

Event: PJ Masks: Saves the Day

Date: June 1, 2019

ATTENDANCE CHARACTERISTICS

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

Per Caps:

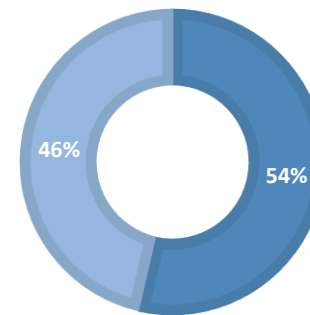
\$5.22 **F&B**
\$7.34 **Merchandise**

Comments about the show:

- "Thank you for getting something for the kids!! It was a perfect family day!"
- "Thank you for suggesting the meet and greets! My grandson loved it!!"
- "OMG!! This was so cute!!"

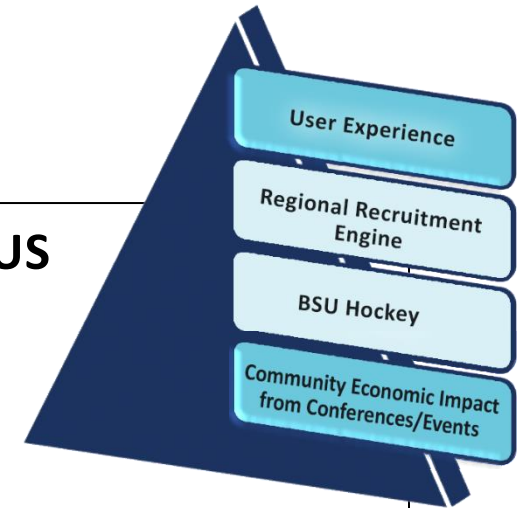
ATTENDANCE RADIUS

■ >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 \$151.02.

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

*Multiplier of 1.8 times