ECONOMIC AND MEDIA CONTRIBUTION UPON PINELLAS COUNTY, FLORIDA

RESEARCH CONDUCTED BY:

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NIELSEN SPORTS; SCOTT HOROWITZ & GEORGINA WEBB
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INTRODUCTION

Background

• The Toronto Blue Jays are the only Major League Baseball (MLB) franchise located in Canada.
• The Toronto Blue Jays have held Spring Training (and have housed their U.S. operations) in Dunedin, Pinellas County, Florida since the team’s inception in 1977.
• The team’s current Facility Use Agreement comes to an end in 2017.
• The MLB Spring Training period officially takes place over a six (6) week time period during February and March each year; however, media coverage and Canadian fan attention on the team’s Florida activities begins much earlier.
• In contemplation of possible renovations to the Spring Training stadium and training facilities used by the Toronto Blue Jays, Bonn Marketing and Nielsen Sports have collaborated to analyze and communicate the economic contribution and media impact the Toronto Blue Jays have had upon Pinellas County, Florida.
INTRODUCTION (CONT.)

Background

• Included in this report are the following data and analyses:

I. Factual Toronto Blue Jays data regarding the organization’s average annual direct spending in the local community, along with an analysis of the full economic contribution resulting from such spending.

II. Economic impact of the Toronto Blue Jays Spring Training, which analysis highlights the very substantial financial inflows from visitation within Pinellas County.

III. Nielsen Sports’ media analysis of the value received by St. Petersburg-Clearwater, Dunedin and wider Pinellas County via the following:
   - Canadian television broadcasts of Toronto Blue Jays Spring Training Games
   - Peripheral television programming in Canada and the United States
   - Canadian and US online media outlets
   - Toronto Blue Jays social media channels
INTRODUCTION

Key Findings

SECTION I: ANNUAL ECONOMIC CONTRIBUTION OF THE TORONTO BLUE JAYS’ FLORIDA BUSINESS OPERATIONS

A – TORONTO BLUE JAYS ANNUAL DIRECT SPENDING IN PINELLAS COUNTY
• $1.5 Million in Accommodations Spending
• $4.2 Million in Employee Compensation (Locally-Based Employees)
• $3.5 Million in Other Direct Expenditures
• $175,000 in Sponsorship and Community Relations

B – ANNUAL ECONOMIC IMPACT FROM TORONTO BLUE JAYS SPENDING IN PINELLAS COUNTY
• $21.4 Million Overall Total Economic Contribution
• $10.9 Million in Labor Income
• 214 Jobs Created/Supported
INTRODUCTION
Key Findings

SECTION II: ECONOMIC IMPACT OF THE 2016 TORONTO BLUE JAYS SPRING TRAINING SEASON

• 72,652 in paid attendance during the 2016 Spring Training Season
• Over 55% of all 2016 Toronto Blue Jays Spring Training attendees resided outside of Florida
• 79% of all 2016 Toronto Blue Jays Spring Training attendees resided outside of Pinellas County
• 24,862 hotel room nights were generated during six weeks by Toronto Blue Jays Spring Training game attendees
• $70.6 Million in Total Spending brought to Pinellas County by Toronto Blue Jays Spring Training in 2016
  o $39 Million in Direct Spending
  o $28.4 Million in Labor impact
  o 799 jobs created/supported
INTRODUCTION

Key Findings

SECTION III: MEDIA VALUE DELIVERED TO DUNEDIN AND PINELLAS COUNTY, FL. BY THE TORONTO BLUE JAYS

Pinellas County and Dunedin received $5 Million in total media value as a result of being the host City and County for Toronto Blue Jays Spring Training and other Florida Operations, which media value was comprised of:

TV Broadcast
• $631,944 in TV broadcast exposure for Dunedin and Pinellas County during national Canadian broadcasts of Blue Jays Spring Training games (in the form of visual and verbal mentions, local imagery and video incorporated into the broadcasts and in-stadium signage shown on-screen)

Note: Average viewership for Blue Jays’ spring training games in Canada is 2X+ greater than the average MLB team’s viewership in the US Market.

• $248,004 in earned verbal mentions during news and sports highlights television shows in Canada and the United States
INTRODUCTION

Key Findings

SECTION III: MEDIA VALUE DELIVERED TO DUNEDIN AND PINELLAS COUNTY, FL. BY THE TORONTO BLUE JAYS (CONT.)

Online and Social Media

- $2.1 Million in online media value in Canada and the United States
  - Note: Earned media reach garnered 572 Million impressions for online content, based on average daily viewership provided by Meltwater News

- $2 Million in social media engagement value from Toronto Blue Jays posts across Twitter, Instagram, and Facebook
INTRODUCTION

Overall Valuation

<table>
<thead>
<tr>
<th></th>
<th>Average Year</th>
<th>25 Year Projection (straight line)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Contribution from <em>Toronto Blue Jays</em>’ Spending</td>
<td>$21.4 Million</td>
<td>$534.4 Million</td>
</tr>
<tr>
<td>2016 Spring Training Total Economic Contribution</td>
<td>$70.6 Million</td>
<td>$1.7 Billion</td>
</tr>
<tr>
<td>Media Exposure</td>
<td>$5 Million</td>
<td>$124.2 Million</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$97 Million</strong></td>
<td><strong>$2.4 Billion</strong></td>
</tr>
<tr>
<td>Number of Room Nights</td>
<td>24,862</td>
<td>621,550</td>
</tr>
<tr>
<td><em>Toronto Blue Jays</em> Direct Spending</td>
<td>$9.4 Million</td>
<td>$235 Million</td>
</tr>
</tbody>
</table>

Source: Bonn Marketing, Nielsen Sports, and *Toronto Blue Jays*. Data presented may be rounded. 25 Year Projection (straight line) calculated by multiplying Average Year data (rounded) by 25.
ANNUAL CONTRIBUTION FROM THE
TORONTO BLUE JAYS’
FLORIDA BUSINESS OPERATION

- Annual Accommodations Spending in Pinellas County, Fl.
- Employment Compensation (Locally-Based Employees)
- Sponsorship and Community Relations
- Other Direct Spending in Pinellas County, Fl.

All values are represented in USD
TORONTO BLUE JAYS:
ANNUAL AVERAGE DIRECT SPENDING
PINELLAS COUNTY, FL.

$9.4 Million

$175,000
$1.5 Million
$3.5 Million
$4.2 Million

Sponsorship
Community Relations
Accommodations
Primary Spending
Employee Compensation
Total

1 Includes in-stadium fundraising, direct money donations and in-kind contributions
2 Includes all other direct expenditures, for example, taxes, capital expenses, transportation, medical services, utilities, advertising, and promotions.

Source: Toronto Blue Jays. Data Presented may be rounded.
AVERAGE ANNUAL ECONOMIC CONTRIBUTION FROM TORONTO BLUE JAYS’ SPENDING IN PINELLAS COUNTY, FL.

- Direct Spending: $9.4 Million
- Labor Income: $10.9 Million
- Total Economic Contribution: $21.4 Million
- Full/Part-Time Jobs: 214

Source: Toronto Blue Jays and Bonna Marketing. Data presented may be rounded.
ECONOMIC IMPACT OF THE 2016 Toronto Blue Jays SPRING TRAINING SEASON

- Key Findings
- Executive Summary
- Per Party Per Day Spending
- Economic Contribution

All values are represented in USD
KEY FINDINGS:
2016 TORONTO BLUE JAYS MLB SPRING TRAINING

$70.6 Million
Total economic contribution attributed to visitor spending during the 2016 Toronto Blue Jays MLB Spring Training Season

$28.4 Million
Labor income to the county; $17.1 Million from visitors stating their primary purpose was to attend Toronto Blue Jays Spring Training games

799 Jobs
Full/Part-time jobs supported by total visitor spending during 2016 (552 jobs from direct visitor spending)

$481.61
Per Party Per Day spent by out of state visitors primarily travelling for Spring Training

7.4
Average # of nights spent in Pinellas County, FL by out of state visitors primarily travelling for Spring Training

24,862
Numbers of Room Nights generated by out of state visitors during a six week period attending Blue Jays MLB Spring Training games.

Source: Dome Market. Data presented may be rounded.
ECONOMIC IMPACT: EXECUTIVE SUMMARY

Total Attendance: 72,652
(Non-County Attendance: 57,395)

Visitor Origin

Out of State: Spring Training 32.4%
Out of State: Other 26.1%
Non-County: Spring Training 14.2%
Non-County: Other 6.3%

Trip Purpose

% of Total Attendance

# Nights 7.4 7.9 0.8 0.6
# People 3.3 3.5 3.1 3.6
Per Party Per Day: $481.60 $419.04 $196.81 $314.90
Per Day $25.4 Million $17.9 Million $541,519 $240,220
Direct Spending $27.5 Million $27.5 Million $923,231 $421,360
Total Expenditure $41.8 Million $27.5 Million $923,231 $421,360

Direct Spending (All Groups) $44.1 Million
Total Expenditure (All Groups) $70.6 Million

Source: Born Marketing. Data presented may be rounded.
PER PARTY PER DAY SPENDING BY GROUP

Source: Bonn Marketing
ECONOMIC CONTRIBUTION PER GROUP

Out of State: Spring Training

TOTAL IMPACT: $41.8 Million

Out of State: Other

TOTAL IMPACT: $27.5 Million

471 Employed

313 Employed

Source: Bomb Marketing. Data presented may be rounded.
ECONOMIC CONTRIBUTION PER GROUP

Non-County: Spring Training

TOTAL IMPACT: $923,231

Non-County: Other

TOTAL IMPACT: $421,360

Source: Bunn Marketing. Data may be rounded.
MEDIA VALUE DELIVERED TO DUNEDIN AND PINELLAS COUNTY, FL. BY THE TORONTO BLUE JAYS

- 2015 Spring Training Broadcast Exposure
- 2015 Online Earned Media
- 2016 Social Media Engagement Value
- 2016 Earned Verbal Mentions during news and sports highlights shows in Canada and the United States

All values are represented in USD
HOW TO INTERPRET NIELSEN SPORTS DATA

<table>
<thead>
<tr>
<th>Property</th>
<th>Exposures</th>
<th>Duration</th>
<th>100% Media Equivalency</th>
<th>QI Media Value</th>
<th>QI Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Static Dugout Wall</td>
<td>122</td>
<td>558</td>
<td>$109,452</td>
<td>$23,504</td>
<td>21.47</td>
</tr>
<tr>
<td>Static Dugout Roof</td>
<td>98</td>
<td>451</td>
<td>$88,464</td>
<td>$16,707</td>
<td>18.89</td>
</tr>
<tr>
<td>Total</td>
<td>220</td>
<td>1,009</td>
<td>$197,915</td>
<td>$40,211</td>
<td></td>
</tr>
</tbody>
</table>

QI MEASUREMENTS

1. **SIZE OF THE LOGO**
   QI methodology provides a higher valuation weighting for brand exposures that appear larger on screen and have a greater level of impact on the viewer.

2. **LOCATION OF THE LOGO**
   QI methodology provides a higher valuation weighting for brand exposures that occur in the middle 50% of the screen where the broadcast is focused.

3. **DURATION OF EXPOSURE**
   QI methodology provides a higher valuation weighting for brands that appear on screen for longer periods of time.

4. **MULTIPLE BRAND HITS**
   QI methodology provides a higher valuation weighting for brand exposures where multiple brand hits occur.

Source: Nielsen Sports
KEY FINDINGS

$5 Million

Total amount of discounted media value that Dunedin and the wider Pinellas County earns during Spring Training television broadcasts in Canada as well as online, social media and through earned mentions in peripheral programming across North America.

$124.2 Million

Should the Blue Jays continue to hold Spring Training in Dunedin for 25 years beyond the 2017 season, the earned media value generated for the benefit of Pinellas County over that period would contribute $124.2 Million.

205,000

As the only Major League Baseball team in Canada, the Blue Jays have very strong viewership numbers for Spring Training. The team’s average viewership per game of 205,000 is 2X+ higher than the average US team’s audience on ESPN and MLB Network (Person’s 18+).

WHAT'S INCLUDED:
The following valuation is measuring the exposure of Dunedin, St. Petersburg-Clearwater and wider Pinellas County through dedicated game coverage on TV in Canada and through editorial mentions within US and Canadian online media, verbal mentions during sports and news television programming in the US and Canada, and across the Toronto Blue Jays’ social media channels (Twitter, Facebook, and Instagram). Not included in the valuation are any additional exposure opportunities through peripheral broadcasts (Sports News and highlights programming), Print exposure or Radio exposure (such as Toronto Blue Jays Spring Training radio broadcasts in Canada).
Toronto Blue Jays Spring Training Broadcast Exposure: 2015/2016

Media value for Dunedin and wider Pinellas County

$5 Million
TOTAL VALUE

2,605
EXPOSURES

6 HRS 2 MIN 44 SEC
VISIBILITY

$2.5 Million
100% MEDIA EQUIVALENCY

$631,944
QIMV VALUE**

$2.1 Million
ONLINE MEDIA VALUE

$2 Million
SOCIAL MEDIA VALUE

$248,004
EARNED VERBAL MENTIONS

BRANDS BY QIMV (GAME BROADCAST)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dunedin</td>
<td>$474,674</td>
</tr>
<tr>
<td>Davenport</td>
<td>$117,866</td>
</tr>
<tr>
<td>Florida</td>
<td>$36,113</td>
</tr>
<tr>
<td>St. Petersburg/Clearwater</td>
<td>$3,291</td>
</tr>
</tbody>
</table>

TOTAL QIMV BY MEDIA

- TV: 5%
- Online: 13%
- Social Media: 39%
- Verbal Mentions: 43%

$631,944

$2.1 Million

$2 Million

$248,004

TOTAL QMV BY ASSET (GAME BROADCAST)

- Static Board Home Plate: $470,921
- Verbal Mention*: $81,331
- Postcard Shot: $71,940
- Static Board Outfield Wall: $5,559
- TVG! Text: $2,187

*Verbal Mentions are of specific on-field call-outs and are each valued at 4 seconds of full exposure. While certain Blue Jays game broadcasts and other television coverage may contain longer discussions of Dunedin/Pinellas County, local weather and other matters, Nielsen Sports does not track continued conversation about same or apply any contextual uplifts in its methodology.

Source: Nielsen Sports
CANADIAN TELEVISION BROADCAST EXPOSURE
Media value for Dunedin and wider Pinellas County

QI MV BY BRAND

$474,674, 75%
$117,866, 19%
$36,113, 6%
$3,291, 0%

Source: Nielsen Sports
2015 TORONTO BLUE JAYS SPRING TRAINING TELEVISION BROADCAST EXPOSURE

Detroit Tigers game was rained out, explaining the lower visibility, viewership and value.

Source: Nielsen Sports
SAMPLE IMAGES

Static Board - Field Level Home Plate

Static Board - Outfield Wall

Postcard

Static Board - Outfield Wall

Static Board - Outfield Wall

TVGI - Text

Source: Nielsen Sports

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ONLINE EARNED MEDIA EXPOSURE VALUE

9,860 ARTICLES
$2.1 Million DISCOUNTED MEDIA VALUE
571.7 Million REACH

Blue Jays announce 2016 home spring training schedule

The Toronto Blue Jays will play 50 home games in Dunedin, Fla., next spring, starting with a contest against the Philadelphia Phillies March 2.

The Blue Jays will wrap up their spring schedule with two games in Montreal against the Boston Red Sox in addition to the 16 games at Florida Auto Exchange Stadium.

TOP 5 SOURCES BY VALUE

76% of value from Canadian sources come from the 22 articles on msn.ca

Number of Articles from that news outlet

2016 SOCIAL MEDIA ENGAGEMENT VALUE

TOTAL Q1 MEDIA VALUE
$2 Million

MOST VALUED PLATFORM
$1.2 Million

VOLUME OF EXPOSURE POSTS BY PLATFORM

<table>
<thead>
<tr>
<th>Platform</th>
<th>Exposure Posts</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>$1.2 Million</td>
<td>$7,482</td>
</tr>
<tr>
<td>Facebook</td>
<td>$479,576</td>
<td>$1,886</td>
</tr>
<tr>
<td>Instagram</td>
<td>$299,025</td>
<td>$155</td>
</tr>
</tbody>
</table>

Source: Nielsen Sports
## SOCIAL MEDIA ENGAGEMENT VALUE

<table>
<thead>
<tr>
<th>Media Value</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1.2 Million</strong></td>
<td><strong>76,969</strong></td>
<td><strong>238,756</strong></td>
<td><strong>1.3 Million</strong></td>
</tr>
<tr>
<td><strong>$481,462</strong></td>
<td><strong>27,488</strong></td>
<td><strong>34,942</strong></td>
<td><strong>11,296</strong></td>
</tr>
<tr>
<td><strong>$299,179</strong></td>
<td><strong>1,195</strong></td>
<td><strong>5,810</strong></td>
<td><strong>83,200</strong></td>
</tr>
<tr>
<td>Likes</td>
<td>Shares</td>
<td>Comments</td>
<td>Video Views</td>
</tr>
</tbody>
</table>

**Video Views**

- Twitter: 29,620
- Facebook: 1.7 Million

Source: Nimble Sports
EARNED VERBAL MENTIONS (TV ONLY)

3,881
ON AIR MENTIONS

$248,004
MEDIA VALUE

SHARE OF VALUE

53%
CANADA

47%
USA

GRAPEFRUIT LEAGUE

METS
BLUE JAYS
YANKEES
NATIONALS

1
3
0
7

Mentions
Value

$...

$...

\(<>) Elsewhere in the Grapefruit League, the Mets took on the Blue Jays in Dunedin this afternoon. Bartolo Colon gave up three hits and struck out six over six innings. Patrick
TOP 5 NETWORKS BY VALUE

Source: i2 Media; January 1, 2015 – April 6, 2016

# Number of Mentions on that network
APPENDIX

- Economic Impact Methodology
- Economic Impact Glossary
- Economic Impact Summary Table
- Florida Non County Attendees; Primary Trip Purpose: Spring Training
- Out of State Attendees; Primary Trip Purpose: Spring Training
- Florida Non County Attendees; Primary Trip Purpose: Other
- Out of State Attendees; Primary Trip Purpose: Other
- Economic Impact Expenditure Table
- Canadian TV Broadcast Exposure Table
ECONOMIC IMPACT METHODOLOGY

Economic Impact Analysis Using IMPLAN

The IMPLAN program was used to assess the economic contribution of spending by the Toronto Blue Jays upon Pinellas County. The IMPLAN program is widely accepted by researchers because it uses multipliers for specific outputs to estimate the impact that spending generates upon labor income and employment. Many federal and state agencies have adopted the IMPLAN model for their economic analysis. These agencies include but are not limited to the following: Bureau of Economic Analysis, United States Department of Agriculture (USDA), U.S. Forest Service, Florida Labor Market Statistics, Florida Department of Environmental Protection, and many other similar agencies in Florida and throughout the country.

IMPLAN uses a methodology based upon the application of various multipliers to calculate specific multipliers for output, labor income, and employment individually. Data are collected for 528 distinct industry sectors at the national, state and local economic levels. IMPLAN captures direct, indirect and induced effects on output, labor income and employment in all industries comprising local economies. The strength of the IMPLAN multiplier is the integration of the input-output table within its software program with a set of accounts (e.g., sectors, household, government, capital) to represent the complete set of revenue and income flows between production, income, consumption, investment, and trade. Thus, the multipliers are dynamic and fluctuating and have to be calculated for each economic impact analysis.

The economic impact involving spending by the Toronto Blue Jays organization related to Pinellas County was calculated using IMPLAN and documents that the total impact on output (Direct + Indirect + Induced) related to the Toronto Blue Jays spending information reported in this study is $21.4 million. Another $70.6 million was generated as a result of Blue Jays Spring Training-generated visitor spending during the 2016 Spring Training Season, bringing the annual total of economic impact of the two components to $92 million.
ECONOMIC IMPACT METHODOLOGY

Economic Impact Analysis Using IMPLAN

IMPLAN uses employee compensation (i.e., wage and salary payments as well as benefits, including health and life insurance, retirement payments and other non-cash compensation) and proprietor’s incomes when calculating the impact of labor income. Total labor income generated by those Pinellas County residents related to employee compensation received through direct spending by the Toronto Blue Jays was estimated at $7.09 million and supported an estimated total of 135.8 new full-and part-time employees in the area.

The total output multiplier (Direct + Indirect + Induced Impacts/Direct Impact) related to employee compensation is 1.57. That is, dollars spent by the Toronto Blue Jays associated with employee contributions turn over 1.57 times on average, to the total value of output in all sectors in Pinellas County. The total labor income multiplier for Pinellas County is 1.53. This means for every dollar change in income related to the Toronto Blue Jays spending, it will produce a total income change of $1.53 in the local economy. Finally, the total employment multiplier for the region is 1.58. It indicates that the creation of one new direct job related to spending by the Toronto Blue Jays results in a total of 1.58 jobs in the local economy.
GLOSSARY OF ECONOMIC IMPACT TERMS

Direct effect: production changes associated with changes in demand for the good itself; it is an initial impact on the economy.

Employee compensation: wage and salary payments as well as benefits, including health and life insurance, retirement payments and other non-cash compensation.

Employment multiplier: for every million dollar change in final-demand spending (direct output), the change in employment (jobs).

Indirect effect: the secondary impact caused by changing input needs of directly affected industries (e.g., additional input purchases to produce additional output).

Induced effect: caused by changes in household spending due to the additional employment generated by direct and indirect effects.

Labor income: consists of employee compensation and proprietary income.

Labor income multiplier: for every dollar change in final-demand spending (direct output), the change in income received by households.

Output: industry output is a measure of the value of goods and services produced in the study area.

Output multiplier: An output multiplier for a sector is defined as the total production in all sectors of the economy that is necessary to satisfy a dollar's worth of final demand for that sector's output (Miller and Blair, 1985). In other words, every dollar change in final-demand spending (direct output) changes the total value of output in all sectors.

Proprietary income: consists of payments received by self-employed individuals as income. This includes income received by private business owners, doctors, lawyers and so forth.

Source: Born Marketing
GLOSSARY OF MEDIA EXPOSURE TERMS

NUMBER OF EXPOSURES (NUMBER)
The number of exposures a property generates is the number of independent sequences of exposure a brand-property combination generates. In regards to its usefulness in analysis, it can be used to assess the number of times a signage point is seen uniquely.

SUM OF DURATION ON SCREEN (SECONDS)
Duration on screen is probably the most common comparative used as it is a pure measure. There are no external factors such as audience, cost per thousand, or the quality of location in play. It is suitable in assessing pure exposure capture for share of voice within a shared property such as LED Signage, or if looking at a specific property year on year where a logo or setup may have changed.

AVERAGE EXPOSURE DURATION (SECONDS)
The average exposure duration gives a snapshot view of the average duration on screen per exposure for a property.
Average exposure size (% of total screen size)
The average exposure size represents the average size on screen for the hits collected for each exposure. It can give a basic view on hit size for a property.

100% MEDIA EQUIVALENCY
100% media equivalency brings an added layer of audience and cost per thousand on top of the duration comparison. It is suitable if an analysis is needed where weight of exposure (duration), and the audience and cost per thousand is factored in, but the quality or impact of the exposure is not.

QI MEDIA VALUE
This is the most common method of comparison as it comprises all elements of the equation – weight of exposure, audience, cost per thousand, and quality of the exposure (QI media value). This is the best method for overall appraisals of sponsorships and inventory, particularly in comparison to investment.

QI SCORE
QI Score is an excellent comparison of the actual exposure quality and impact between and logos and properties. If the QI Score is devised for an overall sponsorship, it can act as a guide on which a mix of properties is the optimum from a pure quality and impact perspective, not counting weight of exposure, audience, or cost per thousand.

SCREEN LOCATION
Screen location can be used to make an assessment of the location of the hits on screen. Location A is the center of the screen.
Location B is the cumulative figure for hit in location B, C, D and E

ONLINE MEDIA REACH
Aggregated number of average daily visitors across the sites with Blue Jays coverage in Pinellas County.

Source: Nielsen Sports
# 2016 TORONTO BLUE JAYS

## Spring Training Economic Impact Summary Table

<table>
<thead>
<tr>
<th>2016 Toronto Blue Jays Spring Training Update</th>
<th>Attendance Numbers</th>
<th>%</th>
<th>Average Length of Stay</th>
<th>Average Party Size</th>
<th>Average $ Per Party Per Day</th>
<th>Direct Spending</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida, In-County Attendees: Primary Trip Purpose: All</td>
<td>15,257</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florida, Non-County Attendees: Primary Trip Purpose: Spring Training</td>
<td>10,317</td>
<td>14.2%</td>
<td>0.8</td>
<td>3.1</td>
<td>$196.81</td>
<td>$541,519</td>
<td>$923,231</td>
</tr>
<tr>
<td>Out of State Attendees: Primary Trip Purpose: Spring Training</td>
<td>23,539</td>
<td>32.4%</td>
<td>7.4</td>
<td>3.3</td>
<td>$481.61</td>
<td>$25,421,774</td>
<td>$41,807,684</td>
</tr>
<tr>
<td>Florida, Non-County Attendees: Primary Trip Purpose: Other</td>
<td>4,577</td>
<td>6.3%</td>
<td>0.6</td>
<td>3.6</td>
<td>$314.90</td>
<td>$240,220</td>
<td>$421,360</td>
</tr>
<tr>
<td>Out of State Attendees: Primary Trip Purpose: Other</td>
<td>18,962</td>
<td>26.1%</td>
<td>7.9</td>
<td>3.5</td>
<td>$419.04</td>
<td>$17,935,051</td>
<td>$27,508,672</td>
</tr>
</tbody>
</table>

| Total | 72,652 | 100% |                        |                   |                            | $44,138,564    | $70,660,948   |

Source: Born Marketing. Data presented may be rounded.
2016 TORONTO BLUE JAYS
Florida, Non-County Attendees; Primary Trip Purpose: Spring Training

<table>
<thead>
<tr>
<th>Florida, Non-County Attendees; Primary Trip Purpose: Spring Training</th>
<th>Average $ Per Party Per Day</th>
<th>Percent by Category</th>
<th>Direct Spending</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$29.40</td>
<td>14.9%</td>
<td>$78,272.92</td>
<td>$137,914.70</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>$59.66</td>
<td>30.31%</td>
<td>$158,835.46</td>
<td>$279,863.63</td>
</tr>
<tr>
<td>Grocery</td>
<td>$14.14</td>
<td>7.2%</td>
<td>$37,645.55</td>
<td>$66,330.40</td>
</tr>
<tr>
<td>Admission</td>
<td>$50.02</td>
<td>25.4%</td>
<td>$133,170.46</td>
<td>$234,642.62</td>
</tr>
<tr>
<td>Golf</td>
<td>$0.00</td>
<td>0.0%</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Museums</td>
<td>$0.35</td>
<td>3.4%</td>
<td>$18,474.74</td>
<td>$1,641.84</td>
</tr>
<tr>
<td>Evening</td>
<td>$13.39</td>
<td>6.8%</td>
<td>$35,648.79</td>
<td>$62,812.17</td>
</tr>
<tr>
<td>Transportation</td>
<td>$22.13</td>
<td>11.2%</td>
<td>$58,917.68</td>
<td>$103,811.30</td>
</tr>
<tr>
<td>Shopping</td>
<td>$7.68</td>
<td>3.9%</td>
<td>$20,446.80</td>
<td>$36,026.70</td>
</tr>
<tr>
<td>Other</td>
<td>$0.04</td>
<td>0.0%</td>
<td>$106.49</td>
<td>$187.64</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$196.81</strong></td>
<td><strong>100%</strong></td>
<td><strong>$541,518.90</strong></td>
<td><strong>$923,231.00</strong></td>
</tr>
</tbody>
</table>

Source: Bonn Marketing. Data presented may be rounded.
## 2016 TORONTO BLUE JAYS
Out of State Attendees; Primary Trip Purpose: Spring Training

<table>
<thead>
<tr>
<th>Out of State Attendees; Primary Trip Purpose: Spring Training</th>
<th>Average $ Per Party Per Day</th>
<th>Percent by Category</th>
<th>Direct Spending</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$133.40</td>
<td>27.70%</td>
<td>$7,041,516.38</td>
<td>$11,580,210.22</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>$91.02</td>
<td>18.90%</td>
<td>$4,804,488.91</td>
<td>$7,901,279.87</td>
</tr>
<tr>
<td>Grocery</td>
<td>$28.34</td>
<td>5.88%</td>
<td>$1,495,926.34</td>
<td>$2,460,143.61</td>
</tr>
<tr>
<td>Admission</td>
<td>$80.12</td>
<td>16.64%</td>
<td>$4,229,132.63</td>
<td>$6,955,070.79</td>
</tr>
<tr>
<td>Golf</td>
<td>$14.76</td>
<td>3.06%</td>
<td>$779,106.31</td>
<td>$1,281,288.63</td>
</tr>
<tr>
<td>Museums</td>
<td>$0.20</td>
<td>0.04%</td>
<td>$10,557.00</td>
<td>$17,361.63</td>
</tr>
<tr>
<td>Evening</td>
<td>$41.54</td>
<td>8.63%</td>
<td>$2,192,688.08</td>
<td>$3,606,011.49</td>
</tr>
<tr>
<td>Transportation</td>
<td>$51.14</td>
<td>10.62%</td>
<td>$2,699,423.90</td>
<td>$4,439,369.95</td>
</tr>
<tr>
<td>Shopping</td>
<td>$40.52</td>
<td>8.41%</td>
<td>$2,138,847.40</td>
<td>$3,517,467.15</td>
</tr>
<tr>
<td>Other</td>
<td>$0.57</td>
<td>0.12%</td>
<td>$30,087.44</td>
<td>$49,480.66</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$481.61</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>$25,421,774.39</strong></td>
<td><strong>$41,807,684</strong></td>
</tr>
</tbody>
</table>

Source: Born Marketing; Data presented may be rounded.
# 2016 Toronto Blue Jays

**Florida, Non-County Attendees; Primary Trip Purpose: Other**

<table>
<thead>
<tr>
<th>Florida, Non-County Attendees; Primary Trip Purpose: Other</th>
<th>Average $ Per Party Per Day</th>
<th>Percent by Category</th>
<th>Direct Spending</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$100.18</td>
<td>31.8%</td>
<td>$76,421.91</td>
<td>$134,048.41</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>$87.23</td>
<td>27.7%</td>
<td>$66,543.06</td>
<td>$116,720.33</td>
</tr>
<tr>
<td>Grocery</td>
<td>$10.25</td>
<td>3.3%</td>
<td>$7,819.17</td>
<td>$13,715.27</td>
</tr>
<tr>
<td>Admission</td>
<td>$50.21</td>
<td>15.9%</td>
<td>$38,302.50</td>
<td>$67,184.77</td>
</tr>
<tr>
<td>Golf</td>
<td>$2.53</td>
<td>0.8%</td>
<td>$1,930.00</td>
<td>$3,385.33</td>
</tr>
<tr>
<td>Museums</td>
<td>$9.77</td>
<td>3.1%</td>
<td>$7,453.01</td>
<td>$13,073.00</td>
</tr>
<tr>
<td>Evening</td>
<td>$10.59</td>
<td>3.4%</td>
<td>$8,078.54</td>
<td>$14,170.22</td>
</tr>
<tr>
<td>Transportation</td>
<td>$42.67</td>
<td>13.6%</td>
<td>$32,550.64</td>
<td>$57,095.68</td>
</tr>
<tr>
<td>Shopping</td>
<td>$1.45</td>
<td>0.5%</td>
<td>$1,106.13</td>
<td>$1,940.21</td>
</tr>
<tr>
<td>Other</td>
<td>$0.02</td>
<td>0.0%</td>
<td>15,256.92</td>
<td>$26.76</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$314.90</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>$240,220.21</strong></td>
<td><strong>$421,360</strong></td>
</tr>
</tbody>
</table>

Source: BMM Marketing. Data presented may be rounded.
# 2016 TORONTO BLUE JAYS

Out of State Attendees; Primary Trip Purpose: Other

<table>
<thead>
<tr>
<th>Out of State Attendees; Primary Trip Purpose: Other</th>
<th>Average $ Per Party Per Day</th>
<th>Percent by Category</th>
<th>Direct Spending</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$66.23</td>
<td>15.8%</td>
<td>$2,834,665.93</td>
<td>$4,347,793.40</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>$82.45</td>
<td>19.7%</td>
<td>$3,528,887.30</td>
<td>$5,412,585.93</td>
</tr>
<tr>
<td>Grocery</td>
<td>$39.12</td>
<td>9.3%</td>
<td>$1,674,348.95</td>
<td>$2,568,106.26</td>
</tr>
<tr>
<td>Admission</td>
<td>$70.78</td>
<td>16.9%</td>
<td>$3,029,407.43</td>
<td>$4,646,486.74</td>
</tr>
<tr>
<td>Golf</td>
<td>$8.22</td>
<td>2.0%</td>
<td>$351,818.72</td>
<td>$539,617.42</td>
</tr>
<tr>
<td>Museums</td>
<td>$1.67</td>
<td>0.4%</td>
<td>$71,476.55</td>
<td>$109,630.30</td>
</tr>
<tr>
<td>Evening</td>
<td>$21.03</td>
<td>5.0%</td>
<td>$900,090.96</td>
<td>$1,380,554.06</td>
</tr>
<tr>
<td>Transportation</td>
<td>$61.85</td>
<td>14.8%</td>
<td>$2,647,200.48</td>
<td>$4,060,260.03</td>
</tr>
<tr>
<td>Shopping</td>
<td>$67.40</td>
<td>16.1%</td>
<td>$2,884,742.32</td>
<td>$4,424,600.26</td>
</tr>
<tr>
<td>Other</td>
<td>$0.29</td>
<td>0.1%</td>
<td>$12,412.10</td>
<td>$19,037.60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$419.04</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>$17,935,050.74</strong></td>
<td><strong>$27,508,672</strong></td>
</tr>
</tbody>
</table>

Source: Ronn Marketing. Data presented may be rounded.
# 2016 Toronto Blue Jays Spring Training Overall Economic Impact

<table>
<thead>
<tr>
<th>2016 Toronto Blue Jays Spring Training Update</th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Output</strong></td>
<td>$505,076</td>
<td>$211,294</td>
<td>$206,861</td>
<td>$923,231</td>
<td>1.83</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$213,263</td>
<td>$79,467</td>
<td>$75,311</td>
<td>$368,042</td>
<td>1.73</td>
</tr>
<tr>
<td>Employment</td>
<td>7.1</td>
<td>1.6</td>
<td>1.7</td>
<td>10.3</td>
<td>1.45</td>
</tr>
<tr>
<td>Employee Compensation</td>
<td>$195,075</td>
<td>$69,555</td>
<td>$67,131</td>
<td>$331,761</td>
<td>1.70</td>
</tr>
<tr>
<td>Proprietor Income</td>
<td>$18,188</td>
<td>$9,912</td>
<td>$8,181</td>
<td>$36,281</td>
<td>1.99</td>
</tr>
<tr>
<td><strong>Output</strong></td>
<td>$23,148,263</td>
<td>$9,228,530</td>
<td>$9,430,890</td>
<td>$41,807,684</td>
<td>1.81</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$9,800,624</td>
<td>$3,538,409</td>
<td>$3,433,400</td>
<td>$16,772,432</td>
<td>1.71</td>
</tr>
<tr>
<td>Employment</td>
<td>324.6</td>
<td>68.8</td>
<td>77</td>
<td>470.5</td>
<td>1.45</td>
</tr>
<tr>
<td>Employee Compensation</td>
<td>$9,115,004</td>
<td>$3,106,162</td>
<td>$3,060,445</td>
<td>$15,281,611</td>
<td>1.68</td>
</tr>
<tr>
<td>Proprietor Income</td>
<td>$685,620</td>
<td>$432,247</td>
<td>$372,954</td>
<td>$1,490,821</td>
<td>2.17</td>
</tr>
<tr>
<td><strong>Output</strong></td>
<td>$23,381,12</td>
<td>$95,448</td>
<td>$92,099</td>
<td>$421,360</td>
<td>1.80</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$93,602</td>
<td>$36,625</td>
<td>$33,529</td>
<td>$163,756</td>
<td>1.75</td>
</tr>
<tr>
<td>Employment</td>
<td>3.1</td>
<td>0.7</td>
<td>0.8</td>
<td>4.5</td>
<td>1.45</td>
</tr>
<tr>
<td>Employee Compensation</td>
<td>$87,991</td>
<td>$32,171</td>
<td>$29,887</td>
<td>$150,049</td>
<td>1.71</td>
</tr>
<tr>
<td>Proprietor Income</td>
<td>$5,611</td>
<td>$4,454</td>
<td>$3,642</td>
<td>$13,707</td>
<td>2.44</td>
</tr>
<tr>
<td><strong>Output</strong></td>
<td>$15,134,852</td>
<td>$6,125,592</td>
<td>$6,248,228</td>
<td>$27,508,672</td>
<td>1.82</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$6,516,508</td>
<td>$2,325,261</td>
<td>$2,274,762</td>
<td>$11,116,532</td>
<td>1.71</td>
</tr>
<tr>
<td>Employment</td>
<td>217</td>
<td>45.1</td>
<td>51</td>
<td>313.1</td>
<td>1.44</td>
</tr>
<tr>
<td>Employee Compensation</td>
<td>$5,966,816</td>
<td>$2,040,222</td>
<td>$2,027,670</td>
<td>$10,034,708</td>
<td>1.68</td>
</tr>
<tr>
<td>Proprietor Income</td>
<td>$549,692</td>
<td>$285,039</td>
<td>$247,093</td>
<td>$1,081,824</td>
<td>1.97</td>
</tr>
<tr>
<td><strong>Output</strong></td>
<td>$39,022,004</td>
<td>$15,660,865</td>
<td>$15,978,079</td>
<td>$70,660,948</td>
<td>1.81</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$16,623,997</td>
<td>$5,979,762</td>
<td>$5,817,002</td>
<td>$28,420,762</td>
<td>1.71</td>
</tr>
<tr>
<td>Employment</td>
<td>551.8</td>
<td>116.2</td>
<td>130.5</td>
<td>798.5</td>
<td>1.45</td>
</tr>
<tr>
<td>Employee Compensation</td>
<td>$15,364,886</td>
<td>$5,248,110</td>
<td>$5,185,133</td>
<td>$25,798,129</td>
<td>1.68</td>
</tr>
<tr>
<td>Proprietor Income</td>
<td>$1,259,111</td>
<td>$731,652</td>
<td>$631,870</td>
<td>$2,622,632</td>
<td>2.08</td>
</tr>
</tbody>
</table>

Source: Bonn Marketing. Data presented may be rounded.
## 2015 Toronto Blue Jays Spring Training

### Canadian TV Broadcast Exposure

<table>
<thead>
<tr>
<th>Brand</th>
<th>Location</th>
<th>Exposures</th>
<th>Duration</th>
<th>100% Media Equivalency</th>
<th>QI Media Value</th>
<th>QI Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>VisitDunedinFL.com</td>
<td>Static Board Field Level Home Plate</td>
<td>2,245</td>
<td>20,112</td>
<td>$2,347,760</td>
<td>$470,926</td>
<td>19.93</td>
</tr>
<tr>
<td></td>
<td>Static Board Outfield Wall</td>
<td>72</td>
<td>142</td>
<td>$16,253</td>
<td>$3,748</td>
<td>23.15</td>
</tr>
<tr>
<td>Florida</td>
<td>Verbal Mention</td>
<td>85</td>
<td>340</td>
<td>$36,113</td>
<td>$36,113</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>Postcard Shot</td>
<td>59</td>
<td>624</td>
<td>$71,940</td>
<td>$71,940</td>
<td>100.00</td>
</tr>
<tr>
<td>Dunedin - Florida</td>
<td>Verbal Mention</td>
<td>102</td>
<td>408</td>
<td>$43,738</td>
<td>$43,738</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>TVGI Text</td>
<td>11</td>
<td>64</td>
<td>$7,213</td>
<td>$2,187</td>
<td>33.48</td>
</tr>
<tr>
<td>St. Petersburg Clearwater</td>
<td>Static Board Outfield Wall</td>
<td>28</td>
<td>62</td>
<td>$6,891</td>
<td>$1,811</td>
<td>24.56</td>
</tr>
<tr>
<td></td>
<td>Verbal Mention</td>
<td>3</td>
<td>12</td>
<td>$1,481</td>
<td>$1,481</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>2,605</strong></td>
<td><strong>21,764</strong></td>
<td><strong>$2,531,388</strong></td>
<td><strong>$631,944</strong></td>
<td><strong>60.23</strong></td>
</tr>
</tbody>
</table>
QUALITY INDEX (QI) METHODOLOGY

Nielsen Sports analyzes over 100,000 hours of sports broadcast annually using this approach. This is the established global measure on brand exposure in video content.

- Our unique image detection technology analyzes video content across digital platforms
- The technology drives consistency, data quality and efficiency for our media products and outputs...

IMAGE RECOGNITION SOFTWARE
DATA CAPTURE

RESEARCH LED APPROACH TO
WEIGHTINGS & DISCOUNTS

AUDIENCE DATA & COST PER THOUSANDS USED TO VALUE EXPOSURE BY MARKET & DEMOGRAPHIC

BRAND EXPOSURE DATA
CPM SPOT COST DATA

QI MEDIA EQUIVALENCE MODEL