

Event: Tenth Avenue North

Date: December 14, 2019

ATTENDANCE CHARACTERISTICS

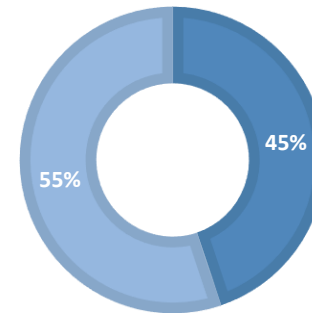
- <1,500
- 1,501-3,000
- 3,001-4,500
- >4,500

Per Caps:

\$3.26 F&B per cap
\$4.36 Merchandise

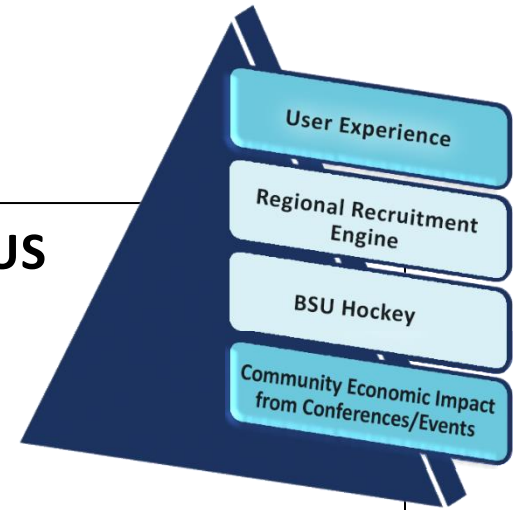
ATTENDANCE RADIUS

■ >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 \$164.20.

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

*Multiplier of 1.8 times