



Marion County VCB

Economic Impact Estimate for MCA Ride for the Arts Gran Fondo

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RESEARCH

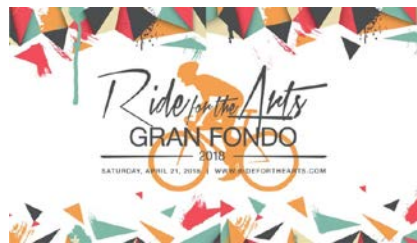


Direct Spending

\$102,670

Dollars spent by out-of-county attendees of MCA Ride for the Arts Gran Fondo for accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping

NOTE: An attendance figure of 350 was reported by MCA Ride for the Arts Gran Fondo organizers. Figures supplied by MCA Ride for the Arts Gran Fondo directly impact economic data contained in this report.

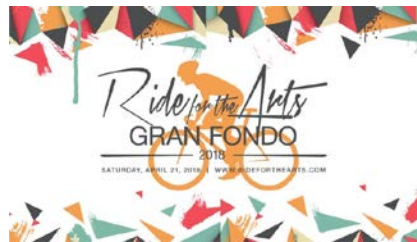


Total Economic Impact

\$156,060

Total estimated economic impact from
MCA Ride for the Arts Gran Fondo

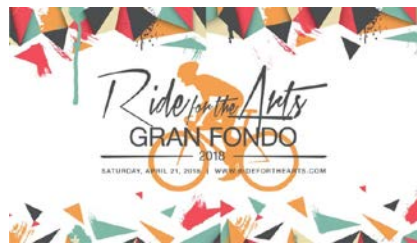
Direct expenditures	\$ 102,670
<u>Indirect & induced economic impact</u>	<u>\$ 53,390</u>
Total estimated economic impact	\$ 156,060



Direct Expenditures

Direct spending by category by all **out-of-county** attendees who attended MCA Ride for the Arts Gran Fondo.

Accommodations	\$	16,250
Restaurants	\$	30,610
Groceries	\$	3,880
Shopping	\$	13,400
Entertainment	\$	23,620
Transportation	\$	14,910
Total	\$	102,670



Paid Room Nights Generated

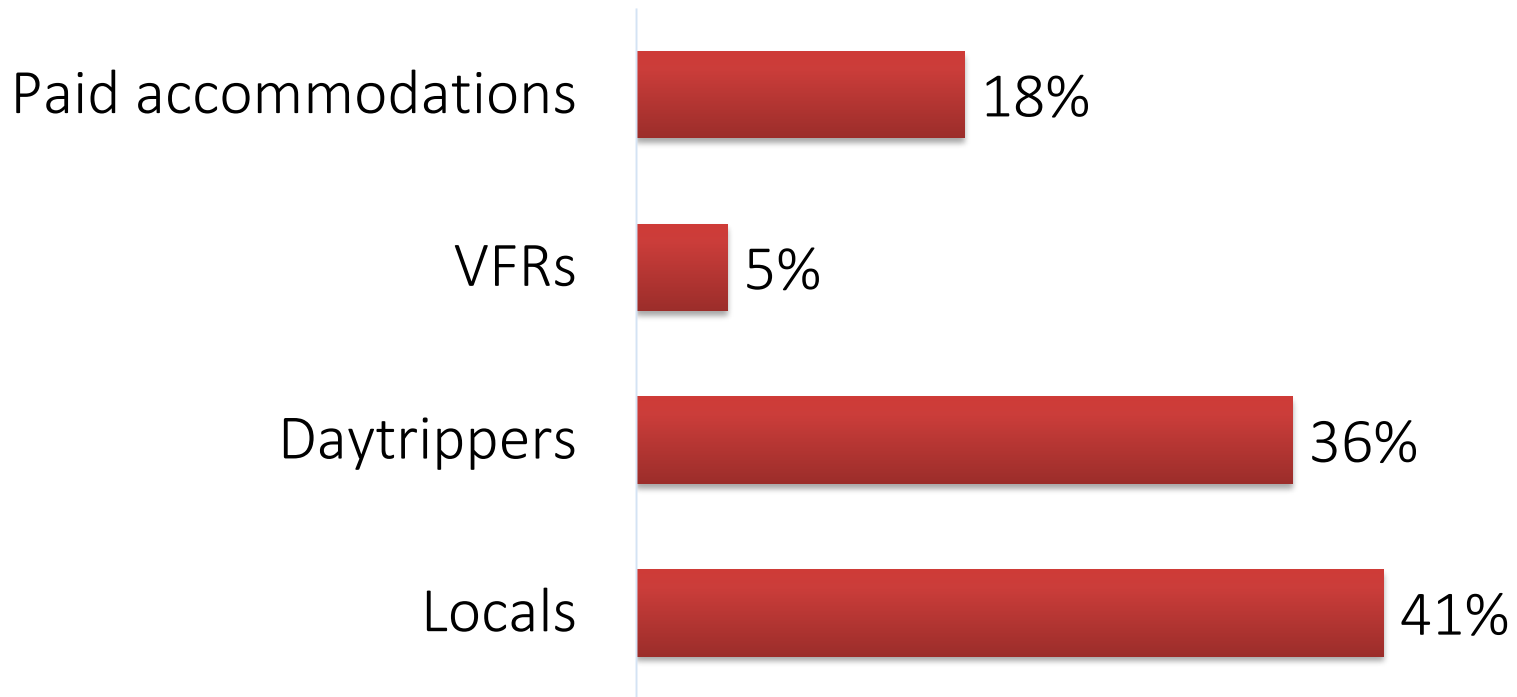
129

Attendees who live outside of Marion County spent 129 nights in our hotels, motels, etc., while attending MCA Ride for the Arts Gran Fondo.



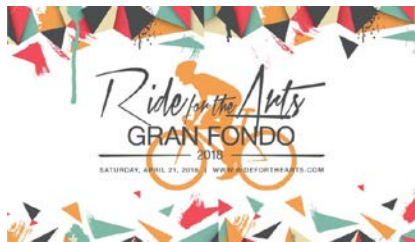
Attendee Breakdown

- **18%** of attendees to MCA Ride for the Arts Gran Fondo stayed overnight in Marion County in paid accommodations:



Out of Town Visitor Profile

- 2.3 people per travel party
- 4.7 nights stayed in Marion County
- 45 years old – median age
- 68% Male



Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research with 133 attendees of MCA Ride for the Arts Gran Fondo
 - Attendance estimates provided by MCA
 - Marion County VCB Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



MCA Ride for the Arts Gran Fondo Economic Impact Study

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