

## **Bobbie Walthall**

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**To:** Megan Gilliland  
**Subject:** RE: Economic Impact - AAU event

**From:** Megan Gilliland  
**Sent:** Monday, June 22, 2015 5:34 PM  
**To:** Diane Stoddard  
**Cc:** Casey Toomay; Ernie Shaw; Chad Tower  
**Subject:** Economic Impact - AAU event

I confirmed some prospective numbers with Chad Rader today for the AAU Tournament in July 2015.

We secured 120 room nights at Lawrence hotels for this tourney. The rest, approximately 400, are staying outside of Lawrence due to the fact we also have the USSA Tournament here in Lawrence and that impacted the number of nights we could secure for the AAU tourney locally. We also secured a floor of rooms at Naismith Hall for this event specifically – only because of the hotel room shortage. Our preference would always be to book hotel rooms for these events.

For those 120 room nights, the economic impact of the event would be **\$57,240**.

We are estimating 6,400 unique visitors for this event (1,400 players + coaches plus 5,000 in general attendance). Since not all people are staying in Lawrence, we have to estimate that some will be calculated as a 'daytripper' so we can't consider their hotel booking in that formula. A daytripper is considered at 60% of the rate of an overnight visitor.

Our general estimate would be that 6,400 visitors at 60% of the rate for an overnight stay would bring an economic impact of \$610,560 plus the impact of \$57,240 from those staying in our hotels. This is a **total economic impact of \$667,800** for this 3-day tournament. This formula takes into consideration the sales tax collected from food/beverage sales, retail sales and miscellaneous revenue.

Megan



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