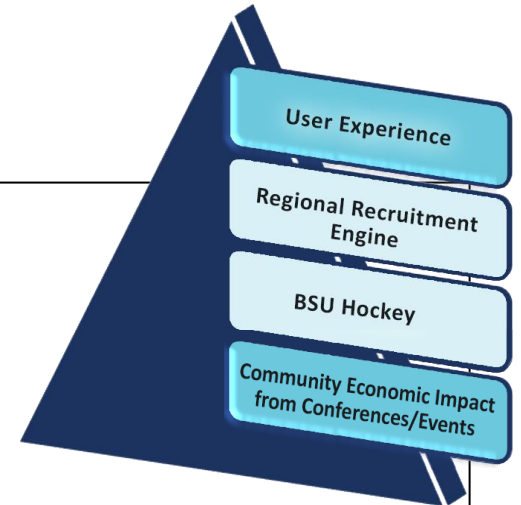


# Event: Old Dominion

## Date: January 24, 2019

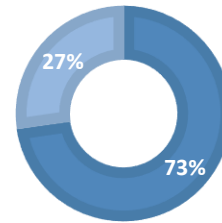


### ATTENDANCE CHARACTERISTICS

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

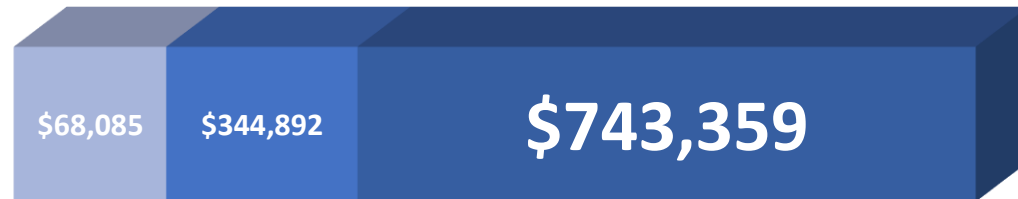
### ATTENDANCE RADIUS

■ >50 miles   ■ <50 miles



### COMMUNITY ECONOMIC IMPACT\*

■ Day Trip   ■ Overnight   ■ Multiplier Effect



### PER CAPS:

**\$14.44**   F&B  
**\$5.38**   Merchandise

### Comments left on Sanford Center Facebook page:

- "Awesome show tonight in Bemidji! Thanks for coming to our town."
- "It was an amazing show !!"

\*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.