



Special Event Marketing Program Estimated Economic Impact

ESTIMATED ECONOMIC IMPACT:

Calculations will be determined using Tourism Industry Standards by the Office of Economic Growth. Additional information may be required.

What is the anticipated daily crowd (spectators/participants) count? Please provide the tracking mechanism that will be used to determine an accurate crowd count for the event and post event reporting.

Event Parameters: Please provide answers based on anticipated overnight and day trip visitors. Post Event Report will require accurate counts based on certified room nights, survey results and the tracking mechanism previously mentioned.

Overnight Visitors _____

Day Visitors _____

Local share of day visitors _____ (percentage of day visitors that were locals)

Room block (optional) _____

Room Rate (\$) _____

Persons Per Room _____