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Regional Dynamics & Economic Modeling Laboratory

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## IMPACT ANALYSIS OF THE GREENSBORO COLISEUM COMPLEX FOR THE 2012 OPERATING YEAR

On

Greensboro & Guilford County, North Carolina  
and the Surrounding Area

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## Executive Summary

The Greensboro Coliseum Complex includes six separate facilities, including the Coliseum, which is the nation’s largest single-seat arena, with a seating capacity of 23,500. The Complex also in-

- The Coliseum Complex, including the GAC, generated an estimated 1,021 jobs in Guilford County from its operational spending, 996 of which are predicted to be located in Greensboro. Operational spending at the GAC alone created an estimated 74 jobs in Guilford County in 2012, all of which are predicted to be located in Greensboro; this includes the 70 full and part-time workers directly employed by the GAC.

Table S-1. Estimated Total Impact from Coliseum Complex City of Greensboro, 2012		
Entire Complex	Low Estimate	High Estimate
Employment	1,226	1,391
Output (Total Impact)	\$26,588,500	\$35,503,500
Net Local Government Revenue	\$1,601,900	\$2,182,200
GAC Only	Low Estimate	High Estimate
Employment	152	157
Output (Total Impact)	\$4,979,900	\$5,256,900
Net Local Government Revenue	\$362,300	\$450,600

cludes the War Memorial Auditorium (2,400 seats), the Odeon Theater (300 seats), the Special Events Center (167,000 square feet), the Pavilion (30,000 square feet), and the recently-completed Greensboro Aquatic Center (GAC).

- “Non-local” visitors to events at the Coliseum, including the GAC, generated between 418-718 estimated jobs in the county (230-395 in Greensboro). Jobs created by visitors to events at the GAC alone ranged between 141-150 (including 78-83 jobs in Greensboro).

The Complex impacts the local economy in two ways: operational spending, including capital expenditures and wages paid to employees, and spending by visitors to the Greensboro region attending events at the Complex on food, fuel, retail, and lodging. This economic activity generates impacts in the broader economy that include “spillover” effects, generating jobs and income for retail, service, and other workers in the region. This economic activity in turn affects local (county and municipal) government revenues. This model seeks to quantify these impacts for the 2012 operating year. Findings include:

Table S-2. Estimated Total Impact from Coliseum Complex Guilford County (incl. Greensboro), 2012		
Entire Complex	Low Estimate	High Estimate
Employment	1,439	1,739
Output (Total Impact)	\$48,342,700	\$64,551,800
Net Local Government Revenue	\$2,836,400	\$3,614,800
GAC Only	Low Estimate	High Estimate
Employment	215	224
Output (Total Impact)	\$9,054,300	\$9,557,900
Net Local Government Revenue	\$617,700	\$646,100

- The estimated total combined impact from operations and visitors are presented in tables S-1 (showing the estimates for the City of Greensboro alone) and S-2 (showing the estimates for Guilford County as a whole, including Greensboro).
- Local (county and municipal) governments in

Concept	Low Estimate	High Estimate
Employment	1,824	2,206
Output (Total Impact)	\$90,455,745	\$121,213,912
Net Local Government Revenue	\$5,560,679	\$7,337,313
Net State Government Revenue	\$5,970,400	\$7,944,700

- The impact of overnight visitor spending for the 2013 Atlantic Coast Conference Men’s Basketball Tournament was estimated as an addendum to this study. These estimates are presented in Table S-4.

Guilford County realized a positive estimated net impact on revenues of between \$2.8-\$3.6 million from the Coliseum, including operational and visitor spending, in 2012. Of this, approximately \$1.6-\$2.2 million is predicted to have been realized by the municipal government of Greensboro.

- The impact from capital spending at the Complex in the years 2010-11 and projected 2013-14 was also estimated. Results are presented in

Concept	County Total	Greensboro
Employment	62	34
Output (Total Impact)	\$3,612,100	\$1,986,600
Net Local Government Revenue	\$267,000	\$222,500

- The impact from the Coliseum spills over to the remainder of the state as well as Guilford and the surrounding counties. The total impact of Complex to the state of North Carolina as a whole is reported in Table S-3.

Table S-5. Note that 2012 capital expenditures were significantly less than in the years shown in the table; 2012 capital spending was therefore included in the operational spending impact models included in tables S-1 and S-2.

Concept	2010	2011	2013	2014
Employment	35	24	33	26
Output (Total Impact)	\$3,364,400	\$2,348,500	\$3,293,800	\$2,586,500
Net Local Government Revenue	\$192,900	\$124,400	\$184,300	\$140,200

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**I. Introduction**

The City of Greensboro, North Carolina and the Greensboro War Memorial Commission requested the Regional Dynamics & Economic Modeling Laboratory at the Strom Thurmond Institute, Clemson University to estimate the economic and fiscal impact that the Greensboro Coliseum Complex has on the city of Greensboro and Guilford County.

The Greensboro Coliseum Complex, located within the city of Greensboro, includes six separate facilities, including the Coliseum, which is the nation’s largest single-seat arena, with a seating capacity of 23,500. The Complex also includes the War Memorial Auditorium (2,400 seats), the Odeon Theater (300 seats), the Special Events Center (167,000 square feet), the Pavilion (30,000 square feet), and the recently-completed Greensboro Aquatic Center.

**II. The Model**

In estimating the impact of operations, capital investment, and visitor spending associated with the Greensboro Coliseum Complex, the Regional Dynamics & Economic Modeling Laboratory utilized the input-output (I/O) function of the Regional Dynamics (REDYN) economic modeling engine. REDYN is one of the largest computer models of the United States economy ever built. The REDYN model forecasts a baseline level of activity within over 800 Standard Occupation Classifications (SOC) and 703 North American Industry Classification System (NAICS) sectors. It also considers distance-to-market and transportation costs in determining the supply and demand of commodities across geographic regions. Changes to employment, income, or demand for products or services by either the private or the public sector can be input to the model. Based on these inputs, the REDYN model generates a county

level estimate of the resultant variation from the projected baseline, as well as the effects on every industry.

Impacts were estimated using data provided by the client for the 2012 operational year. Data include annual operational expenditures including wage bill (with fringes), number of employees, and capital expenditures. The data provided were stated in terms of the Coliseum’s fiscal year, which begins July 1 and ends June 30. For modeling purposes, however, they are treated and presented as calendar year 2012.

In addition to operational data, visitation data were provided by the client for estimating the impact of visitor spending on the region. Visitor data include room nights associated with events at the Complex (provided by the Greensboro Convention and Visitor’s Bureau) and total attendance at events.

Results from the model reported in the following are the estimated impact that the Coliseum Complex had on overall economic activity and local government revenues during 2012. These impacts include direct, indirect, and induced effects. *Direct* impacts are the jobs, wages, and output that are directly attributable to the facility; direct impacts are essentially the inputs to the model listed in Table 1. *Indirect* impacts are the jobs, wages, and output attributable to the facility’s suppliers, including vendors and contractors. *Induced* effects are the jobs and income created in the broader economy through spending of

Table 1. Operations Model Inputs, 2012	
<b>Coliseum (including GAC)</b>	
Employment (FT & PT)	961
Operational Spending (including wages)	\$20,958,220
Capital Expenditures	\$210,616
<b>Aquatic Center</b>	
Employment (FT & PT)	70
Operational Spending (including wages)	\$999,220
Capital Expenditures	\$116,620

wage income by the workers employed by the Coliseum and its suppliers.

Impacts are reported using the following metrics:

- *Employment* is the number of jobs or job equivalents created by the Complex and visitor spending through direct, indirect, and

induced effects.

- *Disposable income* is the aggregated household income, less taxes, for all households within the county. Disposable income is primarily wage-driven, but also includes income from dividends, interest, and rent.
- *Output or total impact*, is the dollar value of all goods and services produced within the county within a given year. This is broader than but roughly equivalent to regional GDP.
- *Net local government revenue* is revenue collected by local (county and municipal) governments from all sources, including taxes, licensing, fees, and intergovernmental transfer, less expenses.
- *Net state government revenue* is revenue collected by state government from all sources, less expenses. State and local government revenue and expense data in the model are based on the U.S. Census of Governments.

### III. Results—Operations & Capital Expenditures

These models estimate the impact that the Coliseum Complex had on the region through normal operational expenditure, including wages paid to full and part-time employees, and payments to vendors. The Greensboro Aquatic Center (GAC), for which FY 2012 was the first full year of operation, is also modeled separately from the remainder of the complex. Detailed tables showing impact estimates for Greensboro, Guilford County, and the surrounding counties are included in the Appendix.

#### A. Coliseum Complex (Including GAC)

The Complex (including the GAC) employed 961 full and part-time workers, including full and part-time workers employed by the security contractor and the food services contractor. The model estimates that the total employment impact to Guilford County from Coliseum operations was 1,021 jobs,

996 of which are predicted to be in Greensboro. The impact on disposable income is estimated to be \$8.6 million countywide, including over \$4.7 million in income to households in Greensboro. Total impact on output is projected to be nearly \$25.8 million for the county, of which \$14.2 million is output within the city of Greensboro. The output multiplier—the ratio of direct operational spending to total impact—for the Complex is approximately **1.16**; in other words, every \$1,000 spent by the Coliseum on operations generates an additional \$160 of output in Guilford County.

Coliseum operations also impact state and local government revenues. Economic activity of any kind generates both costs and revenue for governments. The revenue sources are obvious: local sales taxes, property taxes resulting from the appreciation of property values associated with new business activity, licenses and fees, and payments to utilities. However, economic activity also creates additional demands on government services, such as public safety, codes enforcement, and roads and other infrastructure. Local governments within the county are estimated to net close to \$1.3 million in revenues from the economic activity generated by Complex operations, including approximately \$675,000 in net revenues to Greensboro city government. North Carolina state government is estimated to net \$3.3 million in revenues.

#### B. Aquatic Center Only

The GAC employed 70 full and part-time workers in 2012. GAC operations generate a total estimated jobs impact of 74 jobs in Guilford County, all of which are projected to be located in Greensboro. These jobs create just over \$500,000 in additional disposable income for households in the county, of which \$278,000 is projected to remain with households in Greensboro; this distribution is largely due to some of the individuals who may work in Greensboro not residing in the city. The total economic impact on output is estimated to exceed \$1.3 million for Guilford County, of which nearly \$735,000 is produced by businesses in Greensboro. The output multiplier for the GAC is approximately **1.20**; in other words,

every \$1,000 spent by the GAC on operations is estimated to generate an additional \$200 of output in Guilford County.

The net impact projected from GAC operations indicates that additions to revenue exceed additional costs for local governments countywide by nearly \$74,000, including an estimated net positive return to Greensboro city government of nearly \$41,000. North Carolina state government likewise enjoys a net positive return of \$196,700 from spillover effects in Guilford County and its surrounding counties, including spillovers into the remainder of the state.

**IV. Results—Visitor Spending**

Visitors to events at the Coliseum Complex are assumed to spend money on food, retail, lodging, and fuel. Visitation data are presented in Table 2. Data on the number of visitors lodging overnight are based

Services Administration for Greensboro, except that, for the sake of conservatism, the lunch rate of \$13 per person was used for dinner rather than the \$29 allowed by the per diem rate.

Twenty-five percent of overnight visitors are assumed to purchase \$40 worth of gasoline (approximately one full tank at current prices as of the writing of this report) within the county.

In addition to overnight visitors indicated by CVB room-night data, 50 percent of remaining patrons are assumed to be day visitors from outside of Guilford County. These visitors are assumed to consume lunch and to purchase retail (\$5 per person per day, as allowed by the federal per diem rate) within the county during their visit. Further, 20 percent of day visitors (i.e. 10 percent of total non-overnight patrons) are assumed to purchase \$40 worth of gasoline in the county. Patrons to the Coliseum who are “local” to the Greensboro/Guilford County area are excluded from the study as they can be presumed to engage in spending in the region independent of their attendance of Coliseum events.

For both the GAC and the remainder of the Coliseum, a “low” estimate of visitor spending impact was modeled using only overnight visitors and a “high” estimate which also includes spending by day visitors. The actual impact from spending by “non-local” patrons of the Coliseum is predicted to fall within the range between these two estimates. Detailed tables showing impact estimates for Guilford and the surrounding counties are included in the Appendix.

*A. Coliseum Complex (Including GAC)*

The impact on employment in Guilford County from visitor spending for the Complex (including the GAC) is projected to fall between 418 and 718 jobs, including 230 to 395 jobs within the City of Greensboro. The impact on household disposable income is estimated to be between \$7.1 and \$12.4 million in the county (\$3.9-\$6.8 million in Greensboro); the impact on total output is estimated to fall between \$22.6 and \$38.8 million in Guilford County (\$12.4-\$21.3 mil-

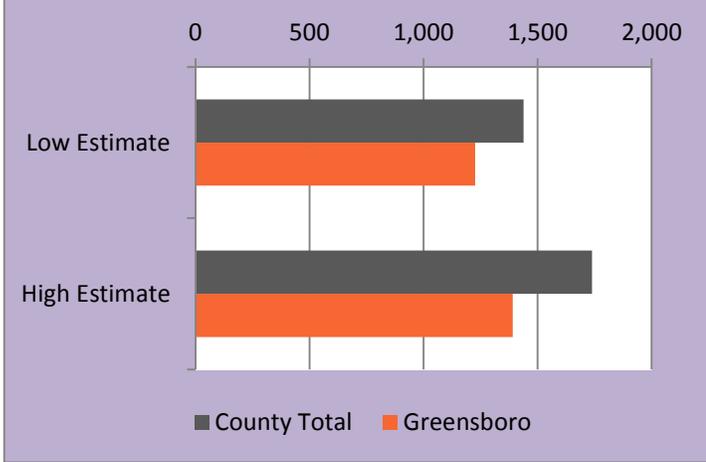
<b>Coliseum (incl. GAC)</b>	
Total Event Attendance	1,554,066
Room-Nights *	71,605
Overnight Visitors (based on room-nights)	220,602
<b>Aquatic Center</b>	
Total Event Attendance	120,884
Room-Nights *	25,657
Overnight Visitors (based on room-nights)	90,569

\* Source: Greensboro CVB

upon room-night data provided by the Greensboro Convention and Visitor’s Bureau (CVB). The number of persons per room for GAC events was assumed to average 3.53. Events at the remaining Coliseum facilities was estimated to average 2.83 persons per room. Hotel room rates are the average of a sampling of room rates within a five-mile radius of the Coliseum; this averages to \$87.50 per room per night.

In addition to hotel costs, visitors lodging overnight are assumed to consume three meals over the course of their stay. Food and retail costs are based upon federal per-diem rates published by the U.S. General

**Fig.1 - Coliseum Total Est. Employment Impact (Jobs)**



uted \$2.4 to \$2.6 million in disposable income for households in the county (\$1.3 to \$1.4 million within Greensboro) and \$7.7 to \$8.2 million in total output (\$4.2 to \$4.5 million in Greensboro). County and municipal governments in Guilford County netted approximately \$544,000 to \$572,000 in revenue, including \$321,500 to \$409,800 going to Greensboro city government. The state government netted an estimated \$907,000 to \$968,000 in revenues.

Note that the margin of error indicated in the visitor spending impact estimates for the full Complex is larger than that estimated for visitors for GAC events. This is due to the larger proportion of overnight visitors reported for GAC events than for the

lion in Greensboro). Local governments in Guilford County are estimated to have enjoyed a net revenue impact of \$1.6 to \$2.4 million in 2012, of which between \$927,000 to \$1.5 went to Greensboro city government. Revenue for the state government were impacted by an estimated net of \$2.6 to \$4.6 million in 2012.

*B. Aquatic Center Only*

GAC patrons in 2012 numbered 120,884, of which an estimated 90,569 were overnight visitors. Visitors to the GAC in 2012 are estimated to have created between 141 and 150 jobs in Guilford County through their consumer spending, including between 78 and 83 jobs in Greensboro. This spending contrib-

**Fig.2 - Coliseum Total Est. Impact on Output (Millions of dollars)**



**Fig.3 - Coliseum Total Est. Net Local Fiscal Impact (Millions of dollars)**



remainder of the Complex, as overnight visitors in general are assumed to spend more and therefore generate a larger economic impact than day visitors.

**V. Combined Impacts**

Due to the linear nature of I/O models, the estimated impacts from operations and visitor spending can be added to generate an estimate of the total impact of the facility on the region. These combined impacts are presented in figures 1, 2 and 3 and in tabular form in the Appendix.

**VI. Conclusion**

Due to the number of visitors drawn by events at the Greensboro Coliseum, it is almost a given that the Complex generates a positive economic impact on the region. This report has attempted to quantify this impact as well as the fiscal impact that the Complex, its operations, and its visitors have on state and local governments. Findings indicate that the revenue impact from the Coliseum is greater than the costs generated through demands on government services created by the increase in economic activity.

**VII. Addenda**

The following I/O models were run in addition to those run for the Coliseum’s 2012 operating year. First, the economic impact of overnight visitors for the 2013 Atlantic Coast Conference (ACC) Men’s Basketball Tournament is estimated. Second, the impact from 2010-2011 capital expenditures and those planned for 2013-2014 are estimated. Detailed tables showing impact estimates for each of the following models for Guilford County and the City of Greensboro are included in the Appendix.

*A. 2013 ACC Tournament*

Data provided by the Greensboro CVB indicate that 16,200 room-nights were associated with the ACC Basketball Tournament that occurred in March 2013. For modeling purposes, these rooms are assumed to have been occupied two persons per room. The same assumptions regarding expenditures were applied as in the previous visitor spending models. Because this model only includes overnight visitors, no “high-low” range is provided; the estimated impacts are therefore believed to be somewhat conservative. These impact estimates are presented in the Appendix.

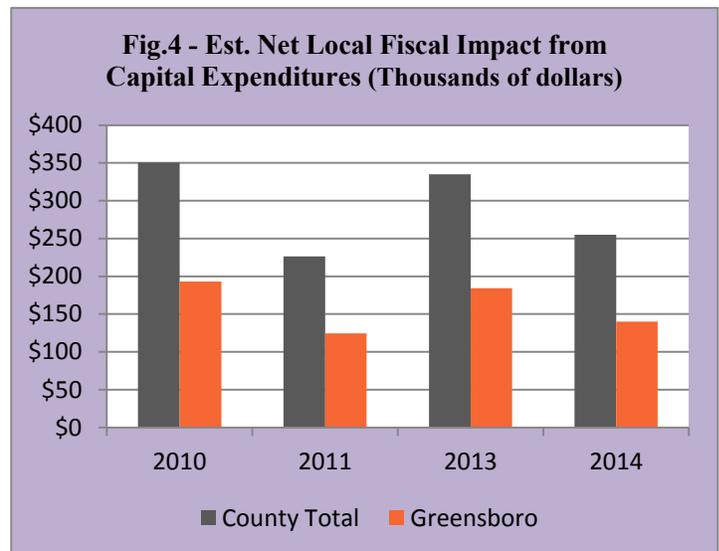
The model estimates that 62 jobs were created in Guilford County as a result of spending by ACC Tournament patrons, of which approximately 34 were in the City of Greensboro. The estimated impact on disposable income was \$1.1 million

(\$618,000 in Greensboro), and the impact on output was \$3.6 million (\$2 million in Greensboro). Local government revenues in Guilford County were higher by an estimated \$267,000, with \$222,500 projected as going to Greensboro city government. The net fiscal impact on North Carolina state government is estimated to have been \$421,000.

*B. Capital Expenditures*

The impact estimates reported here include those of historic capital expenditures in fiscal years 2010 and 2011 and projected expenditures in fiscal years 2013 and 2014; these expenditures are reported in Table 3. FY 2012 expenditures, which were substantially less than those in 2010-11 and those projected for 2013-14, are excluded in this model as they were included in the operational spending models earlier in this report. Note that dollar amounts stated in the following are not adjusted for inflation.

Impact estimates from capital expenditures are reported in the Appendix. Figure 4 shows the estimated impact on net local government revenues in each year. On average, capital spending by the Coliseum Complex in the reported years creates an estimated impact of 54 jobs (including 30 jobs in the City of Greensboro), \$2.1 million in disposable income (\$1.2 million in Greensboro), and \$5.3 million in output (\$2.9 million in Greensboro). Local governments in Guilford County enjoy an increase in net revenues of approximately \$291,700 (\$160,450 in the City of



Greensboro) on average per year, and North Carolina state government benefits on average by approximately \$1.9 million in net revenues.

It is important to note that, because capital spending projects involve the purchase of material and equipment that is produced outside of the region, there is always some “leakage” involved in the economic impact from these expenditures. As a result, the net impact of capital projects on a region, while usually positive, are frequently less than the original amount invested. Additionally, the economic impact from capital spending generally only persists so long as the capital project is ongoing.

<b>Project</b>	<b>Fiscal Year</b>	<b>Expenditure</b>
Schiffman's Diamond Club	2010	\$225,000
GAC	2010	\$10,000,000
ACC Hall of Champions	2010	\$2,300,000
Terrace Lounge	2010	\$1,670,000
White Oak Amphitheater	2010	\$500,000
<b>2010 Total</b>		<b>\$14,695,000</b>
GAC	2011	\$9,500,000
White Oak Amphitheater	2011	\$500,000
<b>2011 Total</b>		<b>\$10,000,000</b>
<b>Capital Improvement Project Phase I</b>	<b>2013</b>	<b>\$14,000,000</b>
<b>Capital Improvement Project Phase II</b>	<b>2014</b>	<b>\$11,000,000</b>

**Appendix I—Impact Estimates  
Guilford/Greensboro**

<b>Table A-1. Coliseum (incl. GAC) - Estimated Operational Impact, 2012</b>			
<b>Region</b>	<b>Concept</b>	<b>Total</b>	<b>Greensboro only</b>
Guilford County	Employment	1,021	996
Guilford County	Disposable Income	\$8,619,900	\$4,740,900
Guilford County	Output (Total Impact)	\$25,785,100	\$14,181,800
Guilford County	Net Local Government Revenue	\$1,257,300	\$675,100
North Carolina	Net State Government Revenue	\$3,321,100	

<b>Table A-2. Greensboro Aquatic Center - Estimated Operational Impact, 2012</b>			
<b>Region</b>	<b>Concept</b>	<b>Total</b>	<b>Greensboro only</b>
Guilford County	Employment	74	74
Guilford County	Disposable Income	\$505,900	\$278,200
Guilford County	Output (Total Impact)	\$1,335,800	\$734,700
Guilford County	Net Local Government Revenue	\$73,800	\$40,800
North Carolina	Net State Government Revenue	\$196,700	

<b>Table A-3. Coliseum (incl. GAC) - Estimated Visitor Spending Impact, 2012 (Low)</b>			
<b>Region</b>	<b>Concept</b>	<b>Total</b>	<b>Greensboro only</b>
Guilford County	Employment	418	230
Guilford County	Disposable Income	\$7,105,100	\$3,906,700
Guilford County	Output (Total Impact)	\$22,557,600	\$12,406,700
Guilford County	Net Local Government Revenue	\$1,579,100	\$926,800
North Carolina	Net State Government Revenue	\$2,649,300	

<b>Table A-4. Coliseum (incl. GAC) - Estimated Visitor Spending Impact, 2012 (High)</b>			
<b>Region</b>	<b>Concept</b>	<b>Total</b>	<b>Greensboro only</b>
Guilford County	Employment	718	395
Guilford County	Disposable Income	\$12,410,800	\$6,826,000
Guilford County	Output (Total Impact)	\$38,766,700	\$21,321,700
Guilford County	Net Local Government Revenue	\$2,357,500	\$1,507,100
North Carolina	Net State Government Revenue	\$4,623,600	

<b>Table A-5. Greensboro Aquatic Center - Estimated Visitor Spending Impact, 2012 (Low)</b>			
<b>Region</b>	<b>Concept</b>	<b>Total</b>	<b>Greensboro only</b>
Guilford County	Employment	141	78
Guilford County	Disposable Income	\$2,428,700	\$1,335,800
Guilford County	Output (Total Impact)	\$7,718,500	\$4,245,200
Guilford County	Net Local Government Revenue	\$543,900	\$321,500
North Carolina	Net State Government Revenue	\$906,500	

<b>Table A-6. Greensboro Aquatic Center - Estimated Visitor Spending Impact, 2012 (High)</b>			
<b>Region</b>	<b>Concept</b>	<b>Total</b>	<b>Greensboro only</b>
Guilford County	Employment	150	83
Guilford County	Disposable Income	\$2,594,500	\$1,427,000
Guilford County	Output (Total Impact)	\$8,222,100	\$4,522,200
Guilford County	Net Local Government Revenue	\$572,300	\$409,800
North Carolina	Net State Government Revenue	\$968,400	

<b>Table A-7. Full Complex - Estimated Total Impact, 2012 (Low)</b>			
<b>Region</b>	<b>Concept</b>	<b>Total</b>	<b>Greensboro only</b>
Guilford County	Employment	1,439	1,226
Guilford County	Disposable Income	\$15,725,000	\$8,647,600
Guilford County	Output (Total Impact)	\$48,342,700	\$26,588,500
Guilford County	Net Local Government Revenue	\$2,836,400	\$1,601,900
North Carolina	Net State Government Revenue	\$5,970,400	

<b>Table A-8. Full Complex - Estimated Total Impact, 2012 (High)</b>			
<b>Region</b>	<b>Concept</b>	<b>Total</b>	<b>Greensboro only</b>
Guilford County	Employment	1,739	1,391
Guilford County	Disposable Income	\$21,030,700	\$11,566,900
Guilford County	Output (Total Impact)	\$64,551,800	\$35,503,500
Guilford County	Net Local Government Revenue	\$3,614,800	\$2,182,200
North Carolina	Net State Government Revenue	\$7,944,700	

Region	Concept	Total	Greensboro only
Guilford County	Employment	62	34
Guilford County	Disposable Income	\$1,123,400	\$617,900
Guilford County	Output (Total Impact)	\$3,612,100	\$1,986,600
Guilford County	Net Local Government Revenue	\$267,000	\$222,500
North Carolina	Net State Government Revenue	\$420,900	

Region	Concept	Total	Greensboro only
<b>2010</b>			
Guilford County	Employment	64	35
Guilford County	Disposable Income	\$2,411,200	\$1,362,200
Guilford County	Output (Total Impact)	\$6,117,100	\$3,364,400
Guilford County	Net Local Government Revenue	\$350,700	\$192,900
North Carolina	Net State Government Revenue	\$2,279,700	
<b>2011</b>			
Guilford County	Employment	44	24
Guilford County	Disposable Income	\$1,695,100	\$932,300
Guilford County	Output (Total Impact)	\$4,270,100	\$2,348,500
Guilford County	Net Local Government Revenue	\$226,200	\$124,400
North Carolina	Net State Government Revenue	\$1,449,700	
<b>2013</b>			
Guilford County	Employment	60	33
Guilford County	Disposable Income	\$2,388,700	\$1,313,800
Guilford County	Output (Total Impact)	\$5,988,700	\$3,293,800
Guilford County	Net Local Government Revenue	\$335,000	\$184,300
North Carolina	Net State Government Revenue	\$2,104,500	
<b>2014</b>			
Guilford County	Employment	47	26
Guilford County	Disposable Income	\$1,873,600	\$1,030,500
Guilford County	Output (Total Impact)	\$4,702,700	\$2,586,500
Guilford County	Net Local Government Revenue	\$254,900	\$140,200
North Carolina	Net State Government Revenue	\$1,591,300	

## Appendix II—Impact Estimates Greensboro & Winston-Salem MSAs

<b>Table A-11. Estimated Total Impact from Coliseum Complex 2012 Employment</b>		
<b>Greensboro-High Point MSA</b>	<b>Low Estimate</b>	<b>High Estimate</b>
North Carolina - Guilford	1,439	1,739
North Carolina - Randolph	13	17
North Carolina - Rockingham	9	12
<b>...MSA Total</b>	<b>1,460</b>	<b>1,768</b>
<b>Winston-Salem MSA</b>	<b>Low Estimate</b>	<b>High Estimate</b>
North Carolina - Davie	2	3
North Carolina - Forsyth	114	153
North Carolina - Stokes	2	3
North Carolina - Yadkin	1	2
<b>...MSA Total</b>	<b>119</b>	<b>119</b>
<b>Remainder of North Carolina</b>	<b>245</b>	<b>319</b>
<b>...State Total</b>	<b>1,824</b>	<b>2,206</b>

<b>Table A-12. Estimated Total Impact from Coliseum Complex 2012 Disposable Income</b>		
<b>Greensboro-High Point MSA</b>	<b>Low Estimate</b>	<b>High Estimate</b>
North Carolina - Guilford	\$15,725,000	\$21,030,700
North Carolina - Randolph	\$1,699,839	\$2,294,551
North Carolina - Rockingham	\$551,770	\$1,390,502
<b>...MSA Total</b>	<b>\$17,976,609</b>	<b>\$24,715,753</b>
<b>Winston-Salem MSA</b>	<b>Low Estimate</b>	<b>High Estimate</b>
North Carolina - Davie	\$269,924	\$367,059
North Carolina - Forsyth	\$5,152,881	\$6,993,045
North Carolina - Stokes	\$422,718	\$573,811
North Carolina - Yadkin	\$201,031	\$273,257
<b>...MSA Total</b>	<b>\$6,046,553</b>	<b>\$8,207,171</b>
<b>Remainder of North Carolina</b>	<b>\$11,639,518</b>	<b>\$15,396,576</b>
<b>...State Total</b>	<b>\$35,662,680</b>	<b>\$48,319,500</b>

<b>Table A-13. Estimated Total Impact from Coliseum Complex 2012 Output (Total Impact)</b>		
<b>Greensboro-High Point MSA</b>	<b>Low Estimate</b>	<b>High Estimate</b>
North Carolina - Guilford	\$48,342,700	\$64,551,800
North Carolina - Randolph	\$1,155,519	\$1,603,747
North Carolina - Rockingham	\$855,587	\$1,185,801
<b>...MSA Total</b>	<b>\$50,353,806</b>	<b>\$67,341,347</b>
<b>Winston-Salem MSA</b>	<b>Low Estimate</b>	<b>High Estimate</b>
North Carolina - Davie	\$143,644	\$197,531
North Carolina - Forsyth	\$10,775,873	\$14,836,913
North Carolina - Stokes	\$137,094	\$187,728
North Carolina - Yadkin	\$93,097	\$127,103
<b>...MSA Total</b>	<b>\$11,149,708</b>	<b>\$15,349,275</b>
<b>Remainder of North Carolina</b>	<b>\$28,952,230</b>	<b>\$38,523,290</b>
<b>...State Total</b>	<b>\$90,455,745</b>	<b>\$121,213,912</b>

<b>Table A-14. Estimated Total Impact from Coliseum Complex 2012 Net Local Government Revenue</b>		
<b>Greensboro-High Point MSA</b>	<b>Low Estimate</b>	<b>High Estimate</b>
North Carolina - Guilford	\$2,836,400	\$3,614,800
North Carolina - Randolph	\$263,397	\$355,543
North Carolina - Rockingham	\$150,606	\$203,183
<b>...MSA Total</b>	<b>\$3,250,403</b>	<b>\$4,173,526</b>
<b>Winston-Salem MSA</b>	<b>Low Estimate</b>	<b>High Estimate</b>
North Carolina - Davie	\$36,796	\$50,035
North Carolina - Forsyth	\$723,421	\$981,746
North Carolina - Stokes	\$63,432	\$86,102
North Carolina - Yadkin	\$29,844	\$40,565
<b>...MSA Total</b>	<b>\$853,493</b>	<b>\$1,158,448</b>
<b>Remainder of North Carolina</b>	<b>\$1,456,783</b>	<b>\$2,005,339</b>
<b>...State Total</b>	<b>\$5,560,679</b>	<b>\$7,337,313</b>

**Appendix III—Gross Local Government Revenue Detail  
Operational and Visitor Spending, Coliseum including GAC**

<b>Table A-15 – Estimated Impact on Gross Local Governments Revenue -- Total (Guilford County)</b>	
<b>Revenue Source (thousands of dollars)</b>	<b>2012</b>
All Revenue	\$3,791.9
-General revenue	\$2,904.4
--Intergovernmental revenue	\$1,232.9
---From federal government	\$91.5
---From state government	\$1,141.4
---From local government	\$0.0
--General revenue from own sources	\$1,671.5
---Taxes	\$831.3
----Property	\$640.3
----Sales and gross receipts	\$874.9
-----General sales	\$441.2
-----Selective sales (incl. hotel)	\$390.1
-----Motor fuel	\$0.0
-----Alcoholic beverage	\$0.9
-----Tobacco products	\$0.0
-----Public utilities	\$0.0
-----Other selective sales	\$13.1
----Individual income	\$0.0
----Corporate income	\$0.0
----License taxes	\$3.1
-----Motor vehicle license	\$3.1
-----Other license taxes	\$0.0
----Other taxes	\$35.9
---Charges and miscellaneous general revenue	\$840.2
----Current charges	\$687.6
-----Education	\$59.2
-----Institutions of higher education	\$26.1
-----School lunch sales (gross)	\$27.2

<b>Table A-15 (Continued) – Estimated Impact on Gross Local Governments Revenue -- Total (Guilford County)</b>	
<b>Revenue Source (thousands of dollars)</b>	<b>2012</b>
-----Other education	\$5.9
-----Hospitals	\$345.5
-----Highways	\$0.0
-----Air transportation (airports)	\$22.1
-----Parking facilities	\$2.7
-----Sea and inland port facilities	\$0.0
-----Natural resources	\$0.1
-----Parks and recreation	\$10.8
-----Housing and community development	\$7.9
-----Sewerage	\$113.6
-----Solid waste management	\$42.0
-----Other charges	\$83.7
----Miscellaneous general revenue	\$152.6
----Interest earnings	\$69.5
----Special assessments	\$1.6
----Sale of property	\$4.2
----Other general revenue	\$77.3
-Other than general revenue	\$340.2
--Utility revenue	\$295.9
---Water supply	\$52.8
---Electric power	\$227.7
---Gas supply	\$12.4
---Transit	\$3.0
--Liquor store revenue	\$45.6
--Insurance trust revenue	(\$1.2)
---Unemployment compensation	\$0.0
---Employee retirement	(\$1.2)
---Workers' compensation	\$0.0