



Tourism Sponsorship Program

ECONOMIC IMPACT CALCULATOR ASSESSMENT

Event Name
Organization
Start Date

EVENT PARAMETERS	2024 ESTIMATES Pre-Event	2024 ACTUALS Post-Event
Visitors		
Number of attendees		
Geographic Reach (choose one)		
1-Primarily local visitors		
2-Balanced Visitors (Local/out-of-town)		
3-Primarily Out-of-Town Visitors		
% Overnight share (of out-of-town visitors)		
Average overnight length of stay (nights)		
Participants		
Artist/Performer/Entertainment Residence (choose one)		
1-Primarily local artists		
2-Balanced (Local/out-of-town)		
3-Primarily Out-of-Town artists		
Businesses Residence (choose one)		
1-Primarily local businesses		
2-Balanced (Local/out-of-town)		
3-Primarily Out-of-Town businesses		



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ORGANIZER SPENDING	2024 ESTIMATES Pre-Event	2024 ACTUALS Post-Event
Overall Event Budget		
Enter expenditures on:		
Facility/Venue Rental		
Accommodation/Lodging		
Food and Beverages		
Audio/Visual		
Equipment Costs/ Rentals		
Marketing /Advertising /Promotion		
Safety/Security		
Other Services		
Additional Costs		