

Economic Impact of Rebuild Ryan Field

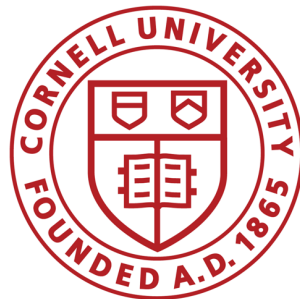
About Tripp Umbach

- Consulting services in economic impact, economic development, strategic planning, feasibility assessment
- Pioneered economic impact assessment in the 1980s
- Have completed over 1,000 economic impact studies
- Clients focused in higher education, health care, economic development, tourism, and industry



IMPLAN Modeling Software

- IMPLAN (IMpact analysis for PLANning) data and software. Using classic input-output analysis in combination with regional-specific Social Accounting Matrices and Multiplier Models, IMPLAN provides a highly accurate and adaptable model for its users. The IMPLAN database contains county, state, ZIP code, and federal economic statistics that are specialized by region, not estimated from national averages, and can be used to measure the effect on a regional or local economy of a given change or event in the economy's activity.
- IMPLAN utilizes an economic modeling technique called Input-Output analysis, which is a type of applied economic analysis that tracks the interdependence among various producing and consuming industries of an economy. It measures the relationship between a given set of demands for final goods and services and the inputs required to satisfy those demands.
- IMPLAN has been a standard tool for academic and professional economists for decades. The methods used to produce IMPLAN's economic data set and economic impact estimates have been widely published both in professional publications as well as peer-reviewed academic journals. Many of these methods are considered standard best practices in a wide variety of applied economic fields today.



Direct, Indirect, and Induced impacts

- Direct economic impact measures the dollars that are generated within Cook and Lake counties and the City of Evanston because of the presence of Northwestern University's Ryan Field.
- Indirect economic impact measures spending by companies or organizations that do business with Northwestern University.
- Induced economic impact measures the spending by households earning money from the direct and indirect suppliers.



Economic Impact Assumptions

Construction

\$800 million capital expense project

Permit fees paid by Northwestern are included in Direct Government Revenue

Stadium Operations

Direct ticket and parking tax payments made to the city are captured in ticket impacts

Football Visitors

Visitor distribution: Local (50%), Day (25%), Overnight (25%)

Visitor spending: Local (\$70), Day (\$160), Overnight (\$545)

Visitor spending is made up of spending in various industries such as restaurants, hotels, transportation, retail

Stadium seating (NW definition): 35,143 total: 11% premium, 44% priority, 28% general, 9% students, 5% SRO, 2% comp, 1% press box. Distribute visitor type amongst seat allocation + 'overflow' visitors that don't attend the game (30%).

88% tickets sold throughout the season, +1% annual increase in attendance

Totals may vary slightly from the report due to rounding.

Direct tax payments made to the city are distributed throughout ticketing levels.

Special Event Visitors

Visitor distribution: Local (50%), Day (40%), Overnight (10%)

Visitor spending: Local (\$70), Day (\$160), Overnight (\$545), includes ticket

Visitor spending is made up of spending in various industries such as restaurants, hotels, transportation, retail

28,500 attendees per event

Totals may vary slightly from report due to rounding

Direct tax payments made to the city are distributed throughout ticketing levels

Tax Impact Assumptions

- **Taxes are generated from five main areas:**
 - Amusement Tax – 7% per ticket (estimates based on market study of stadium concert ticket prices)
 - Sales and Liquor Tax – 6% alcohol and 1.25% sales per dollar spent (estimates based on estimated F&B spend per person based on Levy experience at other stadium concerts)
 - Parking tax – \$.60 per pass (estimates based on number of available parking spots at RF)
 - Athletics ticket taxes – 12% per ticket
 - Additional indirect taxes resulting from another spending in the area associated with the visit to Ryan Field (hotel stay, dinner at local restaurant, etc.)

Construction

Impacts are cumulative over the life of the project.

Q: How will the construction of the new Ryan Field impact the local economy?

Total impacts

	Jobs	Economic Impact (millions)	Total Taxes and Fees Generated (millions)
Cook/Lake Counties	5,942	\$1,341.3	\$14.1
City of Evanston	2,924	\$659.9	\$12.5

Direct, indirect, induced impacts

City of Evanston	Total	Direct	Indirect	Induced
Economic Impact	\$659,959,022	\$393,600,000	\$146,879,400	\$119,479,622
Taxes and Fees Generated	\$12,518,955	\$11,231,789	\$820,799	\$466,367
Jobs	2,924	1,602	647	675

Cook/Lake Counties	Total	Direct	Indirect	Induced
Economic Impact	\$1,341,380,127	\$800,000,000	\$298,535,367	\$242,844,760
Taxes and Fees Generated	\$14,087,358	\$11,471,166	\$1,668,291	\$947,901
Jobs	5,942	3,255	1,315	1,372

Construction

Q: How will the construction of the new Ryan Field impact sectors of the local economy and workforce?

Top-10 industries impact output in Local Economy (Evanston)

Industry	Economic Impact
Maintenance and repair construction of nonresidential structures	\$817,812,252
Retail - Building material and garden equipment and supplies stores	\$43,982,558
Stone mining and quarrying	\$11,032,261
Asphalt shingle and coating materials manufacturing	\$7,598,554
Asphalt paving mixture and block manufacturing	\$5,348,278
Ready-mix concrete manufacturing	\$3,677,249
Other concrete product manufacturing	\$502,879
Gypsum product manufacturing	\$429,317
Other millwork, including flooring	\$343,137
Concrete block and brick manufacturing	\$264,095

Top-10 industry's employment impact

Industry	Direct	Indirect	Induced
Maintenance and repair construction of nonresidential structures	3,255	5	3
Retail - Building material and garden equipment and supplies stores	0	325	6
Truck transportation	0	72	11
Other real estate	0	71	40
Wholesale - Other durable goods merchant wholesalers	0	51	3
Employment services	0	46	32
Architectural, engineering, and related services	0	44	3
Commercial and industrial machinery and equipment rental and leasing	0	27	1
Warehousing and storage	0	26	8
Full-service restaurants	0	24	64

Stadium Operations (annual)

Q: How will stadium operations impact the local economy?

Total impacts

	Current		2026		2031	
	Cook/Lake Counties	City of Evanston	Cook/Lake Counties	City of Evanston	Cook/Lake Counties	City of Evanston
Economic Impact (millions)	\$13.6	\$6.7	\$24.6	\$12.1	\$27.9	\$13.7
Total Taxes Generated (millions)	\$1.5	\$1.2	\$1.9	\$1.3	\$2.1	\$1.4
Jobs	112	55	192	95	229	112

Q: What is included in NU's spending on operations in the local economy?

IMPLAN inputs

	Current	2026	2031
Stadium ops	\$1,442,000	\$2,662,701	\$3,057,574
Compensation	\$443,000	\$1,565,299	\$1,904,426
Gameday ops	\$3,593,759	\$6,371,000	\$7,581,055
Tickets/parking ops	\$1,062,357	\$691,107	\$932,266
Officials	\$254,500	\$285,000	\$327,044
Hospitality	\$0	\$71,000	\$82,000
Seating	\$125,000	\$1,035,000	\$1,267,000

Stadium Operations (annual)

Q: How does NU's spending on operations impact various sectors of the local economy now and in the future?

Top-10 industries impact in local economy

Operations- current 2022	Economic Impact
Commercial Sports Except Racing	\$4,421,806
Other real estate	\$1,954,887
Travel arrangement and reservation services	\$1,111,147
Promoters of performing arts and sports and agents for public figures	\$158,655
Institutional furniture manufacturing	\$126,972
Maintenance and repair construction of nonresidential structures	\$77,666
Landscape and horticultural services	\$32,622
Independent artists, writers, and performers	\$26,189
Personal and household goods repair and maintenance	\$17,495
Photographic services	\$9,171
Operations- future 2031	Economic Impact
Commercial Sports Except Racing	\$4,892,748
Other real estates	\$3,453,690
Institutional furniture manufacturing	\$1,051,312
Travel arrangement and reservation services	\$739,096
Promoters of performing arts and sports for public	\$252,408
Maintenance and repair construction of nonresidential structures	\$133,901
Services to buildings	\$132,209
Landscape and horticultural services	\$52,617
Independent artists, writers, and performers	\$34,700
Personal and household goods repair and maintenance	\$22,104

Gameday Visitors Impact (per 7 game season)

Q: How do visitors to Ryan Field impact the local economy during football season?

Total impacts

	Current		2026		2031	
	Cook/Lake Counties	City of Evanston	Cook/Lake Counties	City of Evanston	Cook/Lake Counties	City of Evanston
Economic Impact (millions)	\$88.8	\$43.7	\$101.0	\$49.7	\$106.1	\$52.2
Total Taxes Generated (millions)	\$.45	\$.23	\$.51	\$.25	\$.54	\$.26
Jobs	653	321	759	374	797	392

Q: What do gameday visitors spend money on?

IMPLAN inputs

Spending pattern	Amount (range)
Transportation	\$10-50
Food & Beverage	\$35-200
Lodging	\$250
Retail	\$25-75
Event tickets	\$20-55

Gameday Visitors Impact (per 7 game season)

Q: What local industries are impacted by gameday visitors?

Top-10 industries impact output

Industry	Economic Impact
Full-service restaurants	\$3,742,718
Hotels and motels, including casino hotels	\$2,286,489
Travel arrangement and reservation services	\$1,322,312
Retail - Food and beverage stores	\$695,824
Other real estate	\$573,396
Management of companies and enterprises	\$383,538
Owner-occupied dwellings	\$350,478
Internet publishing and broadcasting and web search portals	\$246,080
Hospitals	\$234,261
Retail - Gasoline stores	\$207,138

Special Events (annual)

*10 concerts plus additional smaller and non-ticketed activity

Q: How will special events impact the local economy?

Q: What will attendees of special events spend their money on?

Total impacts

	Cook/Lake Counties	City of Evanston
	Planned*	Planned*
Economic Impact (millions)	\$73.3	\$36.1
Total Taxes Generated (millions)	\$5.0	\$3.6
Jobs	657	323

Economic impact per concert

Event type	Evanston	Cook/Lake County
Concert	\$2,486,963	\$5,054,803

IMPLAN inputs

Spending pattern	Amount (range)
Transportation	\$10-50
Food & Beverage	\$35-200
Lodging	\$250
Retail	\$25-75
Event tickets	\$119
Concert attendees	28,500

Special Events (annual)

*10 concerts plus additional smaller and non-ticketed activity

Q: What local industries will be impacted by special events at Ryan Field?

Top-10 industries impact output per event, Cook/Lake counties

Industry	Economic Impact
Full-service restaurants	\$2,793,581
Hotels and motels, including casino hotels	\$1,069,934
Retail - Food and beverage stores	\$584,542
Retail - Gasoline stores	\$230,583
Management of companies and enterprises	\$124,209
Electric power transmission and distribution	\$82,894
All other food and drinking places	\$43,321
Warehousing and storage	\$33,328
Postal service	\$23,445
Commercial and industrial machinery and equipment repair and maintenance	\$9,690

Economic Impact Summary

Total Impact includes stadium operations, football game attendees, and special events – not including construction (as presented in Economic Impact report)

	Current			2026			2031		
	Jobs	Economic Impact (millions)	Taxes Generated (millions)	Jobs	Economic Impact (millions)	Taxes Generated (millions)	Jobs	Economic Impact (millions)	Taxes Generated (millions)
Cook/Lake Counties	765	\$102.5	\$2.0	1,608	\$198.9	\$7.4	1,683	\$207.3	\$7.7
City of Evanston	376	\$50.4	\$1.4	792	\$97.9	\$5.2	827	\$101.9	\$5.3

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