

# Impact of LSU Athletics

April 10, 2014

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# The Sports Side

- **1990-2012**
  - **33 National Championships**
    - 20 women's track & field
    - 4 men's track & field
    - 6 baseball
    - 2 football
- **National Association Collegiate Directors Athletics**
  - **Ranks LSU 13<sup>th</sup> among 277 Division I colleges**
  - **In top 10 six times since FY94**

# The Economic Side

- **In 2012, almost 1.5 mm people attended LSU athletic events**

# Typical Concession Sales: Football Game

- 48,800 soft drinks
- 23,500 liters of water
- 14,400 hot dogs
- 4,700 sausage po' boys
- 5,400 hamburgers
- 10,900 nachos
- 6,800 bags peanuts
- 7,500 bags popcorn
- 3,300 candy bars

# The Economic Side

- **In 2012, almost 1.5 mm people attended LSU athletic events**
- **Civic groups took in \$815,000 to support their organizations**
- **Typical night in Tiger Stadium:**
  - **More people in attendance than the populations of 49 of our 64 parishes**
  - **About the same as population of Lafourche Parish**
  - **2,765 people work game day in football season**

# The Revenue Side: FY 12

# Fan Spending: Out-of-Staters

- **Typical football game in 2013 season:**
  - **Average fan from out-of-state**
    - **Spent \$237 in LA**
    - **Of that \$169 was spent in Baton Rouge Metro**
  - **Over typical 7-game home season:**
    - **Spent \$31.2 million in LA**
    - **Of that \$22.3 million was spent in Baton Rouge Metro**

# **Fan Spending: Louisianans From Outside BTR**

- **Typical football game in 2013 season:**
  - **Average fan from outside of Baton Rouge Metro**
    - **Spent \$161 in LA**
    - **Of that \$122 was spent in Baton Rouge Metro**
  - **Over typical 7-game home season:**
    - **Spent \$62.8 million in LA**
    - **Of that \$47.7 million was spent in Baton Rouge Metro**



# Measuring the Total Impacts: The “Two Scotches” Issue

- **Diverted spending issue**
  - **State impacts: Conservative Approach**
    - Included only out-of-state fan spending & ticket purchases, LAD revenues coming from out-of-state
    - Spending by in-state fans would have been spent on something else
  - **Baton Rouge Metro: Liberal Approach**
    - Assumed spending by in-state fans would have been spent outside the 4-parish BTR Metro

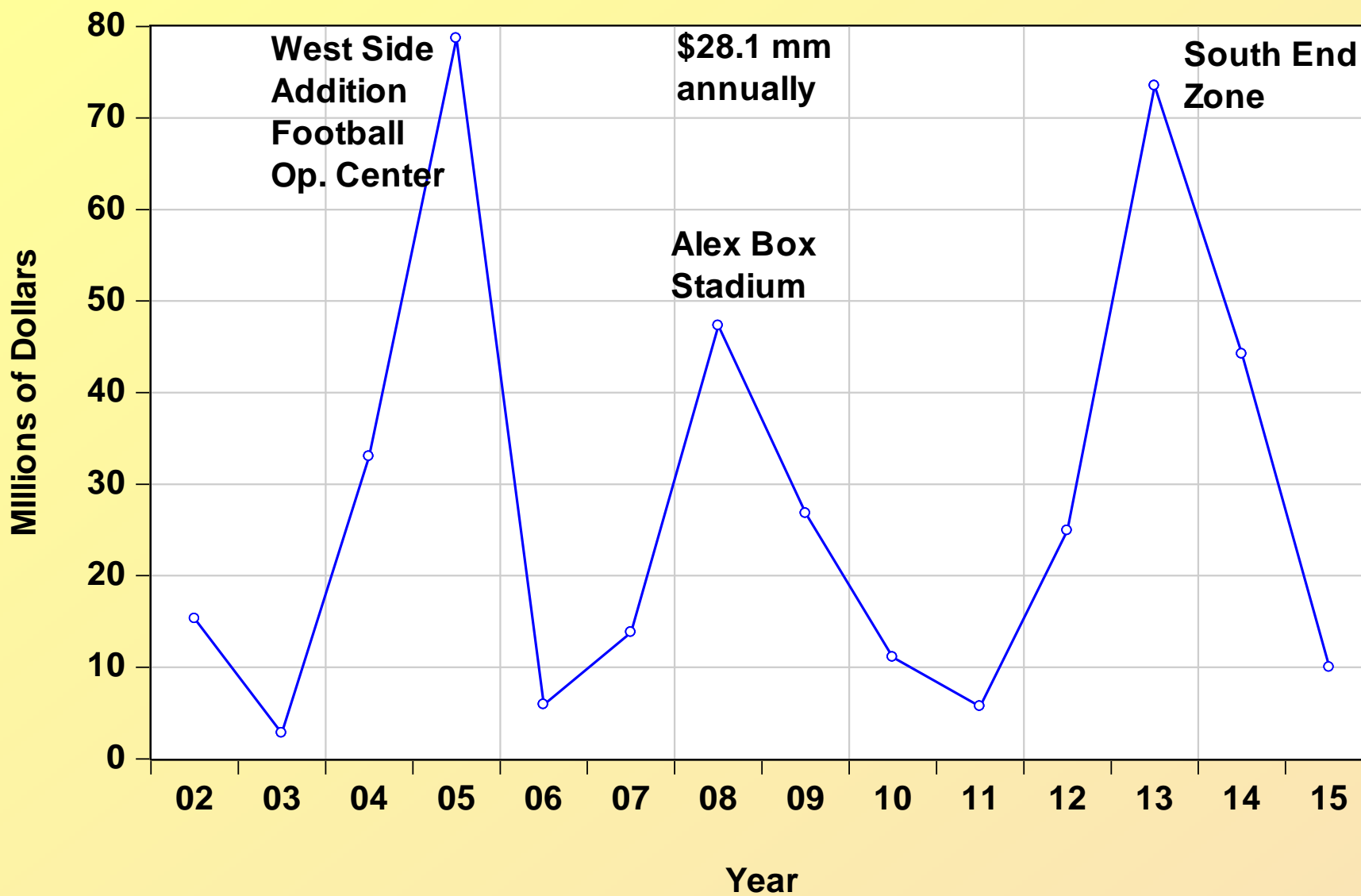
# Impact on the State: 2012

- **Business Sales:** **\$331.6 mm**
- **Household earnings:** **114.7 mm**
  - Equal to total earnings of all residents of St. Helena Parish
- **Jobs:** **3,710 jobs**
  - Same as total employment in Catahoula Parish
- **State revenues:** **\$8 mm**

# **Impact on the Baton Rouge Metro: 2012**

- **Business Sales:** **\$397.5 mm**
- **Household earnings:** **119.7 mm**
  - **Greater than total earnings of employees of all food & beverage stores in EBR Parish**
- **Jobs:** **3,948 jobs**
  - **Same as total employment in St. Helena Parish**
- **Local government sales taxes:** **\$2.8 mm**

# LSU Athletic Department Construction Spending



# Construction Impacts: State

- Over 14-year period
- Business Sales: \$851.0 mm
- Household earnings: 289.5 mm
- Average jobs per year: 487 jobs
- State revenues: \$20.3 mm

# **Construction Impacts: Baton Rouge Metro**

- **Over 14-year period**
- **Business Sales: \$783.3 mm**
- **Household earnings: 250.3 mm**
- **Average jobs per year: 422 jobs**
- **Local government sales taxes: \$5.8 mm**

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