



## **Jets Training Camp 2012:**

### **The Economic Impact on the Cortland Community**

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Dr. Kathleen Burke  
Department of Economics

Dr. Wendy Miller  
Department of Geography

Timothy Phillips  
Department of Economics

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## Table of Contents

|  |    |
|--|----|
| Executive Summary.....                   | 3  |
| Overview.....                            | 4  |
| Visitors to Cortland County.....         | 5  |
| Visitors’ Direct Expenditures.....       | 10 |
| Perceived Impact on Main Street.....     | 15 |
| Cortland County Direct Expenditures..... | 18 |
| SUNY Cortland Direct Expenditures.....   | 19 |
| Intangible Benefits.....                 | 21 |
| Impact of Direct Expenditures.....       | 23 |
| Summary.....                             | 24 |

### List of Figures

|  |    |
|--|----|
| Figure 1: Percent of Visitors Attending Jets Summer Training Camp at Cortland..... | 5  |
| Figure 2: Percent of Visitors to 2012 Jets Training Camp Not from New York.....    | 6  |
| Figure 3: Percent of Visitors to 2012 Jets Training Camp from NY State.....        | 7  |
| Figure 4: Home County of Visitors to Jets Camp.....                                | 8  |
| Figure 5: Why Visitors Came to Cortland.....                                       | 9  |
| Figure 6: Location of Hotels Utilized During Camp.....                             | 9  |
| Figure 7: Hotels Visitors Resided During Camp.....                                 | 10 |
| Figure 8: Distribution of Visitors Expenditures.....                               | 11 |
| Figure 9: Percent of Total Spending by New York State County.....                  | 13 |
| Figure 10: Percent of Visitor Spending.....  | 14 |
| Figure 11: Main Street Respondents.....  | 15 |
| Figure 12: Did you increase your Inventory?.....                                   | 16 |
| Figure 13: Did you increase your Advertising?.....                                 | 16 |
| Figure 14: Did you see an increase in customers?.....                              | 17 |
| Figure 15: Did you see an increase in gross sales?.....                            | 17 |
| Figure 16: Businesses Perception of Jets Impact.....                               | 18 |
| Figure 17: Distribution of SUNY Cortland Expenditures.....                         | 20 |
| Figure 18: Breakdown of Direct Spending.....                                       | 23 |

### List of Tables

|   |    |
|---|----|
| Table 1: Top 10 Number and Percent of Visitors from Outside NY..... | 6  |
| Table 2: Top Ten Counties from NY State—Percent of Visitors.....    | 7  |
| Table 3: Hotel Revenue and Occupancy Increases.....                 | 10 |
| Table 4: Percent of Direct Spending from Outside NY.....            | 12 |
| Table 5: Percent of Direct Spending from NY State Counties.....     | 14 |
| Table 6: Visitors Expenditures.....                                 | 14 |
| Table 7: Community Expenditures.....                                | 19 |
| Table 8: SUNY Cortland Direct Expenditures.....                     | 20 |
| Table 9: Business and Marketing Services Provided by the.....       | 22 |
| Table 10: Impact of Spending in Cortland Community.....             | 24 |

## Executive Summary

- ❖ Hosting the 2012 New York Jets Training Camp at SUNY Cortland generated over \$5.5 million dollars in economic activity to the Cortland Community. This impact is a result of over \$3 million in direct spending by the Cortland Community and SUNY Cortland in preparation and running the Training camp as well as the Camp's spectators visiting the Cortland Community.
- ❖ The Cortland community expended approximately \$9 thousand to help prepare and host the Jets Training Camp. This spending accounts for nearly \$16 thousand in economic impact.
- ❖ SUNY Cortland's expenditures account for 11 percent of the overall impact. These expenditures led to an economic impact of over \$615 thousands in our economy stemming from over \$342 thousand in direct spending to host the Jets' 2012 Training Camp.
- ❖ The over 35,500 visitors who passed through the gate during the 2012 Jets Training Camp generated 89 percent of the economic impact on the Cortland Community. These spectators spent over \$2.6 million creating an impact of over \$4.9 million.
- ❖ The Jets Training Camp attracted visitors from 36 different U.S. States and 2 Canadian Provinces.
- ❖ Eighty three percent of the visitors that came to camp were from New York State. Fifty-seven of the 62 counties in NY were represented at Jets Camp.
- ❖ Cortland County residents accounted for 14 percent of the visitors to camp. Residents of the counties adjacent to Cortland (Broome, Cayuga, Chenango, Madison, Onondaga, Tioga, and Tompkins) comprised 37 percent of camp visitors. Thirty-two percent of visitors came from other NY counties while 17 percent came from outside of NY.
- ❖ Only 14 percent of the visitors stated that they stayed over for at least one night. Revenue for the local hotels (in the aggregate) increased 11 percent in August 2012 as compared to August 2011. Furthermore, hotel occupancy for August 2012 as compared to August 2011 increased 9.2 percent.
- ❖ The counties adjacent to Cortland County contributed 44 percent of the direct spending, \$1.19 million. Other counties in New York State spent \$1.03 million this summer which accounts for 37 percent of the direct spending. Visitors to Cortland from outside of NY spent \$525 thousand in our community, 19 percent of the total spending.

## Overview

SUNY Cortland is the *Official University Partner of the New York Jets* and again hosted their Summer Training Camp during the summer of 2012. Between July 28 and August 15, the Jets held 10 morning practice sessions and one evening Green and White practice that were open to the public. During these 11 sessions, approximately 35,500 spectators entered the gate at the SUNY Cortland to attend the 2012 NY Jets Training Camp. These spectators came to our community from across the United States as well as Canada. They dined in our restaurants, visited our pubs, shopped in our stores while also enjoying the festivities that the Jets Training Camp had to offer.

The money spent by these visitors injects new dollars into our local economy. Moreover, the expenditures to prepare and host the Jets Training Camp by the Cortland Planning Group, Cortland County and SUNY Cortland further contributed to the economic activity in our area. In this report we examine these expenditures as well as calculate the impact this spending had on the Cortland community.

The total value method will be used in order to calculate the impact this spending had on the local economy. This method entails first calculating the total direct expenditures, that is, the spending due to the presence of the Jets by SUNY Cortland, the Cortland Community as well as the visitors attending camp. We then use a reliable multiplier to determine the impact of these expenditures. The multiplier for this study was generated by RIMS II. RIMS II multipliers are generated from input-output analysis for a particular region and are obtained through the Bureau of Economic Analysis (for more information see [www.BEA.gov](http://www.BEA.gov)).

The direct expenditures by SUNY Cortland and the Cortland Community were provided to us by each respectively. In order to determine the direct spending of the spectators, however, a survey was designed and distributed outside the gate at the Jets Training Camp at both the morning and afternoon sessions.

In what follows, we first provide an analysis of the visitors that came to Cortland to attend Jets Training Camp. We then layout the direct spending by these spectators as well as the perceived impact this influx of visitors had on Cortland's Main Street. We then examine the direct expenditures of the Cortland Planning Group that formed to help prepare for the Jets Training Camp as well as expenditures by Cortland County. SUNY Cortland's direct expenditures to prepare and host the 2012 Jets Training Camp are examined next as well as a discussion of the intangible benefits and assets received due to this partnership. Finally, we aggregate these expenditures and determine the impact that this spending generated in our economy.

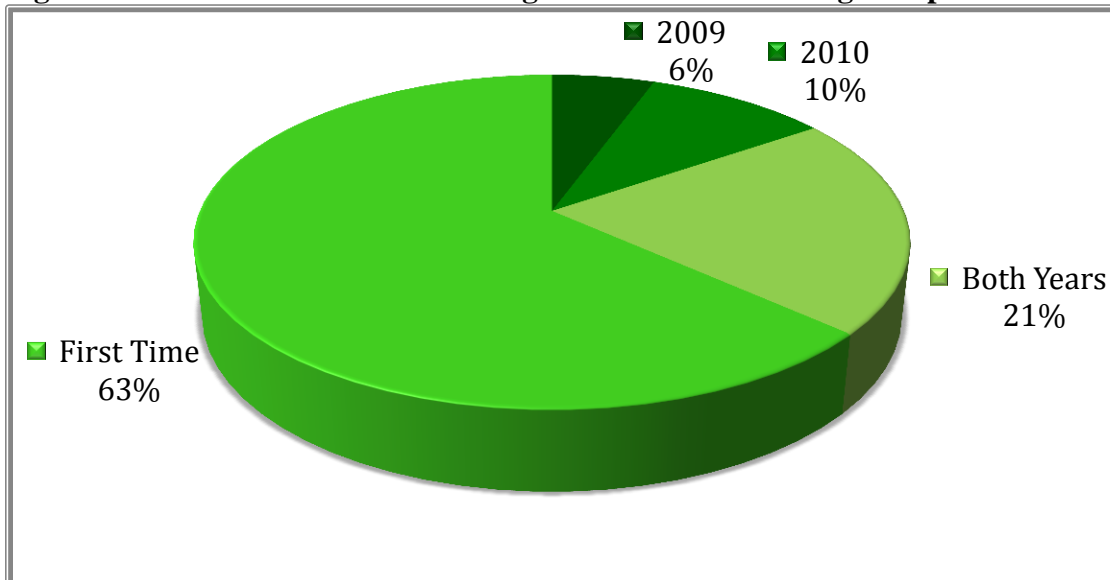
## Visitors to Cortland County

According to the NY Jets, 35,634 visitors passed through the gates on the campus of SUNY Cortland during the 11 days of Jets' 2012 Summer Training Camp. Our survey data accounted for 9,334 individuals who attended the camp. Sixty-nine percent of these visitors were adults and 31 percent were children who came to SUNY Cortland to watch the Jets.

In 2010, Summer Training Camp brought 41,000 spectators to Cortland over the 14 days of both morning and afternoon sessions open to the public. In 2012, there were three less days of Training Camp open to the public and only one practice session per day in accordance with the new NFL Collective Bargaining Agreement. Even with this reduced schedule, we only saw a small decrease in visitors to the 2012 Training Camp. One possible explanation for this could be the Jets' acquisition of Tim Tebow.

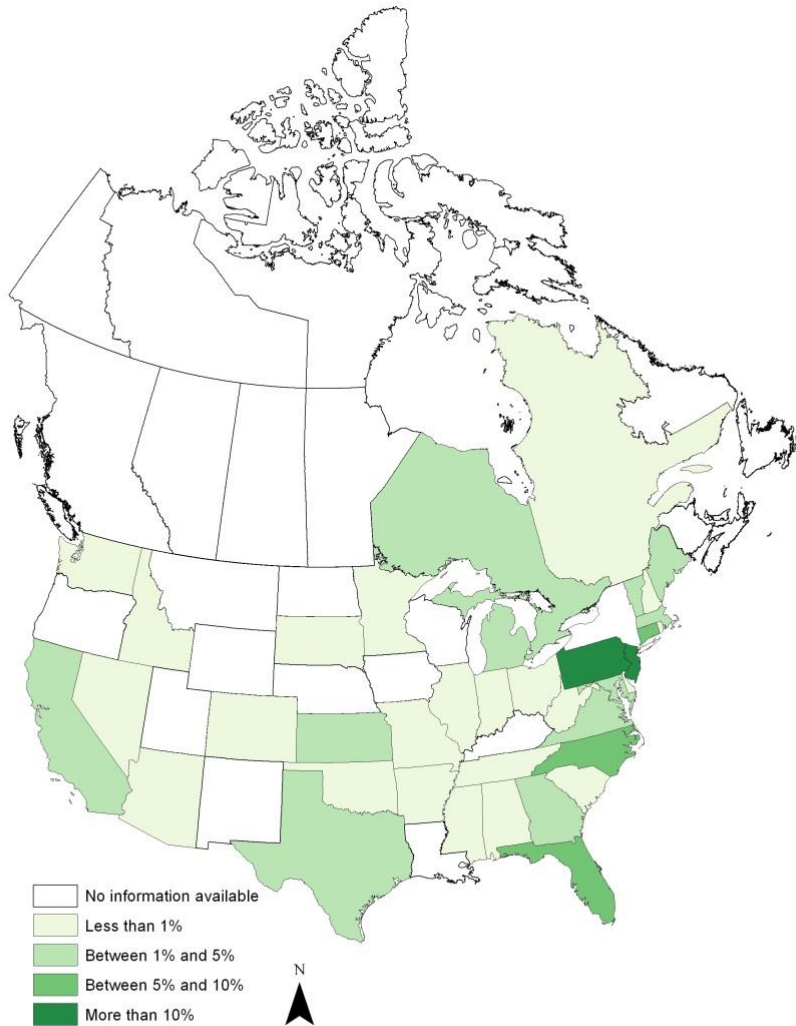
The majority of visitors, 63 percent, attending the 2012 Training Camp had never come to Cortland for camp before as depicted in Figure 1. Twenty-one percent of current camp attendees had attended the training camp in both 2009 and 2010, while 6 percent only attended in 2009 and 10 percent only attended in 2010.

**Figure 1: Percent of Visitors Attending Jets Summer Training Camp at Cortland**



The visitors to the 2012 summer camp came to Cortland County from 36 different states and 2 Canadian Provinces. Most of the visitors lived within driving distance of Cortland. When excluding NY, Figure 2 displays the percent of visitors coming to Jets Training Camp from the U.S. and Canada. Not surprisingly, the states with the highest attendance border New York. Pennsylvania (26%), New Jersey (20%), and Connecticut (8%) comprised over fifty percent of the visitors from outside NY as listed in Table 1.

**Figure 2: Percent of Visitors to 2012 Jets Training Camp Not from New York**

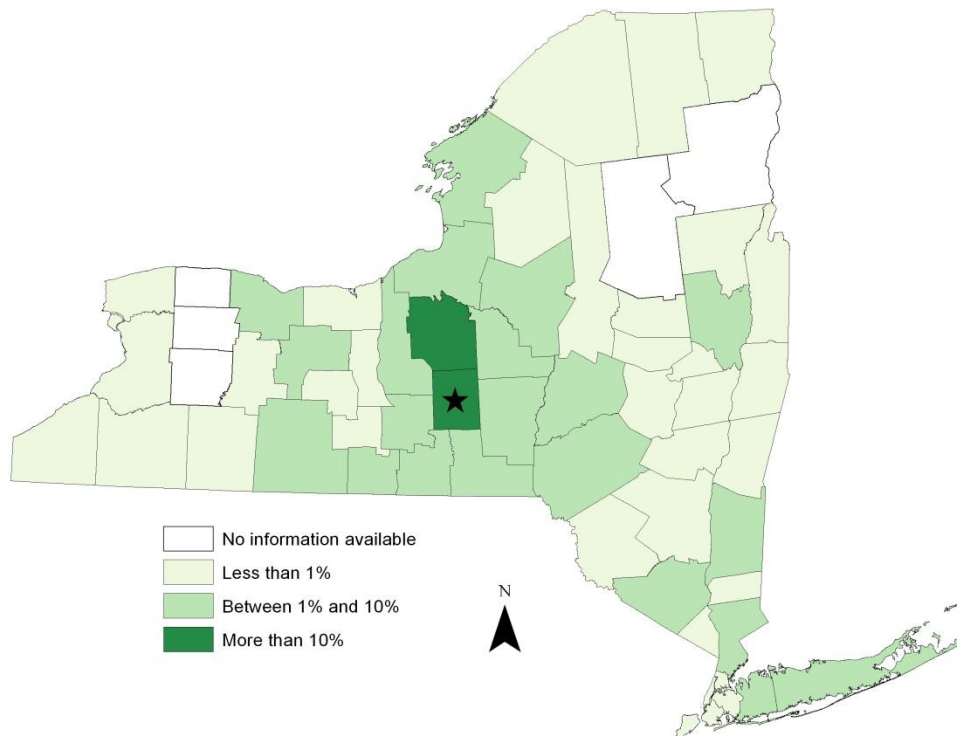


**Table 1: Top 10 Number and Percent of Visitors from Outside NY**

|                       | <b>Visitors</b> | <b>Percentage</b> |
|-----------------------|-----------------|-------------------|
| <b>Pennsylvania</b>   | 408             | 26%               |
| <b>New Jersey</b>     | 313             | 20%               |
| <b>Connecticut</b>    | 126             | 8%                |
| <b>North Carolina</b> | 108             | 7%                |
| <b>Florida</b>        | 91              | 6%                |
| <b>Virginia</b>       | 78              | 5%                |
| <b>Maryland</b>       | 54              | 3%                |
| <b>Massachusetts</b>  | 53              | 3%                |
| <b>Canada</b>         | 49              | 3%                |
| <b>Michigan</b>       | 47              | 3%                |

Visitors from New York State comprised 83 percent of all of the visitors to Jets Training Camp. Fifty-seven of the 62 counties within NY are represented, as observed in Figure 3. No residents of Essex, Genesee, Hamilton, Orleans, or Wyoming counties attended camp. As is clearly evident from this map, most of the spectators at camp were from the regions surrounding Cortland. The top ten counties with the highest percentage of visitors are listed in Table 2. Onondaga had the highest percentage of spectators from NY State, 19 percent.

**Figure 3: Percent of Visitors to 2012 Jets Training Camp from NY State**

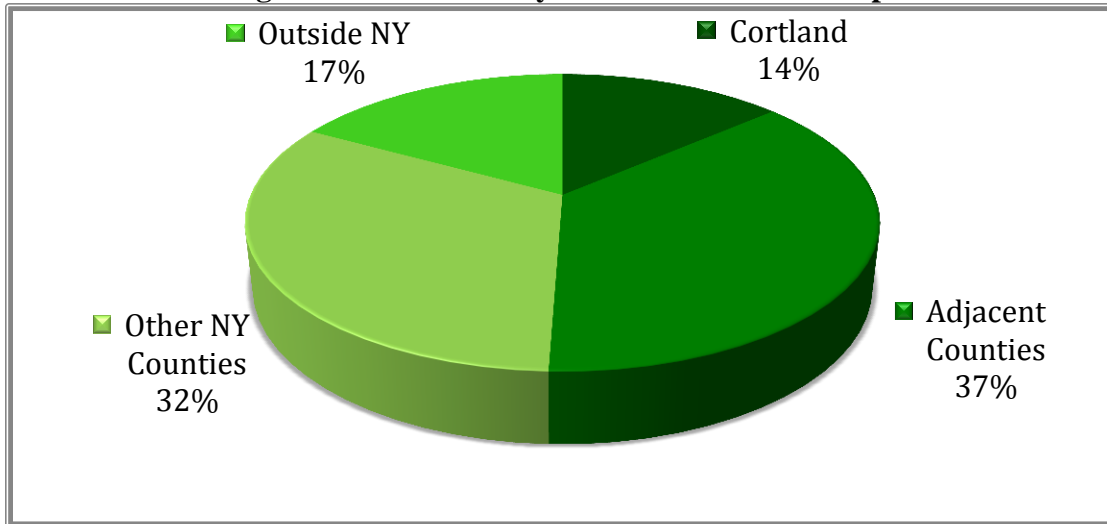


**Table 2: Top Ten Counties from NY State—Percent of Visitors**

|                 | <b>Visitors</b> | <b>% of NY State</b> | <b>% of All Visitors</b> |
|-----------------|-----------------|----------------------|--------------------------|
| <b>Onondaga</b> | 1432            | 19%                  | 15%                      |
| <b>Cortland</b> | 1265            | 17%                  | 14%                      |
| <b>Broome</b>   | 709             | 9%                   | 8%                       |
| <b>Tompkins</b> | 540             | 7%                   | 6%                       |
| <b>Oneida</b>   | 303             | 4%                   | 3%                       |
| <b>Cayuga</b>   | 294             | 4%                   | 3%                       |
| <b>Monroe</b>   | 227             | 3%                   | 2%                       |
| <b>Suffolk</b>  | 207             | 3%                   | 2%                       |
| <b>Chemung</b>  | 195             | 3%                   | 2%                       |
| <b>Madison</b>  | 192             | 3%                   | 2%                       |

When examining all visitors to the 2012 Jets Training Camp, Cortland County residents accounted for 14% of the spectators. Residents of the counties adjacent to Cortland (Broome, Cayuga, Chenango, Madison, Onondaga, Tioga, and Tompkins) comprised 37 percent of camp visitors. Thirty-two percent of spectators came from other NY counties while 17 percent came from outside NY.

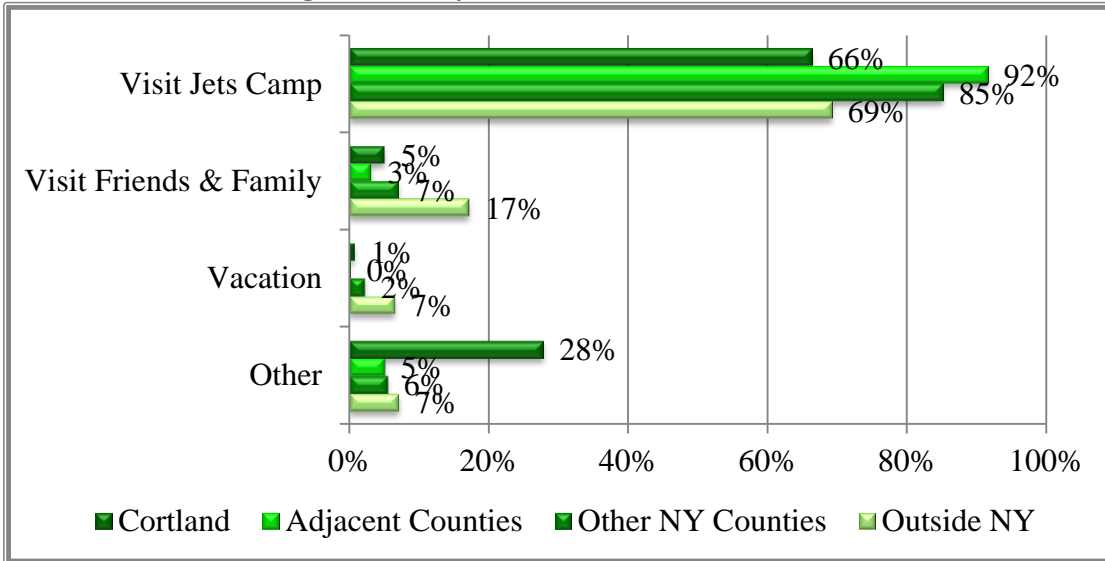
**Figure 4: Home County of Visitors to Jets Camp**



When asked why they were in the Cortland area, spectators indicated that they were primarily in the area to visit Jets Camp, regardless of where they lived. Over 90 percent of the spectators that live in the counties adjacent to Cortland (92 percent) as well as in other NY State counties (85 percent) were in Cortland County to see the Jets. Individuals who live in states outside of NY were the most likely to be in the area to visit friends and family (17 percent) or to vacation (7 percent). However, 69 percent of spectators from outside of NY State came to Cortland County specifically to visit the Jets Training Camp.

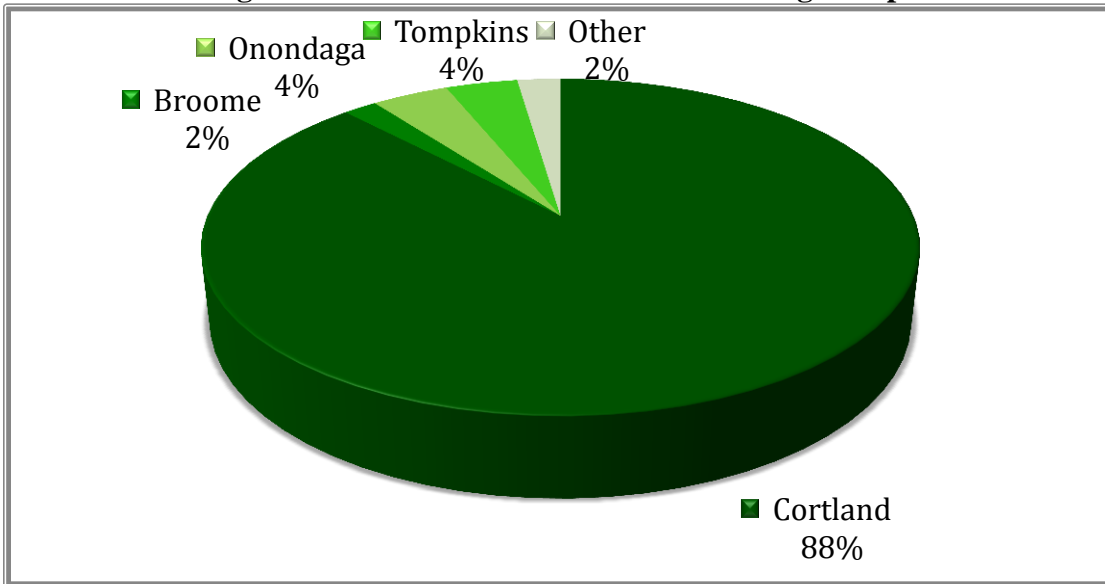


**Figure 5: Why Visitors Came to Cortland**



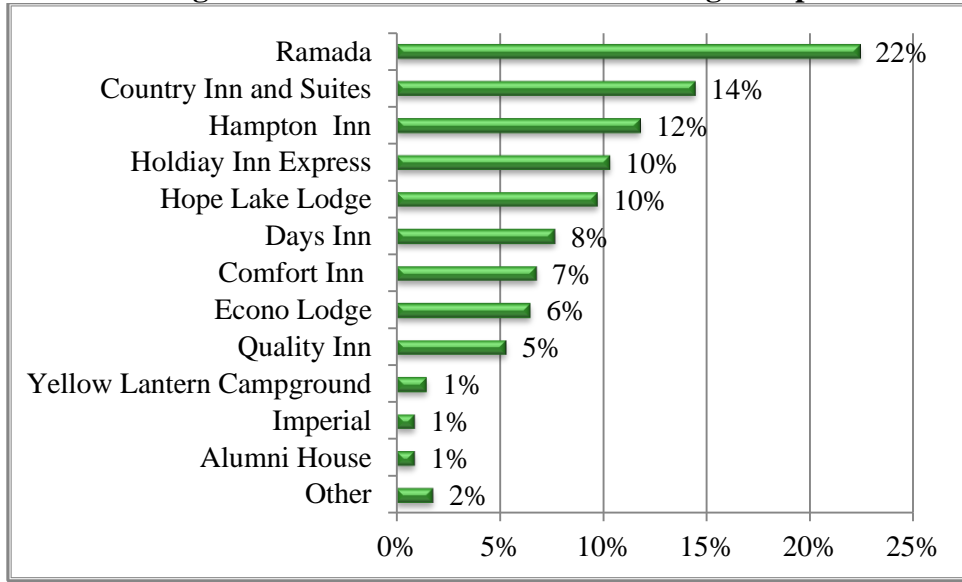
Of all those participating in the survey, only 14 percent stated that they stayed over for at least one night. Almost 90 percent of these visitors stayed in a hotel within Cortland County, while 10 percent stayed in hotels in Tompkins, Onondaga or Broome counties as depicted in Figure 6.

**Figure 6: Location of Hotels Utilized During Camp**



The hotels within Cortland County that these visitors stayed at are displayed in Figure 7. Surprisingly, the Country Inn and Suites, located across from the fields at SUNY Cortland had the second highest reported occupancy. The Ramada and the Hampton Inn, located further from campus, but close to Route 81 had the first and third highest reported occupancies, housing 22 and 12 percent of the visitors, respectively.

**Figure 7: Hotels Visitors Resided During Camp**



Even though only 14 percent of camp attendees stayed overnight, Cortland County’s hotels received a vital injection of revenue. Revenue for the local hotels (in the aggregate) increased 11 percent in August 2012 as compared to August 2011. Furthermore, hotel occupancy for August 2012 as compared to August 2011 increased 9 percent.

**Table 3: Hotel Revenue and Occupancy Increases**

|                       | <b>Revenue</b> | <b>Occupancy</b> |
|-----------------------|----------------|------------------|
| <b>August 2012</b>    | \$1,945,443    | 70.1             |
| <b>August 2011</b>    | \$1,745,839    | 64.2             |
| <b>Percent Change</b> | <b>11.4%</b>   | <b>9.2%</b>      |

Source: Cortland County Convention and Visitors Bureau

## Visitors’ Direct Expenditures

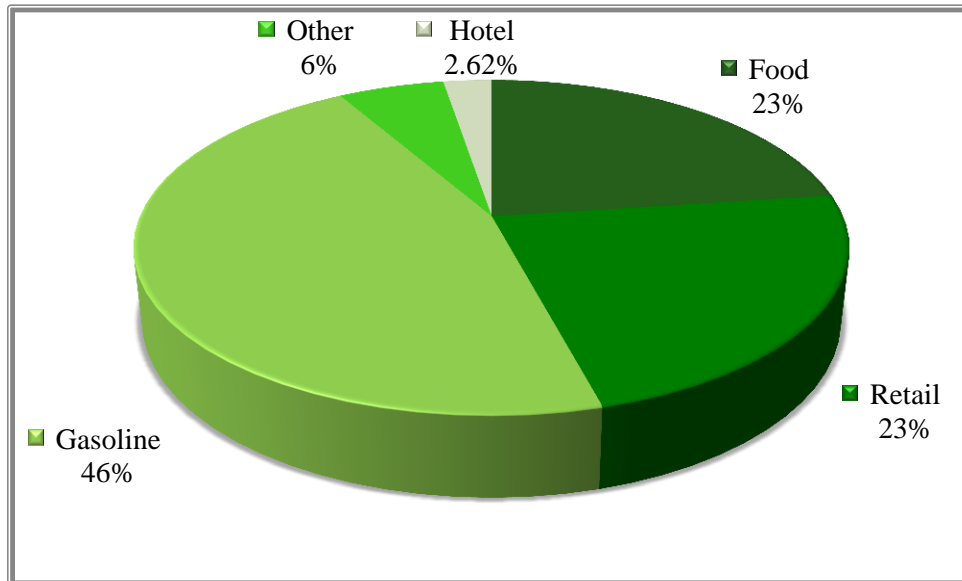
Visitors to the Jets Training Camp were asked to indicate their spending on food, retail, both inside the Jets tent and in the community, gasoline, hotel and to record any other expenditures not indicated on the survey. The per person median spending on retail items was \$20, accounting for 23 percent of overall spending by visitors to Jets Training Camp (see Figure 8).<sup>1</sup> Twenty-three percent of visitors’ expenditures were spent on food; median spending on food was \$20 per person per day. Median gasoline expenditures were \$40, accounting for 46 percent of the overall expenditures. Hotel expenditures accounted for less than 3 percent of visitors’

<sup>1</sup> We chose to use median expenditures rather than average expenditures due to outliers at the upper end of the distribution. All expenditures were skewed to the right.

expenditures. The “Other” category accounted for 6 percent of visitors’ spending; with a median expenditure of \$5.

Visitors’ median spending on retail within the Jets Tent was \$40, however, all revenues from these purchases went to the Jets and not to Cortland County, thus these retail expenditures will **not** be included in the overall impact. Furthermore, as previously discussed, all expenditures by residents of Cortland County were removed from the calculations. These dollars would presumably be spent in Cortland County, that is, these dollars are not new money being introduced into our community.

**Figure 8: Distribution of Visitors Expenditures**



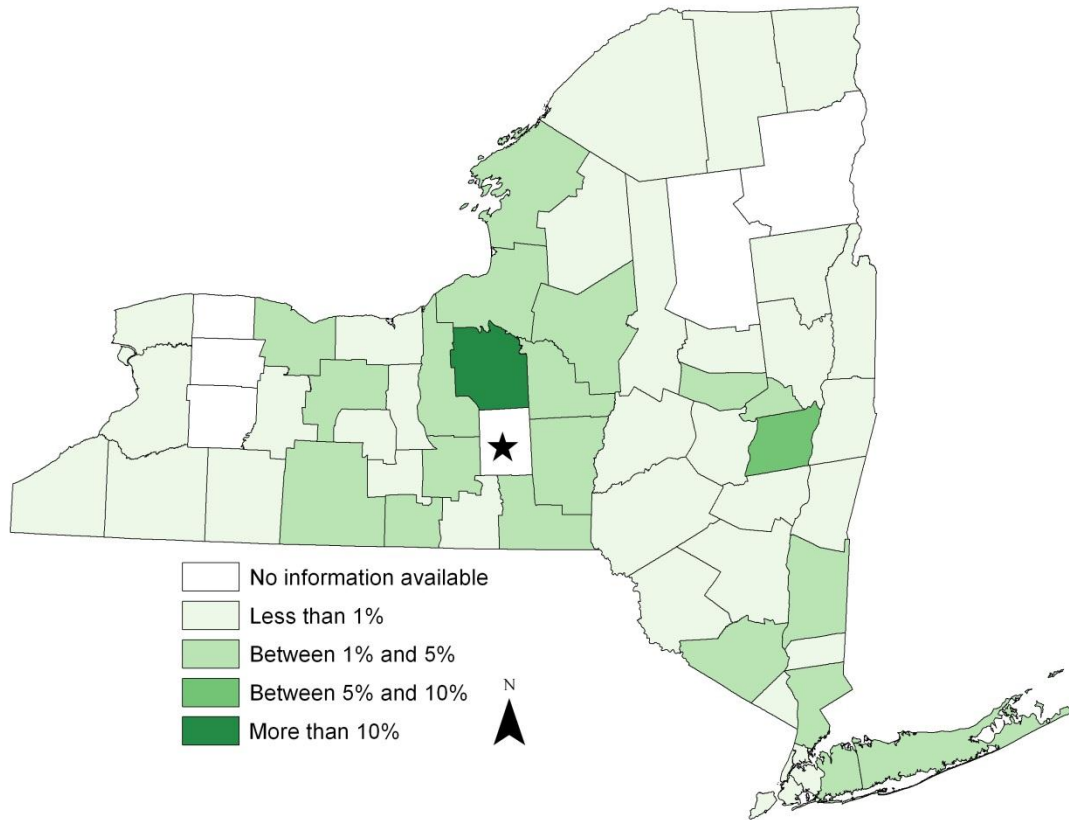
When we examine the percent of total expenditures by visitors from areas outside of NY State, we find that New Jersey spends \$54, the highest amount per person that is 8 percent of overall expenditures. Pennsylvania spends \$30 per person and has the second highest share in expenditures for areas outside of NY State, 6 percent of the overall spending. Florida, Connecticut, and Canada are also within the top 5 for highest percent of spending from visitors outside of NY.

**Table 4: Percent of Direct Spending from Outside NY**

|                       | <b>Percent</b> | <b>Spending per Person</b> |
|-----------------------|----------------|----------------------------|
| <b>New Jersey</b>     | 8%             | \$54                       |
| <b>Pennsylvania</b>   | 6%             | \$30                       |
| <b>Florida</b>        | 3%             | \$62                       |
| <b>Connecticut</b>    | 3%             | \$48                       |
| <b>Canada</b>         | 2%             | \$89                       |
| <b>North Carolina</b> | 2%             | \$32                       |
| <b>Maryland</b>       | 1%             | \$51                       |
| <b>Virginia</b>       | 1%             | \$26                       |
| <b>Massachusetts</b>  | 1%             | \$40                       |
| <b>California</b>     | 1%             | \$46                       |

If we examine the total per person spending in our area by counties in New York State, the top ten counties with the highest per person expenditures were Albany, \$159; Bronx \$103; New York, \$103; Chautauqua, \$103; Nassau, \$75; Rockland, \$64; Allegany, \$63; Yates, \$61; Montgomery, \$58; and Clinton, \$55. Although these counties have the highest per person expenditure, they do not necessarily represent the largest impact on our community. If these counties also had the highest percentage of individuals who attended camp, then our community would experience great benefit. In Figure 9 below, we depict the percent of the total expenditures contributed by each county in NY.

**Figure 9: Percent of Total Spending by New York State County**



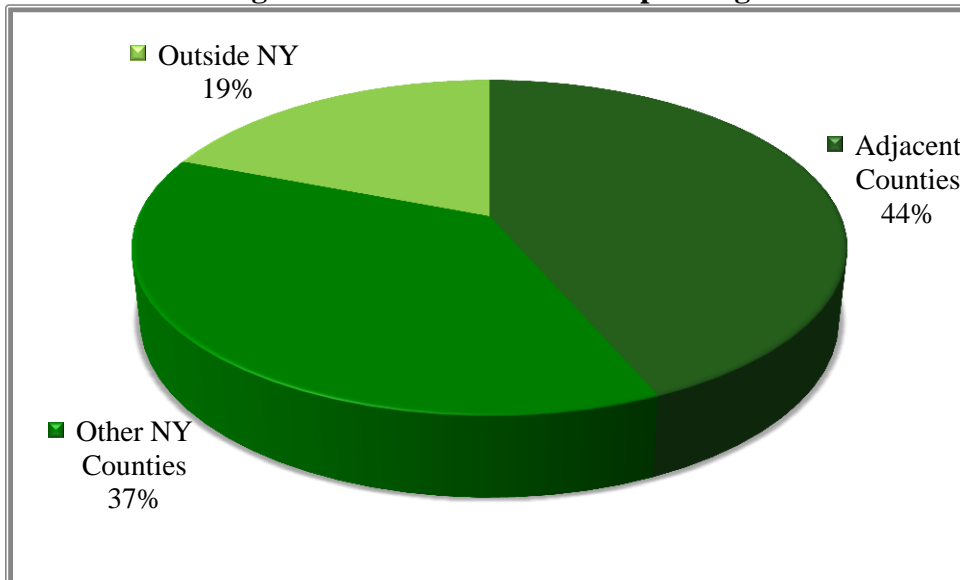
The ten counties that had the highest percent of spending are listed in Table 5 along with their associated spending per person. Two of the top three counties are adjacent to Cortland County that is, Onondaga and Broome County, respectively. Albany County has the second highest percent of spending. Two of the Long Island counties, Nassau and Suffolk had the fourth and fifth highest percent of direct spending.

**Table 5: Percent of Direct Spending from NY State Counties**

| <b>County</b>   | <b>Percent</b> | <b>Spending per Person</b> |
|-----------------|----------------|----------------------------|
| <b>Onondaga</b> | 10%            | \$16                       |
| <b>Albany</b>   | 6%             | \$159                      |
| <b>Broome</b>   | 5%             | \$15                       |
| <b>Nassau</b>   | 5%             | \$75                       |
| <b>Suffolk</b>  | 5%             | \$47                       |
| <b>Oneida</b>   | 3%             | \$19                       |
| <b>Monroe</b>   | 3%             | \$24                       |
| <b>Orange</b>   | 2%             | \$44                       |
| <b>Tompkins</b> | 2%             | \$9                        |
| <b>Ontario</b>  | 2%             | \$45                       |

Overall, as is indicated in Figure 10 and Table 6, the counties that are adjacent to Cortland contributed 44 percent of the direct spending in our county, that is \$1,194,392. Other counties in New York State accounted for 37 percent of direct spending, \$1,026,501, while visitors to Cortland from outside of NY spent \$525,082 in our community, 19 percent of the total spending. Thus, over \$2.7 million in new dollars were injected into our economy due to the NY Jets Training Camp being held at SUNY Cortland.

**Figure 10: Percent of Visitor Spending**



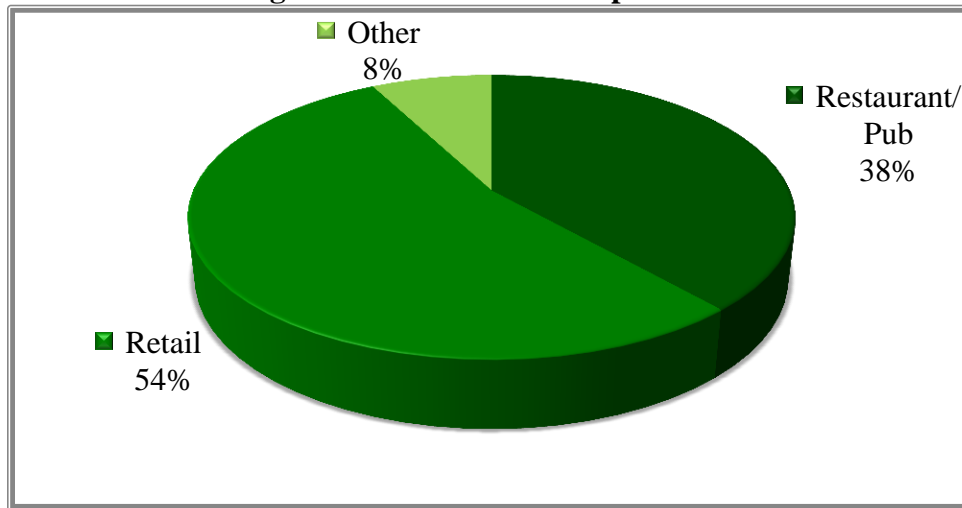
**Table 6: Visitors Expenditures**

|                   | <b>Direct Spending</b> |
|-------------------|------------------------|
| Adjacent Counties | \$1,194,392            |
| Other NY Counties | \$1,026,501            |
| Outside NY        | \$525,082              |
| <b>Total</b>      | <b>\$2,745,974</b>     |

## Perceived Impact on Main Street

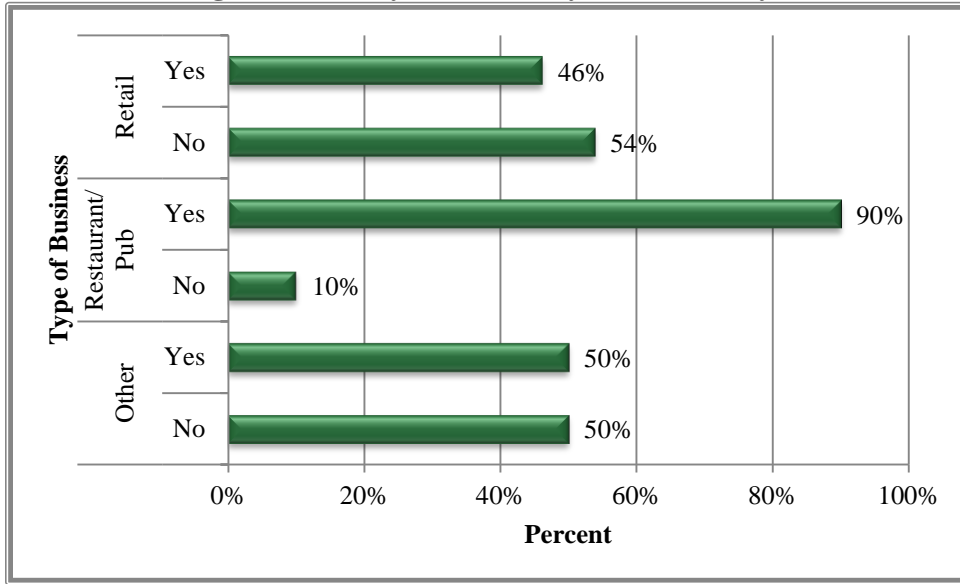
After the New York Jets were in the city of Cortland for their preseason camp, survey data was collected from businesses on Main Street in Cortland in an attempt to understand business owner's perceptions regarding the impact the Jets Training Camp had on their business. Our sample was comprised of 54 percent retail businesses, 38 percent restaurants and bars and 8 percent of other types of businesses as depicted in Figure 11.

**Figure 11: Main Street Respondents**



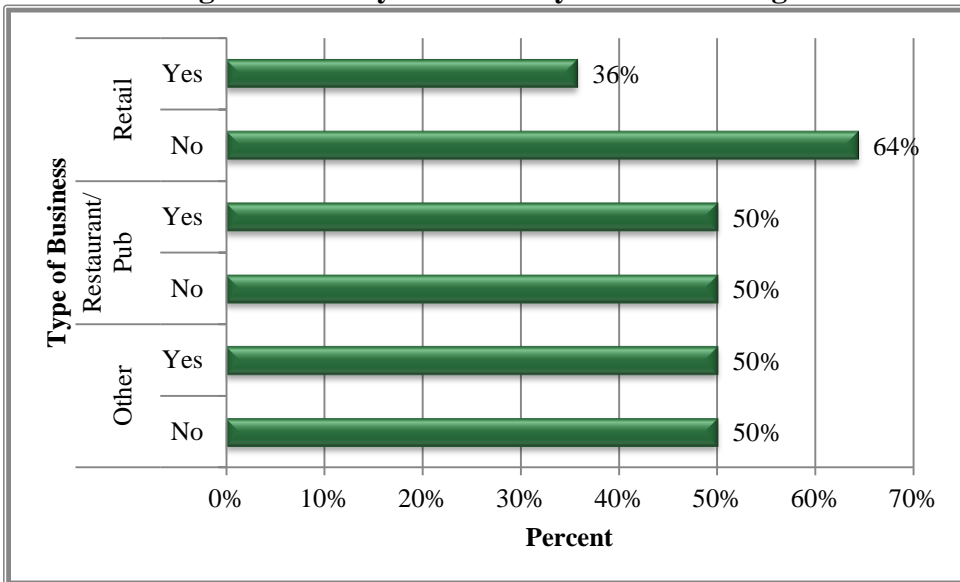
To prepare for the increase in visitors to Cortland, only one retail establishment on Main Street hired an additional employee and only one restaurant increased their normal hours of operation by four. Many establishments did, however, increase their inventory. As Figure 12 depicts, 90 percent of the restaurants, pubs and bars increased their inventory, while 46 percent of the retail businesses increased their inventory in preparation for the Jets. Only 38 percent of those businesses that increased their inventory indicated that they saw a return on their investment.

**Figure 12: Did you increase your Inventory?**



Another means to increase foot traffic and sales on Main Street is through advertising. Main Street establishments were asked whether they increased their advertising while the Jets were in town. Forty-two percent of Main Street businesses spent an average of \$428 on advertising during Jets Camp. As depicted in Figure 13, 50 percent of the restaurants and bars increased their advertising, while 36 percent of the retail businesses increased their advertising.

**Figure 13: Did you increase your Advertising?**

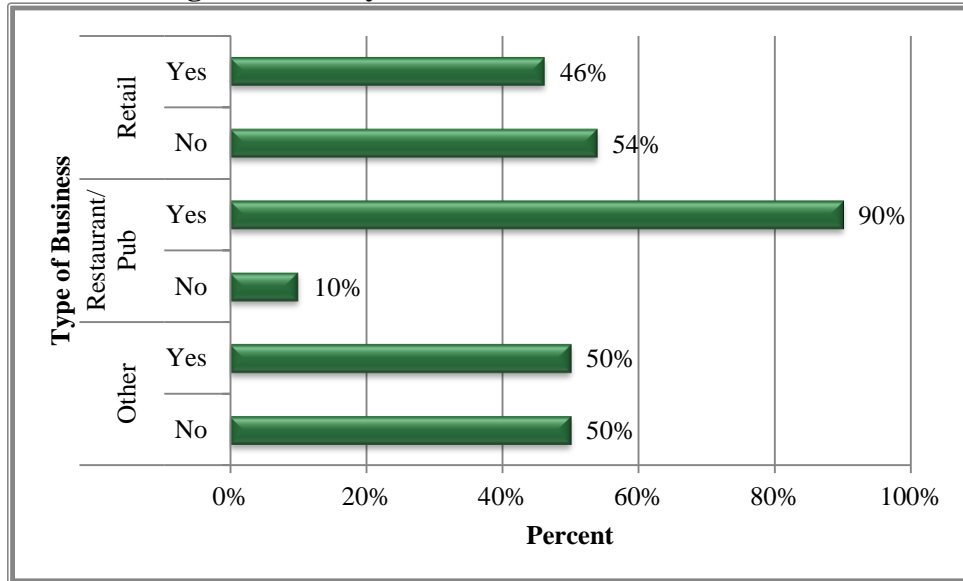


Overall, 61 percent of all businesses surveyed saw an increase in the number of visitors to their establishments. Ninety percent of the restaurants and bars surveyed saw an increase in visitors, while 46 percent of retail stores saw an increase in customer traffic. Other businesses, which



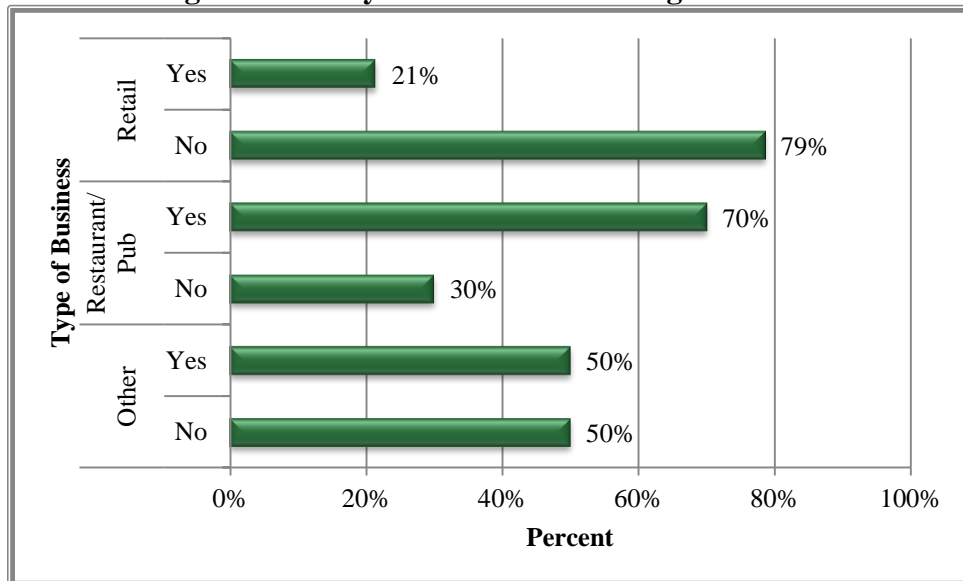
would include the insurance agencies on Main St., for example, did not see an increase in customers. Obviously, one would not expect these types of establishments to be visited by the spectators attending Jets Training Camp.

**Figure 14: Did you see an increase in customers?**



This increase in customers also led to an increase in gross sales. Seventy percent of the restaurants and bars had an increase in gross sales. In addition, 21 percent of retail stores indicated an increase in gross sales. Overall, Main Street businesses saw an average increase in sales of 17 percent during the Jets Training Camp.

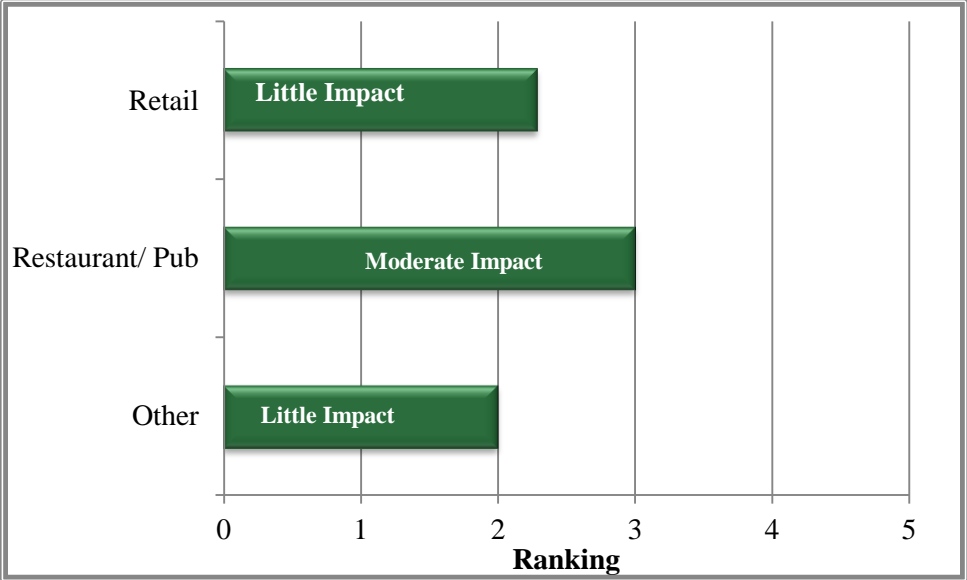
**Figure 15: Did you see an increase in gross sales?**



Overall, the impact of hosting the NY Jets Training Camp in Cortland on the Main Street businesses was moderate for the restaurants and bars while the retail businesses indicate that there was little impact on their business as depicted in Figure 16.

As indicated earlier, due to the new Collective Bargaining Agreement, there was a change in the schedule of Training Camp in 2012, resulting in only one training session per day. In previous years, practice sessions were held in the morning and again in the afternoon, providing time in between the practice sessions for training camp visitors to explore Main Street businesses and have lunch. The consequences of not having the afternoon practice sessions did not seem to reduce the impact on Main Street as the 2012 Training Camp results are very similar to the impact on Main Street indicated during the 2010 Training Camp.

**Figure 16: Businesses Perception of Jets Impact**



### Cortland County Direct Expenditures

The 2012 NY Jets Training Camp brought the community together with a single purpose, to provide a welcoming atmosphere for the NY Jets players, coaches, staff and spectators while they were in our Cortland community. The Planning Group, consisting of members from the Cortland Regional Sports Council, the Cortland County Chamber of Commerce, the BDC/IDA, the Convention and Visitors Bureau, and the Downtown Partnership met frequently to ensure that the community was prepared for the increased activity that would occur during the Jets' Training Camp.

Many of the tasks for the Planning Group involved coordinating with Cortland County and SUNY Cortland, particularly for the Jets' Green and White practice on August 4, 2012. In addition, they hosted the Welcome Celebration on Main Street when the Jets arrived in Cortland for Training Camp.

As depicted in Table 7, this community injected nearly \$9 thousand into our local economy to ensure that our community was viewed as a welcoming environment for the players, coaches, staff and the thousands of fans that came to Cortland to see the NY Jets.

**Table 7: Community Expenditures**

| <b>Expenditures</b>    | <b>Cost</b>       |
|------------------------|-------------------|
| <b>Community Group</b> | \$8792.68         |
| <b>TOTAL</b>           | <b>\$8,792.68</b> |

## **SUNY Cortland Direct Expenditures**

As stated earlier, SUNY Cortland signed a 3 year contract, with renewal options, to host the New York Jets Training Camp. The quality of the facilities that SUNY Cortland can provide is part of the reason that the Jets chose to run their camp in Cortland. The Jets utilized many of the campus facilities. The team and coaches stayed in the College's Glass Tower. They dined in Neubig dining hall. Corey Union offices were used by coaches while the College's ice arena was converted into an exercise facility.

To assist SUNY Cortland in hosting the Jets Training Camp, the College received a grant for \$575,000 over 5 years from the Empire State Development Corp (ESDC). The first year of the grant, 2010, provided the College \$275,000 to prepare to host the NY Jets. The grant allocated \$200,000 towards capital purchase and \$75,000 for operating costs. The remaining \$300,000 of the grant is allotted towards an operating budget, providing \$75,000 for each year in the contract. Without this assistance from the New York State, it would have been difficult if not impossible to host the New York Jets at SUNY Cortland.

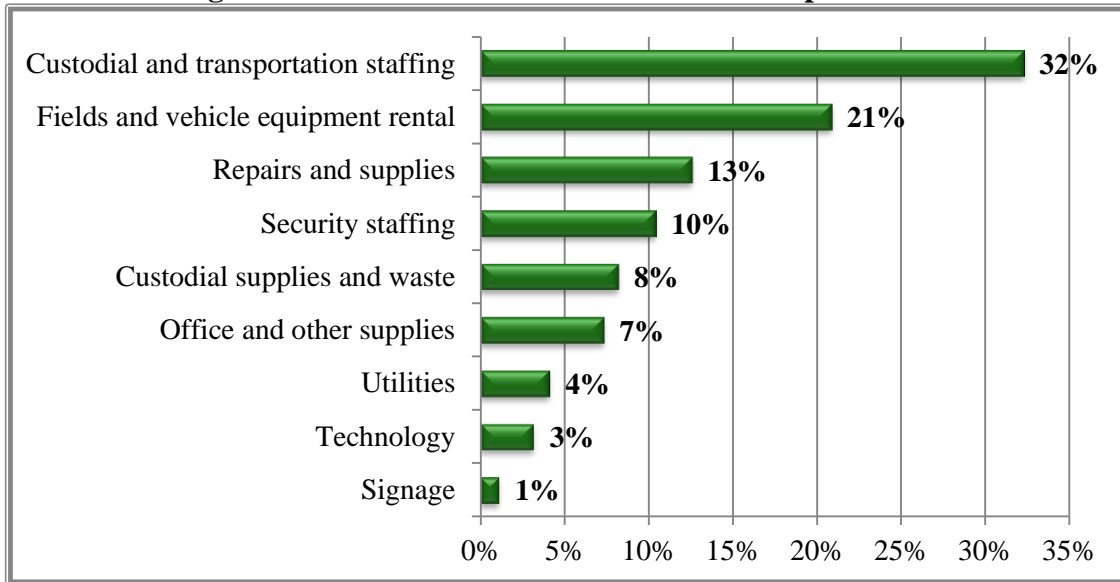
In order to prepare and host the Jets, SUNY Cortland spent over \$340 thousand. As depicted in Figure 17 below, the largest expenditure for the College was \$110 thousand in the area of custodial and transportation staffing which constituted 32 percent of the College's spending. Fields and vehicle rental expenditures were just over \$70 thousand which accounted for 21 percent of the College's overall spending.

Repairs and supplies were the third largest expenditure for the College totaling \$42,979 which represented 13 percent of the College's spending. The fourth largest expenditure, approximately \$35 thousand was on security staff which represents 10 percent of the overall spending.

Rounding out the top 5 largest expenditures is custodial supplies and waste, accounting for 8 percent of the overall spending, approximately \$28 thousand. The remaining 15 percent of the College’s spending was on office and other supplies, utilities, technology and signage.

In total, SUNY Cortland spent just over \$342 thousand in order to prepare and host the 2012 NY Jets Training Camp. The disaggregated breakdown of these expenditures is displayed in Table 8 below.

**Figure 17: Distribution of SUNY Cortland Expenditures**



**Table 8: SUNY Cortland Direct Expenditures**

| <b>Expenditure</b>                    | <b>Cost</b>      |
|---------------------------------------|------------------|
| Signage                               | \$3,769          |
| Technology                            | \$10,835         |
| Utilities                             | \$14,000         |
| Office and Other Supplies             | \$25,080         |
| Custodial Supplies and Waste          | \$27,997         |
| Security Staffing                     | \$35,617         |
| Repairs and Supplies                  | \$42,979         |
| Fields and Vehicles Equipment Rental  | \$71,334         |
| Custodial and Transportation Staffing | \$110,452        |
| <b>TOTAL</b>                          | <b>\$342,063</b> |

## **Intangible Benefits**

The presence of an NFL team at SUNY Cortland, making the small city of Cortland its home for a summer training camp, yields unprecedented media coverage. The intense coverage, by all types of media of every aspect of the Jets' team during August 2012, placed SUNY Cortland in the headlines almost daily. The Jets and SUNY Cortland were featured in pieces by various news organizations outside the regional area including ESPN, The New York Times, The Daily News, The New York Post, Newsday, and a wide variety of other news agencies all prominently mentioning the name SUNY Cortland.

SUNY Cortland is well known regionally for its facilities. The continued partnership with the NY Jets has led to further improvements of the athletic facilities including permanent fencing surrounding two new NFL quality fields. These improvements will benefit the College as we market the campus to sport camps and other athletic events that are considering coming to Central New York.

The business and marketing services that SUNY Cortland received through the contract with the NY Jets are fully delineated in Table 9. Among these benefits that SUNY Cortland enjoys are increased national media and marketing exposure including 360 degree LED signage during home games, banner displays on newyorkjets.com and ads on ESPN radio during the regular season. The College is also able to increase their funds raised for scholarships through auctioning and raffling items provided by the Jets including Jets autographed merchandise, tickets to regular season games as well as the Super Bowl.

Both our prospective and current students benefit from the SUNY Cortland's partnership with the Jets. Our prospective students have the opportunity to access the Jets' Atlantic Health Facility during open houses in the Fall and Spring. Our current students not only benefit from the use of NFL quality facilities, but also through internship opportunities that are available to students during training camp. These internships afford our students experiences that they would never have at another institution.

**Table 9: Business and Marketing Services Provided by the  
New York Jets to SUNY Cortland**

|   |
|---|
| <b>1. Official Designation</b>  |
| <ul style="list-style-type: none"> <li>• By virtue of the partnership, SUNY Cortland becomes the "Official University Partner of the New York Jets".</li> </ul>   |
| <b>2. Use of Marks</b>  |
| <ul style="list-style-type: none"> <li>• SUNY Cortland has the right to use NY Jets marks and logos. The NY Jets and SUNY Cortland logos can be used together when promoting the partnership</li> </ul>   |
| <b>3. Items to Raise Funds through Contests, Auctions, Raffles</b>  |
| <ul style="list-style-type: none"> <li>• NY Jets provided four (4) season tickets for all 2012 preseason and regular season home games</li> <li>• NY Jets provided two (2) tickets to Super Bowl XLVII</li> <li>• NY Jets will provide ten (10) player signed merchandise items (e.g., NY Jets helmets, footballs, etc.)</li> </ul>   |
| <b>4. Alumni Relations Events</b>   |
| <ul style="list-style-type: none"> <li>• SUNY Cortland had exclusive use of a Training Camp hospitality tent for ten (10) days during 2012 Training Camp to raise funds for the College.</li> <li>• NY Jets provided players to give autographs to hospitality guests after each practice</li> <li>• NY Jets provided 50 Toyota Club and game tickets, with refreshments, to the 2012 NY Jets preseason home game vs. the New York Giants.</li> <li>• Coach Rex Ryan, Assistant Coaches and GM Mike Tannenbaum participated in a private reception with SUNY Cortland Alumni and Cortland community leaders during Training Camp.</li> <li>• NY Jets provided 20 regular season Green Room Suite tickets, with refreshments, to the 2012 NY Jets home game vs. the San Francisco 49ers</li> <li>• NY Jets will host a SUNY Cortland Alumni Reception at the Atlantic Health Jets Training Center</li> </ul> |
| <b>5. Admissions</b>  |
| <ul style="list-style-type: none"> <li>• Two (2) recruitment receptions (Spring 2013) will be held at the Atlantic Health Jets Training Center</li> </ul>   |
| <b>6. Media</b>   |
| <ul style="list-style-type: none"> <li>• SUNY Cortland receives a minimum of two (2) real-time minutes of 360 degree LED signage rights at the MetLife Stadium during each Jets preseason and regular season home game</li> <li>• NY Jets provide SUNY Cortland with one million (1,000,000) guaranteed banner ad views on the Jets official website <a href="http://www.newyorkjets.com">www.newyorkjets.com</a> with "click-through" capability to the College's official website <a href="http://www.cortland.edu">www.cortland.edu</a></li> <li>• SUNY Cortland receives one (1) 30 second pregame unit and one (1) 30 second postgame commercial unit in each NY Jets preseason and regular season ESPN radio broadcast</li> </ul>   |
| <b>7. Internships, Practicum and Volunteer Programs</b>   |
| <ul style="list-style-type: none"> <li>• The NY Jets provided more than 50 student internship and practicum opportunities to SUNY Cortland students.</li> </ul>   |

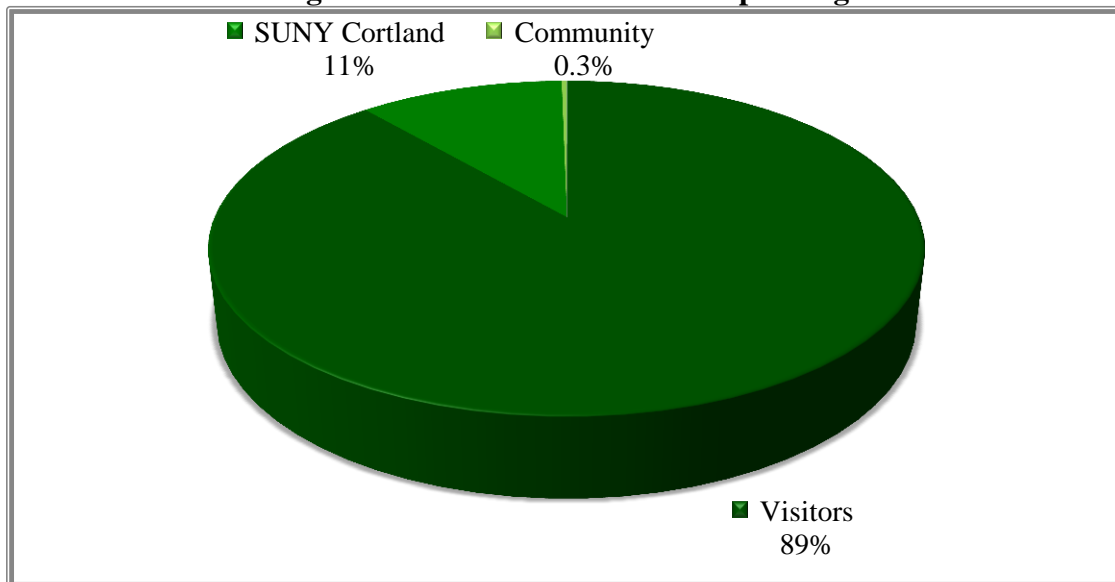
## Impact of Direct Expenditures

The direct spending that SUNY Cortland and the Cortland Community injected into our local economy as well as the spending by the visitors to our community has an indirect effect on our economy. This effect stems from the re-expenditure of the income generated in the local community from the initial spending by the College, the Planning Group, Cortland County and spectators visiting Training Camp. That is, for every dollar expended, that dollar has a reoccurring impact in the economy due to its re-expenditure within the local community. This impact is called the multiplier effect. The size of the multiplier is dependent upon the economic region. The multiplier used in this study, generated by RIMS II through the Bureau of Economic Analysis, is 1.80.

The economic impact of the 2012 NY Jets Training Camp is over \$5.5 million dollars, as is indicated in Table 10 below. This impact stems from the over \$3 million in direct spending by SUNY Cortland, the Cortland Community and particularly the training camp spectators.

The spectators who attended the 2012 Jets Training Camp account for 89 percent of the overall impact. Their direct spending of over \$2.7 million generated an impact of over \$4.9 million within our regional economy. SUNY Cortland's \$342 thousand in direct spending, 11 percent of the overall impact, injected over \$615 thousand into our economy, while the Community Group's direct expenditures generated an impact of over \$15 thousand dollars in our community.

**Figure 18: Breakdown of Direct Spending**



**Table 10: Impact of Spending in Cortland Community**

|               | <b>Direct<br/>Spending</b> | <b>Total<br/>Impact</b> |
|---------------|----------------------------|-------------------------|
| Visitors      | \$2,745,974                | \$4,942,753             |
| SUNY Cortland | \$342,063                  | \$615,713               |
| Community     | \$8,793                    | \$15,827                |
| <b>TOTAL</b>  | <b>\$3,096,830</b>         | <b>\$5,574,293</b>      |

### **Summary**

Between July 28 and August 15, 2012, Cortland became the home of the New York Jets. During their stay at their Training Camp on the campus of SUNY Cortland over 35,000 visitors came to our community and passed through the Stadium gate. The over \$2.7 million in spending by these visitors as well as the over \$350 thousand spent to prepare for and host our NFL guests generated an impact of over \$5.5 million in our economy.

The NY Jets have held their Summer Training Camp at SUNY Cortland for three years, 2009, 2010 and 2012. During those three camp sessions, over 110 thousand visitors have come to Cortland County. These visitors have injected over \$7.2 million into a region that would not have otherwise occurred.

The partnership with the New York Jets has not only generated new economic activity in the Cortland Community, it has provided SUNY Cortland with many intangible benefits that have enhanced the College and will increase their ability to fund raise and attract new students. As SUNY Cortland is one of the largest economic agents in Cortland County, strengthening the economic vitality of SUNY Cortland only serves to further benefit the Cortland community as a whole