

**CHAMP CAR GRAND PRIX OF PORTLAND
 ECONOMIC IMPACT**

The Champ Car Grand Prix of Portland hosted an estimated 65,000 spectators during the three-day event (June 17-19, 2005). The event generated nearly \$5.8 million in direct visitor and resident spending as well as an additional \$1.5 million in income paid to the City of Portland and local area businesses.

The largest share of spending was generated by visitors from outside the local area. These out-of-town visitors spent nearly \$2.9 million on lodging, food, transportation, entertainment and retail purchases while in the Portland metro area.



Portland area residents spent an additional \$2.3 million on food and beverages, entertainment (including auto race tickets) and retail purchases. Race team participants (i.e., drivers and race crews), officials, and the media also spent about \$600,000 on lodging, food, and retail purchases while visiting in Portland.

**CHAMP CAR GRAND PRIX OF PORTLAND
 Direct Economic Impact**

Total Economic Impacts	(in thousands \$)
Out-of-Town Visitors	2,895
Hotel, Motel, B&B	2,154
Private Home	541
Day Travel	200
Metro-Area Residents	2,319
Race Participants & Test Teams	607
Total Spending Impact	5,821
Expenses Paid to City & Local Businesses	1,504
Total Event Impact	7,325

**CHAMP CAR GRAND PRIX OF PORTLAND
 Detailed Visitor and Resident Impact Estimates, 2005**

	Out-of-Area Visitors	Metro-Area Residents	Non-Local Participants	Total Spending
Spending by Type of Business (in thousands \$)				
Lodging	637	0	208	845
Eating & Drinking	680	598	158	1,436
Food Stores	138	195	17	350
Ground Transport	509	267	128	903
Entertainment/Recreation	512	759	0	1,271
Retail	<u>419</u>	<u>501</u>	<u>96</u>	<u>1,015</u>
Total	2,895	2,319	607	5,820

Tax Revenues Generated by Spending (in thousands \$)	
<i>Local Taxes & Fees</i>	193
Local Lodging Taxes	87
Concession Income	104
Business License Fee	2
<i>State Taxes</i>	148
Fuel Tax	75
Personal Income Tax	58
Corporate Income Tax	15
State Lodging Tax	8