

| CONSERVATIVE                |             |              |
|-----------------------------|-------------|--------------|
| ROI = \$40 per \$1 invested |             |              |
| Award Amount                | Room Nights | Day Visitors |
| \$1,000                     | 100         | 325          |
| \$2,000                     | 195         | 645          |
| \$3,000                     | 295         | 970          |
| \$4,000                     | 390         | 1,290        |
| \$5,000                     | 490         | 1,615        |
| \$6,000                     | 585         | 1,935        |
| \$7,000                     | 685         | 2,260        |
| \$8,000                     | 780         | 2,580        |
| \$9,000                     | 880         | 2,905        |
| \$10,000                    | 980         | 3,225        |
| \$11,000                    | 1,075       | 3,550        |
| \$12,000                    | 1,175       | 3,870        |
| \$13,000                    | 1,270       | 4,195        |
| \$14,000                    | 1,370       | 4,515        |
| \$15,000                    | 1,465       | 4,840        |
| \$16,000                    | 1,565       | 5,160        |
| \$17,000                    | 1,665       | 5,485        |
| \$18,000                    | 1,760       | 5,805        |
| \$19,000                    | 1,860       | 6,130        |
| \$20,000                    | 1,955       | 6,450        |

| MEDIAN                      |             |              |
|-----------------------------|-------------|--------------|
| ROI = \$45 per \$1 invested |             |              |
| Award Amount                | Room Nights | Day Visitors |
| \$1,000                     | 110         | 365          |
| \$2,000                     | 220         | 725          |
| \$3,000                     | 330         | 1090         |
| \$4,000                     | 440         | 1450         |
| \$5,000                     | 550         | 1815         |
| \$6,000                     | 660         | 2175         |
| \$7,000                     | 770         | 2540         |
| \$8,000                     | 880         | 2905         |
| \$9,000                     | 990         | 3265         |
| \$10,000                    | 1,100       | 3630         |
| \$11,000                    | 1,210       | 3990         |
| \$12,000                    | 1,320       | 4355         |
| \$13,000                    | 1,430       | 4710         |
| \$14,000                    | 1,540       | 5080         |
| \$15,000                    | 1,650       | 5,445        |
| \$16,000                    | 1,760       | 5,805        |
| \$17,000                    | 1,870       | 6,170        |
| \$18,000                    | 1,980       | 6,530        |
| \$19,000                    | 2,090       | 6,895        |
| \$20,000                    | 2,200       | 7,260        |

| AGGRESSIVE                  |             |              |
|-----------------------------|-------------|--------------|
| ROI = \$50 per \$1 invested |             |              |
| Award Amount                | Room Nights | Day Visitors |
| \$1,000                     | 120         | 405          |
| \$2,000                     | 245         | 805          |
| \$3,000                     | 365         | 1,210        |
| \$4,000                     | 490         | 1,615        |
| \$5,000                     | 610         | 2,015        |
| \$6,000                     | 735         | 2,420        |
| \$7,000                     | 855         | 2,825        |
| \$8,000                     | 980         | 3,225        |
| \$9,000                     | 1,100       | 3,630        |
| \$10,000                    | 1,220       | 4,035        |
| \$11,000                    | 1,345       | 4,435        |
| \$12,000                    | 1,470       | 4,840        |
| \$13,000                    | 1,590       | 5,245        |
| \$14,000                    | 1,715       | 5,645        |
| \$15,000                    | 1,835       | 6,050        |
| \$16,000                    | 1,960       | 6,450        |
| \$17,000                    | 2,080       | 6,855        |
| \$18,000                    | 2,200       | 7,260        |
| \$19,000                    | 2,325       | 7,665        |
| \$20,000                    | 2,445       | 8,065        |

| Cultural Tourism Grants Economic Impact Per \$1 |         |
|-------------------------------------------------|---------|
| 2023                                            | \$42.00 |
| 2024                                            | \$41.00 |
| 2025                                            | \$87.00 |

| Event Support Grants Economic Impact Per \$1 |          |
|----------------------------------------------|----------|
| 2023                                         | \$210.00 |
| 2024                                         | \$202.00 |
| 2025                                         | \$240.00 |

