

Event: Dwight Yoakam

Date: January 20, 2019

ATTENDANCE CHARACTERISTICS

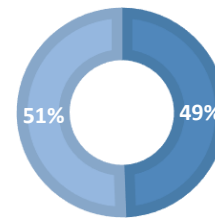
- <1,500
- 1,501-3,000
- 3,001-4,500
- >4,500

Per Caps:

\$10.15 F&B
\$3.13 Merchandise

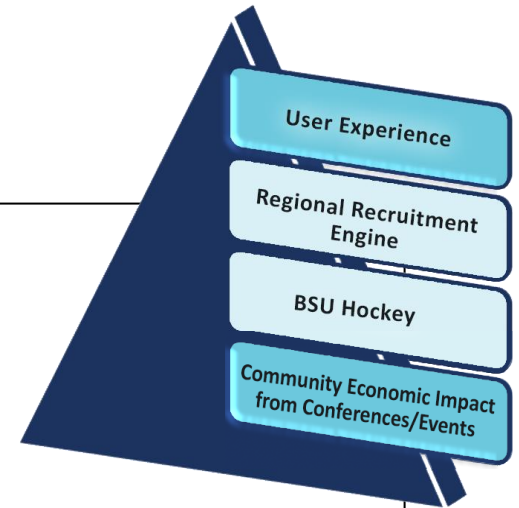
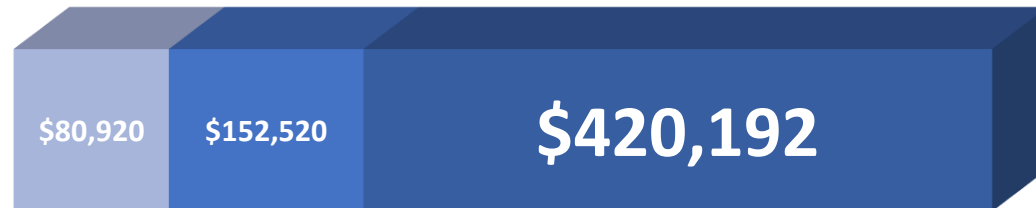
ATTENDANCE RADIUS

■ >50 miles ■ <50 miles



COMMUNITY ECONOMIC IMPACT*

■ Day Trip ■ Overnight ■ Multiplier Effect



Comments left on Sanford Center Facebook page:

- "Absolutely awesome concert!!!! Thanks for bringing it to Bemidji!!! Much appreciated!!!!"
- "We loved the show!! Thank BSC for bringing great group of artists to Bemidji"
- "Awesome concert! Sanford Center did an awesome job with a sold out crowd!"
- "Thank you Sanford Center for bringing yet another great show to Bemidji!"

*A June 20, 2018 University of Minnesota Report to Visit Bemidji defines an overnight visitor as one who travels from outside a radius of 50 miles. The same report identifies the average spending of an overnight visitor is \$164.

*Explore Minnesota Northcentral/West Region Traveler Profile 2008 defines the average spending for a non-overnight visitor as \$85.