



Final Report

The State and Local Economic Impact of the 2021 National High School Finals Rodeo

Prepared for
Lancaster Event Center Fairgrounds
&
National High School Rodeo Association

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2021 NHSFR Aerial Photo, Lincoln, Nebraska

Executive Summary

The National High School Finals Rodeo (NHSFR) is a new major visitor event for Nebraska which was held in 2021 at the Lancaster Event Center Fairgrounds in Lincoln, Nebraska. The NHSFR also will be held in Lincoln two more times later in the decade. Like the College World Series and the Omaha Zoo, the NHSFR is an event that attracts a large share of participants and visitors from outside of the State of Nebraska, leading to a significant impact on the state and local economy. Visitors traveling long distances often stay for an extended period, accumulating hundreds or even thousands of dollars of spending while in the state.

This report evaluates the economic impact in both Lancaster County and the State of Nebraska from three sources: 1) spending by participants, audiences and vendors at the event, 2) operations spending by Lancaster Event Center Fairgrounds to host the event and 3) capital expenditures at Lancaster Event Center Fairgrounds in preparation for the event. Participant and audience spending is central to economic impact given that there were an estimated 19,233 visitors to the 2021 National High School Finals Rodeo. These visitors, who often stayed in the Lincoln area for an extended period, generated 97,347 visitor-days.



The 2021 National High School Finals Rodeo drew **19,233 visitors** and **97,347 visitor-days**.

The report utilizes operations, capital expenditures, and attendance data provided by Lancaster Event Center Fairgrounds and results from seven surveys conducted by the Bureau of Business Research. Impact estimates reflect direct spending as well as the economic multiplier which occurs as money attracted to Lincoln circulates further within the local and state economy. The direct and multiplier impact are summed to yield the total economic impact.

Table ES.1 provides the total economic impact for operations, capital expenditure and spending by participants, audiences and vendors. The impact is presented in terms of the overall economy and the labor market. The output impact is the broadest measure of economic impact, but the labor market impacts is often of interest to the public. The labor market impact is measured in terms of both labor income (wages, salaries, benefits and proprietor income) earned during and in preparation for the rodeo and full-year equivalent employment.

Note that impact estimates in Table ES.1 for Lancaster County and the State of Nebraska reflect significant overlap; in other words, much of the statewide impact occurs in Lancaster County. The two impacts should not be added together. Impacts also represent significant levels of tourism activity in the state. Among travel parties that included rodeo participants, 99.4 percent of wristband purchasers were from out of Lancaster County and 95.1 percent were from out of state. Among wristband purchasers who did not have a rodeo participant in their travel party, 89.5 percent were from outside of Lancaster

County and 81.6 percent were from out of state. Overall, there was an estimated \$2.81 million in spending on lodging in Lancaster County.

The statewide economic impact of the National High School Finals Rodeo was **\$17.95 million** including **\$6.04 million** in labor income spread over **174 full-year equivalent jobs**.



The overall impact of the 2021 National High School Finals Rodeo on the Lancaster County economy was \$16.90 million. That \$16.90 million impact included a labor income impact of \$5.68 million spread over an estimated 168 full-year equivalent jobs. The statewide economic impact was somewhat larger as some participant, audience and vendor expenditures occurred elsewhere in the state. Economic multipliers also are larger at the statewide level than the local level. The statewide economic impact of the National High School Finals Rodeo was \$17.95 million. The statewide impact included \$6.04 million in labor income spread over 174 full-year equivalent jobs.

\$ The event generated **\$1.49 million** in state and local tax revenue.

There was also a state and local tax revenue impact associated with this economic impact. The local tax revenue impact was estimated to be \$622,711 in sales, lodging, occupation and property taxes. The state tax revenue impact was estimated to be \$867,916 in sales, lodging and income taxes. The total tax revenue impact for both state and local government is \$1,490,627.

Table ES.1: Summary of the Economic Impact of the National High School Finals Rodeo

Region and Source	Output Impact	Labor Income Impact	Employment Impact
Lancaster County			
Operations	\$2,516,849	\$727,266	31
“Annualized” Capital Expenditure	\$4,257,333	\$1,682,000	29
Participants, Audience and Vendors	\$10,130,014	\$3,266,729	108
Overall	\$16,904,196	\$5,675,995	168
State of Nebraska			
Operations	\$2,606,417	\$747,384	31
“Annualized” Capital Expenditure	\$4,455,000	\$1,743,333	30
Participants, Audience and Vendors	\$10,889,848	\$3,546,456	113
Overall	\$17,951,265	\$6,037,173	174

Source: Bureau of Business Research calculations

1. Introduction

The Nebraska High School Finals Rodeo (NHSFR) is a new major event to be held three times this decade at the Lancaster Event Center Fairgrounds in Lincoln, Nebraska. The event was in Lincoln for the first time in July 2021. The NHSFR is unusual for Nebraska recreation and cultural events in the sense that it attracts such a large share of visitors from outside of the State of Nebraska, much like the major Nebraska attractions the College World Series and the Omaha Zoo. Such events with a national scope have a larger impact on the state and local economy as visitors traveling so far often stay for an extended period, accumulating hundreds or even thousands of dollars of spending while in the area.

This report provides an estimate of the economic impact of the **National High School Finals Rodeo** held in Lincoln during July 2021.



This report from the UNL Bureau of Business Research provides an estimate of the economic impact of the National High School Finals Rodeo held in Lincoln during July 2021. The report documents the impact on the Lancaster County economy and the Nebraska economy. The report considers the economic impact from three sources: 1) spending by participants, audiences and vendors at the event, 2) operations spending by Lancaster Event Center Fairgrounds to host the event and 3) capital expenditures at Lancaster Event Center Fairgrounds in preparation for the event.

Information on operations spending and capital expenditures are provided by the Lancaster Event Center Fairgrounds. The Lancaster Event Center Fairgrounds also provides information on the number of participants, ticket sales, vendors and rodeo officials attending the event. The Bureau of Business Research surveyed each of these groups to assess spending levels in Lancaster County and elsewhere in Nebraska, yielding an estimate of total spending for lodging, restaurants, shopping and other categories of spending. The Bureau also assessed the resulting multiplier impact as rodeo-related spending re-circulates within the Lincoln and Nebraska economy.

Section 2 below provides more detail on data sources for operations and capital expenditure and the Bureau surveys and their response rates. Section 3 provides survey results, estimates of visitor days and estimates of the economic and tax revenue impact for both Lancaster County and the State of Nebraska. State and local impacts are summarized in Section 4. Survey instruments are provided in Appendix 1. Appendix 2 contains information on how the Bureau of Business Research estimated the number of individuals and shopping parties that came to the NHSFR to visit the Vendor Expo but did not purchase tickets or wristbands for the rodeo.

2. Data Sources, Surveys and Response Rates

This economic impact study relied on detailed information provided by Lancaster Event Center Fairgrounds and a series of surveys conducted by the UNL Bureau of Business Research. Information was gathered for operations spending by Lancaster Event Center Fairgrounds to host the event and capital expenditures to prepare for the National High School Finals Rodeo. Surveys were used to gather information on spending by individuals and parties participating in or attending the Rodeo. More information is provided on each of these data sources below. The amount of operations spending is discussed first. Capital expenditures are described second. Surveys to gather information on participant, audience and vendor spending are described last.



Revenue and expenditures related to hosting the 2021 National High School Finals Rodeo were approximately **\$1.4 million.**

a. Operations Spending

The Lancaster Event Center Fairgrounds' operating budget for the 2021 National High School Finals Rodeo was provided by the Lancaster Event Center Fairgrounds. Revenue included facilities rental, sponsor revenue, food sales, percentage of vendor food sales, camping revenue and other components. Expenditures include labor and other operating costs. Revenue and expenditures related to hosting the 2021 NHSFR were approximately \$1.4 million.

b. Capital Expenditure

The Lancaster Event Center Fairgrounds has invested \$6.43 million in its facilities through June 2021 in preparation to host the National High School Finals Rodeo. Another \$0.75 million has been invested in stalls and panels in recent years. The total investment in recent years was therefore \$7.17 million. These investments to grandstands, other buildings, campgrounds and infrastructure also will allow the event center to host other major events.

The research team examined detailed records of these capital expenditures and grouped the spending into three groups: 1) construction, 2) management, engineering and other professional services and 3) wholesale trade. The categories listed in Table 1 below. The distinction between construction, professional services and wholesale trade is critical. Professional services typically have larger economic multipliers given higher wages. The local and state impact from wholesale trade flows from the wholesaler's mark-up for services on manufactured goods.

Table 1: Capital Expenditures to Prepare for the National High School Finals Rodeo by Industry

Industry	Amount
Construction	\$5.77 million
Management, Engineering and Other Professional Services	\$0.72 million
Wholesale Trade	\$0.67 million
Total	\$7.17 million

Source: Lancaster Event Center Fairgrounds

c. Surveys of Participants, Audiences and Vendors

Spending by rodeo participant parties, other long-term visitors purchasing a wristband, single-ticket purchasers, vendors, Expo Shoppers and National High School Rodeo Association (NHSRA) officials impacted the Lincoln and Nebraska economy. Spending occurred at the Lancaster Event Center Fairgrounds but also off-site at restaurants, stores, hotels and other businesses patronized by tourists. The Lancaster Event Center Fairgrounds was able to provide counts of rodeo participants, other wristband buyers, tickets purchased, vendors and visiting NHSRA officials. The Bureau of Business Research also developed estimates of the number of visitors who only shopped at the Vendor Expo but did not attend the Rodeo (Expo-Only visitors). However, per party or per ticket spending patterns also were needed to estimate the total spending by participants, audiences and vendors. The Bureau of Business Research developed and carried out multiple surveys to gather relevant spending information. Survey forms are listed in Appendix 1

Participants

Email addresses for travel parties which included a rodeo participant were gathered as participants checked in at the rodeo. A total of 269 email addresses were gathered and a link to an on-line survey was sent to each email along with an invitation to complete the survey. The survey gathered detailed information about the size of the party, the number of days spent in Lincoln, spending at Lancaster Event Center Fairgrounds and spending off-site. Survey results were used to estimate average spending by rodeo participants and their immediate travel party. Seventy surveys were completed for a response rate of 26 percent, as is documented in Table 2.

Wristband Purchasers

Customer emails were captured when individuals purchased wristbands on-line. Wristbands could be used to visit an unlimited number of 13 rodeo competition sessions. Lancaster Event Center Fairgrounds provided a list of 949 email addresses for individuals who purchased a wristband on-line. Wristband purchasers were sent an email with a link to a survey inquiring about the size of travel party, days spent in Lincoln, whether a rodeo participant was part of their immediate travel party and detailed purchases at Lancaster Event Center Fairgrounds and off-site. A total of 370 surveys were completed by on-line wristband purchasers for a response rate of 39 percent, as seen in Table 2. A follow-up survey also was used to ask wristband purchasers how many wristbands and individual tickets were purchased per party. A total of 120 of the original 370 survey respondents completed the follow-up survey.

On-line Individual Ticket Purchases

Lancaster Event Center Fairgrounds provided a list of 1,525 email addresses for individuals who purchased an individual rodeo ticket on-line. Individual ticket purchasers were sent an email with a link to a survey inquiring about the size of their immediate travel party, number of tickets purchased and detailed spending at Lancaster Event Center Fairgrounds or off-site. Responses from single-ticket purchasers were one data source for estimating per ticket spending. A total of 407 surveys were completed for a response rate of 27 percent, as seen in Table 2.

In-Person Ticket Purchasers

Email addresses also were gathered from individuals who purchased tickets in person at Lancaster Event Center Fairgrounds. Emails were gathered every other day during the rodeo and a total of 65 email addresses were obtained. In-person ticket purchasers were emailed a link to a survey and invited to participate in completing the survey. Detailed information about travel parties and their spending provided an additional source for estimating per ticket spending patterns of individual ticket purchasers. A total of 30 surveys were returned for a 46 percent response rate, as seen in Table 2.

Table 2: Population, Returned Surveys and Response Rates by Survey Type

Survey Type	Population	Returned Surveys	Response Rate
Participants	269	74	26%
Online Tickets	1,525	407	27%
Online Wristbands	949	370	39%
In-Person Single-Ticket Purchasers	65	30	46%
Vendors	114	22	19%
NHSFR Personnel	33	16	47%
Expo-Only Visitors	34	15	44%

Source: Lancaster Event Center Fairgrounds and Bureau of Business Research Surveys

Vendors and Sponsors

Data provided by Lancaster Event Center Fairgrounds indicates that there were 114 vendors present and another 14 sponsors without vendor booths at the National High School Finals Rodeo. A survey was taken of all vendors to inquire about the number of staff sent to the Rodeo, days spent in Lincoln and spending on supplies, lodging for event staff, meals and other spending. Twenty-two vendors completed the survey, for a 19 percent response rate, as seen in Table 2.

National High School Rodeo Association Personnel

Lancaster Event Center Fairgrounds provided contacts and email addresses for 34 NHSRA personnel who traveled to Lincoln to serve as judges, officials and dignitaries at the National High School Finals Rodeo. An email was sent to each address with a survey link and an invitation to complete a survey regarding time spent in Lincoln, size of travel party, and spending at the Lancaster Event Center Fairgrounds and off-site. Survey results were used to estimate the spending by personnel while in Nebraska. Sixteen surveys were returned for a response rate of 47 percent, as seen in Table 2.

Expo-Only Shoppers

Data is available on the number of the ticket purchased or wristbands sold to the National High School Finals Rodeo but there is no data available on the number of individuals who only visited the Expo and

its vendors, without attending the rodeo. An intercept design was taken to estimate the number of Expo-only visitors and to gather their emails to send a survey about their spending. Counts of visitors and email addresses were gathered at select times at doors leading to the vendor location. Counts of Expo-only visitors during survey periods were used to estimate the total number of Expo-only visitors during the eight-day Finals Rodeo (see Appendix 2). There were an estimated 1,701 Expo-only visitors over the eight-day period who came in 697 parties. Email addresses were gathered for 34 of those Expo-Only visitors. Emails were sent with a link to a survey and an invitation to complete the survey on spending at the Vendor Expo. Fifteen surveys were completed for a response rate of 44 percent, as seen in Table 2.

There were an estimated **1,701**
Expo-only visitors over the period
who came in 697 parties.



3. Survey Results and Economic Impacts

In this section, results are presented for the economic impact from operations, capital expenditure and participants and visitors. Economic Impact results are presented both for Lancaster County and the State of Nebraska overall. The economic impact from \$1.4 million in operations spending is presented first.



After the adjustments, the direct economic impact of LEC operations for the NHSFR is **\$1.15 million for Lancaster County** and **\$1.12 million for the State of Nebraska.**

a. Economic impact of LEC FAIRGROUNDS Operations

There was an estimated \$1.4 million in operations revenue and expenditures for Lancaster Event Center Fairgrounds associated with hosting the 2021 National High School Finals Rodeo. Much of this revenue was earned from rodeo audiences, participants and vendors. This revenue also created a direct impact on the local and state economy given that the vast majority of participants, audiences and vendors at this national event reside outside of the local economy. However, some adjustment is required for individual ticket purchasers who reside in Lancaster County or the State of Nebraska. As shown in the footnote,¹ \$103 thousand in ticket/wristband revenue is from Lancaster County residents and should be excluded from the direct impact while \$135 thousand is from Nebraska residents. In addition, \$144 thousand in revenue from on-site food and beverage purchases is excluded from the direct operations impact as this spending will be included as part of the impact from participants and audiences (see section c.). After these adjustments, the direct economic impact of LEC FAIRGROUNDS operations for the NHSFR is \$1.15 million for Lancaster County and \$1.12 million for the State of Nebraska.

Table 3 shows these direct economic impacts and the resulting economic impact for Lancaster County and the State of Nebraska.² The total economic impact includes the multiplier impact. The multiplier impact is calculated using IMPLAN software and captures additional economic activity in Lancaster

¹ Ticket and wristband revenue data suggest that 54.5% of revenue is from wristband sales and 45.5% are from ticket sales. All wristband sales represent “new” revenue for Lancaster County and Nebraska as rodeo participants and their families and supporters would have travelled to the site of the rodeo if it were held in another state. This is not always the case for individual ticket sales as some spectators from Lancaster County or elsewhere in Nebraska would have attended a different event within the state or stayed home if not attending the National High School Finals Rodeo. Survey results indicate that 69.0 percent of ticket and wristband sales are “new” revenue for Lancaster County with a slightly lower share being new revenue for the State of Nebraska. In dollar terms given \$331,000 in ticket and wristband revenue, \$228,000 of sales is new money for Lancaster County and \$196,000 is new for the State of Nebraska.

² Labor income is also taken from the Lancaster Event Center operating budget and adjusted in the same way as revenue estimates. Full-year equivalent employment estimates are based on average annual wages of employees in event facilities.

County (or the State of Nebraska) due to direct spending. Additional economic activity is generated as direct spending circulates further within the economy. For example, employees of Lancaster Event Center Fairground spend their paychecks at businesses throughout the community. The Lancaster Event Center Fairground also supports local businesses when it purchases services and suppliers. There is also a multiplier impact when stock contractors lease cattle, feed and send personnel to the rodeo.

Labor income includes salaries, wages and benefits. Employment is reported in terms of full-year equivalents, to make it comparable to multiplier employment as well as employment generated by year-round activities. The total economic impact from operations on Lancaster County is \$2.52 million dollars. This impact includes \$0.73 million in labor income spread over 31 full-year equivalent jobs.

The total economic impact from operations on Nebraska statewide is similar. The output impact for Nebraska is \$2.61 million dollars. This impact includes \$0.75 million in labor income spread over 31 full-year equivalent jobs.

Table 3: Economic Impact of Lancaster Event Center Fairgrounds Operations for National High School Finals Rodeo

Geography	Direct	Multiplier	Total
Lancaster County			
Output	\$1,115,000	\$1,402,000	\$2,517,000
Labor Income	\$337,000	\$390,000	\$727,000
Full-Year Equivalent Employment	19	12	31
State of Nebraska			
Output	\$1,112,000	\$1,494,000	\$2,606,000
Labor Income	\$336,000	\$411,000	\$747,000
Full-Year Equivalent Employment	19	12	31

Source: Lancaster Event Center Fairgrounds (revenue and labor income), Bureau of Business Research calculations using the IMPLAN model

b. Economic Impact of Capital Expenditure

There were an estimated \$7.17 million in capital expenditures in preparation for the 2021 National High School Finals Rodeo in Lincoln. Those investments also were needed in preparation for the two years in the middle of the decade when the NHSFR will also be hosted in Lincoln. Investments from all sources are considered part of economic impact, and therefore, most of this revenue represents a direct impact on the Lancaster County and Nebraska economy. The exception is wholesale purchases. Table 4 below shows the direct impact by category for construction, professional services and wholesale trade. The direct impact is equivalent to the investment figures presented in Table 2 for construction and professional services. By contrast, the direct impact for wholesale trade represents only the average mark-up portion of wholesale sales. The mark-up is what supports the local and state economy as the goods sold are often manufactured outside of the state. After this adjustment, the direct impact of capital expenditure is \$6.62 million out of the total \$7.17 million in capital expenditure.

Table 4 shows these direct economic impacts and the resulting total economic impact for Lancaster County and the State of Nebraska. The total economic impact includes the multiplier impact, gain calculated using the IMPLAN software. Direct labor income and employment estimates are based on direct output impacts and industry averages for construction, professional services and wholesale trade.

The total economic impact from capital expenditures on Lancaster County is \$12.77 million dollars. This impact includes \$5.05 million in labor income spread over 88 full-year equivalent jobs.

These capital investments were made to host the NHSFR on four occasions. The event was not held in 2020 due to the Covid-19 Pandemic but was held in July 2021 and will be held twice in Lincoln in the middle of the decade. Therefore, it is most appropriate to see the capital expenditures as supporting three years of events in Lincoln. The “annualized” impact of these capital spending is also seen in the last column of Table 4. Essentially, the total impact of capital expenditures is divided by 3 to create annual impacts which can be readily compared with annual economic impacts from event operations and visitors off-site spending.

The annualized economic impact from capital expenditures on Lancaster County is \$4.26 million dollars. This impact includes \$1.68 million in labor income spread over 29 full-year equivalent jobs. The total economic impact from capital expenditure on Nebraska statewide is similar. The output impact for Nebraska is \$4.45 million dollars. This impact includes \$1.74 million in labor income spread over 30 full-year equivalent jobs.

Table 4: Economic Impact of Lancaster Event Center Fairgrounds Capital Expenditures in Preparation for National High School Finals Rodeo

Geography	Direct	Multiplier	Total	Annualized
Lancaster County				
Output	\$6,617,000	\$6,155,000	\$12,772,000	\$4,257,000
Labor Income	\$3,270,000	\$1,776,000	\$5,046,000	\$1,682,000
Full-Year Equivalent Employment	52	36	88	29
State of Nebraska				
Output	\$6,617,000	\$6,748,000	\$13,365,000	\$4,455,000
Labor Income	\$3,270,000	\$1,960,000	\$5,230,000	\$1,743,000
Full-Year Equivalent Employment	52	37	89	30

Source: Lancaster Event Center Fairgrounds (capital expenditure), Bureau of Business Research calculations using the IMPLAN model

c. Economic Impact from Participant, Audience and Vendor Spending

Surveys of participants, wristband purchasers, single-ticket purchasers, vendors, NHSRA personnel and Expo-only shoppers yielded estimates of per party and per ticket spending, including spending both at the Lancaster Event Center Fairgrounds and off-site. Spending data were gathered for detailed categories such as food and drink, shopping, lodging, gasoline and other fuel, other entertainment and recreation, and “other” spending. Examples of “other spending” include spending on laundry, ride

services (i.e., Uber), health care, auto service and rental cars. Table 5 provides spending information for the Lancaster County impact. The table provides data on the number of participants, other parties that include a wristband purchaser, single-ticket purchasers, vendors and NHSRA personnel who oversaw the competition as well as 100 state or provincial leadership (state Directors and state Secretaries). These counts were provided by Lancaster Event Center Fairgrounds. Data on single-ticket purchasers and Expo-only shoppers were broken into new visitors from outside the county and retained spending of Lincoln County residents.

The top half of Table 5 also provides spending estimates on a per party or per ticket basis, as appropriate. All spending by rodeo participants, NHSRA staff and state or provincial leadership, and wristband purchasers are counted as new spending for Lancaster County as the vast majority of these visitors, even if from Lancaster County of Nebraska, would have attended the rodeo wherever it occurred around the country. Spending by ticket purchasers and Expo-only visitors are divided between within county and out-of-county spending.

Table 6 repeats the same calculations for the state of Nebraska. Note that estimates of spending in Lancaster County and the State of Nebraska overlap significantly. For example, spending by the out-of-state visitors are counted as part of estimates of new spending in both Lancaster County and State of Nebraska. Spending by Nebraskans who live outside of Lancaster County is counted as new spending for Lancaster County. The bottom line is that the Lancaster County and State of Nebraska spending estimates are parallel concepts for measuring economic impact in two separate geographies. Analysis of the impact should run in parallel, and the two economic impact concepts should not be added together.

Participant parties reported an **average spending of \$3,329** during their visit to Lancaster County before, during and after the NHSFR.



Participants Parties

Estimates of participant party spending in Table 5 and 6 are based on the average spending by respondents to the participant party survey and respondents to the wristband survey who indicated that a participant was part of their travel party. Spending estimates from the two sources were very consistent. Participant parties reported an average spending of \$3,329 during their visit to Lancaster County before, during and after the National High School Finals Rodeo, including \$398 per participant party on lodging and \$373 on camping. The average participant party spent \$1,073 for on-site shopping with (non-food) vendors and \$225 on-site at food vendors or Lancaster Event Center Fairgrounds cafés. As noted earlier, examples of “other spending” category included spending on laundry, ride services (i.e., Uber), health care, auto service and rental cars. In general, off-site spending estimates were slightly higher statewide.

Spending estimates per participant party were multiplied by the total number of participants (1,623) to estimate total spending by participant parties when in Lancaster County before, during and after the

National High School Finals Rodeo.³ As seen in Table 5, total participant party spending at Lancaster Event Center Fairgrounds or off-site in Lancaster County was estimated to be \$5,404,000 during the period. Spending was even greater within the state of Nebraska, as seen in Table 6.

Other “Wristband” Parties

There were 2,844 wristbands sold at the 2021 National High School Finals Rodeo. These wristbands provided access to all 13 rodeo competitions during the week. Some of the travel parties where one or more individuals purchased a wristband did not include a rodeo participant. An example would be a travel party of grandparents or other relatives who travelled separately to Lincoln to attend rodeo events, and also may include an extended stay in the area. Spending was reported in responses to the survey of wristband purchasers, among those respondents who reported that there was no rodeo participant in their travel party. Such travel parties reported an average spending of \$1,713 in Lancaster County before, during and after the National High School Finals Rodeo. This is just over half as much as estimated among participant parties. Parties without a rodeo participant had about half as many people (2.24 persons versus 3.94 persons) as parties with a participant and also stayed fewer days in Lincoln (5.50 days rather than 8.33 days). Among the \$1,713 in spending, there was \$496 on average in spending on off-site lodging.

Spending estimates per non-participant party were multiplied by the total number of “other wristband” parties. Lancaster Event Center Fairgrounds estimated that there were 1,420 additional wristbands purchased at the 2021 National High School Finals Rodeo since the larger lodging (and camping) capacity in Lincoln made it easier for additional relatives and friends to travel to Lincoln for an extended stay. This estimate of 1,420 was based on the additional wristbands sold at the Lincoln event compared to recent NHSFR events held in a smaller city. The follow-up to the wristband survey found that the typical party without a rodeo participant bought 1.73 wristbands, suggesting an additional 819 other wristband travel parties. The count of 819 parties was multiplied by \$1,713 in estimated spending and the results are seen in Table 5 for Lancaster County and Table 6 for the State of Nebraska. Total spending at Lancaster Event Center Fairgrounds or off-site in the county was estimated to be \$1,403,000 during the period before, during and after the event, including \$407,000 in spending on off-site lodging in Lancaster County. As noted earlier, examples of “other spending” category included spending on laundry, ride services (i.e., Uber), health care, auto service and rental cars. Statewide spending was slightly higher. Statewide Nebraska spending was \$1,487,000 including \$459,000 on off-site lodging within the state of Nebraska.

³ Spending on camping was capped so that total spending on camping from all sources could not exceed the \$388,000 in camping revenue reported by Lancaster Event Center. Some respondents likely reported off-site camping expenditures under camping at Lancaster Event Center rather than off-site lodging. Additional revenue above the cap is included in off-site spending by participants parties.



Lancaster Event Center indicates that there were **2,844 wristbands** and **19,066 individual tickets** purchased to attend sessions of the Rodeo.

Individual Ticket Purchasers

Lancaster Event Center Fairgrounds indicates that there were 19,066 individual tickets purchased to attend sessions of the Rodeo. Based on the follow-up survey of wristband purchasers, an estimated 2,991 of those individual tickets were purchased by travel parties which also purchased a wristband. Spending associated with these 2,991 individual ticket purchases, therefore, was already captured in analysis of spending by participant parties and other wristband purchasing parties. Analysis of the additional impact from individual ticket purchasers are based on the remaining 16,075 tickets.

A survey of audience members was used to gather data on the number of tickets purchased and spending by ticket purchasers both at Lancaster Event Center Fairgrounds and off-site in Lancaster County and the State of Nebraska. Data were used to estimate spending per ticket. Spending per ticket was \$248 for purchasers who reside outside of Lancaster County. Spending by non-residents represents new money for the Lancaster County economy. Survey results also indicated that there was \$1 in retained spending per ticket purchased by a resident of Lancaster County. Spending is only considered retained if a Lancaster County resident reported that they would have traveled to an event outside of the county if they had not attended the National High School Finals Rodeo.

Per ticket spending is multiplied by the number of visitors from outside of Lancaster County and within Lancaster County. There was \$2,908,000 in new spending for Lancaster County by ticket-purchasers who lived in another Nebraska County or out of state. There was an estimated \$6,000 of retained spending.

Table 6 provides similar information for the State of Nebraska. New spending is from out-of-state visitors. There was very little retained spending by in-state ticket-purchasers. Out-of-state ticket-purchasers spent \$2,957,000 in Nebraska, much of it in Lancaster County.

Vendors and Sponsors

Responding vendors reported an average of 3.96 employees in attendance at the event and 9.59 days spent in Lancaster County. This translates into an average of nearly 40 employee days per vendor. Responding vendors reported approximately \$5,600 in spending per vendor at Lancaster Event Center Fairgrounds or off-site in Lancaster County.⁴ Table 5 shows detailed new vendor or sponsor spending. Note that off-site purchases of supplies for the vendor booth (\$376.76 per vendor party) are included in the off-site shopping category, along with other off-site shopping by vendors and their staff in the

⁴ Vendors likely had incomplete information about the meal spending of their personal. We therefore used the per diem meal spending value from the U.S. General Service Administration of \$50/day for Lincoln, Nebraska in July 2021 (<https://www.gsa.gov/travel/plan-book/per-diem-rates>).

community. Car rental (\$370.43 per vendor party) and air travel costs (\$8.66 per vendor party) were included with other (i.e., miscellaneous) off-site spending per vendor.

Total vendor party spending at LEC was estimated to be **\$723,000**. Notable highlights include **\$244,000 in spending on lodging.**



Spending estimates per vendor party were multiplied by the total number of vendors (114) and sponsors without a booth (14) to estimate total spending by vendors when in Lancaster County before during and after the National High School Finals Rodeo. Total vendor party spending at Lancaster Event Center Fairgrounds or in the county (and state) was estimated to be \$723,000 during the period. Notable highlights include \$244,000 in spending on off-site lodging. Statewide vendor spending estimates are slightly larger, at \$725,000.

National High School Finals Rodeo Personnel and Contractors and State Leaders

Responding NHSFR personnel reported \$1,294 in spending for their travel party combined on-site and off-site. As seen in Table 5, lodging and food and drink are the largest spending categories. Spending estimates per rodeo personnel party were multiplied by the total number of NHSFR personnel (35), stock contractors and practice crew (23) and state or provincial program leaders (100) (state Directors or state Secretaries) to estimate total spending when in Lancaster County (and Nebraska) before, during and after the National High School Finals Rodeo. Total personnel, contractors and state leader spending was estimated to be \$204,000 during the period. Notable highlights include \$75,000 in spending on off-site lodging. Statewide spending is slightly larger than Lancaster County spending.



Total personnel, contractors and state leader spending was estimated to be **\$204,000**. Notable highlights include **\$75,000 in spending on lodging.**

Expo-Only Visitors

Data in Table 5 show that 28.6 percent of Expo-Only visitors to the Finals Rodeo reside outside of Lancaster County. Out-of-County visitors spent an average of \$585.25 at Lancaster Event Center Fairgrounds, primarily with vendors, and another \$13.13 off-site. Retained spending from Lancaster County Expo-Only visitors was \$10.50 per visitor, again primarily with vendors, but there was no retained spending off-site. Data in Table 6 show that the survey identified no Expo-Only visitors to the Finals Rodeo from outside of the Nebraska. There certainly may have been some out-of-state Expo-Only visitors who were missed by the survey process. However, given this result from the survey, no out-of-state spending is included for estimates of statewide economic impact.

Table 5: Total Lancaster County Spending and Per Party Spending by Type of Visitors and Category

Measure	Type of Visitors							
	Participant Parties	Other Wristband Parties	Individual Ticket Purchaser Out of County	Individual Ticket Purchaser Within County	Vendors and Sponsors	NHSRA Personnel and Leaders	Expo - Only Out of County	Expo - Only Within County
	Party	Party	Ticket	Ticket	Party	Party	Party	Party
Total Number	1,623	819	16,075	16,075	128	158	697	697
Share	100.0%	100.0%	72.8%	27.2%	100.0%	100.0%	28.6%	71.4%
Count Included	1,623	819	11,706	4,369	128	158	199	498
Per Party/Ticket								
Lancaster Event Center Fairgrounds	\$1,803.86	\$767.82	\$106.09	\$1.34	\$610.38	\$270.56	\$585.25	\$10.50
Food and Drink	\$224.63	\$111.84	\$15.66	\$1.31	\$241.05	\$33.44	\$10.25	\$1.50
Camping	\$372.62	\$20.26	\$11.37	\$0.00	\$40.07	\$121.88	N/A	N/A
Shopping	\$1,073.02	\$260.13	\$69.01	\$0.04	\$235.60	\$109.69	\$575.00	\$9.00
Electricity and Utilities	N/A	N/A	N/A	N/A	\$674.64	\$5.56	N/A	N/A
Other	\$133.59	\$375.58	\$10.05	\$0.00	\$29.03	\$0.00	\$0.00	\$0.00
Offsite Spending	\$1,525.60	\$944.96	\$142.36	\$0.03	\$5,035.52	\$1,023.30	\$13.13	\$0.00
Food and Drinks	\$359.75	\$205.67	\$33.36	\$0.01	\$1,801.62	\$242.87	\$7.50	\$0.00
Shopping	\$297.85	\$110.73	\$29.48	\$0.00	\$530.77	\$84.53	\$0.00	\$0.00
Gasoline and Fuel	\$222.46	\$89.75	\$12.34	\$0.01	\$190.06	\$149.29	\$5.63	\$0.00
Other Recreation	\$55.53	\$18.03	\$5.14	\$0.00	\$33.82	\$30.94	\$0.00	\$0.00
Lodging	\$397.66	\$496.39	\$56.48	\$0.00	\$1,905.19	\$471.30	\$0.00	\$0.00
Other Spending	\$192.36	\$24.40	\$5.57	\$0.00	\$574.05	\$44.38	\$0.00	\$0.00
Total Spending								
Lancaster Event Center Fairgrounds	\$2,536,496	\$629,030	\$1,241,838	\$5,876	\$78,129	\$42,749	\$116,543	\$5,228
Food and Drink	\$364,576	\$91,626	\$183,285	\$5,705	\$30,854	\$5,283	\$2,041	\$747
Camping	\$213,580	\$16,601	\$133,152	\$0	\$5,130	\$19,256	N/A	N/A
Shopping	\$1,741,517	\$213,112	\$807,800	\$170	\$30,156	\$17,331	\$114,501	\$4,481
Electricity and Utilities	N/A	N/A	N/A	N/A	\$8,274	\$879	N/A	N/A
Other	\$216,823	\$307,692	\$117,601	\$0	\$3,715	\$0	\$0	\$0
Offsite Spending	\$2,867,232	\$774,156	\$1,666,437	\$114	\$644,547	\$161,681	\$2,614	\$0
Food and Drinks	\$583,872	\$168,492	\$390,529	\$61	\$230,608	\$38,374	\$1,493	\$0
Shopping	\$483,409	\$90,718	\$345,050	\$0	\$67,939	\$13,355	\$0	\$0
Gasoline and Fuel	\$361,046	\$73,526	\$144,400	\$52	\$24,328	\$23,588	\$1,120	\$0
Other Recreation	\$90,130	\$14,768	\$60,110	\$0	\$4,329	\$4,888	\$0	\$0
Lodging	\$1,036,571	\$406,664	\$661,174	\$0	\$243,865	\$74,465	\$0	\$0
Other Spending	\$312,204	\$19,987	\$65,174	\$0	\$73,478	\$7,011	\$0	\$0
Total Spending	\$5,403,728	\$1,403,186	\$2,908,275	\$5,989	\$722,676	\$204,430	\$119,156	\$5,228

Source: UNL Bureau of Business Research NHSFR Surveys

Table 6: Total State of Nebraska Spending and Per Party Spending by Type of Visitors and Category

Type of Visitors								
Measure	Participant Parties	Other Wristband Parties	Individual Ticket Purchaser Out of State	Individual Ticket Purchaser Within State	Vendors and Sponsors	NHSFR Personnel and Leaders	Expo - Only Out of State	Expo - Only Within State
	Party	Party	Ticket	Ticket	Party	Party	Party	Party
Total Number	1,623	819	16,075	16,075	128	158	697	697
Share	100.0%	100.0%	52.8%	47.2%	100.0%	100.0%	0.0%	100.0%
Count Included	1,623	819	8,493	7,582	128	158	199	498
Per Party/Per Ticket								
Lancaster Event Center Fairgrounds	\$1,803.86	\$767.82	\$133.18	\$0.24	\$610.38	\$268.60	\$0.00	\$0.00
Food and Drink	224.63	\$111.84	\$17.68	\$0.24	\$241.05	\$29.00	\$0.00	\$0.00
Camping	372.62	\$20.26	\$16.42	\$0.00	\$40.07	\$130.00	N/A	N/A
Shopping	1,073.02	\$260.13	\$85.41	\$0.00	\$235.60	\$103.67	\$0.00	\$0.00
Electricity and Utilities	N/A	N/A	N/A	N/A	\$64.64	\$5.93	N/A	N/A
Other	133.59	\$375.58	\$13.67	\$0.00	\$29.03	\$0.00	\$0.00	\$0.00
Offsite Spending	\$1,624.63	\$1,047.26	\$214.96	\$6.60	\$5,057.23	\$1,045.17	\$0.00	\$0.00
Food and Drinks	\$381.86	\$227.74	\$46.52	\$2.40	\$1,801.62	\$244.33	\$0.00	\$0.00
Shopping	\$319.73	\$114.28	\$42.35	\$0.00	\$536.35	\$86.95	\$0.00	\$0.00
Gasoline and Fuel	\$238.72	\$95.31	\$21.02	\$1.20	\$194.40	\$159.53	\$0.00	\$0.00
Other Recreation	\$61.36	\$18.42	\$9.52	\$0.60	\$33.92	\$30.94	\$0.00	\$0.00
Lodging	\$429.58	\$560.02	\$86.68	\$2.40	\$1,916.89	\$479.05	\$0.00	\$0.00
Other Spending	\$193.38	\$31.50	\$8.87	\$0.00	\$574.05	\$44.38	\$0.00	\$0.00
Totals								
Lancaster Event Center Fairgrounds	\$2,528,897	\$629,030	\$1,131,079	\$1,850	\$78,129	\$42,439	\$0	\$0
Food and Drink	\$364,576	\$91,626	\$150,132	\$1,850	\$30,854	\$4,582	\$0	\$0
Camping	\$205,981	\$16,601	\$139,468	\$0	\$5,130	\$20,540	N/A	N/A
Shopping	\$1,741,517	\$213,112	\$725,379	\$0	\$30,156	\$16,379	\$0	\$0
Electricity and Utilities	N/A	N/A	N/A	N/A	\$8,274	\$937	N/A	N/A
Other	\$216,823	\$307,692	\$116,100	\$0	\$3,715	\$0	\$0	\$0
Offsite Spending	\$3,035,549	\$857,967	\$1,825,654	\$50,011	\$647,326	\$165,137	\$0	\$0
Food and Drinks	\$619,766	\$186,573	\$395,087	\$18,186	\$230,608	\$38,604	\$0	\$0
Shopping	\$518,918	\$93,620	\$359,707	\$0	\$68,653	\$13,738	\$0	\$0
Gasoline and Fuel	\$387,436	\$78,079	\$178,535	\$9,093	\$24,883	\$25,206	\$0	\$0
Other Recreation	\$99,595	\$15,091	\$80,854	\$4,546	\$4,342	\$4,888	\$0	\$0
Lodging	\$1,095,981	\$458,797	\$736,164	\$18,186	\$245,362	\$75,691	\$0	\$0
Other Spending	\$313,852	\$25,806	\$75,308	\$0	\$73,478	\$7,011	\$0	\$0
Total Spending	\$5,564,446	\$1,486,997	\$2,956,734	\$51,862	\$725,455	\$207,576	\$0	\$0

Source: UNL Bureau of Business Research NHSFR Surveys

d. Visitors and Visitor-Days

Survey results also can be used to estimate the number of visitors and visitor-days for the 2021 National High School Finals Rodeo. Estimates are summarized in Table 7. Estimates for visitors and visitor-days are based on the number of parties by category as reported in Tables 5 and 6 and survey results on the average party size (number of visitors per party) and length of stay (days). The exception is single-ticket purchasers. For this category, the number of parties is estimated by dividing the total tickets purchased in Tables 5 and 6 by the average number of single tickets purchased by party. The average number of single tickets purchased per party was based on audience survey results. Additional survey results on the number of visitors per party and the length of stay are then applied to the number of parties as with other categories of visitors, in order to estimate the number of visitors and visitor days. Table 7 also includes an estimate of visitor days for the volunteers and personnel with stock contractors who were essential for holding the event.

Table 7: Visitors and Visitor-Days by Category

Measure	Participant Parties	Other Wristband Parties	Individual Ticket Purchaser*	Vendors and Sponsors	NHSFR Personnel and Leaders	Expo Only	Volunteers and Stock Contractors	Total
Parties	1,623	819	2,734	128	158	697	315	6,474
Average Party Size	3.65	2.24	3.20	4.26	1.00	2.44	1.06	
Visitors	5,924	1,835	8,736	545	158	1,701	333	19,233
Average Length of Stay (Days)	8.49	5.50	3.15	9.59	9.44	1.00	3.06	
Visitor Days	50,294	10,093	27,520	5,229	1,492	1,701	1,018	97,347

Note 1: The survey of individual ticket purchasers did not ask about length of stay. Length is estimated based on spending during the visit and reflects local and out of town visitors. In addition, the estimate of visitors and visitor days does not include volunteers and visitor parties who did not purchase wristbands, individual tickets or visit the vendor expo. Such visits were possible given free parking and free access to the grounds when rodeo competitions were not occurring.

Calculations in Table 7 show an estimate of nearly 19,233 visitors to the 2021 National High School Finals Rodeo and an estimated 97,347 visitor-days. Many categories of visitors stayed for 8 to 9 days including visitors who are part of rodeo participant parties, vendor parties or NHSFR personnel and state leaders. Other categories of visitors stayed from 3 to 6 days on average. The average length of stay is less for individual ticket purchasers. Many are residents of Lancaster County.



The findings show an estimate of nearly **19,233 visitors** to the 2021 National High School Finals Rodeo and an estimated **97,347 visitor-days**.

Participant parties accounted for just over half of visitor days while individual ticket purchaser accounted for just over one-quarter. Other wristband purchasing parties – which in many cases could include additional relatives and friends of participants – accounted for just over 10 percent of visitors. Vendors accounted for approximately 5 percent of visitor days.

e. Economic Impact

Spending estimates in Table 5 and 6 are summarized in Table 8 and used to estimate economic impact. Table 8 shows the total spending at Lancaster Event Center Fairgrounds and off-site from all sources (participants, ticket purchasers, vendors, etc.). For spending at Lancaster Event Center Fairgrounds, Table 8 also reports whether that spending was already captured in the operations budget of Lancaster Event Center Fairgrounds or through vendor activity. For example, spending on camping on the grounds of Lancaster Event Center Fairgrounds was part of operation revenue, and contributed to the economic impact of operations. On-site shopping is part of the revenue of event vendors and went to support spending (local and non-local) by vendors as well as their cost of goods.

Off-site spending is included in the economic impact of individuals coming to the National High School Finals Rodeo including participant parties, single-ticket purchasers, vendors, sponsors, rodeo judges, state leaders, and individuals who shopped at the vendor Expo but did not attend the Rodeo. Most of this spending represents a direct impact on the Lancaster County economy, or the Nebraska economy. The exception is spending on shopping or on gasoline. For such retail purchases, only the mark-up portion of spending impacts the local economy. The mark-up is what pays wages, overhead, utilities and other costs of running a local retail store or service station. The portion of spending which covers the wholesale cost of gasoline or retail items supports the economy where gasoline was refined, or where the retail item was manufactured, which in most cases will occur outside of Nebraska.

The total economic impact of participant, audience, and vendor spending was **\$10.13 million in Lancaster County**. The total economic impact statewide was **\$10.89 million**.



Table 8 shows the direct economic impact of spending at Lancaster Event Center Fairgrounds or off-site after making these adjustments. The table also includes an estimate of the multiplier impact and total economic impact for both Lancaster County and the state. Multiplier impacts are once again estimated using the IMPLAN software. The total economic impact of participant, audience, and vendor spending was \$10.13 million in Lancaster County. The total economic impact statewide was \$10.89 million.

Table 9 repeats those economic impact estimates and also shows labor market impacts. Labor market impacts are presented in terms of key labor market concepts such as labor income (wages, salaries, benefits and proprietor income) and full-year equivalent jobs. The total labor market impact of participant, audience and vendor spending on Lancaster County was \$3.27 million in labor income earned in 108 full-year equivalent jobs. The total labor market impact statewide was \$3.55 million in labor income earned in 113 full-year equivalent jobs.

Table 8: Direct and Total Impact in Lancaster County and the State of Nebraska

	Amount (from Table 5/6)	Included with LEC FAIRGROUNDS Operations or Vendor Impact	Share Included Considering Mark-Up	Direct Impact	Multiplier Impact	Total Impact
Lancaster County						
Lancaster Event Center Fairgrounds Spending						
Food and Drink	\$684,117	No	100%	\$684,117	\$508,190	\$1,192,307
Camping	\$387,719	Yes	N/A	N/A	N/A	N/A
Shopping	\$2,929,068	Yes	N/A	N/A	N/A	N/A
Electricity and Utilities	\$9,153	Yes	N/A	N/A	N/A	N/A
Other	\$645,831	Yes	N/A	N/A	N/A	N/A
Offsite Spending						
Food and Drinks	\$1,413,430	No	100%	\$1,413,430	\$1,049,954	\$2,463,384
Shopping	\$1,000,471	No	42%	\$421,075	\$394,997	\$816,072
Gasoline and Fuel	\$628,060	No	22%	\$137,960	\$123,133	\$261,093
Other Recreation/Entertainment	\$174,225	No	100%	\$174,225	\$155,256	\$329,481
Lodging	\$2,422,738	No	100%	\$2,422,738	\$1,766,566	\$4,189,304
Other Spending	\$477,855	No	100%	\$477,855	\$400,517	\$878,372
Total Spending				\$5,731,400	\$4,398,613	\$10,130,014
State of Nebraska						
Lancaster Event Center Fairgrounds Spending						
Food and Drink	\$643,620	No	100%	\$643,620	\$504,582	\$1,148,202
Camping	\$387,719	Yes	N/A	N/A	N/A	N/A
Shopping	\$2,726,544	Yes	N/A	N/A	N/A	N/A
Electricity and Utilities	\$9,211	Yes	N/A	N/A	N/A	N/A
Other	\$644,331	Yes	N/A	N/A	N/A	N/A
Offsite Spending						
Food and Drinks	\$1,488,824	No	100%	\$1,488,824	\$1,167,199	\$2,656,023
Shopping	\$1,054,636	No	42%	\$443,872	\$425,405	\$869,278
Gasoline and Fuel	\$703,231	No	22%	\$154,472	\$140,662	\$295,134
Other Recreation/Entertainment	\$209,317	No	100%	\$209,317	\$182,321	\$391,638
Lodging	\$2,630,180	No	100%	\$2,630,180	\$1,988,877	\$4,619,057
Other Spending	\$495,456	No	100%	\$495,456	\$415,061	\$910,517
Total Spending				\$6,065,741	\$4,824,106	\$10,889,848

Source: UNL Bureau of Business Research calculations

Table 9: Economic and Labor Market Impacts

Region	Direct Impact	Multiplier Impact	Total Impact
Lancaster County			
Output	\$5,731,400	\$4,398,613	\$10,130,014
Labor Income	\$1,921,626	\$1,345,103	\$3,266,729
Employment	79	29	108
State of Nebraska			
Output	\$6,065,741	\$4,824,106	\$10,889,844
Labor Income	\$2,032,786	\$1,513,670	\$3,546,456
Employment	83	30	113

Source: UNL Bureau of Business Research calculations

4. Tax Revenue Impacts

Sales at Lancaster Event Center Fairgrounds and throughout the community and state imply there is a tax revenue impact associated with the economic impact of the 2021 National High School Finals Rodeo. There are local sales, lodging and occupation taxes and state sales and lodging taxes collected directly on visitor spending. Income earned by Lancaster County residents further supports state income tax revenue, local and state sales tax revenue as that income is spent on taxable items and local property tax revenue as income is spent on mortgages and rent. The tax revenue impacts of annual operations are estimated below by detailed tax category. Local sales tax revenue estimates are presented first followed by state tax revenue estimates.

A. Local Tax Revenue

Local sales, occupation and lodging tax revenue are derived from both on-site sales at Lancaster Event Center Fairgrounds and off-site sales reported in Table 8. The on-site tax payments include the local proportion (1.75 local sales tax rate / 7.25 state sales tax rate) of sales taxes paid directly by Lancaster Event Center Fairgrounds and reported in annual operations. Vendors also paid sales tax on their sales while at Lancaster Event Center Fairgrounds. All vendor sales reported in Table 10 were modeled as taxable sales. Similarly, on-site food sales reported in that same table were assumed to be taxable sales. Vendor retail sales and food and drink sales were subject to the 1.75 percent local sales tax rate in Lincoln. Food and drink sales also were subject to a 2 percent occupation tax. On-site sales yielded an estimated \$97,679 in Local taxes.

Table 10: Local Tax Revenue Sales, Lodging and Occupation Taxes

Location and Spending Type				
On-Site Tax Revenue				
Type of Spending	Type of Tax	Amount	Rate	Tax Revenue
Paid By Event Center	Sales Tax			\$20,766
Vendor Retail	Sales	\$2,929,068	1.75%	\$51,259
Food Vendor	Sales	\$684,117	1.75%	\$11,972
Food Vendor	Occupation	\$684,117	2.00%	\$13,682
Total				\$97,679
Off-Site Tax Revenue				
Type of Spending	Type of Tax	Amount	Rate	Tax Revenue
Food and Drink	Occupation	\$1,420,214	2.00%	\$28,404
Food and Drink	Sales	\$1,448,618	1.75%	\$25,351
Retail Sales	Sales	\$1,005,171	1.75%	\$17,590
Other Recreation	Sales	\$174,225	1.75%	\$3,049
Lodging	Occupation	\$2,431,938	4.00%	\$97,278
Lodging	Sales	\$2,529,215	1.75%	\$44,261
Lodging	Lodging	\$2,529,215	4.00%	\$101,169
Rental Car	Occupation	\$108,087	4.00%	\$4,323

Source: UNL Bureau of Business Research calculations

Rental Car	Sales	\$112,411	1.75%	\$1,967
Total				\$323,393

Tax revenue generated from off-site sales include sales, occupation and lodging taxes collected on retail, food and drink, lodging, other recreation and rental car sales (a portion of other sales) reported in Table 8. All such sales are subject to the 1.75 percent Lincoln sales tax rate. Food and drink sales are subject to the 2.0 percent occupation tax rate. Lodging sales are subject to the 4.0 percent occupation tax and a 4.0 percent lodging tax rate while rental car sales are subject to a 4.0 percent occupation tax rate. Note that sales and lodging taxes are applied to occupation tax revenue. An estimated \$323,393 in local taxes were collected in 2021 from off-site activity due to the National High School Finals Rodeo.

Labor income earned at the National High School Finals Rodeo also yields local (and state) tax revenue, as is seen in Table 11. Sales and property taxes are generated at the local level. Income is spent at businesses throughout the community and a significant portion is spent on taxable sales. In Nebraska, there are \$0.35 in taxable sales for each \$1 of income. Income is also spent on mortgage payments or rent, thereby helping to pay for taxable property. There is \$1.47 dollars in taxable property for each \$1 of income. A typical property tax rate of 2.0 percent was applied. An estimated \$201,640 was collected in local sales and property taxes in 2021 due to income earned at the National High School Finals Rodeo.

Table 11: Local Tax Revenue Due to Labor Income

Type of Tax	Tax Base Ratio to Income	Tax Base	Rate	Tax Revenue
Sales	0.35	\$1,986,598	1.75%	\$34,765
Property	1.47	\$8,343,713	2.00%	\$166,874
Total				\$201,640

Source: UNL Bureau of Business Research calculations

B. State Tax Revenue

Sales, income and lodging tax revenue are derived from both on-site sales at Lancaster Event Center Fairgrounds and off-site sales reported in Table 8. The on-site tax payments include the state proportion (5.5/7.25) of sales taxes paid directly by Lancaster Event Center Fairgrounds and reported in annual operations. Vendors also paid sales tax on their sales while at Lancaster Event Center Fairgrounds. All vendor sales reported in Table 12 were modeled as taxable sales. Similarly, on-site food sales reported in that same table were assumed to be taxable sales. Vendor retail sales and food and drink sales were subject to the 5.5 percent state sales tax rate in Lincoln. An estimated \$250,623 was collected in state sales taxes due to on-site activity at the 2021 National High School Finals Rodeo.

Off-site tax payments include sales and lodging taxes collected on retail, food and drink, lodging, other recreation and rental car sales (a portion of other sales) reported in Table 8. All such sales are subject to the 5.5 percent state sales tax rate. Lodging sales are also subject to the 1 percent state lodging tax rate. An estimated \$338,073 was collected in state taxes in 2021 due to off-site activity at the National High School Finals Rodeo.

Table 12: State Tax Revenue Sales and Lodging Taxes

Location and Spending Types				
On-Site Tax Revenue				
Type of Spending	Type of Tax	Amount	Rate	Tax Revenue
Paid By Event Center	Sales			\$65,264
Vendor Retail	Sales	\$2,726,544	5.50%	\$149,960
Food Vendor	Sales	\$643,620	5.50%	\$35,399
Total				\$250,623
Off-Site Tax Revenue				
Type of Spending	Type of Tax	Amount	Rate	Tax Revenue
Food and Drink	Sales	\$1,524,011	5.50%	\$83,821
Retail Sales	Sales	\$1,059,336	5.50%	\$58,263
Other Recreation	Sales	\$209,317	5.50%	\$11,512
Lodging	Sales	\$2,736,658	5.50%	\$150,516
Lodging	Lodging	\$2,736,658	1.00%	\$27,367
Rental Car	Sales	\$119,892	5.50%	\$6,594
Total				\$338,073

Source: UNL Bureau of Business Research calculations

Labor income earned at the National High School Finals Rodeo also yields state tax revenue, as is seen in Table 13. Income and sales taxes are generated at the state level. Income is subject to an effective income tax rates of 2.7 percent in Nebraska. The effective rate accounts for exemptions, deductions, and tax brackets. Income also is spent at businesses throughout the state and a significant portion is spent on taxable sales. In Nebraska, there are \$0.35 in taxable sales for each \$1 of income. An estimated \$279,219 was collected in state income and sales taxes in 2021 due to income earned at the National High School Finals Rodeo.

Table 13: State Tax Revenue Due to Labor Income

Type of Tax	Tax Base Ratio to Income	Tax Base	Rate	Tax Revenue
Income	1	\$6,037,173	2.70%	\$163,004
Sales	0.35	\$2,113,011	5.50%	\$116,216
Total				\$279,219

Source: UNL Bureau of Business Research calculations

C. Total Tax Revenue

State and local tax revenue from all sources is summarized in Table 14. An estimated total of \$622,711 in local tax revenue was generated due to the 2021 National High School Finals Rodeo. An estimated total of \$867,916 in state tax revenue was generated due to the event. The total state and local tax revenue was \$1,490,627.

Table 14: Total State and Local Revenue

Type of Revenue	
Local	
On-Site	\$97,679
Off-Site	\$323,393
Due to Labor Income	\$201,640
Total	\$622,711
State	
On-Site	\$250,623
Off-Site	\$338,073
Due to Labor Income	\$279,219
Total	\$867,916
Total State and Local	\$1,490,627

Source: UNL Bureau of Business Research calculations

5. Summary

The aggregate economic and labor market impact of the National High School Finals Rodeo is summarized in Table 15. Table 15 repeats the economic and labor market impact from three sources: 1) participant, audience and vendor spending, 2) operations and 3) capital expenditure and. The overall economic impact also is reported for both Lancaster County and the State of Nebraska.

Impact estimates generally are similar for Lancaster County and the State of Nebraska, indicating that most of the impact occurs within Lancaster County and its major city of Lincoln. The overall impact of the 2021 National High School Finals Rodeo was \$16.80 million. That \$16.90 million impact included a labor income impact of \$5.68 million spread over an estimated 168 full-year equivalent jobs.

The statewide economic impact of the 2021 National High School Finals Rodeo was \$17.95 million. The statewide impact included \$6.04 million in labor income spread over 174 full-year equivalent jobs.

There was also a state and local sales tax revenue impact associated with this economic impact. The local tax revenue impact was estimated to be \$622,711 and the state tax revenue impact was estimated to be \$867,916. The total tax revenue impact for both state and local government is \$1,490,627.

Table 15: Summary of the Economic Impact of the National High School Finals Rodeo

Region and Source	Output Impact	Labor Income Impact	Employment Impact
Lancaster County			
Operations	\$2,516,849	\$727,266	31
“Annualized” Capital Expenditure	\$4,257,333	\$1,682,000	29
Participants, Audience and Vendors	\$10,130,014	\$3,266,729	108
Overall	\$16,904,196	\$5,675,995	168
State of Nebraska			
Operations	\$2,606,417	\$747,384	31
“Annualized” Capital Expenditure	\$4,455,000	\$1,743,333	30
Participants, Audience and Vendors	\$10,889,848	\$3,546,456	113
Overall	\$17,951,265	\$6,037,173	174

Source: Bureau of Business Research calculations

National Rodeo - Participant Form

National High School Finals Rodeo Participant Travel Party Survey
University of Nebraska-Lincoln Bureau of Business Research
(Please Complete One Survey per Travel Party)

Your answers to this survey will be an important part of an economic impact study of the National High School Finals Rodeo on the local economy. Please complete only one survey per travel party. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate you taking the time to complete the survey

Q1 What is the zip code of your primary residence?

Q2 How many people were in your immediate travel party (traveling with the Rodeo participant)?

Q3 How many days did you stay in Lincoln to attend the Rodeo?

Q4 How many other relatives and/or friends attended the Rodeo to support your Rodeo participant?
(please do not count the people in your immediate travel party)

Q5 In the following lines, please estimate the total spending by members of your immediate travel party (including yourself) as a result of attending the National High School Finals Rodeo. Remember to include money spent before, during and after the Rodeo.

Spending At Lancaster Event Center

- Food and drinks at the Lancaster Event Center

- Camping at the Lancaster Event Center

- Shopping (gear, souvenirs, gifts, and/or clothing) at the Lancaster Event Center

- Other Spending at Lancaster Event Center (please specify)

Q6 Spending Off-Site

- Food and Drinks _____
- Shopping _____
- Gasoline/Fuel _____
- Other Entertainment / Recreation _____
- Lodging and/or overnight accommodations

- Other spending (please specify) _____

Q7 What share of Off-Site spending occurred in:

- Lincoln _____
- Nebraska _____

Q8 What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Q9 In what year were you born?

National Rodeo - Wristband Form

National High School Finals Rodeo Economic Survey
University of Nebraska-Lincoln Bureau of Business Research

Your answers to this survey will be an important part of an economic impact study of the National High School Finals Rodeo on the local economy. Please complete only one survey per travel party. IF YOU HAVE ALREADY COMPLETED THIS SURVEY ON BEHALF OF YOURSELF OR A RODEO PARTICIPANT, PLEASE DO NOT COMPLETE THIS FORM. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate you taking the time to complete the survey.

Q1 What is the zip code of your primary residence?

Q2 How many people were in your immediate travel party?

Q3 Was there a Rodeo participant in your immediate travel party?

Yes

No

Q4 How many days did you stay in Lincoln to attend the Rodeo?

Q5 In the following lines, please estimate the total spending by members of your immediate travel party (including yourself) as a result of attending the National High School Finals Rodeo. Remember to include money spent before, during and after the Rodeo.

Food and drinks at the Lancaster Event Center _____

Camping at the Lancaster Event Center _____

Shopping (gear, souvenirs, gifts, and/or clothing) at the Lancaster Event Center _____

Other Spending at Lancaster Event Center (please specify) _____

Q6 Spending Off-Site

- Food and Drinks _____
- Shopping _____
- Gasoline/Fuel _____
- Other Entertainment / Recreation _____
- Lodging and/or overnight accommodations _____
- Other spending (please specify) _____

Q7 What share of Off-Site spending occurred in:

- Lincoln _____
- Nebraska _____

Q10 What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Q11 In what year were you born?

National Rodeo - Online Audience Form

National High School Finals Rodeo Audience Survey
University of Nebraska-Lincoln Bureau of Business Research
(Please Complete One Survey per Travel Party)

Your answers to this survey will be an important part of an economic impact study of the National High School Finals Rodeo on the local economy. Please complete only one survey per travel party. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate you taking the time to complete the survey

Q1 What is the zip code of your primary residence?

Q2 How many people were in your immediate travel party?

Q3 How many tickets to the rodeo did members of your travel party purchase (total tickets by all travel party members across all days)?

Q4 In the following lines, please estimate the total spending by members of your immediate travel party (including yourself) as a result of attending the National High School Finals Rodeo. Remember to include money spent before, during and after the Rodeo.

Spending At Lancaster Event Center

Food and drinks at the Lancaster Event Center

Camping at the Lancaster Event Center

Shopping (gear, souvenirs, gifts, and/or clothing) at the Lancaster Event Center

Other Spending at Lancaster Event Center (please specify)

Q5 Spending Off-Site

- Food and Drinks _____
- Shopping _____
- Gasoline/Fuel _____
- Other Entertainment / Recreation _____
- Lodging and/or overnight accommodations

- Other spending (please specify) _____

Q6 What share of Off-Site spending occurred in:

- Lincoln _____
- Nebraska _____

Q7 If you do not live in the Lincoln area, what is the primary factor that brought you to Lincoln?

- To attend the National High School Finals Rodeo
- Shopping or other entertainment options
- To visit friends or relatives
- On vacation or holiday
- To conduct business
- Other (please specify) _____

Q8 If you could not attend the National High School Finals Rodeo, what would you have most likely done instead? (please choose only one – the most likely option.)

- I would have attended another event in the Lincoln area
- I would have spent the money on something else in the Lincoln area
- I would have spent the money on a performance or something else in another part of Nebraska
- I would have spent the money on an event or something else in another state
- I would have stayed home
- Other (please specify) _____

Q9 What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Q10 In what year were you born?

National Rodeo - Audience Form

**National High School Finals Rodeo Audience Survey
University of Nebraska-Lincoln Bureau of Business Research
(Please Complete One Survey per Travel Party)**

Your answers to this survey will be an important part of an economic impact study of the National High School Finals Rodeo on the local economy. Please complete only one survey per travel party. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate you taking the time to complete the survey.

Q1 What is the zip code of your primary residence?

Q2 How many people were in your immediate travel party?

Q3 How many tickets to the rodeo did members of your travel party purchase (total tickets by all travel party members across all days)?

Q4 In the following lines, please estimate the total spending by members of your immediate travel party (including yourself) as a result of attending the National High School Finals Rodeo. Remember to include money spent before, during and after the Rodeo.

Spending At Lancaster Event Center

Food and drinks at the Lancaster Event Center

Camping at the Lancaster Event Center

Shopping (gear, souvenirs, gifts, and/or clothing) at the Lancaster Event Center

Other Spending at Lancaster Event Center (please specify)

Q5 Spending Off-Site

- Food and Drinks _____
- Shopping _____
- Gasoline/Fuel _____
- Other Entertainment / Recreation _____
- Lodging and/or overnight accommodations

- Other spending (please specify) _____

Q6 What share of Off-Site spending occurred in:

- Lincoln _____
- Nebraska _____

Q7 If you do not live in the Lincoln area, what is the primary factor that brought you to Lincoln?

- To attend the National High School Finals Rodeo
- Shopping or other entertainment options
- To visit friends or relatives
- On vacation or holiday
- To conduct business
- Other (please specify) _____

Q8 If you could not attend the National High School Finals Rodeo, what would you have most likely done instead? (please choose only one – the most likely option.)

- I would have attended another event in the Lincoln area
- I would have spent the money on something else in the Lincoln area
- I would have spent the money on a performance or something else in another part of Nebraska
- I would have spent the money on an event or something else in another state
- I would have stayed home
- Other (please specify) _____

Q9 What is your gender?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)

Q10 In what year were you born?

National Rodeo - Vendor Form

National High School Finals Rodeo Vendor Survey
University of Nebraska-Lincoln Bureau of Business Research
(Please Complete One Survey per Travel Party)

Your answers to this survey will be an important part of an economic impact study of the National High School Finals Rodeo on the local economy. Please complete only one survey per travel party. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate you taking the time to complete the survey.

Q1 What is the zip code of your primary business location?

Q2 If you do not have a primary business location, what is the zip code of your primary residence?

Q3 Are you a food vendor?

Yes

No

Q4 How many employees, including yourself, did you bring to the National High School Finals Rodeo?

Q5 If you are not based in Lincoln, how many days is your organization staying in Lincoln because of the Rodeo?

Q5 In the following lines, please estimate the total spending related to being a vendor at the National High School Finals Rodeo. Remember to include money spent before, during and after the Rodeo.
Spending At Lancaster Event Center

Food and drinks at the Lancaster Event Center

Camping at the Lancaster Event Center

Shopping (supplies, gear, gifts, and/or clothing) at the Lancaster Event Center

Electricity/utilities at the Lancaster Event Center

Other Spending at Lancaster Event Center (please specify)

Q6 Spending Off-Site

Food and Drinks _____

Shopping _____

Gasoline/Fuel _____

Rental Car _____

Air Travel _____

Entertainment / Recreation _____

Supplies for your vendor booth/area

Lodging and/or overnight accommodations

Other spending (please specify) _____

Q7 What share of Off-Site spending occurred in:

Lincoln _____

Nebraska _____

Q8 What is your industry?

National Rodeo - Event Worker Form

National High School Finals Rodeo Personnel Survey
University of Nebraska-Lincoln Bureau of Business Research
(Please Complete One Survey per Travel Party)

Your answers to this survey will be an important part of an economic impact study of the National High School Finals Rodeo on the local Economy. Please complete only one survey per employee. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate you taking the time to complete the survey.

Q1 What is the zip code of your primary residence?

Q2 If you are not based in Lincoln, how many days did you stay in Lincoln because of the Rodeo?

Q3 In the following lines, please estimate the total spending during your trip to Lincoln (total for all days). Remember to include money spent before, during and after the Rodeo.

Spending At Lancaster Event Center

Food and drinks at the Lancaster Event Center

Camping at the Lancaster Event Center

Shopping (supplies, gear, gifts, and/or clothing) at the Lancaster Event Center

Electricity/utilities at the Lancaster Event Center

Other Spending at Lancaster Event Center (please specify)

Q6 Spending Off-Site

- Food and Drinks _____
- Shopping _____
- Gasoline/Fuel _____
- Rental Car _____
- Air Travel _____
- Entertainment / Recreation _____
- Supplies for your vendor booth/area

- Lodging and/or overnight accommodations

- Other spending (please specify) _____

Q7 What share of Off-Site spending occurred in:

- Lincoln _____
- Nebraska _____

National Rodeo - Expo Attendee Form

National High School Finals Rodeo Expo Attendee Survey
University of Nebraska-Lincoln Bureau of Business Research
(Please Complete One Survey per Travel Party)

Your answers to this survey will be an important part of an economic impact study of the National High School Finals Rodeo on the local economy. Please complete only one survey per travel party. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate you taking the time to complete the survey.

Q1 What is the zip code of your primary residence?

Q2 How many people were in your immediate travel party that visited the vendor Expo at the National High School Final Rodeo?

Q3 On how many days did you visit the vendor Expo?

Q4 In the following lines, please estimate the total spending by members of your immediate travel party (including yourself) as a result of attending the vendor Expo at the National High School Finals Rodeo.

Remember to include money spent before, during and after the Rodeo.

Spending At Lancaster Event Center </div>

Food and drinks at the Lancaster Event Center

Shopping (gear, souvenirs, gifts, and/or clothing) at the Lancaster Event Center

Other Spending at Lancaster Event Center (please specify)

Q5 Spending Off-Site

- Food and Drinks _____
- Shopping _____
- Gasoline/Fuel _____
- Other Entertainment / Recreation _____
- Lodging and/or overnight accommodations

- Other spending (please specify) _____

Q6 What share of Off-Site spending occurred in:

- Lincoln _____
- Nebraska _____

Q7 If you do not live in the Lincoln area, what is the primary factor that brought you to Lincoln?

- To attend the vendor Expo
- Shopping or other entertainment options
- To visit friends or relatives
- On vacation or holiday
- To conduct business
- Other (please specify) _____

Q8 If you could not attend the vendor Expo, what would you have most likely done instead? (please choose only one – the most likely option.)

- I would have attended another event in the Lincoln area
- I would have spent the money on something else in the Lincoln area
- I would have spent the money on a performance or something else in another part of Nebraska
- I would have spent the money on an event or something else in another state
- I would have stayed home
- Other (please specify) _____

Q9 What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Q10 In what year were you born?

Appendix 2

Surveys were taken on two weekdays (Wednesday 7/21 and Thursday 7/22) and one weekend day (Saturday 7/24). Surveys were taken during 4 periods in the morning and afternoon on Wednesday and Thursday July 21 and July 22 in front of the Business Center and Lincoln Room entrances. Expo-Only visitors were identified during each survey period, although most persons entering the doors were attending or participating in rodeo events at other times during the week. Generally, speaking counts of Expo-Only visitors were higher in the morning than in the late afternoon. A survey also was taken during 1 period in the morning at a back entrance near the camper parking lots, however, all surveyed individuals attended the Finals Rodeo. In other words, there were no Expo-only visitors using the back door location.

Surveys also were taken during 6 periods in the morning and afternoon on Saturday July 24 in front of both the Business Center and Lincoln Room. Once again, Expo-Only visitors during all periods were identified including during the last hour that vendors were open. Counts of Expo-Only visitors were higher in the morning and early afternoon than in the late afternoon, as seen in Table A2.1

Table A2:1: Survey Times, Location, and Expo-Only Visitors

Date	Time Range	Location	Total People Entering	Expo-Only People	Expo-Only Parties
7/21 (Wednesday)	3:30pm-3:55pm	Lincoln Room	58	2	1
7/21 (Wednesday)	4pm-5:15pm	Business Center	114	3	2
7/22 (Thursday)	9:30am - 10:30am	Business Center	122	9	3
7/22 (Thursday)	10:45am - 11:15am	Back Door	115	0	0
7/22 (Thursday)	11:20am - 11:50am	Lincoln Room	114	13	6
7/24 (Saturday)	10:12am - 11:12am	Lincoln Room	115	18	10
7/24 (Saturday)	11:15am - 12:30pm	Business Center	260	24	10
7/24 (Saturday)	1:20pm - 1:50pm	Lincoln Room	60	16	5
7/24 (Saturday)	1:55pm - 2:25pm	Business Center	55	3	2
7/24 (Saturday)	5:34pm - 6:14pm	Business Center	135	6	3
7/24 (Saturday)	6:16pm - 6:56pm	Lincoln Room	29	5	2

In Table A2.2, counts of Expo-Only visitors per hour were estimated based on the survey results and applied to all hours from 10am to 7pm on all 7 days of the Finals Rodeo. Data collected on Wednesday and Thursday were applied to weekdays while data collected on Saturday was applied to weekends. Data collected in the mornings and early-afternoon were averaged and applied to the hours 10am through 2pm while data collected in the mid- and late afternoon were averaged and applied to the hours 2pm through 7pm.

Table A2:2: Estimated Expo-Only Visitors by Day and Time

Time of Day	Day of Week							
	Saturday (July 17)	Sunday (July 18)	Monday (July 19)	Tuesday (July 20)	Wednesday (July 21)	Thursday (July 22)	Friday (July 23)	Saturday (July 24)
10am - 11am	46	46	35	35	35	35	35	46
11am - noon	46	46	35	35	35	35	35	46
Noon - 1pm	46	46	35	35	35	35	35	46
1pm - 2pm	46	46	35	35	35	35	35	46
2pm - 3pm	15	15	4	4	4	4	4	15
3pm - 4pm	15	15	4	4	4	4	4	15
4pm - 5pm	15	15	4	4	4	4	4	15
5pm - 6pm	15	15	4	4	4	4	4	15
6pm - 7pm	15	15	4	4	4	4	4	15
Daily Total	260	260	159	159	159	159	159	260
	Grand Total							1,701

Note: Hourly values may not add to totals due to rounding

There were an estimated 260 Expo-Only visitors estimated for each weekend day and 159 on each weekday. The total estimated Expo-Only visitors for the entire seven-day period is 1,701. These visitors often came in groups. The number of visiting parties was 697 for the eight-day period.