



October 2024

Key Findings: Impact of San Pedro Golf Course on the economy of Benson, Arizona

Direct spending at San Pedro Golf Course, Benson City Grille & other Benson businesses

Economic impacts

- San Pedro Golf Course (including Benson City Grille) brought an estimated \$3.5 million in spending to Benson in Fiscal Year 2024. That is money spent in Benson that otherwise would not be. Of that, 79% or \$2.76 million was spent at Benson businesses other than San Pedro Golf Course & Benson City Grille. Industries most impacted were construction at \$636,719, grocery stores at \$513,470, long-term rentals (apartments, houses, RV parks, etc.) at \$357,355, transportation (gasoline, fuel, vehicle maintenance & repairs) at \$299,416, retail stores (non-grocery) at \$264,500, and restaurants & bars (other than Benson City Grille) at \$258,216.
- In FY 2024, San Pedro Golf Course & Benson City Grille brought in \$921,166 in revenue. Of that, \$737,144 is included in the impact of the golf course on Benson, accounting for all golf-related revenue, as well as food & beverage spending by golfers (associated with playing golf) & non-golfers who visit Benson primarily to go to Benson City Grille (and would go to another restaurant somewhere other than Benson if it were to close).
- Benson City Grille took in \$184,022 in non-golf-related and non-impact food & beverage revenue in FY 2024, including spending by golfers at Benson City Grille on non-golfing days; visits to Benson City Grille by non-golfers; non-golf events including weddings, reunions, meetings, special occasions, etc.; and beverage revenue from the annual lantern festival. That is money that likely would have been spent at other Benson food & beverage establishments if not for Benson City Grille. However, the overall spending impact of the golf course on other Benson restaurants & bars was \$258,216, which more than offset local food & beverage business lost to Benson City Grille (for a net positive impact on other Benson restaurants & bars of \$74,194).
- Short-term visitors to the Benson area (less than 30 consecutive days annually), including both day visitors & short-term overnighters, whose frequency and duration of visit are impacted by San Pedro Golf Course, had a \$274,362 direct spending impact on other Benson businesses, tied to San Pedro Golf Course. Most impacted were restaurants & bars (other than Benson City Grille) at \$72,725, transportation (gasoline, fuel, vehicle maintenance & repairs) at \$56,281, short-term rentals (hotel, motel, RV park, Airbnb & other lodging) at \$47,082, and grocery stores at \$45,646.
- Full-time, part-time & seasonal residents of the Benson area (30 consecutive days or more) whose duration of stay is impacted by San Pedro Golf Course had a \$1.71 million direct household spending impact on other Benson businesses, tied to San Pedro Golf Course. Most impacted were grocery stores at \$467,824, long-term rentals (apartments, houses, RV

parks, etc.) at \$357,355, transportation (gasoline, fuel, vehicle maintenance & repairs) at \$243,135, retail stores (non-grocery) at \$207,553, and restaurants & bars (other than Benson City Grille) at \$185,492.

- Benson-area homebuyers, whose decision to purchase a home in the area was impacted by San Pedro Golf Course, had a \$769,782 direct spending impact on Benson in FY 2024, tied to San Pedro Golf Course. Most impacted were construction at \$636,719, realtors at \$83,916, and retail stores (e.g., new furnishings, appliances, remodeling materials, cleaning supplies, etc.) at \$33,053.

Golf course usage & time spent in Benson

- Survey results combined with data on the number of rounds played indicate San Pedro Golf Course was used by 1,020 people in FY 2024, including 852 golfers & 168 non-golfers who visited Benson City Grille for food & beverages, most of whom (141 or 84%) were full-time, part-time, or seasonal residents

of the Benson area. Overall, use of San Pedro Golf Course/Benson City Grille was 83.5% golfers & 16.5% non-golfers.

- Both resident & visitor golfers report they would spend less time in Benson if San Pedro Golf Course were to close. Of golfers who are short-term visitors, 89% indicate they would spend less time in Benson if not for San Pedro Golf Course. Of those, short-term overnight visitors report they would spend an average of 6 fewer days per year in Benson (from an average of 9.2 to 3.2 days per year, a reduction of more than 65%) while day visitors report they would spend 4.4 fewer days per year (from 6.5 to 2.1 days, a decline of more than 67%). Overall, short-term visitors who golf at San Pedro Golf Course report they would spend an average of 5.3 fewer days per year in Benson if San Pedro Golf Course closed, a decline of 67% (from an average of 8.0 to 2.7 days annually).
- Thirty-six percent of full-time, part-time & seasonal golfer residents of the Benson area report they would spend less time in Benson if San Pedro Golf Course closed, with an overall average decline of 2.7 months (from an average of 10.3 to 7.6 months per year—a drop of 26%).

DIRECT SPENDING IMPACTS OF SAN PEDRO GOLF COURSE

TOTAL: \$3.5 million

At San Pedro Golf Course & Benson City Grille: \$737,144

At other Benson businesses: \$2.76 million

Construction: \$636,719

Real estate agents & brokers: \$83,916

Restaurants & bars (other than Benson City Grille): \$258,216

Short-term rentals: \$47,082

Long-term rentals: \$357,355

Grocery stores: \$513,470

Retail stores (non-grocery): \$264,500

Transportation (gasoline, fuel, maintenance & repairs): \$299,416

Arts, entertainment & recreation (other than San Pedro Golf Course): \$105,932

Other services: \$191,550

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