

The Economic and Fiscal Benefits of Expanding The Lindner Family Tennis Center and Extending the Western & Southern Open

May 2023

Final Report

Executive Summary

On behalf of corporate and elected leaders across Mason, the Cincinnati Region, and Ohio, the City of Mason and the Mason Port Authority engaged the University of Cincinnati Economics Center to understand and quantify the regional economic and fiscal impact of the expansion of the Western & Southern Open (W&S Open). To substantially elevate the Masters 1000 tournaments the ATP has required an expansion of the scale and footprint of each tournament location. This expanded Masters 1000 tournament requirement is transformational in scale and importance for the nine global host communities. Further, the expansion plans include a concert venue for year-round activation, and facilitate expanded amateur tennis events at the facility. Currently, The Lindner Family Tennis Center has a total of 16 tennis courts and four permanent stadiums with a combined total capacity of 22,435 seats.¹ This analysis explores the impact on the Cincinnati MSA² given the following assumptions. All dollars are reported in 2022 dollars unless otherwise stated.

Assumptions:

- The Western & Southern Open expands from current eight days (56 player draw) to 14 days (96 player draw)
- A \$300 million capital investment is made to expand The Lindner Family Tennis Center
- The expanded Lindner Family Tennis Center will accommodate an estimated 350,000 attendees over the duration of the Western & Southern Open
- Expanded tennis event schedule, hosting 10 amateur tennis events per year
 - Similarly sized tennis centers host between five and 35 tournaments per year³
 - Approximately 1,100 attendees per tournament are estimated to be non-local
- Concert venue hosting 10 concerts per year
 - The concert season for outdoor venues in southern Ohio is approximately four months as both Riverbend Music Center and Frazee Pavilion have concert calendars that begin in June and go into September.^{4,5}
- Construction of on-premise amenities
- Shared Corporate Golf and Racquet Facility

Impact of Expansion Investment

The expanded vision for The Lindner Family Tennis Center includes an estimated \$300 million capital investment to upgrade the campus to a year-round activation wellness hub. It is anticipated that the expanded Lindner Family Tennis Center will include a new player center;

¹ (Western & Southern Open n.d.)

² A Metropolitan Statistical Area (MSA) is an area comprised of different communities with close economic ties to one another. The Cincinnati MSA encompasses five counties in Ohio: Brown, Butler, Clermont, Hamilton, and Warren; seven counties in Kentucky: Boone, Bracken, Campbell, Gallatin, Grant, Kenton, and Pendleton; and three counties in Indiana: Dearborn, Franklin, and Ohio.

³ Economics Center analysis literature review of existing tennis facilities

⁴ Riverbend.org

⁵ Frazee.com

33 outdoor tennis courts; an indoor tennis facility; upgraded stadiums; a shared Corporate Golf and Racquet Facility; an integrated concert venue; and a pickleball complex with a pro shop, restaurant, meeting space, and a bar/lounge area. After accounting for economic leakage, approximately \$159.9 million in economic output will be directly generated in the Cincinnati MSA by the capital expenditures to expand The Lindner Family Tennis Center. This direct expenditure in the Cincinnati MSA economy will result in further indirect economic output of \$123.3 million for the businesses supported by the capital expenditures to expand The Lindner Family Tennis Center. The capital expenditures to expand The Lindner Family Tennis Center will directly support 743 jobs with earnings of \$65.4 million. Indirectly, the capital expenditures to expand The Lindner Family Tennis Center will support 681 jobs with earnings of \$42.8 million.

Impact of Year-Round Activation

The extended tournament and investment into an expanded campus as outlined above will result in year-round activation. Annual day-to-day operations of an expanded Lindner Family Tennis Center will directly support 135 jobs with earnings of \$3.0 million. Indirectly, the annual operations of an expanded Lindner Family Tennis Center will support 34 jobs with earnings of \$2.2 million. The annual operations of an expanded Lindner Family Tennis Center will generate a total of \$224,398 in state and local earnings tax revenue.

Impact of Hosting Amateur Tennis

Hosting 10 amateur tennis tournaments at The Lindner Family Tennis Center will generate a total of \$11.2 million in economic activity, supporting 87 jobs with earnings of \$3.8 million. Between earnings, sales, and lodging tax, state and local jurisdictions will receive \$643,982 as a result of 10 amateur tournaments taking place at The Lindner Family Tennis Center.

Impact of Hosting Concerts

Hosting 10 concerts at The Lindner Family Tennis Center will generate \$32.7 million in economic activity supporting 340 jobs with earnings of \$10.4 million. Additionally, state and local jurisdictions will receive earnings tax revenue totaling \$393,981 for hosting 10 concerts at The Lindner Family Tennis Center.

Impact of Extended Western & Southern Open

The total annual economic impact of an extended Western & Southern Open will directly generate \$76.9 million in economic output in the Cincinnati MSA, which will lead to further indirect economic output of \$75.3 million. The extended Western & Southern Open will directly support 685 jobs with earnings of \$18.0 million and indirectly support 330 jobs with earnings of \$17.2 million. In total, extending the Western & Southern Open from eight to 14 days will support \$152.1 million in economic output, 1,015 jobs, and \$35.2 million in earnings in the Cincinnati MSA each year. Table ES1 details the economic impacts of an extended Western & Southern Open.

Table ES1: Total Economic Impact, Extended Western & Southern Open, Cincinnati MSA, (2022\$)

Impact Type	Output	Employment	Earnings
Direct	\$76,860,531	685	\$18,007,968
Indirect	\$75,262,951	330	\$17,179,305
Total	\$152,123,482	1,015	\$35,187,273

Source: Economics Center analysis of data provided by the Western & Southern Open using RIMS II multipliers.

Further, the extended Western & Southern Open will generate \$6.5 million in total tax revenue for state and local governments, as shown in Table ES2. Each year, the extended Western & Southern Open is estimated to generate approximately \$1.2 million in earnings tax revenue, \$4.0 million in sales tax revenue, and \$1.4 million in lodging tax revenue for state and local governments in the Cincinnati MSA.

Table ES2: Total Fiscal Impact, Extended Western & Southern Open, Cincinnati MSA (2022\$)

Jurisdiction	Earnings Tax Revenue	Sales Tax Revenue	Lodging Tax Revenue	Total Tax Revenue
State of Ohio	\$318,710	\$2,866,646	-	\$3,185,356
Commonwealth of Kentucky	\$218,502	\$344,199	\$9,158	\$571,859
State of Indiana	\$25,149	\$36,164	-	\$61,3123
Ohio Local Jurisdictions	\$485,411	-	-	\$485,411
Indiana Counties	\$6,893	-	-	\$6,893
Warren County	-	\$227,518	\$625,032	\$852,550
Hamilton County	-	\$404,581	\$597,293	\$1,001,874
Butler County	-	\$70,609	\$148,546	\$219,155
Clermont County	-	\$22,639	\$2,550	\$25,189
Brown County	-	\$3,588	-	\$3,588
Kentucky Counties	\$23,738	-	-	\$23,738
Kentucky Local Jurisdictions	\$64,322	-	-	\$64,322
Total	\$1,142,725	\$3,975,944	\$1,382,579	\$6,501,248

Source: Economics Center analysis of data provided by the Western & Southern Open.

Total Annual Economic Impact of Expanding The Lindner Family Tennis Center and Extended the Western & Southern Open

Expanding The Lindner Family Tennis Center and Extending the Western & Southern Open is projected to generate considerable economic activity with the Cincinnati MSA each year and will result in \$207.2 million in total economic output, supporting 1,610 jobs with earnings of \$54.6 million, as shown in Table ES3.

Table ES3: Total Annual Economic Impact of Expanding The Linder Family Tennis Center and Extending the Western & Southern Open, Cincinnati MSA (2022\$)⁶

Impact Type	Output	Employment	Earnings
Direct	\$105,735,824	1092	\$27,772,433
Indirect	\$101,470,681	518	\$26,876,489
Total	\$207,206,505	1,610	\$54,648,922

Source: Economics Center calculations using Lightcast multipliers.

Total Annual Fiscal Impact of Expanding The Lindner Family Tennis Center and Extended the Western & Southern Open

The year-round activation of the facility as well as hosting ten amateur tennis tournaments and ten concerts and extending the Western & Southern Open to 14 days will result in approximately \$7.8 million in tax revenue being created each year for state and local governments, as shown in Table ES4. The State of Ohio is estimated to receive more than \$3.7 million annually in earnings and sales tax revenue, \$1.0 million will accrue to Hamilton County from sales and lodging tax revenue, and nearly \$1.0 will be generated for Warren County in sales and lodging tax revenue.

Table ES4: Total Annual Fiscal Impact of Expanding The Linder Family Tennis Center and Extending the Western & Southern Open, Cincinnati MSA (2022\$)⁷

Jurisdiction	Earnings Tax Revenue	Sales Tax Revenue	Lodging Tax Revenue	Total Tax Revenue
State of Ohio	\$594,156	\$3,142,885	-	\$3,737,041
Commonwealth of Kentucky	\$419,230	\$344,199	\$9,158	\$772,587
State of Indiana	\$47,579	\$36,164	-	\$83,743
Ohio Local Jurisdictions	\$720,138	-	\$64,497	\$784,635
Indiana Counties	\$9,576	-	-	\$9,576
Warren County	-	\$287,570	\$711,028	\$998,598
Hamilton County	-	\$404,581	\$597,293	\$1,001,874
Butler County	-	\$70,609	\$148,546	\$219,155
Clermont County	-	\$22,639	\$2,550	\$25,189
Brown County	-	\$3,588	-	\$3,588
Kentucky Counties	\$34,403	-	-	\$34,403
Kentucky Local Jurisdictions	\$93,221	-	-	\$93,221
Total	\$1,918,303	\$4,312,235	\$1,533,072	\$7,763,610

Source: Economics Center calculations.

⁶ Impact figures do not include the economic impact of capital expenditures to expand The Linder Family Tennis Center.

⁷ figures do not include the fiscal impact of capital expenditures to expand The Linder Family Tennis Center.