



## ECONOMIC IMPACT STUDY (DIRECT IMPACTS)

October 2024



# Impact of San Pedro Golf Course on the economy of Benson, Arizona

DIRECT SPENDING AT SAN PEDRO GOLF COURSE, BENSON CITY GRILLE, AND OTHER BENSON BUSINESSES

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## Impact of San Pedro Golf Course on the economy of Benson, Arizona

### KEY FINDINGS

- 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 (if not for San Pedro Golf Course). Of that amount, 79% or \$2.76 million was spent at Benson businesses other than San Pedro Golf Course and Benson City Grille. Industries impacted the most 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 and repairs) at \$299,416, retail stores (non-grocery) at \$264,500, and restaurants and bars (other than Benson City Grille) at \$258,216.
- In fiscal year 2024, San Pedro Golf Course and 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 and beverage spending by golfers (associated with playing golf) and 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 and beverage revenue in fiscal year 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 and beverage establishments if not for Benson City Grille. However, the overall spending impact of the golf course on other Benson restaurants and bars was \$258,216, which more than offset local food and beverage business lost to Benson City Grille (for a net positive impact on Benson restaurants and bars, other than Benson City Grille, of \$74,194).
- Short-term visitors to the Benson area (less than 30 consecutive days annually), including both day visitors and short-term overnighers, 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. Industries most impacted were restaurants and bars (other than Benson City Grille) at \$72,725, transportation (gasoline, fuel, vehicle maintenance and repairs) at \$56,281, short-term rentals (hotel, motel, RV park, Airbnb, and other lodging) at \$47,082, and grocery stores at \$45,646.
- Full-time, part-time, and 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. Industries most impacted were grocery stores at \$467,824, long-term rentals (apartments, houses, RV parks, etc.) at \$357,355, transportation (gasoline, fuel, vehicle maintenance and repairs) at \$243,135, retail stores (non-grocery) at \$207,553, and restaurants and 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 fiscal year 2024, tied to San Pedro Golf Course. Industries 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.
- Survey results combined with data on the number of rounds played indicate San Pedro Golf Course was used by 1,020 people in fiscal year 2024, including 852 golfers who played an average of 17

rounds of golf each for a total of 14,456 rounds. The remaining users of San Pedro Golf Course were an estimated 168 non-golfers who visited Benson City Grille for food and 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 and 16.5% non-golfers.

- Both resident and 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, and seasonal residents of the Benson area who are golfers 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

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

## INTRODUCTION

This study, commissioned by Southeast Arizona Economic Development Group (SAEDG) and conducted by US Economic Research, provides an estimate of the impacts of San Pedro Golf Course and its collocated restaurant Benson City Grille on the economy of Benson, Arizona. The study combines revenue and usage data from San Pedro Golf Course and Benson City Grille for Fiscal Year (FY) 2024 (July 1, 2023, through June 30, 2024) with results of an online survey of 260 San Pedro Golf Course and Benson City Grille users.

The survey was conducted September 6 through September 21, 2024, by US Economic Research via SurveyMonkey (see [Appendix A](#) for survey questions). A link to the survey was sent to San Pedro Golf Course users via email (see [Appendix B](#)) using the San Pedro Golf Course email distribution list. Emails were sent at varying days and times. The survey was also promoted on the Facebook pages of San Pedro Golf Course and Benson City Grille (San Pedro Golf Course maintains those as two separate pages; language from the email was used but edited on the Benson City Grille page to mention the restaurant first). The survey was also promoted on the Benson Chamber Facebook page (using the email language) and was embedded via html code on the San Pedro Golf Course website on both the home page and the Benson City Grille page.

To encourage participation, participants were given the option to enter a drawing to win one of three prizes: (1) a free round of golf for four with range balls at San Pedro Golf Course, (2) a \$50 gift certificate for Benson City Grille, or (3) a \$25 gift certificate for Benson City Grille.

The general confidence interval (margin of error) of the survey is +/-5% at the 95% confidence level (see [Appendix C](#) for notes on sample sizes, margins of error, and confidence levels for the overall survey and population subgroups). Survey results combined with data from San Pedro Golf Course on the number of rounds played suggest San Pedro Golf Course was used by 1,020 people in FY 2024, including 852 golfers who played an average of 17 rounds of golf each for a total of 14,456 rounds. The remaining users of San Pedro Golf Course were an estimated 168 non-golfers who visited Benson City Grille for food and beverages, most of whom (141 or 83.9%) are full-time, part-time, or seasonal residents of the Benson area. Overall use of San Pedro Golf Course and Benson City Grille was 83.5% golfers and 16.5% non-golfers. (Note: There were an estimated 878 attendees of non-golf events, which likely include some or many of the previously mentioned golfers and non-golfers, along with an unknown number of both residents and visitors to the area specifically for those events.)

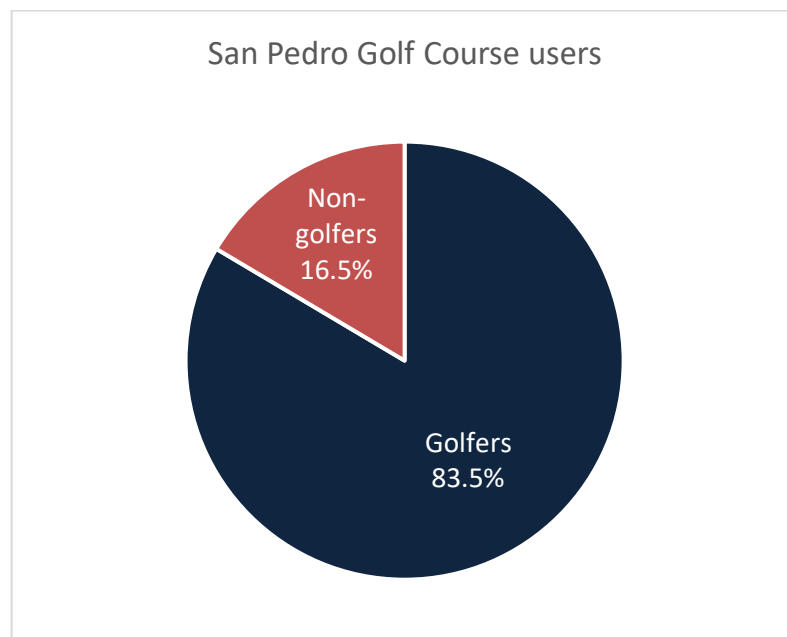
Of the estimated 852 golfers who used San Pedro Golf Course in FY 2024, 54.2% or 462 identify themselves as full-time, part-time, or seasonal residents (30 consecutive days or more in the Benson area in the past year). The remaining 45.8% or 390 identify as short-term visitors (less than 30 consecutive days in the past 12 months, including both short-term overnight visitors and day visitors who do not spend the night). The average household size of golfers who reside in the Benson area full-time, part-time, or seasonally is 3.0 with 2.1 golfers per household, according to the survey.

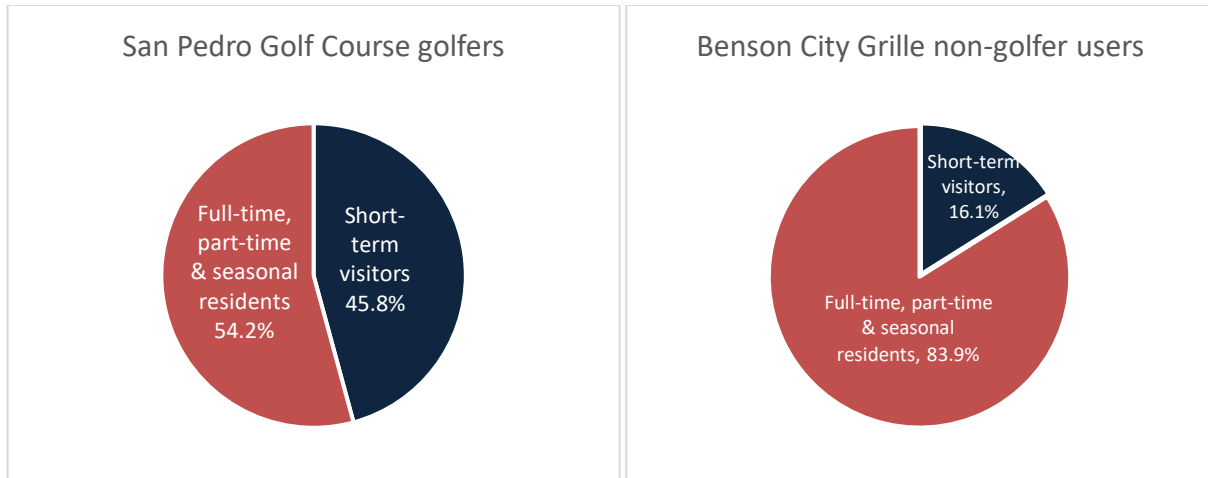
Both resident and visitor golfers report they would spend less time in Benson if San Pedro Golf Course were to close. Of golfers who are short-term visitors, 88.7% report they would spend less time in Benson if not for San Pedro Golf Course. Of those, overnight visitors report they would spend an average of 6.0 fewer days in Benson per year (from an average of 9.2 to 3.2 days, a reduction of 65.3%) while day visitors (i.e., those who do not spend the night) report they would spend 4.4 fewer days per year (from 6.5 to 2.1 days, a decline of 67.3%). Overall, short-term overnight visitors and day 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 were to close, a decline of 66.7% (from an average of 8.0 to 2.7 days annually). Thirty-six percent of Benson full-time, part-time, and seasonal residents who are golfers also report they would spend less

time in Benson if San Pedro Golf Course closed, with an overall average decline of 2.7 months per year (from an average of 10.3 to 7.6 months—a drop of 25.9%).

SAN PEDRO GOLF COURSE USERS (FY 2024)		
	Number	Percent
<b>Total users*</b>	<b>1,020</b>	
<b>Golfers**</b>	<b>852</b>	<b>83.5</b>
Short-term visitors***	390	45.8
Full-time, part-time & seasonal residents of the Benson area****	462	54.2
Golfer households*****	221	
Homebuyer households*****	32	14.6
<b>Non-golfers**</b>	<b>168</b>	<b>16.5</b>
Short-term visitors***	27	16.1
Full-time, part-time & seasonal residents of the Benson area****	141	83.9

\* Estimated from 14,456 rounds of golf played in FY2024, reported by San Pedro Golf Course, and survey results showing an average of 17 rounds played per golfer in the year ended September 2024. \*\* Estimated from distribution of the sample \*\*\* Less than 30 consecutive days in the past year, including both day visitors and short-term overnights. \*\*\*\* 30 consecutive days or more in the past year. \*\*\*\*\* Based on average golfers per household of 2.1, per the survey. \*\*\*\*\* Based on annual average of 3 years of golfer home purchases in the Benson area; percent reflects share of total golfer households in the Benson area (462 resident golfers divided by average of 2.1 golfers per household, per the survey).





## TOTAL IMPACTS

Survey results, combined with golf course usage and revenue data, indicate San Pedro Golf Course (including Benson City Grille) brought an estimated \$3.5 million in spending to Benson in FY 2024 (July 1, 2023, through June 30, 2024). That is money spent in Benson that otherwise would not be (if not for San Pedro Golf Course). Of that, 78.9% or \$2.76 million was spent at Benson businesses other than San Pedro Golf Course and 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 and repairs) at \$299,416, retail stores (non-grocery) at \$264,500, and restaurants and bars (other than Benson City Grille) at \$258,216.

Regarding Benson's restaurant and bar industry, Benson City Grille took in \$184,022 in non-golf-related and non-impact food and 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, most of whom (83.9%) are Benson-area residents; 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 and beverage establishments if not for Benson City Grille. However, that was more than offset by the overall spending impact of the golf course on other Benson restaurants and bars, which was \$258,216. That means the city's other restaurants and bars saw a positive net impact of \$74,194 (after accounting for local food and beverage business lost to Benson City Grille).

Impacts are defined as money spent in Benson due to the golf course, including golf-related revenue (green fee, golf-cart fees, card-holder revenue, membership fees, driving range, golf-club rental, merchandise, and other golf-related revenue). All golf-related revenue is included as impacts on Benson following the assumption that, if San Pedro Golf Course were to close, those who currently golf there would continue to golf, but at another location (e.g., Willcox, Douglas, Sierra Vista, Fort Huachuca, Tucson, etc.).

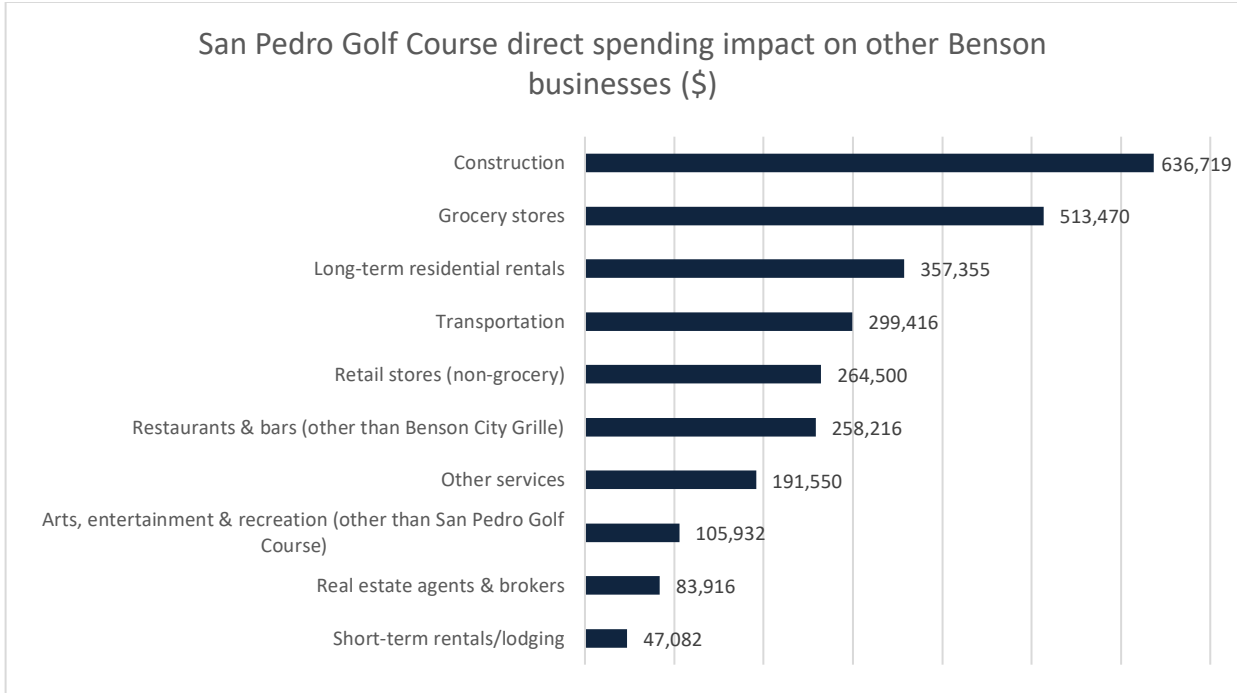
Also included in impacts is food and beverage spending at Benson City Grille by golfers associated with playing golf (since that spending would follow golfers to their alternate golfing location if San Pedro Golf Course were to close). Some spending at Benson City Grille by non-golfers who visit Benson for the primary purpose of having food and beverages at Benson City Grille is also included (for this group, spending is included as impacts only for visitors who indicate they would go to another restaurant somewhere other than Benson if Benson City Grille were to close).



Impacts also include golfer visitor spending at other Benson businesses based on how much an impact San Pedro Golf Course has on their decision to visit the Benson area and their length of stay. Also included is local household spending of Benson-area full-time, part-time, and seasonal residents based on how much San Pedro Golf Course impacts their decision to reside/stay in the Benson area and their duration of stay.

For those golfers who have purchased a home in the Benson area, impacts also include the amount of local spending associated with the home purchase, including realtor fees, construction costs (e.g., new construction, remodeling, reroofing, etc.), home inspections, local moving companies, retail stores (e.g., new furnishings, appliances, remodeling materials, cleaning supplies, etc.), and other services (e.g., appraiser, architect, electric, plumbing, well, septic, HVAC, cleaning, etc.), depending on how much an impact San Pedro Golf Course had on their decision to purchase a home in the Benson area.

DIRECT ECONOMIC (SPENDING) IMPACTS OF SAN PEDRO GOLF COURSE ON BENSON, AZ (FY 2024)	
<b>TOTAL (\$)</b>	<b>3,495,300</b>
<b>At San Pedro Golf Course (\$)</b>	<b>737,144</b>
Golf revenue* (\$)	524,092
Golf-related food & beverage revenue** (\$)	211,320
Food & beverage revenue from non-golfing visitors*** (\$)	1,732
<b>At other Benson businesses (\$)</b>	<b>2,758,156</b>
Construction (new home construction, remodeling, renovation, etc.) (\$)	636,719
Real estate agents & brokers (\$)	83,916
Restaurants & bars (other than Benson City Grille) (\$)	258,216
Short-term rental (hotel, motel, RV park, Airbnb & other lodging) (\$)	47,082
Long-term rental (apartment, house, RV park, etc.) (\$)	357,355
Grocery stores (\$)	513,470
Retail stores (non-grocery) (\$)	264,500
Transportation (gasoline, fuel, vehicle maintenance & repairs) (\$)	299,416
Arts, entertainment & recreation places (other than San Pedro Golf Course) (\$)	105,932
Other services (\$)	191,550
* Includes green fee, golf-cart fees, card-holder revenue, membership fees, driving range, golf-club rental, merchandise, and other golf-related revenue. ** From golfers on golfing days (i.e., in association with playing golf) and golf-related events. *** Included only for those who indicate they would visit another restaurant somewhere other than Benson if Benson City Grille were to close.	



Not included in impacts is Benson City Grille food and beverage revenue generated from golfers on non-golfing days or revenue from non-golfers who visit San Pedro Golf Course to go to Benson City Grille (unless, as noted above, they are a visitor and indicate they would go to a restaurant located somewhere other than Benson if Benson City Grille were to close). Non-golf event revenue (e.g., weddings, reunions, meetings, special occasions, etc., including food and beverage and facility rental fees), as well as revenue generated by the annual lantern festival, is also excluded from impacts following the assumption that those events would be held elsewhere in Benson if San Pedro Golf Course were to close.

Impacts estimated in this report do not include indirect and induced economic impacts (commonly referred to as the “multiplier effect” or “ripple effects”) because the study area is the city of Benson and economic multipliers are not available below the county level. Also excluded is spending at other Benson businesses by visitors who come to Benson primarily for food and beverages at Benson City Grille but also spend money elsewhere in association with their visit (this is excluded due to the small number of survey respondents meeting the criteria and the associated small dollar amounts reportedly spent).

**GOLF COURSE REVENUE**

In FY 2024, San Pedro Golf Course 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 (green fee, golf-cart fees, card-holder revenue, membership fees, driving range, golf-club rental, merchandise, and other golf-related revenue), along with food and beverage spending at Benson City Grille by golfers, associated with playing golf (since this spending would follow golfers to their alternate golfing location if San Pedro Golf Course were to close). Spending by non-golfers who visit Benson primarily to have food and beverages at Benson City Grille is included only for visitors who indicate they would go to another restaurant somewhere other than Benson if Benson City Grille were to close.

Excluded from impacts is Benson City Grille food and beverage revenue generated from golfers on non-golfing days, most of which is attributable to those who are full-time, part-time, or seasonal residents of the Benson area or are visitors who indicate they would go to another restaurant in Benson if Benson City Grille were to close. Non-golf event revenue (e.g., weddings, reunions, meetings, special occasions, etc., including food and beverage and facility rental fees), as well as revenue generated by the annual lantern festival, is also excluded from impacts since those events would likely be held elsewhere in Benson if San Pedro Golf Course were to close.

SAN PEDRO GOLF COURSE REVENUE AND IMPACTS (FY 2024)		
	<i>Revenue</i>	<i>Impacts*</i>
<b>TOTAL (\$)</b>	<b>921,166</b>	<b>737,144</b>
<b>Green fee revenue (\$)</b>	<b>264,565</b>	<b>264,565</b>
Regular (\$)	113,339	113,339
Group/tournament (\$)	44,317	44,317
Cardholder/guest (\$)	71,531	71,531
Special promotion (\$)	6,048	6,048
Twilight/9 hole (\$) **	21,296	21,296
Misc (\$)	8,034	8,034
<b>Other golf-related revenue (\$)</b>	<b>259,527</b>	<b>259,527</b>
Golf cart fees (\$)	107,613	107,613
Cardholder revenue (\$)	11,430	11,430
Membership annual (\$)	90,755	90,755
Driving range (\$)	18,976	18,976
Golf club rental (\$)	1,525	1,525
Merchandise (\$)	29,228	29,228
<b>Food &amp; beverage revenue (\$)</b>	<b>397,074</b>	<b>213,052</b>
Golfers (on golf days, associated with playing golf) *** (\$)	211,320	211,320
Golfers (on non-golf days, not associated with playing golf) *** (\$)	117,660	0
Non-golfers*** (\$)	28,860	1,732
Non-golf events (includes facility rental) **** (\$)	30,234	0
Lantern Festival (\$)	9,000	0
<p>* Amount of total revenue included as impacts of the golf course on the city of Benson. ** Although identified as 9-hole rounds, San Pedro Golf Course does not offer or track 9-hole rounds due to course layout; identification of these as 9-hole rounds is a result of limitations of account, stat, and class codes. *** Estimated by US Economic Research based on survey results. **** Estimated by US Economic Research from available contracts and imputation for events not covered by contracts.</p> <p>Source: San Pedro Golf Course and US Economic Research</p>		

## VISITOR SPENDING

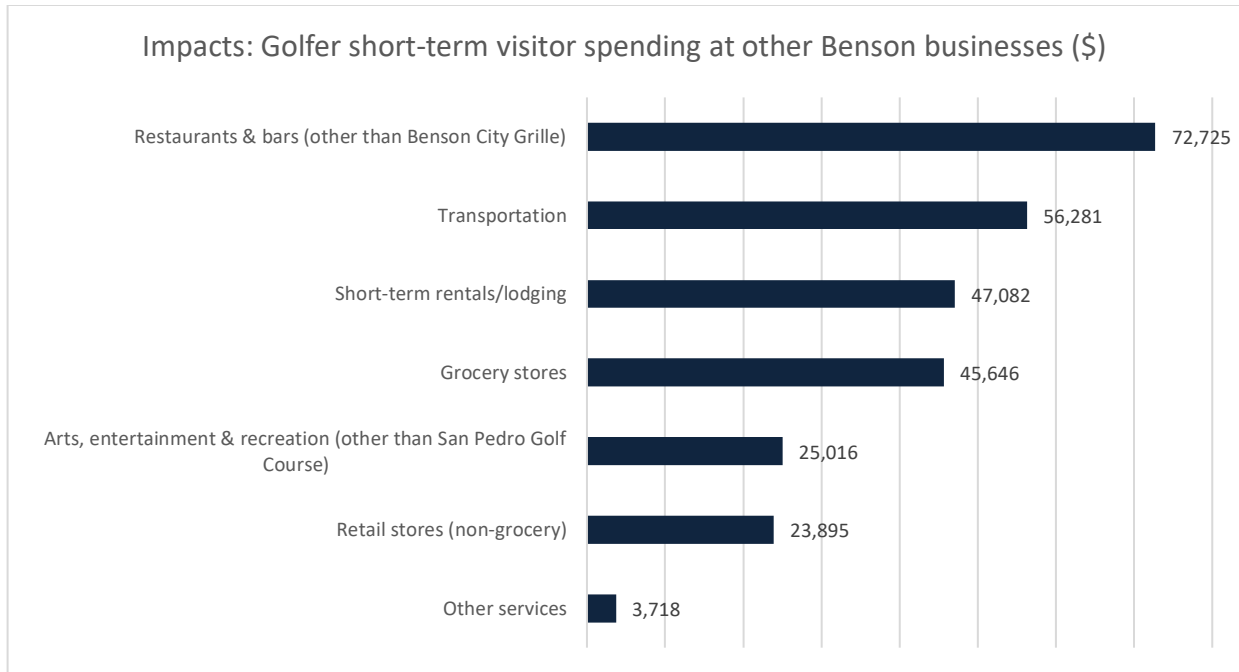
Short-term golfing visitors to the Benson area (less than 30 consecutive days annually), including both day visitors and short-term overnights, whose frequency and duration of visit are impacted by San Pedro Golf Course, had a \$274,362 direct spending impact on other Benson businesses, tied to San Pedro Golf Course, in the 12 months ended September 2024. Industries most impacted by this segment were restaurants and bars (other than Benson City Grille) at \$72,725, transportation (gasoline, fuel, vehicle maintenance and repairs) at \$56,281, short-term rentals (hotel, motel, RV park, Airbnb, and other lodging) at \$47,082, and grocery stores at \$45,646.

Impacts are estimated based on average daily per-person spending in Benson reported in the survey and the number of days fewer that visitors would spend in Benson if San Pedro Golf Course were to close (in the survey, short-term visitors were asked how many days and nights they spent in Benson in the past year and how many they would spend if San Pedro Golf Course were to close; the difference multiplied by average daily spending and the number of golfer visitors equals the impact attributable to San Pedro Golf Course, which would be lost if San Pedro Golf Course were to close).

San Pedro Golf Course reported 14,456 rounds of golf played in FY 2024. Survey results showed golfers report playing an average of 17 rounds at San Pedro Golf Course in the past 12 months, indicating there were an estimated 852 individual golfers who used the course over the year. The survey showed 45.8% of golfers indicated they were short-term visitors, suggesting a total of 390.

Of golfers who are short-term visitors, 88.7% report they would spend less time in Benson if not for San Pedro Golf Course. Short-term overnight visitors who are San Pedro Golf Course golfers indicated they stayed an average of 9.2 nights in Benson over the past year, but that number would drop to 3.2 nights a year if San Pedro Golf Course were to close, for a decline of 6.0 days or 65.3%. Day-visitor golfers (those who do not spend the night) report visiting Benson an average of 6.5 days in the past year, but that would drop to 2.1 days if San Pedro Golf Course closed, for a loss of 4.4 days or 67.3%. Combined, golfer survey respondents who were short-term visitors indicate they would spend 5.3 fewer days per year in Benson (from an average of 8.0 to 2.7 days, a drop of 66.7%) if San Pedro Golf Course closed. That would result in a total of 2,082 fewer per-person days of visitor spending (average of 5.3 fewer days multiplied by 390 short-term visitor golfers; discrepancy due to rounding).

IMPACTS: GOLFER SHORT-TERM VISITOR SPENDING AT OTHER BENSON BUSINESSES	
<b>TOTAL (\$)</b>	<b>274,362</b>
Restaurants & bars (other than Benson City Grille) (\$)	72,725
Short-term rental (hotel, motel, RV park, Airbnb & other lodging) (\$)	47,082
Grocery stores (\$)	45,646
Retail stores (non-grocery) (\$)	23,895
Transportation (gasoline, fuel, vehicle maintenance & repairs) (\$)	56,281
Arts, entertainment & recreation places (other than San Pedro Golf Course) (\$)	25,016
Other services (\$)	3,718



GOLFER SHORT-TERM VISITOR SPENDING AT OTHER BENSON BUSINESSES (DAILY AVERAGE PER PERSON)	
<b>TOTAL (\$)</b>	<b>131.77</b>
Restaurants & bars (other than Benson City Grille) (\$)	34.93
Short-term rental (hotel, motel, RV park, Airbnb & other lodging) (\$)	22.61
Grocery stores (\$)	21.92
Retail stores (non-grocery) (\$)	11.48
Transportation (gasoline, fuel, vehicle maintenance & repairs) (\$)	27.03
Arts, entertainment & recreation places (other than San Pedro Golf Course) (\$)	12.01
Other services (\$)	1.79

## RESIDENT HOUSEHOLD SPENDING

Full-time, part-time, and seasonal residents of the Benson area (30 consecutive days or more in the past year), whose duration of stay in the area is impacted by San Pedro Golf Course, had a \$1.71 million direct spending impact on other Benson businesses, tied to San Pedro Golf Course, in the 12 months ended September 2024. Industries most impacted were grocery stores at \$467,824, long-term rentals (apartments, houses, RV parks, etc.) at \$357,355, transportation (gasoline, fuel, vehicle maintenance and repairs) at \$243,135, retail stores (non-grocery) at \$207,553, and restaurants and bars (other than Benson City Grille) at \$185,492.

Impacts are estimated based on average monthly household spending reported in the survey and the number of months fewer that golfer residents report they would spend in Benson if San Pedro Golf Course were to close (full-time, part-time, and seasonal residents were asked how many months they spent in Benson in the past year and how many they would spend if San Pedro Golf Course were to close; the difference multiplied by average monthly household spending and the number of golfer households equals the impact attributable to San Pedro Golf Course, which would be lost if the golf course were to close).

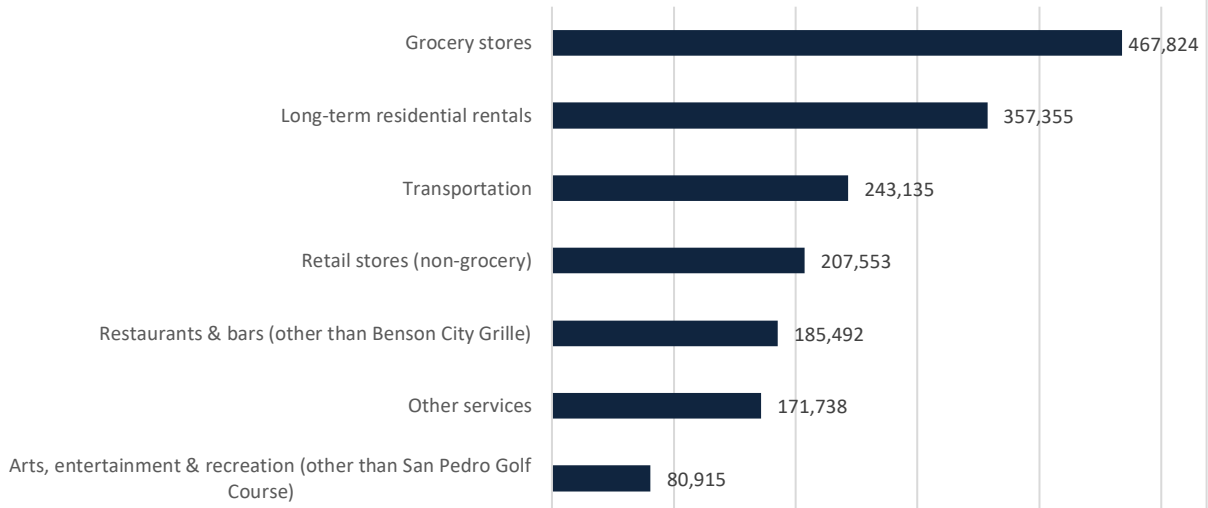
San Pedro Golf Course reported 14,456 rounds of golf played in FY 2024. Survey results showed golfers reported playing an average of 17 rounds at the golf course in the past 12 months, indicating there were 852 individual golfers using the course over the year. The survey showed 54.2% of golfers indicated they were full-time, part-time, or seasonal residents, suggesting a total of 462 golfer residents. Survey respondents reported an average of 2.1 golfers per household, indicating a total of 221 golfer households (discrepancy due to rounding).

Thirty-six percent of Benson-area full-time, part-time, and seasonal residents who are golfers report they would spend less time in Benson if San Pedro Golf Course closed. Full-time, part-time, and seasonal residents indicated they stayed an average of 10.3 months in the area over the past year, but that number would drop to 7.6 months a year if San Pedro Golf Course were to close, for an average decline of 2.7 months or 25.9%. That would result in 590 fewer per-household months of spending (average of 2.7 fewer months multiplied by 221 golfer households; discrepancy due to rounding).

Survey respondents who are full-time, part-time, or seasonal residents of the Benson area indicate that, if they were to move from Benson or spend less time there, the change would include 84.7% of their total household members; for that reason, the initial estimated spending impacts attributable to full-time, part-time, and seasonal residents (2.7 fewer months\*221 resident households\*average monthly household spending) is reduced by 15.3% to account for household members who would remain in the Benson area.

IMPACTS: GOLFER FULL-TIME, PART-TIME, AND SEASONAL RESIDENT HOUSEHOLD SPENDING AT OTHER BENSON BUSINESSES	
<b>TOTAL (\$)</b>	<b>1,714,013</b>
Restaurants & bars (other than Benson City Grille) (\$)	185,492
Long-term rental (apartment, house, RV park, etc.) (\$)	357,355
Grocery stores (\$)	467,824
Retail stores (non-grocery) (\$)	207,553
Transportation (gasoline, fuel, vehicle maintenance & repairs) (\$)	243,135
Arts, entertainment & recreation places (other than San Pedro Golf Course) (\$)	80,915
Other services (\$)	171,738

Impacts: Golfer full-time, part-time & seasonal resident household spending at other Benson businesses (\$)



FULL-TIME, PART-TIME, AND SEASONAL RESIDENT SPENDING AT OTHER BENSON BUSINESSES (MONTHLY AVERAGE PER GOLFER HOUSEHOLD)

<b>TOTAL (\$)</b>	<b>3,429</b>
Restaurants & bars (other than Benson City Grille) (\$)	371
Long-term rental (apartment, house, RV park, etc.) (\$)	715
Grocery stores (\$)	936
Retail stores (non-grocery) (\$)	415
Transportation (gasoline, fuel, vehicle maintenance & repairs) (\$)	486
Arts, entertainment & recreation places (other than San Pedro Golf Course) (\$)	162
Other services (\$)	344

### BENSON-AREA HOMEBUYERS

Benson-area homebuyers whose decision to purchase a home was impacted by San Pedro Golf Course had a \$769,782 direct spending impact on Benson, tied to San Pedro Golf Course, in the 12 months ended September 2024. Industries 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.

To estimate the impact of homebuyers, golfer survey respondents were asked about their home purchases in the Benson area over the previous 3 years (a 3-year period was used due to the anticipated

small number of home purchases in the area by golfer households in a single year). The survey showed an average of 14.3% of golfer households per year purchased a home in the Benson area. Applying this to the population of 221 golfer households (estimated from survey responses; see [Resident Household Spending](#) section, above) suggests the purchase of 31.5 homes per year by golfer households, over the previous 3 years, in the Benson area. The average price of homes purchased by golfer households in the Benson area over the 3-year period was \$355,000, per the survey.

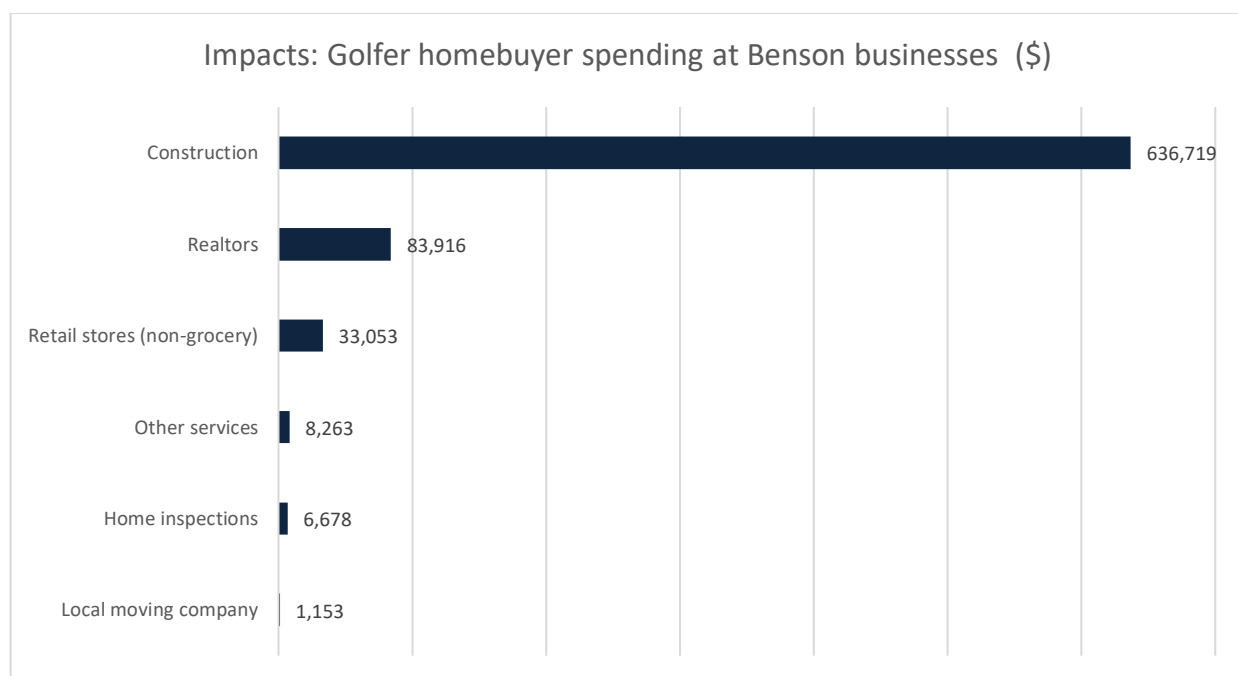
To build a mathematical model to estimate spending impacts from golfer home purchases, survey respondents were asked how important San Pedro Golf Course was to their decision to purchase a home in the Benson area. Multiple-choice options were: *The most important factor, very important, somewhat important, not so important, and not at all important*. For those golfers responding that San Pedro Golf Course was the most important factor in their decision to purchase a home in the Benson area, 100% of their estimated spending in Benson associated with the home purchase is included as impacts. For those responding that San Pedro Golf Course was very important to their decision, 75% of spending is included, while for those who responded “somewhat important” that figure was 50%. For those who responded either “not so important” or “not at all important,” 0% of golfer spending associated with buying a new home was considered. A weighted, composite figure of 43% was used based on survey responses for the 3-year period, which were: the most important factor (11.8%), very important (29.4%), somewhat important (17.6%), not so important (23.5%), and not at all important (17.6%). From there, average spending in Benson per golfer-homebuyer (in association with the home purchase) is multiplied by 31.5 homes for the year (see previous paragraph) and then by 43% to reflect the importance of San Pedro Golf Course on the decision of golfer households to purchase a home in the Benson area.

To estimate realtor commissions, a standard 3% figure was used for homebuyers who reported using a real estate agent located in Benson (52.9% of respondents who purchased a home reported using a real estate agent located in Benson). In estimating average spending on realtor commissions, a figure of \$0 was used for homebuyers who did not use a Benson realtor.

Note: The impact of golfer home purchases in the Benson area does not include the home price itself for existing homes but does include construction costs for new homes from Benson homebuilders, as well as remodeling and other construction work.

IMPACTS: GOLFER BENSON-AREA HOMEBUYER SPENDING AT BENSON BUSINESSES	
<b>TOTAL (\$)</b>	<b>769,782</b>
Construction (e.g., new home construction or remodeling, reroofing, etc.) (\$)	636,719
Realtors (\$)	83,916
Retail stores (e.g., new furnishings, appliances, remodeling materials, cleaning supplies, etc.) (\$)	33,053
Home inspections (\$)	6,678
Local moving company (\$)	1,153
Other services (e.g., appraiser, architect, electric, plumbing, well, septic, HVAC, cleaning, etc.) (\$)	8,263

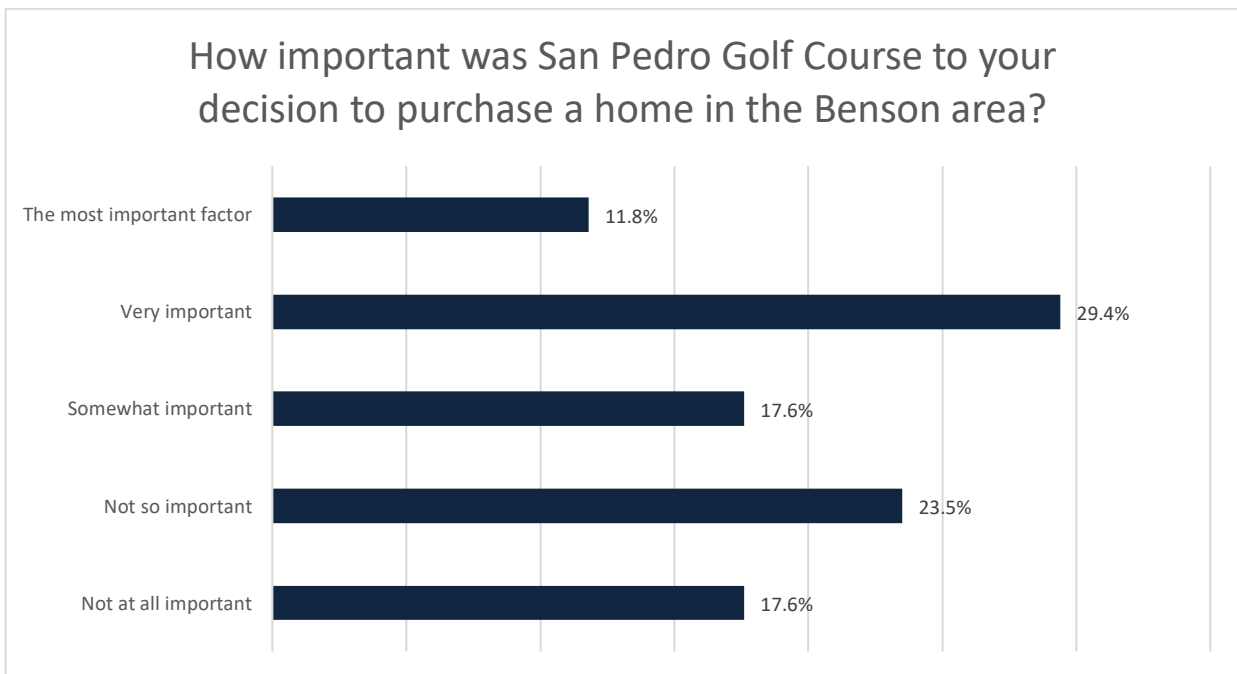




GOLFER HOMEBUYER SPENDING AT BENSON BUSINESSES (AVERAGE PER GOLFER HOMEBUYER HOUSEHOLD)	
<b>TOTAL (\$)</b>	<b>57,225</b>
Construction (e.g., new home construction or remodeling, reroofing, etc.) (\$)	47,333
Realtors (\$)	6,238
Retail stores (e.g., new furnishings, appliances, remodeling materials, cleaning supplies, etc.) (\$)	2,457
Home inspections (\$)	496
Local moving company (\$)	86
Other services (e.g., appraiser, architect, electric, plumbing, well, septic, HVAC, cleaning, etc.) (\$)	614

## HOW IMPORTANT WAS SAN PEDRO GOLF COURSE TO YOUR DECISION TO PURCHASE A HOME IN THE BENSON AREA?

	Share of golfer homebuyers (%)
The most important factor	11.8
Very important	29.4
Somewhat important	17.6
Not so important	23.5
Not at all important	17.6



Note: Share of Benson-area golfer homebuyers

## CONCLUSION

San Pedro Golf Course (including Benson City Grille) brought an estimated \$3.5 million in spending to Benson in FY 2024. That is money spent in Benson that otherwise would not be, if not for the golf course. Seventy-nine percent or \$2.8 million was spent at Benson businesses other than San Pedro Golf Course and Benson City Grille. Industries most impacted were construction, grocery stores, long-term residential rentals, transportation (gasoline, fuel, vehicle maintenance and repairs), retail stores (non-grocery), and restaurants and bars (other than Benson City Grille).

Benson City Grille took in \$184,022 in non-golf-related and non-impact food and beverage revenue in FY 2024, money that likely would have been spent at other Benson food and beverage establishments if not for Benson City Grille. However, that was more than offset by the overall spending impact of the golf course on other Benson restaurants and bars, which was \$258,216 for a net positive impact of \$74,194 (the impact after accounting for local food and beverage business lost to Benson City Grille).

Both resident and visitor golfers would spend less time in Benson if San Pedro Golf Course were to close. Of golfers who are short-term visitors (less than consecutive 30 days), 89% would spend less time in Benson (an average of 5.3 fewer days per year). Thirty-six percent of Benson full-time, part-time, and seasonal residents (30 consecutive days or more) who are golfers report they would spend less time in Benson if San Pedro Golf Course closed, with an overall average decline of 2.7 months per year.

Short-term golfing visitors to the Benson area, including both day visitors and short-term overnights, 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. Industries most impacted were restaurants and bars (other than Benson City Grille), transportation (gasoline, fuel, vehicle maintenance and repairs), short-term rentals (hotels, motels, RV parks, Airbnb, and other lodging), and grocery stores.

Full-time, part-time, and seasonal residents of the Benson area whose duration of stay in the area is impacted by San Pedro Golf Course had a \$1.7 million direct household spending impact on other Benson businesses, tied to San Pedro Golf Course. Industries most impacted were grocery stores, long-term rentals, transportation, retail stores (non-grocery), and restaurants and bars (other than Benson City Grille).

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, tied to San Pedro Golf Course. Industries most impacted were construction, realtors, and retail stores (e.g., new furnishings, appliances, remodeling materials, cleaning supplies, etc.).

## APPENDIX A: SURVEY QUESTIONS

*\* Response required*

### PAGE 1

- \*1. What is the ZIP code of your primary residence? (5 digits only; primary residence is where you live & sleep the most; if outside the United States, enter 99999)
- \* 2. Is your primary residence located within city limits of Benson, Arizona?
- Yes
  - No
  - Don't know
- \* 3. About how many rounds of golf did you play at San Pedro Golf Course in the past year?
- Number of 18-hole rounds (If none, enter 0)
  - Number of 9-hole rounds (If none, enter 0)
- \* 4. About how many golfing days in the past year did you visit Benson City Grille (located at San Pedro Golf Course) for food and/or beverages in conjunction with playing golf? (If none, enter 0)
- \*5. When you visit Benson City Grille in conjunction with playing golf, about how much, on average, do you spend there (each golfing day)? (If expenses are shared, include only your portion; if it does not apply, enter 0) \$
- \* 6. About how many times in the past year did you visit Benson City Grille for food and/or beverages but NOT in conjunction with playing golf? (If none, enter 0)
- \* 7. When you visit Benson City Grille, but NOT in conjunction with playing golf, about how much, on average, do you spend there each time? (If expenses are shared, include only your portion; if it does not apply, enter 0) \$

### PAGE 2

#### Short-term Visitors to Benson

**This page is only for Benson SHORT-TERM VISITORS (less than 30 consecutive days each visit), including DAY VISITORS (visits without spending the night)**

**Scroll down & select 'Next' to SKIP THIS PAGE if you are a full-time, part-time, or seasonal resident of the Benson area (30 consecutive days annually or more). Benson area includes ZIP codes 85602 (Benson), 85609 (Dragoon), 85627 (Pomerene) & 85630 (St. David).**

8. About how many nights did you sleep in the Benson area in the past year? If zero, enter 0
9. If San Pedro Golf Course were to close, about how many nights per year would you sleep in the Benson area? If zero, enter 0
10. About how many days in the past year were you a "day visitor" to Benson (a visit without spending the night)? Do NOT include any day visits that you also spent the night; if zero, enter 0
11. If San Pedro Golf Course were to close, about how many days per year would you be a day visitor to Benson (visit without spending the night)? If zero, enter 0
12. When you visit Benson, about how much, on average, do you spend per day at the following businesses located in Benson? (If zero, enter 0; if expenses are shared, include only your portion; if you do NOT golf at San Pedro Golf Course, SKIP THIS QUESTION)

- Restaurants & bars (other than Benson City Grille) \$
- Hotels, motels, RV parks, Airbnb & other lodging \$
- Grocery stores \$
- Retail stores (non-grocery) \$
- Transportation (gasoline, fuel, vehicle maintenance & repairs) \$
- Arts, entertainment & recreation places (other than San Pedro Golf Course) \$
- Other services \$

13. On days when you visit Benson primarily for food and/or beverages at Benson City Grille (but NOT in conjunction with playing golf), about how much, on average, do you spend per visit at the following other businesses located in Benson? (If zero, enter 0; if expenses are shared, include only your portion; if you do NOT visit Benson City Grille for food and/or beverages at all, or if you visit only in conjunction with playing golf, SKIP THIS QUESTION)

- Grocery stores \$
- Retail stores (non-grocery) \$
- Transportation (gasoline, fuel, vehicle maintenance & repairs) \$
- Other services \$

14. If Benson City Grille were to close, what would you typically do on days you now visit Benson primarily for food and/or beverages at Benson City Grille (NOT in conjunction with playing golf)?

- Does not apply (I do NOT ever visit Benson primarily to go to Benson City Grille)
- I would go to another restaurant/drinking place located in Benson
- I would go to another restaurant/drinking place NOT located in Benson
- I would NOT go to another restaurant/drinking place at all

### PAGE 3

#### Full-time, part-time & seasonal Benson-area residents

**This page is for Benson-area FULL-TIME, PART-TIME, OR SEASONAL RESIDENTS only**

**Scroll down and select 'Next' to SKIP THIS PAGE if you are NOT a full-time, part-time, or seasonal resident of the Benson area (30 consecutive days or more annually). Benson area includes ZIP codes 85602 (Benson), 85609 (Dragoon), 85627 (Pomerene) & 85630 (St. David).**

15. In the past year, about how many months did you reside or stay in the Benson area?

- 1 month
- 2 months
- 3 months
- 4 months
- 5 months
- 6 months
- 7 months
- 8 months
- 9 months
- 10 months
- 11 months
- 12 months

16. If San Pedro Golf Course were to close, about how many months per year would you reside or stay in the Benson area?

- Zero time (I'd neither reside in nor visit Benson)
- Less than 1 month (I'd become a short-term visitor)
- 1 month
- 2 months
- 3 months
- 4 months
- 5 months
- 6 months
- 7 months
- 8 months
- 9 months
- 10 months
- 11 months
- 12 months

17. How many people/golfers are in your Benson-area household (including you)? If none, enter '0'

- Total members of household (including you)
- Number of golfers in household (including you)

18. If you were to stop being a full-time, part-time, or seasonal resident of the Benson area (or if you were to spend less time there), how many total members of your household would be included in that change (including you)?

19. While residing or staying in the Benson area, about how much, on average, does your household spend each month at the following businesses located in Benson? (If zero, enter 0)

- Restaurants and bars (other than Benson City Grille) \$
- Rent (apartment, house, RV space, etc.) \$
- Grocery stores \$
- Retail stores (non-grocery) \$
- Transportation (gasoline, fuel, vehicle maintenance & repairs) \$
- Arts, entertainment, and recreation places (other than San Pedro Golf Course) \$
- Other services \$

PAGE 4

#### **Benson-area homebuyers**

**Complete this page only if you PURCHASED A HOME in the Benson area in the past 3 years**

**Scroll down and select 'Next' to SKIP THIS PAGE if you did NOT purchase a home in the Benson area in the past 3 years. Benson area includes ZIP codes 85602 (Benson), 85609 (Dragoon), 85627 (Pomerene) & 85630 (St. David).**

20. How important was San Pedro Golf Course to your decision to purchase a home in the Benson area?

- The most important factor
- Very important

- Somewhat important
- Not so important
- Not at all important

21. What year did you buy the home?

22. What was the purchase price \$

23. Did you use a realtor located in Benson for the purchase?

- Yes
- No
- Don't know

24. About how much did you spend at businesses located in Benson in association with your home purchase & moving in? If zero, enter 0

- Home inspections \$
- Local moving company \$
- Retail stores (e.g., new furnishings, appliances, remodeling materials, cleaning supplies, etc.) \$
- Construction costs (e.g., new home construction or remodeling, reroofing, etc.) \$
- Other services (e.g., appraiser, architect, electric, plumbing, well, septic, HVAC, cleaning, etc.) \$

PAGE 5

#### DRAWING REGISTRATION

Please enter your name & email address below to be entered in a drawing for one of three prizes: (1) a free round of golf for four w/range balls at San Pedro Golf Course, (2) a \$50 gift certificate for Benson City Grille, or (3) a \$25 gift certificate for Benson City Grille.

25. Only one entry per person (multiple entries per household are ok & encouraged)

- Name
- Email address

## APPENDIX B: PROMOTIONAL EMAIL

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Please take a few moments to participate in our brief survey (typically less than 8 minutes) to help determine the impact of San Pedro Golf Course & Benson City Grille on the economy of Benson, Arizona.

This survey is for anyone who has used San Pedro Golf Course and/or Benson City Grille in the past year. Short-term & day visitors to Benson, as well as full-time, part-time & seasonal residents, are invited to participate.

As a thank you for taking the survey, you'll have the option to enter a drawing for one of three prizes: (1) a free round of golf for four w/range balls at San Pedro Golf Course, (2) a \$50 gift certificate for Benson City Grille, or (3) a \$25 gift certificate for Benson City Grille.

[Take the survey](#)



## APPENDIX C: NOTES ON SURVEY SAMPLE SIZE, MARGINS OF ERROR, AND CONFIDENCE LEVELS

### OVERALL USERS OF SAN PEDRO GOLF COURSE

Estimated population (N): 1,020

Sample size (n): 260

Margin of error:

- 95% confidence level: +/- 5%
  - 90% confidence level: +/- 4%
- 

### SUBGROUPS

#### **Golfers**

Estimated population (N): 852

Sample size (n): 217

Margin of error:

- 95% confidence level: +/- 6%
- 90% confidence level: +/- 5%

#### **Golfer full-time, part-time and seasonal Benson-area residents (30 or more consecutive days in past year)**

Estimated population (N): 462

Sample size (n): 83

Margin of error:

- 95% confidence level: +/- 10%
- 90% confidence level: +/- 8%

#### **Golfer full-time, part-time and seasonal Benson-area households**

Estimated population (N): 221

Estimated sample size (n): 40

Margin of error:

- 95% confidence level: +/- 14%
- 90% confidence level: +/- 12%

#### **Benson-area golfer homebuyer households (3- year period)**

Estimated population (N): 95

Estimated sample size (n): 17

Margin of error:

- 95% confidence level: +/- 22%
- 90% confidence level: +/- 18%

#### **Golfer short-term visitors (less than 30 consecutive days in past year)**

Estimated population (N): 390

Sample size (n): 70

Margin of error:

- 95% confidence level: +/- 11%
- 90% confidence level: +/- 9%

#### **Non-golfer users of Benson City Grille**

Estimated population (N): 168

Sample size (n): 43

Margin of error:

- 95% confidence level: +/- 13%
- 90% confidence level: +/- 11%