



- Senior Softball—USA News
- International Sports Holidays
- Senior Softball World Championships
- National/International Player Registration



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January 22, 2014

Mayor Carolyn Goodman
Council Members Stavros Anthony, Bob Beers, Lois Tarkanian, Bob Coffin,
Ricki Barlow and Steven Ross.
City of Las Vegas

Dear Mayor Goodman and Council Members,

Senior Softball has been working with Las Vegas Events to bring top quality senior softball tournaments to Las Vegas since 2001. Originally Julian Dugas asked us to bring a major tournament to Las Vegas to help fill off-Strip hotels, and over the years we have worked closely with Pat Christenson and LVE.

For a decade, we brought the Winter Worlds to Las Vegas, building the tournament to 181 teams. And we brought the World Championships, the largest senior tournament in America, to Las Vegas in 2001 and 2004.

Then, in 2012 we partnered with the 300-member Las Vegas Senior Softball Association to establish the signature event that continues to set records in our sport: The World Masters Championships.

The Economic Impact of these tournaments translates into more than merely dollars and cents: it means jobs and a healthy influx of outside money from a perfect demographic group.

Consider the single World Masters Championships brought almost 500 teams and \$22 million into the economy over 10 days. Then consider that all of the tournaments we have brought to Las Vegas have infused \$116 million into the economy – much of it flowing into the city because that is where our players largely stay to be close to the fields.

This is our history and the monetary benefit we have brought to Las Vegas. That does not include the social and promotional benefit of the games. As our sport continues to grow, more and more Masters (40+ year old) and seniors (50+ years old) from America, Canada and many other countries not only discover the sport, but many become Las Vegas fans.

But we face a daunting obstacle to growth.

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Submitted at City Council:

Date 5/20/2014 Item 4

by: *Jerry Hennessy*

Las Vegas City fields today are almost twice as expensive as any other fields in the region (please see chart) and provide the most bureaucratic hassles and the fewest services.

Something is not right here.

We have been told that the City parks and facilities have been mandated to show more profit. But it is extremely shortsighted to raise rates and lower services until the users are driven away – thereby making the fields wholly uneconomical to operate.

If that is the purpose -- to drive away business and economic impact-- then raising rates without services is a magnificent way to accomplish the goal.

However, if the goal is to offer the best combination of service to the community while generating revenue through attracting economic impact to the City, then these rate increases will be self-defeating.

We are not only asking you to freeze the rates, but to examine a faulty directive that would raise rates and cut services, which helps neither Las Vegas City citizens, nor the businesses that depend on the economic impact from visitors whom these events attract.


In closing, to put this in some overall perspective, the high cost, byzantine paperwork and lack of services we find using Las Vegas City fields are not only worse than any of the other 70 cities we deal with, but is actually much worse than what we faced the first time we brought US senior teams to Cuba to play in 2010.

To change this system, if you desire to change it, will require a whole new focus by the people setting policy because the bottom-line problem is faulty policy.

Fortunately solid policies are in plentiful supply from the nearby sports facilities. In Henderson, Clark County and Big League Dreams, the policies are successfully balancing fees, public services, and generating increasing economic impact.

We want to continue using Las Vegas fields for the signature event for our sport, but this new policy is driving us – and I believe many others -- away.

Best Regards,



Terry Hennessy
Chief Executive Officer
Senior Softball-USA



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Senior Softball-USA Economic Impact in Las Vegas, Nevada (2001 - 2014)

LVSSA/SSUSA World Masters Championships

Raw Economic Impact: \$43,176,160
Total Economic Impact: \$64,764,240

LVSSA/SSUSA Southwest Championships

Raw Economic Impact: \$10,719,023
Total Economic Impact: \$16,078,535

SSUSA Winter World Championships

Raw Economic Impact: \$23,128,665
Total Economic Impact: \$34,692,998

Complete Raw Economic Impact: \$77,023,848
Complete Economic Impact with Multiple Factor of 1.5 = \$115,535,772



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Actual Economic Impact 2013 LVSSA/SSUSA World Masters Championships Las Vegas, Nevada

Total Teams: 480

Local Teams: 15 / Out-of-Area teams: 465

Total attendance: 480 x 30 players, spouses and family = 14,400

Out-of-Area attendance: x 30 players, spouses and family = 13,950

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 9,068

9,068 x \$420 = **\$3,808,560**

Cars

Average Car Rental (\$230.34)

50% rent cars = 6,975

6,975 x \$230.42 (average rental) = **\$1,607,180**

Entertainment

14,400 x \$136.50 = **\$1,965,600**

Hotels

20,101 (excluding local/private residence's) Hotel room/nights x \$81 average = **\$1,628,181**

Restaurants

\$52.61 per day, per person

480 Teams x 30 players and spouses each team = 14,400

14,400 x \$212 (\$53 x 4 days) = **\$3,052,800**

Shopping

14,400 x 132 (\$33 x 4 days) = **\$1,900,800**

Souvenir Sales

Merchandise sold at Park = **\$50,525**

Raw Economic Impact = \$14,013,646

Total Economic Impact of Championships: \$21,020,469

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2012 SSUSA World Masters Championships Las Vegas, Nevada

Total Teams: 447

Local teams: 12 / Out-of Area teams: 435

Total attendance: 447 x 30 players, spouses and family = 13,410

Out-of-town attendance: 435 teams x 30 players, spouses and family = 13,050

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 8,483

8,483 x \$420 = **\$3,562,860**

Cars

Average Car Rental (\$230.34)

50% rent cars = 6,525

6,525 x \$230.42 (average rental) = **\$1,503,496**

Entertainment

13,410 x \$136.50 = **\$1,830,465**

Hotels

26,878 Hotel room/nights x \$81 average = **\$2,177,118**

Restaurants

\$52.61 per day, per person

447 Teams x 30 players and spouses each team = 13,410

13,410 x \$212 (\$53 x 4 days) = **\$2,842,920**

Shopping

13,410 x 132 (\$33 x 4 days) = **\$1,770,120**

Souvenir Sales

Merchandise sold at Park = **\$33,250**

Raw Economic Impact = \$13,720,229

Total Economic Impact of Championships: \$20,580,344

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2004 SSUSA World Masters Championships Las Vegas, Nevada

Total Teams: 295

Local teams: 3 / Out-of Area teams: 292

Total attendance: 295 x 30 players, spouses and family = 8,850

Out-of-town attendance: 292 teams x 30 players, spouses and family = 8,760

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 5,694

5,694 x \$420 = **\$2,391,480**

Cars

Average Car Rental (\$230.34)

50% rent cars = 4,380

4,380 x \$230.42 (average rental) = **\$1,009,240**

Entertainment

8,760 x \$136.50 = **\$1,195,740**

Hotels

292 teams x 10 players per team x 3 nights = 8,760

8,760 Hotel room/nights x \$81 average = **\$709,560**

Restaurants

\$52.61 per day, per person

292 Teams x 30 players and spouses each team = 8,760

8,760 x \$212 (\$53 x 4 days) = **\$1,857,120**

Shopping

8,760 x 132 (\$33 x 4 days) = **\$1,156,320**

Raw Economic Impact = \$8,319,460

Total Economic Impact of Championships: \$12,479,190

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2001 SSUSA World Masters Championships Las Vegas, Nevada

Total Teams: 270

Local teams: 20 / Out-of Area teams: 250

Total attendance: 270 x 30 players, spouses and family = 8,100

Out-of-town attendance: 250 teams x 30 players, spouses and family = 7,500

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 4,875

4,875 x \$420 = **\$2,047,500**

Cars

Average Car Rental (\$230.34)

50% rent cars = 3,750

3,750 x \$230.42 (average rental) = **\$864,075**

Entertainment

7,500 x \$136.50 = **\$1,023,750**

Hotels

250 teams x 10 players per team x 3 nights = 7,500

7,500 Hotel room/nights x \$81 average = **\$607,500**

Restaurants

\$52.61 per day, per person

250 Teams x 30 players and spouses each team = 7,500

7,500 x \$212 (\$53 x 4 days) = **\$1,590,000**

Shopping

7,500 x 132 (\$33 x 4 days) = **\$990,000**

Raw Economic Impact = \$7,122,825

Total Economic Impact of Championships: \$10,684,238

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2014 LVSSA/SSUSA Southwest Championships Las Vegas, Nevada

Total Teams: 172

Local teams: 15 / Out-of Area teams: 157

Total attendance: 172 x 30 players, spouses and family = 5,160

Out-of-town attendance: 157 teams x 30 players, spouses and family = 4,710

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 3,062

3,062 x \$420 = **\$1,286,040**

Cars

Average Car Rental (\$230.24)

50% rent cars = 2,355

2,355 x \$230.24 (average rental) = **\$542,215**

Entertainment

4,710 x \$103 = **\$485,130**

Hotels

157 teams x 10 players per team x 3 nights

4,710 Hotel room/nights

4,710 x \$81 average = \$381,510

Restaurants

\$52.61 per day, per person

157 Teams x 30 players and spouses each team = 4,710

4,710 x \$212 (\$53 x 4 days) = **\$998,520**

Shopping

4,710 x \$132 (\$33 x 4 days) = **\$621,720**

Raw Economic Impact = \$4,315,135

Total Economic Impact of Championships: \$6,472,703

**(w/Mult. Factor of 1.5)*



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Actual Economic Impact of the 2013 LVSSA/SSUSA Southwest Championships Las Vegas, Nevada

Total Teams: 145

Local teams: 16 / Out-of Area teams: 129

Total attendance: 145 x 30 players, spouses and family = 4,350

Out-of-town attendance: 129 teams x 30 players, spouses and family = 3,870

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 2,516

2,516 x \$420 = **\$1,056,720**

Cars

Average Car Rental (\$230.24)

50% rent cars = 1,935

1,935 x \$230.24 (average rental) = **\$445,514**

Entertainment

3,870 x \$103 = **\$398,610**

Hotels

129 teams x 10 players per team x 3 nights

3,870 Hotel room/nights

3,870 x \$81 average = \$313,470

Restaurants

\$52.61 per day, per person

129 Teams x 30 players and spouses each team = 3,870

3,870 x \$212 (\$53 x 4 days) = **\$820,440**

Shopping

3,870 x \$132 (\$33 x 4 days) = **\$510,840**

Raw Economic Impact = \$3,545,594

Total Economic Impact of Championships: \$5,318,391

**(w/Mult. Factor of 1.5)*



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Actual Economic Impact of the 2012 LVSSA/SSUSA Southwest Championships Las Vegas, Nevada

Total Teams: 112

Local teams: 8 / Out-of Area teams: 104

Total attendance: 112 x 30 players, spouses and family = 3,360

Out-of-town attendance: 104 teams x 30 players, spouses and family = 3,120

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 2,028

2,028 x \$420 = **\$851,760**

Cars

Average Car Rental (\$230.24)

50% rent cars = 1,560

1,560 x \$230.24 (average rental) = **\$359,174**

Entertainment

3,120 x \$103 = **\$321,360**

Hotels

104 teams x 10 players per team x 3 nights

3,120 Hotel room/nights

3,120 x \$81 average = \$252,720

Restaurants

\$52.61 per day, per person

104 Teams x 30 players and spouses each team = 3,120

3,120 x \$212 (\$53 x 4 days) = **\$661,440**

Shopping

3,120 x \$132 (\$33 x 4 days) = **\$411,840**

Raw Economic Impact = \$2,858,294

Total Economic Impact of Championships: \$4,287,441

**(w/Mult. Factor of 1.5)*



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Actual Economic Impact of the 2011 Winter World Championships Las Vegas, Nevada

Total Teams: 160

Local Teams: 7 / Out-of-Area teams: 153

Total attendance: 160 x 30 players, spouses and family = 4,800

Out-of-Town attendance: 153 x 30 players, spouses and family = 4,590

Airlines

Average Airline Ticket Cost (\$320)

65% fly = 2,984

2,984 x \$320 = **\$954,880**

Cars

Average Car Rental (\$175)

45% rent cars = 2,066

2,066 x \$175 (average rental) = **\$361,550**

Entertainment

4,590 x \$136.50 = **\$626,535**

Hotels

153 teams x 10 players per team x 3 nights

4,590 Hotel room/nights

4,590 Hotel room/nights x \$81 average = **\$371,790**

Restaurants

\$50 per day, per person

153 Teams x 30 players and spouses each team = 4,590

4,590 x \$150 (\$50 x 3 days) = **\$688,500**

Shopping

4,590 x \$202 = **\$927,180**

Raw Economic Impact = \$3,930,435

Total Economic Impact of Championships: \$5,895,652.5*

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2010 Winter World Championships Las Vegas, Nevada

Total Teams: 181

Local Teams: 8 / Out-of-Area teams: 173

Total attendance: 181 x 30 players, spouses and family = 5,430

Out-of-Town attendance: 173 x 30 players, spouses and family = 5,190

Airlines

Average Airline Ticket Cost (\$320)

65% fly = 3,374

$3,374 \times \$320 = \$1,079,680$

Cars

Average Car Rental (\$175)

45% rent cars = 2,336

$2,336 \times \$175$ (average rental) = **\$408,800**

Entertainment

$5,190 \times \$136.50 = \$708,435$

Hotels

173 teams x 10 players per team x 3 nights

5,190 Hotel room/nights

$5,190$ Hotel room/nights x \$81 average = **\$420,390**

Restaurants

\$50 per day, per person

173 Teams x 30 players and spouses each team = 5,190

$5,190 \times \$150$ (\$50 x 3 days) = **\$778,500**

Shopping

$5,190 \times \$202 = \$1,048,380$

Raw Economic Impact = \$4,444,185

Total Economic Impact of Championships: \$6,666,277.5*

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2009 Winter World Championships Las Vegas, Nevada

Total Teams: 151

Local Teams: 7 / Out-of-Area teams: 144

Total attendance: 151 x 30 players, spouses and family = 4,530

Out-of-Town attendance: 144 x 30 players, spouses and family = 4,320

Airlines

Average Airline Ticket Cost (\$320)

65% fly = 2,808

2,808 x \$320 = **\$898,560**

Cars

Average Car Rental (\$175)

45% rent cars = 1,944

1,944 x \$175 (average rental) = **\$340,200**

Entertainment

4,320 x \$136.50 = **\$589,680**

Hotels

144 teams x 10 players per team x 3 nights

4,320 Hotel room/nights

4,320 Hotel room/nights x \$81 average = **\$349,920**

Restaurants

\$50 per day, per person

144 Teams x 30 players and spouses each team = 4,320

4,320 x \$150 (\$50 x 3 days) = **\$648,000**

Shopping

4,320 x \$202 = **\$872,640**

Raw Economic Impact = \$3,699,000

Total Economic Impact of Championships: \$5,548,500*

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2008 SSUSA Winter World Championships Las Vegas, Nevada

Total Teams: 131

Local teams: 6 / Out-of-Area teams: 125

Total attendance: 131 x 30 players, spouses and family = 3,930

Out-of-town attendance: 125 teams x 30 players, spouses and family = 3,750

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 2,438

2,438 x \$420 = **\$1,023,960**

Cars

Average Car Rental (\$230.34)

50% rent cars = 1,875

1,875 x \$230.42 (average rental) = **\$432,038**

Entertainment

3,750 x \$136.50 = **\$511,875**

Hotels

125 teams x 10 players per team x 3 nights = 3,750

3,750 Hotel room/nights x \$81 average = **\$303,750**

Restaurants

\$52.61 per day, per person

125 Teams x 30 players and spouses each team = 3,750

3,750 x \$212 (\$53 x 4 days) = **\$795,000**

Shopping

3,750 x 132 (\$33 x 4 days) = **\$495,000**

Raw Economic Impact = \$3,561,623

Total Economic Impact of Championships: \$5,342,435

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2007 SSUSA Winter World Championships Las Vegas, Nevada

Total Teams: 110

Local teams: 11 / Out-of Area teams: 99

Total attendance: 110 x 30 players, spouses and family = 3,300

Out-of-town attendance: 99 teams x 30 players, spouses and family = 2,970

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 1,931

1,931 x \$420 = **\$811,020**

Cars

Average Car Rental (\$230.34)

50% rent cars = 1,485

1,485 x \$230.42 (average rental) = **\$342,174**

Entertainment

2,970 x \$136.50 = **\$405,405**

Hotels

99 teams x 10 players per team x 3 nights = 2,970

2,970 Hotel room/nights x \$81 average = **\$240,570**

Restaurants

\$52.61 per day, per person

99 Teams x 30 players and spouses each team = 2,970

2,970 x \$212 (\$53 x 4 days) = **\$629,640**

Shopping

2,970 x 132 (\$33 x 4 days) = **\$392,040**

Raw Economic Impact = \$2,820,849

Total Economic Impact of Championships: \$4,231,274

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2006 SSUSA Winter World Championships Las Vegas, Nevada

Total Teams: 111

Local teams: 15 / Out-of Area teams: 96

Total attendance: 111 x 30 players, spouses and family = 3,330

Out-of-town attendance: 96 teams x 30 players, spouses and family = 2,880

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 1,872

1,872 x \$420 = **\$786,240**

Cars

Average Car Rental (\$230.34)

50% rent cars = 1,440

1,440 x \$230.42 (average rental) = **\$331,805**

Entertainment

2,880 x \$136.50 = **\$393,120**

Hotels

96 teams x 10 players per team x 3 nights = 2,880

2,880 Hotel room/nights x \$81 average = **\$233,280**

Restaurants

\$52.61 per day, per person

96 Teams x 30 players and spouses each team = 2,880

2,880 x \$212 (\$53 x 4 days) = **\$610,560**

Shopping

2,880 x 132 (\$33 x 4 days) = **\$380,160**

Raw Economic Impact = \$2,735,165

Total Economic Impact of Championships: \$4,102,748

*(w/Mult. Factor of 1.5)



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Actual Economic Impact of the 2005 SSUSA Winter World Championships Las Vegas, Nevada

Total Teams: 82

Local teams: 14 / Out-of-Area teams: 68

Total attendance: 82 x 30 players, spouses and family = 2,460

Out-of-town attendance: 68 teams x 30 players, spouses and family = 2,040

Airlines

Average Airline Ticket Cost (\$420)

65% fly = 1,326

1,326 x \$420 = **\$556,920**

Cars

Average Car Rental (\$230.34)

50% rent cars = 1,020

1,020 x \$230.42 (average rental) = **\$235,028**

Entertainment

2,040 x \$136.50 = **\$278,460**

Hotels

68 teams x 10 players per team x 3 nights = 2,040

2,040 Hotel room/nights x \$81 average = **\$165,240**

Restaurants

\$52.61 per day, per person

68 Teams x 30 players and spouses each team = 2,040

2,040 x \$212 (\$53 x 4 days) = **\$432,480**

Shopping

2,040 x 132 (\$33 x 4 days) = **\$269,280**

Raw Economic Impact = \$1,937,408

Total Economic Impact of Championships: \$2,906,112

*(w/Mult. Factor of 1.5)

**2014 Southwest Championship
Senior Softball - USA**

	# Field Hours Used	Field Prep Cost	Field Rental Cost	Total Cost	Hourly Rate
Clark County	185	585.00	2,340.00	2,925.00	15.81
Henderson City	303	0.00	4,822.50	4,822.50	15.92
Big League Dreams LA, LLC	526.5	0.00	10,162.00	10,162.00	19.30
Las Vegas City	91.08	370.00	3,136.25	3,506.25	38.50
Total (All fields)	1105.58	955.00	20,460.75	21,415.75	19.37