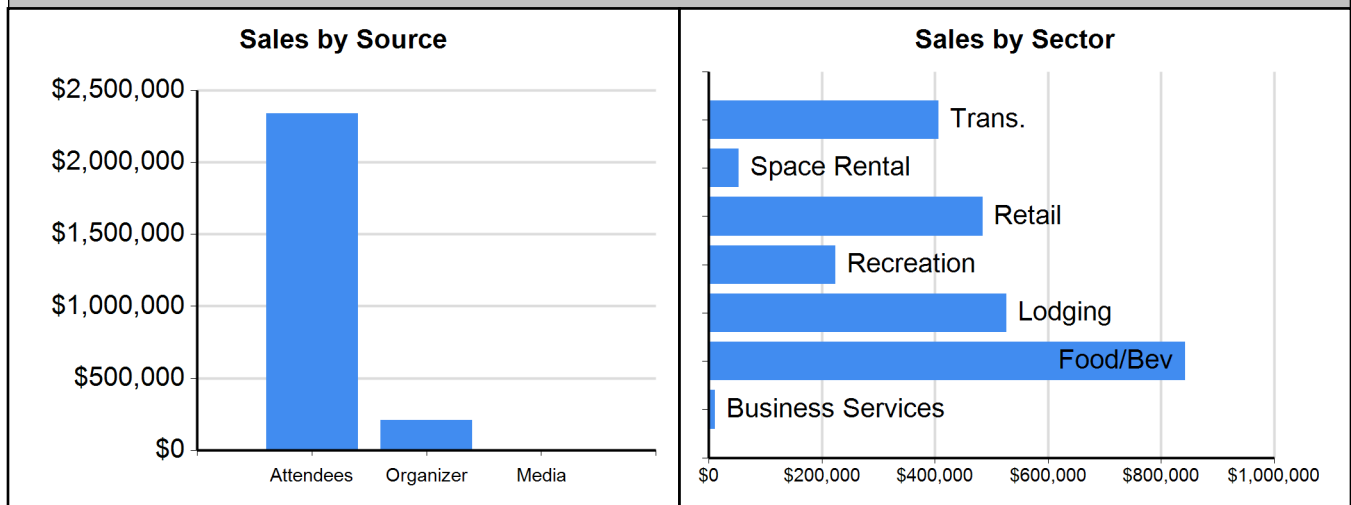


# Event Impact Summary

Destination: Kansas Department of Wildlife, Parks and Tourism Division

Event Parameters		Key Results	
Event Name:	Hardwood Classic	Business Sales (Direct):	\$2,547,433
Organization:	eXplore Lawrence	Business Sales (Total):	\$4,101,277
Event Type:	Sports: Youth Amateur	Jobs Supported (Direct):	972
Start Date:	7/21/2016	Jobs Supported (Total):	1,300
End Date:	7/24/2016	Local Taxes (Total):	\$204,317
Overnight Attendees:	3400	Net Direct Tax ROI:	\$152,112
Day Attendees:	15250	Estimated Room Demand:	4,422

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$526,201	\$0	\$0	\$526,201
Transportation	\$397,383	\$8,496	\$461	\$406,340
Food & Beverage	\$703,992	\$138,590	\$0	\$842,582
Retail	\$484,756	\$0	\$0	\$484,756
Recreation	\$224,311	\$0	\$0	\$224,311
Space Rental	\$0	\$52,571	\$0	\$52,571
Business Services	\$0	\$10,412	\$260	\$10,672
TOTAL	\$2,336,643	\$210,069	\$721	\$2,547,433

## Event Impact Details

Destination: Kansas Department of Wildlife, Parks and Tourism Division

Event Name: Hardwood Classic 2016

Organization: eXplore Lawrence

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$2,547,433	\$1,553,844	\$4,101,277
<b>Personal Income</b>	\$882,899	\$532,967	\$1,415,866
<b>Jobs Supported</b>			
Persons	972	328	1,300
Annual FTEs	32	11	43
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$233,881</u>	<u>\$142,024</u>	<u>\$375,905</u>
<u>State Total</u>	<u>\$198,647</u>	<u>\$60,434</u>	<u>\$259,081</u>
sales	\$138,288	\$23,890	\$162,179
income	\$43,280	\$26,126	\$69,406
bed	\$0	-	\$0
other	\$17,079	\$10,418	\$27,497
<u>Local Total</u>	<u>\$152,112</u>	<u>\$52,204</u>	<u>\$204,317</u>
sales	\$22,486	\$3,885	\$26,371
income	\$0	\$0	\$0
bed	\$21,048	-	\$21,048
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$100,115	\$43,158	\$143,273
restaurant	\$0	\$0	\$0
other	\$8,463	\$5,162	\$13,625

## Event Return on Investment (ROI)

<b>Direct</b>		
Direct Tax Receipts	\$152,112	
DMO Hosting Costs	\$0	
Direct ROI	\$152,112	
Net Present Value	\$152,112	
Direct ROI (%)	-	
<b>Total</b>		
Total Local Tax Receipts	\$204,317	
Total ROI	\$204,317	
Net Present Value	\$204,317	
Total ROI (%)	-	

## Estimated Room Demand Metrics

Room Nights (total)	4,422
Room Pickup (block only)	3,400
Peak Rooms	1,259
Total Visitor Days	23,033