

SPORTS IN LOS ANGELES AND ORANGE COUNTIES: An Economic Impact Analysis



LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION
Collectively Advancing Opportunity and Prosperity for All



SPORTS IN LOS ANGELES AND ORANGE COUNTY

An Economic Impact Analysis



JUNE 2019

The Los Angeles Sports Council commissioned this research.

The LAEDC Institute for Applied Economics specializes in objective and unbiased economic and policy research in order to foster informed decision-making and guide strategic planning. In addition to commissioned research and analysis, the Institute conducts foundational research to ensure LAEDC's many programs for economic development are on target. The Institute focuses on economic impact studies, regional industry and cluster analysis and issue studies, particularly in workforce development and labor market analysis.

Every reasonable effort has been made to ensure that the data contained herein reflect the most accurate and timely information possible and they are believed to be reliable. This report is provided solely for informational purposes and is not to be construed as providing advice, recommendations, endorsements, representations or warranties of any kind whatsoever.

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LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION

Collectively Advancing Opportunity and Prosperity for All

LOS ANGELES CITIES:

Los Angeles Sports Council

The Los Angeles Sports Council is a private, nonprofit organization that encourages economic and community development through the promotion of spectator sports programs in the Los Angeles and Orange County area, including support of our local teams and the attraction of events to the area.

On behalf of the community the Sports Council bids against other cities for the right to host major sporting events, often staging or helping to stage events after successful bids.

The Sports Council's efforts represent more than \$1 billion in overall economic impact for the region and range from NCAA championships to the Super Bowl and from U.S. Olympic trials to the FIFA World Cup.

The Sports Council is also the brainchild behind the LA Sports Awards, an annual televised awards gala that celebrates outstanding sports achievements, athletes and coaches in the Los Angeles/Orange County area. In June 2019, the Sports Council will stage its inaugural LA Sports Summit, a first-of-its-kind, sports industry conference.

Southern California Committee for the Olympic Games

Formed in 1939, the Southern California Committee for the Olympic Games (SCCOG) is a non-profit organization whose mission is to promote the Olympic movement in Southern California. SCCOG is closely aligned and shares offices with the Los Angeles Sports Council.

In furtherance of its mission, the organization has engaged in many Olympic-related projects over the years, ranging from organizing sporting events and conferences to partnering with the City of Los Angeles on bids to host the Olympic Games.

SCCOG's long-term commitment to youth is most evident through its Ready, Set, Gold! program which places dozens of local Olympians and Paralympians into LAUSD public schools to promote fitness and to motivate students to adopt healthy habits.

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Here in Los Angeles, we know sports are more than just good entertainment — they drive our economic dynamism and expand opportunities for Angelenos and families across our region. Our city is one of the world’s truly great sports towns — and this report reaffirms that what happens in our arenas, ballparks, and fields helps us create jobs, attract investment, and stimulate economic growth.

ERIC GARCETTI
Mayor, City of Los Angeles

EXECUTIVE SUMMARY

It is often said that only in Los Angeles can one spend the morning surfing and the evening skiing. Not only are Angelenos active participants in sports, a key component of a healthy lifestyle, but we also support sports in various environments from high school to college to professional. Sports are synonymous with the outdoorsy, active culture of the greater Los Angeles area, which makes the region so desirable for residents and attracts thousands of visitors from around the world.

Whether it is cheering for a high school football team on Friday nights, supporting local college football teams on Saturday afternoons or rooting for professional football on Sunday evenings, Angelenos are entrenched in the culture and environment of sports.

Moreover, the development of the Los Angeles Stadium at Hollywood Park to house the Los Angeles Rams and Los Angeles Chargers, the likely development of the Clippers Arena, the refurbishing of the Los Angeles Memorial Coliseum and other capital investments indicates the ongoing significant investment in supporting the thriving sports industry in greater Los Angeles.

While these events are a source of great pride for many Angelenos, they also contribute to the cultural

vitality of the region while creating significant economic contributions. The LAEDC Institute for Applied Economics has quantified the significant economic impact of the sports industry in Los Angeles and Orange County in 2018. ♦

EXHIBIT ES-1

Economic and Fiscal Impact of Sports Industry 2018

Total Economic Impact:

Output (\$billions)	\$6.2
Employment (jobs)	39,100
<i>Direct</i>	22,600
<i>Indirect and induced</i>	16,500
Labor income (\$ billions)	\$3.2

Total State and Local Taxes (\$millions): \$327.6

Source: Estimates by LAEDC

Economic and Fiscal Impact

In 2018, the sports industry in greater Los Angeles generated considerable economic activity by adding \$6.2 billion in economic output and supporting nearly 40,000 jobs with a total labor income of \$3.2 billion. These jobs translate roughly to 34,100 full time jobs. We estimate this activity added over \$327 million in tax revenues for state and local governments. ♦

1 INTRODUCTION

From waves to stadiums, on the green or on the turf, Los Angeles and Orange County offer competitive sporting events in almost any athletic event imaginable. The region's ability to offer a perfect package of weather, entertainment, dedicated fans and state of the art facilities make it the sports capital of the country. Indeed, the area is home to two teams in every major professional league, Division I college teams and nationally accredited high schools.

This report quantifies the total economic impact (including direct, indirect and induced effects) of the sports industry in the Los Angeles and Orange County region.

The economic and fiscal analysis is taken in three parts. First, the value added by professional teams within the region. Second, we look at collegiate level teams, which bring in nearly as much attention as national-level teams. The third aspect analyzes local organizations, usually responsible for organizing and maintaining the venues and leagues that these teams and athletes use for competing.

Economic Impact Analysis

Economic impact analysis is used to estimate the overall economic activity, including spill-over and multiplier impacts (often referred to as indirect and induced activity), which occurs as a result of a particular business, event or geography (direct activity).

The initial economic activity related to the operations of professional teams, collegiate athletic departments, local organizations, and ancillary activities is the purchase of goods and services from local vendors and the wages and benefits paid to local workers.

This injection of funds into the region circulates from the owners of the teams and schools, as well as the employees of establishments that help supply the goods and services that the stadium and franchises purchase. These suppliers in turn



Only in LA can a marathon unite people from 140 countries that speak 224 languages! As runners race from Dodger Stadium to Santa Monica, they run through neighborhoods showcasing LA's unique diversity and cultural resources. An event of this magnitude would not be possible without the willing cooperation of various stakeholders in the region and illustrates our ability to host world-class sporting events including the up-coming 2028 Olympics!

MURPHY REINSCHREIBER
CEO, Los Angeles Marathon

hire workers and buy goods and services to facilitate their business.

The magnitude of the multiplying effect differs from one region to another depending on the extent to which the local region can fill the demand for all rounds of supplying needs. For example, the automobile manufacturing industry has high multipliers in Detroit and Indiana since these regions have deep and wide supplier networks, while the same industry multiplier in Phoenix is quite small. In another example, the jobs multiplier for the construction industry is higher in Arkansas, than, say, in California because the same amount of spending will purchase fewer workers in Los Angeles than in Little Rock.

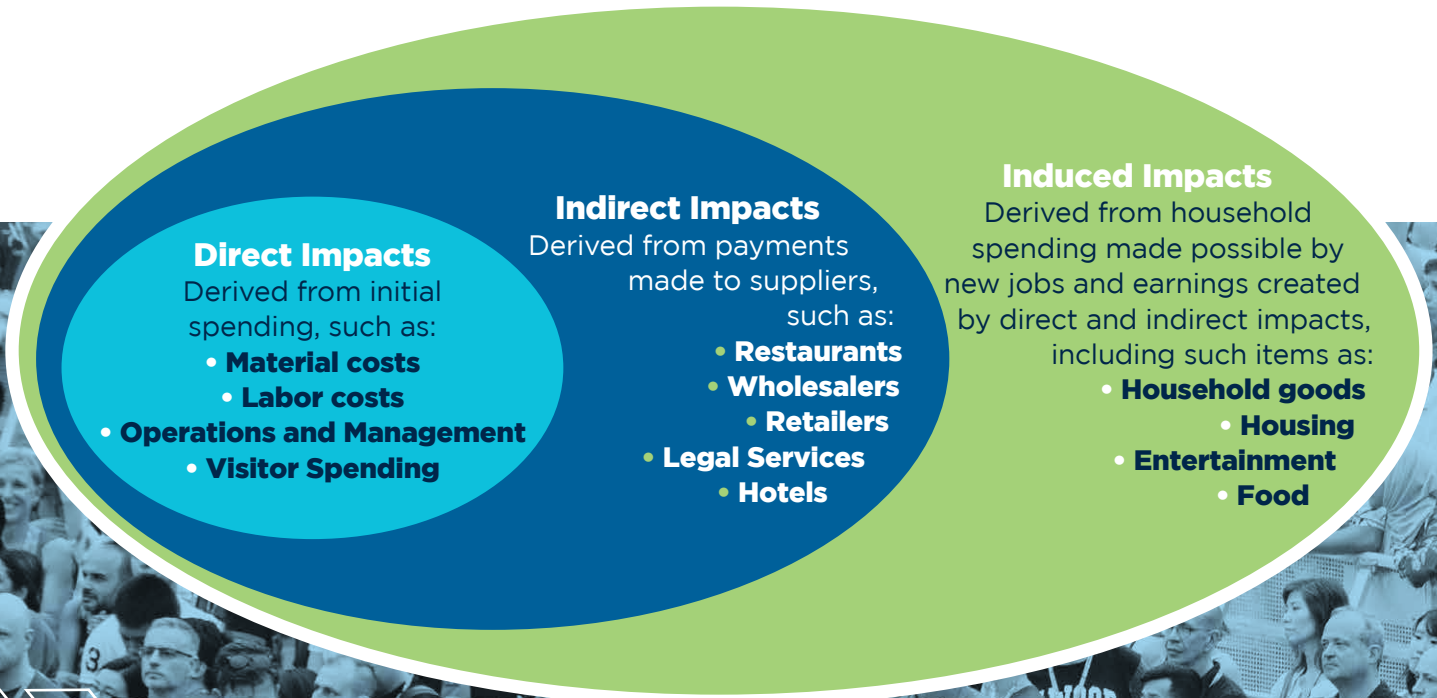
Multipliers can also differ from year to year as relative material and labor costs change all while the production “recipe” of industries changes as well. For example, the IT revolution significantly reduced the job multiplier of many industries (such as manufacturing, accounting, architecture and publishing) as computers replaced administrative and production workers.

A visual depiction of the different impacts is shown below. ♦

Approach and Methodology

Economic impact analysis typically begins with an increase in demand for an industry’s output, such as a purchase of football game tickets, concessions, legal services, or rent and utilities. Alternatively, analysis may be conducted using detailed expenditures, such as team spending on employees, medical care, rent, legal costs and so on. With complete and detailed information, these two approaches should be comparable for most industries.

The metrics used to determine the value of the economic impact include employment, labor income and the value of output. *Employment* includes full-time, part-time, permanent and seasonal employees and the self-employed, *Employment* is measured on a job-count basis regardless of the number of hours worked. *Labor income* includes all income received by both payroll employees and the self-employed, including wages and benefits such as health insurance or pension plan contributions. *Output* is the value of the goods and services produced. For most industries, this is simply the revenues



generated through sales; for others, in particular retail industries, output is the value of the services supplied. *Value added* is the contribution to regional Gross Domestic Product of the investment or ongoing activity.

Direct employment includes the athletes, coaches and other workers hired by the teams. Direct output is the value of the services provided by each sports entity. Indirect effects are those that stem from the employment and output motivated by the purchases made by each team. For example, the suppliers of the sports equipment and uniform suppliers sustain indirect jobs. Induced effects are those generated by the household spending of employees whose wages are sustained by both direct and indirect spending.

Once the initial direct activity was determined, we estimated the indirect and induced impacts using models developed with data and software from MIG, Inc. Our region of interest is Los Angeles County and Orange County, which, together, create the greater Los Angeles region. MIG's IMPLAN system is a robust, widely-used set of modeling tools that provide economic resolution from the national level down to the ZIP code level.

Unless otherwise noted, labor income, output and expenditures are expressed in 2018 dollars. Employment estimates are reported on an annual basis, in other words, the number of full and part-time jobs supported in one year.

Not all activities associated with the sports industry in Los Angeles and Orange counties will have a measurable economic impact. For example, the pleasure of attending a sporting event will generate happiness for sports fans that cannot be measured in monetary terms. Moreover, the ability of the sports industry to *itself* generate investment in future sports events or capital investments cannot be measured. Additionally, the millions of viewers who view sporting events at home, in a drinking or dining establishments, or online cannot be parsed out from other entertainment viewing for the purposes of this study.

Some additional economic benefits were not included as they were beyond of the scope of this report. As such, the *total economic impact* of the sports industry in the greater Los Angeles region is *likely understated*. For example, visitors from outside the region who attended sporting events and their ancillary spending were not included. In addition to local fans attending sporting events, a significant intangible benefit to the number of teams located here is the exposure of Los Angeles and Orange counties to a national and international audience. Through the media and broadcasting of professional sports events, the areas surrounding each stadium are marketed to millions of people who will be exposed to the immense cultural and natural amenities that the greater Los Angeles region has to offer.

All numbers in any given chart may not sum due to rounding. ♦





2 PROFESSIONAL TEAMS



Los Angeles is THE epicenter of the sports & entertainment world. With an abundance of amazing teams, events, venues and the overall location, this city buzzes like no other when it comes to consumer fandom and an appetite for content. The connection to “Hollywood glitz and glamour” and an early adopter/trendsetter fan demographic make all of our teams attractive to corporate sponsors. Our major events (tied in with other options to experience when coming into town) drive significant tourism activity year-round which benefits local businesses and the overall economy .

DAVE KLEWAN

General Manager of Genesis Open

Professional sports teams often define metropolitan areas worldwide. More than a cultural phenomenon, professional sports teams are a fan’s connection to their hometown. Professional sports bring together rich and poor, black and white, Americans and immigrants, all while increasing local pride, civic engagement, and a sense of community. People from all walks of life are brought together to forget about their respective hardships and enjoy a few hours of leisure. Professional sports are truly the great equalizer.

The greater Los Angeles region is home to two professional teams in every major men’s sport, including the NBA teams of the Clippers and Lakers, the MLS teams of the Galaxy and the LAFC, the NFL teams of the Rams and Chargers, the NHL teams of the Ducks and Kings and the MLB teams of the Angels and Dodgers. Staples Center also houses the WNBA team of the Los Angeles Sparks, a perennial powerhouse in women’s basketball. There is likely a professional sporting event almost every night of the week.

Two of Los Angeles’s most iconic teams are the Dodgers and the Lakers. Both teams moved to Los Angeles from other U.S. cities in 1957 and 1960, respectively. Today it is a toss-up whether you will

find a Los Angeles sports fan in blue and white or purple and gold. Both teams lead the region in viewership and revenues amongst their respective professional sports. Despite the declining viewership in the past few years, Major League Baseball and the Dodgers remain as Los Angeles's pastime¹. While the Lakers may have missed their playoff chances this season, they remain central to the economic and cultural heart and soul of Los Angeles. ♦

After a dearth of professional football for over twenty years, the region welcomed back two NFL teams that had once called Los Angeles home. Angelenos welcomed the 2016 transfer of the Rams after 20 years playing for St. Louis and the 2017 transfer of the formerly San Diego Chargers. Currently the Los Angeles Stadium at Hollywood Park, a joint-use stadium for both teams, is underway with an estimated completion date of summer 2020. The Chargers' current stadium, Dignity Health Sports Park, has a max capacity of 27,000 seats. This is only 50% of the next smallest NFL stadium, Oakland-Alameda County Coliseum, which will be retired after the 2019-2020 season. On top of this, support for the team is much lower than the Rams, as

many San Diegans were left unsatisfied after an extensive legislative battle with the Chargers resulted in the departure of the NFL team. Once the Los Angeles Stadium at Hollywood Park is completed, some of these growing pains for the Chargers should be alleviated as Los Angeles welcomes former San Diego fans with open arms to cheer for the second NFL team in Los Angeles.

The Los Angeles Angels, Clippers, and Kings each deserve their own spotlight in the world of Los Angeles sports as well. With superstars such as



“

Bar none, Los Angeles is the greatest sports town in the world. From the plethora of world-class facilities and the history of hosting major events to the number of championship college and professional teams and the variety of world-class athletes who live and train in LA, there is no other city that can suggest that sports is a part of its DNA as Los Angeles can.

MARLA MESSING
CEO, US Tennis Association Southern California

Shohei Ohtani and Mike Trout, attendance and revenues should rise in the next few seasons for the Angels. The Los Angeles Clippers barely missed the playoffs in the 2017-2018 season, but made it to the first round in the 2018-2019 season before losing to the Golden State Warriors. While not as famous as the Lakers, the rising NBA team is expected to thrive economically in the coming years with their own growing fan base. Lastly, the Los Angeles Kings stand out as one of the most recognizable hockey teams and the most googled hockey organization in the nation. While the

popularity of hockey in the United States limits the Kings and the neighboring Anaheim Ducks, both teams still contribute significantly to the greater Los Angeles economy.

Los Angeles is the only city to hold a “Super Sports Equinox” entirely within Los Angeles². A “Super Sports Equinox” occurs when each major league team in a city plays at least one game on the same day. Furthermore, this Los Angeles “Super Sports Equinox” occurred on a day when both MLS Teams were playing, also both in Los Angeles. ♦

Economic and Fiscal Impact

This large draw is what makes professional sports such a significant and essential part of the Los Angeles economy². With just over \$4.5 billion dollars in economic output, Los Angeles professional sports teams such as the Dodgers, Rams, and Lakers exhibit an economic splash most metropolitan areas strive to achieve. Exhibit 2-1 details the extent of these teams impact on the region.

Professional sports teams supported 24.4 thousand jobs, over half of which the teams



EXHIBIT 2-1

Economic and Fiscal Impact of Professional Sports 2018

Total Economic Impact:	
Output (\$billions)	\$4.5
Employment (jobs)	24,400
<i>Direct</i>	12,900
<i>Indirect and induced</i>	11,500
Labor income (\$ billions)	\$2.6
Total State and Local Taxes (\$millions): \$249.3	

Source: Estimates by LAEDC

directly created themselves. Workers of these jobs earned \$2.6 billion worth of income.

One most common criticism of professional sports teams is their cost to city taxpayers. Cities often subsidize stadium construction with new or higher taxes. Yet Los Angeles has broken the mold and proven otherwise. Despite the Los Angeles Stadium at Hollywood Park’s \$5.0 billion price tag, the stadium will be funded entirely by private organizations³. Comparatively, the Dallas Cowboys funded AT&T Stadium by raising sales, hotel, and car rental taxes as well as issuing new public bonds⁴. MetLife Stadium, home of the New York Giants and New York Jets, is the only 100% privately financed stadium currently open.

New professional sports stadiums also positively influence surrounding property values. Research by Charles Tu (2005), displays how the construction of FedEx Field for the Washington Redskins (NFL) increased surrounding property values by approximately \$42 million⁵. Feng and Humphreys (2008) discover the same affect when examining two sports facilities in Columbus, Ohio. Both Nationwide Arena, home to the Columbus Blue Jackets (NHL), and Crew Arena, home to the Columbus Crew saw a rise in property values near the sporting arena, which diminished as the distance to the arena increased. The construction of Los Angeles Stadium at Hollywood Park should follow in the footsteps of the preceding studies and raise property values in the surrounding Inglewood area. A comparison in taxes between professional teams and collegiate and other organizations is

¹ <https://fivethirtyeight.com/features/the-dodgers-are-one-win-away-from-triggering-the-super-sports-equinox-in-la/>

³ <https://www.forbes.com/sites/vincentfrank/2018/03/27/new-los-angeles-rams-stadium-project-now-expected-to-cost-5-billion-to-build/#62433e5513b2>

⁴ <https://cbsminnesota.files.wordpress.com/2011/12/nfl-funding-summary-12-2-11.pdf>

EXHIBIT 2-3

Detailed Fiscal Impact of Professional Teams

shown in 2-2, exemplifying the extent to which professional teams contribute to the region.

The disaggregation of taxes by type and level of government is shown in Exhibit 2-3. Professional sports in Los Angeles and Orange counties generated \$303.4 million in personal income taxes, \$55.3 million in property taxes and \$42.1 million in corporate income taxes. Federal taxes will account for approximately 70 percent of total tax revenues that will be generated.

Professional sports contribute the most in terms of local and state taxes compared to collegiate teams and local events. At roughly \$250 million in state and local taxes, professional sports teams are a significant contributor to running local schools, parks and public works projects. Professional sports teams pay 80% of all state and local taxes paid by sports organizations in the Los Angeles and Orange County area. As stated prior, this percentage is expected to rise in 2020 when the Chargers move into Los Angeles Stadium at Hollywood Park.

	Total
By Type of Tax (\$ millions):	
Personal income taxes.....	\$ 303.4
Social insurance.....	295.4
Sales and excise taxes.....	76.6
Property taxes.....	55.3
Corporate income taxes.....	42.1
Other taxes and fees.....	37.0
Total	\$ 809.8
By Type of Government (\$ millions):	
Federal.....	\$ 560.6
State.....	165.6
County.....	57.8
<i>Property taxes</i>	<i>\$ 45.3</i>
<i>Sales taxes</i>	<i>12.5</i>
Cities.....	25.8
Property taxes.....	10.0
Sales taxes.....	5.3
Other fees and fines.....	10.5
Total	\$ 809.8

Source: Estimates by LAEDC



⁵ <https://www.jstor.org/stable/4129692>



Thus, professional sports teams are pivotal to the Los Angeles economy. As major taxpayers and job creators, professional sports teams give to Los Angeles more than just entertainment. Stadiums raise property values and provide thousands of union jobs. Lastly, while not quantitatively measurable, the city spirit that radiates from sports teams affects both sports fans and non-sports fans alike. Professional sports games can make a mega-region such as Los Angeles seem intimate and hospitable, nevertheless animated as like-minded fans experience yet another advantage of the place they call home.

The total annual jobs impact of activities related to the professional sports in the greater Los Angeles region will spill across industries through indirect and induced effects. These are shown in Exhibit 2-4.

Most jobs created by professional teams are in the Arts, Entertainment, and Recreation sector, which is to be expected. Professional teams supported over 13 thousand jobs in this sector, paying employees almost \$2 billion in total. Other industries supported by professional sports teams include retail trade, health and social services, and accommodation and food services. These job numbers clearly display the importance of professional sports to the Los Angeles and Orange County Areas.

The values in the exhibit should be interpreted as illustrative rather than precise given model and data limitations. ♦

EXHIBIT 2-4

Economic Impact of Professional Teams

	Jobs	Labor Income (\$ millions)	Output (\$ millions)
Agriculture and Mining	15	\$ 0.7	\$2.2
Utilities	30	5.4	24.0
Construction	100	7.3	18.8
Manufacturing	200	15.7	101.6
Wholesale trade	300	25.0	73.5
Retail trade	1,370	61.1	149.5
Transportation and warehousing	550	31.7	73.9
Information	200	31.0	125.2
Finance and insurance	860	73.8	226.8
Real estate and rental	550	29.5	382.9
Professional, scientific technical	690	60.7	104.5
Management of companies	125	14.9	29.7
Administrative and waste services	850	35.7	68.3
Educational services	420	19.9	30.0
Health and social services	2,010	123.3	213.0
Arts, entertainment and recreation	13,480	1,944.1	2,721.8
Accommodation and food services	1,460	44.2	104.7
Other services	1,170	53.1	80.9
Government	45	7.3	18.8
Total	24,400	2,584.3	4,549.9

Source: Estimates by LAEDC



3 COLLEGIATE TEAMS

For many college graduates, homecoming tailgates and game day wins form the basis of their college memories. College level sports are a world of their own, encompassing the lives of over 460,000 athletes according to the National Collegiate Athletic Association.

Among the most prominent sports schools in the world, winning over 100 National Collegiate Athletic Association (NCAA) titles and 261 Olympic Medals⁶ is the University of California - Los Angeles (UCLA).

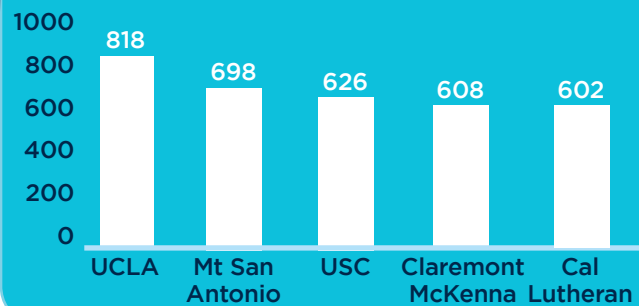
Equally notable is the University of Southern California (USC), whose athletes have won more Olympic medals than any other university. USC is also the winner of 130 national championships, the third most in the country, including 11 by its football team alone.

Accompanying USC and UCLA are notably smaller campuses that boast many talented student-athletes. Mt San Antonio College is a community college offering over 20 intercollegiate sports and competes within

⁶ <http://www.ucla.edu/athletics>

EXHIBIT 3-1

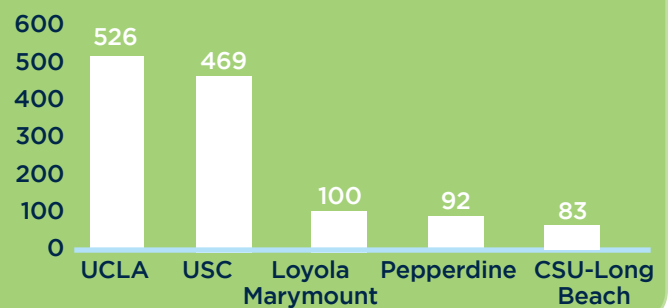
Top 5 Universities by Student Athletes in Los Angeles County



Source: US Department of Education

EXHIBIT 3-2

Top 5 Universities by Total Attendance All Events (Approximate, In Thousands)



Source: US Department of Education



the California Community College Athletic Association, which contains 25,000 athletes. Claremont McKenna is a private, Division III competitor, with teams from the three Claremont Colleges – Harvey Mudd, Claremont McKenna and Scripps College. California Lutheran University is a Division III School with 21 intercollegiate teams.

Despite the number of athletes, attendance numbers at home games tells a different story about each school’s athletic department.

UCLA and USC, boasting football teams more popular than many in the professional league, host the most populous events by far. Loyola Marymount and Pepperdine University are Division I private colleges in Los Angeles and Malibu. California State University (CSU) Long Beach is a Division I public school.

The universities in Orange and Los Angeles counties with the top ten highest revenues are shown with University of California, Los Angeles (UCLA) leading the group with \$131 million in 2018.

Each university’s athletic department reports revenue, which encompass ticket sales, sponsorships and premium inventory (suites and club seats), merchandise (such as souvenirs), concessions and parking. The immense popularity of USC and UCLA’s sporting events is demonstrated by the 2018 total revenues for

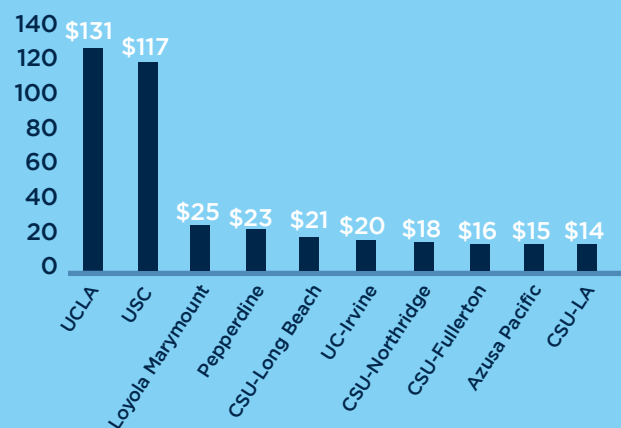
There is something about athletics that ignites emotion and ignites passion... When students see that spirit, it’s sort of a happy feeling, and they want to be a part of that.

J. LEON WASHINGTON
Dean of Enrollment Management at Villanova

college sports shown in Exhibit 3-4. This popularity is spurred especially from college football, which accounts for just over half of all collegiate revenue in the region.

EXHIBIT 3-3

Top Revenues for College Sports 2018 (\$ Millions)



Source: US Department of Education

⁷ https://www.washingtonpost.com/graphics/2018/sports/ncaa-applicants/?noredirect=on&utm_term=.925ae771551a

Beyond revenue and attendance numbers, stellar sports performances by teams have even been linked to an increase in non-athletic high school applicants. The media attention given to sports tends to highlight the school spirit and reputation of success that many high school students want to be a part of. As noted by University of Florida Gulf Coast’s admission team, this free and authentic advertising of sports events has been coined a “slam dunk effect⁷” on admissions.

Economic and Fiscal Impact

Given all sources of revenue, expenses, attendance and more, collegiate sports in greater Los Angeles were found to have a total output of \$1 billion. This contribution supports over 10,000 jobs with labor income of almost \$402 million. These activities had an estimated impact on state and local taxes of over \$50 million.

University sporting events contribute significantly to surrounding areas, as they provide an influx of thousands of attendees, who dine and shop at local businesses and restaurants. For huge games and tournaments that attract out of state fans, teams and families, additional spending typically includes accommodation for the night and an extra day in the region. As Los Angeles is such a diverse tourist destination, these game day visitors typically extend their stay to see additional tourist attractions, such as the many theme parks, beaches and museums that Los Angeles has to offer. These off-site contributions to the local economy have not been estimated

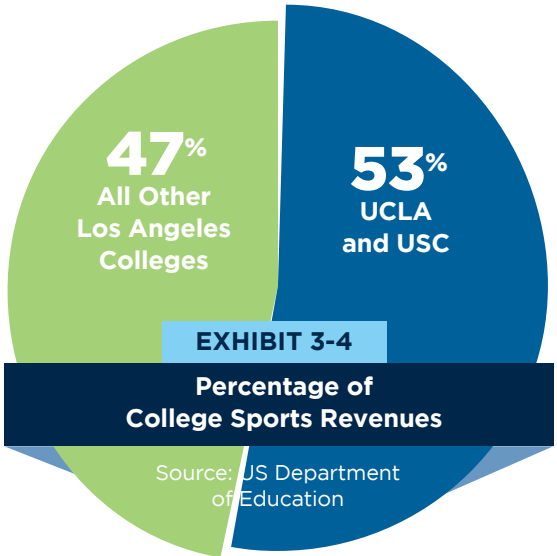


EXHIBIT 3-5

Economic and Fiscal Impact of College Sports 2018

Total Economic Impact:	
Output (\$billions)	\$1.0
Employment (jobs)	10,700
<i>Direct</i>	8,000
<i>Indirect and induced</i>	2,700
Labor income (millions)	\$401.9
Total State and Local Taxes (\$ millions): \$50.6	

Source: Estimates by LAEDC

for this report; therefore, total economic impact given is an understatement for how much spending is a result of college events.

The disaggregation of taxes by type and level of government is shown in Exhibit 3-6. Collegiate sports in Los Angeles and Orange counties generated \$47.2 million in personal income taxes, \$13.2 million in property taxes and \$10.0 million in corporate income taxes. Federal taxes will account for approximately 65 percent of total tax revenues that collegiate teams generate.

EXHIBIT 3-6

Detailed Fiscal Impact of Collegiate Teams

	Total
By Type of Tax (\$ millions):	
Personal income taxes	\$ 47.2
Social insurance	45.5
Sales and excise taxes	18.4
Property taxes	13.2
Corporate income taxes	10.0
Other taxes and fees	7.4
Total	\$ 141.7
By Type of Government (\$ millions):	
Federal	\$ 91.1
State	30.6
County	13.8
Property taxes	\$ 10.8
Sales taxes	3.0
Cities	6.2
Property taxes	2.4
Sales taxes	1.3
Other fees and fines	2.5
Total	\$ 141.7

Source: Estimates by LAEDC

The total annual jobs impact of activities related to collegiate sports in the greater Los Angeles region will spill across industries through indirect and induced effects. These are shown in Exhibit 3-7.

Similar to professional sports, collegiate sports create jobs in similar sectors. Arts, entertainment, and recreation jobs far surpass all others, while the workers made \$234 million. Ultimately, college sports are smaller than their professional counterpart. This does not mean Los Angeles natives do not feel the impact of college sports, but rather college sports influence the inhabitants in a different manner.

While not as large as their professional counterparts, collegiate sports still leave their mark on Los Angeles. With unparalleled rivalries such as USC and UCLA and millions of fans attending live events each year, college sports can bring communities together just like professional sports. Generations apart, alumni travel near and far to college sporting events to represent their school, watch their team, and most importantly boost the local economy. As all of the colleges used in our analysis are non-profits, the revenue generated goes directly to the school and its students.

The values in the exhibit should be interpreted as illustrative rather than precise given model and data limitations. ♦



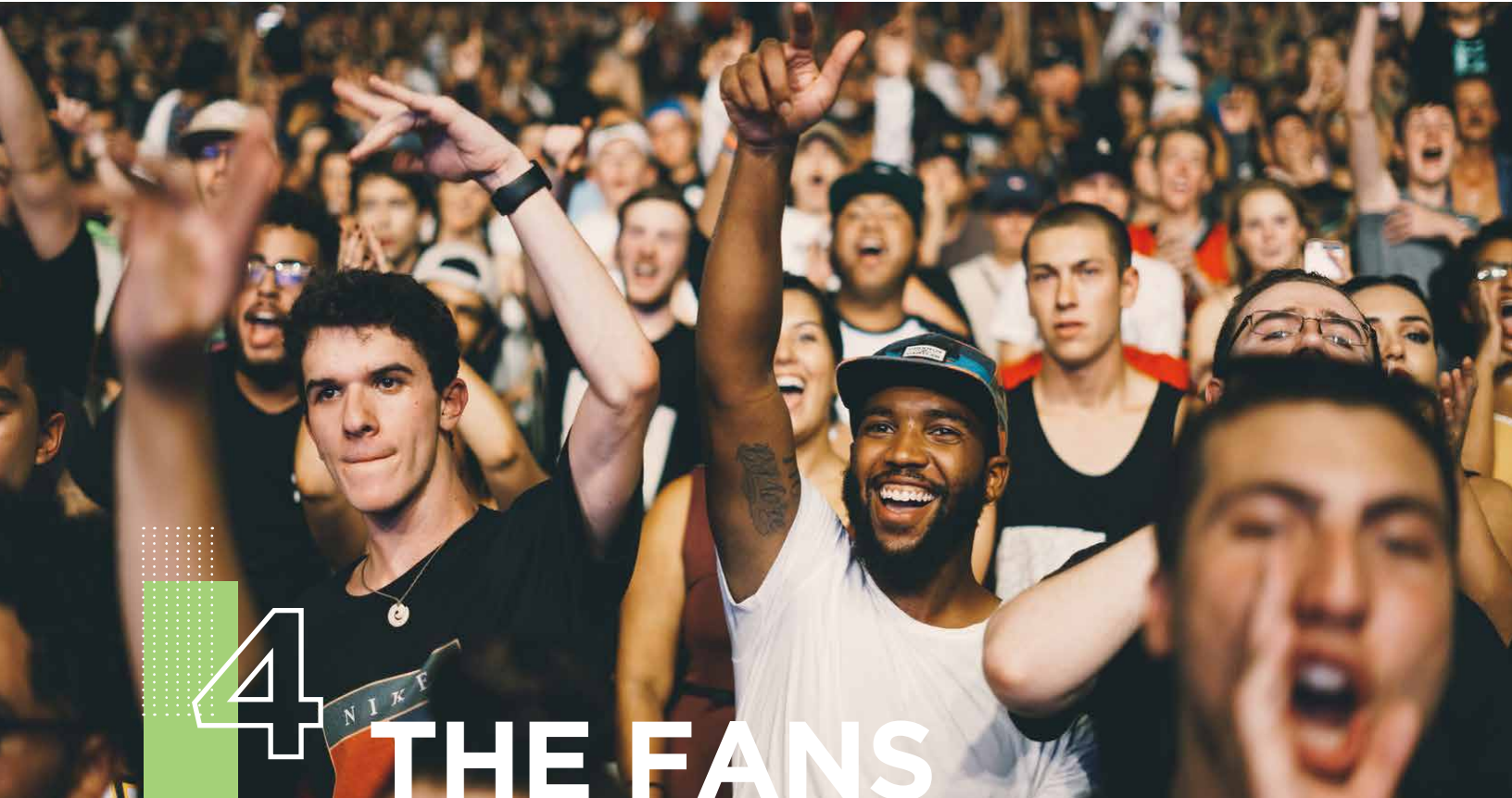
Of all of the industries that drive the Los Angeles economy, the sports industry is the most unique. Sports play a critical role in the fabric of L.A., not only as a source of fan inspiration, but also as the driver of a multi-billion dollar industry,” said Maria S. Salinas, President & CEO of the Los Angeles Area Chamber of Commerce.

EXHIBIT 3-7

Economic Impact of Collegiate Teams

	Jobs	Labor Income (\$ millions)	Output (\$ millions)
Agriculture and Mining	5	\$ 0.2	\$0.7
Utilities	15	2.3	10.4
Construction	35	2.5	6.3
Manufacturing	60	4.7	28.2
Wholesale trade	85	7.2	21.3
Retail trade	235	10.5	25.5
Transportation and warehousing	135	8.3	19.0
Information	60	10.2	36.0
Finance and insurance	205	18.5	53.6
Real estate and rental	285	15.2	120.3
Professional, scientific technical	255	23.2	39.6
Management of companies	45	5.6	11.1
Administrative and waste services	850	35.7	68.3
Educational services	110	4.3	6.5
Health and social services	310	19.1	33.0
Arts, entertainment and recreation	8,030	233.9	539.0
Accommodation and food services	270	8.2	19.4
Other services	250	12.1	19.2
Government	10	1.9	5.0
Total	10,700	401.9	1,020.4

Source: Estimates by LAEDC



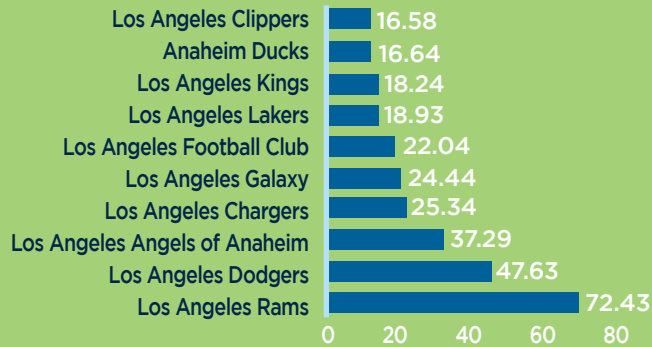
4 THE FANS

It is arguable that no one adores the Los Angeles sports scene more than Angelenos themselves do. Whether it's weekly family tailgates or jam-packed sports bar viewings, LA natives are fervent admirers of their teams. As it is for many industries, Los Angeles is a city of choices for sports fans. Across Orange and Los Angeles County, fans can find a team to cheer for in any sport of their liking, offering 11 professional major league teams in hockey, soccer, football, baseball and basketball and hundreds of college level and recreational teams in all other sports. The counties also host many individual professional tournaments regularly for sports such as surfing, golfing, racing and countless more.

Besides gaining emotional support and adoration, professional teams and athletes in Los Angeles also spark significant spending amongst fans. Estimates put average spending for sporting events at \$58 per person in 2018⁹. This puts total spending in Orange County and Los Angeles County at \$185 and \$589 million respectively. These estimates only include sales for sporting events and do not encompass the significance of team merchandise and extra expenses that occur at games.

EXHIBIT 4-1

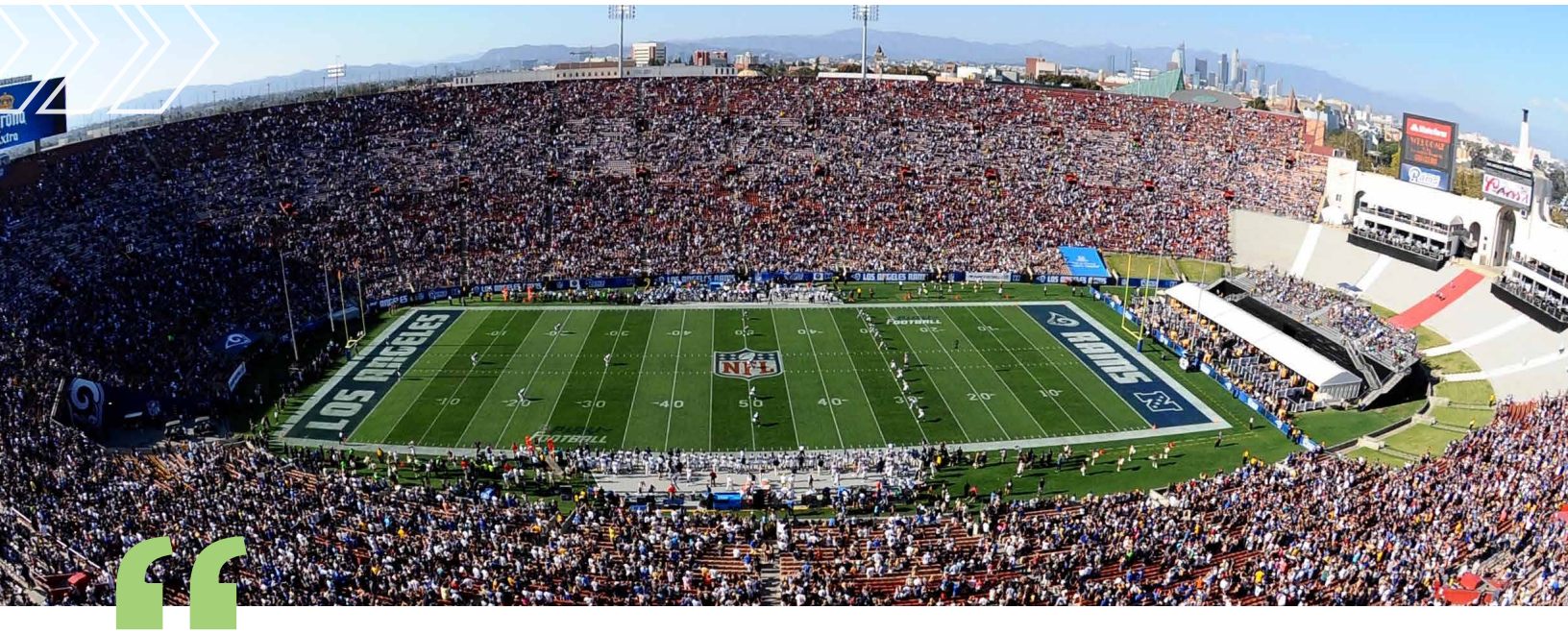
Average Attendance per Home Game (in Thousands)



Source: ESPN

Another major source of spending stems from out of state and international fans that travel to see their favorite teams play. Los Angeles benefits greatly as it is already a popular tourist destination. Especially in winter months, east coast and mid-west fans find themselves even more inclined to support their teams if it also means an extra day spent at Disneyland, the beach or any time in the sun.

Regardless of the sport, there is no question that the presence of these teams brings communities



30 percent of current MLB players were born outside the U.S., creating a major potential draw for visitors from their home countries to the city they play for. The cultural power of U.S. sports teams is a major draw as well. In China, nearly eight percent of the resident population reports an interest in the NFL... That's 31 million more potential visitors to the home cities of their favorite teams

U.S. TRAVEL ASSOCIATION

together and continues to be a popular source of live entertainment for Angelenos⁹. In 2017 there were over 11.3 million attendees watching sporting events in person, nearly three times more than the Los Angeles City population. In other words, that equates to each person in Los Angeles attending three sporting events.

The Rams averaged over 72.4 thousand attendees per game, 5 thousand more per game than the league average¹⁰. These 72 thousand attendees purchase merchandise, food, parking, among other expenses all of which contribute to the local city coffers by sales tax. Each of these fixtures of consumption requires staffing as well. For the past 5 years, the Los Angeles Dodgers have had the highest attendance in Major League Baseball¹¹. Similarly, the Los Angeles Angels have been in the top 10 in attendance each of those years as well, making the top 5 multiple times.

On a similar note, the Lakers have sold over 99% of home game tickets in four out of the last five years,

selling 99.7% of tickets in the 2018-2019 season¹². Additionally, the Kings have sold out Staples Center four out of the past five years. It is clear from attendance records alone that Los Angeles is passionate about its sports.

Changing the Game

Team pride and the sentiment that accompanies it can sometimes spark the best and worst in people. While occasionally these bouts of emotion manifest in angry scenes in the stands or red cards flashed on the field, they have also been responsible for erasing divisive lines. Often, sports embrace diversity before any other frontier, as coaches and fans are quick to admire an athlete based on their skills rather than anything else. Before their move to Los Angeles, the Dodgers made headlines when they signed Jackie Robinson in 1947 and made him the nation's first African American major league player. Despite

⁸ Data from BLS - 2018 CES Q2 fees and admission

⁹ <https://remezcla.com/features/sports/los-angeles-doyers-chavez-ravine/>

initial opposition from viewers and even a few teammates, Major League Baseball named Robinson the league's Most Valuable Player just two years later in 1949. The following year, Robinson was the highest paid player on the team. The acceptance of a more diverse demographic

Now the team and stadium embrace a fan-base that is proudly Latino-dominant and has even adapted the affectionate term "Los Doyers" on much of the merchandise sold in Los Angeles in reference to the way that first generation immigrants pronounce the blue and white team name.



The world of sports unites us in Los Angeles. We already play host to more professional and major collegiate teams than any other city in the United States. And as we enter the next decade, Los Angeles will once again play center stage of the sporting universe, raising the curtain on the biggest events. We have everything ready to go, from our incredible state-of-the-art venues and iconic stadiums down to the world's greatest fans and supporters. This is our opportunity to showcase our shared values of promoting health and wellness, sustainability and unrivaled job creation and economic growth. Let the games begin.

TONY SCIARRRINO

Chairman, Los Angeles Sports Council

in sports can be seen both on and off the field and sports serve as an excellent record keeper in documenting the progress of inclusion. In Los Angeles alone, the history of the Dodgers has come a long way since the team's original move to the city and construction of their first stadium in 1953, which displaced an entire Latino-American community.

"America's" pastime has become global, with major leagues sourcing their star players from all over the world and benefitting from the international fans that follow them. Across all sports and teams, fans continue to prove that the only colors that matter to them are the ones on their jerseys.



When fans arrive at Dodger Stadium, they are greeted by signs written in English and Spanish. Along the top of the visitors' dugout the word "Welcome" is painted in English, Japanese, Spanish and Korean

DAVID WALDSTEIN
New York Times



¹⁰ <http://www.espn.com/nfl/attendance>
¹¹ http://www.espn.com/mlb/attendance/_/year/2018/sort/homeTotal
¹² <http://www.espn.com/nba/attendance>



5 LOCAL ORGANIZATIONS AND EVENTS

Sports in the greater Los Angeles region would not be able to thrive without the deeply committed and passionate organizations dedicated to their success. The analysis provided in this report looks at several sports organizations and councils in Los Angeles and Orange County as well as impacts from annual events such as the Los Angeles Marathon and events taking place at the Fairplex Venue in Pomona.

One such organization responsible for much of the sporting activity in the region over the years is the Los Angeles Sports Council. Incorporated in 1988, the LASC is a private, non-profit organization that encourages economic and community development through the promotion of spectator sports programs in the Los Angeles and Orange County area. Host committees under the LASC's auspices have played a major role in the operation of such events as the Super Bowl, Gymnastics and Badminton World Championships, U.S. Figure Skating championships, Women's World Cup soccer, U.S. Olympic trials and others. Similarly, Big West Promotions is the region's main source for collegiate athletic events, Golden Boy Promotions works with mixed martial arts and boxing and LA84 promotes youth sports programs.

Economic and Fiscal Impact

In addition to bidding for space and developing arenas for sporting events, many of these organizations work on economic development and promotion of local athletes. The economic impact of their activities can be found in Exhibit 5-1.

EXHIBIT 5-1

Economic and Fiscal Impact of Local Organizations and Events 2018

Total Economic Impact:	
Output (\$ millions)	\$658.3
Employment (jobs)	4,000
<i>Direct</i>	1,700
<i>Indirect and induced</i>	2,300
Labor income (\$ millions)	\$255.4
Total State and Local Taxes (\$ millions): \$27.7	

Source: Estimates by LAEDC

Given the information collected by these LA-based organizations, it was found that they support over 4000 jobs, generating \$255.5 million in labor income. Total economic output was



estimated to be over \$658.3 million with local and state taxes totaling \$27.7 million.

The disaggregation of taxes by type and level of government is shown in Exhibit 5-2. Local organizations and events in sports in Los Angeles and Orange counties generated \$30.2 million in personal income taxes, \$6.5 million in property taxes and \$7.4 million in corporate income taxes. Federal taxes will account for approximately 67 percent of total tax revenues that will be generated.

Local organizations and extra events create jobs in similar fields to that of professional and college sports. Since events put on by local organizations are more disbursed, their created job count is far lower. Nonetheless, local organizations and extra events created around 4,000 jobs, creating over \$1 billion in output. Additionally, many of these events are iconic such as the Long Beach Grand Prix. Events such as the Los Angeles Marathon occur with many residents participating.

Those employed through the impact of these organizations are primarily within the sports profession. Referees, umpires, traffic controllers and on-site maintenance workers are just a few examples of the occupations that keep the sports community thriving. Exhibit 5-3 provides a detailed look at the jobs created.

While we may be wrapped up in the excitement of our favorite teams and athletes, it is really the organizations such as these that make these competitions a success; all sports fans and LA locals who benefit from their contributions appreciate their impacts on the sporting community and economy.

Future Events

Besides seasonal sports, Los Angeles continually proves itself as an ideal host for one-time athletic events. In the next few years, Los Angeles will entertain the 2019 Breeders' Cup, 2020 Major League Baseball All Star Game, 2022 Super Bowl, 2023 US Open and College Football National Championship Game, 2028 Summer Olympics and a score of other playoff and regional sporting events that stadiums across the country compete to hold.

EXHIBIT 5-2

Detailed Fiscal Impact of Local Organizations

	Total
By Type of Tax (\$ millions):	
Personal income taxes	\$ 30.2
Social insurance	27.9
Sales and excise taxes	9.0
Property taxes	6.5
Corporate income taxes	7.4
Other taxes and fees	4.0
Total	\$ 85.0
By Type of Government (\$ millions):	
Federal	\$ 57.3
State	17.9
County	6.8
Property taxes	\$ 5.3
Sales taxes	1.4
Cities	3.0
Property taxes	1.2
Sales taxes	0.6
Other fees and fines	1.2
Total	\$ 85.0

Source: Estimates by LAEDC



The natural beauty, sunny weather and lifestyle make Los Angeles a perfect location for athletes of all sizes, shapes and skills. This has been recognized by sports organizations throughout history as LA continues to land the most exciting events on the planet - the FIFA World Cup, Olympics, Super Bowl, Final Four, US Open, and many, many others.

LA is sports; sports is LA.

MARLA MESSING

CEO, US Tennis Association Southern California

EXHIBIT 5-3

Economic Impact of Local Organizations and Events

	Jobs	Labor Income (\$ millions)	Output (\$ millions)
Agriculture and Mining	0	\$0.1	\$0.3
Utilities	5	0.8	3.8
Construction	15	1.1	2.9
Manufacturing	25	1.8	11.9
Wholesale trade	35	2.8	8.2
Retail trade	140	6.1	15.0
Transportation and warehousing	320	9.5	19.1
Information	40	6.8	24.1
Finance and insurance	235	19.7	52.6
Real estate and rental	125	6.6	62.0
Professional, scientific technical	170	15.0	25.3
Management of companies	20	2.5	5.1
Administrative and waste services	235	10.4	20.4
Educational services	170	5.2	8.0
Health and social services	200	12.2	21.1
Arts, entertainment and recreation	1,980	142.4	354.3
Accommodation and food services	165	4.9	11.5
Other services	135	6.2	10.3
Government	5	0.9	2.4
Total	4,000	255.4	658.3

Source: Estimates by LAEDC

These events attract hundreds of thousands of visitors from around the nation and the globe—most of whom will be out-of-town visitors. These fans often stay for several days to enjoy sporting festivities and frequent local establishments, including not only hotels and restaurants but also taking the opportunity to visit the numerous tourist destinations that make Los Angeles a premier vacation spot for millions of people around the world.

The spending of these fans and visitors will likely add millions to local government coffers and generate a significant economic impact, which is not included in this study.

The new Los Angeles Stadium will hold many of these events. Beginning in 2020 the stadium will host multiple college football bowl games, including the 2023 College Football Playoff Championship game¹³. The venue will also host events of the 2028 Olympic Games¹⁴. The certainty of positive economic impact stems from the fact that the stadium is not built for these events. Events as recent as the Olympics in Rio 2016 and Beijing 2008 have multiple abandoned venues¹⁵. These venues were once large investment opportunities, but without a plan laid out for the future, they sat unused for years. For the 2028 Olympics in Los Angeles, the city will not build any new venues, thus greatly minimizing any economic risk of venue abandonment after the Olympics. Sporting events such as the Olympics also expedite transportation initiatives such as Mayor Eric Garcetti’s *Twenty-Eight by ‘28* initiative. Garcetti claims that by 2028, the city will complete 28 major transportation upgrades, lowering traffic congestion for the upcoming Olympic Games.



¹³ <https://www.si.com/college-football/2017/11/01/college-football-playoff-locations-2021-2024>
¹⁴ <https://www.latimes.com/sports/sportsnow/la-sp-la2024-olympic-ceremonies-20170116-story.html>
¹⁵ <https://www.bbc.co.uk/bbcthree/article/de4004d3-97e8-467c-89a9-03290074e34a>
¹⁶ <https://la28.org/faq/6--where>



6 COMMUNITY IMPACT

Community Service

While not a source measured in terms of economic impact, the contributions that these organizations and athletic teams and athletes have on the community are definitely noteworthy. For example, the Los Angeles Olympic Organizing Committee founded the LA84 Foundation on the premise of promoting youth sports participation and actively engages in grant making, nonprofit events and educational sources. World Surf Program PURE is dedicated to protecting local oceans and creating a sustainable environment for surfers, visitors and wildlife. Nearly every professional team in Los Angeles contributes to underserved parts of the community. Some of them include:

- **The LA Lakers Youth Foundation**
 - Provides education and sports resources to underserved communities
- **The LA Galaxy Foundation**
 - Raised \$3.5m in 2018¹⁷ for LA-based charities

- **The Dodgers Foundation**
 - Fundraises for youth activities and education, including the “Dodgers Reading Champions” challenge
- **Kings Care Foundation**¹⁸
 - Raised over \$11m over past 21 years
- **Los Angeles Clippers**
 - Donated \$10m to the Los Angeles Parks Foundation for basketball courts in underserved communities¹⁹

Health Benefits & Innovation

While organized sports date back to the first Olympic Games of 760 BC, the technology used in the world of athletic competitions has come a long way. The sports industry remains a key driving force in niche technology needs. From tracking steps to monitoring oxygen intake and heart rates, physical activity has driven tech companies to provide new services for athletes and everyday consumers.

Many studies have been developed to analyze the effects of sport and exercise on sleep, heart

¹⁷ <https://www.lagalaxy.com/community/foundation/about>

¹⁸ www.nhl.com/kings/community/kings-care

¹⁹ <https://www.nbclosangeles.com/news/local/Clippers-New-Basketball-Courts-at-Charles-Drew-Middle-School-in-Watts-508037831.html>



and lung disease, concentration and many other health issues. It is now common knowledge that people who regularly play sports are less likely to experience diabetes, obesity, and hypertension²⁰. Thus, recreational sports leagues are valuable to communities. Recreational sports leagues are amazing resources to increase activity levels for residents.

Organizations such as Urban Sports LA provide leagues for Los Angeles inhabitants, kindling competitive spirits and providing the necessary organization to make exercise more enjoyable. The Los Angeles Department of Parks and Recreation has similar programs for sports such as Softball, Tennis, and Flag Football. Additionally, the Department of Parks and Recreation organizes youth leagues for children 15 and under²¹. Not only does this improve health on an individual level, but it allows families to save financially, as private sports leagues are often cost prohibitive for many families. While not included in the economic analysis of this report, many studies are dedicated

to finding the impact that a healthier working population has on efficiency at work, health care costs and related spending.

Besides participants, sports can even provide health benefits to spectators. University of Chicago Professor, Sian Beilock studies the effect that communication amongst fans has on the brain. He found that, “being ... a fan improves language skills when it comes to discussing their sport because parts of the brain usually involved in playing sports are instead used to understand sport language.”²² While this study is cursory, it could have larger implications on language processing and learning.



More than 1.2 million young people, 82.3% of all kids, in Los Angeles County participate in sports and that in most sports the participation rates in Los Angeles County exceed national rates

LA84 FOUNDATION

Other revelations in sports stem from the tech industry and the need for athletes, sports stations and leagues to outperform their competitors. The progression of social media and changes in sports and entertainment are making similar waves in innovating the way that we view sporting events. Sapphire Ventures recently invested \$115 million in startups working exclusively on sports and media technology²³.

Advancements in performance trackers and data have revolutionized connections between players, coaches, recruiters and viewers. Many professional teams have uniforms built in with GPS tracking in order to provide their coaches with real time analysis on performance and health. The NFL has been using Microsoft’s Surface Pro tablets on sidelines since 2013 to get immediate access to their player’s stats.

However, it is not just the accuracy of players that technology advancements are concerned with. As demonstrated in the 2018 FIFA World Cup, Video

²⁰ http://www.scienpress.com/Upload/JAMS/Vol%202_2_7.pdf

²¹ <https://www.laparks.org/sports/youthtourn>

²² http://www-news.uchicago.edu/releases/08/pdf/080902.Beilock_Sports_Experience.pdf

²³ <https://venturebeat.com/2019/01/28/sapphire-ventures-launches-115-million-sports-tech-fund-with-big-name-backers/>

Assistant Referees are making a huge impact by changing the way that many professionals play the game. According to the 2010 World Cup referee, Howard Webb, “eventually, violent conduct will go down because players know they are going to get caught,” leading to more freedom for referees to keep their eyes on the ball while the cameras watch the rest of the team.

Jobs in Sports and Entertainment

The entertainment industry is a cornerstone of LA’s economic history. Performers, writers, agents, artists and more flock for a chance to work on the big screen or in this case, the stadium or field. While Hollywood may dominate the performing arts scene, spectator sports makes up 3% of the industry as a whole and supports over six thousand jobs in the region.

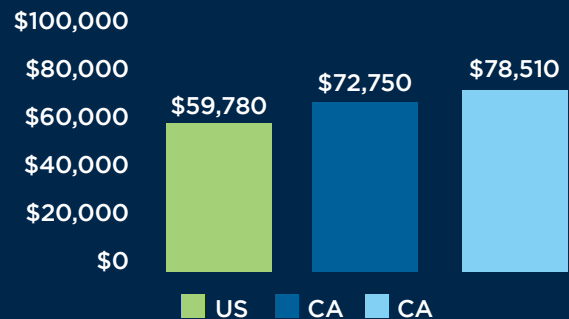
In looking at trends from 2006 to 2016, the performing arts and spectator sports industry has gone through many fluctuations in the Los Angeles basin. Three main occupations examined here include independent performers in the arts and athletics, promoters and agents and all spectator sport related occupations. Spectator sports experienced a wage growth of 63.4 percent while promoters and agents wages declined by 42. However, the growth in wages was accompanied by an 8.4 percent decrease in payroll employment for spectator sports. The significant decrease in wages for promoters can be traced to a sharp increase in employment of 165 percent, with expectations that this will be one of the biggest contributors to future expansion in industry jobs. In addition to artists and actors, the influx of high-profile athletes now calling LA home is increasing opportunities for agents and promoters. Independent performers experienced modest increases in both wage growth and employment, by 7 and 5.8 percent respectively.

In terms of annual wages for the industry as a whole, Los Angeles outpaces the rest of the state and nation by 8 and 31 percent, respectively.

Professional sports teams employ more than just athletes, trainers and coaches. Behind each team are hundreds of food-service workers, cashiers, janitors, parking-attendants, security officers,

EXHIBIT 6-1

Arts and Entertainment Annual Wages 2018



Source: Bureau of Labor Statistics

customer service representatives, and marketing personnel. When a labor strike threatened the NBA in 2011, the SEIU-United Service Workers West Union stated 700 Staples Center food-service jobs were at risk, with over 1,000 jobs endangered in total²⁴.

Not only are sports a significant source of pride and civic engagement in the greater Los Angeles region, they also provide ample opportunities for employment in various industry sectors.



Los Angeles is not only the entertainment capital of the world, but it's also the sports capital of the world with premier teams, facilities and events. Sporting events provide entertainment for a record 50 million people that visited Los Angeles last year and are a source of civic pride for our four million residents, while supporting local businesses and helping our economy thrive.

STAN KASTEN
Los Angeles Dodgers

²⁴ <https://www.latimes.com/sports/la-xpm-2011-sep-27-la-sp-nba-arenas-20110928-story.html>



Women in sport defy gender stereotypes and social norms, make inspiring role models, and show men and women as equals

UNITED NATIONS WOMEN



7 WOMEN IN SPORTS

Making Headlines

Long standing gender inequities in sports must still be addressed. However, some major changes have indeed been made. The World Surf League raised the bar for all sporting leagues by announcing that 2019 would mark the first year that equal prize money for both male and female athletes would be awarded. In 2018, more viewers tuned into the women's Wimbledon match than the men's for the first time ever.

Across the board, women's participation in sports has grown rapidly in the past years. Girls have been increasingly fighting to participate in typically boys only little league and pop warner competitions and just this year Toni Harris accepted a football scholarship from Central Methodist University making her the first female football player on a college team²⁵.

The benefits of women in sports, especially in mixed gender leagues are noticeable. Girls and boys playing together from a young age help to avoid stereotypes and allow youths to see each other

as equal competitors, capable of the same goals. "Increased numbers of women athletes appear to positively influence sports by introducing norms of cooperation, participation, and self-actualization into the current set of norms that stress confrontation, domination, and antagonism"²⁶.

Local Efforts

WISE, Women in Sports and Events Los Angeles, endeavors to empower women through increased participation in sports²⁷. In 2019, they expanded to aid women in Orange County by organizing events, panels, and leagues. In the words of Mayor Eric Garcetti, there is a public "awakening" to the participation of women in sports²⁸.

Similarly, the Los Angeles Department of Parks and Recreation runs a training and certification program aimed at helping women become referees and umpires²⁹. This free program is held several times a year across the city parks and is a great solution to the gender disparity in refereeing seen across all levels of sports.

²⁵ <https://www.si.com/college-football/2019/02/27/female-football-player-toni-harris-makes-history-college-scholarship-offer>

²⁶ <https://www.jstor.org/stable/pdf/40071482>

²⁷ <https://losangeles.wiseworks.org/about>

²⁸ <https://www.reuters.com/article/us-coach-losangeles/awakening-happening-in-womens-sports-says-la-mayor-garcetti-idUSKCN1RIOOB>

²⁹ <https://www.laparks.org/sites/default/files/pdf/WORC-Flyer.pdf>

8

CONCLUSION

Los Angeles has proven itself time and again as a key destination for teams. The moves of the Rams and Chargers are only the most recent examples of teams and players eager to be a part of the city. Even international stars like Galaxy's David Beckham and Zlatan Ibrahimović chose to play for Los Angeles, despite already having lucrative careers and it is no wonder why. Los Angeles and Orange County provide their players with state-of-the-art stadiums, easy international travel, fine dining and accommodation options for their off days and most importantly, thousands of fans ready to spend and cheer for their beloved teams.

Sports teams and organizations have provided a rich environment in Los Angeles and Orange counties for Angelenos to embrace and participate in sports. Whether it is getting the youth population outside to partake in a little league game or making bids for teams looking to move, there is not much the region's sports fans can complain about. On any given weekend in almost any sport, one can find a game to attend whether it is a professional, collegiate or local league. International sports including cricket and rugby have found fans in Los Angeles driven primarily by thriving immigrant communities.

“

If you've been Downtown Los Angeles and Staples Center and L.A. Live, you see that we have a rich tradition of celebrating athletes and we pay tribute to them with the highest honor with a statue at Star Plaza

DAN BECKERMAN
AEG CEO

The next five years mark a transformative era for Los Angeles to further elevate its position as an international sports capital. From the Super Bowl to the Olympics, to PGA Openings and FIFA World Cups, it is hard to find any other city in the world with as much athletic action. Athletes and fans will travel from across the state, nation and globe to attend these competitions. While many will leave with the memories of goals made, shots missed and trophies won, they will also gain the experience of what it means to be a fan in Los Angeles.

Perhaps in the not-too-distant future, we will have an all-LA Super Bowl and World Series as Angelenos embrace the richness and benefits of all sports has to offer in the greater Los Angeles region.





DESCRIPTION OF INDUSTRY SECTORS

North American Industry Classification System (NAICS) established the industry sectors used in this report. NAICS divides the economy into 20 sectors, and groups industries within these sectors according to production criteria.

Listed below is a short description of each sector as taken from the sourcebook, *North American Industry Classification System*, published by the U.S. Office of Management and Budget (2007).

Agriculture, Forestry, Fishing and Hunting:

Activities of this sector are growing crops, raising animals, harvesting timber, and harvesting fish and other animals from farms, ranches or the animals' natural habitats.

Mining: Activities of this sector are extracting naturally occurring mineral solids, such as coal and ore; liquid minerals, such as crude petroleum; and gases, such as natural gas; and beneficiating (e.g., crushing, screening, washing and flotation) and other preparation at the mine site or as part of mining activity.

Utilities: Activities of this sector are generating,

trans- mitting, and/or distributing electricity, gas, steam, and water and removing sewage through a permanent infrastructure of lines, mains and pipes.

Construction: Activities of this sector are erecting buildings and other structures (including additions); heavy construction other than buildings; and alterations, reconstruction, installation, and maintenance and repairs.

Manufacturing: Activities of this sector are the mechanical, physical or chemical transformation of material, substances or components into new products.

Wholesale Trade: Activities of this sector are selling or arranging for the purchase or sale of goods for resale capital or durable non-consumer goods and raw and intermediate materials and supplies used in production, and providing services incidental to the sale of the merchandise.

Retail Trade: Activities of this sector are retailing merchandise generally in small quantities to the general public and providing services incidental to the sale of the merchandise.

Transportation and Warehousing: Activities of this

sector are providing transportation of passengers and cargo, warehousing and storing goods, scenic and sightseeing transportation and supporting these activities.

Information: Activities of this sector are distributing information and cultural products, providing the means to transmit or distribute these products as data or communications and processing data.

Finance and Insurance: Activities of this sector involve the creation, liquidation or change of ownership of financial assets (financial transactions) and/or facilitating financial transactions. Real Estate and Rental and Leasing: Activities of this sector are renting, leasing or otherwise allowing the use of tangible or intangible assets (except copyrighted works) and providing related services.

Professional, Scientific and Technical Services: Activities of this sector are performing professional, scientific and technical services for the operations of other organizations.

Management of Companies and Enterprises: Activities of this sector are the holding of securities of companies and enterprises, for the purpose of owning controlling interest or influencing their management decision or administering, overseeing, and managing other establishments of the same company or enterprise and normally undertaking the strategic or organizational planning and decision-making of the company or enterprise.

Administrative and Support and Waste Management and Remediation Services: Activities of this sector are performing routine support activities for the day-to-day operations of other organizations, such as: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning and waste disposal services.

Educational Services: Activities of this sector are providing instruction and training in a wide variety of subjects. Teachers or instructors that explain, tell, demonstrate, supervise and direct learning usually deliver educational services. Instruction is

imparted in diverse settings, such as educational institutions the workplace or the home through correspondence, television, or other means.

Health Care and Social Assistance: Activities of this sector are operating or providing health care and social assistance for individuals.

Arts, Entertainment and Recreation: Activities of this sector are operating facilities or providing services to meet varied cultural, entertainment and recreational interests of their patrons, such as: (1) producing, promoting or participating in live performances, events or exhibitions intended for public viewing; (2) preserving and exhibiting objects and sites of historical, cultural or educational interest; and (3) operating facilities or providing services that enable patrons to participate in recreational activities or pursue amusement, hobby and leisure-time interests.

Accommodation and Food Services: Activities of this sector are providing customers with lodging and/or preparing meals, snacks and beverages for immediate consumption

Other Services (except Public Administration): Activities of this sector are providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities such as equipment and machinery repairing, promoting or administering religious activities, grant making, advocacy, and providing dry-cleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.



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