

# **The Whole Enchilada Fiesta Softball Tournament**



**City of Las Cruces**®

TO: Robert Garza, City Manager

FROM: Mark Johnston, Parks and Recreation Administrator 

DATE: March 10, 2011

SUBJECT: Whole Enchilada Softball - Work Session Presentation

FILE NO. : P-11-005

At the City Council Work Session to be held on Monday, March 14, 2011, I will be introducing Mr. Bert Frederick and Mr. Mark Delanoy. Both gentlemen are representatives of United States Specialty Sports Association (USSSA). They have produced and will present a power point presentation that outlines their view of the economic impacts that the Whole Enchilada Tournament brings to the City of Las Cruces.

The tournament is not a City event; nor is it associated with The Whole Enchilada Fiesta. City staff supports the tournament with maintenance and charge facility use fees. All business related activities, staffing and proceeds from the tournament are handled by Mr. Frederick.

At the conclusion of their presentation, I will follow up with a brief power point presentation outlining the costs and revenues realized by the Parks and Recreation Section. Staff will be prepared to answer questions and provide additional information at Council's request.

cc: Brian Denmark, Interim Assistant City Manager 

# W HOLE ENCHILADA

2010



NEW MEXICO USSSA



Las Cruces, New Mexico



# **USSSA Economic Impact**

**New Mexico USSSA  
Whole Enchilada  
Tournament**



# Introductions

- Bert Frederick, New Mexico State USSSA Director
- Mark Delanoy, Las Cruces Area USSSA Director



# Mission Statement

**USSSA's mission is to be the most visibly recognized, technologically advanced, professionally represented sports organization in the world.**

**We will achieve we will achieve this by an uncompromising commitment to:**

**Meeting the needs of teams, coaches, sponsors, cities, park owners and fans**

**Striving to promote strong partnerships with everyone involved with USSSA**

**An organizational attitude that team/player/sponsor/fan satisfaction is EVERYTHING!**

# Economic Impact

## Mission Statement:

USSSA's mission is to be the most visibly recognized, technologically advanced, professionally represented sports organization in the world.



Considered the industry standard for average dollars spent in a destination by those attending and/or producing the event.

# Economic Impact

- **Number of Teams**
- **Multiply by 25**
- **Multiply by days of event**
- **Multiply by \$125.**
- **Multiply by 3.5**

# Event Revue

<b><i>Whole Enchilada Softball Invitational Las Cruces, New Mexico</i></b>	<b>2010</b>
Number of Teams	258
Multiply 25 X Number of Teams <i>25=Average Number of Players, Fans, Coaches &amp; Spectators</i>	6450
Multiply by Number of Days of Event 3 Days	19350
Multiply by \$125.00 <i>Daily Average Cost of Meals, Lodging, Etc. Provided by Local Convention &amp; Visitors Bureau</i>	\$2,418,750.00
Multiply by 3.5 <i>Impact of Outside Dollars on Local Economy for Rollover. Established by International Association of Convention Bureaus</i>	\$8,465,625.00

# Event Revue Low Figure

<b><i>Whole Enchilada Softball Invitational Las Cruces, New Mexico</i></b>	<b>2010</b>	
Number of Teams from Outside Las Cruces	200	
Multiply 25 X Number of Teams <i>25=Average Number of Players, Fans, Coaches &amp; Spectators</i>	5,000	
Multiply by Number of Days of Event <i>2 Days (Low Estimate)</i>	10,000	
Multiply by \$125.00 <i>Daily Average Cost of Meals, Lodging, Etc. Provided by Local Convention &amp; Visitors Bureau</i>	\$1,250,000	
Multiply by 3.5 <i>Impact of Outside Dollars on Local Economy for Rollover. Established by International Association of Convention Bureaus</i>	\$4,375,000	\$317,187.00 To LC General Fund

# Event Revue

<i>USSSA World Hispanic</i>	<b>2008</b>
Number of Teams	80
Multiply 25 X Number of Teams <i>25=Average Number of Players, Fans, Coaches &amp; Spectators</i>	2000
Multiply by Number of Days of Event 2 Days	4000
Multiply by \$125.00 <i>Daily Average Cost of Meals, Lodging, Etc. Provided by Local Convention &amp; Visitors Bureau</i>	\$500,000.00
Multiply by 3.5 <i>Impact of Outside Dollars on Local Economy for Rollover. Established by International Association of Convention Bureaus</i>	\$1,750,000.00
	126,875.00 GF

# Event Revue

<b><i>Disney World Series Weekend Disney World</i></b>	<b>2008</b>
Number of Teams	280
Multiply 25 X Number of Teams <i>25=Average Number of Players, Fans, Coaches &amp; Spectators</i>	7000
Multiply by Number of Days of Event <i>World Series Events Began on Thursday. So We Will Use 3.5 for Comparison Purposes</i>	24,500
Multiply by \$125.00 <i>Daily Average Cost of Meals, Lodging, Etc. Provided by Local Convention &amp; Visitors Bureau</i>	\$3,062,500
Multiply by 3.5 <i>Impact of Outside Dollars on Local Economy for Rollover. Established by International Association of Convention Bureaus</i>	\$10,718,750

# Event Expenses

## Expenses to USE City of Las Cruces Parks

Port-a-Potties	\$1,800.00
Trash Pick-up	\$3,000.00
User Fee	\$4,400.00
Camping Fees	\$1,000
Total	\$9,200.00

# City of Midland Bid

No user Fees

\$100.00 Per Team Stipend

20 Complimentary Hotel Rooms

Use of Business Center

Use of 17 Fields (All at Same Location)

\$20K Difference



# Marketing

**All business activity  
involved in the moving of goods  
from the producer  
to the consumer,  
including , selling, advertising,  
packaging, etc.**

 **Thanks for your attentiveness!**

**Your Economic Impact!**

 **It's about Dollar\$ and cents!**

# Whole Enchilada Softball Impacts



# Impacts

- Over 7,000 attend the event
- 260+ teams
- 500+ games in 48 hours
- Use 11 fields and all available space / Hadley Complex
- Non stop play

# Revenues

- The Parks and Recreation Section collects;
  - \$4,400 for field use fees
  - \$1,000 for camping fees

**All revenues collected are deposited back in the general fund**

# Direct and Indirect Costs

- Funding to cover staff, supplies and services are provided by the Parks and Recreation general fund budget
  - 350 man hours \$7,000
  - Equipment / supplies \$2,000
  - Utilities \$1,500
  - Garbage 30+ tons \$1,000
  - Miscellaneous costs for supervision and administration

Questions?