

The Soundside Site - Dare County, NC
Estimated Spending and Impact (Inflated \$000)

	<i>Rate/ Assumption</i>	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9
Activity Volume										
1 Attendance		39,810	45,088	50,526	56,324	62,560	63,348	64,136	64,924	65,712
Person-Days										
2 Attendees		81,530	92,788	104,544	116,998	130,515	132,777	135,039	137,301	139,563
3 Exhibitors and Other Visitors		8,445	9,528	10,611	11,694	12,777	12,777	12,777	12,777	12,777
4 Total		89,975	102,316	115,155	128,692	143,292	145,554	147,816	150,078	152,340
5 Room Nights		8,105	9,535	10,995	12,526	14,136	14,356	14,576	14,796	14,996
Sales Volume (\$000)										
6 Spending at Event Venue		\$694	\$806	\$925	\$1,057	\$1,200	\$1,248	\$1,298	\$1,350	\$1,404
Additional Spending										
	<i>Average Spending</i>									
7 On Lodging	<i>\$131.60 (a)</i>	\$1,067	\$1,286	\$1,520	\$1,775	\$2,053	\$2,138	\$2,225	\$2,315	\$2,404
8 Attendees	<i>\$58.29 (b)</i>	\$4,752	\$5,544	\$6,402	\$7,344	\$8,397	\$8,757	\$9,128	\$9,513	\$9,912
9 Exhibitors and Other Visitors	<i>\$108.29 (c)</i>	915	1,058	1,207	1,364	1,527	1,565	1,605	1,645	1,686
10 On Car Rental	<i>\$47.00 (d)</i>	381	459	543	634	733	763	794	827	859
11 Subtotal Additional Spending		\$7,114	\$8,347	\$9,673	\$11,117	\$12,712	\$13,223	\$13,752	\$14,299	\$14,861
12 Total		\$7,808	\$9,153	\$10,598	\$12,174	\$13,912	\$14,471	\$15,050	\$15,650	\$16,265
Economic Impact (\$000)										
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9
13 Direct Spending	<i>Multipliers</i>	\$7,808	\$9,153	\$10,598	\$12,174	\$13,912	\$14,471	\$15,050	\$15,650	\$16,265
14 Indirect and Induced Spending	<i>0.808</i>	6,308	7,394	8,561	9,835	11,238	11,690	12,158	12,642	13,139
15 Total Spending		\$14,116	\$16,546	\$19,159	\$22,009	\$25,150	\$26,161	\$27,208	\$28,292	\$29,405
16 Increased Earnings	<i>0.582</i>	\$4,543	\$5,325	\$6,166	\$7,083	\$8,094	\$8,420	\$8,757	\$9,106	\$9,464
17 Increased Employment	<i>15.14</i>	118	135	153	171	191	194	197	199	202
Fiscal Impact (\$000)										
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9
Tax Revenues										
	<i>Tax Rate</i>									
18 Sales Tax (e)	<i>6.75%</i>	\$527	\$618	\$715	\$822	\$939	\$977	\$1,016	\$1,056	\$1,098
19 Food and Beverage Tax	<i>1.00%</i>	61	72	83	95	109	114	118	123	128
20 Hotel Tax	<i>6.00%</i>	64	77	91	107	123	128	133	139	144
21 Total Tax Revenues		\$652	\$767	\$890	\$1,024	\$1,171	\$1,219	\$1,268	\$1,319	\$1,371

Notes:

a) From GSA Per Diem for Dare County.

b) Assuming an average spend of \$58.29 on meals and incidentals ON TOP OF what they may have spent already at the Event Venue. Total daily spending corresponds to GSA Per Diem for Dare County.

c) Assuming an average spend of \$108.29 on meals and incidentals (or \$50 higher than that of an attendee's) ON TOP OF what they may have spent already at the Event Venue.

d) Derived from Corporate Travel Index for Charlotte, NC per Business Travel News. Only applied to overnight visitors who stay in hotels (represented approx. by number of roomnights).

e) Assuming that room revenues are sales-taxed at 6.75 percent as well.

Source: Johnson Consulting