

Event: Mercy Me

Date: March 22, 2019

ATTENDANCE CHARACTERISTICS

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

Per Caps:

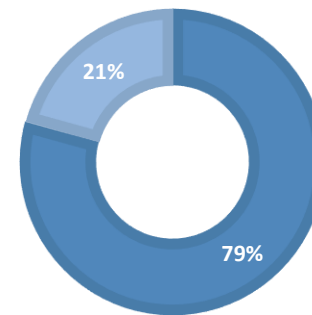
\$3.60 **F&B**
\$1.06 **Merchandise Buy Out**

Comments left on Facebook:

- “Such a fun night with my girlies!! Dinner, a little shopping and seeing Mercy Me, Crowder and Micah Tyler in concert!!”
- “This concert was unforgettable! This was definitely a show that Bemidji needed to have and I couldn’t have been more excited to be part of it!!”
- “What an incredible show! Thank you!”

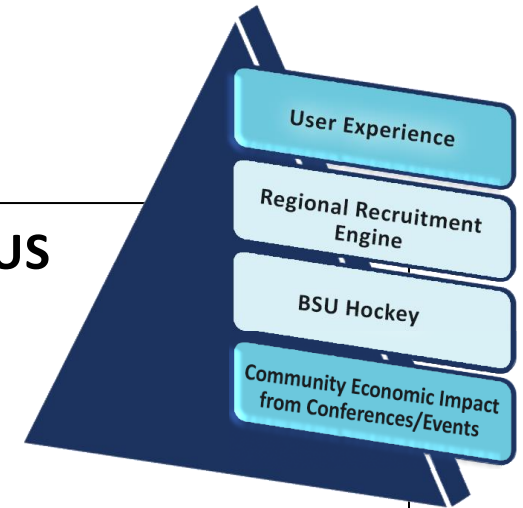
ATTENDANCE RADIUS

■ >50 miles ■ <50 miles



COMMUNITY ECONOMIC IMPACT*

■ Day Trip ■ Overnight ■ Multiplier Effect



*A September 7, 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 \$114.

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

*Multiplier of 1.8 times