USL Soccer home games (approx.)

- Home games: 15 (more like 17 but just to play it safe)
- Attendance per game: 8,000 (low) to 10,000 (high)
- Per-attendee game-day spending (local goods/services): $100 (low) to $200 (high): food/drink, parking/ride share, merch, nearby retail.

1) Direct game-day spending (per game)

Formula:
Attendance × Spend per attendee= Direct Spending

- Low case: 8,000 × $100 = $800,000
- High case: 10,000 × $200 = $2,000,000

So, per match, estimated direct spending = ~$0.8M to $2.0M.

2) Direct spending (full season)

Formula:
Season Direct Spending = Per-game Direct × 15 games

- Low season direct: $800,000 × 15 = $12,000,000
- High season direct: $2,000,000 × 15 = $30,000,000

So across 15 home games, direct spending = ~$12M to $30M.

3) "Total economic activity" (adding multiplier effects)

Per game (using the low/high direct spending)

- Conservative (1.5×):
  - $800,000 × 1.5 = $1,200,000
  - $2,000,000 × 1.5 = $3,000,000
- Moderate (1.8×):
  - $800,000 × 1.8 = $1,440,000
  - $2,000,000 × 1.8 = $3,600,000

That's where the **"~$1.5M to $3M+ per game" estimated** concept comes from: it's basically $0.8M–$2.0M direct, scaled by a ~1.5× (or higher) multiplier.