

Appendix FSEIR-6

Indicators of Demand for the Promenade 2035
Project's Proposed 15,000-Seat Entertainment
and Sports Center



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MEMORANDUM

To: Jacqueline De La Rocha, Eyestone Environmental

From: HR&A Advisors, Inc.

Date: February 19, 2019

Re: Indicators of Demand for the Promenade 2035 Project's Proposed 15,000 Seat Entertainment and Sports Center

In response to public comments received during the Draft Supplemental EIR comment period regarding the need for an entertainment and sports venue, HR&A Advisors, Inc. ("HR&A"), with assistance from Gibson Transportation Consulting, Inc., has evaluated general indicators of demand for an entertainment and sports venue of the size proposed as part of the Promenade 2035 mixed-use development (the "Project") in the Western San Fernando Valley subregion of the City of Los Angeles (the "City"). As planned, the Entertainment and Sports Center would be a 15,000-seat venue on the southwestern portion of the Project.¹ This memorandum analyzes: (1) a locational gap in the San Fernando Valley market for such a venue; (2) attendance by San Fernando Valley residents at existing entertainment and sports venues; (3) the size of sports venues in markets of comparable size as the Entertainment and Sports Center; (4) consumer spending on sports and entertainment; and (5) collateral benefits that the Entertainment and Sports Center would provide to the Project and the Western San Fernando Valley area and its economy.

Executive Summary of Findings

The analysis presented below demonstrates that there are numerous indicators of demand for a 15,000-seat venue of the type and size proposed for the Project. Key findings of the analysis include the following:

- Mapping all existing sports and entertainment venues in the surrounding region reveals that there is *no comparable or competitive venue* of the type proposed for the Project within the San Fernando Valley.
- A network analysis of drive times from the Project site also found that *there are no comparable entertainment and sports venues* within a 45-minute *drive time* of the proposed Entertainment and Sports Center.
- Despite the lack of comparable venues within the San Fernando Valley, San Fernando Valley residents nonetheless attend sporting and entertainment events in large numbers; for example, these residents make *approximately one million trips per year* to Staples Center and Dodger Stadium alone.

¹ City of Los Angeles, Promenade 2035 Project Draft Environmental Impact Report, April 2018.

- The proposed seating capacity of the Entertainment and Sports Center is in line with the seating capacity of minor league sports stadiums in markets of comparable size to the greater San Fernando Valley. In fact, based on an average ratio of seats per 1,000 residents in these benchmark markets, the Entertainment and Sports Center could feasibly be as large as 19,600 seats.
- Consumer spending on admissions to concerts and sporting events by residents of the San Fernando Valley regional market area is over *\$150 million* annually, indicating strong demand for the type of venue proposed by the Project; currently, much of this spending potential is “leaking” to other parts of the City and region as San Fernando Valley residents travel over the hills to the L.A. Basin for entertainment options that are not available closer to home.
- The Entertainment and Sports Center will also stimulate a vibrant day and night environment in Downtown Warner Center that fulfills the goals of the Warner Center 2035 Plan (“WCSP”) and may, in turn, create a value premium for existing and proposed development in the area.

1. Locational Gap Analysis for an Entertainment and Sports Venue

HR&A conducted an analysis of existing entertainment and sports venues in the greater Los Angeles area and their relative proximity to the Project site based on drive time radii of 15, 30, and 45 minutes.² As shown in Figure 1 below, the proposed Entertainment and Sports Center would be the only venue of its size in the San Fernando Valley and the eleventh-largest venue in Los Angeles County by the time it opens.

² Drive time radii do not account for typical traffic conditions, which can significantly extend travel times given the congestion that regularly occurs on the few highways which traverse the foothills and separate the San Fernando Valley from the Los Angeles Basin.

Figure 1: Largest Entertainment and Sports Venues in Los Angeles and Ventura Counties³

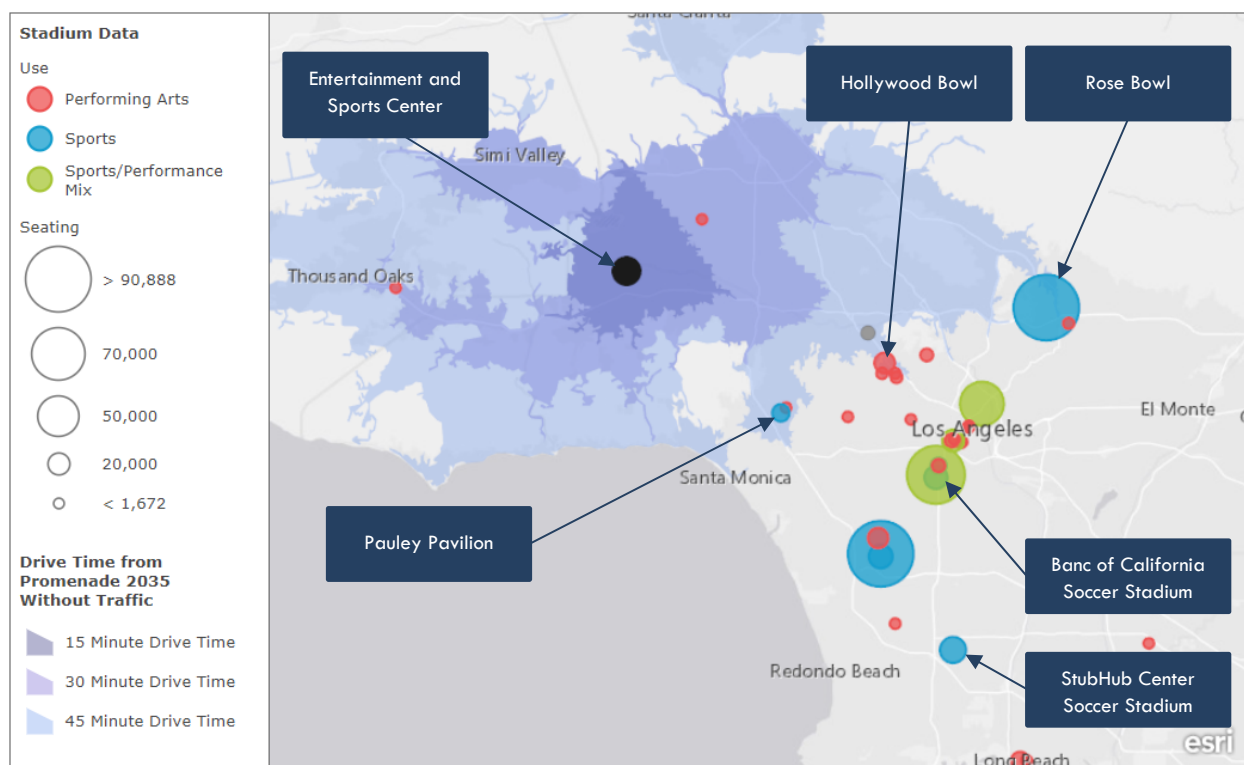
Rank	Venue	Location	Seating Capacity	Entertainment Orientation	Distance from Project
1.	Rose Bowl	Pasadena	90,888	Sports	28.1 miles
2.	LA Memorial Coliseum	South LA	78,467	Sports/Performance Mix	28.7 miles
3.	Los Angeles Stadium at Hollywood Park (<i>under construction NFL stadium</i>)	Inglewood	70,000	Sports	27.3 miles
4.	Dodger Stadium	Echo Park	56,000	Sports/Performance Mix	27.0 miles
5.	StubHub Center	Carson	27,000	Sports	37.3 miles
6.	Banc of California Stadium	South LA	22,000	Sports	29.7 miles
7.	Staples Center	Downtown LA	20,000	Sports/Performance Mix	26.5 miles
8.	Clippers Arena (<i>proposed</i>)	Inglewood	18,000	Sports/Performance Mix	27.3 miles
9.	Hollywood Bowl	Hollywood	18,000	Performing Arts	18.6 miles
10.	The Forum	Inglewood	17,500	Performing Arts	27.0 miles
11.	Proposed Entertainment & Sports Center	Warner Center	15,000	Sports/Performance Mix	-
12.	Long Beach Arena	Long Beach	13,500	Performing Arts	46.3 miles
13.	Pauley Pavilion	Westwood	12,829	Sports	17.0 miles
14.	Galen Center	South LA	10,258	Sports	29.1 miles
15.	Microsoft Theater	Downtown LA	7,100	Performing Arts	26.5 miles
16.	Shrine Auditorium	South LA	6,300	Performing Arts	28.9 miles
17.	Greek Theater	Los Feliz	5,900	Performing Arts	24.5 miles
18.	Hollywood Palladium	Hollywood	3,800	Performing Arts	19.7 miles
19.	Dolby Theatre	Hollywood	3,400	Performing Arts	19.2 miles
20.	Dorothy Chandler Pavilion	Downtown LA	3,200	Performing Arts	25.2 miles
21.	Pasadena Civic Auditorium	Pasadena	3,000	Performing Arts	29.3 miles
22.	Hollywood Pantages Theatre	Hollywood	2,700	Performing Arts	19.4 miles
23.	The Novo	Downtown LA	2,300	Performing Arts	26.2 miles
24.	Walt Disney Concert Hall	Downtown LA	2,265	Performing Arts	25.4 miles
25.	Ahmanson Theatre	Downtown LA	2,100	Performing Arts	25.1 miles
26.	Marsee Auditorium	Torrance	2,040	Performing Arts	33.0 miles
27.	Orpheum Theatre	Downtown LA	2,000	Performing Arts	26.5 miles
28.	Saban Theatre	Beverly Hills	1,900	Performing Arts	24.4 miles
29.	The Wiltern	Koreatown	1,875	Performing Arts	22.6 miles
30.	Fred Kavli Theatre	Thousand Oaks	1,800	Performing Arts	16.5 miles
31.	Royce Hall	Westwood	1,800	Performing Arts	17.6 miles
32.	Valley Performing Arts Center	Northridge	1,700	Performing Arts	7.0 miles
33.	Theater at Ace Hotel	Downtown LA	1,600	Performing Arts	26.6 miles

Source: LA Business Journal, HR&A.

³ Figures in this table are from the Los Angeles Business Journal; however, actual event capacity can vary depending on the type of event being hosted at each venue. The list does not include recently closed venues, such as the 6,000-seat Universal Amphitheater, which closed in 2013. That venue served the San Fernando Valley and was 17 miles from the Project site in Universal City.

The drive time analysis, shown in Figure 2, demonstrates a clear gap in the market for a venue of comparable size and function to the proposed Entertainment and Sports Center, not only in the Western San Fernando Valley, but in the entire San Fernando Valley and all of Ventura County. As Figure 2 shows, venues that are comparable in size in the Los Angeles Basin, are generally more than a 45-minute drive from the Project site without traffic, and even longer drive times from the Project site with typical traffic conditions. The Hollywood Bowl (18,000 seats) and Pauley Pavilion at UCLA (12,829 seats) are the closest venues to the Project site with a seating capacity on par with the Entertainment and Sports Center. According to the Los Angeles Business Journal, the Kavli Theater (1,800 seats) and Valley Performing Arts Center (1,672 seats) are the only venues near the Project site, and they cater specifically to certain indoor performance and cultural events, such as ballet, mariachi, and orchestral performances that are fundamentally different in their orientation as compared to larger scale performances and sporting events proposed to take place at the Project site.

Figure 2: Market Gap Network Analysis



2. Valley Residents Attendance at Los Angeles Entertainment and Sports Venues

As another indicator of demand for the Entertainment and Sports Center, Gibson Transportation Consulting, Inc. used the SCAG Regional Transportation Plan Model to analyze the number of trips made by San Fernando Valley residents to sports and entertainment venues in Los Angeles. Not every venue could be analyzed due to data limitations, but Staples Center is a reasonable proxy for the Entertainment and Sports Center given its similarity across a number of variables, including relative size, operation (hosting both entertainment and sports events), and accessibility to local, express/rapid, and transit lines (Blue/Expo Line for Staples Center, and Orange Line for the Entertainment and Sports Center). Gibson Transportation

Consulting, Inc. determined that San Fernando Valley residents represent approximately 10% of Staples Center spectators per year, which based on the scale and programming at each venue, equates to approximately 430,000 spectator visits from the San Fernando Valley to Staples Center per year. As a check on these estimates, Gibson Transportation Consulting, Inc. also looked at Dodger Stadium, and determined that a similar percentage of trips (approximately 10-15%) to Dodger Stadium are from the San Fernando Valley, which equates to between 462,000 and 696,000 visits to Dodger Stadium per year.

Therefore, San Fernando Valley residents are taking between 900,000 and 1,100,000 trips per year to the Staples Center and Dodger Stadium alone, which are both located much farther from San Fernando Valley residences than the Entertainment and Sports Center proposed in Warner Center. The large number of visits to venues more remotely located than the Entertainment and Sports Center serves as a strong indicator for demand in the San Fernando Valley area for an entertainment and sports venue of at least 15,000 seats located within the Downtown District in Warner Center and more conveniently accessible by San Fernando Valley residents.

3. Size of Entertainment and Sports Center Based on Comparable Minor League Baseball Venues

Another method for evaluating demand for a 15,000-seat venue is analyzing sports venues in comparably sized markets to determine the capacity that could be supported at the Entertainment and Sports Center. Minor league baseball generally takes place in medium-sized regional markets with Metropolitan Statistical Area (“MSA”) populations similar to the greater San Fernando Valley, and is a use that may be located at the Entertainment and Sports Center. Therefore, venues for Triple-A Minor League Baseball, the league which is immediately below Major League Baseball, were surveyed as another indicator of demand for a 15,000-seat venue.

Based on the drive times shown in Figure 2, and the lack of any comparable venues for professional sports teams north and west of Downtown Los Angeles, the Entertainment and Sport Center’s total market area for a minor league venue is likely to include the entirety of the San Fernando Valley, Ventura County, and the Santa Clarita Valley. The population of these three areas is approximately 2.8 million.⁴

Figure 3 shows the minor league baseball teams in regional markets with a population greater than 1 million.⁵ As shown, there is an average of 7.0 seats per 1,000 residents at these venues. When this average ratio is applied to the Project’s total market area (2.8 million), this yields an approximate venue size of 19,600 seats.⁶ This indicates that the Entertainment and Sports Center’s proposed 15,000 seat size is well within projected demand for a minor league professional sports venue.

⁴ Based on data provided by the U.S. Census Bureau’s American Community Survey, retrieved for HR&A’s study area via ESRI Business Analyst.

⁵ Note that the Tacoma Rainiers (6,500 seats and MSA population of 3.7 million) and the San Antonio Missions (9,200 seats and MSA population of 2.5 million) were not included in Figure 3 due to stadium sizes which do not conform with Major League Baseball Rule 58 guidelines established in 1991, which require a minimum venue capacity of 10,000 seats.

⁶ The ratio of 7 seats per 1,000 residents is equivalent to 0.7% of the population. 0.7% of the regional market population of 2.8 million is equal to 19,600.

Figure 3: Triple-A Baseball Stadium, Seating Capacity per 1,000 Residents for Regions with a Population Greater than 1 Million⁷

Team	MSA Population	Seating Capacity	Seats per 1,000 Residents	Built
Charlotte Knights	2,525,305	10,200	4.0	2014
Salt Lake Bees	2,423,912	14,511	6.0	1994
Sacramento River Cats	2,324,884	14,014	6.0	2000
Las Vegas Aviators	2,204,079	10,000	4.5	2019
Round Rock Express	2,115,827	11,631	5.5	2000
Columbus Clippers	2,078,725	10,100	4.9	2009
Indianapolis Indians	2,027,059	14,230	7.0	1996
Nashville Sounds	1,904,226	10,000	5.3	2015
Durham Bulls	1,902,507	10,000	5.3	1998
Norfolk Tides	1,724,388	11,856	6.9	1993
Pawtucket Red Sox	1,622,000	11,800	7.3	1970
Oklahoma City Dodgers	1,383,737	13,066	9.4	1998
Memphis Redbirds	1,346,626	10,000	7.4	2000
New Orleans Baby Cakes	1,275,726	10,000	7.8	1997
Buffalo Bisons	1,136,856	16,907	14.9	2016
Rochester Red Wings	1,077,948	10,800	10.0	1996
Average			7.0	

4. Consumer Spending Potential

Another indicator of demand for the Entertainment and Sports Center's proposed 15,000 seat size is the amount of consumer spending that is associated with the type of events proposed at the Entertainment and Sports Center. Using consumer spending data from the U.S. Department of Labor, HR&A found that residents in the Western San Fernando Valley spend approximately \$23 million per year on admission to sporting events and concerts. The boundary for the 10-zip code study area defined by HR&A for consumer expenditures from the Western San Fernando Valley is shown in Figure 3.⁸ The study area encompasses the majority of the San Fernando Valley that is located west of the I-405 freeway, and closely approximates the boundaries of five of the City's Community Plan Areas: Canoga Park-Winnetka-Woodland Hills-West Hills, Encino-Tarzana, Reseda-West Van Nuys, Northridge, and Chatsworth-Porter Ranch. As a benchmark, \$23 million per year represents 12 percent of the total spending for admission to sporting events and concerts for all residents in the City of Los Angeles (\$192 million). Given the lack of venues in the study area, this represents significant spending potential for the Entertainment and Sports Center that is currently "leaking" to other venue-rich portions of the Los Angeles region.

⁷ U.S. Census Bureau, 2017 American Community Survey 1-year estimates. Durham MSA population is inclusive of both the Durham-Chapel Hill MSA and the Raleigh MSA. For the Buffalo Bisons, 2016 represents the stadium's most recent renovation.

⁸ Based on data provided by the Bureau of Labor Statistics' U.S. Consumer Expenditure Survey, retrieved via ESRI Business Analyst. See Appendix 2 of this memo. The study area used for the entertainment and recreation expenditure is comprised of the following zip codes: 91311, 91304, 91307, 91303, 91367, 91364, 91356, 91335, 91324, and 91306. To reach these figures two specific categories of the Entertainment and Recreation Expenditure report were aggregated, Tickets to Concerts/Theatre/Operas and Admission to Sporting Events. The area encompasses the majority of the San Fernando Valley that is located west of the I-405 freeway.

Figure 4: West San Fernando Valley Study Area



Sources: HR&A, ESRI

Due to the aforementioned lack of comparable venues in proximity to the Project site, the total market area is likely to also include the rest of the San Fernando Valley as well as Ventura County and the Santa Clarita Valley (approximately 2.8 million residents). Within these geographies, residents spent approximately \$158 million annually on admissions to concerts and sporting events, equivalent to 82 percent of the spending for the entire City of Los Angeles and nearly seven times the amount of just the Western San Fernando Valley alone. These spending data are strong indicators that there is adequate demand for a venue of at least 15,000 seats, as proposed for the Entertainment and Sports Center, in the Western San Fernando Valley.

5. Additional Economic Benefits of the Project

Not only does the Entertainment and Sports Center fill a demand based on the locational gap in the market and the significant spending potential leaking to other locations, it is likely to have numerous other economic spillover benefits to the Warner Center area. These benefits include the following:

- **The Entertainment and Sports Center will support the sustained vibrancy of Downtown Warner Center.** The Entertainment and Sports Center complements other proposed land uses within the walkable Project district (residential, commercial, and hospitality) by attracting users for events which will occur outside of hours when single-use commercial or residential districts are typically active. This is in line with the goals of the WCSP to create “walking or transit access to shopping, jobs, and entertainment,

and a vibrant, 24-hour neighborhood” and “encourage entertainment and nightlife uses in the Downtown and Uptown Districts of Warner Center...”⁹

- ***The Entertainment and Sports Center will attract users who will spend at retail and restaurant locations and hotels at or near the Project site.***¹⁰ Many of the visitors to the Entertainment and Sports Center will contribute to the economic sustainability and growth of restaurants, soft goods retail establishments, and hotels. These visitors will support the viability of uses which may otherwise be reluctant to locate and operate in single-use districts which limit their peak hours of operation, as well as benefit existing businesses in the surrounding area. This is consistent with the purpose of the Downtown District to be “Warner Center’s primary employment and entertainment center providing a mix of restaurant and specialty retail uses that will attract office workers during the day and area residents and families in the evenings and on weekends” and the goal of the WCSP to “incentivize and distribute land uses to enable a variety of economic, workplace, residential, recreational, and civic activities.”¹¹
- ***The Entertainment and Sports Center will be a quality of life amenity to residents which does not currently exist in the market.*** Currently, residents in proximity to the Project in the San Fernando Valley and Ventura County must travel to the Los Angeles Basin to attend sporting events and/or large performances. The venue will become an asset serving as a new amenity for residents of the Western San Fernando Valley. It will also reduce the distances that these residents must normally travel to attend a large-scale concert or sporting event.

Conclusions

There is no venue within a 45-minute drive time of the Project site that is comparable in scale or purpose to the proposed Entertainment and Sports Center. Today, residents of the Western San Fernando Valley (in addition to residents in the entire the San Fernando Valley and Ventura County) must drive significant distances across the greater Los Angeles region to attend a venue similar in size and function to the Entertainment and Sports Center. As a result, the proposed 15,000 seat Entertainment and Sports Center would fill a need in the community, which is also indicated by the resident spending for sporting events and concerts that is “leaking” to other parts of the region that could be captured by the proposed new facility. The Entertainment and Sports Center will help to create a vibrant day and night environment in Downtown Warner Center that fulfills the goals of the WCSP and may, in turn, create a value premium for existing and proposed development in the area.

⁹ Warner Center 2035 Specific Plan. Ordinance No. 182,766, pp. 4-5 and 4-109.

¹⁰ A proposed schedule of programmed events for the Entertainment and Sports Center has yet to be identified; therefore, it is not possible to estimate the potential spillover spending potential, which is highly correlated with the types and frequency of events.

¹¹ Warner Center 2035 Specific Plan. Ordinance No. 182,766, pp. 3-3 and 4-45.

Appendix 1



MEMORANDUM

TO: Tim Quinn, HR&A Advisors Inc.
FROM: Eugene Tang, AICP
DATE: February 6, 2019
RE: Event Venue Demand Estimate from the San Fernando Valley **Ref:** J1465

Gibson Transportation Consulting, Inc. (GTC) developed event venue demand estimates that can be attributed to the San Fernando Valley (SFV) area within the Los Angeles region. This memorandum summarizes our analysis.

The event venue estimate was developed in a four step approach:

1. *2008 Regional Transportation Plan: Making Connections* (Southern California Association of Governments [SCAG], 2008) (the SCAG Model) was reviewed for trip patterns at selected event venues, with the percentage of trips serving as a proxy for geographic event venue demand.
2. The average seating capacity or attendance for the selected venues was identified.
3. The trip patterns specific to the SFV developed in Step 1 were applied to the identified seating capacity.
4. The estimated demand from the SFV was annualized based on operational assumptions for each venue.

The following provides additional detail on each step above.

Step 1

A SCAG Model select zone analysis was performed for two event venues within the City of Los Angeles: STAPLES Center and Dodger Stadium. A select zone analysis allows for the analysis of specific attributes of a particular zone in the SCAG Model. For the purposes of this analysis, the trip distribution pattern of each event venue was examined and the origin/destination of the venue trips was identified. This serves as a proxy for the determining the geographic origin of visitors to the event venues.

Two bandwidth plots illustrating the trip patterns for STAPLES Center and Dodger Stadium were generated from the SCAG Model and are provided in the Attachment. As shown, approximately 10% of STAPLES Center trips and approximately 15% of Dodger Stadium trips were identified as originating from the SFV. The trip percentages serve as a proxy for the overall geographic demand of each venue.

Step 2

The seating capacity/attendance levels for STAPLES Center and Dodger Stadium were researched and identified below.

STAPLES Center. STAPLES Center hosts events of various types throughout the year with different seating capacities. The approximate seating capacity of the primary types of events is summarized in the table below.

Event Type	Seating
Basketball	19,100
Hockey	18,100
Concert / Other	20,000
Average	19,100

As actual attendance data for each event type was not available, seating capacity was utilized as a proxy for event attendance. The average seating capacity of all event types at STAPLES Center is estimated to be 19,100.

The seating capacities were accessed from <https://www.staplescenter.com/guest-services/a-z>.

Dodger Stadium. As Dodger Stadium primarily functions as a Major League Baseball venue, detailed attendance data is available, which is representative of the demand at the venue. As summarized below, the average per game attendance was identified for the most recent three-year period, encompassing the 2016-2018 seasons.

Year	Attendance
2016	45,720
2017	46,492
2018	47,042
Average	46,418

An average attendance of 46,418 persons was calculated from the three seasons.

The statistics were accessed from <https://www.baseball-reference.com/teams/LAD/attend.shtml>.

Step 3

The SFV trip percentages identified in Step 1 were applied to the attendance/capacities for STAPLES Center and Dodger Stadium identified in Step 2 to estimate the venue demand per event originating from the SFV:

- STAPLES Center – Approximately 1,910 persons from the SFV are estimated per event (19,100 attendance X 10% SFV demand).

- Dodger Stadium – Approximately 6,963 persons from the SFV are estimated per event (46,418 attendance X 15% SFV demand).

Step 4

The per event demand from the SFV was then annualized based on operating assumptions for each venue:

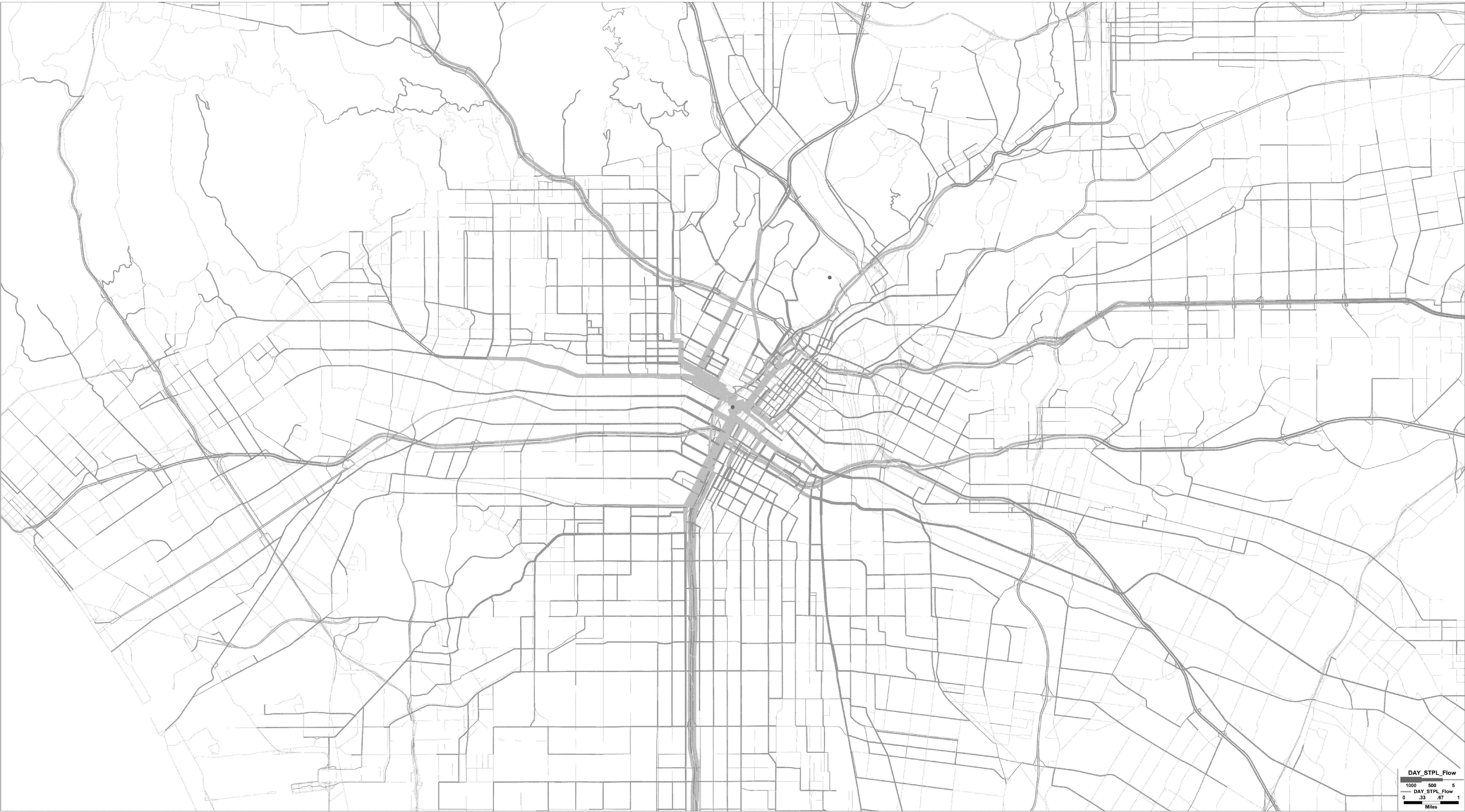
- STAPLES Center is estimated to host a total of 225 events per year¹, across all event types. Applying the SFV per event demand yields an annual demand of 429,750 persons (1,910 persons per event X 225 annual events).
- Dodger Stadium is estimated to host a total of 100 events per year², including regular home games during the Major League Baseball season along with other non-baseball events. Applying the SFV per event demand yields an annual demand of 696,270 persons (6,963 persons per event X 100 annual events).

¹ The 225 annual events currently assumed at STAPLES Center is based on an original estimate of 200 annual events, as identified in the *South Park Event Parking and Circulation Management Plan* (Kaku Associates; 1999) and adjusted for an anticipated increase in annual events.

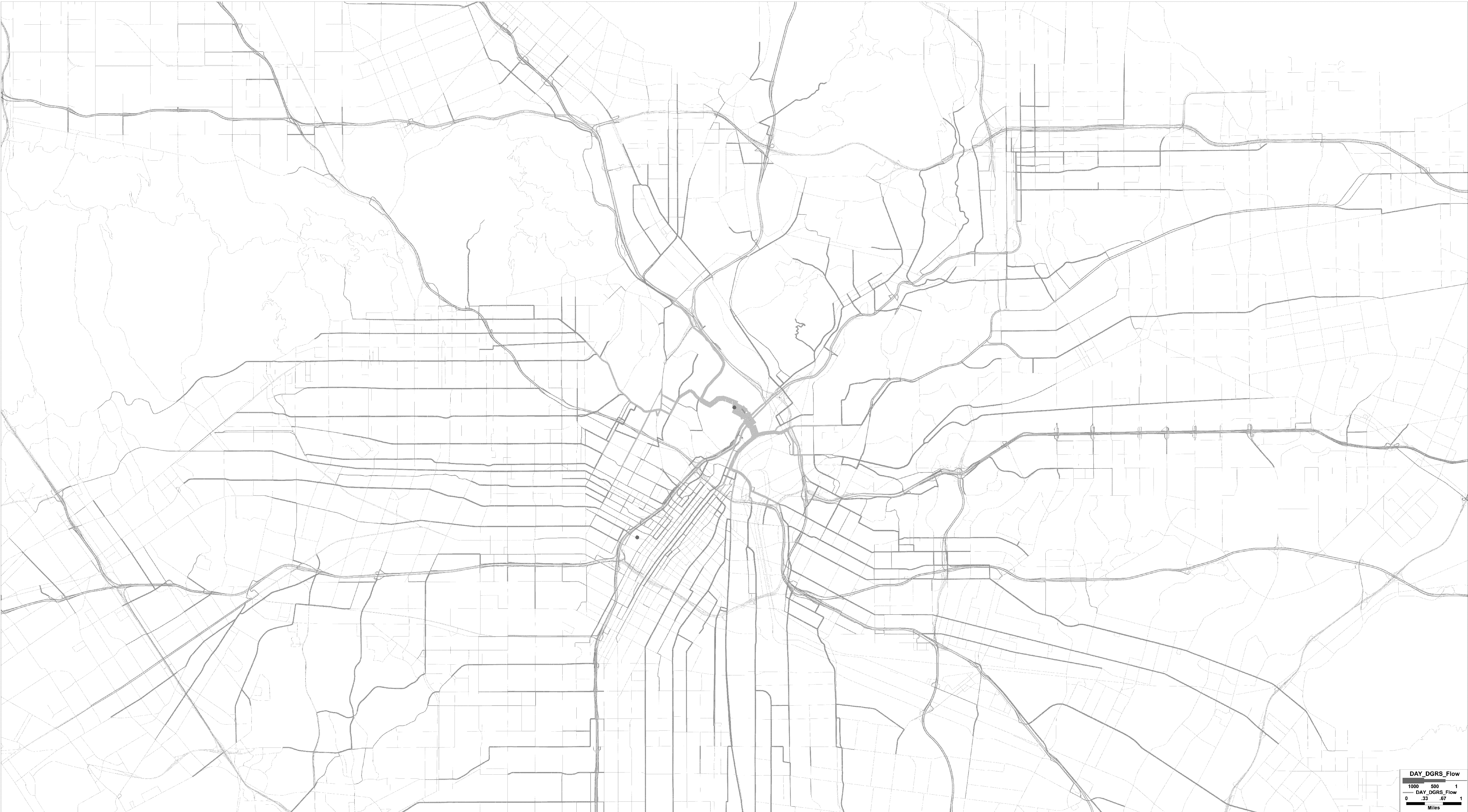
² The 100 annual events assumed at Dodger Stadium is based on an 81 regular season home game schedule typical of a MLB season with an assumption of 19 additional events (a combination of post-season home games and other non-baseball events).

Attachment

SCAG Model Trip Distribution Plots



STAPLES CENTER TRIP DISTRIBUTION



DODGER STADIUM TRIP DISTRIBUTION

Appendix 2



Recreation Expenditures

10 ZIP Codes
91303 (Canoga Park) et al.
Geography: ZIP Code

Prepared by Esri

Demographic Summary		2018	2023
Population		397,929	410,574
Households		136,135	139,954
Families		94,811	97,601
Median Age		39.0	39.9
Median Household Income		\$76,677	\$89,205
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	121	\$1,577.05	\$214,692,305
Cable & Satellite Television Services	118	\$1,141.51	\$155,400,077
Televisions & Video	126	\$308.22	\$41,959,973
Audio	133	\$123.86	\$16,862,027
Rental of TV/VCR/Radio/Sound Equipment	110	\$1.10	\$149,111
Repair of TV/Radio/Sound Equipment	97	\$2.36	\$321,117
Entertainment/Recreation Fees and Admissions	140	\$958.44	\$130,477,894
Tickets to Theatre/Operas/Concerts	150	\$99.35	\$13,525,214
Tickets to Movies/Museums/Parks	145	\$115.78	\$15,761,619
Admission to Sporting Events, excl.Trips	127	\$75.37	\$10,260,687
Fees for Participant Sports, excl.Trips	129	\$145.42	\$19,797,128
Fees for Recreational Lessons	149	\$205.88	\$28,027,292
Membership Fees for Social/Recreation/Civic Clubs	140	\$315.71	\$42,978,986
Dating Services	139	\$0.93	\$126,967
Toys/Games/Crafts/Hobbies	131	\$150.76	\$20,523,083
Toys/Games/Arts/Crafts/Tricycles	132	\$132.06	\$17,978,187
Playground Equipment	124	\$4.45	\$606,005
Play Arcade Pinball/Video Games	102	\$2.92	\$397,371
Online Entertainment and Games	145	\$6.29	\$855,762
Stamp & Coin Collecting	114	\$5.04	\$685,757
Recreational Vehicles and Fees	124	\$135.46	\$18,440,648
Docking and Landing Fees for Boats and Planes	135	\$15.87	\$2,160,685
Camp Fees	155	\$51.46	\$7,005,488
Payments on Boats/Trailers/Campers/RVs	90	\$40.20	\$5,472,643
Rental of RVs or Boats	139	\$27.93	\$3,801,833
Sports, Recreation and Exercise Equipment	132	\$235.75	\$32,094,320
Exercise Equipment and Gear, Game Tables	134	\$76.86	\$10,463,085
Bicycles	147	\$42.90	\$5,839,837
Camping Equipment	132	\$18.82	\$2,561,998
Hunting and Fishing Equipment	120	\$65.34	\$8,895,584
Winter Sports Equipment	170	\$11.12	\$1,513,364
Water Sports Equipment	119	\$7.76	\$1,056,712
Other Sports Equipment	126	\$9.73	\$1,324,651
Rental/Repair of Sports/Recreation/Exercise Equipment	138	\$3.23	\$439,089
Photographic Equipment and Supplies	128	\$68.06	\$9,265,250
Film	132	\$1.54	\$209,490
Film Processing	145	\$12.41	\$1,689,922
Photographic Equipment	133	\$30.15	\$4,104,728
Photographer Fees/Other Supplies & Equip Rental/Repair	114	\$23.95	\$3,261,110
Reading	133	\$149.65	\$20,373,190
Magazine/Newspaper Subscriptions	129	\$49.73	\$6,769,972
Magazine/Newspaper Single Copies	129	\$9.17	\$1,248,515
Books	140	\$53.44	\$7,274,845
Digital Book Readers	130	\$37.31	\$5,079,857

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 20, 2018



Recreation Expenditures

6600 Topanga Canyon Blvd, Canoga Park, California,
Ring: 12 mile radius

Prepared by Esri
Latitude: 34.19112
Longitude: -118.60587

Demographic Summary		2018	2023
Population		1,429,332	1,466,915
Households		475,350	485,691
Families		334,984	342,962
Median Age		37.9	39.0
Median Household Income		\$78,309	\$92,050
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	130	\$1,693.34	\$804,928,068
Cable & Satellite Television Services	127	\$1,220.07	\$579,959,600
Televisions & Video	137	\$334.33	\$158,922,155
Audio	145	\$135.18	\$64,258,406
Rental of TV/VCR/Radio/Sound Equipment	118	\$1.18	\$560,933
Repair of TV/Radio/Sound Equipment	106	\$2.58	\$1,226,974
Entertainment/Recreation Fees and Admissions	152	\$1,038.38	\$493,595,079
Tickets to Theatre/Operas/Concerts	162	\$107.09	\$50,905,410
Tickets to Movies/Museums/Parks	159	\$126.94	\$60,341,168
Admission to Sporting Events, excl.Trips	138	\$81.76	\$38,863,427
Fees for Participant Sports, excl.Trips	139	\$157.17	\$74,708,575
Fees for Recreational Lessons	162	\$223.85	\$106,405,927
Membership Fees for Social/Recreation/Civic Clubs	151	\$340.56	\$161,884,014
Dating Services	152	\$1.02	\$486,556
Toys/Games/Crafts/Hobbies	142	\$163.74	\$77,831,803
Toys/Games/Arts/Crafts/Tricycles	143	\$143.52	\$68,223,214
Playground Equipment	132	\$4.77	\$2,265,954
Play Arcade Pinball/Video Games	111	\$3.15	\$1,497,224
Online Entertainment and Games	158	\$6.89	\$3,277,426
Stamp & Coin Collecting	122	\$5.40	\$2,567,986
Recreational Vehicles and Fees	133	\$145.74	\$69,278,288
Docking and Landing Fees for Boats and Planes	146	\$17.11	\$8,133,780
Camp Fees	165	\$54.74	\$26,022,947
Payments on Boats/Trailers/Campers/RVs	97	\$43.25	\$20,559,914
Rental of RVs or Boats	152	\$30.63	\$14,561,647
Sports, Recreation and Exercise Equipment	143	\$255.69	\$121,540,700
Exercise Equipment and Gear, Game Tables	145	\$83.28	\$39,585,267
Bicycles	162	\$47.10	\$22,391,096
Camping Equipment	143	\$20.43	\$9,710,130
Hunting and Fishing Equipment	129	\$70.31	\$33,420,678
Winter Sports Equipment	185	\$12.06	\$5,732,984
Water Sports Equipment	129	\$8.45	\$4,015,746
Other Sports Equipment	138	\$10.61	\$5,045,056
Rental/Repair of Sports/Recreation/Exercise Equipment	147	\$3.45	\$1,639,743
Photographic Equipment and Supplies	139	\$73.88	\$35,118,339
Film	144	\$1.68	\$799,823
Film Processing	158	\$13.52	\$6,426,146
Photographic Equipment	145	\$32.88	\$15,627,653
Photographer Fees/Other Supplies & Equip Rental/Repair	123	\$25.80	\$12,264,717
Reading	143	\$160.99	\$76,527,711
Magazine/Newspaper Subscriptions	136	\$52.60	\$25,001,692
Magazine/Newspaper Single Copies	136	\$9.68	\$4,602,083
Books	152	\$57.96	\$27,549,643
Digital Book Readers	142	\$40.76	\$19,374,293

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 18, 2018



Recreation Expenditures

Los Angeles City, CA
Los Angeles City, CA (0644000)
Geography: Place

Prepared by Esri

Demographic Summary		2018	2023
Population		4,002,721	4,136,233
Households		1,383,405	1,428,234
Families		845,719	872,060
Median Age		35.1	36.2
Median Household Income		\$56,166	\$66,630
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	104	\$1,350.77	\$1,868,665,535
Cable & Satellite Television Services	101	\$970.53	\$1,342,631,218
Televisions & Video	112	\$272.05	\$376,360,199
Audio	113	\$104.84	\$145,031,970
Rental of TV/VCR/Radio/Sound Equipment	125	\$1.25	\$1,729,925
Repair of TV/Radio/Sound Equipment	87	\$2.11	\$2,912,223
Entertainment/Recreation Fees and Admissions	113	\$769.27	\$1,064,215,155
Tickets to Theatre/Operas/Concerts	120	\$79.69	\$110,247,997
Tickets to Movies/Museums/Parks	127	\$101.36	\$140,225,882
Admission to Sporting Events, excl.Trips	100	\$59.11	\$81,779,927
Fees for Participant Sports, excl.Trips	102	\$114.77	\$158,777,905
Fees for Recreational Lessons	119	\$164.07	\$226,973,440
Membership Fees for Social/Recreation/Civic Clubs	110	\$249.32	\$344,915,643
Dating Services	140	\$0.94	\$1,294,361
Toys/Games/Crafts/Hobbies	114	\$131.45	\$181,850,501
Toys/Games/Arts/Crafts/Tricycles	115	\$115.24	\$159,420,075
Playground Equipment	109	\$3.93	\$5,442,621
Play Arcade Pinball/Video Games	91	\$2.61	\$3,603,915
Online Entertainment and Games	128	\$5.55	\$7,675,713
Stamp & Coin Collecting	93	\$4.13	\$5,708,176
Recreational Vehicles and Fees	91	\$99.82	\$138,092,958
Docking and Landing Fees for Boats and Planes	94	\$11.03	\$15,257,752
Camp Fees	110	\$36.66	\$50,720,441
Payments on Boats/Trailers/Campers/RVs	66	\$29.40	\$40,672,777
Rental of RVs or Boats	113	\$22.73	\$31,441,989
Sports, Recreation and Exercise Equipment	107	\$190.25	\$263,187,744
Exercise Equipment and Gear, Game Tables	108	\$62.22	\$86,072,010
Bicycles	126	\$36.66	\$50,722,080
Camping Equipment	108	\$15.40	\$21,306,435
Hunting and Fishing Equipment	93	\$50.69	\$70,130,183
Winter Sports Equipment	135	\$8.81	\$12,187,652
Water Sports Equipment	91	\$5.95	\$8,225,877
Other Sports Equipment	104	\$8.04	\$11,121,964
Rental/Repair of Sports/Recreation/Exercise Equipment	106	\$2.47	\$3,421,543
Photographic Equipment and Supplies	107	\$57.16	\$79,082,091
Film	123	\$1.44	\$1,993,266
Film Processing	122	\$10.38	\$14,358,569
Photographic Equipment	114	\$25.82	\$35,718,198
Photographer Fees/Other Supplies & Equip Rental/Repair	93	\$19.53	\$27,012,058
Reading	108	\$121.81	\$168,513,175
Magazine/Newspaper Subscriptions	96	\$37.08	\$51,295,365
Magazine/Newspaper Single Copies	104	\$7.43	\$10,276,463
Books	115	\$44.03	\$60,918,191
Digital Book Readers	116	\$33.27	\$46,023,156

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 21, 2018