



Jets Training Camp 2013:

The Economic Impact on the Cortland Community

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Executive Summary

- ❖ The 2013 New York Jets Training Camp at SUNY Cortland generated over \$3.68 million dollars in economic activity to the Cortland Community. This impact is a result of over \$2 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 \$7 thousand to help prepare and host the Jets Training Camp. This spending accounts for over \$13 thousand in economic impact.
- ❖ SUNY Cortland's expenditures account for 19 percent of the overall impact. These expenditures led to an economic impact of over \$693 thousand in our economy stemming from over \$385 thousand in direct spending to host the Jets' 2013 Training Camp.
- ❖ The approximately 21,000 visitors who passed through the gate during the 2013 Jets Training Camp generated 81 percent of the economic impact in the Cortland Community. These spectators spent over \$1.6 million creating an impact of over \$2.9 million.
- ❖ The Jets Training Camp attracted visitors from 34 different U.S. States and 5 other countries.
- ❖ Eighty two percent of the visitors that came to camp were from New York State. Fifty-eight of the 62 counties in NY were represented at Jets Camp.
- ❖ Nearly half of the visitors to training camp had attended Jets Training Camp at SUNY Cortland in a prior year.
- ❖ Cortland County residents accounted for 20 percent of the visitors to camp. Residents of the counties adjacent to Cortland (Broome, Cayuga, Chenango, Madison, Onondaga, Tioga, and Tompkins) comprised 35 percent of camp visitors. Thirty-one percent of visitors came from other NY counties while 18 percent came from outside of NY.
- ❖ Only 14 percent of the visitors stated that they stayed over for at least one night. Of those who did stay for at least one night, 76 percent stayed in a hotel, bed and breakfast or nearby campground. While revenue for the local hotels (in the aggregate) and hotel occupancy for August 2013 decreased slightly as compared to August 2012, revenue and occupancy increased when compared to 2011 when the NY Jets Training camp was not held.
- ❖ The counties adjacent to Cortland County contributed 42 percent of the direct spending, over \$684 thousand. Other counties in New York State spent \$600 thousand this summer which accounts for 37 percent of the direct spending. Visitors to Cortland from outside of NY spent \$344 thousand in our community, 21 percent of the total spending.

Overview

In the Hall of Fame Room on April 12, 2010 then Governor David Paterson and NY Jets Owner Woody Johnson announced that SUNY Cortland would be the *Official University Partner of the New York Jets*. Between July 26 and August 14, 2013, Cortland once again welcomed the NY Jets to our community as SUNY Cortland hosted the 2013 NY Jets Summer Training Camp.

Officially 21,240 spectators entered the gate at SUNY Cortland to attend the 2013 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).

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 2013 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.

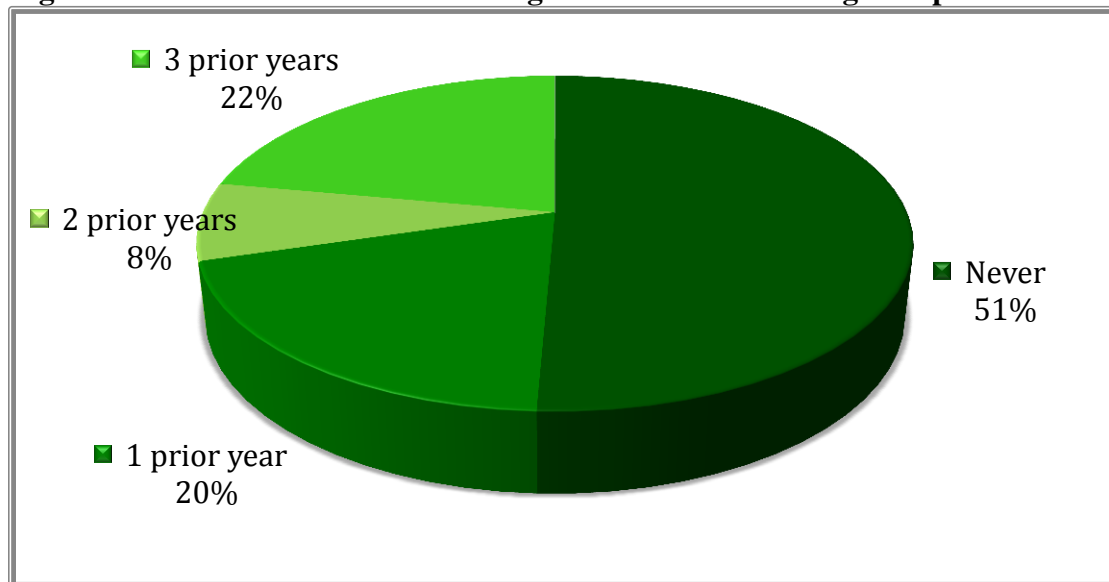
Visitors to Cortland County

According to the NY Jets, approximately 21,000 visitors passed through the gates on the campus of SUNY Cortland during the Jets' 2013 Summer Training Camp. Given the less than spectacular season the team had in 2012, and the loss of some marquee players, the reduction in spectators visiting camp was not unexpected.

Our survey data accounted for 7293 individuals who attended the camp yielding an overall response rate of 34 percent. This response rate increases to 42 percent if the Green and White scrimmage is not included. Sixty-six percent of all visitors who came to SUNY Cortland to watch the Jets were adults and 34 percent were children.

The visit to 2013 Jets Training Camp was not the first time at SUNY Cortland for nearly half of the visitors to the camp, as depicted in Figure 1. Twenty-two percent of the visitors have attended the camp every year it has been held at SUNY Cortland. Visitors who had attended one prior training camp were more likely to have attended in 2012 (13 percent) than in either 2010 (5 percent) or 2009 (2 percent). For 51 percent of the spectators, it was their first time travelling to SUNY Cortland to attend the Jets Training Camp.

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



These visitors came to Cortland County from 34 different states and 5 other countries. As in previous camps, the majority of the visitors lived within driving distance of Cortland. When excluding NY, Figure 1 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. As shown in Table 1, visitors from New Jersey (33 percent) and Pennsylvania (17 percent) account for 50 percent of the visitors from other states, while Canada (7 percent) and Connecticut (5

percent) are also included in the top 5 number of visitors from outside of NY. Surprisingly, Florida and Canada tied for the 3rd most visitors to the 2013 training camp.

Figure 2: Percent of Visitors to 2013 Jets Training Camp Not from New York

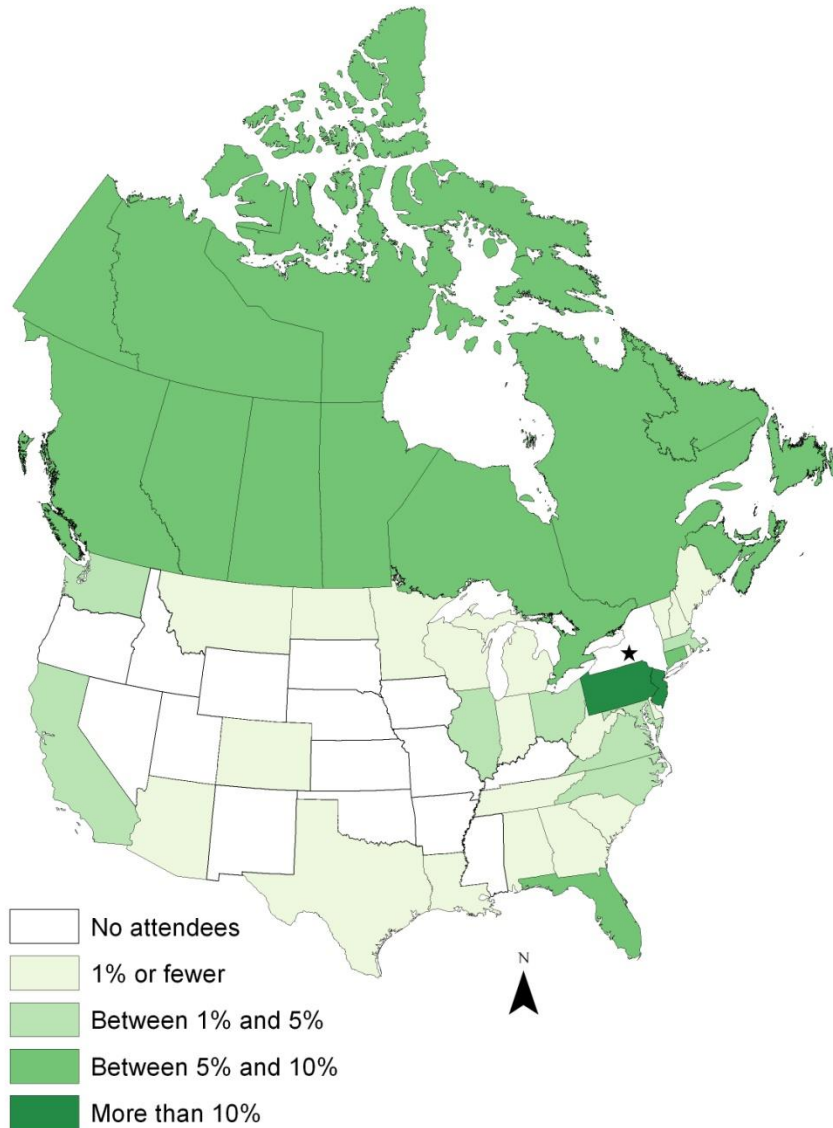


Table 1: Top 10 Number and Percent of Visitors from Outside NY

	Visitors	Percentage
New Jersey	406	33%
Pennsylvania	213	17%
Florida	81	7%
Canada	81	7%
Connecticut	67	5%
Virginia	49	4%
Maryland	38	3%
Ohio	34	3%
North Carolina	34	3%
California	31	2%

New York State visitors comprised 82 percent of all of the spectators at the 2013 Jets Training Camp. At least one individual from 58 of the 62 counties within NY attended camp (Allegany, Cattaraugus, Franklin, and Genesee were not represented). The percent of visitors from each county at the training camp is depicted in Figure 3. 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. Residents of Cortland County had the highest percentages. Cortland represented 20 percent of the visitors from NY State and 16 percent of all training camp visitors. Residents of Onondaga County followed closely representing 17 percent of spectators from NY and 14 percent of all visitors to the camp.

Figure 3: Percent of Visitors to 2013 Jets Training Camp from NY State

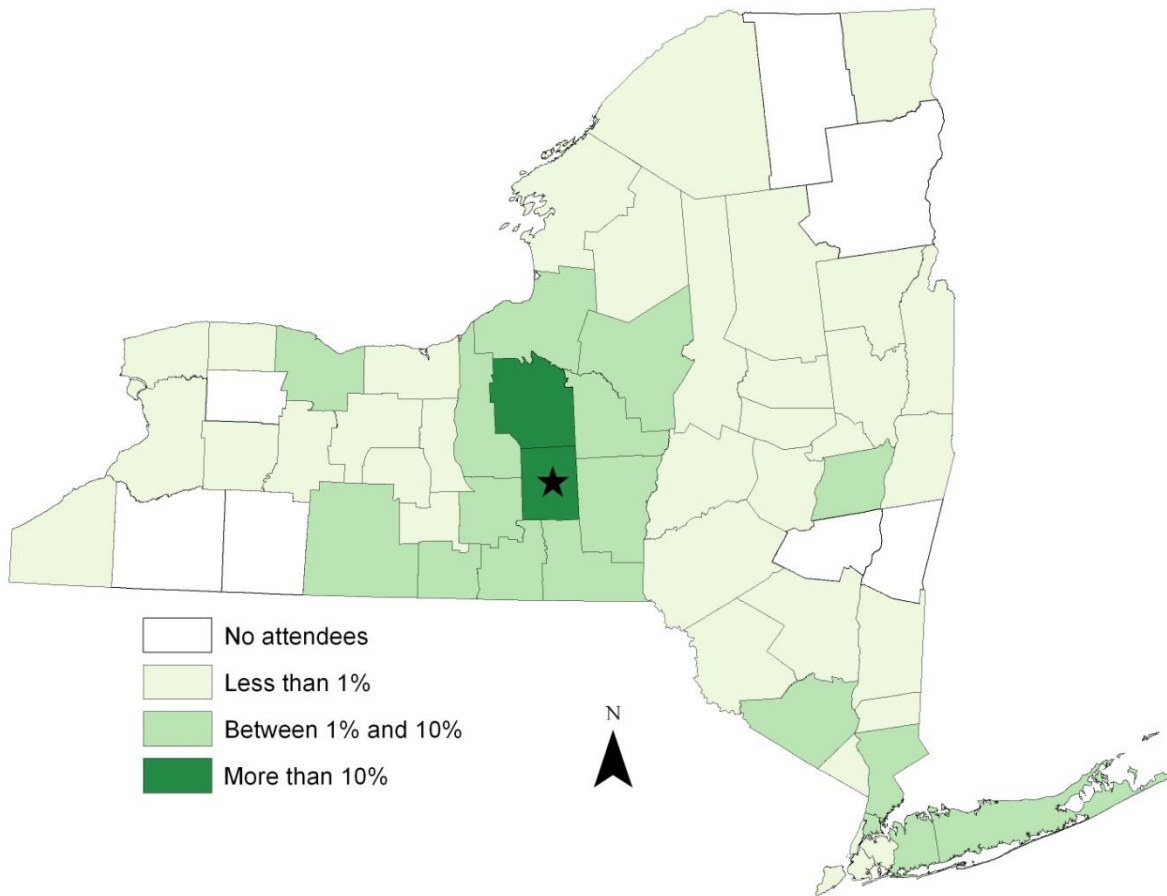


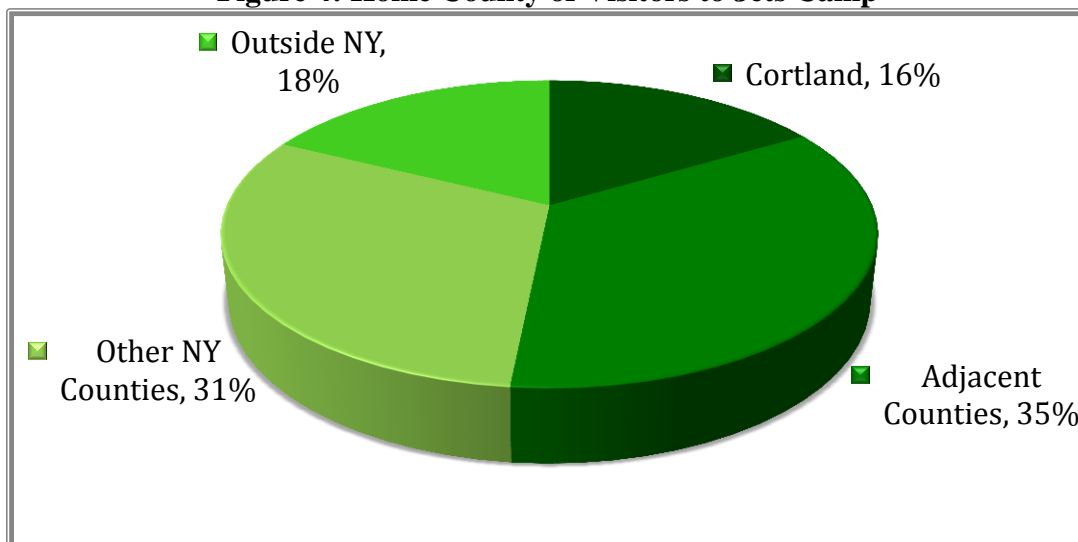
Table 2: Top Ten Counties from NY State—Percent of Visitors

	Visitors	% of NY State	% of All Visitors
Cortland	1200	20%	16%
Onondaga	1032	17%	14%
Broome	483	8%	7%
Tompkins	421	7%	6%
Cayuga	231	4%	3%
Oneida	224	4%	3%
Suffolk	182	3%	2%
Madison	152	3%	2%
Monroe	135	2%	2%
Tioga	133	2%	2%

In the aggregate, Cortland County residents accounted for 16 percent of the all spectators at the 2013 Jets Training Camp. Residents of the counties adjacent to Cortland (Broome, Cayuga, Chenango, Madison, Onondaga, Tioga, and Tompkins) comprised 35 percent of camp visitors.

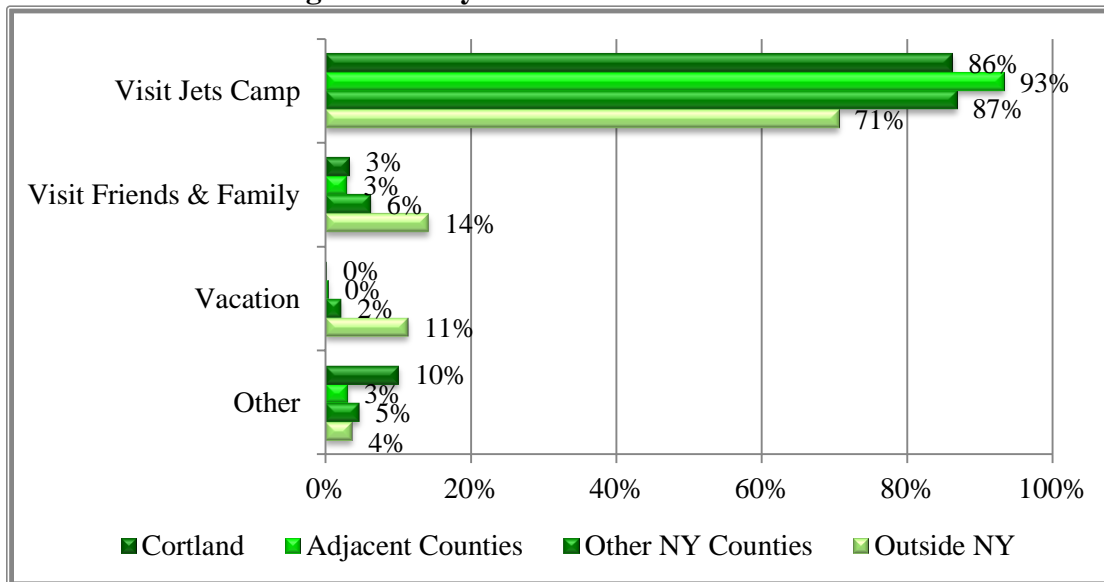
Thirty-one percent of spectators came from other NY counties while 18 percent came from outside NY.

Figure 4: Home County of Visitors to Jets Camp



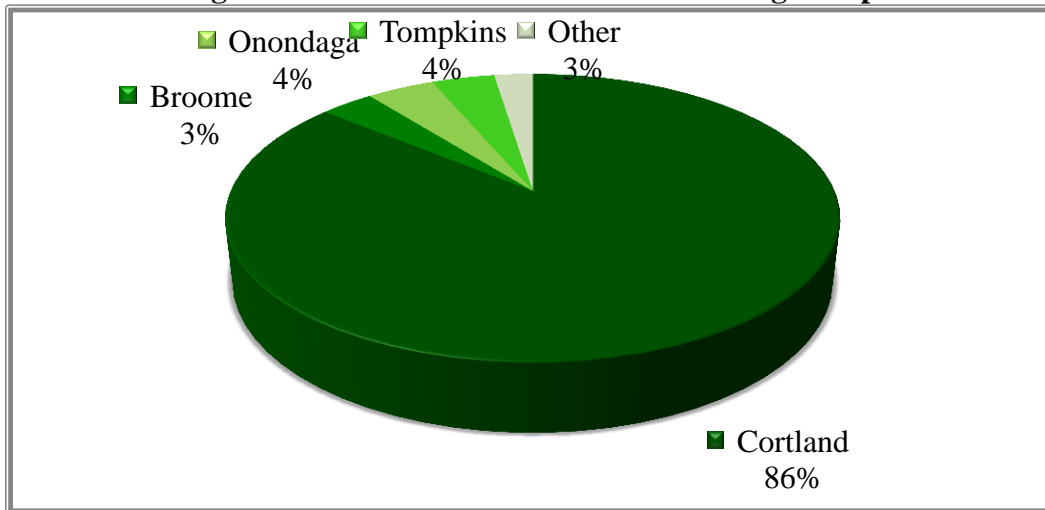
Overwhelming, when asked why they were in the Cortland area, spectators indicated that they came to Cortland NY area to visit the Jets Training Camp, regardless of where individuals lived. Over 90 percent of the spectators that live in the counties adjacent to Cortland (93 percent) as well as in other NY State counties (87 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 (14 percent) or to vacation (11 percent). However, 71 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



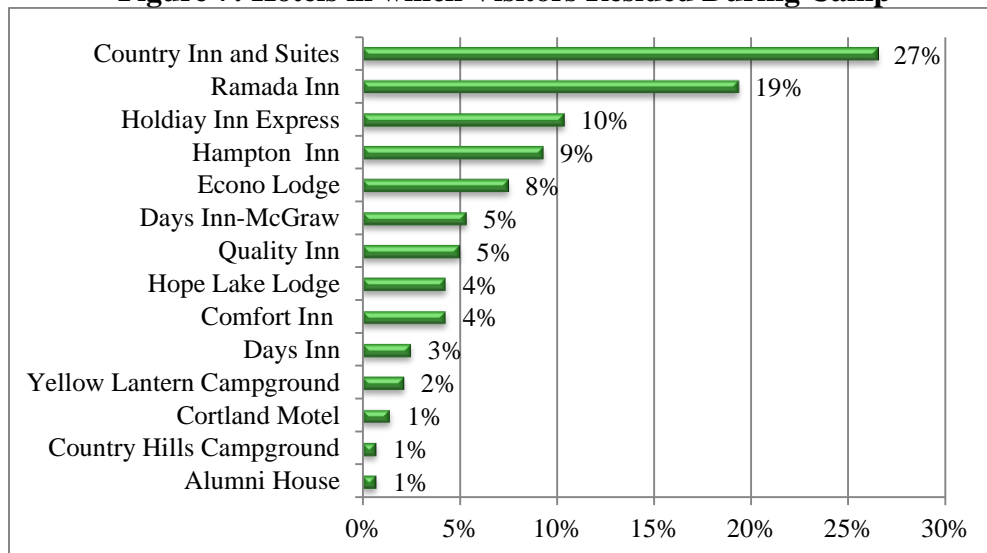
Of all those participating in the survey, 14 percent stated that they stayed over for at least one night. Of those who did stay for at least one night, 76 percent indicated that they stayed in a hotel, bed and breakfast or nearby campground. Almost 90 percent of these visitors stayed in a hotel within 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. The Country Inn and Suites, located across from the fields at SUNY Cortland had the highest reported occupancy, 27 percent. The hotels with close proximity to Route 81, Ramada Inn (19 percent), Holiday Inn Express (10 percent) and Hampton Inn (9 percent), housed an additional 38 percent of the camp attendees.

Figure 7: Hotels in which Visitors Resided During Camp



Although attendance was down during the 2013 training camp compared to the 2012 camp, Cortland County's hotels still received a vital injection of revenue. Revenue for the local hotels (in the aggregate) decreased just over 2 percent in August 2013 as compared to August 2012. These revenues, however, were up over 9 percent compared to August 2011 when Jets Training Camp was not held.¹ Furthermore, while hotel occupancy was down nearly 3 percent compared to August 2012, occupancy was up over 6 percent compared to August 2011. Interestingly, the average room price increased less than one percent between the 2013 and 2012 camps, however, the average room rate increased 5 percent over 2011 when there was not training camp.

Table 3: Hotel Revenue and Occupancy Comparisons 2013 to 2012

	Revenue	Occupancy	Demand	Average Room Price
Aug-13	\$1,943,472	68.1	17,587	\$111
Aug-12	\$1,988,831	70.1	18,086	\$110
Percent Change	-2.3%	-2.8%	-2.8%	0.9%

Table 4: Hotel Revenue and Occupancy Comparisons 2013 to 2011

	Revenue	Occupancy	Demand	Average Room Price
Aug-13	\$1,943,472	68.1	17,587	\$111
Aug-11	\$1,782,051	64.1	16,556	\$105
Percent Change	9.1%	6.2%	6.2%	5.7%

Source: Authors Calculations and 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 average spending on retail items was \$6, accounting for 32 percent of overall spending by visitors to Jets Training Camp (see Figure 7).² Twenty-six percent of visitors' expenditures were spent on food; average spending on food was \$6 per person per day. Average gasoline expenditures were \$7, accounting for 39 percent of the overall expenditures. Hotel expenditures accounted for 3 percent of visitors' expenditures, while parking accounted for 2 percent of visitors' spending; with an average expenditure of \$5.

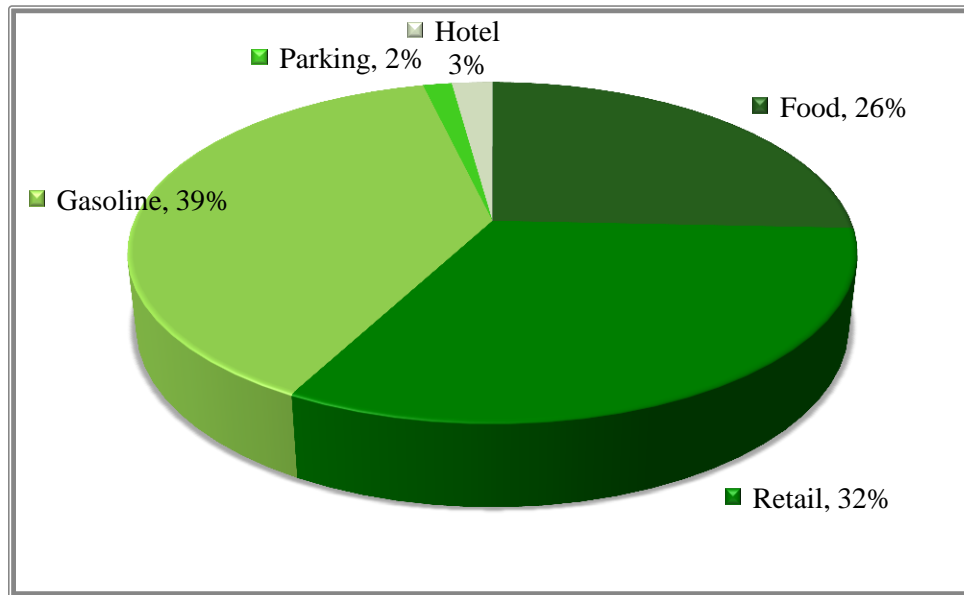
Visitors' average spending on retail within the Jets Tent was \$6, however, all revenues from these purchases went to the Jets and not to Cortland County, thus these retail expenditures will **not** be included in the overall impact. Furthermore, as previously discussed, all expenditures by residents of Cortland County were removed from the calculations. These dollars would

¹ There is an additional hotel, Holiday Inn Express, included during the August 2013 Training Camp that was not in service during the 2011 camp.

² 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.

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 spending by visitors from areas outside of NY State, we find that 37 percent of the spending stems from spectators from New Jersey who spend an average of \$59 per person. Pennsylvania spends \$36 per person and has the second highest share in total spending for areas outside of NY State at 12 percent followed by Florida (10 percent), Connecticut (7 percent), and Canada (6 percent) which round out the top 5 areas with the highest percent of spending from visitors outside of NY.

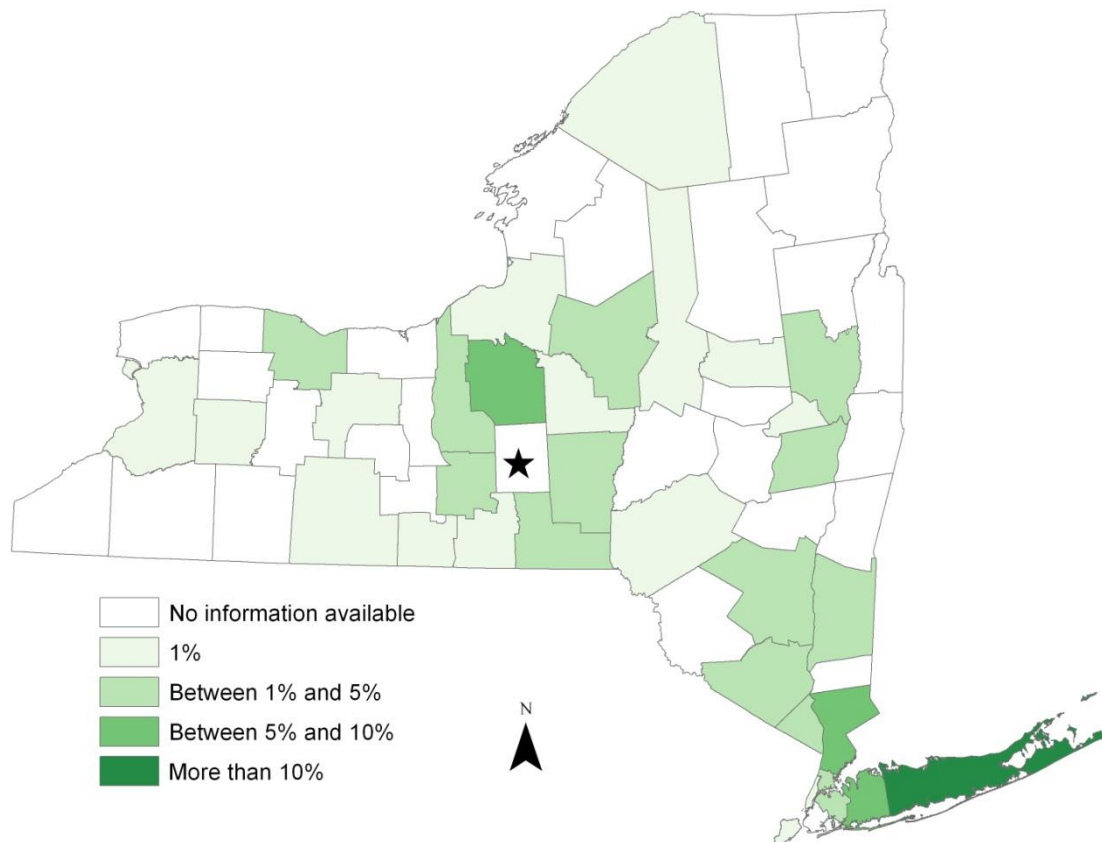
Table 5: Percent of Direct Spending from Outside NY

	Percent of Total Spending	Spending per Person
New Jersey	37%	\$59
Pennsylvania	12%	\$36
Florida	10%	\$80
Connecticut	7%	\$64
Canada	6%	\$45

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 Queens, \$121; Westchester, \$113; Clinton, \$109; Wyoming, \$100; Suffolk, \$91; Warren, \$83; Nassau, \$76; Dutchess, \$75; Ulster, \$69; and Richmond, \$69. 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 8 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

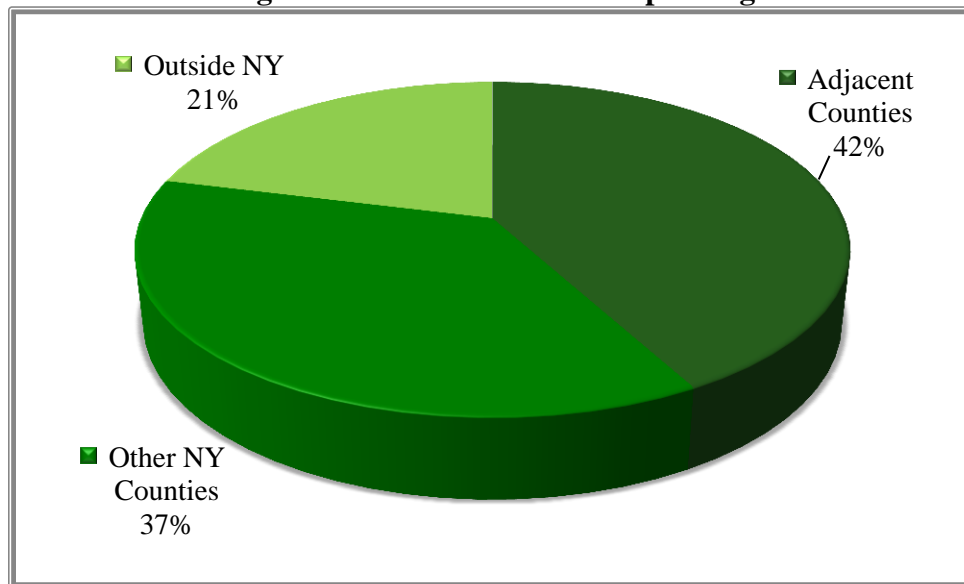


The ten counties that had the highest percent of total spending are listed in Table 6 along with their associated spending per person. Suffolk, Nassau, and Westchester Counties account for 29 percent of the overall spending and were also among the top ten counties with the highest spending per person. Counties adjacent to Cortland County, Onondaga, Broome and Tompkins County, are also in the top 10 counties with the highest percent of total spending. Albany County has the second highest percent of spending.

Table 6: Percent of Direct Spending from NY State Counties

County	Percent of Total Spending	Spending per Person
Suffolk	14%	\$91
Onondaga	10%	\$11
Nassau	8%	\$76
Westchester	7%	\$113
Broome	5%	\$13
Oneida	4%	\$18
Tompkins	3%	\$9
Bronx	3%	\$49
Dutchess	3%	\$75
Queens	3%	\$121

Overall, as is indicated in Figure 10 and Table 7, the counties that are adjacent to Cortland contributed 42 percent of the direct spending in our county, that is, \$684,576. Other counties in New York State accounted for 37 percent of direct spending, \$600,040. Visitors to Cortland from outside of NY spent \$344,027 in our community, 21 percent of the total spending. Thus, over \$1.6 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 7: Visitors' Expenditures**

Direct Spending	
Adjacent Counties	\$684,576
Other NY Counties	\$600,040
Outside NY	\$344,027
Total	\$1,628,643

Perceived Impact on Main Street

After the New York Jets were in the city of Cortland for their preseason camp, a survey was distributed to businesses in the Main Street area in Historic Downtown. The goal was to understand business owner's perceptions regarding the impact the Jets Training Camp had on their business. Very few of the surveys were returned, only 12, thus we will discuss the anecdotal findings from the businesses that did respond.

Of those who responded, two-thirds were food related establishments the remainder were retail businesses. Only the food establishments and bars indicated that they perceived an increase in customers as well as an increase in gross sales. None of the businesses hired any additional labor during training camp and only one business, food related, increased their regular hours of operation. Half of the establishments increased their advertising spending an average of \$275. Overall, three quarters of the businesses saw either a moderate impact (3 businesses) or little impact (6 businesses). Only non-food establishments indicated that there was no impact on their business of having the NY Jets Training Camp in Cortland.

Cortland County Direct Expenditures

The Cortland community came together once again to provide a welcoming atmosphere during the 2013 NY Jets Training Camp. Beginning with the kick-off celebration on Main Street through the last day of practice at SUNY Cortland, the NY Jets players, coaches, staff and spectators were welcomed while they were in our Cortland community.

The Community 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. The focus of the group this year was to produce the Welcome Guide and its distribution. As depicted in Table 8, this community injected over \$7 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 8: Community Expenditures

Expenditures	Cost
Community Group	\$7,233
TOTAL	\$7,233

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 facilities on campus. The team and coaches stayed in the College's Glass Tower. They dined in Neubig dining hall while the coaches took over offices in Corey Union. 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 5 year grant in 2010 for \$575,000 from the Empire State Development Corp (ESDC). The first year of the grant provided the College \$275,000 to prepare to host the NY Jets. The grant allocated \$200,000 towards capital purchases and \$75,000 for operating costs. The remaining \$300,000 will be allotted towards an operating budget, providing \$75,000 in each of the next four years. 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 total, SUNY Cortland spent just over \$385 thousand in order to prepare and host the 2013 NY Jets Training Camp. Over 70% of the College's spending fell into three areas representing an expenditure of over \$282 thousand depicted in Figure 11 and Table 9. Similar to previous training camps, the largest expenditure for the College was \$154 thousand in the area of custodial and transportation staffing which constituted 40 percent of the College's spending. The second largest expenditure was Fields and Vehicle Rental accounting for just over \$67 thousand and 17.5 percent of the College's overall spending. The third area, Custodial Supplies and Waste expenditures were \$60,786, accounting for nearly 16 percent of the overall spending, double the expenditure of 2012. An additional 20 percent of the expenditures was attributed to Security Staffing (7.6 percent), Repairs and Supplies (5.8 percent), and Uniforms and Clothing (4.9 percent).

Figure 11: Distribution of SUNY Cortland Expenditures

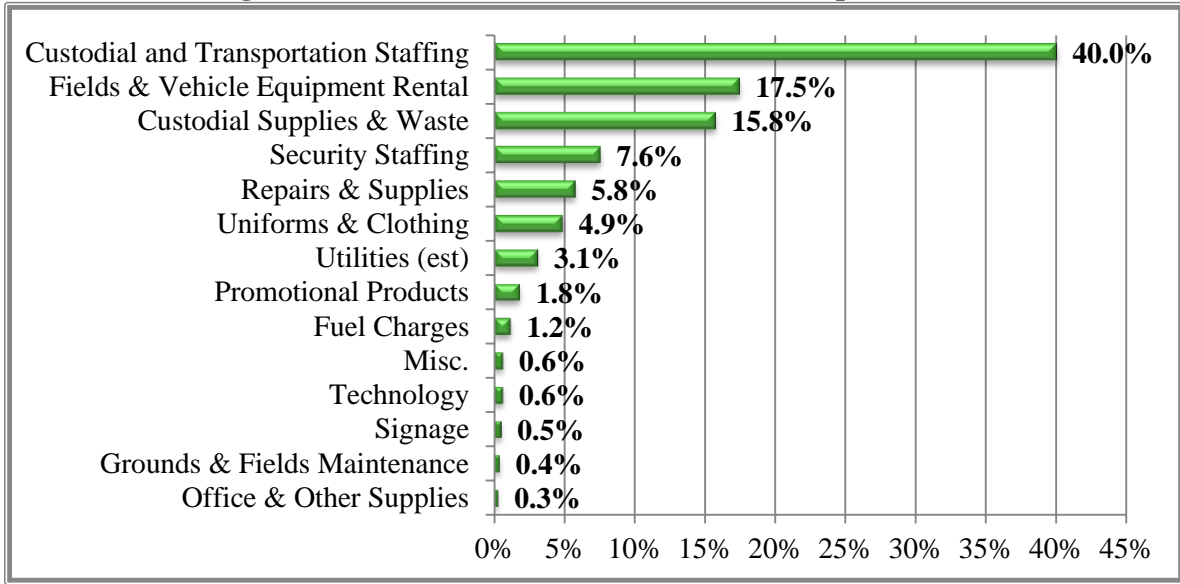


Table 9: SUNY Cortland Direct Expenditures

Expenditure	Cost
Office & Other Supplies	\$1,062
Grounds & Fields Maintenance	\$1,500
Signage	\$1,954
Technology	\$2,388
Misc.	\$2,417
Fuel Charges	\$4,485
Promotional Products	\$7,066
Utilities (estimated)	\$12,000
Uniforms & Clothing	\$18,771
Repairs & Supplies	\$22,265
Security Staffing	\$29,169
Custodial Supplies & Waste	\$60,786
Fields & Vehicle Equipment Rental	\$67,333
Custodial and Transportation Staffing	\$154,264
TOTAL	\$385,460

Intangible Benefits

The presence of an NFL team at SUNY Cortland, making the small city of Cortland its home for a summer training camp, again, yielded national media coverage for our community. The intense coverage, by all types of media of every aspect of the Jets' team during August 2013 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. The benefits that SUNY Cortland derived from all the media exposure on a state and national level are immeasurable.

SUNY Cortland is well known regionally for its facilities. The continued partnership with the NY Jets has led to our use of two NFL quality fields, which benefit not only the College but the Cortland community as well. These improvements enhance the ability of the Regional Sports Council to 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 10. 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 pre-season and regular season games as well as two tickets to Super Bowl XLVIII.

Furthermore, the College is able to leverage its relationship with the NY Jets to garner support from SUNY Cortland Alumni. During the Training Camp there are multiple alumni relations events, including exclusive use of the hospitality tent, autograph sessions with the Jets players, and a private reception with Jets coaches at the Alumni House. Additionally, SUNY Cortland will host an alumni reception at Met Life Stadium.

Both our prospective and current students benefit from the SUNY Cortland's partnership with the Jets. Our prospective students will be able to attend two open houses during Spring 2014, one at the Jets' Atlantic Health Facility and another at Met Life Stadium. Our current students not only benefit from the use of NFL quality facilities, but also through the more than 50 internship opportunities that are available to students during training camp. These internships afford our students with experiences that they would never have at another institution.

Table 10: Business and Marketing Services Provided by the New York Jets to SUNY Cortland

1. Official Designation
<ul style="list-style-type: none"> By virtue of the partnership, SUNY Cortland becomes the "Official University Partner of the New York Jets".
2. Use of Marks
<ul style="list-style-type: none"> 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.
3. Items to Raise Funds through Contests, Auctions, Raffles
<ul style="list-style-type: none"> NY Jets provided four (4) season tickets for all 2013 preseason and regular season home games NY Jets provided two (2) tickets to Super Bowl XLVIII NY Jets will provide ten (10) player signed merchandise items (e.g., NY Jets helmets, jerseys, footballs, etc.)
4. Alumni Relations Events
<ul style="list-style-type: none"> SUNY Cortland had exclusive use of a Training Camp hospitality tent for ten (10) days during 2013 Training Camp to cultivate fundraising relationships for the College. NY Jets provided players to give autographs to hospitality guests after each practice. NY Jets provided 50 Toyota Coaches Club and game tickets, with refreshments, to the 2013 NY Jets preseason home game vs. the Jacksonville Jaguars. Coach Rex Ryan and Assistant Coaches participated in a private reception with SUNY Cortland Alumni at the Parks Alumni House during Training Camp. NY Jets provided 20 regular season Jets Green Room Suite tickets, with refreshments, to the 2013 NY Jets regular season home game vs. the Tampa Bay Buccaneers. NY Jets will host a SUNY Cortland Alumni Reception at Met Life Stadium.
5. Admissions
<ul style="list-style-type: none"> Two (2) recruitment receptions Spring 2014 will be held—one at the Atlantic Health Jets Training Center and one at Met Life Stadium.
6. Media
<ul style="list-style-type: none"> 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. NY Jets provide SUNY Cortland with one million (1,000,000) guaranteed banner ad views on the Jets official website www.newyorkjets.com with “click-through” capability to the College's official website www.cortland.edu 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.
7. Internships, Practicum and Volunteer Programs
<ul style="list-style-type: none"> The NY Jets provided more than 50 student internship and practicum opportunities to SUNY Cortland students.

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 the 2013 Jets 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 2013 NY Jets Training Camp is over \$3.68 million dollars, as is indicated in Table 11 below. This impact stems from the over \$2 million in direct spending by SUNY Cortland, the Cortland Community and particularly the training camp spectators.

The spectators who attended the 2013 Jets Training Camp account for eighty one percent of the overall impact, as depicted in Figure 12. The over \$1.6 million in direct spending generated an impact of nearly \$3 million within our regional economy. SUNY Cortland's direct expenditure of over \$385 thousand injected nearly \$700 thousand into our economy, while the Community Group's direct expenditures generated an impact of over \$13 thousand dollars in our community.

Figure 12: Breakdown of Direct Spending

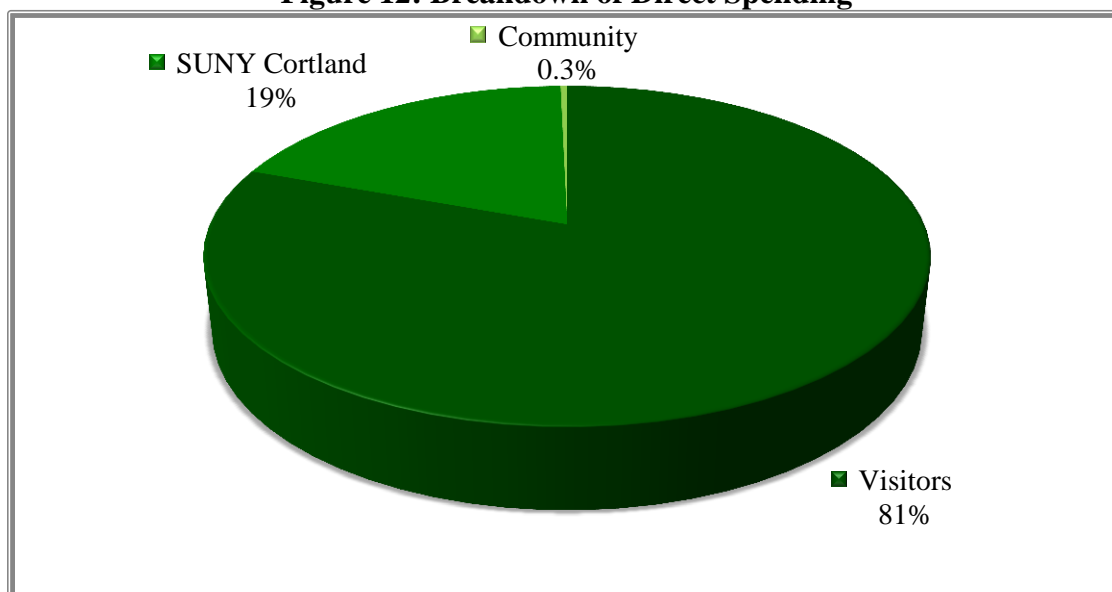


Table 11: Impact of Spending on Cortland Community

	Direct Spending	Total Impact
Visitors	\$1,653,938	\$2,977,088
SUNY Cortland	\$385,460	\$693,828
Community	\$7,233	\$13,019
TOTAL	\$2,046,631	\$3,683,936

Summary

Between July 26 and August 14, 2013, Cortland became the home of the New York Jets. During their stay at their Training Camp on the campus of SUNY Cortland approximately 21,000 visitors came to our community and passed through the Stadium gate. The nearly \$2 million in spending by these visitors as well as the nearly \$400 thousand spent to prepare for and host our NFL guests generated an impact of over \$3.6 million in our economy.

The partnership with the New York Jets 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.