



# Sports in the Los Angeles Basin

*An Economic Impact Study*



LA SPORTS **M** Metro  
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# Sports in the Los Angeles Basin

## An Economic Impact Study

Los Angeles County Economic Development Corporation

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# LA SPORTS

October 2023

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This report was prepared by the Institute for Applied Economics of the Los Angeles County Economic Development Corporation (LAEDC) for Los Angeles Sports Council.

The LAEDC Institute for Applied Economics provides objective economic and policy research for public agencies and private firms. The group focuses on economic impact studies, regional industry analyses, economic forecasts and issue studies, particularly in workforce development, transportation, infrastructure and environmental policy.

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.

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## Executive Summary

The Los Angeles Basin (comprised of Los Angeles and Orange counties) is one of the two largest markets for collegiate and professional sports in the United States. The economic impact of the return of sports in the 2022 season will be detailed in this report.

Collegiate sports programs previously put on pause due to the pandemic resumed, leading to a full rebound and increased economic activity.



The Los Angeles Basin's sports industry experienced positive growth across all 5 major sports leagues during the 2022-2023 season, recovering from the pandemic induced lows of 2020 and 2021. With no more restrictions on attendance, Los Angeles sports fans came back in full force in support of their beloved teams, filling stadiums and arenas and bringing attendance to the highs previously seen before 2020.

The professional sports landscape continues to grow in the Los Angeles Basin. Since the last report, the Angel City Football Club played their debut season in the National Women's Soccer League, with an average stadium attendance of 19,700 in 2022. Continued massive investments in infrastructure include the continued construction of the Intuit Dome on the former site of the Hollywood Park Racetrack in Inglewood adjacent to the recently completed SoFi Stadium and Kia Forum.

Additionally, the extensive sporting infrastructure in the region has positioned Los Angeles to host the 2026 FIFA World Cup and 2028 Olympic Games without the construction of additional stadiums, events that will bring a tremendous amount of tourism and spending to the region.

## Economic Contribution of the Industry

The total annual economic contribution of the sports industry in the Los Angeles Basin is shown in **Exhibit ES-1**. Combined, professional and collegiate sports was associated with approximately:

- ▶ 83,430 total jobs;
- ▶ \$6.9 billion in total labor income;
- ▶ \$8.9 billion in total output;
- ▶ \$365.1 million in state and local taxes.

### Exhibit ES-1:

#### Economic and Fiscal Impact of Professional and Collegiate Sports, 2018, 2021 and 2022 (nominal)

	----- 2022 -----			----- 2021 -----			----- 2018 -----		
	Total	Prof'l	Collegiate	Total	Prof'l	Collegiate	Total	Prof'l	Collegiate
<b>Total Economic Impact:</b>									
Output (\$ billions)	\$8.9	\$ 7.4	\$1.5	\$7.0	\$6.0	\$1.0	\$6.5	\$5.3	\$1.2
Employment (jobs)	83,430	69,210	14,220	39,690	30,860	8,830	37,030	24,400	12,630
<i>Direct</i>	54,440	45,160	9,280	20,850	14,350	6,500	22,340	12,900	9,440
<i>Indirect and induced</i>	28,990	24,050	4,940	18,840	16,510	2,330	14,690	11,500	3,190
Labor income (\$ billions)	\$6.9	\$ 5.7	\$1.2	\$4.0	\$3.5	\$0.5	\$3.6	\$3.1	\$0.5
<b>Total State and Local Taxes (\$ millions):</b>	<b>\$ 365.1</b>	<b>\$ 302.9</b>	<b>\$62.2</b>	<b>\$363.6</b>	<b>\$311.3</b>	<b>\$52.3</b>	<b>\$353.9</b>	<b>\$294.2</b>	<b>\$59.7</b>

Source: Estimates by LAEDC



## Key Findings

- ▶ Both professional sports and collegiate sports have completely recovered from the effects of the pandemic in terms of their economic activity.
- ▶ Direct revenues in the industry increased by more than \$717.8 million in 2022 over 2021, up \$340.8 million for collegiate sports and up by \$377.0 million for professional sports, resulting in significantly larger economic impacts.
- ▶ Professional sports in the region had a larger economic impact in 2022-23 compared to 2021-22, adding a significant number of jobs as attendance boomed which resulted in gains in both labor income and output.
- ▶ Attendance grew an average of four percent across all Los Angeles teams from the NFL, NBA, MLB, NHL, and MLS.
- ▶ Angel City Football Club is the most recent addition to the professional sports landscape, playing their debut season in the National Women’s Soccer League in 2022.
- ▶ There were 54 collegiate athletics programs and 17,470 total student athletes in the Los Angeles Basin in the 2021-22 season, a significant increase over the prior 2020-2021 season.
- ▶ Collegiate sports programs previously put on pause due to the pandemic resumed during the 2021-22 season, leading to a full rebound and increased economic activity; collegiate sports had a larger economic impact in 2022 compared to the pre-pandemic 2018 season.
- ▶ This report understates the economic impact of the sports industry in the region as the impacts do not include the impact of visitor spending or special events like the College Football Playoff Championship 2023 CONCACAF Champions League Final in the 2022-2023 season.
- ▶ The sports industry in Los Angeles continues to build its infrastructure: the Intuit Dome, the new home of the LA Clippers, is on track to open for the 2024-25 National Basketball Association season and is adjacent to the recently completed SoFi Stadium, Kia Forum, and Hollywood Park.
- ▶ The continued increase in economic and fiscal impact over time indicates that the sports industry in the region has been on a path of growth and will continue to grow in the coming years, especially when the Intuit Dome opens.
- ▶ Continuing investments in sporting infrastructure in the region will enable Los Angeles to host the upcoming 2026 FIFA World Cup and 2028 Olympic Games without the construction of additional stadiums, these special events will bring a tremendous amount of tourism and spending to the region.



# 1. Introduction

The greater Los Angeles region (comprised of Los Angeles and Orange counties) is one of the two largest markets for collegiate and professional sports in the United States. It's home to two elite college sports programs (USC and UCLA), two MLB teams (Dodgers and Angels), two NFL teams (Rams and Chargers), two NBA teams (Lakers and Clippers), two NHL teams (Kings and Ducks), and two MLS teams (LAFC and Galaxy), along with a WNBA team (Sparks), a NWSL team (Angel City FC), and many minor league programs.

The Los Angeles Basin's sports industry experienced positive growth across all 5 major sports leagues during the 2022-2023 season, recovering from the pandemic induced lows of 2020 and 2021. Attendance grew an average of four percent across all Los Angeles teams from the NFL, NBA, MLB, NHL, and MLS. With no more restrictions on attendance, Los Angeles sports fans came back in full force in support of their beloved teams, filling stadiums and arenas and bringing attendance to the highs previously seen before 2020.

In 2023, Los Angeles hosted two of the biggest sporting events of the year: the College Football Playoff Championship and WrestleMania 39. Thousands of fans flocked SoFi stadium to watch Georgia defeat TCU to capture their second consecutive National Championship and to watch Roman Reigns continue his historic 3 year run after defeating Cody Rhodes in the main event to retain his Undisputed World Heavyweight Championship. Just these two events alone generated huge economic benefits for the region, bringing in about \$200 million for the CFP National Championship (Weinstein) and a record-setting \$215 million for WrestleMania 39 (Applied Analysis). With Los Angeles hosting Super Bowl LVI in 2022, the CFP National Championship and WrestleMania 39 in 2023, and the upcoming FIFA World Cup and the Summer Olympics in 2026 and 2028 respectively, the Los Angeles region has set itself up to be the center of the sports world for nearly a decade.

The economic impact of the sports industry in the 2022 season will be detailed in this report. With all COVID-related restrictions over and attendance returning to pre-pandemic levels, a more robust look into the economic impact of sporting events at both the collegiate and professional level can be done compared to recent years. The LAEDC Institute for Applied Economics has been retained to estimate the economic activity (i.e., the economic and fiscal impact) associated with these schools and teams. Economic impact analysis models direct inputs using economic and econometric methods in order to estimate the total economic and fiscal contribution to the local economy. Examples of direct inputs include revenues and employment estimates.

## Report Organization

This report is split into two parts, separately examining the collegiate and professional sports industries in the Los Angeles Basin. The first section shares the economic impact of the collegiate sports industry in the Los Angeles Basin in the academic year running from Fall 2021 through Spring 2022. The second section of the report looks at the economic impact of professional sports in the Los Angeles Basin during the 2022-23 season. After the conclusion of the report, an appendix is provided with a detailed approach and methodology and descriptions of the North American Industry Classification System (NAICS) codes used throughout the report.

## 2. Professional Sports

The sports teams in the Los Angeles Basin have enjoyed tremendous success in recent years. The Los Angeles Football Club has enjoyed a string of successful years dating back to 2020, where they reached the 2020 CONCACAF Champions League Final, they followed that up with an MLS Cup victory in 2022, another appearance in the 2023 CONCACAF Champions League Final, and they are currently amongst the MLS favorites to repeat as champions for the 2023 season. Heading into the 2023-24 season, the Lakers and Clippers are amongst the NBA best, with the third and seventh best odds of winning the 2024 NBA Finals respectively. In the NFL, the Rams and Chargers are both off to promising starts for the 2023 season and have talented young players that should keep the teams competitive for years to come. In baseball, the Dodgers are once again one of the best teams in the MLB and regularly one of the yearly favorites to win the World Series. In the NHL, the Kings continue to be one of the better teams in the league while the Ducks built on their promising 2022 season with a good start to the 2023 season. **Angel City Football Club is the most recent addition to the professional sports landscape**, playing their debut season in the National Women's Soccer League in 2022.

### Professional Major League Sports Teams in the Los Angeles Basin

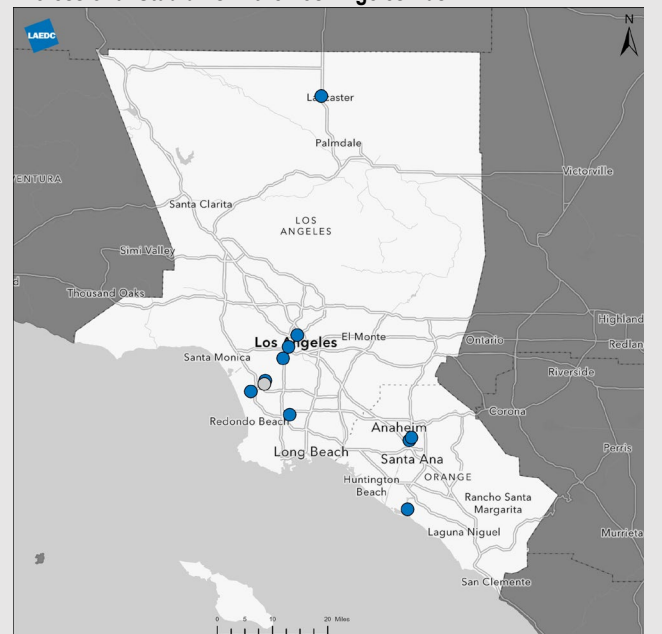
- Los Angeles Chargers
- Los Angeles Rams
- Los Angeles Angels
- Los Angeles Dodgers
- Los Angeles Clippers
- Los Angeles Lakers
- Los Angeles Sparks
- Anaheim Ducks
- Los Angeles Kings
- Los Angeles Football Club (LAFC)
- Los Angeles Galaxy
- Angel City Football Club

The sports industry in Los Angeles continues to make massive investments to build its infrastructure: construction on the Intuit Dome continues. On the former site of the Hollywood Park Racetrack in Inglewood, the new home of the LA Clippers is on track to open for the 2024-25 National Basketball Association season and is adjacent to the recently completed SoFi Stadium, and the Kia Forum. The map in **Exhibit 2-1** shows professional (both major and minor league) sports stadiums across the two-county region, with the grey symbol indicating the ongoing construction of the Intuit Dome.

In addition, these investments into stadiums give rise to complementary infrastructure projects, such as the Inglewood Transit Connector (ITC) that provides first and last mile public transportation to those stadiums. The ITC is a 1.6-mile fully elevated, automated guideway transit system that will connect the K Line of the Los Angeles Metro Rail system's Downtown Inglewood station to the city's major sports and entertainment venues, the Kia Forum, SoFi Stadium, Hollywood Park Casino and

**Exhibit 2-1:**

### Professional Stadiums in the Los Angeles Basin

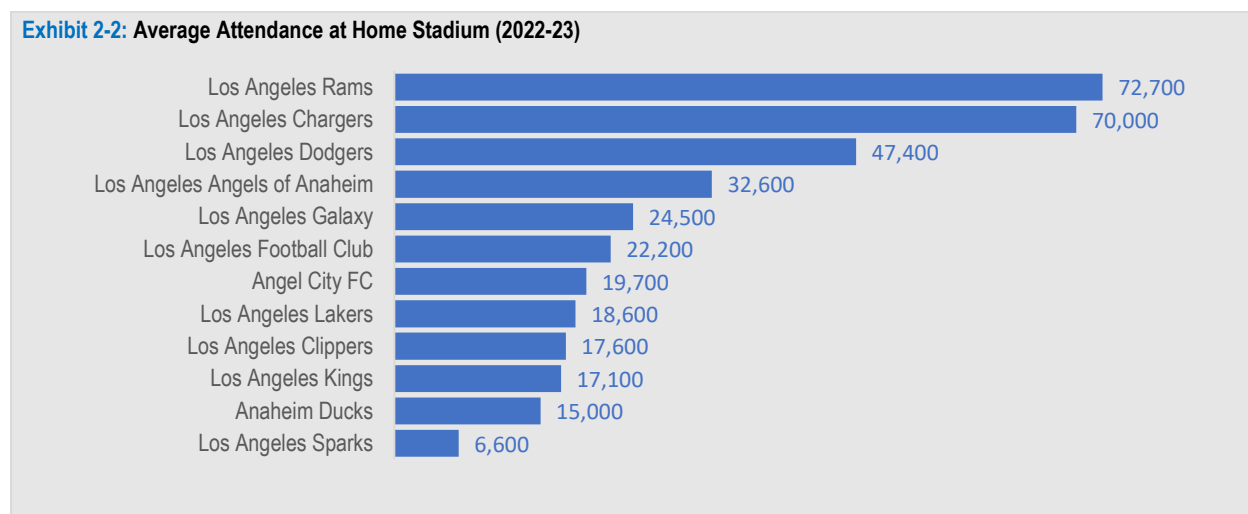


the Intuit Dome once it opens. The project is planned to begin operations in late 2027, just in time for the 2028 Summer Olympics.

These infrastructure projects provide an additional boon beyond the annual ongoing operations of the sports teams, spending large amounts in the local economy during construction and bringing additional events and revenues to their local areas. Additionally, the extensive sporting infrastructure in the region will enable Los Angeles to host the 2026 FIFA World Cup and 2028 Olympic Games without the construction of additional stadiums, events that will bring a tremendous amount of tourism and spending to the region.

## *Attendance*

**Between 2021 and 2022, attendance at professional sporting events increased by 4.3 percent across all Los Angeles Teams.** With the return of the Rams and Chargers to Los Angeles, football has now become one of the region's sports of choice reporting an average home stadium crowd of between 70,000 and 73,000. Soccer's growing popularity in the region has led to Los Angeles' three soccer teams commanding an average crowd of 19,000 to 24,500. Average home attendance figures for all major league professional sports teams are shown in **Exhibit 2-2**.



Stadium capacity plays a large role in attendance across various sports. SoFi Stadium's maximum capacity of 70,000 people on most Sundays and up to 100,240 people for large events leads football teams to have the largest average attendance. Baseball follows with the capacities of the Dodger and Angel of Anaheim stadiums of up to 56,000 and 45,050, respectively. Meanwhile, the Galaxy, LAFC, and Angel City FC soccer teams play in stadiums with 22,000 to 27,000 seats. Basketball teams also succeed in filling a large portion of their capacity, with hockey teams and the Los Angeles Sparks trailing a little further behind.

While thousands of nightly attendees provide an economic boon to the region through parking, food and beverage, and other expenditures, that spending is not included in the calculation of the economic contribution of sports to the greater Los Angeles region. Additionally, revenues from major events, such as the 2022 MLB All-Star Game at Dodger Stadium and Super Bowl LVI at SoFi Stadium, are not included in the inputs into the annual analysis but provided one-time inflows to the local economy when they occurred.



## Economic Impact

**Exhibit 2-3** shows the estimated economic impact of professional sports teams in the Los Angeles Basin based on reported revenues. For the most recent complete season, **the sports teams of Los Angeles and Orange counties reported just over \$3.0 billion in total revenues.** This \$3.0 billion in direct output translates into \$7.4 billion in total output for the region, with \$4.4 billion coming from indirect and induced effects. This means that an additional \$3.4 billion was spent in the supply chain of professional sports teams, or indirect effects, and another \$0.9 billion in household spending of employees of both the professional sports teams and employers in the supply chain, or induced effects.

Beyond output, the professional sports teams in the Los Angeles Basin created an estimated 69,210 jobs. Just over 65 percent, 45,160 employees, are directly employed by the teams and venues, while another 24,050 jobs are created via indirect and induced effects. These employees are paid an estimated \$5.7 billion in labor income, while a further \$302.9 billion is spent in state, county, and city taxes. These financial flows contribute to the local economies throughout the Los Angeles Basin, with impacts located from Lancaster to Newport Beach.

A full breakdown of the fiscal impacts of professional sports is shown in **Exhibit 2-4**. Looking at the type of tax, personal income taxes make up more than half (57 percent) of the fiscal impact, with social insurance taxes being the second largest category at just over 42 percent. The remaining 0.2 percent of the fiscal impact occurs through property taxes, sales and excise taxes, and other taxes and fees.

By type of government, the fiscal impact on the federal government is more than three times the size of state and local taxes. The federal government collected \$1.1 billion from Los Angeles Basin professional sports teams in the last complete season. Meanwhile, California received \$267.8 million, the counties received \$10.8 million, and municipalities received \$24.3 million in taxes.

Additionally, a deep dive into the employment impacts of the sports industry can be explored, with the data shown in **Exhibit 2-5**. The largest impacts are in the Arts, Entertainment, and Recreation industry, the

**Exhibit 2-3:**  
**Economic and Fiscal Impact of Professional Sports, 2023 Season**

<b>Total Economic Impact:</b>	
Output (\$ billions)	\$ 7.4
Employment (jobs)	69,210
<i>Direct</i>	45,160
<i>Indirect and induced</i>	24,050
Labor income (\$ billions)	\$ 5.7
<b>Total State and Local Taxes (\$ millions):</b>	<b>\$ 302.9</b>

Source: Estimates by LAEDC

**Exhibit 2-4:**  
**Detailed Fiscal Impact of Professional Teams**  
*(Includes federal taxes) (\$2023)*

<b>By Type of Tax (\$ millions)</b>	
Personal income	\$ 820.3
Social insurance	608.7
Sales and excise	14.2
Property	26.0
Corporate income	(47.8)
Other fees and taxes	10.4
<b>Total</b>	<b>\$ 1,432.0</b>
<b>By Type of Government (\$ millions)</b>	
Federal	\$ 1,129.1
State	267.8
County	10.8
Cities	24.3
<b>Total</b>	<b>\$ 1,432.0</b>

Source: Estimates by LAEDC





sector that contains Sports Teams and Clubs; the industry enjoys about half of the output impact of professional sports revenues, and more than 70% of the employment and labor income impacts.

**Exhibit 2-5: Economic Impact of Professional Teams by Industry**  
(\$2023)

	Employment (jobs)	Labor Income (\$ millions)	Output (\$ millions)
Natural Resources	10	\$ 0.6	\$ 2.3
Construction	110	8.3	29.0
Manufacturing	250	20.7	137.8
Wholesale Trade	470	53.0	203.4
Retail Trade	2,270	119.8	307.4
Transportation, Warehousing and Utilities	1,250	62.6	152.8
Information	520	86.0	339.8
Finance and Insurance	1,490	155.9	504.2
Real Estate and Rental and Leasing	920	64.0	666.7
Professional, Scientific, and Technical Services	1,250	140.6	291.5
Management of Companies	460	64.4	120.1
Administrative and Support and Waste Mgmt and Remediation Services	1,400	81.3	161.8
Educational Services	720	41.5	59.6
Health Care and Social Assistance	3,730	265.5	453.0
Arts, Entertainment, and Recreation	49,890	4,315.5	3,468.2
Accommodation and Food Services	2,330	94.6	236.8
Other Services	2,030	108.7	182.5
Government	200	28.3	59.9
<b>Total All Industries*</b>	<b>69,210</b>	<b>\$ 5,705.4</b>	<b>\$ 7,375.8</b>

\*May not sum due to rounding  
Source: Estimates by LAEDC

Furthermore, indirect and induced impacts create economic benefits for other industries. Health Care and Social Assistance, Accommodation and Food Services, Retail Trade, and Other Services each see more than 2,000 jobs due to the impact of professional sports, with an additional \$588 million in labor income and \$1.2 billion in output across those four industries. Additionally, the Real Estate and Rental and Leasing sector has an additional \$666.7 million in output due to the revenues of professional sports teams, the second largest output by sector. Additionally, the average labor income per job created by the professional sports industry is above \$82,000 annually, a living wage in both Los Angeles and Orange counties.

### Temporal Comparison

From 2018 through 2023, the economic impact of the professional sports industry in Los Angeles and Orange counties has been growing, providing more in output, employment, labor income, and taxes to the local economy, as shown in Exhibit 2-6. Direct revenues in professional sports

**Exhibit 2-6: Economic and Fiscal Impact of Professional Sports**  
2018, 2022 and 2023 (nominal)

	2023	2022	2018
<b>Total Economic Impact:</b>			
Output (\$ billions)	\$ 7.4	\$ 6.0	\$ 5.3
Employment (jobs)	69,210	30,860	24,400
Direct	45,160	14,350	12,900
Indirect and induced	24,050	16,510	11,500
Labor income (\$ billions)	\$ 5.7	\$ 3.5	\$ 3.1
<b>Total State and Local Taxes (\$ millions):</b>	<b>\$ 302.9</b>	<b>\$ 311.3</b>	<b>\$ 294.2</b>

Source: Estimates by LAEDC

increased by \$377.0 million between 2022 and 2023, leading to significantly increased impacts. The continued increase in economic and fiscal impact over time indicates that the sports industry in the region has been on a path of growth and, with the planned opening of the Intuit Dome in the 2024-2025 season, will continue to experience significant growth in the near future.

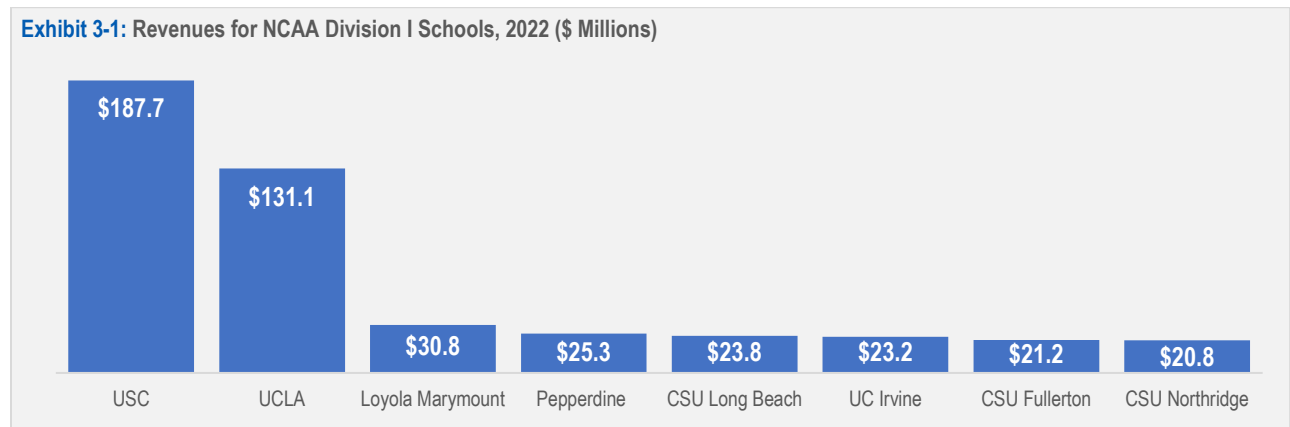
### 3. Collegiate Sports

The regional and national interest in collegiate sports in the U.S. is unique, with a popularity not experienced elsewhere across the globe. The two national powerhouses in the Los Angeles region are University of Southern California (USC) and University of California, Los Angeles (UCLA), but there are additional programs that compete at the highest level (Division I), including private universities like Loyola Marymount University (LMU) and Pepperdine, the University of California, Irvine (UCI), and select schools from the California State University (CSU) system.

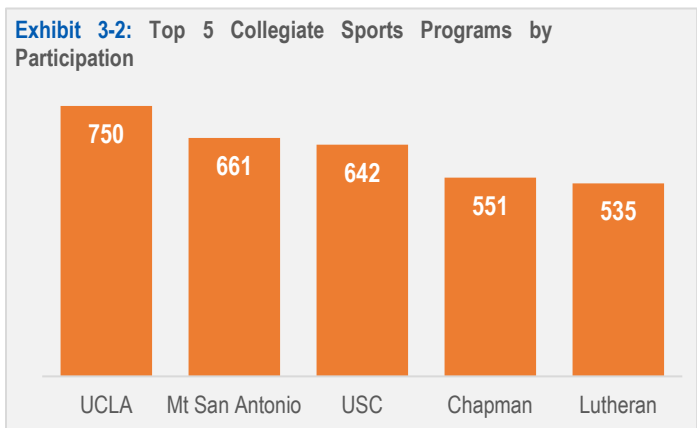
**NCAA Division I Schools in the Los Angeles Basin**

- University of Southern California (USC)
- University of California, Los Angeles (UCLA)
- Loyola Marymount University (LMU)
- Pepperdine University
- University of California, Irvine (UCI)
- California State University, Long Beach (CSULB)
- California State University, Northridge (CSUN)
- California State University, Fullerton (CSUF)

**Exhibit 3-1** shows the revenues from each of the top tiered Division I schools in 2021-22.<sup>1</sup> The exhibit shows the extent to which USC and UCLA are larger than other collegiate sports programs in the region, with more than quadruple the revenue of LMU, the next largest collegiate sports program. One school outside of the NCAA Division I, Azusa Pacific University, had more than \$10 million in revenue; the unlisted schools average \$3.4 million in revenue (that average is up by \$0.2 million over last year).



**Exhibit 3-2** shows collegiate sports extends far beyond the NCAA Division I schools, as athletes from more than 50 colleges and universities compete in the Los Angeles Basin. Though UCLA and USC are still two of the three largest by participation, each with more than 600 student athletes, the other three schools in the top five play under other sanctioning bodies: second place Mount San Antonio is a community college that competes in the California



<sup>1</sup> Revenue data was taken from the Equity in Athletics Data Analysis (EADA) portal, managed by the U.S. Department of Education’s Office of Postsecondary Education. The most recent year of available data via EADA is the season that includes fall of 2021 through spring of 2022.

Community College Athletic Association (CCCCA), while fourth place Chapman University and fifth place Cal Lutheran play in the NCAA Division III. Those bodies, along with the NCAA Division II and National Association of Intercollegiate Athletics (NAIA) Divisions I and II, represent the **54 collegiate athletics programs and 17,470 total student athletes in the Los Angeles Basin that competed in the 2021-22 season**, a significant increase over the prior year. Programs that were previously put on pause due to the pandemic resumed during this fiscal, leading to a full rebound of activity.

**Exhibit 3-3:  
Economic and Fiscal Impact of Collegiate Sports, 2021-22 Season  
(\$2023)**

<b>Total Economic Impact:</b>	
Output (\$ millions)	\$ 1,513.1
Employment (jobs)	14,220
<i>Direct</i>	9,280
<i>Indirect and induced</i>	4,940
Labor income (\$ millions)	\$ 1,172.0
<b>Total State and Local Taxes (\$ millions):</b>	<b>\$ 62.21</b>

Source: Estimates by LAEDC

***Economic Impact***

**Exhibit 3-3** shows the economic and fiscal impact of these programs and athletes in the local region. In the 2021-22 season, collegiate sports contributed \$1.5 billion to the local economy. In terms of employment, it created 14,220 jobs, 9,280 jobs of which were through direct employment in the industry and paid out \$1.2 billion in labor income. State and local taxes lead to over \$62 million in revenue for California and local governments, and significantly more if you include federal taxes.

Greater detail on the fiscal impact is shown in **Exhibit 3-4**, showing the amount paid in taxes by type of tax and government. By type of tax, most taxes go towards personal income taxes and social insurance, with 57.3 percent and 42.5 percent respectively, followed by property taxes (1.8 percent), sales and excise taxes (1.0 percent), and other taxes and fees (0.7 percent). By type of government, the federal government sees the highest tax inflows, with \$231.9 million. The state receives the next largest amount with \$55.0 million, followed by municipalities (\$5.0 million) and counties (\$2.2 million). In total, local collegiate sports had a fiscal impact of \$294.2 million on the federal, state, and local governments in the season.

**Exhibit 3-4:  
Detailed Fiscal Impact of Collegiate Sports  
(Includes federal taxes) (\$2023)**

<b>By Type of Tax (\$ millions)</b>	
Personal income	168.5
Social insurance	125.0
Sales and excise	2.9
Property	5.3
Corporate income	(9.8)
Other fees and taxes	2.1
<b>Total*</b>	<b>\$294.2</b>
<b>By Type of Government (\$ millions)</b>	
Federal	\$ 231.9
State	55.0
County	2.2
Cities	5.0
<b>Total*</b>	<b>\$294.2</b>

\*May not sum due to rounding  
Source: Estimates by LAEDC

**Exhibit 3-5** further breaks down the employment, labor income, and output impacts of the collegiate sports industry by industry. Similar to professional sports, the Arts, Entertainment, and Recreation industry experiences the bulk of the employment gains, capturing almost three-quarters (72 percent) of the 14,220 jobs. The industry also benefits from the majority of the labor income and slightly less than half of the resulting output. By output, Real Estate and Rental and Leasing sees the second most economic activity (\$136.9 million) followed by Finance and Insurance (\$103.6 million) and Health Care and Social Assistance (\$93.0 million).

**Exhibit 3-5:****Economic Impact of Collegiate Sports by Industry**  
(\$2023)

	Employment (jobs)	Labor Income (\$ millions)	Output (\$ millions)
Natural Resources	0	\$ 0.1	\$ 0.5
Construction	20	1.7	6.0
Manufacturing	50	4.3	28.3
Wholesale Trade	100	10.9	41.8
Retail Trade	470	24.6	63.1
Transportation, Warehousing and Utilities	250	12.9	31.4
Information	110	17.7	69.8
Finance and Insurance	310	32.0	103.6
Real Estate and Rental and Leasing	190	13.2	136.9
Professional, Scientific, and Technical Services	260	28.9	59.9
Management of Companies	90	13.2	24.7
Administrative and Support and Waste Mgmt and Remediation Services	290	16.7	33.2
Educational Services	150	8.5	12.2
Health Care and Social Assistance	770	54.5	93.0
Arts, Entertainment, and Recreation	10,250	886.5	712.4
Accommodation and Food Services	480	19.4	48.7
Other Services	420	22.3	37.5
Government	40	5.8	12.3
<b>Total All Industries*</b>	<b>14,220</b>	<b>\$ 1,172.0</b>	<b>\$ 1,513.1</b>

\*May not sum due to rounding  
Source: Estimates by LAEDC

## Temporal Comparison

Direct revenues in collegiate sports increased by \$340.8 million in 2021-22, compared to 2020-21, leading to significantly increased impacts. Last year's smaller economic impact during the 2020-21 season was due to the prolonged impact of the pandemic. While the industry had diminished slightly when comparing that season to the uninterrupted 2017-18 season, we

see that it has fully recovered, exceeding both output and employment in the 2021-22 season (**Exhibit 3-6**). Current data reveals that in 2022, the output level is up by 28 percent over 2017-18. While direct employment is still below 2017-18 levels by 160 jobs, total jobs grew by 12.6 percent. When compared to 2018, indirect and induced jobs increased. The combination of increased earnings combined with more indirect and induced jobs led to overall labor income that has more than doubled. Between the three years, the fiscal impact dipped down in 2021 by about \$7 million as a result of the pandemic but has rebounded significantly in 2022 as programs resumed and people flocked back to collegiate sporting events.

Looking ahead, we anticipate the collegiate sports industry continuing its recent growth trend here in the Los Angeles Basin over the next few years. Influencing factors that will contribute positively to the economic activity associated with the industry include the relatively recent ability of NCAA athletes to sell their name, image, and likeness (NIL) in sponsorship deals, resulting in an influx of cash from previously disallowed sources. Additionally, USC and UCLA's move from the Pac-12 Conference to the Midwest's Big 10 Conference in August 2024 is expected to increase revenues from athletics, which will also lead to an increase in economic activity.

**Exhibit 3-6:****Economic and Fiscal Impact of Collegiate Sports**

2018, 2021 and 2022 (nominal)

Total Economic Impact:	2022	2021	2018
Output (\$ millions)	\$ 1,513.1	\$ 963.7	\$ 1,180.0
Employment (jobs)	14,220	8,830	12,630
<i>Direct</i>	9,280	6,500	9,440
<i>Indirect and induced</i>	4,940	2,330	3,190
Labor income (\$ millions)	\$ 1,172.0	\$ 509.7	\$ 474.2
<b>Total State and Local Taxes (\$ millions):</b>	<b>\$ 62.2</b>	<b>\$ 52.3</b>	<b>\$ 59.7</b>

Source: Estimates by LAEDC



## Appendix

### About Los Angeles County Economic Development Corporation (LAEDC)

LAEDC drives action in support of a reimagined Los Angeles regional economy that is growing, equitable, sustainable and resilient, and provides a healthy and high standard of living for all. A public-benefit nonprofit celebrating its 42<sup>nd</sup> year of working collaboratively to improve the lives of people through economic inclusion, LAEDC is a trusted leader working on behalf of the Los Angeles County region.

### Approach and Methodology

The approach and methodology of economic impact analysis typically begins with a look at the revenues from firms within that industry. Our approach used the publicly available data on professional sports and EADA data for collegiate sports. Where relevant for comparison, numbers have been updated to reflect their value in 2023. Employment estimates are reported on an annual basis, i.e., the number of full and part-time jobs supported in one year.

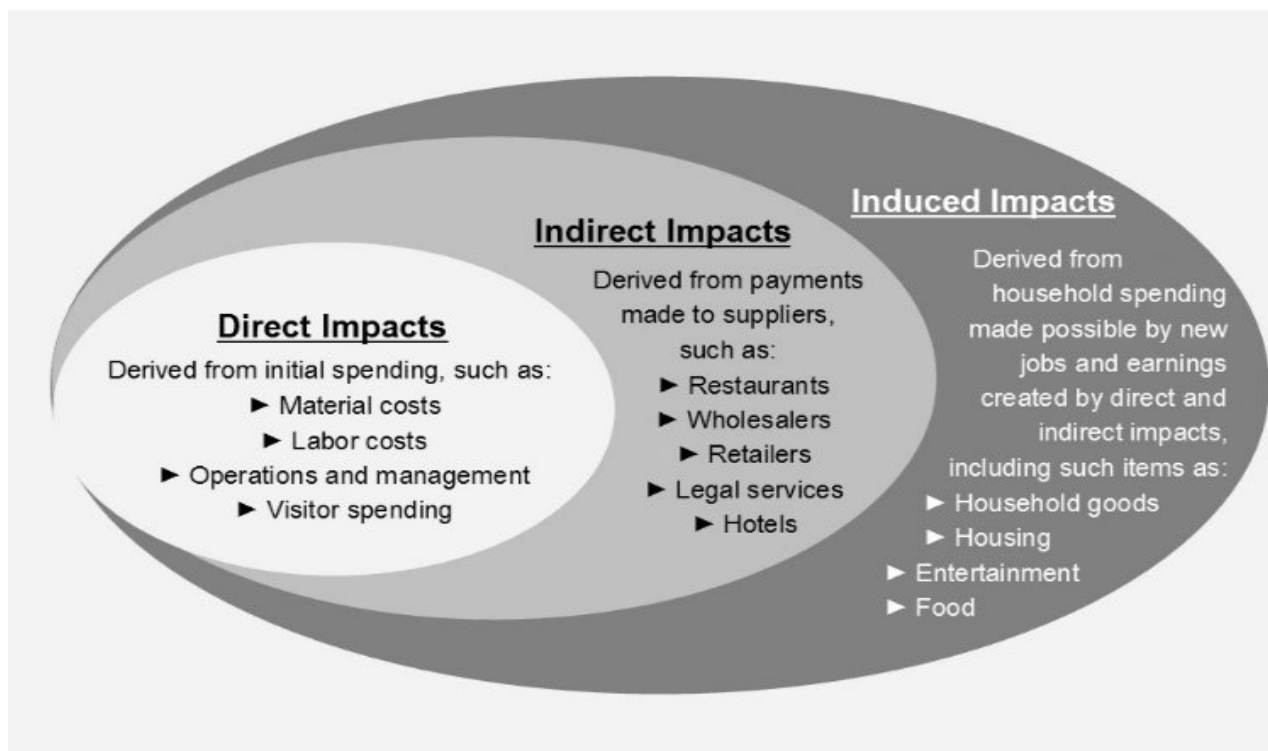
The magnitude of the multiplying effect differs from one region to another depending on the extent to which the local region can fill the demand for all rounds of supplying needs. For example, the automobile manufacturing industry has high multipliers in Detroit and Indiana since these regions have deep 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 say, Arkansas, than 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.

Once the initial direct activity was determined, we estimated the indirect and induced impacts using models developed with data and software from IMPLAN. The 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. For purposes of this study, the region of our interest is the Los Angeles Basin comprised of Los Angeles County and Orange County.

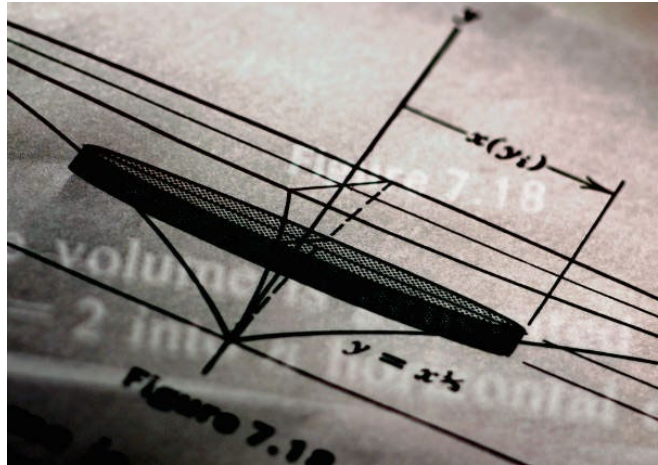
The metrics used to determine the value of the economic impact include employment, labor income and the value of output. Employment numbers include full-time, part-time, permanent, and seasonal employees, and the self-employed, and are measured on a job-count basis regardless of the number of hours worked. Labor income is a measure of all income received by both payroll employees and the self-employed, including wages and benefits such as health insurance and pension plan contributions. Output is the value of the goods and services produced. For most industries, this is simply the revenue generated through sales; for others, in particular retail industries, output is the value of the services supplied.

Direct employment are the workers hired by sports teams throughout the two counties. Direct output is the value of the services provided by each business firm or entity. Indirect effects are those that stem from the employment and output motivated by the purchases made by each team or program. For example, indirect jobs are sustained by the suppliers of the office supplies and insurance coverage purchased by participating institutions. Induced effects are those generated by the household spending of employees whose wages are sustained by both direct and indirect spending.



## Description of Industry Sectors

The industry sectors used in this report are established by the North American Industry Classification System (NAICS). NAICS divides the economy into twenty 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 (2012).



### ***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, transmitting, 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. This industry contains all aspects of motion picture recording and distribution as well as the sound and telecommunications industry.

***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. Educational services are usually delivered by teachers or instructors that explain, tell, demonstrate, supervise, and direct learning. 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 exhibits 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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