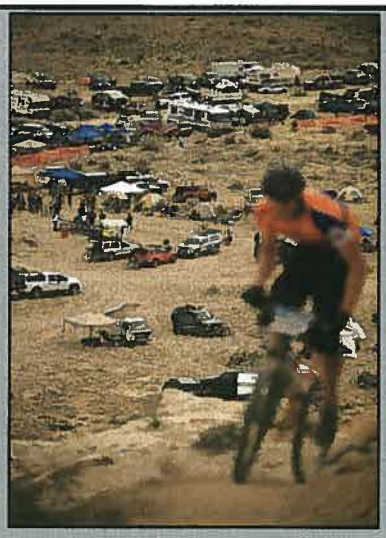
# AGB Economic Impact Study

## *DAWN TIL DUSK 12-HOUR ENDURANCE RACE*

**High Desert Trail System - McKinley County**

**April 9, 2011**



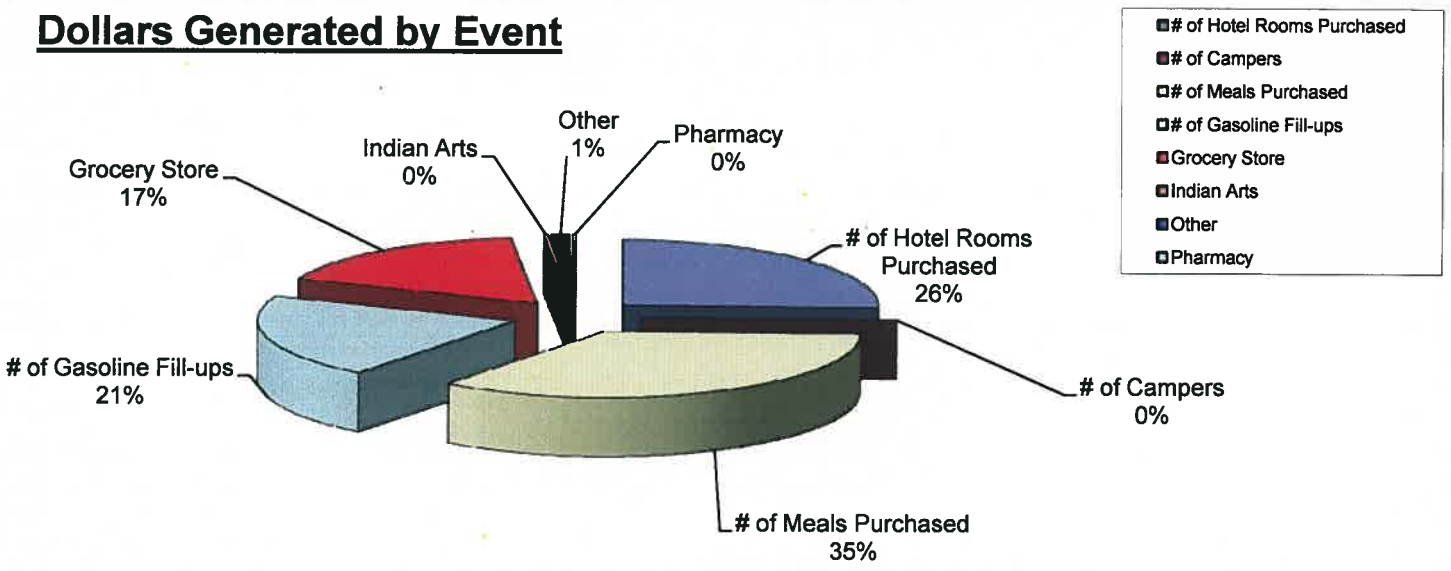
| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 29 | 520 | 549 |

| VISITORS | | 1454 |
|---|---|---|
| | | Total Dollars Generated |
| # of Hotel Rooms Purchased | 384 | $19,200 |
| # of Campers | 625 | $0 |
| # of Meals Purchased | 2195 | $26,340 |
| # of Gasoline Fill-ups | 444 | $15,540 |
| Grocery Store | 329 | $13,160 |
| Indian Arts | 5 | $200 |
| Other | 44 | $880 |
| Pharmacy | 11 | $165 |
| Registration | 555 | $38,850 |
| | Total | $114,335 |

All statistics provided by event corrdinator through an online survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $12 per visitor;
(3) Gasoline fill-up is $35 per participant;
(4) Grocery store visit is $40;
(5) Indian arts visit is $40; (6) Other/Sporting goods / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. 420 racers registered at $60 per racer, and only 402 raced.
3. The study also assumes that one visitor is

## Dollars Generated by Event



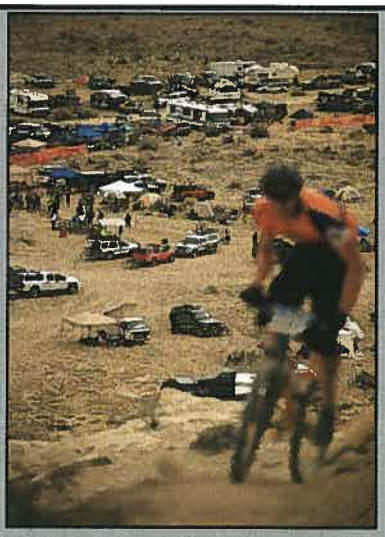

CITY OF GALLUP LODGERS' TAX

# AGB Economic Impact Study

## *DAWN TIL DUSK 12-HOUR ENDURANCE RACE*

**High Desert Trail System - McKinley County**

**April 10, 2010**



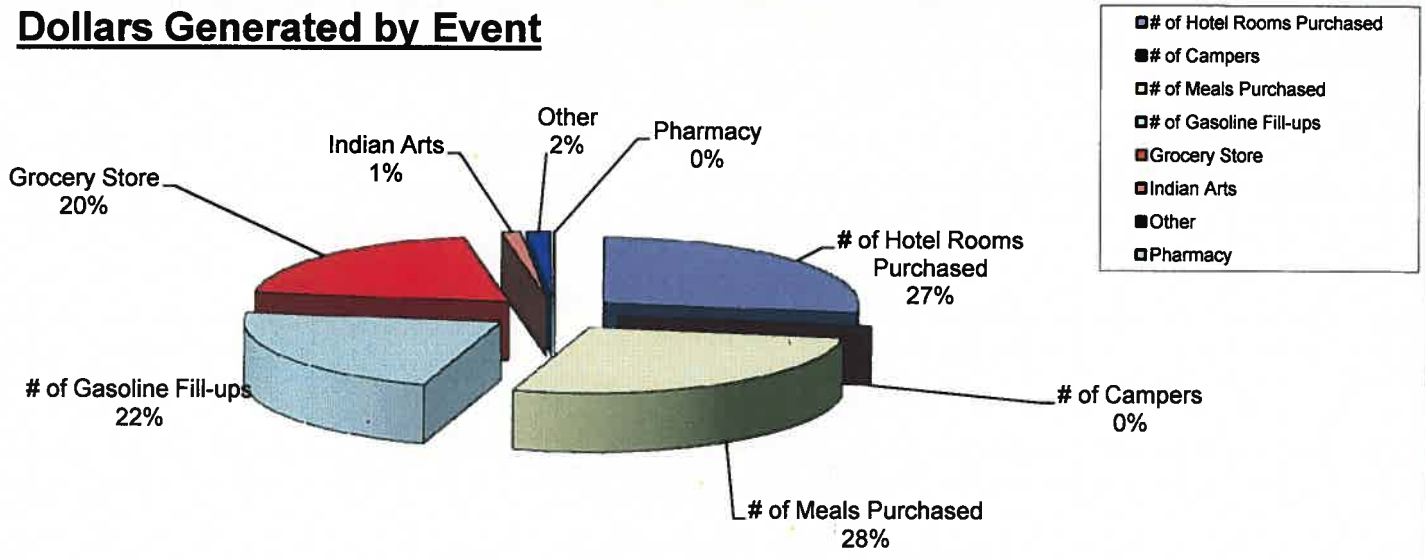
| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 34 | 378 | 412 |

| VISITORS | | 1013 |
|---|---|---|
| | | Total Dollars Generated |
| # of Hotel Rooms Purchased | 294 | $14,700 |
| # of Campers | 415 | $0 |
| # of Meals Purchased | 1238 | $14,856 |
| # of Gasoline Fill-ups | 345 | $12,075 |
| Grocery Store | 270 | $10,800 |
| Indian Arts | 16 | $640 |
| Other | 41 | $820 |
| Pharmacy | 4 | $60 |
| Registration | 420 | $25,200 |
| Total | | $79,151 |

All statistics provided by event corrdinator through an online survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $12 per visitor;
(3) Gasoline fill-up is $35 per participant;
(4) Grocery store visit is $40;
(5) Indian arts visit is $40; (6) Other/Sporting goods / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. 420 racers registered at $60 per racer, and only 402 raced.
3. The study also assumes that one visitor is

## Dollars Generated by Event

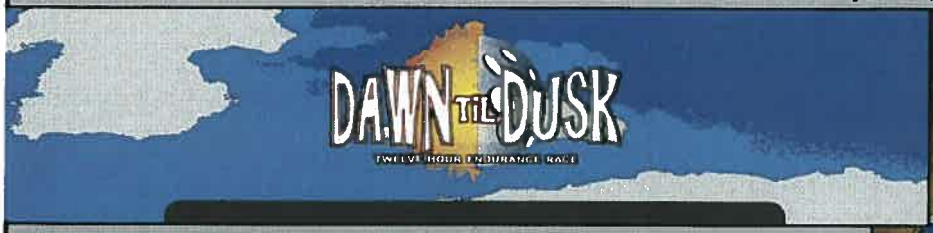


# AGB Economic Impact Study

## *DAWN TIL DUSK 12-HOUR ENDURANCE RACE*

**High Desert Trail System - McKinley County**

**April 11, 2009**

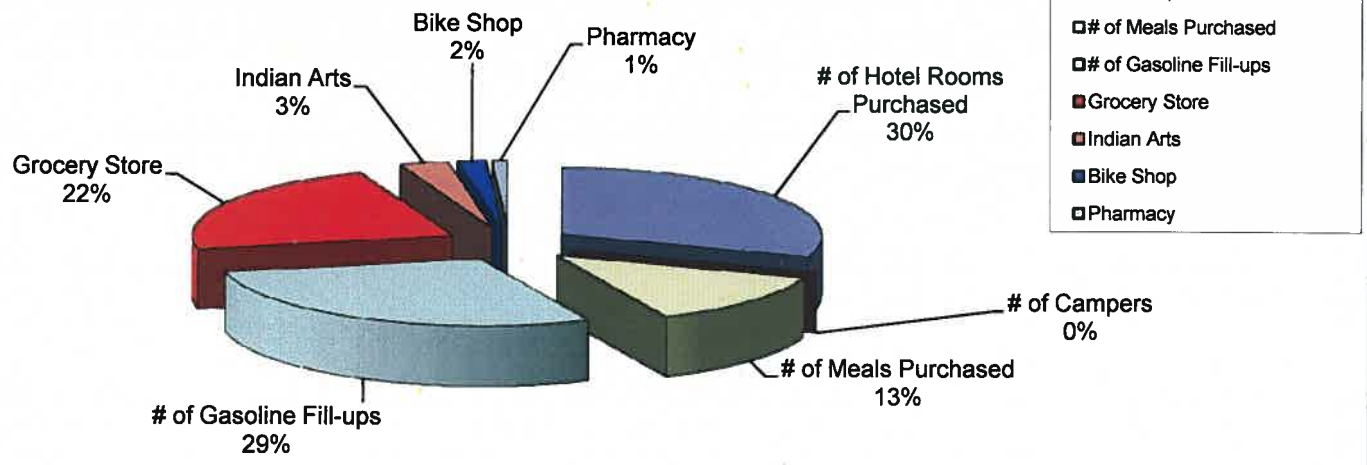


| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 90 | 364 | 454 |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 296 | $14,800 |
| # of Campers | 230 | $0 |
| # of Meals Purchased | 522 | $6,264 |
| # of Gasoline Fill-ups | 398 | $13,930 |
| Grocery Store | 275 | $11,000 |
| Indian Arts | 37 | $1,480 |
| Bike Shop | 44 | $880 |
| Pharmacy | 31 | $465 |
| Registration | 454 | $31,780 |
| Total | | $80,599 |

All statistics provided by RMCHCS through a survey of the participants and based on the following assumptions:
1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $12 per visitor;
(3) Gasoline fill-up is $35 per participant;
(4) Grocery store visit is $40;
(5) Indian arts visit is $40; (6) Sporting goods / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. 293 racers registered at $60 per racer, and only 284 raced.
3. The study also assumes that one visitor is different then one participant.

## Dollars Generated by Event



# AGB Economic Impact Study

## *DAWN TIL DUSK 12-HOUR ENDURANCE RACE*

**High Desert Trail System - McKinley County**

**April 12th, 2008**

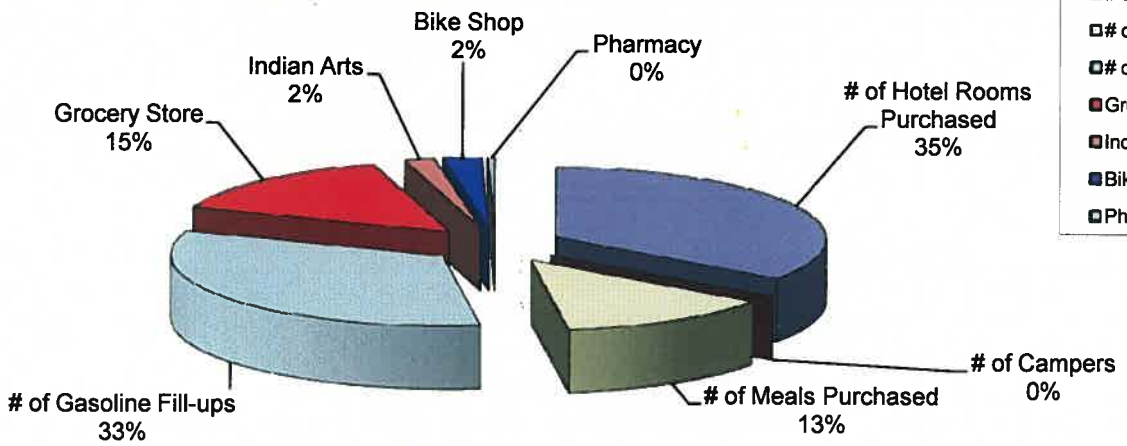
| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 32 | 284 | 316 |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 237 | $11,850 |
| # of Campers | 122 | $0 |
| # of Meals Purchased | 368 | $4,416 |
| # of Gasoline Fill-ups | 279 | $11,160 |
| Grocery Store | 170 | $5,100 |
| Indian Arts | 15 | $600 |
| Bike Shop | 39 | $780 |
| Pharmacy | 10 | $150 |
| Registration | 293 | $17,580 |
| Total | | $51,636 |

All statistics provided by RMCHCS through a survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $10 per visitor;
(3) Gasoline fill-up is $40 per participant;
(4) Grocery store visit is $30;
(5) Indian arts visit is $40; (6) Sporting goods / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. 293 racers registered at $60 per racer, and only 284 raced.
3. The study also assumes that one visitor is different than one participant.

## Dollars Generated by Event



RMCHCS Presents

DAWN TIL DUSK

TWELVE HOUR ENDURANCE RACE

2007 Race Results

# AGB Economic Impact Study

## *DAWN TIL DUSK 12-HOUR ENDURANCE RACE*

**High Desert Trail System - McKinley County**

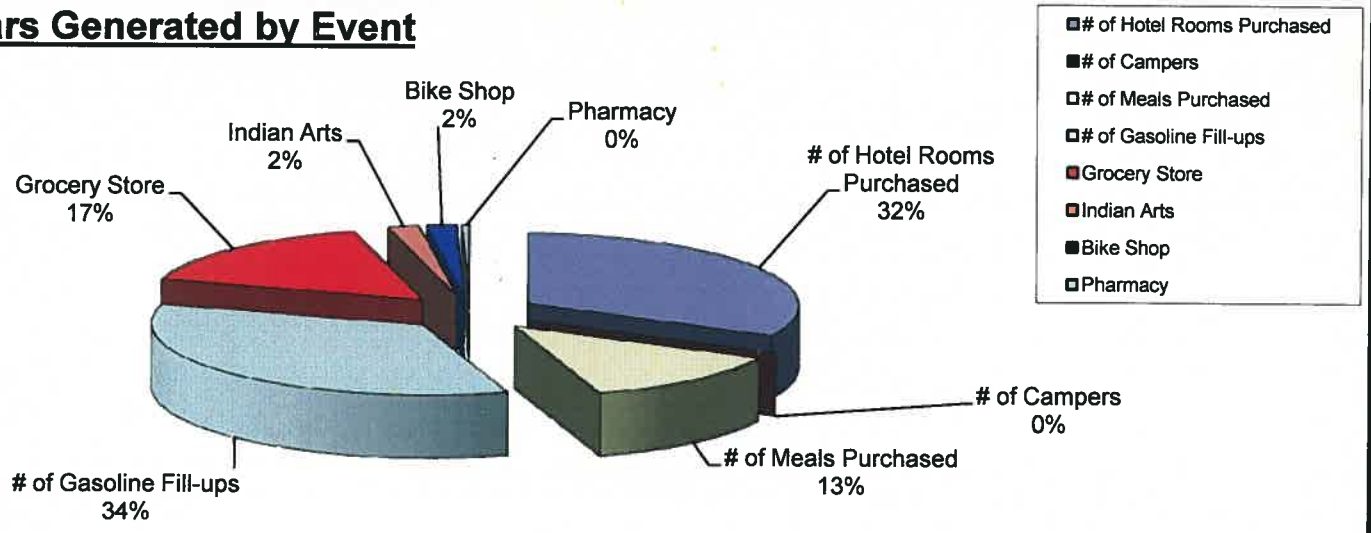
**April 14th, 2007**

| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 25 | 280 | 305 |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 209 | $10,450 |
| # of Campers | 105 | $0 |
| # of Meals Purchased | 410 | $4,100 |
| # of Gasoline Fill-ups | 279 | $11,160 |
| Grocery Store | 178 | $5,340 |
| Indian Arts | 15 | $600 |
| Bike Shop | 29 | $580 |
| Pharmacy | 10 | $150 |
| Total | | $32,380 |

All statistics provided by RMCHCS through a survey of the participants and based on the following assumptions:
1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $10 per visitor;
(3) Gasoline fill-up is $40 per participant;
(4) Grocery store visit is $30;
(5) Indian arts visit is $40; (6) Sporting goods / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. The study also assumes that one visitor is different then one participant.

## Dollars Generated by Event




****Other important survey results: 80% of participants had been to Gallup before; 95% of participants said they would return to Gallup in the near future. Word-of-mouth and internet marketing seemed to attract most of the participants.****

# Adventure Gallup & Beyond Economic Impact Study

***Dawn till Dusk Mountain Bike Event***

High Desert Trail System - McKinley County, NM

April 8th, 2006

## RAce ReSULtS

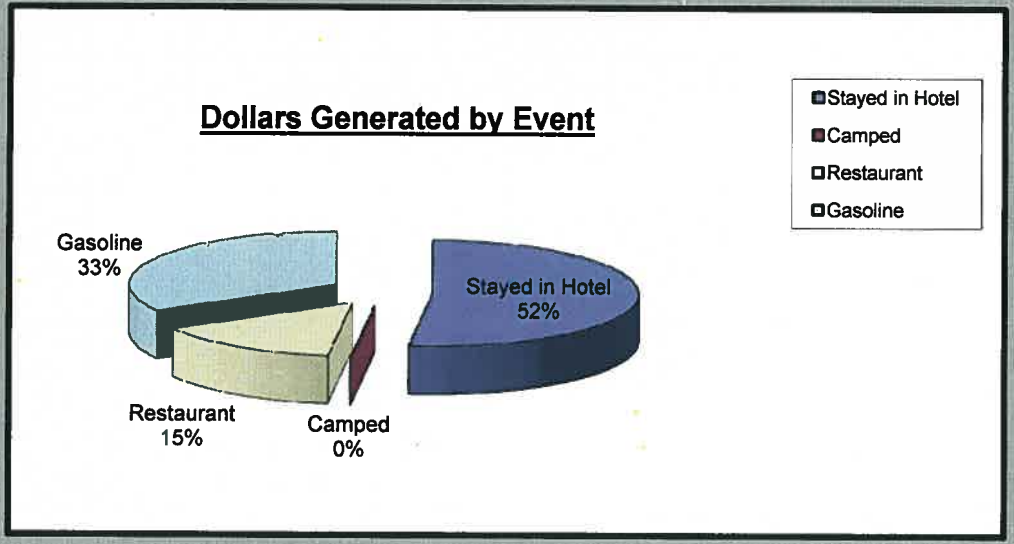
PARTCIPIANTS

| Local | Out-of-town | Total Participants |
|---|---|---|
| 37 | 209 | 246 |

| | # of Out-of-Towners | Total Dollars Generated |
|---|---|---|
| Stayed in Hotel | 146 | $7,319 |
| Camped | 25 | $0 |
| Restaurant | 209 | $2,090 |
| Gasoline | 157 | $4,705 |
| Total | | $14,113 |

**All statistics provided by Chamber of Commerce through a survey of the participants and based on the following assumptions:**

1. The costs associated with the study are based on the premise that the average hotel cost in Gallup, NM is $50 a night; the average meal is $10 per person; gasoline fill-up is $40; and camping is $0.
2. The study also assumes that one participant is equal to one person, and did not bring their family or friends along with them.
3. It also assumes that each out-of-town visitor ate only one meal in local establishments, filled up their car only one time, and stayed over for only one night.



# Adventure Gallup & Beyond Economic Impact Study

***Dawn till Dusk Mountain Bike Event***

High Desert Trail System - McKinley County, NM

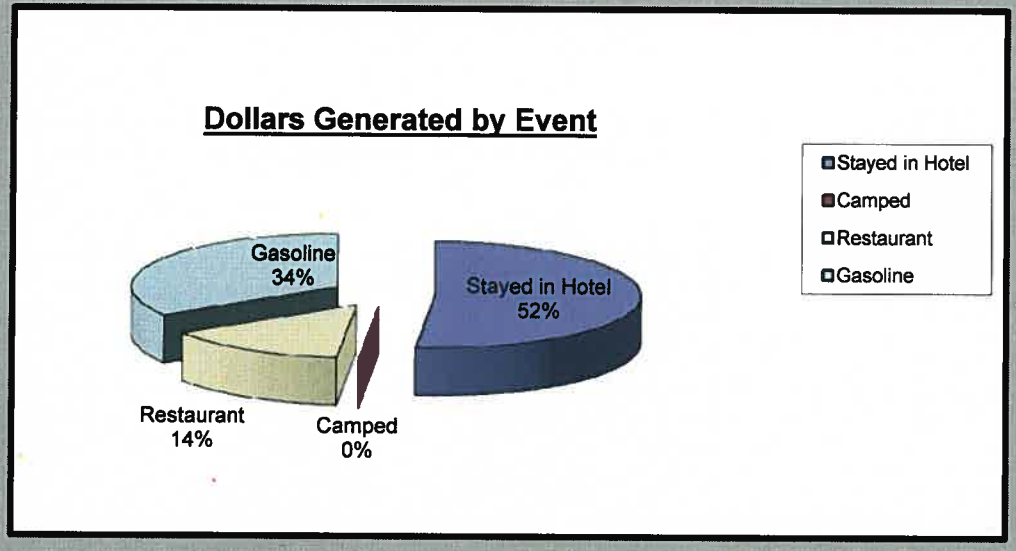
April 9th, 2005

**All statistics provided by Chamber of Commerce through a survey of the participants and based on the following assumptions:**

1. The costs associated with the study are based on the premise that the average hotel cost in Gallup, NM is $50 a night; the average meal is $10 per person; gasoline fill-up is $30; and camping is $0.
2. The study also assumes that one participant is equal to one person, and did not bring their family or friends along with them.
3. It also assumes that each out-of-town visitor ate only two meals in local establishments, filled up their car only one time, and stayed over for only one night.

| PARTCIPIANTS | | |
|---|---|---|
| Local | Out-of-town | Total Participants |
| 18 | 87 | 105 |

| | # of Out-of-Towners | Total Dollars Generated |
|---|---|---|
| Stayed in Hotel | 76 | $3,800 |
| Camped | 11 | $0 |
| Restaurant | 53 | $1,060 |
| Gasoline | 84 | $2,520 |
| Total | | $7,380 |



# SQUASH BLOSSOM classic

**SQUASH BLOSSOM CLASSIC – Multiple Events**

Event Data based on surveys and compiled by Adventure Gallup & Beyond. Methodology improved in more recent years, where we added Registration but did not use these numbers for Total Dollars generated calculations. Some years more events were added to this multi-day series.

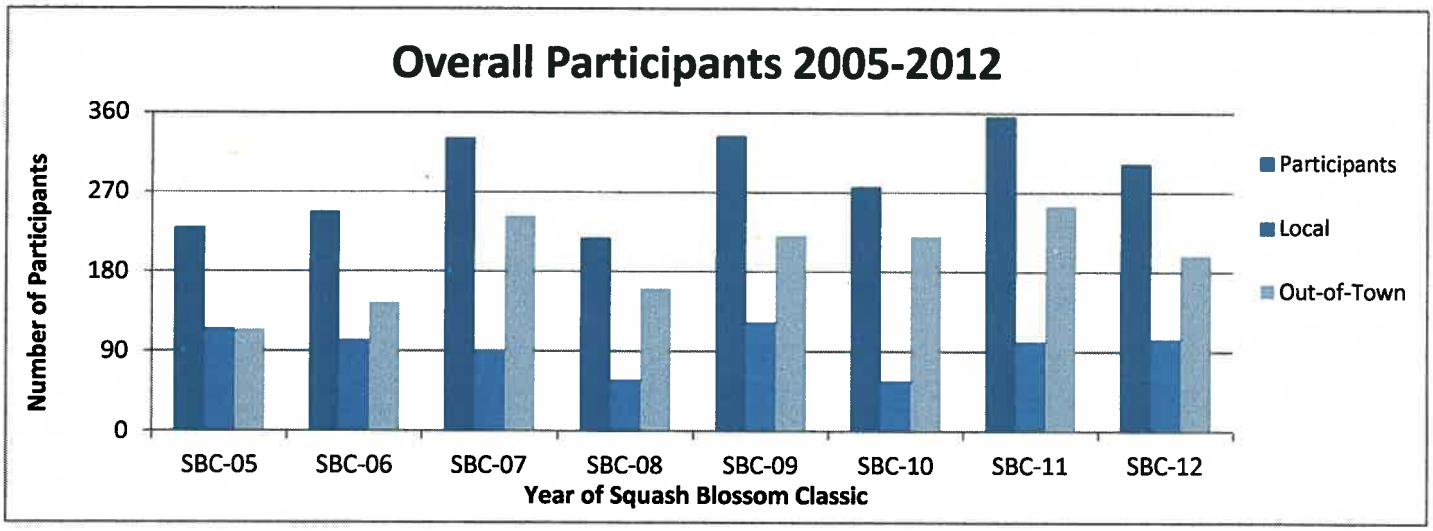
# Event Comparison & Economic Assessment

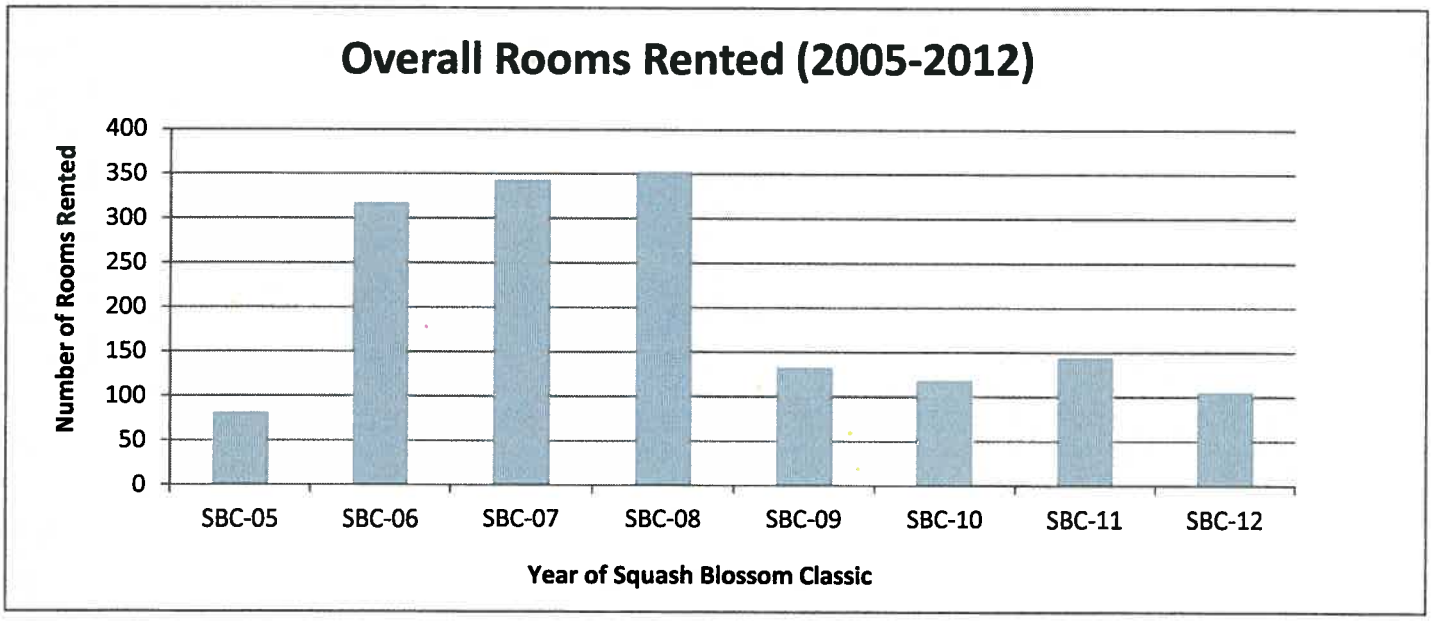
## *Squash Blossom Classic (Multi-Day, Multi-Event)*

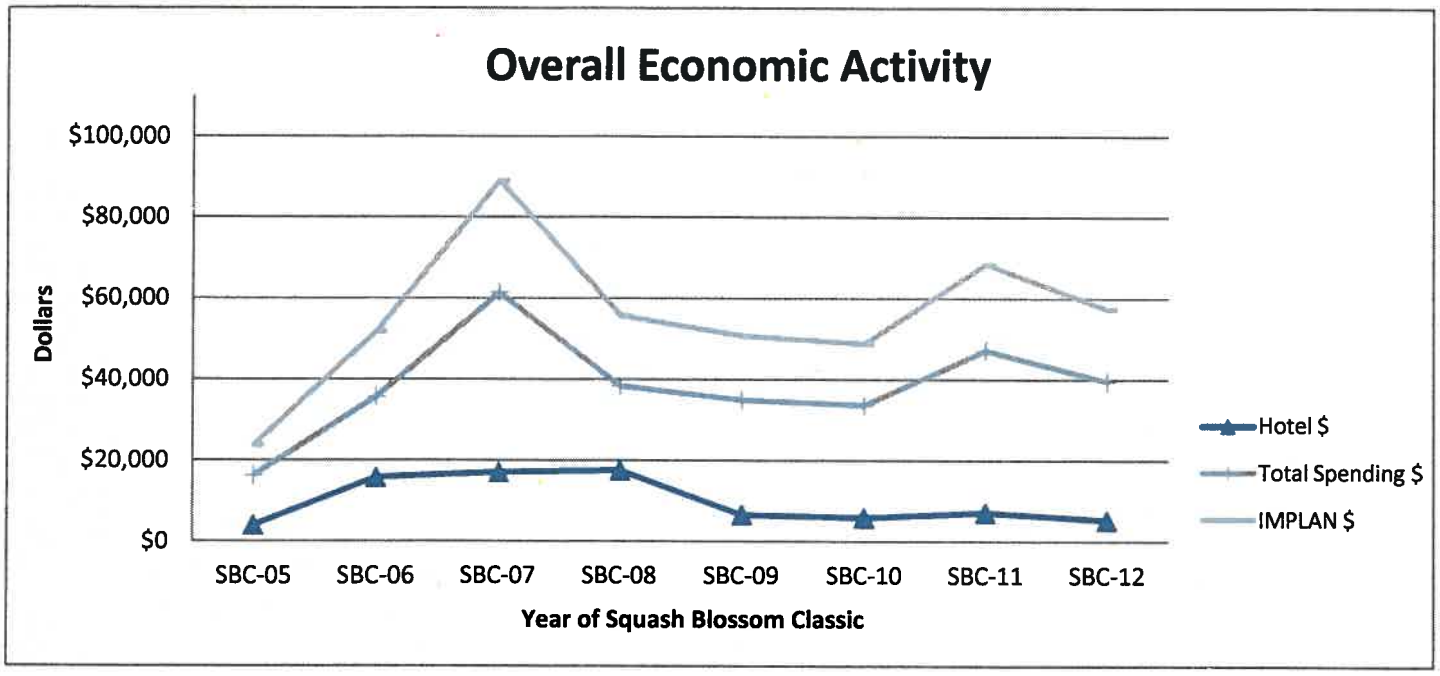
compiled by *Adventure Gallup & Beyond, Inc.*

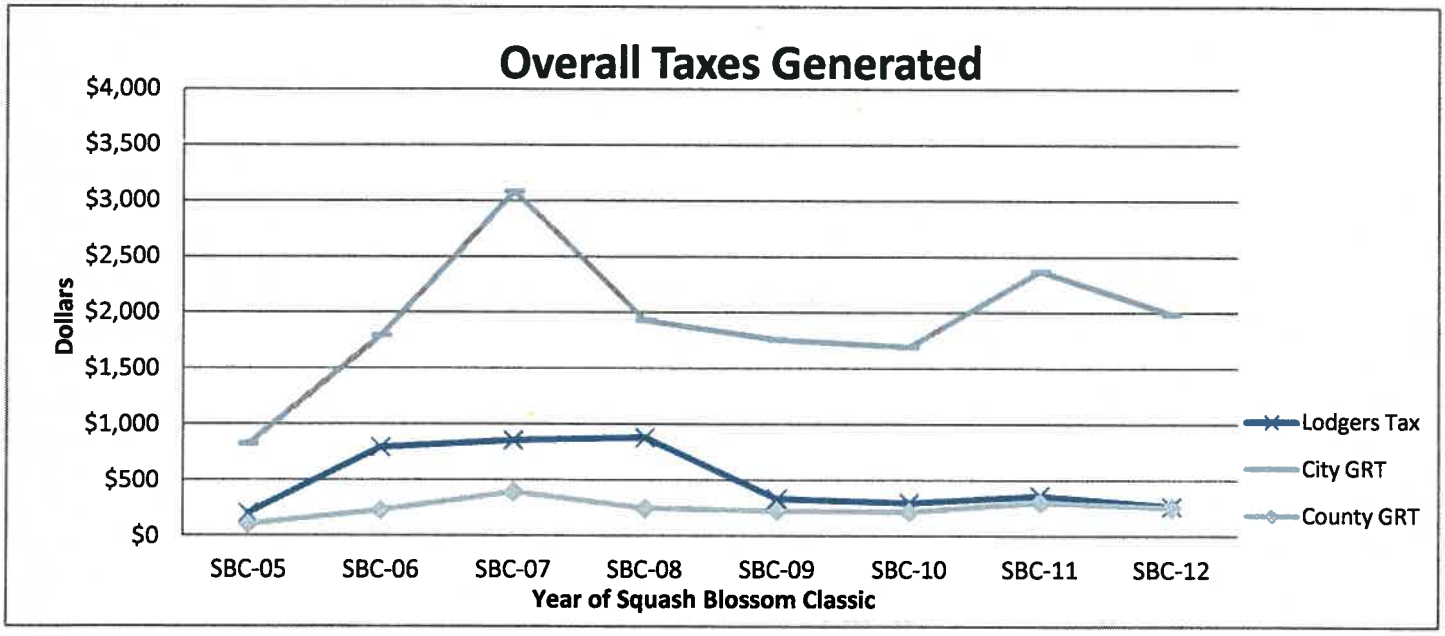
2005-2012

| | SBC-05 | SBC-06 | SBC-07 | SBC-08 | SBC-09 | SBC-10 | SBC-11 | SBC-12 | Totals | Inc/Dec | % Change |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Participants** | 230 | 248 | 332 | 219 | 334 | 277 | 356 | 303 | 2299 | 73 | 24% |
| Local | 116 | 103 | 89 | 58 | 123 | 57 | 101 | 104 | 751 | -12 | -12% |
| Out-of-Town | 114 | 145 | 243 | 161 | 221 | 220 | 255 | 199 | 1558 | 85 | 43% |
| **Rooms Rented** | 82 | 318 | 343 | 353 | 133 | 119 | 144 | 106 | 1598 | 24 | 23% |
| Hotel Dollars Gen. | $4,100 | $15,878 | $17,150 | $17,630 | $6,650 | $5,950 | $7,200 | $5,300 | $79,858.00 | $1,200 | 23% |
| Lodgers Tax Gen. | $205 | $794 | $858 | $882 | $333 | $298 | $360 | $265 | $3,992.90 | $60 | 23% |
| **Total Dollars Gen.** | $16,380 | $35,742 | $61,413 | $38,392 | $34,966 | $33,658 | $47,157 | $39,496 | $307,204 | $23,116 | 59% |
| IMPLAN Multiplier | $23,784 | $51,897 | $89,172 | $55,745 | $50,771 | $48,871 | $68,472 | $57,348 | $446,060 | $33,564 | |
| City GRT | $824 | $1,797 | $3,088 | $1,930 | $1,758 | $1,692 | $2,371 | $1,986 | $15,447 | $1,162 | |
| County GRT | $105 | $229 | $393 | $246 | $224 | $216 | $302 | $253 | $1,967 | $148 | |




Overall Economic Activity
$100,000
$80,000
$60,000
$40,000
$20,000
$0
Dollars
SBC-05
SBC-06
SBC-07
SBC-08
SBC-09
SBC-10
SBC-11
SBC-12
Year of Squash Blossom Classic
Hotel $
Total Spending $
IMPLAN $


Overall Taxes Generated
$4,000
$3,500
$3,000
$2,500
$2,000
$1,500
$1,000
$500
$0
Dollars
SBC-05
SBC-06
SBC-07
SBC-08
SBC-09
SBC-10
SBC-11
SBC-12
Year of Squash Blossom Classic
Lodgers Tax
City GRT
County GRT

# Adventure Gallup & Beyond Economic Impact Study

***Squash Blossom Classic***

**High Desert Trail System**

**September 22-23, 2012**

## TOTAL # OF PARTICIPANTS

| | Local | Out-of-town | Total Participants |
|---|---|---|---|
| **TOTAL** | **104** | **199** | **303** |
| Running (4.5m & 1/2 Marathon) | 73 | 89 | 162 |
| Screamer | 31 | 110 | 141 |

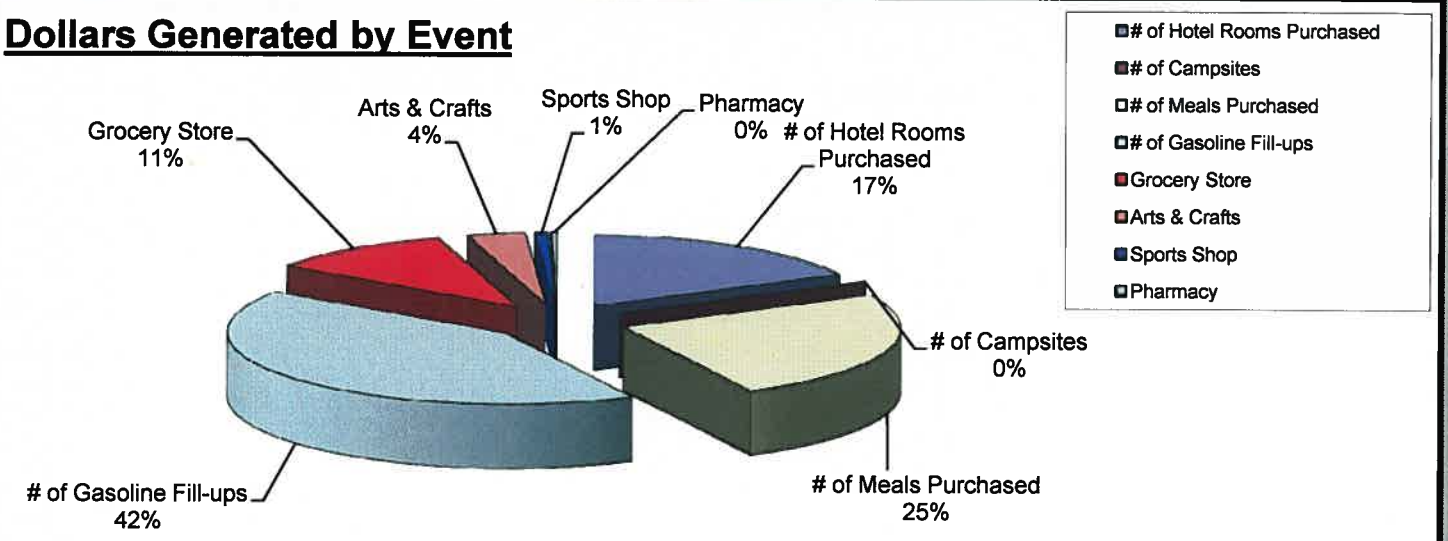
## TOTAL # OF OUT-OF-TOWN VISITORS

| | Adults | Children | Total Visitors |
|---|---|---|---|
| **TOTAL** | **438** | **100** | **537** |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 106 | $5,300 |
| # of Campsites | 86 | $0 |
| # of Meals Purchased | 638 | $7,656 |
| # of Gasoline Fill-ups | 321 | $12,840 |
| Grocery Store | 111 | $3,330 |
| Arts & Crafts | 26 | $1,040 |
| Sports Shop | 12 | $240 |
| Pharmacy | 7 | $105 |
| Registration | 303 | $8,985 |
| Total | | $39,496 |

All statistics provided by event promoters through a survey of the participants and based on the following assumptions:
1. The costs associated with the study are based on the premise that the average in Gallup, NM: (1) Hotel cost is $50 a night; (2) Meal is $12 per visitor;
(3) Gasoline fill-up is $40 per participant;
(4) Grocery store visit is $30;
(5) Pawn/trading post/mall/flea market visit is $40; (6) Outdoor / bike shop visit is $20;
(7) Pharmacy visit is $15; and (8) Camping is $0.
2. The study assumes that one visitor is different then one participant.
3. It assumes that each out-of-town participant filled up their car only one time.
4. It assumes that each registered

## Dollars Generated by Event



# Adventure Gallup & Beyond Economic Impact Study

***Squash Blossom Classic***

**High Desert Trail System**

**September 24-25, 2011**

## TOTAL # OF PARTICIPANTS

| | Local | Out-of-town | Total Participants |
|---|---|---|---|
| **TOTAL** | **101** | **255** | **356** |
| Running (4.5m & 1/2 Marathon) | 74 | 105 | 179 |
| Screamer | 27 | 150 | 177 |

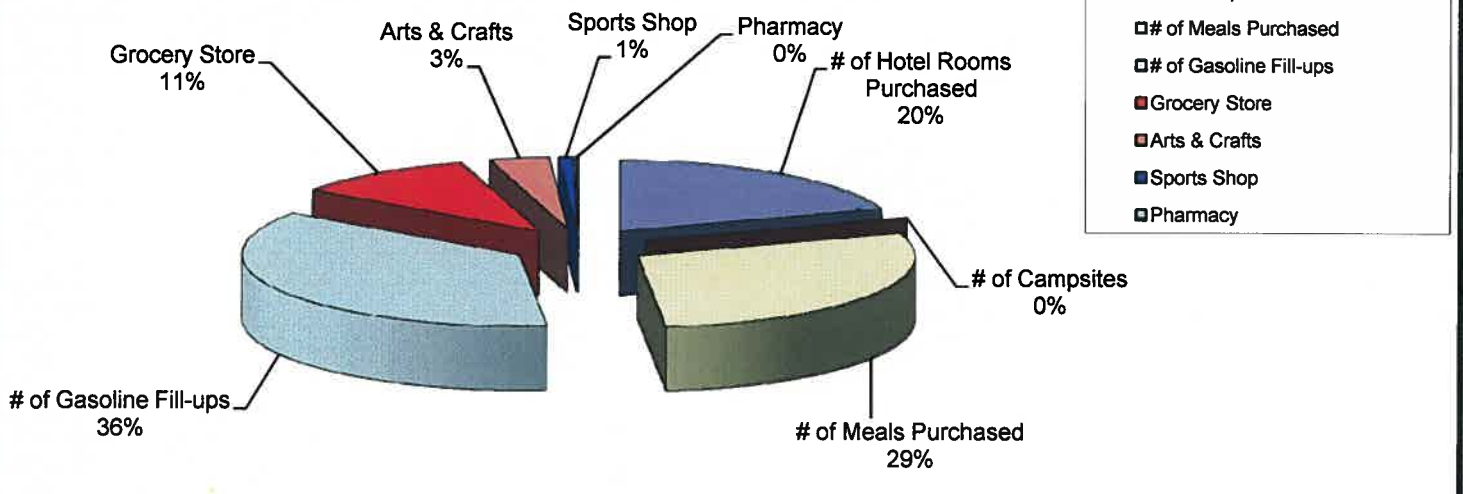
## TOTAL # OF OUT-OF-TOWN VISITORS

| | Adults | Children | Total Visitors |
|---|---|---|---|
| **TOTAL** | **561** | **128** | **689** |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 144 | $7,200 |
| # of Campsites | 56 | $0 |
| # of Meals Purchased | 871 | $10,452 |
| # of Gasoline Fill-ups | 332 | $13,280 |
| Grocery Store | 130 | $3,900 |
| Arts & Crafts | 32 | $1,280 |
| Sports Shop | 15 | $300 |
| Pharmacy | 5 | $75 |
| Registration | 356 | $10,670 |
| Total | | $47,157 |

All statistics provided by event promoters through a survey of the participants and based on the following assumptions:
1. The costs associated with the study are based on the premise that the average in Gallup, NM: (1) Hotel cost is $50 a night; (2) Meal is $12 per visitor; (3) Gasoline fill-up is $40 per participant; (4) Grocery store visit is $30; (5) Pawn/trading post/mall/flea market visit is $40; (6) Outdoor / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. The study assumes that one visitor is different then one participant.
3. It assumes that each out-of-town participant filled up their car only one time.
4. It assumes that each registered

## Dollars Generated by Event



# Adventure Gallup & Beyond Economic Impact Study

***Squash Blossom Classic***

**High Desert Trail System**

**September 25-26, 2010**

## TOTAL # OF PARTICIPANTS

| | Local | Out-of-town | Total Participants |
|---|---|---|---|
| **TOTAL** | **57** | **220** | **277** |
| Running (5K & 1/2) | 41 | 81 | 122 |
| Screamer | 16 | 139 | 155 |

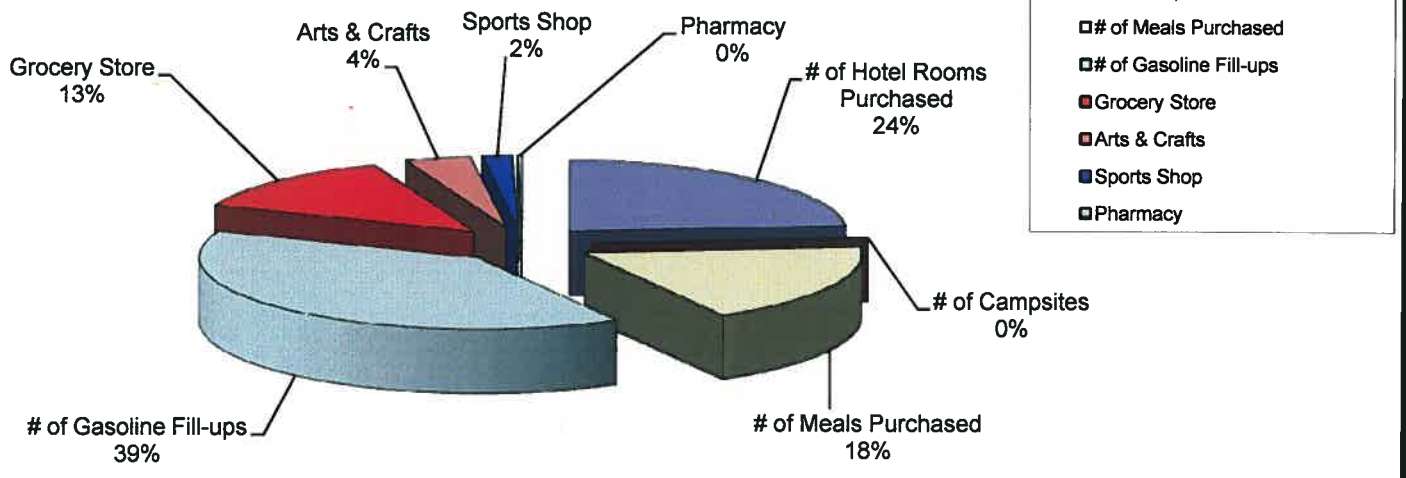
## TOTAL # OF OUT-OF-TOWN VISITORS

| | Adults | Children | Total Visitors |
|---|---|---|---|
| **TOTAL** | **484** | **110** | **594** |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 119 | $5,950 |
| # of Campsites | 23 | $0 |
| # of Meals Purchased | 379 | $4,548 |
| # of Gasoline Fill-ups | 247 | $9,880 |
| Grocery Store | 111 | $3,330 |
| Arts & Crafts | 24 | $960 |
| Sports Shop | 22 | $440 |
| Pharmacy | 5 | $75 |
| Registration | 277 | $8,475 |
| Total | | $33,658 |

All statistics provided by event promoters through a survey of the participants and based on the following assumptions:
1. The costs associated with the study are based on the premise that the average in Gallup, NM: (1) Hotel cost is $50 a night; (2) Meal is $12 per visitor;
(3) Gasoline fill-up is $40 per participant;
(4) Grocery store visit is $30;
(5) Pawn/trading post/mall/flea market visit is $40; (6) Outdoor / bike shop visit is $20;
(7) Pharmacy visit is $15; and (8) Camping is $0.
2. The study assumes that one visitor is different then one participant.
3. It assumes that each out-of-town participant filled up their car only one time.
4. It assumes that each registered

## Dollars Generated by Event



# Adventure Gallup & Beyond Economic Impact Study

***Squash Blossom Classic***

**High Desert Trail System**

**September 26-27, 2009**

## TOTAL # OF PARTICIPANTS

| | Local | Out-of-town | Total Participants |
|---|---|---|---|
| **TOTAL** | **123** | **221** | **344** |
| Running (5K & 1/2) | 103 | 34 | 137 |
| Mount. Bike (Pro, Beg, Kids, & Sport) | 20 | 187 | 207 |

## TOTAL # OF OUT-OF-TOWN VISITORS

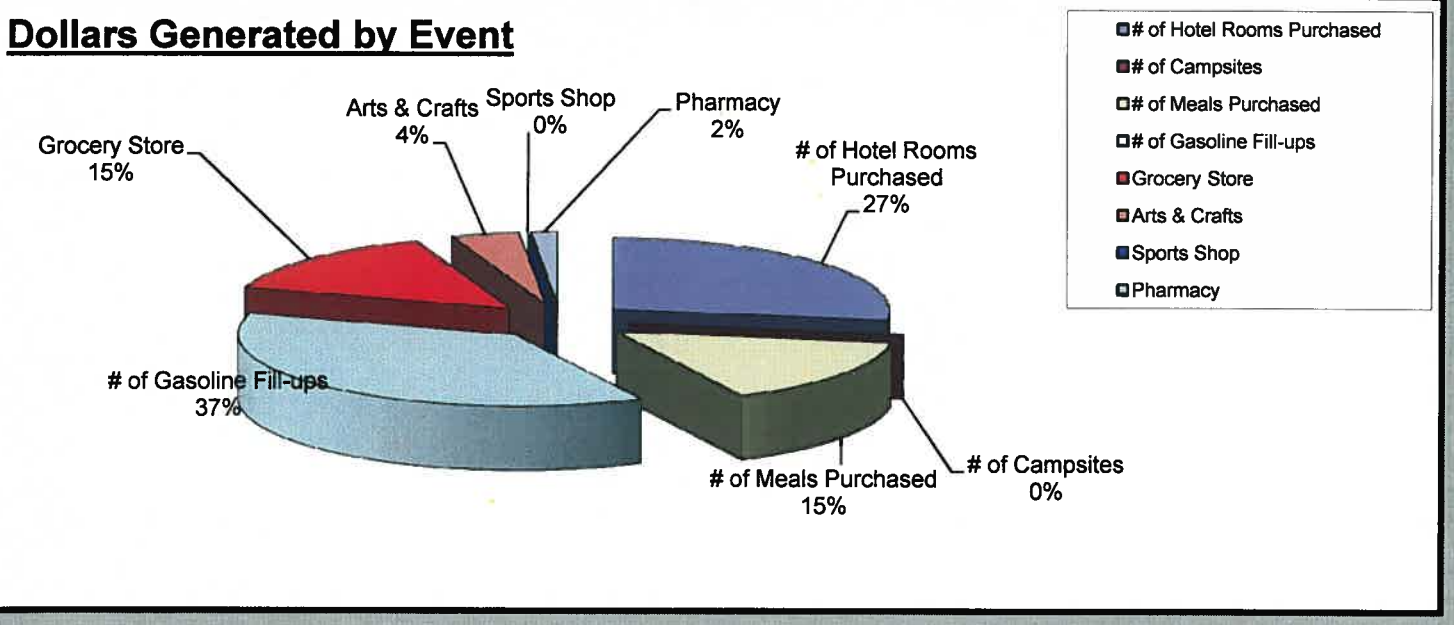
| | Adults | Children | Total Visitors |
|---|---|---|---|
| **TOTAL** | **332** | **111** | **442** |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 133 | $6,630 |
| # of Campsites | 42 | $0 |
| # of Meals Purchased | 309 | $3,713 |
| # of Gasoline Fill-ups | 225 | $9,017 |
| Grocery Store | 120 | $3,612 |
| Arts & Crafts | 24 | $963 |
| Sports Shop | 0 | $0 |
| Pharmacy | 24 | $361 |
| Registration | 330 | $10,670 |
| Total | | $34,966 |

All statistics provided by Chamber of Commerce through a survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM: (1) Hotel cost is $50 a night; (2) Meal is $12 per visitor; (3) Gasoline fill-up is $40 per participant; (4) Grocery store visit is $30; (5) Pawn/trading post/mall/flea market visit is $40; (6) Outdoor / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. The study assumes that one visitor is different then one participant.
3. It assumes that each out-of-town participant filled up their car only one time

## Dollars Generated by Event



# Adventure Gallup & Beyond Economic Impact Study

## *Squash Blossom Classic*

**High Desert Trail System**

**September 27-28, 2008**

### TOTAL # OF PARTICIPANTS

| | Local | Out-of-town | Total Participants |
|---|---|---|---|
| **TOTAL** | **58** | **161** | **219** |
| Running (5K & 1/2) | 29 | 67 | 96 |
| Road Bike (Eliminated) | 0 | 0 | 0 |
| Mount. Bike (Pro, Beg, Kids, & Sport) | 29 | 94 | 123 |

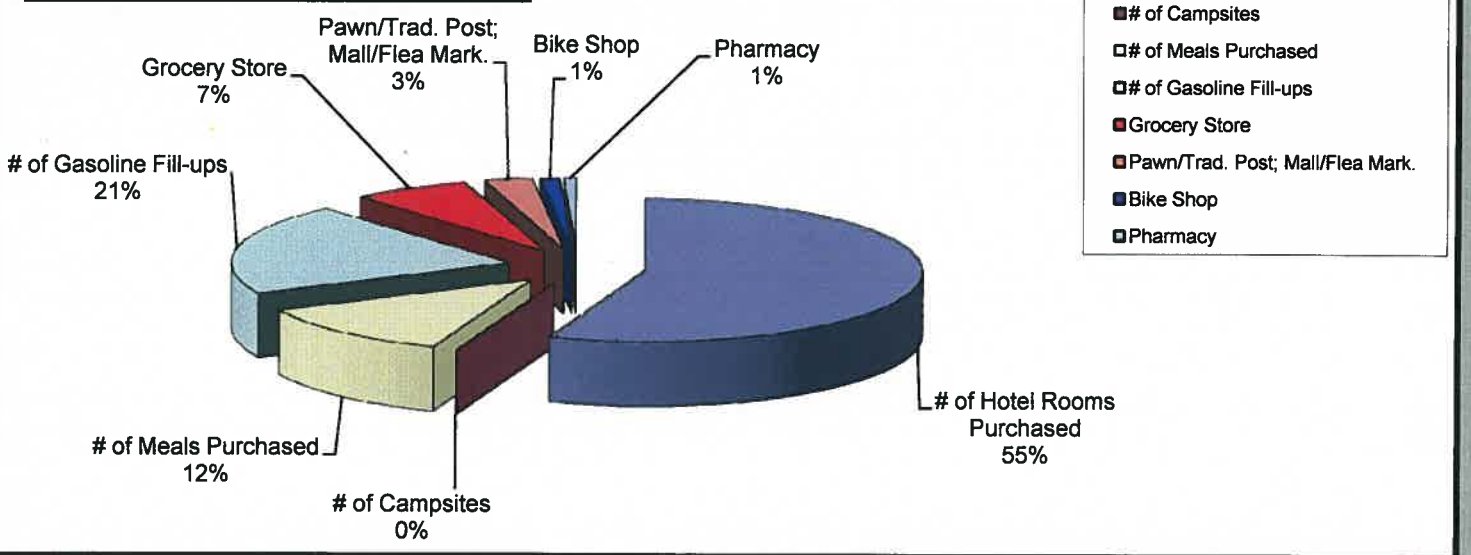
### TOTAL # OF OUT-OF-TOWN VISITORS

| | Adults | Children | Total Visitors |
|---|---|---|---|
| **TOTAL** | **242** | **81** | **322** |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 353 | $17,630 |
| # of Campsites | 23 | $0 |
| # of Meals Purchased | 386 | $3,864 |
| # of Gasoline Fill-ups | 164 | $6,569 |
| Grocery Store | 72 | $2,168 |
| Pawn/Trad. Post; Mall/Flea Mark. | 22 | $876 |
| Bike Shop | 18 | $350 |
| Pharmacy | 15 | $230 |
| Registration | 219 | $6,705 |
| Total | | $38,392 |

All statistics provided by Chamber of Commerce through a survey of the participants and based on the following assumptions:
1. The costs associated with the study are based on the premise that the average in Gallup, NM: (1) Hotel cost is $50 a night; (2) Meal is $10 per visitor; (3) Gasoline fill-up is $40 per participant; (4) Grocery store visit is $30; (5) Pawn/trading post/mall/flea market visit is $40; (6) Outdoor / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. The study also assumes that one visitor is different then one participant.
3. It also assumes that each out-of-town participant filled up their car only one time

## Dollars Generated by Event



# Adventure Gallup & Beyond Economic Impact Study

***Squash Blossom Classic (5 Events)***

**Downtown Gallup / High Desert Trail System**

**September 29-30, 2007**

## TOTAL # OF PARTICIPANTS

| | Local | Out-of-town | Total Participants |
|---|---|---|---|
| **TOTAL** | **89** | **243** | **332** |
| Running (5K & 1/2) | 50 | 49 | 99 |
| Road Bike (Omnium & Sprints) | 7 | 73 | 80 |
| Mount. Bike (Pro, Beg, Kids, & Sport) | 32 | 121 | 153 |

## TOTAL # OF OUT-OF-TOWN VISITORS

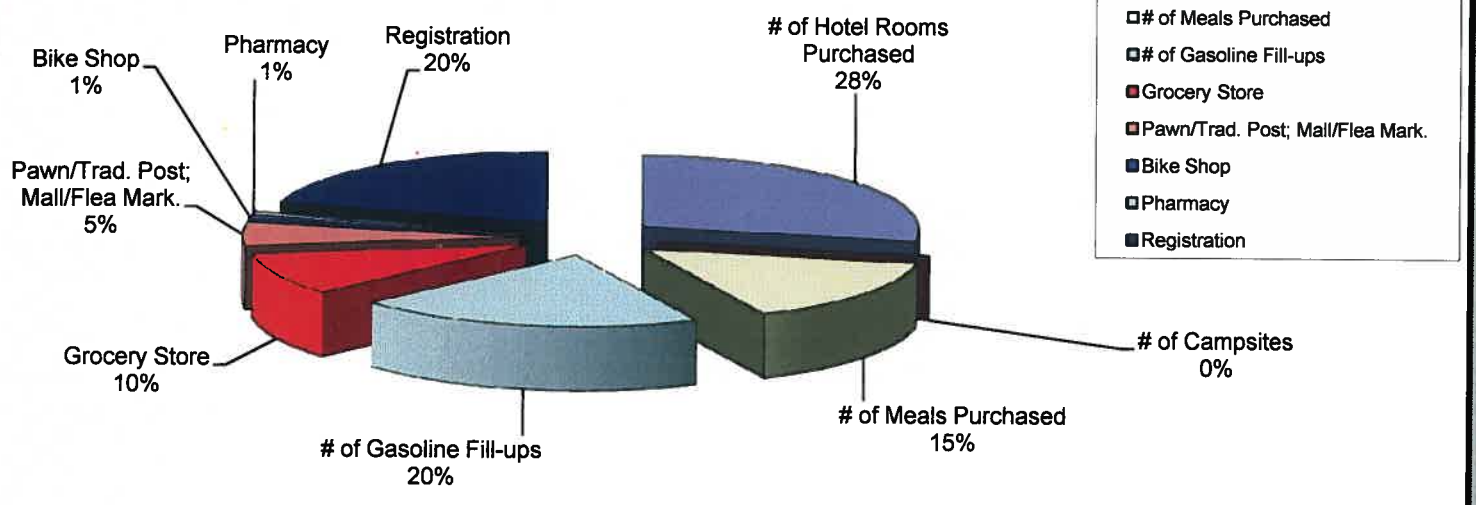
| | Adults | Children | Total Visitors |
|---|---|---|---|
| **TOTAL** | **365** | **122** | **486** |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 343 | $17,150 |
| # of Campsites | 15 | $0 |
| # of Meals Purchased | 918 | $9,180 |
| # of Gasoline Fill-ups | 310 | $12,393 |
| Grocery Store | 196 | $5,876 |
| Pawn/Trad. Post; Mall/Flea Mark. | 83 | $3,320 |
| Bike Shop | 20 | $398 |
| Pharmacy | 31 | $465 |
| Registration | 332 | $12,630 |
| Total | | $61,413 |

All statistics provided by Chamber of Commerce through a survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM: (1) Hotel cost is $50 a night; (2) Meal is $10 per visitor; (3) Gasoline fill-up is $40 per participant; (4) Grocery store visit is $30; (5) Pawn/trading post/mall/flea market visit is $40; (6) Outdoor / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. The study also assumes that one visitor is different then one participant.
3. It also assumes that each out-of-town

## Dollars Generated by Event



# Adventure Gallup & Beyond Economic Impact Study

## *Squash Blossom Classic (5 Events)*

**Downtown Gallup / High Desert Trail System**

**May 20-21, 2006**

### TOTAL # OF PARTICIPANTS

| | Local | Out-of-town | Total Participants |
|---|---|---|---|
| **TOTAL** | **103** | **145** | **248** |
| Running (5K & 1/2) | 79 | 36 | 115 |
| Road Bike (Omnium & Sprints) | 7 | 34 | 41 |
| Mount. Bike (Pro, Beg, Kids, & Sport) | 17 | 75 | 92 |

### TOTAL # OF OUT-OF-TOWN VISITORS

| | Adults | Children | Total Visitors |
|---|---|---|---|
| **TOTAL** | **218** | **73** | **290** |

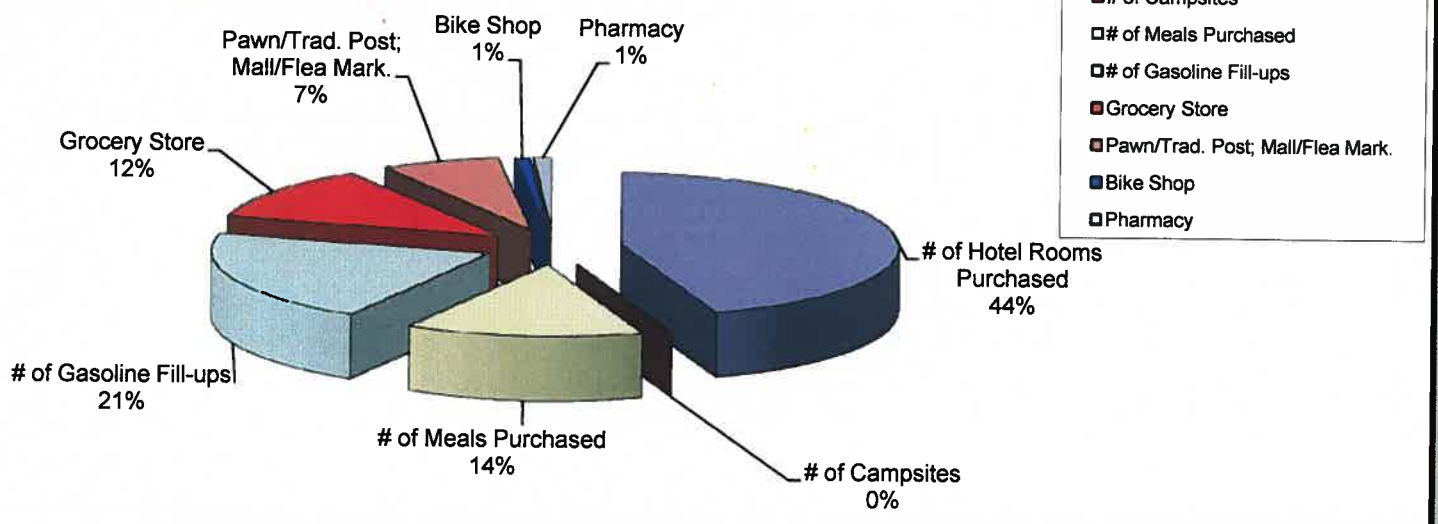
| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 318 | $15,878 |
| # of Campsites | 9 | $0 |
| # of Meals Purchased | 493 | $4,930 |
| # of Gasoline Fill-ups | 185 | $7,395 |
| Grocery Store | 146 | $4,390 |
| Pawn/Trad. Post; Mall/Flea Mark. | 62 | $2,480 |
| Bike Shop | 15 | $298 |
| Pharmacy | 25 | $372 |

| | |
|---|---|
| Total | $35,742 |

All statistics provided by Chamber of Commerce through a survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM: (1) Hotel cost is $50 a night; (2) Meal is $10 per visitor; (3) Gasoline fill-up is $40 per participant; (4) Grocery store visit is $30; (5) Pawn/trading post/mall/flea market visit is $40; (6) Outdoor / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. The study also assumes that one visitor is different then one participant.
3. It also assumes that each out-of-town participant filled up their car only one time

## Dollars Generated by Event



# Adventure Gallup & Beyond Economic Impact Study

***Squash Blossom Classic (5 Events)***

**Downtown Gallup / High Desert Trail System**

**May 21-22, 2005**

## TOTAL # OF PARTICIPANTS

| | Local | Out-of-town | Total Participants |
|---|---|---|---|
| **TOTAL** | **116** | **114** | **230** |
| Running (5K & 1/2) | 84 | 13 | 97 |
| Road Bike (Omnium & Sprints) | 7 | 50 | 57 |
| Mount. Bike (Pro, Beg, Kids, & Sport) | 22 | 51 | 73 |

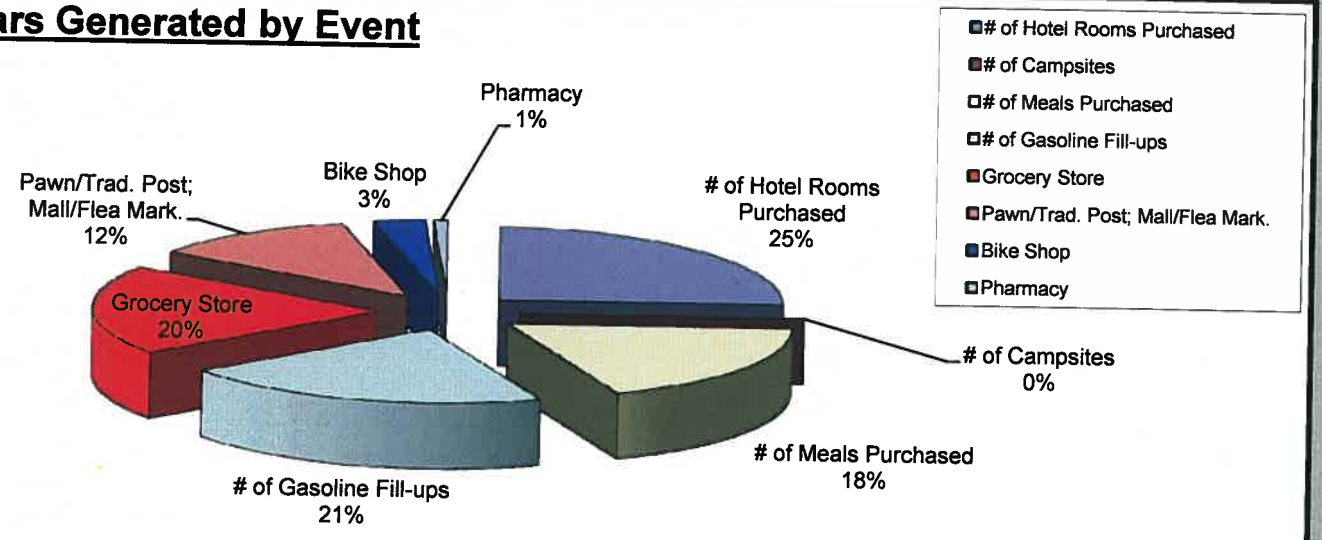
## TOTAL # OF OUT-OF-TOWN VISITORS

| | Adults | Children | Total Visitors |
|---|---|---|---|
| **TOTAL** | **144** | **46** | **190** |

| | | Total Dollars Generated |
|---|---|---|
| # of Hotel Rooms Purchased | 82 | $4,100 |
| # of Campsites | 13 | $0 |
| # of Meals Purchased | 305 | $3,050 |
| # of Gasoline Fill-ups | 114 | $3,420 |
| Grocery Store | 108 | $3,240 |
| Pawn/Trad. Post; Mall/Flea Mark. | 49 | $1,960 |
| Bike Shop | 24 | $480 |
| Pharmacy | 13 | $130 |
| Total | | $16,380 |

All statistics provided by Chamber of Commerce through a survey of the participants and based on the following assumptions:
1. The costs associated with the study are based on the premise that the average in Gallup, NM: (1) Hotel cost is $50 a night; (2) Meal is $10 per visitor; (3) Gasoline fill-up is $30 per participant; (4) Grocery store visit is $30; (5) Pawn/trading post/mall/flea market visit is $40; (6) Outdoor / bike shop visit is $20; (7) Pharmacy visit is $10; and (8) Camping is $0.
2. The study also assumes that one visitor is different then one participant.
3. It also assumes that each out-of-town participant filled up their car only one time

## Dollars Generated by Event



24 HOURS IN THE ENCHANTED FOREST

**24-Hours in the Enchanted Forest**

**A 24-Hour Endurance Mountain Biking Race in the Zuni Mountains.**

Event Data based on surveys and compiled by Adventure Gallup & Beyond. In 2013, US Cycling awarded and sanctioned this race as its 2013 and 2014 National Championships event.

USA CYCLING NATIONAL CHAMPIONSHIPS

## Event Comparison & Economic Assessment

***24-Hours in the Enchanted Forest (24-Hour Endurance Mtn. Biking Race)***

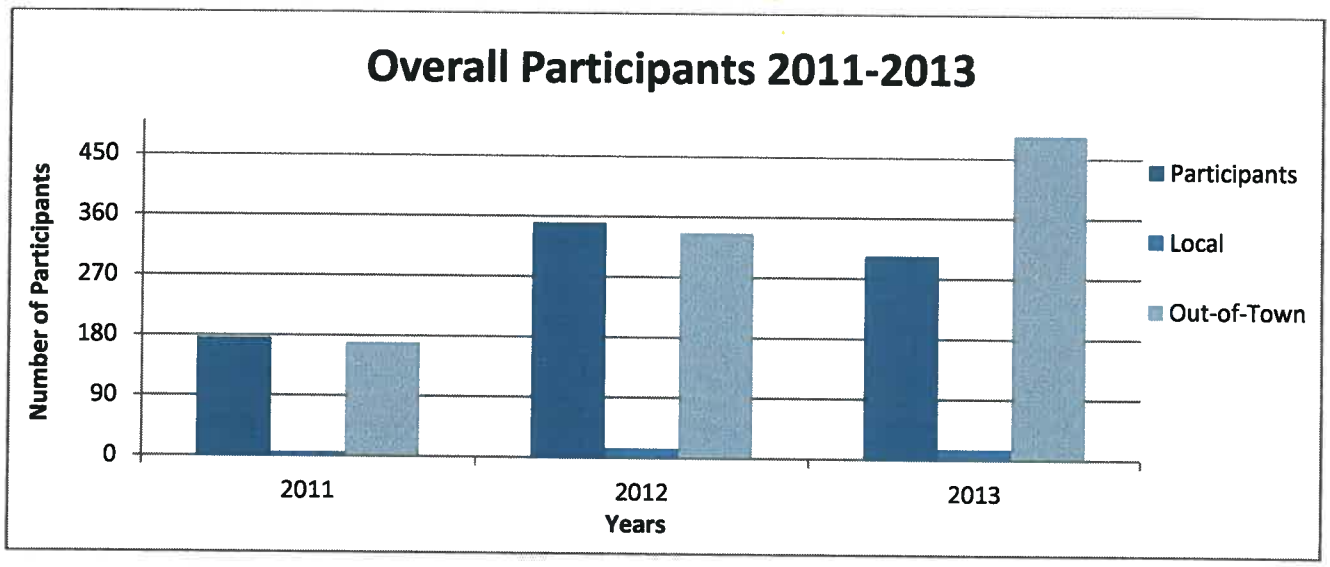
compiled by *Adventure Gallup & Beyond, Inc.*

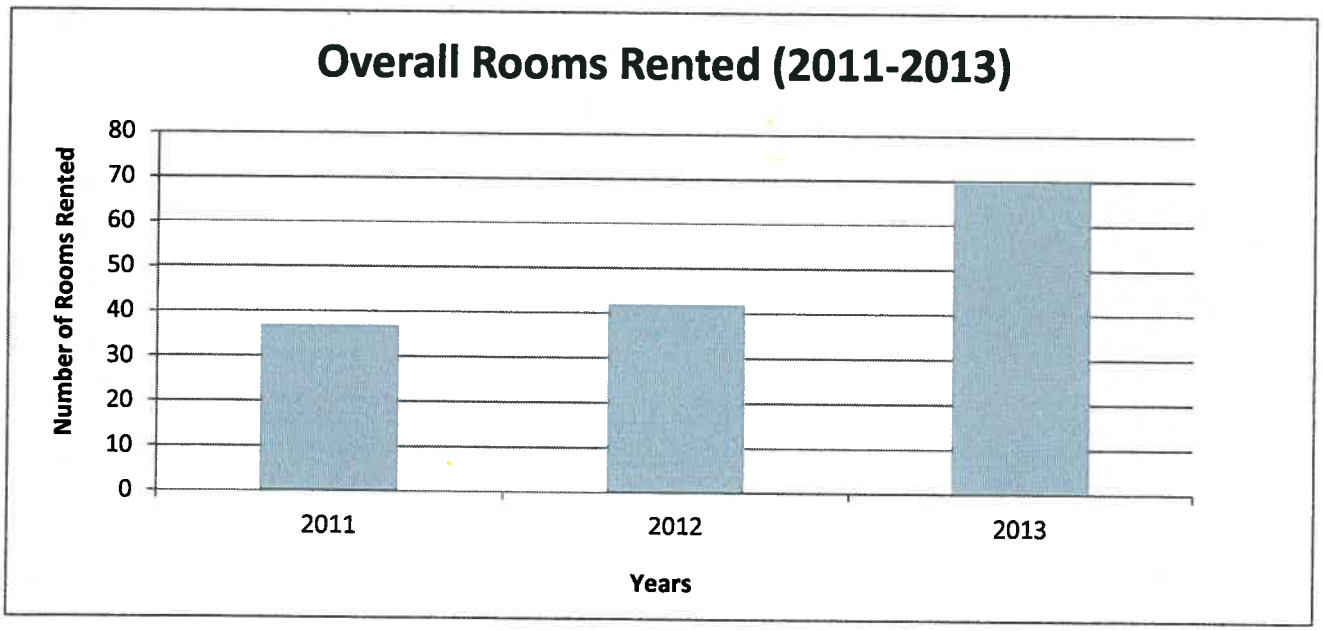
Zuni Mountains - Cibola National Forest, McGaffey, NM

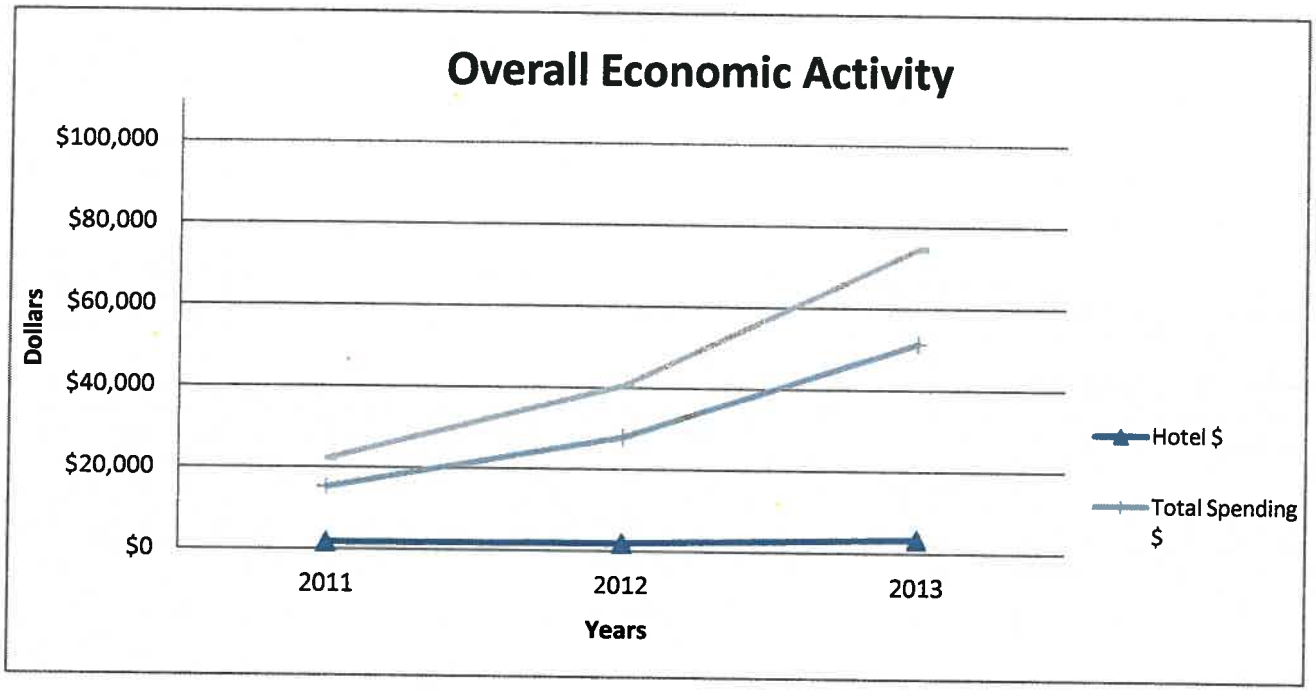
2011-2013

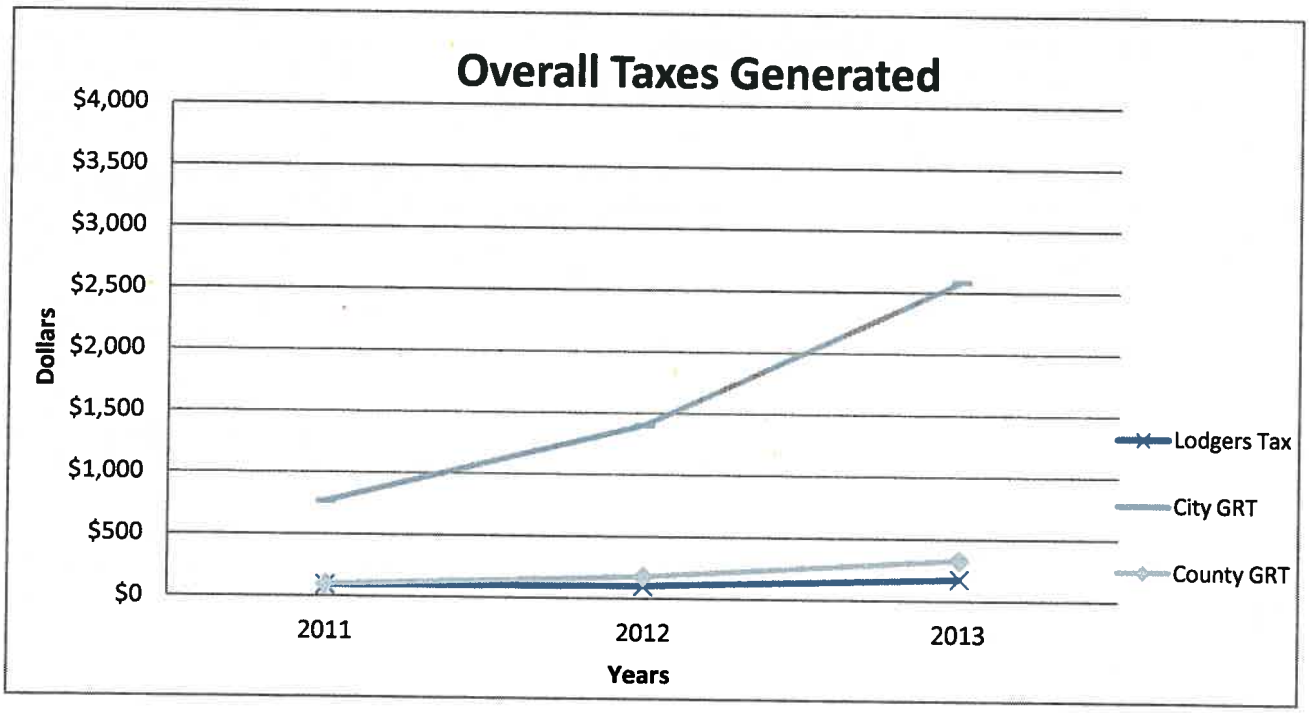
| | 2011 | 2012 | 2013 | Totals | Inc/Dec | % Change |
|---|---|---|---|---|---|---|
| **Participants** | 176 | 350 | 303 | 829 | 127 | 42% |
| Local | 6 | 14 | 15 | 35 | 9 | 60% |
| Out-of-Town | 170 | 336 | 484 | 990 | 314 | 65% |
| **Rooms Rented** | 37 | 42 | 70 | 149 | 33 | 47% |
| Hotel Dollars Gen. | $1,850 | $2,100 | $3,500 | $7,450.00 | $1,650 | 47% |
| Lodgers Tax Gen. | $93 | $105 | $175 | $372.50 | $83 | 47% |
| **Total Dollars Gen.** | $15,342 | $27,964 | $51,448 | $94,754 | $36,106 | 70% |
| IMPLAN Multiplier | $22,277 | $40,604 | $74,702 | $137,583 | $52,426 | |
| City GRT | $771 | $1,406 | $2,587 | $4,764 | $1,816 | |
| County GRT | $98 | $179 | $329 | $607 | $231 | |

US Cycling Nationals




Overall Economic Activity
$100,000
$80,000
$60,000
$40,000
$20,000
$0
Dollars
2011
2012
2013
Years
Hotel $
Total Spending $


Overall Taxes Generated
$4,000
$3,500
$3,000
$2,500
$2,000
$1,500
$1,000
$500
$0
Dollars
2011
2012
2013
Years
Lodgers Tax
City GRT
County GRT

# AGB Economic Impact Study

## *24-HOUR IN ENCHANTED FOREST RACE*

**McGaffey Area Trail System - McKinley County**

**June 15, 2013**

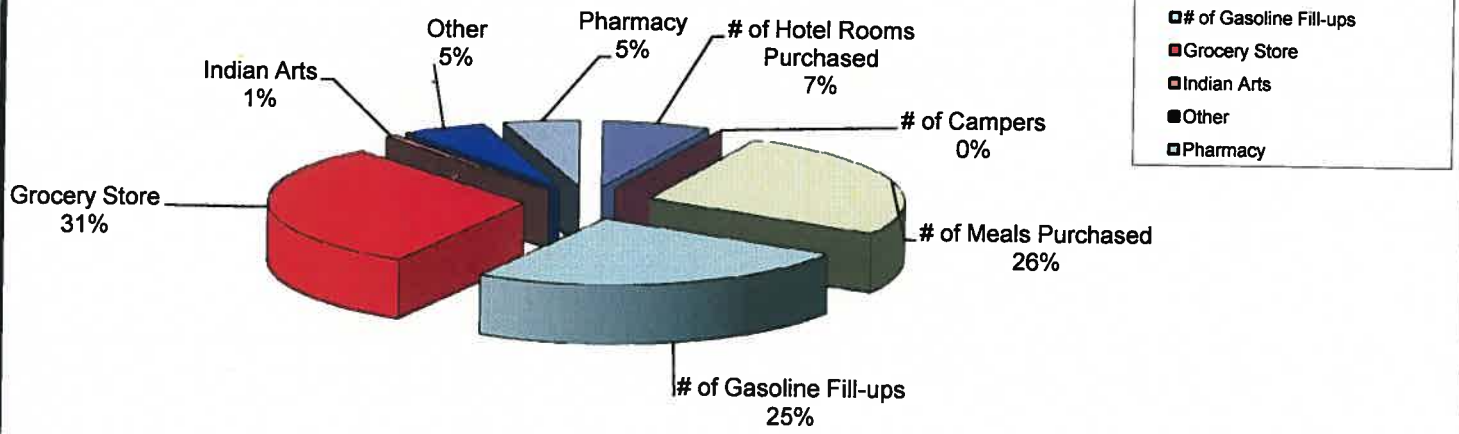
| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 15 | 484 | 499 |

| VISITORS | | 1597 |
|---|---|---|
| | | Total Dollars Generated |
| # of Hotel Rooms Purchased | 70 | $3,500 |
| # of Campers | 1357 | $0 |
| # of Meals Purchased | 1134 | $13,608 |
| # of Gasoline Fill-ups | 364 | $12,740 |
| Grocery Store | 399 | $15,960 |
| Indian Arts | 10 | $400 |
| Other | 139 | $2,780 |
| Pharmacy | 164 | $2,460 |
| Registration | 499 | $62,375 |
| Total | | $113,823 |

All statistics provided by event corrdinator through an online survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $12 per visitor;
(3) Gasoline fill-up is $35 per participant;
(4) Grocery store visit is $40;
(5) Indian arts visit is $40; (6) Other/Sporting goods / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
2. 420 racers registered at $60 per racer, and only 402 raced.
3. The study also assumes that one visitor is

## Dollars Generated by Event



# AGB Economic Impact Study

## *24-HOUR IN ENCHANTED FOREST RACE*

**McGaffey Area Trail System - McKinley County**

**June 16, 2012**

| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 14 | 336 | 350 |

| VISITORS | | 1176 |
|---|---|---|
| | | Total Dollars Generated |
| # of Hotel Rooms Purchased | 42 | $2,100 |
| # of Campers | 1058 | $0 |
| # of Meals Purchased | 552 | $6,624 |
| # of Gasoline Fill-ups | 196 | $6,860 |
| Grocery Store | 217 | $8,680 |
| Indian Arts | 0 | $0 |
| Other | 122 | $2,440 |
| Pharmacy | 84 | $1,260 |
| Registration | 350 | $43,750 |
| Total | | $71,714 |

All statistics provided by event corrdinator through an online survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $12 per visitor;
(3) Gasoline fill-up is $35 per participant;
(4) Grocery store visit is $40;
(5) Indian arts visit is $40; (6) Other/Sporting goods / bike shop visit is $20; (7) Pharmacy visit is $15; and (8) Camping is $0.
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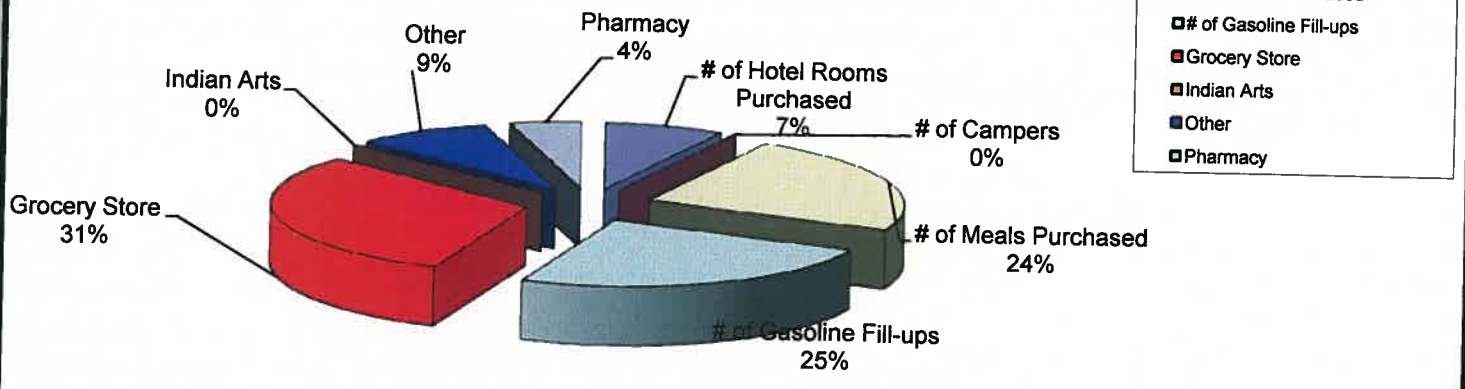
## Dollars Generated by Event



# AGB Economic Impact Study

## *24-HOUR IN ENCHANTED FOREST RACE*

**McGaffey Area Trail System - McKinley County**

**June 18, 2011**

| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 6 | 170 | 176 |

| VISITORS | | 557 |
|---|---|---|
| | | Total Dollars Generated |
| # of Hotel Rooms Purchased | 37 | $1,850 |
| # of Campers | 490 | $0 |
| # of Meals Purchased | 456 | $5,472 |
| # of Gasoline Fill-ups | 133 | $4,655 |
| Grocery Store | 77 | $3,080 |
| Indian Arts | 0 | $0 |
| Other | 12 | $240 |
| Pharmacy | 3 | $45 |
| Registration | 178 | $22,250 |
| Total | | $37,592 |

All statistics provided by event corrdinator through an online survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $12 per visitor;
(3) Gasoline fill-up is $35 per participant;
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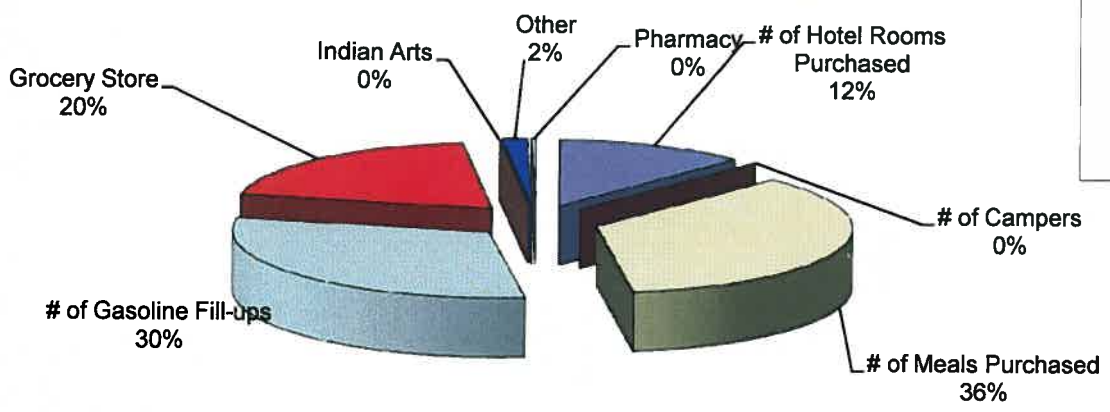
## Dollars Generated by Event



# AGB Economic Impact Study

## *24-HOUR IN ENCHANTED FOREST RACE*

**McGaffey Area Trail System - McKinley County**

**June 15, 2010**

| PARTICIPANTS | | |
|---|---|---|
| Local | Out-of-town | Total |
| 18 | 223 | 241 |

| VISITORS | | 763 |
|---|---|---|
| | | Total Dollars Generated |
| # of Hotel Rooms Purchased | 50 | $2,500 |
| # of Campers | 671 | $0 |
| # of Meals Purchased | 625 | $7,500 |
| # of Gasoline Fill-ups | 183 | $6,405 |
| Grocery Store | 106 | $4,240 |
| Indian Arts | 0 | $0 |
| Other | 16 | $320 |
| Pharmacy | 5 | $75 |
| Registration | 245 | $30,625 |
| | Total | $51,665 |

All statistics provided by event corrdinator through an online survey of the participants and based on the following assumptions:

1. The costs associated with the study are based on the premise that the average in Gallup, NM for a:
(1) Hotel room cost is $50 a night;
(2) Meal is $12 per visitor;
(3) Gasoline fill-up is $35 per participant;
(4) Grocery store visit is $40;
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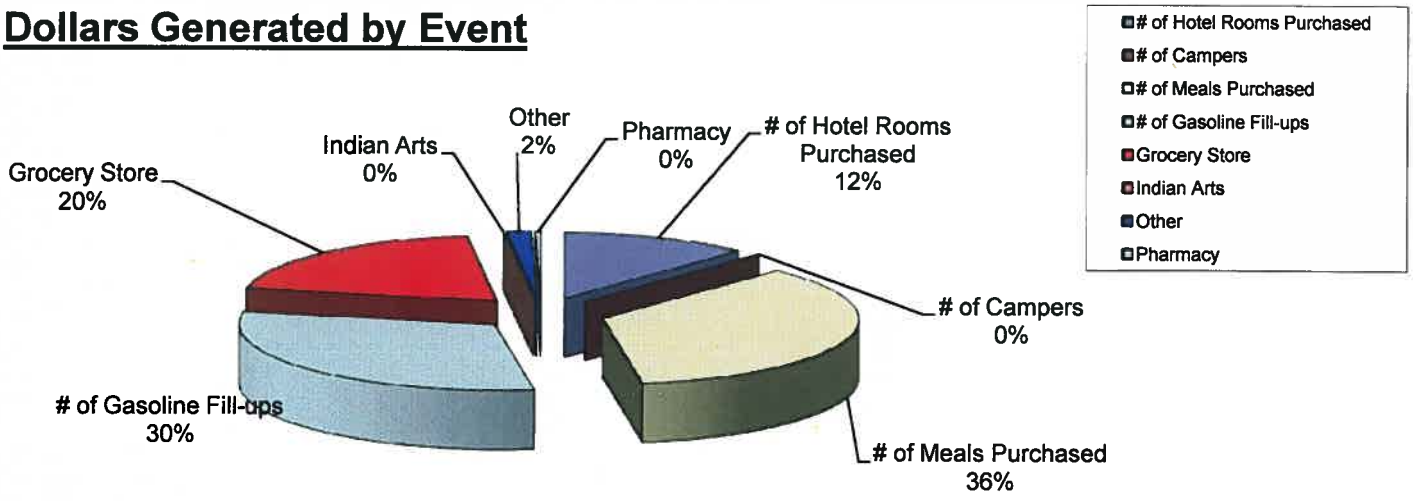
3. The study also assumes that one visitor is

## Dollars Generated by Event



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