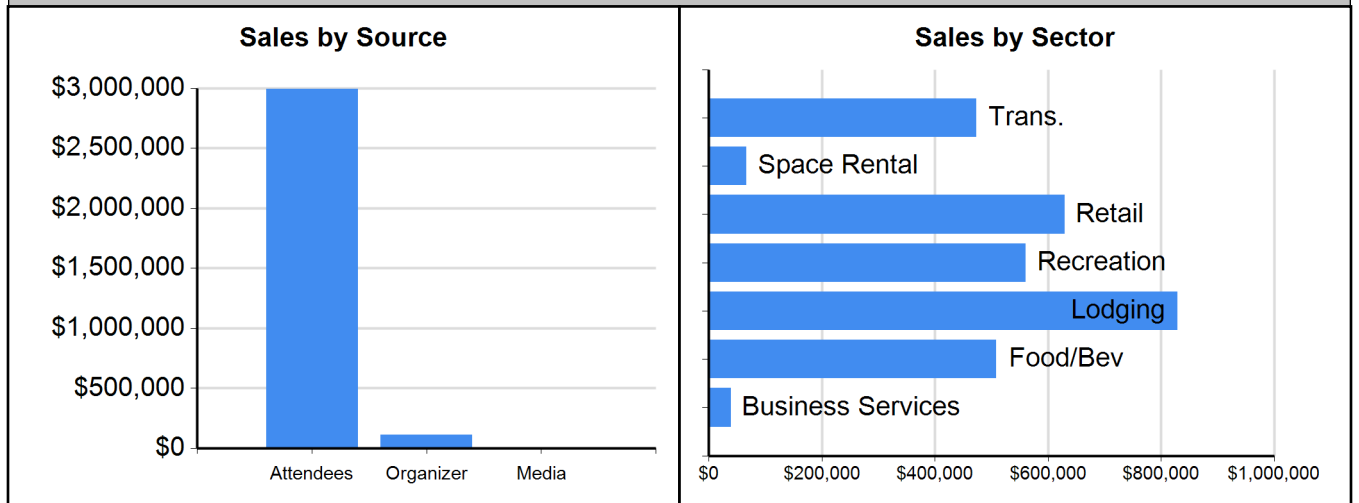


Event Impact Summary

Destination: Kansas Department of Wildlife, Parks and Tourism Division

Event Parameters		Key Results	
Event Name:	NCAA West Regional	Business Sales (Direct):	\$3,107,078
Organization:	eXplore Lawrence	Business Sales (Total):	\$4,978,867
Event Type:	Sports: College Championships	Jobs Supported (Direct):	1,002
Start Date:	5/4/2016	Jobs Supported (Total):	1,360
End Date:	5/8/2016	Local Taxes (Total):	\$549,659
Overnight Attendees:	3004	Net Direct Tax ROI:	\$449,270
Day Attendees:	2658	Estimated Room Demand:	6,140

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$828,882	\$0	\$0	\$828,882
Transportation	\$473,548	\$0	\$283	\$473,831
Food & Beverage	\$501,372	\$7,374	\$0	\$508,746
Retail	\$629,321	\$0	\$0	\$629,321
Recreation	\$561,019	\$0	\$0	\$561,019
Space Rental	\$0	\$66,440	\$0	\$66,440
Business Services	\$0	\$38,201	\$638	\$38,839
TOTAL	\$2,994,142	\$112,015	\$920	\$3,107,078

Event Impact Details

Destination: Kansas Department of Wildlife, Parks and Tourism Division

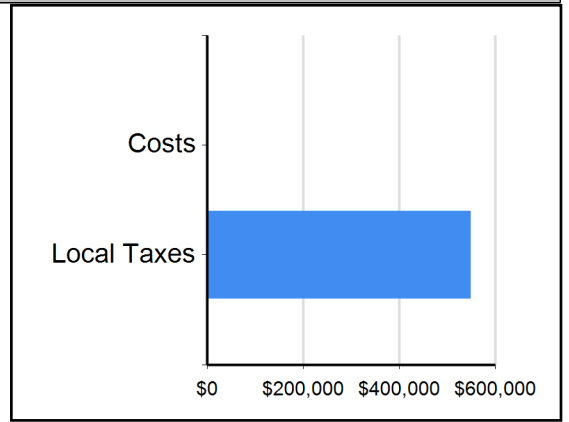
Event Name: NCAA West Regional 2016

Organization: eXplore Lawrence

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$3,107,078	\$1,871,790	\$4,978,867
Personal Income	\$1,028,434	\$646,947	\$1,675,381
Jobs Supported			
Persons	1,002	358	1,360
Annual FTEs	38	13	51
Taxes and Assessments			
<u>Federal Total</u>	<u>\$279,742</u>	<u>\$171,646</u>	<u>\$451,388</u>
<u>State Total</u>	<u>\$247,126</u>	<u>\$73,041</u>	<u>\$320,167</u>
sales	\$175,881	\$28,779	\$204,660
income	\$50,414	\$31,713	\$82,127
bed	\$0	-	\$0
other	\$20,831	\$12,549	\$33,380
<u>Local Total</u>	<u>\$449,270</u>	<u>\$100,389</u>	<u>\$549,659</u>
sales	\$258,817	\$42,349	\$301,166
income	\$0	\$0	\$0
bed	\$58,022	-	\$58,022
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$122,110	\$51,821	\$173,931
restaurant	\$0	\$0	\$0
other	\$10,322	\$6,218	\$16,541

Event Return on Investment (ROI)

Direct		
Direct Tax Receipts	\$449,270	
DMO Hosting Costs	\$0	
Direct ROI	\$449,270	
Net Present Value	\$449,270	
Direct ROI (%)	-	
Total		
Total Local Tax Receipts	\$549,659	
Total ROI	\$549,659	
Net Present Value	\$549,659	
Total ROI (%)	-	



Estimated Room Demand Metrics

Room Nights (total)	6,140
Room Pickup (block only)	0
Peak Rooms	1,430
Total Visitor Days	14,389