

Employment Impacts of the Kansas City Chiefs' 2006 Summer Camp

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Executive Summary

- The Survey Research Center (SRC) at UW-River Falls conducted interviews with 33 campus employees, collected data from selected campus offices and surveyed 36 local tourism-related businesses about the employment impacts of the Kansas City Chiefs' 2006 summer camp.
- About half of the campus workers interviewed were students and overall most were single males, under the age of 25 who hadn't completed a college degree.
- Most campus workers worked nearly full time, about half of which was spent on camp duties.
- While incomplete, the data collected indicate that fewer than 10 full time equivalent positions are created by the camp, which, given that the camp lasts less than a month is probably not too surprising.
- Working at the Chiefs' camp must have its own rewards given the longevity of many workers involved; about two thirds have worked at 5 or more camps.
- Most expenditures by campus workers at the Chiefs' camp are made in River Falls, though students are less likely to spend their earnings here than are university staff.
- The business community generally seems to feel that the employment impact of the camp is also quite minimal for them (again, no more than 10 FTE are likely to be created by the camp) but that having the Chiefs' camp is good for the community and modestly good for their business.

Purpose of Survey

The University of Wisconsin at River Falls (UWRF) has been the summer home for the Kansas City Chiefs' for the past 16 years. Past studies done by the Survey Research Center (SRC) have looked at the economic impact that visitors to the camp have on the regional economy by their spending on food, lodging, souvenirs, etc.¹ We also know that a number of people are employed by the university to help run the camp, maintain the dormitories in which the players stay, publicize camp events, and so on. We suspect that local businesses also have larger payrolls than they would if the Chiefs' training camp were not in River Falls. This survey is an attempt to understand the employment impact of the training camp on the local economy.

Survey Methods

During July and August, 2006, students working for the SRC interviewed 33 people employed by UWRF to service the Chiefs' training camp. We also requested information from several offices (public safety, Knowles Center, etc) on campus regarding employment associated with the Chiefs' camp. Finally, we sent questionnaires to 86 businesses in the region, 36 of which were returned.

Because the number of people interviewed or surveyed is small, the data presented in this report should not be interpreted as statistically valid estimates. The data provide only an impressionistic view of the employment impacts of the Chiefs' camp.

Camp Workers Survey

Table 1 provides a demographic profile of the camp workers we interviewed. These workers are overwhelmingly male (68%), single (69%), mostly under 25 years of age (53%), and haven't completed a 4-year college degree. Three-quarters of those interviewed work full time during the camp; roughly half of the full-time workers are permanent employees of the university and the other half are seasonal hires.

Nearly half (45%) of those interviewed were UWRF students and similar a percentage were either UWRF academic (27%) or classified (18%) staff. The remaining workers we interviewed were employed by the campus food service vendor (Chartwells) or were limited term appointment workers for the University.

¹ David Trechter and Michelle Hadley, "Kansas City Chiefs' Fan Survey Results, 2004," Survey Research Center Report, September 2004.

David Trechter and Michelle Hadley, "Kansas City Chiefs' Fan Survey Results, 2003". Survey Research Center Report, October 2003.

Characteristics of Employment

Roughly equal numbers of Chiefs' camp workers were hired in May (39%), June (33%), and July (28%). Since the camp didn't start until late July, clearly a good deal of their employment was spent in preparation for the 23 days that the Chiefs' were actually in River Falls. Two-thirds of all camp workers finished their work in August, when the camp itself finished, and the other one-third in September.

Table 1: Camp Worker Demographics							
	Count	Male	Female				
Gender	31	68%	32%				
	Count	Married	Single				
Marital Status	32	31%	69%				
	Count	18 - 25	26 - 35	36 - 45	46 - 55	56 - 65	66+
Age	32	53%	0%	16%	6%	22%	3%
	Count	High School	Some College	2-Year Degree	4-Year Degree	Grad/ Professional Degree	
Education	32	22%	44%	3%	22%	9%	
	Count	Full	Part	Full-Seasonal	Part-Seasonal		
Employment	33	39%	15%	36%	9%		

Employment Impact of Training Camp

The SRC has attempted to document the employment impact of the camp in three ways. First, based on discussions with the camp director, a number of departments on campus were identified as having substantial numbers of workers that serve the Chiefs' camp. These departments were contacted and data on the hours worked and the estimated salaries paid by the departments that responded are summarized in Table 2.

Table 2: Chiefs' Camp Wages and Salaries from Selected UWRF Departments		
Department	Estimated Chiefs' Camp Hours	Estimated Chiefs' Camp Wages & Salaries
Public Safety	256	\$ 5,307
Student Services & Programs	1,260	\$ 9,630
Public Affairs	1,250	\$ 23,342
Total	2,766	\$ 38,279

In addition to these three departments, the SRC was told that Chartwells, the campus food service provider allocates about 2,000 hours for the Chiefs’ camp. Further, from direct interviews with camp workers, we know that the Chiefs’ camp also has a significant impact on housekeeping and custodial services. The SRC was unable to get an estimate of the total number of hours and the estimated wages and salaries for Chartwells and housekeeping and custodial services. From the data we do have, it looks like the Chiefs’ camp generates at least 3 full-time equivalent positions for the campus and \$100,000 in wages and salaries.

As a second means of gauging employment impact, the SRC interviewed 33 people who work on the camp. Twenty-three of the 31 Chiefs’ camp workers for whom we have data were employed at least full time (40 hours) and only 5 worked fewer than 35 hours per week (Table 3). Nearly two-thirds of those surveyed said they spent at least 20 hours per week working for the Chiefs’ camp but it was also rare that people worked full-time on the camp (only 3 reported working 40 hours or more per week on the camp). Thus, for most of those interviewed, the Chiefs’ camp is a significant portion of their job but is far from the only thing they do.

Table 3: Work Hours, Chiefs’ Camp and Non-Camp Duties							
	Percent by Hours Worked Category						
	<10	10-15	16-20	21-25	26-30	31-35	36+
Chiefs’ Camp Hours	12.5%	6.3%	18.8%	21.9%	18.8%	12.5%	9.4%
Non-Camp Related Hours	12.5%	8.3%	41.7%	12.5%	12.5%	0.0%	12.5%

About half (15/33) of those interviewed indicated that they were hired specifically for the Chiefs’ camp. Those 15 were employed for a total of about 200 weeks or about 4 full time equivalent (FTE) positions. Interestingly, many (12) of those interviewed who were hired specifically for the Chiefs’ camp were employed doing housekeeping and custodial services. This, at least partially, fills a significant hole in our data. These 12 accounted for slightly more than 3 FTE positions.

Thus, the results of interviews and input from campus departments indicate that the Chiefs’ camp has an important but not overwhelming impact on campus employment during the summer, perhaps accounting for 10 FTE.

The third effort to gauge employment impacts was a survey of local businesses. Of the 33 businesses that returned surveys, only two reported employing additional staff because of the Chiefs’ camp. Between them, they hired an additional 8 part-time workers to provide housekeeping services. Those positions started in May or June and, in some cases, lasted 3-4 months beyond the end of the camp. Thus, for this sample, which was focused on tourism-related businesses – the most likely to hire additional workers because of the camp, the local employment impact was very minimal. As was true with the campus, the camp probably generates less than 10 FTE positions in the local economy.

Other Dimensions of Camp-Related Employment

The SRC asked if those employed for the camp, both on campus and in the business community, received any benefits. Only about one-third of the camp workers reported receiving benefits (e.g. health insurance) and none of the 15 students said that they received benefits from their camp job. The third who did receive benefits were all academic or classified staff, so their benefits were not linked to their employment in support of the Chiefs' camp. None of the employees added by the business community because of the Chiefs' camp received benefits.

More than half of the students working at the camp (56%) work on-campus during the school year, one-quarter work off-campus during regular semesters and nearly one in five don't work at all during the school year. Only 2 of 15 students surveyed said that their camp job was related to their major or minor.

Campus employees associated with the Chiefs' camp have had surprisingly long longevity, particularly since many are students. More than one half of those we interviewed (58%) had worked at a Chiefs' camp before. Of the 58% who reported having worked at multiple camps, one-third have worked at all 16 camps that have been held at UW-River Falls, and another third have worked between 5 and 15 Chiefs' camps. It is also generally the case that workers at the camp stay in the same position from one year to the next. Only 3 of 21 (14%) workers reported moving to a different job from one camp to the next.

Economic Impact of Student Camp-Related Employment

In order to understand the economic impact of the camp on the local economy, we asked the 33 camp workers we interviewed to tell us how much they spend per month in several key areas (rent/mortgage, groceries, utilities, auto related, dining out, entertainment/recreation, and other) and what percentage of this spending was done in River Falls. Their responses are summarized in Table 4.

Because the number of people interviewed was small and the number providing data even smaller, the figures in Table 4 should not be considered statistically accurate estimates of expenditures. Rather they are general indicators of worker expenditures. There was a fairly significant divide between student workers and university staff in terms of the size and distribution of expenditures. This difference is indicated by the upper and lower portions of Table 4.

Analysis of the data in Table 4 indicates that, overall, a relatively high percentage of expenditures by Chief Camp workers is in River Falls. Entertainment is the only category for which substantially less than 50 percent of expenditures happen outside of River Falls. The modest level of average spending in each category is consistent with the large number of relatively low-paid jobs held by students at the Chiefs' summer camp.

Table 4: Monthly Spending by Those Associated with Kansas City Chiefs' Summer Camp					
Total Sample					
	N (Ave Spending)	Ave Spending	N (Pct in River Falls)	Pct in River Falls	River Falls Spending
Rent	17	\$366	9	81%	\$297
Groceries	23	\$156	16	58%	\$90
Utilities	21	\$127	13	76%	\$96
Auto	23	\$107	15	59%	\$63
Dining out	23	\$57	14	49%	\$28
Entertainment	21	\$67	12	33%	\$22
Total		\$880			\$596
Total less Rent		\$514			\$299
Students Only					
	N (Ave Spending)	Ave Spending	N (Pct in River Falls)	Pct in River Falls	River Falls Spending
Rent	7	\$194	8	77%	\$149
Groceries	11	\$45	4	58%	\$26
Utilities	6	\$43	2	100%	\$43
Auto	11	\$61	3	35%	\$21
Dining out	11	\$41	4	43%	\$17
Entertainment	12	\$35	2	40%	\$14
Total		\$420			\$271
Total less Rent		\$226			\$122

Students, according to Table 4, are substantially less “loyal” to River Falls in terms of where they expend their earnings; they spend a lower percentage of their earnings in River Falls than does the overall sample.

Campus Worker Opinions about Camp Work

Most of those who worked for the Chiefs’ camp found out about this job opportunity through friends and acquaintances (65%) rather than paid advertisements or on the web. A similar percentage (64%) said they were very satisfied (30%) or very satisfied (33%) with their job at camp. In contrast, only about half (52%) said they expected to work at the 2007 Chiefs’ camp, mainly because they expect to graduate (43%) or for some academic reason (taking classes, looking for an internship, etc.). Many workers enjoyed their experience as indicated by the following quotes:

“Love it! It gives me something different to do in the summer”

“They bring employment opportunities. They create full-time jobs where they wouldn't normally be”

“Very Rewarding”

There is, however, a substantial minority of campus workers who were not happy with their camp employment. Nearly one in five (18%) said that they were somewhat dissatisfied (12%) or very dissatisfied (6%) with their current job. Interestingly, the number of negative comments about the camp by campus workers was somewhat greater than the positive ones and tended to be aimed more at the management of the camp than at the work itself. For example:

“Hours should be more constant. Need less during regular year and more during Chiefs’”

“The way people in charge run this is very poor. They need to think things through more”

“This entire process wastes way too much time due to a lack of effective organization”

Business Community Opinions about the Chiefs’ Camp

Business recipients were asked if they work with UWRF on corporate sponsorship of special events during the camp and most (86%) said that they do not. Sponsors primarily paid for advertising, provided free services or products, or discounted services and/or products.

By far the most common reason given for not sponsoring such events was that they had never been asked to be a sponsor. Other business respondents, as reported in Appendix 2, felt that sponsorship would not be beneficial to their businesses.

Twenty percent of responding businesses (7) said that they have special promotions tied to the Chiefs’ camp. Interestingly, 71 percent of businesses who reported that they have a special promotion said that the Chiefs’ camp has had a measurable impact on their sales. In contrast, slightly less than half (48%) of the 27 businesses who didn’t offer a special promotion said that their sales had improved because of the camp.

Finally, the written comments from businesses about the Chiefs’ camp indicate that it increases their sales, in general, but that the impact is relatively slight. Typical comments include:

“The Chiefs’ presence generates some excitement within the retail community but it's not a major part of our annual revenue efforts.”

“Not too much but definitely noticeable.”

“We have gained some customers from outside the area that were only in town to see the Chiefs’ that we wouldn't have had exposure to otherwise.”

Conclusions

The overarching conclusion we reach from this little survey is that the employment impact of the Chiefs' camp is positive, but modest. Given that the camp lasts for less than a month, it is probably unreasonable to expect the camp to have a substantial affect on the local job scene.

Most workers and local businesses are supportive of the camp and can identify tangible and intangible benefits from it.

"We certainly enjoy the excitement and limelight that the camp brings. All things considered, we believe it's very good for River Falls"

"The friendships and the word of mouth advertising about our business and the River Falls area by the Chiefs' organization and their fans is a bonus that is hard to put a price on"

"We enjoy them coming to town. The KC fans are particularly nice people and we see them in our store"

"Please keep them coming!"

Appendix 1: Camp Worker Survey Summary

1. Position held: 12 Student custodians, 3 Hunt and Knowles Summer Crew, 3 Public Safety Officers, 2 Server/Hostesses, 1 Baker, 1 Director of Public Safety, 1 Executive Chef, 1 First Cook, 1 General Service, 1 Office Assistant, 1 Photographer, 1 Public Affairs Director, 1 Public Safety Officer and Coordinator between UWRF Security and Chief Security, 1 Student Manager- student custodian, 1 Trucker-Storeroom, 1 Volunteer events/marketing coordinator, 1 other.

2. Type of Position: (Please Circle)

Full Time **39.4%** Part-time **15.2%** Seasonal Full Time **36.4%** Seasonal Part-Time **9.1%**

3. Starting Date of Employment due to Training Camp: May **38.9%** June **33.3%** July **27.8%**

4. Ending Date of Employment due to Training Camp: August **66.7%** September **33.3%**

5. Do you receive any benefits? Yes **36.4%** No **63.6%** If yes, what benefits? **See Comments section below**

6. How many hours on average do you work a week on...?

	<10 hrs	10-15	16-20	21-25	26-30	31-35	36+
Chiefs' Duties	12.5%	6.3%	18.8%	21.9%	18.8%	12.5%	9.4%
Non-Chief Related Duties	12.5%	8.3%	41.7%	12.5%	12.5%	0.0%	12.5%

7. During the rest of the year, are you a UWRF (circle one):

Student **45.5%** Staff **27.3%** N/A **0.0%** Classified **18.2%** Other **9.1%** : **See Word Comments**

a. If a student, do you:

56.3% Work for UWRF during school year? **25.0%** Work off campus during school year?
18.8% Don't work during school year?

8. If you are a student, does your current job relate to your major/minor? Yes **13.3%** No **86.7%**

9. Do you reside in River Falls while you are working here? Yes **76.7%** No **23.3%**

10. On average, what amount of your paycheck spent is spent on:

Total Amount Spent on	<u><\$100</u>	<u>\$100-\$199</u>	<u>\$200-\$299</u>	<u>\$300+</u>			
Rent?	<u>23.5%</u>	<u>23.5%</u>	<u>23.5%</u>	<u>29.4%</u>			
Total Amount Spent on	<u><\$10</u>	<u>\$11-\$30</u>	<u>\$31-\$50</u>	<u>\$51-\$70</u>	<u>\$71-\$90</u>	<u>\$91-\$110</u>	<u>\$111+</u>
Groceries?	<u>0.0%</u>	<u>17.4%</u>	<u>26.1%</u>	<u>4.3%</u>	<u>4.3%</u>	<u>8.7%</u>	<u>39.1%</u>
Utilities-not included in rent (water, electric, gas, telephone, etc.)?	<u>23.8%</u>	<u>4.8%</u>	<u>19.0%</u>	<u>4.8%</u>	<u>4.8%</u>	<u>4.8%</u>	<u>38.1%</u>
Auto Related (gas, repairs, etc.)?	<u>4.3%</u>	<u>26.1%</u>	<u>8.7%</u>	<u>8.7%</u>	<u>13.0%</u>	<u>13.0%</u>	<u>26.1%</u>
Dining Out?	<u>8.7%</u>	<u>30.4%</u>	<u>39.1%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>13.0%</u>	<u>5.7%</u>
Entertainment/recreation?	<u>0.0%</u>	<u>33.3%</u>	<u>28.6%</u>	<u>9.5%</u>	<u>4.8%</u>	<u>14.3%</u>	<u>9.5%</u>
Other? <u>See Word Comments</u>	<u>33.3%</u>	<u>0.0%</u>	<u>66.7%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>

Total Amount Spent in %	<u><20%</u>	<u>21-40%</u>	<u>41-50%</u>	<u>51-60%</u>	<u>61-70%</u>	<u>71-80%</u>	<u>81-100%</u>
Rent?	<u>11.1%</u>	<u>11.1%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>77.8%</u>
Groceries?	<u>25.0%</u>	<u>18.8%</u>	<u>0.0%</u>	<u>6.3%</u>	<u>0.0%</u>	<u>18.8%</u>	<u>31.3%</u>
Utilities-not included in rent (water, electric, gas, telephone, etc.)?	<u>15.4%</u>	<u>7.7%</u>	<u>7.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>69.2%</u>
Auto Related (gas, repairs, etc.)?	<u>33.3%</u>	<u>0.0%</u>	<u>13.3%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>20.0%</u>	<u>33.3%</u>
Dining Out?	<u>35.7%</u>	<u>0.0%</u>	<u>21.4%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>28.6%</u>	<u>14.3%</u>
Entertainment/recreation?	<u>50.0%</u>	<u>8.3%</u>	<u>16.7%</u>	<u>0.0%</u>	<u>8.3%</u>	<u>8.3%</u>	<u>8.3%</u>
Other? <u>See Word Comments</u>	<u>50.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>50.0%</u>

11. Have you ever worked for the Chiefs' Training Camp before? Yes **57.6%** No **42.4%**

a. If so, how many years, including this year, have you worked?

<u>Under 5</u>	<u>33.3%</u>
<u>5-10</u>	<u>22.2%</u>
<u>11-15</u>	<u>11.1%</u>
<u>16 or more</u>	<u>33.3%</u>

b. Have you remained in the same position? Yes **85.7%** No **14.3%**

c. What other positions have you held while working during the training camp? Describe. See Word Comments

12. How did you find out about your current job at the University?

- 12.9%** Newspaper listing
- 6.5%** Internet
- 6.5%** Career services at UWRP
- 0.0%** Temporary Employment/Staffing Services
- 64.5%** Friends/ Acquaintances
- 9.7%** Other employment source (please list): **See Word Comments**

13. How satisfied are you with your current job?

- 30.3%** Very satisfied
- 33.3%** Somewhat satisfied
- 18.2%** Neutral
- 12.1%** Somewhat dissatisfied
- 6.1%** Very dissatisfied

14. How likely are you to return next summer to UWRP for employment associated with the Kansas City Chiefs' Training Camp?

- 39.4%** Very likely
- 12.1%** Somewhat likely
- 18.2%** Neutral
- 12.1%** Somewhat unlikely
- 18.2%** Very unlikely

a. If somewhat or very unlikely, why are you unlikely to return next summer?

- 42.9%** Expect to graduate/retire
- 28.6%** Will look for better job
- 28.6%** Other: **See Word Comments**

15. Do you have any other comments about working during the Chiefs' Training Camp that you would like to share?

See Word Comments

Demographic: Please tell us some things about yourself: Please choose only one answer per question.

16. Gender:	<u>67.7%</u> Male	<u>32.3%</u> Female	
17. Are you married?	<u>31.3%</u> Yes	<u>68.8%</u> No	
18. What is your age range?	<u>53.1%</u> 18-25	<u>0.0%</u> 26-35	<u>15.6%</u> 36-45
	<u>6.3%</u> 46-55	<u>21.9%</u> 56-65	<u>3.1%</u> 66-75
	<u>0.0%</u> 76+		
19. What is your highest level of education?	<u>0.0%</u> Less than high school	<u>21.9%</u> High school diploma	<u>43.8%</u> Some college/technical/ trade schooling
	<u>3.1%</u> Two year College/technical/trade school degree	<u>21.9%</u> Bachelor's degree	<u>9.4%</u> Graduate or professional degree

Thank You for Completing the Survey!

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Additional Comments from Camp Workers by Question

Q5. If you receive benefits, what do you receive?

Health (2x)
Full
Health
Dental, Health, Vacation time
Holiday, Health, Vacation

Q7. During the rest of the year, are you a UWRF other status ?

Chartwells Staff (3x)
LTE

Q10. On average, what amount of your paycheck is spent on other ?

Childrens activity fees, sports, uniforms, etc.
Shopping, misc. purchases

Q11c. What other positions have you held while working during the training camp?

Describe.
Bed maker, room arranger
Cook, dish, hostess, cashier
Credit card sale
EH&S Manager
Photo Service
Trucker
Worked as volunteer as a child

Q12. How did you find out about your current job at the University? (Other Source)

Transfer from Stout
Was asked to work LTE job by director

Q14a. If somewhat or very unlikely, why are you unlikely to return next summer? (Other reason)

Looking for internship
Part of regular UWRF duties
The way the manager runs things is very bad and disorganized
Will take a summer class

Q15. Do you have any other comments about working during the Chiefs' Training Camp that you would like to share?

Positive Comments:

Enjoy every moment
Great Guys
Love it! It gives me something different to do in the summer
They bring employment opportunities. They create full-time jobs where they wouldn't normally be

Economically speaking they bring money into the community
Very Rewarding

Neutral Comments

Don't blame the whole group for the action of one person
Some years have worked more hours than others. This year not many

Negative Comments

Hours should be more constant. Need less during regular year and more during Chiefs'
I could like Angel much better if the music was better to listen to
I hate when they piss in water bottles and I have to clean it up, the fine should be bigger
to discourage that behavior
I should be manager or replace Paul
The way people in charge run this is very poor. They need to think things through more
This entire process wastes way too much time due to a lack of effective organization
They don't pay student custodians enough for their work
Working every day can be burdening and being accused of stealing isn't always fun.

Appendix 2: Local Business Labor Survey

Business participating: West Wind Supper Club, Global M.A.D.E, Kinni Creek Lodge and Outfitters, Afton & Hudson Cruise Lines & Afton House Inn, Super 8, Falls Hallmark/Ben Franklin, Phipps Inn Bed & Breakfast, River Falls Journal, Lund's Hardware, Best Western Hudson House, Pleasant Lake B & B, Kilkarney Hills Golf Club and Banquet Facility, Home Appliance and TV, River Falls Country Inn, Burger King, Perkins Restaurant, Bud's Lanes, Bob and Steve's BP Amoco Shop #6, Bob and Steve's BP Amoco Shop #4, Falls Theater, Super 8 Motel, Moody Chevrolet Buick Pontiac, South Fork Café. AmericInn Lodge and Suites, St. Croix River Inn, Dick's Fresh Market, Pizza Hut, AmericInn Motel, Riverfront Inn, Bo's 'N Mine, River Falls Golf Club, Bowen's Garage, Treasures from the Heart, Pugs Pizza, Sears, Dick's Hometown Liquor,

1. Type of Business: Retail 25.0% Restaurant/Bar 19.4% Lodging 27.8% Service 2.8%
 Entertainment/Recreation 2.8% Other 22.2% : See Comments

2. Number of Employees:

# of Employees	% Full Time	% Part Time
1-9	69.2	20.6
6-10	15.4	32.4
11-15	11.5	11.8
16-20	3.8	14.7
More than 20	0.0	20.6

3. Does the Chiefs' Training Camp cause you to have "additional employees" (either through retention of those normally laid-off or by hiring new employees)? Yes (Go to Q6a) 5.6% No (Go to Q7a) 94.4%

3. If yes:

- a. How many additional employees? 2 firms each reported hiring 4 additional housekeepers

b. Please fill out the following table as it relates to these additional employees:

Position	# of Employees	% Full Time	% Part Time	Average Starting Wage (per hr)
Housekeeper	4		100	\$7.5 - \$8.00

c. When do you start to hire these additional employees (date)? 1 firm reported starting additional employees in May the other in June.

d. Do you ever maintain the employment of any of these additional workers after the Chiefs' have left? Yes **66.7%** No **33.3%**

- If yes, what percentage? 1 firm reported keeping 39% of their additional employees, the other 50%.
- If yes, generally, how long are you able to continue to employ these individuals? 1 firm reported keeping additional employees for 3 more months, the other for 4 more months.

e. Do you offer benefits to additional employees? Yes **0.0%** No **100%**

4. Does your company work with the University of Wisconsin-River Falls or the Kansas City Chiefs' to help sponsor any events during the camp (i.e. Family Fun Night, Punt, Pass, and Kick events, etc.)? Yes **13.9%** No **86.1%**

a. If yes, what types of sponsorship do you provide: (Check all that apply)

- 20.0% Financial contributions
- 40.0% Advertising support
- 20.0% Merchandising items
- 40.0% Free services or products
- 40.0% Discounted services or products (coupons, etc.)
- 0.0% Other: "trade - out this year"

b. What does your company receive in return (for your sponsorship)? (Check all that apply)

40.0% Promotions (tie-in with a promotional event-as an advertising forum)

60.0% Advertising (such as ad spots in programs, radio, etc.)

60.0% Public relations

c. If your company does not sponsor any events, why not? Never asked (13x), not interested (6x), other (6x) – See Comments

5. Do you offer your clients any special promotions that relate to the Chiefs'? Yes **20.6%** No **79.4%**

a) If so, please describe the promotion: See Comments

b) How would you rate the effectiveness of the promotion?

14.3% Very effective

71.4% Effective

14.3% Ineffective

0.0% Very ineffective

6. Has your company noticed a measurable impact on sales due to the Chiefs' Training Camp? Yes **51.4%** No **48.6%**

- If so, please describe: 17 positive/2 negative See Comments

7. Has your company experienced an increase in business with other local businesses (in Pierce or St. Croix counties) due to the Chiefs' training camp? Yes **3.2%** No **96.8%**

- If so, what type of businesses? See Comments

8. Do you have any other comments about the impact of the Chiefs' training camp on your business? 13 positive, 4 neutral, 2 negative See Comments

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Additional by Business Respondents Comments by Question

Q1. Type of Business: Other

Convenience Store 2x
Golf/banquet
Lodging & Entertainment/Recreation
Media
Restaurant/Bar & Cruises
Restaurant/Bar & Entertainment/Recreation
Retail, Restaurant/Bar, Entertainment/Recreation

Q4c. If your company does not sponsor any events, why not?

Not asked: (13 times)

Never/Haven't been asked/Lack info 8x
We sponsor the University during the school year. I don't believe we were asked to sponsor KC Events. 2x
Have not been solicited. Would consider if asked.
Not aware of any sponsorships that would greatly impact our business
We have never been asked. Our location (Osceola, WI) maybe a bit too far from River Falls to have a benefit.

Inadequate expected return/Not interested (6 times)

Cost/benefit 2x
Budget limitations (due to business trends) have curtailed much of our advertising of this nature.
I can not believe you would ask this. I get NO benefit from these people AND I cannot AFFORD to sponsor events that do not return part of an investment. Small-struggling businesses are tapped for everything.
Not interested
Too far from River Falls

Other (6 times)

Host our own on site at lodge.
We support by telling guests about Sponsoring events
New ownership
Not usually a sponsor of events but a camp sponsor
We are not for profit
We advertise on the camp journal. That's how we participate

Q5a. Please describe any special promotions that relate to the Chiefs'.

Advertising opportunities in "Camp Journal" - a periodic publication coving the camp.
Hosting fans and players families

10% off rate if reason for visiting is Chiefs'
\$35- 18 holes, cart, range, lunch. \$25- 9 holes, cart, range, lunch.
We would offer discount on lodging
T-shirts and other local items
Road side sign with special carry-out offer directs at Chiefs'/fans
We're in the camp journal and offer coupons

Q6. Please describe what kind of measurable impact the Chiefs' have on your business.

Positive: (16 times)

We have more customers in and provide more city maps and directions to other events in the area. **2x**
10-30% increase each day depending on day or week and what else is planned at the practice
We have always done a charter cruise
Hotel is generally booked during this period
Very slight business increase, hard to measure with an accuracy
The Chiefs' presence generates some excitement within the retail community but it's not a major part of our annual revenue efforts.
Some lodging comes from fans of the Chiefs'
Several days between practices we will gain quite a few customers
Increase in sales and daily revenue
Not too much but definitely noticeable
Slight increase
We have gained some customers from outside the area that were only in town to see the Chiefs' that we wouldn't have had exposure to otherwise.
Sales slightly higher
Sales work up ever-so slightly. Way down from past years
Not a huge impact but we are impacted
Increased occupancy

Negative: (2 times)

We only get headaches! RF people do not shop while the Chiefs' are in town.
Only had 3 reservations, had a lot of vacancy.

Q7. What other local businesses (in Pierce or St. Croix counties) have you noticed an increase in business with due to the Chiefs'?

Actually, participation has diminished over the 16 year run of Chiefs' visits.
Hotels send guests to us for kayak rentals

Q8. Do you have any other comments about the impact of the Chiefs' training camp on your business?

Positive:

We enjoy having them here. The fans are really interested in River Falls and the surrounding areas. We also like the increase in business. **2x**

Our staff works more hours, make more money, very positive impact on my business. Does bring some increase of traffic and some minor increase in sales

We certainly enjoy the excitement and limelight that the camp brings. All things considered, we believe it's very good for River Falls.

We do pretty well with the promotions. I would like it to keep going.

It's good for business that thrives on out-of-town guests!

The friendships and the word of mouth advertising about our business and the River Falls Area by the Chiefs' organization and their fans is a bonus that is hard to put a price on.

Brings in more business but not enough to hire more people.

We do get a few golfers from the Chiefs' fans

No impact on my kind of business-but firmly believe it benefits the town

We enjoy them coming to town. The KC fans are particularly nice people and we see them in our store.

Please keep them coming!

Neutral

I feel that if the north side of River Falls were included it would have a greater impact on my business.

Training camp is not a huge impact on our business, but certainly helps to fill rooms in the area.

No longer a Big Deal! Some extra business but no big deal!

They don't have very much impact for us.

Negative:

They only cost the University money. Send them back to Kansas City!!

Would like to do more business with dining and lodging

I can not tell if they're in town or not. If I get any business out of it I just consider it a bonus. If Family Fun night is a way for the Chiefs' to show appreciation then why charge \$6.00 an adult. Why not make it free. I think the organization can afford it.