

Sports Economic Impact on Seaside, OR

Jason Boyd



Jason Boyd

Lived in Seaside for 44 year

Educator for 30 years

Teacher/Athletic Director/Assistant Principal

Coach for 30 years

Seaside Parks Advisory Committee chair 14 years

Seaside Kids Inc. Board Member 20 years(youth sports organization)

Seaside Beach Volleyball organizer/setup 10 years



How do we get our numbers

Single game events

\$20 per player

Overnight events

\$500 per player

Weekend events

\$1000 per player



Brief History

Beach Volleyball Tournament started 1982

Pacific Basketball League started 1993

Winter was a non tourist season

Seaside High School

Tournaments increased participation in the 90's.

Now host more participants than any other 4A school or below in the state.



Youth Sports Under 14 years of age

Fall

Soccer, Football, Volleyball	\$600,000
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Winter

Basketball 400 teams, 10 kids per team, \$1,000 per family	\$4,000,000
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Spring

Softball & Baseball 60 teams, 13 kids per team, \$1000 per family	\$780,000
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TOTAL

\$5,380,000

High School Sports Under 18 years of age

Fall

Soccer, Football, Volleyball, & Cross Country **\$74,000**

Winter

Basketball, Wrestling, & Swimming **\$211,000**

Spring

Softball, Baseball, Track, & Golf **\$134,000**

Summer

Sports Tournaments & Camps **\$192,000**

TOTAL

\$611,000

Adult Sports

Beach Volleyball Tournament

37,000 attendees or bystanders @ \$100 per person **\$3,700,000**

Hood to Coast

18,000 participants, 5,000 bystanders @ \$100 per person **\$2,300,000**

TOTAL **\$6,000,000**

Estimated Economic Impact in one year

\$11,991,000

“Bed tax receipts have grown in eight of the last nine quarters(rainy spring 2022 was the exception)...especially outside of summer” Joshua Heineman City of Seaside Tourism Director

How does Seaside do this?

Facilities to host the event.

6 Basketball gyms, 5 baseball/softball fields, 2 soccer fields

Restaurants

50+

Lodging

1000 hotel rooms only counting downtown

400+ licensed vacation rentals in Seaside



How does Seaside do this? Cont.

Community Groups that want to take on the task of hosting and event.

Pacifica Basketball League

Seaside High School

Seaside Chamber of Commerce

Seaside Kids Incorporated



Areas for expansion

Soccer Tournaments in the Fall

Volleyball & Flag Football Tournaments in the Spring

Beach Soccer Tournaments in the Summer

Pickleball Tournaments Spring-Fall

Questions