

# PALLADIUM ECONOMIC IMPACT STUDY - 2024 -

## Hough Concert Hall Renovation St. Petersburg, FL





## **Palladium Tourism Economic Benefits Report Executive Summary**

6.17.24

The Palladium at St. Petersburg College commissioned Research Data Services to conduct a Tourism Economic Benefits Study/Analysis from March through May, 2024.

### **Results**

The study's results estimate a **FY '24 total economic impact of over \$14M**, validating that the Palladium is a significant economic driver, while still serving as an affordable venue for artists and patrons. We served some 67,000 patrons; supported 13,000 total room nights; and supported Tourism Development Taxes of \$160,100.

Additional FY'24 findings:

- **37%** -- Patrons from out of the county, spending \$1.4M on lodging.
- **64%** -- Visitors dine out, spending over \$911,000 locally.
- **35%** -- Visit breweries.
- **63%** -- Nearly two out of every three day trippers and half of overnight 52.8% visitors say that the proposed Palladium improvements would increase their likelihood to travel to St. Petersburg to attend future events.
- **50%** -- Palladium bookings are from out of town, promoting the Palladium to their fans on social media and attracting them to the venue.
- **36.5%** -- Respondents post about their visit to the Palladium on social media.
- **15.4%** -- Resident attendees identify as snowbirds. Although they are treated as residents in terms of economic impact for the analysis, it is clear that the Palladium contributes to the landscape of amenities that make St. Petersburg attractive for people choosing an area for a second home.

### **Return on Investment**

This economic impact report validates that campaign donations are an investment in our mission to bring together performers and audiences in a professional and affordable venue that is serving our greater community while preserving our history and strengthening our legacy. **Following renovations, the Palladium will generate nearly \$300M in estimated total economic impact over ten years.**

# RESEARCH DATA SERVICES, INC.

2612 WEST LYKES COURT • TAMPA, FLORIDA 33611

TEL (813) 254-2975



## 2024 Economic Impact Study Research Findings

### *Prepared for:*

The Palladium Theater at St. Petersburg College

### *Prepared by:*

Research Data Services, Inc.

**[Research@ResearchDataLLC.com](mailto:Research@ResearchDataLLC.com)**

June 10, 2024

## Key Findings

1. Based on the email responses, 15.4% of resident attendees identify as snowbirds. Although they are treated as residents in terms of economic impact for our analysis, it is clear that the Palladium contributes to the landscape of amenities that make Pinellas County attractive for people choosing an area for a second home or winter stay.
2. In Fiscal Year 2024, six out of ten Palladium attendees (63.2%) are Pinellas County residents, while 36.8% are out of county visitors. This means that, without out of county visitation, the theater would not be able to continue to operate as it currently does. In other words, this is an example of out of county visitation facilitating an amenity that residents enjoy.
3. Some 35.9% of out of county visitors say they also frequent other Pinellas County cultural amenities on their visit to the destination.
4. The majority (87.1%) of out of county residents dine in area restaurants, while 33.7% visit local bars, pubs, or microbreweries and 25.2% shop.
5. Pinellas County residents also tie eating in restaurants (64.2%) and visiting local bars, pubs, or microbreweries (30.0%) with their theater trip.
6. Palladium attendees report primarily learning about shows at the theater from the following sources:

○ Social Media	38.1%
○ Internet/Mobile Search/Website	36.0%
○ Email	23.3%
○ Recommendation/Word of Mouth	22.4%
○ Posters/Flyers/Signs	11.8%
○ Print Ads	8.0%
○ Newspaper Articles	6.4%
7. Better than one-third of respondents (36.5%) post about their visit to the Palladium on social media.

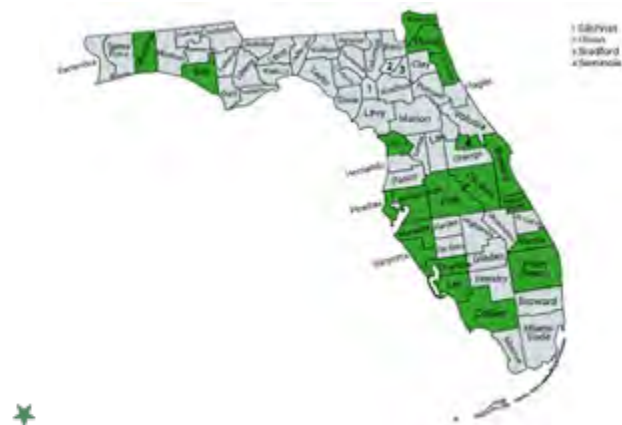
- [illegible]

- 2 © Copyright 2024. | PCD 1 - 06.10.24

## RESEARCH DATA SERVICES OVERVIEW & METHODOLOGY

RDS enjoys a reputation for high quality analytics and innovative insights. As an extension of teaching economics at various universities, Walter J. Klages, Ph.D. founded Research Data Services, Inc. in 1979 and his work assisted in shaping Florida's hospitality industry at many levels. Since then, RDS has completed hundreds of quantitative and qualitative research studies for tourism organizations, public and private, including accommodations, attractions, airports, special events, sports franchises, parks, restaurants, museums, performing arts centers, and chambers, as well as tourism destinations in Florida and beyond.

Since its inception, Research Data Services has provided strategic direction, tracked performance, estimated economic impacts, and forecasted the growth of tourism in key U.S. vacation destinations. We have worked with over 24 DMO's including 21 in the State of Florida.



As a basis for the economic impact projections, Research Data Services conducted primary survey-based research with Palladium users through an email to the Theater and St. Petersburg Opera Company's databases of attendees, a QR code posted in the lobby, and face to face interviews with patrons at three shows during the month of April of 2024. In total, 3,187 surveys were collected via these channels. They additionally referenced data from the Arts and Economic Prosperity Studies prepared by the Americans for the Arts, STR data for Pinellas County, historical and projected inflation rates, as well as other secondary tourism data and our over 30 years of experience with Florida Tourism.



## TOURISM / DESTINATIONS SAMPLING OF RDS CLIENTS

Amelia Island Tourist Development Council	Martin County Parks & Recreation	Seminole County Sports Authority
Busch Gardens	National Football League Super Bowl XVIII Task Force	St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Bradenton Area Convention and Visitors Bureau	Osceola County Tourist Development Council (TDC)	St. Petersburg Convention & Visitors Bureau
Charlotte Harbor Visitor & Convention Bureau	Panama City Beach Convention and Visitors Bureau	Tampa Bay Rays - Major League Baseball Economic Impact Analysis
Citrus County Visitor & Convention Bureau	Salt Lake City Winter Olympics	The Sanibel-Captiva Chamber of Commerce
Florida Aquarium	Salvador Dali Museum	Tradewinds Resorts
Greater Naples, Marco Island, Everglades Convention And Visitors Bureau	Sanibel/Captiva Islands Chamber Of Commerce	Jacksonville Convention & Visitors Bureau
Gulf Shores Orange Beach Convention & Visitors Bureau	Sarasota County Sports Authority	Walt Disney World, Inc.
Loudoun County Virginia Visitor & Convention Bureau	Sarasota County Visitor & Convention Bureau	

## The Palladium

### Summary of Estimates

Estimated Impact of Base Theater Operations											
Fiscal Year	Estimated Attendees	Incremental Room Nights Generated	Total Room Nights Supported	Incremental Direct Spending Projections	Incremental Indirect/Induced Impacts Generated	Incremental Economic Impact Generated	Total Economic Impact Supported	TDT (6%) Generated	TDT (6%) Supported	Local Option Tax (1%) Generated	Local Option Tax (1%) Supported
2024	67,000	8,200	13,000	\$4,452,500	\$4,415,100	\$8,867,600	\$14,157,900	\$88,700	\$160,100	\$42,300	\$67,500
2027 (Year 1)	68,000	8,300	13,400	\$4,845,600	\$4,804,900	\$9,650,500	\$15,461,800	\$96,700	\$175,400	\$46,000	\$73,700
2028 (Year 2)	68,300	7,300	13,400	\$4,932,600	\$4,891,200	\$9,823,800	\$15,738,700	\$98,400	\$178,500	\$46,900	\$75,100
2029 (Year 3)	68,600	7,300	13,400	\$5,053,600	\$5,011,100	\$10,064,700	\$16,115,800	\$100,700	\$182,700	\$47,900	\$76,800
2030 (Year 4)	68,900	7,300	13,400	\$5,182,900	\$5,139,400	\$10,322,300	\$16,518,300	\$103,100	\$187,100	\$49,300	\$78,800
2031 (Year 5)	69,200	7,300	13,400	\$5,315,800	\$5,271,100	\$10,586,900	\$16,958,900	\$105,600	\$191,500	\$50,400	\$80,900
2032 (Year 6)	69,500	7,500	13,700	\$5,543,200	\$5,496,600	\$11,039,800	\$17,765,800	\$110,600	\$201,600	\$52,700	\$84,800
2033 (Year 7)	69,800	7,500	13,700	\$5,670,700	\$5,623,100	\$11,293,800	\$18,174,300	\$113,200	\$206,300	\$53,800	\$86,600
2034 (Year 8)	70,100	7,500	13,700	\$5,809,200	\$5,760,400	\$11,569,600	\$18,607,900	\$115,700	\$211,000	\$55,200	\$88,700
2035 (Year 9)	70,500	7,500	13,700	\$5,945,700	\$5,895,800	\$11,841,500	\$19,034,400	\$118,300	\$215,700	\$56,500	\$90,900
2036 (Year 10)	70,900	7,700	13,900	\$6,157,600	\$6,105,900	\$12,263,500	\$19,613,900	\$122,900	\$222,500	\$58,500	\$93,500
<b>10 Year Total 2027 - 2036</b>	<b>693,800</b>	<b>75,200</b>	<b>135,700</b>	<b>\$54,456,900</b>	<b>\$53,999,500</b>	<b>\$108,456,400</b>	<b>\$173,989,800</b>	<b>\$1,085,200</b>	<b>\$1,972,300</b>	<b>\$517,200</b>	<b>\$829,800</b>

#### Current Base Year Estimates

#### Estimated First Full Year Subsequent to Projected Completion of Improvements

Please note that all calculations of The Palladium's impact are "incremental" in that throughout all calculations they:

- do not include any impacts from Pinellas resident spending related to visiting the Theater,
- include ALL of the spending of those overnight commercial lodging visitors who come to the destination for the primary purpose of visiting The Palladium,
- include the equivalent of one day of spending from overnight commercial lodging visitors for whom a visit to The Palladium is not the primary purpose of their trip, but the theater adds value to their experience,
- similarly include one day's spending for those overnight visitors staying in unpaid lodgings,
- include all of the spending of day-trip visitors who come from outside of Pinellas County, but do not spend the night in the destination, and visit the Theater on their trip.

The purpose behind these governing assumptions is to provide the best estimate of impacts GENERATED by the Theater, while excluding those impacts that the destination would have likely enjoyed had the Theater not been a part of the destination's inventory of amenities.



## The Palladium

### Summary of Estimates

Estimated Incremental Impact of Proposed Theater Improvements											
Fiscal Year	Estimated Attendees	Incremental Room Nights Generated	Total Room Nights Supported	Incremental Direct Spending Projections	Incremental Indirect/Induced Impacts Generated	Incremental Economic Impact Generated	Total Economic Impact Supported	TDT (6%) Generated	TDT (6%) Supported	Local Option Tax (1%) Generated	Local Option Tax (1%) Supported
2023											
2025 (Year 1)	12,000	1,800	3,300	\$1,086,200	\$1,077,100	\$2,163,300	\$3,515,800	\$23,600	\$42,600	\$10,300	\$16,800
2026 (Year 2)	21,700	6,800	11,700	\$3,711,300	\$3,680,100	\$7,391,400	\$11,751,400	\$91,500	\$155,100	\$35,200	\$56,100
2027 (Year 3)	22,000	6,900	11,800	\$3,866,000	\$3,833,500	\$7,699,500	\$12,158,800	\$95,300	\$160,300	\$36,600	\$57,900
2028 (Year 4)	22,300	7,000	12,000	\$3,983,700	\$3,950,200	\$7,933,900	\$12,693,300	\$98,200	\$167,700	\$37,900	\$60,600
2029 (Year 5)	22,600	7,100	12,100	\$4,151,600	\$4,116,700	\$8,268,300	\$13,139,800	\$102,400	\$173,500	\$39,400	\$62,600
2030 (Year 6)	22,800	7,100	12,100	\$4,251,400	\$4,215,700	\$8,467,100	\$13,456,600	\$104,800	\$177,700	\$40,400	\$64,100
2031 (Year 7)	23,000	7,200	12,200	\$4,416,900	\$4,379,800	\$8,796,700	\$13,900,300	\$109,100	\$183,600	\$42,000	\$66,400
2032 (Year 8)	23,200	7,200	12,500	\$4,553,700	\$4,515,400	\$9,069,100	\$14,499,700	\$112,300	\$191,700	\$43,200	\$69,100
2033 (Year 9)	23,400	7,400	12,700	\$4,725,000	\$4,685,300	\$9,410,300	\$14,961,500	\$116,700	\$197,900	\$44,800	\$71,300
2034 (Year 10)	23,600	7,400	12,700	\$4,838,200	\$4,797,600	\$9,635,800	\$15,339,500	\$119,300	\$202,300	\$46,000	\$73,200
10 Year Total 2025 - 2034	216,600	65,900	113,100	\$39,584,000	\$39,251,400	\$78,835,400	\$125,416,700	\$973,200	\$1,652,400	\$375,800	\$598,100
Current Base Year Estimates											
Estimated First Full Year Subsequent to Projected Completion of Improvements											



# The Palladium

## Summary of Estimates

TOTAL IMPACT OF THEATER WITH PROPOSED IMPROVEMENTS									
Fiscal Year	Estimated Attendees	Incremental Room Nights Generated	Total Room Nights Supported	Total Incremental Economic Impact Generated	Total Economic Impact Supported	TDT (6%) Generated	TDT (6%) Supported	Local Option Tax (1%) Generated	Local Option Tax (1%) Supported
2023									
2025 (Year 1)	80,000	10,100	16,700	\$11,813,800	\$18,977,600	\$120,300	\$218,000	\$56,300	\$90,500
2026 (Year 2)	90,000	14,100	25,100	\$17,215,200	\$27,490,100	\$189,900	\$333,600	\$82,100	\$131,200
2027 (Year 3)	90,600	14,200	25,200	\$17,764,200	\$28,274,600	\$196,000	\$343,000	\$84,500	\$134,700
2028 (Year 4)	91,200	14,300	25,400	\$18,256,200	\$29,211,600	\$201,300	\$354,800	\$87,200	\$139,400
2029 (Year 5)	91,800	14,400	25,500	\$18,855,200	\$30,098,700	\$208,000	\$365,000	\$89,800	\$143,500
2030 (Year 6)	92,300	14,600	25,800	\$19,506,900	\$31,222,400	\$215,400	\$379,300	\$93,100	\$148,900
2031 (Year 7)	92,800	14,700	25,900	\$20,090,500	\$32,074,600	\$222,300	\$389,900	\$95,800	\$153,000
2032 (Year 8)	93,300	14,700	26,200	\$20,638,700	\$33,107,600	\$228,000	\$402,700	\$98,400	\$157,800
2033 (Year 9)	93,900	14,900	26,400	\$21,251,800	\$33,995,900	\$235,000	\$413,600	\$101,300	\$162,200
2034 (Year 10)	94,500	15,100	26,600	\$21,899,300	\$34,953,400	\$242,200	\$424,800	\$104,500	\$166,700
10 Year Total 2025 - 2034	910,400	141,100	248,800	\$187,291,800	\$299,406,500	\$2,058,400	\$3,624,700	\$893,000	\$1,427,900
Current Base Year Estimates									
Estimated First Full Year Subsequent to Projected Completion of Improvements									



## The Palladium

Base Year: Fiscal 2024 (Estimates based on attendance from July 2023 - May 2024)

	Total	Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
Attendance	67,000	42,300	14,500	4,800	2,800	2,500
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	8,200	n/a	n/a	5,900	1,300	1,000
Total Room Nights Supported	13,000	n/a	n/a	5,900	7,100	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$94.14	\$92.35	\$0.00
Facility Admission (1 day only)		n/a	\$32.46	\$38.55	\$33.13	\$31.33
Food & Beverage		n/a	\$20.92	\$36.30	\$32.97	\$18.06
Other Recreation		n/a	\$5.17	\$15.81	\$12.31	\$7.66
Retail		n/a	\$2.21	\$23.29	\$13.89	\$9.09
Local Transportation		n/a	\$0.36	\$4.06	\$19.39	\$0.86
Auto Fuel		n/a	\$6.05	\$11.23	\$7.89	\$4.90
Other		n/a	\$1.22	\$6.96	\$4.17	\$2.10
<b>Implied Average Daily Rate</b> (on a per night basis)		n/a	n/a	\$207.12	\$203.19	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,478,700	n/a	\$0	\$1,220,100	\$258,600	\$0
Facility Admission	\$826,800	n/a	\$470,700	\$185,000	\$92,800	\$78,300
Food & Beverage	\$911,200	n/a	\$303,300	\$470,400	\$92,300	\$45,200
Other Recreation	\$333,600	n/a	\$75,000	\$204,900	\$34,500	\$19,200
Retail	\$395,400	n/a	\$32,000	\$301,800	\$38,900	\$22,700
Local Transportation	\$114,300	n/a	\$5,200	\$52,600	\$54,300	\$2,200
Auto Fuel	\$267,600	n/a	\$87,700	\$145,500	\$22,100	\$12,300
Other	\$124,900	n/a	\$17,700	\$90,200	\$11,700	\$5,300
Total Incremental Annual Direct Spending Generated	\$4,452,500	n/a	\$991,600	\$2,670,500	\$605,200	\$185,200
Annual Indirect and Induced Spending Generated	\$4,415,100	n/a	\$983,300	\$2,648,100	\$600,100	\$183,600
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$8,867,600	n/a	\$1,974,900	\$5,318,600	\$1,205,300	\$368,800
Estimated Total Direct Expenditures Supported	\$7,108,800	n/a	\$991,600	\$2,670,500	\$2,962,200	\$484,500
Estimated Total Indirect and Induced Expenditures Supported	\$7,049,100	n/a	\$983,300	\$2,648,100	\$2,937,300	\$480,400
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$14,157,900	n/a	\$1,974,900	\$5,318,600	\$5,899,500	\$964,900
Incremental Tourism Development Tax Generated (6%)	\$88,700	n/a	n/a	\$73,200	\$15,500	n/a
Incremental Local Option Sales Tax Generated (1%)	\$42,300	n/a	\$9,400	\$25,400	\$5,700	\$1,800
Tourism Development Tax Supported (6%)	\$160,100	n/a	n/a	\$73,200	\$86,900	n/a
Local Option Sales Tax Supported (1%)	\$67,500	n/a	\$9,400	\$25,400	\$28,100	\$4,600
Estimated Jobs Created/Supported	140					



# The Palladium

## Estimated Base Operations Year 1: Fiscal 2027

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	68,000	43,000	14,800	4,900	2,900	2,500
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	8,300	n/a	n/a	6,000	1,300	1,000
Total Room Nights Supported	13,400	n/a	n/a	6,000	7,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$100.26	\$98.35	\$0.00
Facility Admission (1 day only)		n/a	\$34.57	\$41.06	\$35.28	\$33.37
Food & Beverage		n/a	\$22.28	\$38.66	\$35.11	\$19.23
Other Recreation		n/a	\$5.51	\$16.84	\$13.11	\$8.16
Retail		n/a	\$2.35	\$24.80	\$14.79	\$9.68
Local Transportation		n/a	\$0.38	\$4.32	\$20.65	\$0.92
Auto Fuel		n/a	\$6.44	\$11.96	\$8.40	\$5.22
Other		n/a	\$1.30	\$7.41	\$4.44	\$2.24
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$220.57	\$216.36	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,611,600	n/a	\$0	\$1,326,400	\$285,200	\$0
Facility Admission	\$898,500	n/a	\$511,600	\$201,200	\$102,300	\$83,400
Food & Beverage	\$991,100	n/a	\$329,700	\$511,500	\$101,800	\$48,100
Other Recreation	\$362,700	n/a	\$81,500	\$222,800	\$38,000	\$20,400
Retail	\$430,000	n/a	\$34,800	\$328,100	\$42,900	\$24,200
Local Transportation	\$125,000	n/a	\$5,600	\$57,200	\$59,900	\$2,300
Auto Fuel	\$291,000	n/a	\$95,300	\$158,200	\$24,400	\$13,100
Other	\$135,700	n/a	\$19,200	\$98,000	\$12,900	\$5,600
Total Incremental Annual Direct Spending Generated	\$4,845,600	n/a	\$1,077,700	\$2,903,400	\$667,400	\$197,100
Annual Indirect and Induced Spending Generated	\$4,804,900	n/a	\$1,068,600	\$2,879,000	\$661,800	\$195,400
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$9,650,500	n/a	\$2,146,300	\$5,782,400	\$1,329,200	\$392,500
Estimated Total Direct Expenditures Supported	\$7,763,500	n/a	\$1,077,700	\$2,903,400	\$3,266,900	\$515,500
Estimated Total Indirect and Induced Expenditures Supported	\$7,698,300	n/a	\$1,068,600	\$2,879,000	\$3,239,500	\$511,200
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$15,461,800	n/a	\$2,146,300	\$5,782,400	\$6,506,400	\$1,026,700
Incremental Tourism Development Tax Generated (6%)	\$96,700	n/a	n/a	\$79,600	\$17,100	n/a
Incremental Local Option Sales Tax Generated (1%)	\$46,000	n/a	\$10,200	\$27,600	\$6,300	\$1,900
Tourism Development Tax Supported (6%)	\$175,400	n/a	n/a	\$79,600	\$95,800	n/a
Local Option Sales Tax Supported (1%)	\$73,700	n/a	\$10,200	\$27,600	\$31,000	\$4,900
Estimated Jobs Created/Supported	160					



# The Palladium

Estimated Incremental Year 1: Fiscal 2027

	Total	Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
Incremental Attendance	12,000	7,100	2,500	1,200	700	400
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	1,800	n/a	n/a	1,500	300	n/a
Total Room Nights Supported	3,300	n/a	n/a	1,500	1,800	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$100.26	\$98.35	\$0.00
Facility Admission (1 day only)		n/a	\$34.57	\$41.06	\$35.28	\$33.37
Food & Beverage		n/a	\$22.28	\$38.66	\$35.11	\$19.23
Other Recreation		n/a	\$5.51	\$16.84	\$13.11	\$8.16
Retail		n/a	\$2.35	\$24.80	\$14.79	\$9.68
Local Transportation		n/a	\$0.38	\$4.32	\$20.65	\$0.92
Auto Fuel		n/a	\$6.44	\$11.96	\$8.40	\$5.22
Other		n/a	\$1.30	\$7.41	\$4.44	\$2.24
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$220.54	\$216.23	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$393,600	n/a	\$0	\$324,800	\$68,800	\$0
Facility Admission	\$173,700	n/a	\$86,400	\$49,300	\$24,700	\$13,300
Food & Beverage	\$213,300	n/a	\$55,700	\$125,300	\$24,600	\$7,700
Other Recreation	\$80,900	n/a	\$13,800	\$54,600	\$9,200	\$3,300
Retail	\$100,600	n/a	\$5,900	\$80,400	\$10,400	\$3,900
Local Transportation	\$29,900	n/a	\$1,000	\$14,000	\$14,500	\$400
Auto Fuel	\$62,900	n/a	\$16,100	\$38,800	\$5,900	\$2,100
Other	\$31,300	n/a	\$3,300	\$24,000	\$3,100	\$900
Total Incremental Annual Direct Spending Generated	\$1,086,200	n/a	\$182,200	\$711,200	\$161,200	\$31,600
Annual Indirect and Induced Spending Generated	\$1,077,100	n/a	\$180,700	\$705,200	\$159,800	\$31,300
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$2,163,300	n/a	\$362,900	\$1,416,400	\$321,000	\$62,900
Estimated Total Direct Expenditures Supported	\$1,765,300	n/a	\$182,200	\$711,200	\$789,100	\$82,800
Estimated Total Indirect and Induced Expenditures Supported	\$1,750,500	n/a	\$180,700	\$705,200	\$782,500	\$82,100
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$3,515,800	n/a	\$362,900	\$1,416,400	\$1,571,600	\$164,900
Incremental Tourism Development Tax Generated (6%)	\$23,600	n/a	n/a	\$19,500	\$4,100	n/a
Incremental Local Option Sales Tax Generated (1%)	\$10,300	n/a	\$1,700	\$6,800	\$1,500	\$300
Tourism Development Tax Supported (6%)	\$42,600	n/a	n/a	\$19,500	\$23,100	n/a
Local Option Sales Tax Supported (1%)	\$16,800	n/a	\$1,700	\$6,800	\$7,500	\$800
Estimated Jobs Created/Supported	40					



# The Palladium

## Estimated Base Operations Year 2: Fiscal 2028

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	68,300	43,200	14,800	4,900	2,900	2,500
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,300	n/a	n/a	6,000	1,300	n/a
Total Room Nights Supported	13,400	n/a	n/a	6,000	7,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$102.05	\$100.11	\$0.00
Facility Admission (1 day only)		n/a	\$35.19	\$41.79	\$35.91	\$33.96
Food & Beverage		n/a	\$22.68	\$39.35	\$35.74	\$19.58
Other Recreation		n/a	\$5.60	\$17.14	\$13.34	\$8.30
Retail		n/a	\$2.40	\$25.25	\$15.06	\$9.85
Local Transportation		n/a	\$0.39	\$4.40	\$21.02	\$0.93
Auto Fuel		n/a	\$6.56	\$12.17	\$8.55	\$5.31
Other		n/a	\$1.32	\$7.54	\$4.52	\$2.28
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$224.51	\$220.23	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,640,400	n/a	\$0	\$1,350,100	\$290,300	\$0
Facility Admission	\$914,600	n/a	\$520,800	\$204,800	\$104,100	\$84,900
Food & Beverage	\$1,008,900	n/a	\$335,700	\$520,600	\$103,600	\$49,000
Other Recreation	\$369,200	n/a	\$82,900	\$226,800	\$38,700	\$20,800
Retail	\$437,900	n/a	\$35,500	\$334,100	\$43,700	\$24,600
Local Transportation	\$127,300	n/a	\$5,800	\$58,200	\$61,000	\$2,300
Auto Fuel	\$296,200	n/a	\$97,100	\$161,000	\$24,800	\$13,300
Other	\$138,100	n/a	\$19,500	\$99,800	\$13,100	\$5,700
Total Incremental Annual Direct Spending Generated	\$4,932,600	n/a	\$1,097,300	\$2,955,400	\$679,300	\$200,600
Annual Indirect and Induced Spending Generated	\$4,891,200	n/a	\$1,088,100	\$2,930,600	\$673,600	\$198,900
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$9,823,800	n/a	\$2,185,400	\$5,886,000	\$1,352,900	\$399,500
Estimated Total Direct Expenditures Supported	\$7,902,500	n/a	\$1,097,300	\$2,955,400	\$3,325,200	\$524,600
Estimated Total Indirect and Induced Expenditures Supported	\$7,836,200	n/a	\$1,088,100	\$2,930,600	\$3,297,300	\$520,200
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$15,738,700	n/a	\$2,185,400	\$5,886,000	\$6,622,500	\$1,044,800
Incremental Tourism Development Tax Generated (6%)	\$98,400	n/a	n/a	\$81,000	\$17,400	n/a
Incremental Local Option Sales Tax Generated (1%)	\$46,900	n/a	\$10,400	\$28,100	\$6,500	\$1,900
Tourism Development Tax Supported (6%)	\$178,500	n/a	n/a	\$81,000	\$97,500	n/a
Local Option Sales Tax Supported (1%)	\$75,100	n/a	\$10,400	\$28,100	\$31,600	\$5,000
Estimated Jobs Created/Supported	160					



# The Palladium

Estimated Incremental Year 2: Fiscal 2028

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Incremental Attendance	21,700	10,200	3,800	4,700	2,300	700
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	6,800	n/a	n/a	5,800	1,000	n/a
Total Room Nights Supported	11,700	n/a	n/a	5,800	5,900	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$102.05	\$100.11	\$0.00
Facility Admission (1 day only)		n/a	\$35.19	\$41.79	\$35.91	\$33.96
Food & Beverage		n/a	\$22.68	\$39.35	\$35.74	\$19.58
Other Recreation		n/a	\$5.60	\$17.14	\$13.34	\$8.30
Retail		n/a	\$2.40	\$25.25	\$15.06	\$9.85
Local Transportation		n/a	\$0.39	\$4.40	\$21.02	\$0.93
Auto Fuel		n/a	\$6.56	\$12.17	\$8.55	\$5.31
Other		n/a	\$1.32	\$7.54	\$4.52	\$2.28
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$224.51	\$220.29	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,525,300	n/a	\$0	\$1,295,000	\$230,300	\$0
Facility Admission	\$436,500	n/a	\$133,700	\$196,400	\$82,600	\$23,800
Food & Beverage	\$681,500	n/a	\$86,200	\$499,400	\$82,200	\$13,700
Other Recreation	\$275,300	n/a	\$21,300	\$217,500	\$30,700	\$5,800
Retail	\$371,000	n/a	\$9,100	\$320,400	\$34,600	\$6,900
Local Transportation	\$106,300	n/a	\$1,500	\$55,800	\$48,300	\$700
Auto Fuel	\$202,700	n/a	\$24,900	\$154,400	\$19,700	\$3,700
Other	\$112,700	n/a	\$5,000	\$95,700	\$10,400	\$1,600
Total Incremental Annual Direct Spending Generated	\$3,711,300	n/a	\$281,700	\$2,834,600	\$538,800	\$56,200
Annual Indirect and Induced Spending Generated	\$3,680,100	n/a	\$279,300	\$2,810,800	\$534,300	\$55,700
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$7,391,400	n/a	\$561,000	\$5,645,400	\$1,073,100	\$111,900
Estimated Total Direct Expenditures Supported	\$5,900,500	n/a	\$281,700	\$2,834,600	\$2,637,300	\$146,900
Estimated Total Indirect and Induced Expenditures Supported	\$5,850,900	n/a	\$279,300	\$2,810,800	\$2,615,100	\$145,700
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$11,751,400	n/a	\$561,000	\$5,645,400	\$5,252,400	\$292,600
Incremental Tourism Development Tax Generated (6%)	\$91,500	n/a	n/a	\$77,700	\$13,800	n/a
Incremental Local Option Sales Tax Generated (1%)	\$35,200	n/a	\$2,700	\$26,900	\$5,100	\$500
Tourism Development Tax Supported (6%)	\$155,100	n/a	n/a	\$77,700	\$77,400	n/a
Local Option Sales Tax Supported (1%)	\$56,100	n/a	\$2,700	\$26,900	\$25,100	\$1,400
Estimated Jobs Created/Supported	120					



## The Palladium

Estimated Base Operations Year 3: Fiscal 2029

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	<b>Total</b>					
Attendance	68,600	43,400	14,900	4,900	2,900	2,500
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,300	n/a	n/a	6,000	1,300	n/a
Total Room Nights Supported	13,400	n/a	n/a	6,000	7,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$104.40	\$102.41	\$0.00
Facility Admission (1 day only)		n/a	\$36.00	\$42.75	\$36.74	\$34.74
Food & Beverage		n/a	\$23.20	\$40.26	\$36.56	\$20.03
Other Recreation		n/a	\$5.73	\$17.53	\$13.65	\$8.49
Retail		n/a	\$2.46	\$25.83	\$15.41	\$10.08
Local Transportation		n/a	\$0.40	\$4.50	\$21.50	\$0.95
Auto Fuel		n/a	\$6.71	\$12.45	\$8.75	\$5.43
Other		n/a	\$1.35	\$7.71	\$4.62	\$2.33
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$229.68	\$225.31	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,678,200	n/a	\$0	\$1,381,200	\$297,000	\$0
Facility Admission	\$939,300	n/a	\$536,400	\$209,500	\$106,500	\$86,900
Food & Beverage	\$1,034,400	n/a	\$345,700	\$532,600	\$106,000	\$50,100
Other Recreation	\$378,100	n/a	\$85,400	\$231,900	\$39,600	\$21,200
Retail	\$448,300	n/a	\$36,700	\$341,700	\$44,700	\$25,200
Local Transportation	\$130,300	n/a	\$6,000	\$59,500	\$62,400	\$2,400
Auto Fuel	\$303,700	n/a	\$100,000	\$164,700	\$25,400	\$13,600
Other	\$141,300	n/a	\$20,100	\$102,000	\$13,400	\$5,800
Total Incremental Annual Direct Spending Generated	\$5,053,600	n/a	\$1,130,300	\$3,023,100	\$695,000	\$205,200
Annual Indirect and Induced Spending Generated	\$5,011,100	n/a	\$1,120,800	\$2,997,700	\$689,200	\$203,500
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$10,064,700	n/a	\$2,251,100	\$6,020,800	\$1,384,200	\$408,700
Estimated Total Direct Expenditures Supported	\$8,091,900	n/a	\$1,130,300	\$3,023,100	\$3,402,100	\$536,400
Estimated Total Indirect and Induced Expenditures Supported	\$8,023,900	n/a	\$1,120,800	\$2,997,700	\$3,373,500	\$531,900
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$16,115,800	n/a	\$2,251,100	\$6,020,800	\$6,775,600	\$1,068,300
Incremental Tourism Development Tax Generated (6%)	\$100,700	n/a	n/a	\$82,900	\$17,800	n/a
Incremental Local Option Sales Tax Generated (1%)	\$47,900	n/a	\$10,700	\$28,700	\$6,600	\$1,900
Tourism Development Tax Supported (6%)	\$182,700	n/a	n/a	\$82,900	\$99,800	n/a
Local Option Sales Tax Supported (1%)	\$76,800	n/a	\$10,700	\$28,700	\$32,300	\$5,100
Estimated Jobs Created/Supported	160					



# The Palladium

Estimated Incremental Year 3: Fiscal 2029

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Incremental Attendance	22,000	10,300	3,900	4,800	2,300	700
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	6,900	n/a	n/a	5,900	1,000	n/a
Total Room Nights Supported	11,800	n/a	n/a	5,900	5,900	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$104.40	\$102.41	\$0.00
Facility Admission (1 day only)		n/a	\$36.00	\$42.75	\$36.74	\$34.74
Food & Beverage		n/a	\$23.20	\$40.26	\$36.56	\$20.03
Other Recreation		n/a	\$5.73	\$17.53	\$13.65	\$8.49
Retail		n/a	\$2.46	\$25.83	\$15.41	\$10.08
Local Transportation		n/a	\$0.40	\$4.50	\$21.50	\$0.95
Auto Fuel		n/a	\$6.71	\$12.45	\$8.75	\$5.43
Other		n/a	\$1.35	\$7.71	\$4.62	\$2.33
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$229.68	\$225.26	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,588,500	n/a	\$0	\$1,353,000	\$235,500	\$0
Facility Admission	\$454,400	n/a	\$140,400	\$205,200	\$84,500	\$24,300
Food & Beverage	\$710,400	n/a	\$90,500	\$521,800	\$84,100	\$14,000
Other Recreation	\$286,800	n/a	\$22,300	\$227,200	\$31,400	\$5,900
Retail	\$386,900	n/a	\$9,600	\$334,800	\$35,400	\$7,100
Local Transportation	\$110,100	n/a	\$1,600	\$58,300	\$49,500	\$700
Auto Fuel	\$211,500	n/a	\$26,200	\$161,400	\$20,100	\$3,800
Other	\$117,400	n/a	\$5,300	\$99,900	\$10,600	\$1,600
Total Incremental Annual Direct Spending Generated	\$3,866,000	n/a	\$295,900	\$2,961,600	\$551,100	\$57,400
Annual Indirect and Induced Spending Generated	\$3,833,500	n/a	\$293,400	\$2,936,700	\$546,500	\$56,900
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$7,699,500	n/a	\$589,300	\$5,898,300	\$1,097,600	\$114,300
Estimated Total Direct Expenditures Supported	\$6,105,100	n/a	\$295,900	\$2,961,600	\$2,697,500	\$150,100
Estimated Total Indirect and Induced Expenditures Supported	\$6,053,700	n/a	\$293,400	\$2,936,700	\$2,674,800	\$148,800
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$12,158,800	n/a	\$589,300	\$5,898,300	\$5,372,300	\$298,900
Incremental Tourism Development Tax Generated (6%)	\$95,300	n/a	n/a	\$81,200	\$14,100	n/a
Incremental Local Option Sales Tax Generated (1%)	\$36,600	n/a	\$2,800	\$28,100	\$5,200	\$500
Tourism Development Tax Supported (6%)	\$160,300	n/a	n/a	\$81,200	\$79,100	n/a
Local Option Sales Tax Supported (1%)	\$57,900	n/a	\$2,800	\$28,100	\$25,600	\$1,400
Estimated Jobs Created/Supported	120					



# The Palladium

## Estimated Base Operations Year 4: Fiscal 2030

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	68,900	43,500	15,000	4,900	2,900	2,500
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,300	n/a	n/a	6,000	1,300	n/a
Total Room Nights Supported	13,400	n/a	n/a	6,000	7,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$106.91	\$104.87	\$0.00
Facility Admission (1 day only)		n/a	\$36.86	\$43.78	\$37.62	\$35.57
Food & Beverage		n/a	\$23.76	\$41.23	\$37.44	\$20.51
Other Recreation		n/a	\$5.87	\$17.95	\$13.98	\$8.69
Retail		n/a	\$2.52	\$26.45	\$15.78	\$10.32
Local Transportation		n/a	\$0.41	\$4.61	\$22.02	\$0.97
Auto Fuel		n/a	\$6.87	\$12.75	\$8.96	\$5.56
Other		n/a	\$1.38	\$7.90	\$4.73	\$2.39
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$235.20	\$230.70	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,718,500	n/a	\$0	\$1,414,400	\$304,100	\$0
Facility Admission	\$965,400	n/a	\$552,900	\$214,500	\$109,100	\$88,900
Food & Beverage	\$1,061,800	n/a	\$356,400	\$545,500	\$108,600	\$51,300
Other Recreation	\$387,800	n/a	\$88,100	\$237,500	\$40,500	\$21,700
Retail	\$459,300	n/a	\$37,800	\$349,900	\$45,800	\$25,800
Local Transportation	\$133,500	n/a	\$6,200	\$61,000	\$63,900	\$2,400
Auto Fuel	\$311,700	n/a	\$103,100	\$168,700	\$26,000	\$13,900
Other	\$144,900	n/a	\$20,700	\$104,500	\$13,700	\$6,000
Total Incremental Annual Direct Spending Generated	\$5,182,900	n/a	\$1,165,200	\$3,096,000	\$711,700	\$210,000
Annual Indirect and Induced Spending Generated	\$5,139,400	n/a	\$1,155,400	\$3,070,000	\$705,700	\$208,200
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$10,322,300	n/a	\$2,320,600	\$6,166,000	\$1,417,400	\$418,200
Estimated Total Direct Expenditures Supported	\$8,294,000	n/a	\$1,165,200	\$3,096,000	\$3,483,700	\$549,100
Estimated Total Indirect and Induced Expenditures Supported	\$8,224,300	n/a	\$1,155,400	\$3,070,000	\$3,454,400	\$544,500
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$16,518,300	n/a	\$2,320,600	\$6,166,000	\$6,938,100	\$1,093,600
Incremental Tourism Development Tax Generated (6%)	\$103,100	n/a	n/a	\$84,900	\$18,200	n/a
Incremental Local Option Sales Tax Generated (1%)	\$49,300	n/a	\$11,100	\$29,400	\$6,800	\$2,000
Tourism Development Tax Supported (6%)	\$187,100	n/a	n/a	\$84,900	\$102,200	n/a
Local Option Sales Tax Supported (1%)	\$78,800	n/a	\$11,100	\$29,400	\$33,100	\$5,200
Estimated Jobs Created/Supported	170					



# The Palladium

Estimated Incremental Year 4: Fiscal 2030

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Incremental Attendance	22,300	10,500	3,900	4,800	2,400	700
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,000	n/a	n/a	5,900	1,100	n/a
Total Room Nights Supported	12,000	n/a	n/a	5,900	6,100	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$106.91	\$104.87	\$0.00
Facility Admission (1 day only)		n/a	\$36.86	\$43.78	\$37.62	\$35.57
Food & Beverage		n/a	\$23.76	\$41.23	\$37.44	\$20.51
Other Recreation		n/a	\$5.87	\$17.95	\$13.98	\$8.69
Retail		n/a	\$2.52	\$26.45	\$15.78	\$10.32
Local Transportation		n/a	\$0.41	\$4.61	\$22.02	\$0.97
Auto Fuel		n/a	\$6.87	\$12.75	\$8.96	\$5.56
Other		n/a	\$1.38	\$7.90	\$4.73	\$2.39
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$235.21	\$230.73	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,637,300	n/a	\$0	\$1,385,600	\$251,700	\$0
Facility Admission	\$469,100	n/a	\$143,800	\$210,100	\$90,300	\$24,900
Food & Beverage	\$731,300	n/a	\$92,700	\$534,300	\$89,900	\$14,400
Other Recreation	\$295,200	n/a	\$22,900	\$232,600	\$33,600	\$6,100
Retail	\$397,700	n/a	\$9,800	\$342,800	\$37,900	\$7,200
Local Transportation	\$114,800	n/a	\$1,600	\$59,700	\$52,800	\$700
Auto Fuel	\$217,400	n/a	\$26,800	\$165,200	\$21,500	\$3,900
Other	\$120,900	n/a	\$5,400	\$102,400	\$11,400	\$1,700
Total Incremental Annual Direct Spending Generated	\$3,983,700	n/a	\$303,000	\$3,032,700	\$589,100	\$58,900
Annual Indirect and Induced Spending Generated	\$3,950,200	n/a	\$300,500	\$3,007,200	\$584,200	\$58,400
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$7,933,900	n/a	\$603,500	\$6,039,900	\$1,173,300	\$117,300
Estimated Total Direct Expenditures Supported	\$6,373,400	n/a	\$303,000	\$3,032,700	\$2,883,600	\$154,100
Estimated Total Indirect and Induced Expenditures Supported	\$6,319,900	n/a	\$300,500	\$3,007,200	\$2,859,400	\$152,800
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$12,693,300	n/a	\$603,500	\$6,039,900	\$5,743,000	\$306,900
Incremental Tourism Development Tax Generated (6%)	\$98,200	n/a	n/a	\$83,100	\$15,100	n/a
Incremental Local Option Sales Tax Generated (1%)	\$37,900	n/a	\$2,900	\$28,800	\$5,600	\$600
Tourism Development Tax Supported (6%)	\$167,700	n/a	n/a	\$83,100	\$84,600	n/a
Local Option Sales Tax Supported (1%)	\$60,600	n/a	\$2,900	\$28,800	\$27,400	\$1,500
Estimated Jobs Created/Supported	130					



# The Palladium

## Estimated Base Operations Year 5: Fiscal 2031

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	69,200	43,700	15,000	4,900	2,900	2,600
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,300	n/a	n/a	6,000	1,300	n/a
Total Room Nights Supported	13,400	n/a	n/a	6,000	7,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$109.48	\$107.39	\$0.00
Facility Admission (1 day only)		n/a	\$37.74	\$44.83	\$38.52	\$36.42
Food & Beverage		n/a	\$24.33	\$42.22	\$38.34	\$21.00
Other Recreation		n/a	\$6.01	\$18.38	\$14.32	\$8.90
Retail		n/a	\$2.58	\$27.08	\$16.16	\$10.57
Local Transportation		n/a	\$0.42	\$4.72	\$22.55	\$0.99
Auto Fuel		n/a	\$7.03	\$13.06	\$9.18	\$5.69
Other		n/a	\$1.41	\$8.09	\$4.84	\$2.45
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$240.85	\$236.23	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,759,800	n/a	\$0	\$1,448,400	\$311,400	\$0
Facility Admission	\$992,200	n/a	\$566,100	\$219,700	\$111,700	\$94,700
Food & Beverage	\$1,089,400	n/a	\$365,000	\$558,600	\$111,200	\$54,600
Other Recreation	\$398,000	n/a	\$90,200	\$243,200	\$41,500	\$23,100
Retail	\$471,400	n/a	\$38,700	\$358,300	\$46,900	\$27,500
Local Transportation	\$136,700	n/a	\$6,300	\$62,400	\$65,400	\$2,600
Auto Fuel	\$319,700	n/a	\$105,500	\$172,800	\$26,600	\$14,800
Other	\$148,600	n/a	\$21,200	\$107,000	\$14,000	\$6,400
Total Incremental Annual Direct Spending Generated	\$5,315,800	n/a	\$1,193,000	\$3,170,400	\$728,700	\$223,700
Annual Indirect and Induced Spending Generated	\$5,271,100	n/a	\$1,183,000	\$3,143,800	\$722,600	\$221,800
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$10,586,900	n/a	\$2,376,000	\$6,314,200	\$1,451,300	\$445,500
Estimated Total Direct Expenditures Supported	\$8,515,200	n/a	\$1,193,000	\$3,170,400	\$3,566,900	\$584,900
Estimated Total Indirect and Induced Expenditures Supported	\$8,443,700	n/a	\$1,183,000	\$3,143,800	\$3,536,900	\$580,000
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$16,958,900	n/a	\$2,376,000	\$6,314,200	\$7,103,800	\$1,164,900
Incremental Tourism Development Tax Generated (6%)	\$105,600	n/a	n/a	\$86,900	\$18,700	n/a
Incremental Local Option Sales Tax Generated (1%)	\$50,400	n/a	\$11,300	\$30,100	\$6,900	\$2,100
Tourism Development Tax Supported (6%)	\$191,500	n/a	n/a	\$86,900	\$104,600	n/a
Local Option Sales Tax Supported (1%)	\$80,900	n/a	\$11,300	\$30,100	\$33,900	\$5,600
Estimated Jobs Created/Supported	170					



**The Palladium**  
Estimated Incremental Year 5: Fiscal 2031

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	<b>Total</b>					
Incremental Attendance	22,600	10,600	4,000	4,900	2,400	700
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,100	n/a	n/a	6,000	1,100	n/a
Total Room Nights Supported	12,100	n/a	n/a	6,000	6,100	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$109.48	\$107.39	\$0.00
Facility Admission (1 day only)		n/a	\$37.74	\$44.83	\$38.52	\$36.42
Food & Beverage		n/a	\$24.33	\$42.22	\$38.34	\$21.00
Other Recreation		n/a	\$6.01	\$18.38	\$14.32	\$8.90
Retail		n/a	\$2.58	\$27.08	\$16.16	\$10.57
Local Transportation		n/a	\$0.42	\$4.72	\$22.55	\$0.99
Auto Fuel		n/a	\$7.03	\$13.06	\$9.18	\$5.69
Other		n/a	\$1.41	\$8.09	\$4.84	\$2.45
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$240.85	\$236.23	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,706,100	n/a	\$0	\$1,448,400	\$257,700	\$0
Facility Admission	\$488,600	n/a	\$151,000	\$219,700	\$92,400	\$25,500
Food & Beverage	\$762,600	n/a	\$97,300	\$558,600	\$92,000	\$14,700
Other Recreation	\$307,800	n/a	\$24,000	\$243,200	\$34,400	\$6,200
Retail	\$414,800	n/a	\$10,300	\$358,300	\$38,800	\$7,400
Local Transportation	\$118,900	n/a	\$1,700	\$62,400	\$54,100	\$700
Auto Fuel	\$226,900	n/a	\$28,100	\$172,800	\$22,000	\$4,000
Other	\$125,900	n/a	\$5,600	\$107,000	\$11,600	\$1,700
Total Incremental Annual Direct Spending Generated	\$4,151,600	n/a	\$318,000	\$3,170,400	\$603,000	\$60,200
Annual Indirect and Induced Spending Generated	\$4,116,700	n/a	\$315,300	\$3,143,800	\$597,900	\$59,700
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$8,268,300	n/a	\$633,300	\$6,314,200	\$1,200,900	\$119,900
Estimated Total Direct Expenditures Supported	\$6,597,600	n/a	\$318,000	\$3,170,400	\$2,951,800	\$157,400
Estimated Total Indirect and Induced Expenditures Supported	\$6,542,200	n/a	\$315,300	\$3,143,800	\$2,927,000	\$156,100
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$13,139,800	n/a	\$633,300	\$6,314,200	\$5,878,800	\$313,500
Incremental Tourism Development Tax Generated (6%)	\$102,400	n/a	n/a	\$86,900	\$15,500	n/a
Incremental Local Option Sales Tax Generated (1%)	\$39,400	n/a	\$3,000	\$30,100	\$5,700	\$600
Tourism Development Tax Supported (6%)	\$173,500	n/a	n/a	\$86,900	\$86,600	n/a
Local Option Sales Tax Supported (1%)	\$62,600	n/a	\$3,000	\$30,100	\$28,000	\$1,500
Estimated Jobs Created/Supported	130					



# The Palladium

Estimated Base Operations Year 6: Fiscal 2032

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	69,500	43,900	15,100	5,000	3,000	2,600
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,500	n/a	n/a	6,100	1,400	n/a
Total Room Nights Supported	13,700	n/a	n/a	6,100	7,600	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$112.11	\$109.97	\$0.00
Facility Admission (1 day only)		n/a	\$38.65	\$45.91	\$39.44	\$37.29
Food & Beverage		n/a	\$24.91	\$43.23	\$39.26	\$21.50
Other Recreation		n/a	\$6.15	\$18.82	\$14.66	\$9.11
Retail		n/a	\$2.64	\$27.73	\$16.55	\$10.82
Local Transportation		n/a	\$0.43	\$4.83	\$23.09	\$1.01
Auto Fuel		n/a	\$7.20	\$13.37	\$9.40	\$5.83
Other		n/a	\$1.44	\$8.28	\$4.96	\$2.51
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$246.64	\$241.93	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,843,400	n/a	\$0	\$1,513,500	\$329,900	\$0
Facility Admission	\$1,028,500	n/a	\$583,600	\$229,600	\$118,300	\$97,000
Food & Beverage	\$1,133,400	n/a	\$376,100	\$583,600	\$117,800	\$55,900
Other Recreation	\$414,700	n/a	\$92,900	\$254,100	\$44,000	\$23,700
Retail	\$492,100	n/a	\$39,900	\$374,400	\$49,700	\$28,100
Local Transportation	\$143,600	n/a	\$6,500	\$65,200	\$69,300	\$2,600
Auto Fuel	\$332,600	n/a	\$108,700	\$180,500	\$28,200	\$15,200
Other	\$154,900	n/a	\$21,700	\$111,800	\$14,900	\$6,500
Total Incremental Annual Direct Spending Generated	\$5,543,200	n/a	\$1,229,400	\$3,312,700	\$772,100	\$229,000
Annual Indirect and Induced Spending Generated	\$5,496,600	n/a	\$1,219,100	\$3,284,900	\$765,600	\$227,100
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$11,039,800	n/a	\$2,448,500	\$6,597,600	\$1,537,700	\$456,100
Estimated Total Direct Expenditures Supported	\$8,920,300	n/a	\$1,229,400	\$3,312,700	\$3,779,600	\$598,600
Estimated Total Indirect and Induced Expenditures Supported	\$8,845,500	n/a	\$1,219,100	\$3,284,900	\$3,747,900	\$593,600
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$17,765,800	n/a	\$2,448,500	\$6,597,600	\$7,527,500	\$1,192,200
Incremental Tourism Development Tax Generated (6%)	\$110,600	n/a	n/a	\$90,800	\$19,800	n/a
Incremental Local Option Sales Tax Generated (1%)	\$52,700	n/a	\$11,700	\$31,500	\$7,300	\$2,200
Tourism Development Tax Supported (6%)	\$201,600	n/a	n/a	\$90,800	\$110,800	n/a
Local Option Sales Tax Supported (1%)	\$84,800	n/a	\$11,700	\$31,500	\$35,900	\$5,700
Estimated Jobs Created/Supported	180					



# The Palladium

Estimated Incremental Year 6: Fiscal 2032

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Incremental Attendance	22,800	10,700	4,000	4,900	2,400	700
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,100	n/a	n/a	6,000	1,100	n/a
Total Room Nights Supported	12,100	n/a	n/a	6,000	6,100	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$112.11	\$109.97	\$0.00
Facility Admission (1 day only)		n/a	\$38.65	\$45.91	\$39.44	\$37.29
Food & Beverage		n/a	\$24.91	\$43.23	\$39.26	\$21.50
Other Recreation		n/a	\$6.15	\$18.82	\$14.66	\$9.11
Retail		n/a	\$2.64	\$27.73	\$16.55	\$10.82
Local Transportation		n/a	\$0.43	\$4.83	\$23.09	\$1.01
Auto Fuel		n/a	\$7.20	\$13.37	\$9.40	\$5.83
Other		n/a	\$1.44	\$8.28	\$4.96	\$2.51
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$246.64	\$241.91	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,747,100	n/a	\$0	\$1,483,200	\$263,900	\$0
Facility Admission	\$500,400	n/a	\$154,600	\$225,000	\$94,700	\$26,100
Food & Beverage	\$780,800	n/a	\$99,600	\$571,900	\$94,200	\$15,100
Other Recreation	\$315,200	n/a	\$24,600	\$249,000	\$35,200	\$6,400
Retail	\$424,800	n/a	\$10,600	\$366,900	\$39,700	\$7,600
Local Transportation	\$121,700	n/a	\$1,700	\$63,900	\$55,400	\$700
Auto Fuel	\$232,400	n/a	\$28,800	\$176,900	\$22,600	\$4,100
Other	\$129,000	n/a	\$5,800	\$109,500	\$11,900	\$1,800
Total Incremental Annual Direct Spending Generated	\$4,251,400	n/a	\$325,700	\$3,246,300	\$617,600	\$61,800
Annual Indirect and Induced Spending Generated	\$4,215,700	n/a	\$323,000	\$3,219,000	\$612,400	\$61,300
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$8,467,100	n/a	\$648,700	\$6,465,300	\$1,230,000	\$123,100
Estimated Total Direct Expenditures Supported	\$6,756,700	n/a	\$325,700	\$3,246,300	\$3,022,900	\$161,800
Estimated Total Indirect and Induced Expenditures Supported	\$6,699,900	n/a	\$323,000	\$3,219,000	\$2,997,500	\$160,400
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$13,456,600	n/a	\$648,700	\$6,465,300	\$6,020,400	\$322,200
Incremental Tourism Development Tax Generated (6%)	\$104,800	n/a	n/a	\$89,000	\$15,800	n/a
Incremental Local Option Sales Tax Generated (1%)	\$40,400	n/a	\$3,100	\$30,800	\$5,900	\$600
Tourism Development Tax Supported (6%)	\$177,700	n/a	n/a	\$89,000	\$88,700	n/a
Local Option Sales Tax Supported (1%)	\$64,100	n/a	\$3,100	\$30,800	\$28,700	\$1,500
Estimated Jobs Created/Supported	140					



# The Palladium

## Estimated Base Operations Year 7: Fiscal 2033

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	69,800	44,100	15,100	5,000	3,000	2,600
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,500	n/a	n/a	6,100	1,400	n/a
Total Room Nights Supported	13,700	n/a	n/a	6,100	7,600	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$114.69	\$112.50	\$0.00
Facility Admission (1 day only)		n/a	\$39.54	\$46.97	\$40.35	\$38.15
Food & Beverage		n/a	\$25.48	\$44.22	\$40.16	\$21.99
Other Recreation		n/a	\$6.29	\$19.25	\$15.00	\$9.32
Retail		n/a	\$2.70	\$28.37	\$16.93	\$11.07
Local Transportation		n/a	\$0.44	\$4.94	\$23.62	\$1.03
Auto Fuel		n/a	\$7.37	\$13.68	\$9.62	\$5.96
Other		n/a	\$1.47	\$8.47	\$5.07	\$2.57
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$252.32	\$247.50	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,885,800	n/a	\$0	\$1,548,300	\$337,500	\$0
Facility Admission	\$1,052,300	n/a	\$597,100	\$234,900	\$121,100	\$99,200
Food & Beverage	\$1,159,400	n/a	\$384,700	\$597,000	\$120,500	\$57,200
Other Recreation	\$424,100	n/a	\$95,000	\$259,900	\$45,000	\$24,200
Retail	\$503,400	n/a	\$40,800	\$383,000	\$50,800	\$28,800
Local Transportation	\$146,900	n/a	\$6,600	\$66,700	\$70,900	\$2,700
Auto Fuel	\$340,400	n/a	\$111,300	\$184,700	\$28,900	\$15,500
Other	\$158,400	n/a	\$22,200	\$114,300	\$15,200	\$6,700
Total Incremental Annual Direct Spending Generated	\$5,670,700	n/a	\$1,257,700	\$3,388,800	\$789,900	\$234,300
Annual Indirect and Induced Spending Generated	\$5,623,100	n/a	\$1,247,100	\$3,360,300	\$783,300	\$232,300
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$11,293,800	n/a	\$2,504,800	\$6,749,100	\$1,573,200	\$466,600
Estimated Total Direct Expenditures Supported	\$9,125,500	n/a	\$1,257,700	\$3,388,800	\$3,866,400	\$612,600
Estimated Total Indirect and Induced Expenditures Supported	\$9,048,800	n/a	\$1,247,100	\$3,360,300	\$3,833,900	\$607,500
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$18,174,300	n/a	\$2,504,800	\$6,749,100	\$7,700,300	\$1,220,100
Incremental Tourism Development Tax Generated (6%)	\$113,200	n/a	n/a	\$92,900	\$20,300	n/a
Incremental Local Option Sales Tax Generated (1%)	\$53,800	n/a	\$11,900	\$32,200	\$7,500	\$2,200
Tourism Development Tax Supported (6%)	\$206,300	n/a	n/a	\$92,900	\$113,400	n/a
Local Option Sales Tax Supported (1%)	\$86,600	n/a	\$11,900	\$32,200	\$36,700	\$5,800
Estimated Jobs Created/Supported	180					

# The Palladium

Estimated Incremental Year 7: Fiscal 2033

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Incremental Attendance	23,000	10,800	4,000	5,000	2,400	700
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,200	n/a	n/a	6,100	1,100	n/a
Total Room Nights Supported	12,200	n/a	n/a	6,100	6,100	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$114.69	\$112.50	\$0.00
Facility Admission (1 day only)		n/a	\$39.54	\$46.97	\$40.35	\$38.15
Food & Beverage		n/a	\$25.48	\$44.22	\$40.16	\$21.99
Other Recreation		n/a	\$6.29	\$19.25	\$15.00	\$9.32
Retail		n/a	\$2.70	\$28.37	\$16.93	\$11.07
Local Transportation		n/a	\$0.44	\$4.94	\$23.62	\$1.03
Auto Fuel		n/a	\$7.37	\$13.68	\$9.62	\$5.96
Other		n/a	\$1.47	\$8.47	\$5.07	\$2.57
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$252.32	\$247.50	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,818,300	n/a	\$0	\$1,548,300	\$270,000	\$0
Facility Admission	\$516,600	n/a	\$158,200	\$234,900	\$96,800	\$26,700
Food & Beverage	\$810,700	n/a	\$101,900	\$597,000	\$96,400	\$15,400
Other Recreation	\$327,600	n/a	\$25,200	\$259,900	\$36,000	\$6,500
Retail	\$442,100	n/a	\$10,800	\$383,000	\$40,600	\$7,700
Local Transportation	\$125,900	n/a	\$1,800	\$66,700	\$56,700	\$700
Auto Fuel	\$241,500	n/a	\$29,500	\$184,700	\$23,100	\$4,200
Other	\$134,200	n/a	\$5,900	\$114,300	\$12,200	\$1,800
Total Incremental Annual Direct Spending Generated	\$4,416,900	n/a	\$333,300	\$3,388,800	\$631,800	\$63,000
Annual Indirect and Induced Spending Generated	\$4,379,800	n/a	\$330,500	\$3,360,300	\$626,500	\$62,500
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$8,796,700	n/a	\$663,800	\$6,749,100	\$1,258,300	\$125,500
Estimated Total Direct Expenditures Supported	\$6,979,500	n/a	\$333,300	\$3,388,800	\$3,092,800	\$164,600
Estimated Total Indirect and Induced Expenditures Supported	\$6,920,800	n/a	\$330,500	\$3,360,300	\$3,066,800	\$163,200
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$13,900,300	n/a	\$663,800	\$6,749,100	\$6,159,600	\$327,800
Incremental Tourism Development Tax Generated (6%)	\$109,100	n/a	n/a	\$92,900	\$16,200	n/a
Incremental Local Option Sales Tax Generated (1%)	\$42,000	n/a	\$3,200	\$32,200	\$6,000	\$600
Tourism Development Tax Supported (6%)	\$183,600	n/a	n/a	\$92,900	\$90,700	n/a
Local Option Sales Tax Supported (1%)	\$66,400	n/a	\$3,200	\$32,200	\$29,400	\$1,600
Estimated Jobs Created/Supported	140					



# The Palladium

## Estimated Base Operations Year 8: Fiscal 2034

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	70,100	44,300	15,200	5,000	3,000	2,600
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,500	n/a	n/a	6,100	1,400	n/a
Total Room Nights Supported	13,700	n/a	n/a	6,100	7,600	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$117.33	\$115.09	\$0.00
Facility Admission (1 day only)		n/a	\$40.45	\$48.05	\$41.28	\$39.03
Food & Beverage		n/a	\$26.07	\$45.24	\$41.08	\$22.50
Other Recreation		n/a	\$6.43	\$19.69	\$15.35	\$9.53
Retail		n/a	\$2.76	\$29.02	\$17.32	\$11.32
Local Transportation		n/a	\$0.45	\$5.05	\$24.16	\$1.05
Auto Fuel		n/a	\$7.54	\$13.99	\$9.84	\$6.10
Other		n/a	\$1.50	\$8.66	\$5.19	\$2.63
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$258.13	\$253.22	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,929,300	n/a	\$0	\$1,584,000	\$345,300	\$0
Facility Admission	\$1,080,400	n/a	\$614,800	\$240,300	\$123,800	\$101,500
Food & Beverage	\$1,188,700	n/a	\$396,300	\$610,700	\$123,200	\$58,500
Other Recreation	\$434,400	n/a	\$97,700	\$265,800	\$46,100	\$24,800
Retail	\$515,200	n/a	\$42,000	\$391,800	\$52,000	\$29,400
Local Transportation	\$150,200	n/a	\$6,800	\$68,200	\$72,500	\$2,700
Auto Fuel	\$348,900	n/a	\$114,600	\$188,900	\$29,500	\$15,900
Other	\$162,100	n/a	\$22,800	\$116,900	\$15,600	\$6,800
Total Incremental Annual Direct Spending Generated	\$5,809,200	n/a	\$1,295,000	\$3,466,600	\$808,000	\$239,600
Annual Indirect and Induced Spending Generated	\$5,760,400	n/a	\$1,284,100	\$3,437,500	\$801,200	\$237,600
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$11,569,600	n/a	\$2,579,100	\$6,904,100	\$1,609,200	\$477,200
Estimated Total Direct Expenditures Supported	\$9,343,200	n/a	\$1,295,000	\$3,466,600	\$3,955,300	\$626,300
Estimated Total Indirect and Induced Expenditures Supported	\$9,264,700	n/a	\$1,284,100	\$3,437,500	\$3,922,100	\$621,000
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$18,607,900	n/a	\$2,579,100	\$6,904,100	\$7,877,400	\$1,247,300
Incremental Tourism Development Tax Generated (6%)	\$115,700	n/a	n/a	\$95,000	\$20,700	n/a
Incremental Local Option Sales Tax Generated (1%)	\$55,200	n/a	\$12,300	\$32,900	\$7,700	\$2,300
Tourism Development Tax Supported (6%)	\$211,000	n/a	n/a	\$95,000	\$116,000	n/a
Local Option Sales Tax Supported (1%)	\$88,700	n/a	\$12,300	\$32,900	\$37,600	\$5,900
Estimated Jobs Created/Supported	190					

# The Palladium

Estimated Incremental Year 8: Fiscal 2034

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Incremental Attendance	23,200	10,900	4,100	5,000	2,500	700
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,200	n/a	n/a	6,100	1,100	n/a
Total Room Nights Supported	12,500	n/a	n/a	6,100	6,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$117.33	\$115.09	\$0.00
Facility Admission (1 day only)		n/a	\$40.45	\$48.05	\$41.28	\$39.03
Food & Beverage		n/a	\$26.07	\$45.24	\$41.08	\$22.50
Other Recreation		n/a	\$6.43	\$19.69	\$15.35	\$9.53
Retail		n/a	\$2.76	\$29.02	\$17.32	\$11.32
Local Transportation		n/a	\$0.45	\$5.05	\$24.16	\$1.05
Auto Fuel		n/a	\$7.54	\$13.99	\$9.84	\$6.10
Other		n/a	\$1.50	\$8.66	\$5.19	\$2.63
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$258.13	\$253.18	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,871,700	n/a	\$0	\$1,584,000	\$287,700	\$0
Facility Admission	\$536,600	n/a	\$165,800	\$240,300	\$103,200	\$27,300
Food & Beverage	\$836,100	n/a	\$106,900	\$610,700	\$102,700	\$15,800
Other Recreation	\$337,300	n/a	\$26,400	\$265,800	\$38,400	\$6,700
Retail	\$454,300	n/a	\$11,300	\$391,800	\$43,300	\$7,900
Local Transportation	\$131,100	n/a	\$1,800	\$68,200	\$60,400	\$700
Auto Fuel	\$248,700	n/a	\$30,900	\$188,900	\$24,600	\$4,300
Other	\$137,900	n/a	\$6,200	\$116,900	\$13,000	\$1,800
Total Incremental Annual Direct Spending Generated	\$4,553,700	n/a	\$349,300	\$3,466,600	\$673,300	\$64,500
Annual Indirect and Induced Spending Generated	\$4,515,400	n/a	\$346,400	\$3,437,500	\$667,600	\$64,000
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$9,069,100	n/a	\$695,700	\$6,904,100	\$1,340,900	\$128,500
Estimated Total Direct Expenditures Supported	\$7,280,400	n/a	\$349,300	\$3,466,600	\$3,295,800	\$168,700
Estimated Total Indirect and Induced Expenditures Supported	\$7,219,300	n/a	\$346,400	\$3,437,500	\$3,268,100	\$167,300
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$14,499,700	n/a	\$695,700	\$6,904,100	\$6,563,900	\$336,000
Incremental Tourism Development Tax Generated (6%)	\$112,300	n/a	n/a	\$95,000	\$17,300	n/a
Incremental Local Option Sales Tax Generated (1%)	\$43,200	n/a	\$3,300	\$32,900	\$6,400	\$600
Tourism Development Tax Supported (6%)	\$191,700	n/a	n/a	\$95,000	\$96,700	n/a
Local Option Sales Tax Supported (1%)	\$69,100	n/a	\$3,300	\$32,900	\$31,300	\$1,600
Estimated Jobs Created/Supported	150					



# The Palladium

## Estimated Base Operations Year 9: Fiscal 2035

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	<b>Total</b>					
Attendance	70,500	44,600	15,300	5,000	3,000	2,600
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,500	n/a	n/a	6,100	1,400	n/a
Total Room Nights Supported	13,700	n/a	n/a	6,100	7,600	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$119.91	\$117.62	\$0.00
Facility Admission (1 day only)		n/a	\$41.34	\$49.11	\$42.19	\$39.89
Food & Beverage		n/a	\$26.64	\$46.24	\$41.98	\$23.00
Other Recreation		n/a	\$6.57	\$20.12	\$15.69	\$9.74
Retail		n/a	\$2.82	\$29.66	\$17.70	\$11.57
Local Transportation		n/a	\$0.46	\$5.16	\$24.69	\$1.07
Auto Fuel		n/a	\$7.71	\$14.30	\$10.06	\$6.23
Other		n/a	\$1.53	\$8.85	\$5.30	\$2.69
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$263.80	\$258.79	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,971,700	n/a	\$0	\$1,618,800	\$352,900	\$0
Facility Admission	\$1,108,400	n/a	\$632,500	\$245,600	\$126,600	\$103,700
Food & Beverage	\$1,217,500	n/a	\$407,600	\$624,200	\$125,900	\$59,800
Other Recreation	\$444,500	n/a	\$100,500	\$271,600	\$47,100	\$25,300
Retail	\$526,700	n/a	\$43,100	\$400,400	\$53,100	\$30,100
Local Transportation	\$153,600	n/a	\$7,000	\$69,700	\$74,100	\$2,800
Auto Fuel	\$357,500	n/a	\$118,000	\$193,100	\$30,200	\$16,200
Other	\$165,800	n/a	\$23,400	\$119,500	\$15,900	\$7,000
Total Incremental Annual Direct Spending Generated	\$5,945,700	n/a	\$1,332,100	\$3,542,900	\$825,800	\$244,900
Annual Indirect and Induced Spending Generated	\$5,895,800	n/a	\$1,320,900	\$3,513,100	\$818,900	\$242,800
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$11,841,500	n/a	\$2,653,000	\$7,056,000	\$1,644,700	\$487,700
Estimated Total Direct Expenditures Supported	\$9,557,400	n/a	\$1,332,100	\$3,542,900	\$4,042,100	\$640,300
Estimated Total Indirect and Induced Expenditures Supported	\$9,477,000	n/a	\$1,320,900	\$3,513,100	\$4,008,100	\$634,900
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$19,034,400	n/a	\$2,653,000	\$7,056,000	\$8,050,200	\$1,275,200
Incremental Tourism Development Tax Generated (6%)	\$118,300	n/a	n/a	\$97,100	\$21,200	n/a
Incremental Local Option Sales Tax Generated (1%)	\$56,500	n/a	\$12,700	\$33,700	\$7,800	\$2,300
Tourism Development Tax Supported (6%)	\$215,700	n/a	n/a	\$97,100	\$118,600	n/a
Local Option Sales Tax Supported (1%)	\$90,900	n/a	\$12,700	\$33,700	\$38,400	\$6,100
Estimated Jobs Created/Supported	190					

# The Palladium

Estimated Incremental Year 9: Fiscal 2035

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Incremental Attendance	23,400	11,000	4,100	5,100	2,500	700
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,400	n/a	n/a	6,300	1,100	n/a
Total Room Nights Supported	12,700	n/a	n/a	6,300	6,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$119.91	\$117.62	\$0.00
Facility Admission (1 day only)		n/a	\$41.34	\$49.11	\$42.19	\$39.89
Food & Beverage		n/a	\$26.64	\$46.24	\$41.98	\$23.00
Other Recreation		n/a	\$6.57	\$20.12	\$15.69	\$9.74
Retail		n/a	\$2.82	\$29.66	\$17.70	\$11.57
Local Transportation		n/a	\$0.46	\$5.16	\$24.69	\$1.07
Auto Fuel		n/a	\$7.71	\$14.30	\$10.06	\$6.23
Other		n/a	\$1.53	\$8.85	\$5.30	\$2.69
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$263.81	\$258.81	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,945,300	n/a	\$0	\$1,651,200	\$294,100	\$0
Facility Admission	\$553,400	n/a	\$169,500	\$250,500	\$105,500	\$27,900
Food & Beverage	\$867,000	n/a	\$109,200	\$636,700	\$105,000	\$16,100
Other Recreation	\$350,000	n/a	\$26,900	\$277,100	\$39,200	\$6,800
Retail	\$472,400	n/a	\$11,600	\$408,400	\$44,300	\$8,100
Local Transportation	\$135,400	n/a	\$1,900	\$71,100	\$61,700	\$700
Auto Fuel	\$258,100	n/a	\$31,600	\$196,900	\$25,200	\$4,400
Other	\$143,400	n/a	\$6,300	\$121,900	\$13,300	\$1,900
Total Incremental Annual Direct Spending Generated	\$4,725,000	n/a	\$357,000	\$3,613,800	\$688,300	\$65,900
Annual Indirect and Induced Spending Generated	\$4,685,300	n/a	\$354,000	\$3,583,400	\$682,500	\$65,300
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$9,410,300	n/a	\$711,000	\$7,197,200	\$1,370,800	\$131,200
Estimated Total Direct Expenditures Supported	\$7,512,300	n/a	\$357,000	\$3,613,800	\$3,369,200	\$172,300
Estimated Total Indirect and Induced Expenditures Supported	\$7,449,200	n/a	\$354,000	\$3,583,400	\$3,340,900	\$170,900
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$14,961,500	n/a	\$711,000	\$7,197,200	\$6,710,100	\$343,200
Incremental Tourism Development Tax Generated (6%)	\$116,700	n/a	n/a	\$99,100	\$17,600	n/a
Incremental Local Option Sales Tax Generated (1%)	\$44,800	n/a	\$3,400	\$34,300	\$6,500	\$600
Tourism Development Tax Supported (6%)	\$197,900	n/a	n/a	\$99,100	\$98,800	n/a
Local Option Sales Tax Supported (1%)	\$71,300	n/a	\$3,400	\$34,300	\$32,000	\$1,600
Estimated Jobs Created/Supported	150					



# The Palladium

Estimated Base Operations Year 10: Fiscal 2036

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	70,900	44,800	15,400	5,100	3,000	2,600
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,700	n/a	n/a	6,300	1,400	n/a
Total Room Nights Supported	13,900	n/a	n/a	6,300	7,600	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$122.55	\$120.21	\$0.00
Facility Admission (1 day only)		n/a	\$42.25	\$50.19	\$43.12	\$40.77
Food & Beverage		n/a	\$27.23	\$47.26	\$42.90	\$23.51
Other Recreation		n/a	\$6.71	\$20.56	\$16.04	\$9.95
Retail		n/a	\$2.88	\$30.31	\$18.09	\$11.82
Local Transportation		n/a	\$0.47	\$5.27	\$25.23	\$1.09
Auto Fuel		n/a	\$7.88	\$14.61	\$10.28	\$6.37
Other		n/a	\$1.56	\$9.04	\$5.42	\$2.75
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$269.61	\$264.44	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$2,048,100	n/a	\$0	\$1,687,500	\$360,600	\$0
Facility Admission	\$1,142,100	n/a	\$650,700	\$256,000	\$129,400	\$106,000
Food & Beverage	\$1,259,900	n/a	\$419,300	\$650,800	\$128,700	\$61,100
Other Recreation	\$460,400	n/a	\$103,300	\$283,100	\$48,100	\$25,900
Retail	\$546,800	n/a	\$44,400	\$417,400	\$54,300	\$30,700
Local Transportation	\$158,300	n/a	\$7,200	\$72,600	\$75,700	\$2,800
Auto Fuel	\$370,000	n/a	\$121,400	\$201,200	\$30,800	\$16,600
Other	\$172,000	n/a	\$24,000	\$124,500	\$16,300	\$7,200
Total Incremental Annual Direct Spending Generated	\$6,157,600	n/a	\$1,370,300	\$3,693,100	\$843,900	\$250,300
Annual Indirect and Induced Spending Generated	\$6,105,900	n/a	\$1,358,800	\$3,662,100	\$836,800	\$248,200
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$12,263,500	n/a	\$2,729,100	\$7,355,200	\$1,680,700	\$498,500
Estimated Total Direct Expenditures Supported	\$9,848,300	n/a	\$1,370,300	\$3,693,100	\$4,130,600	\$654,300
Estimated Total Indirect and Induced Expenditures Supported	\$9,765,600	n/a	\$1,358,800	\$3,662,100	\$4,095,900	\$648,800
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$19,613,900	n/a	\$2,729,100	\$7,355,200	\$8,226,500	\$1,303,100
Incremental Tourism Development Tax Generated (6%)	\$122,900	n/a	n/a	\$101,300	\$21,600	n/a
Incremental Local Option Sales Tax Generated (1%)	\$58,500	n/a	\$13,000	\$35,100	\$8,000	\$2,400
Tourism Development Tax Supported (6%)	\$222,500	n/a	n/a	\$101,300	\$121,200	n/a
Local Option Sales Tax Supported (1%)	\$93,500	n/a	\$13,000	\$35,100	\$39,200	\$6,200
Estimated Jobs Created/Supported	200					

# The Palladium

Estimated Incremental Year 10: Fiscal 2036

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Incremental Attendance	23,600	11,100	4,100	5,100	2,500	800
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	7,400	n/a	n/a	6,300	1,100	n/a
Total Room Nights Supported	12,700	n/a	n/a	6,300	6,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$122.55	\$120.21	\$0.00
Facility Admission (1 day only)		n/a	\$42.25	\$50.19	\$43.12	\$40.77
Food & Beverage		n/a	\$27.23	\$47.26	\$42.90	\$23.51
Other Recreation		n/a	\$6.71	\$20.56	\$16.04	\$9.95
Retail		n/a	\$2.88	\$30.31	\$18.09	\$11.82
Local Transportation		n/a	\$0.47	\$5.27	\$25.23	\$1.09
Auto Fuel		n/a	\$7.88	\$14.61	\$10.28	\$6.37
Other		n/a	\$1.56	\$9.04	\$5.42	\$2.75
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$269.61	\$264.44	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,988,000	n/a	\$0	\$1,687,500	\$300,500	\$0
Facility Admission	\$569,600	n/a	\$173,200	\$256,000	\$107,800	\$32,600
Food & Beverage	\$888,500	n/a	\$111,600	\$650,800	\$107,300	\$18,800
Other Recreation	\$358,700	n/a	\$27,500	\$283,100	\$40,100	\$8,000
Retail	\$483,900	n/a	\$11,800	\$417,400	\$45,200	\$9,500
Local Transportation	\$138,500	n/a	\$1,900	\$72,600	\$63,100	\$900
Auto Fuel	\$264,300	n/a	\$32,300	\$201,200	\$25,700	\$5,100
Other	\$146,700	n/a	\$6,400	\$124,500	\$13,600	\$2,200
Total Incremental Annual Direct Spending Generated	\$4,838,200	n/a	\$364,700	\$3,693,100	\$703,300	\$77,100
Annual Indirect and Induced Spending Generated	\$4,797,600	n/a	\$361,600	\$3,662,100	\$697,400	\$76,500
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$9,635,800	n/a	\$726,300	\$7,355,200	\$1,400,700	\$153,600
Estimated Total Direct Expenditures Supported	\$7,702,100	n/a	\$364,700	\$3,693,100	\$3,442,600	\$201,700
Estimated Total Indirect and Induced Expenditures Supported	\$7,637,400	n/a	\$361,600	\$3,662,100	\$3,413,700	\$200,000
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$15,339,500	n/a	\$726,300	\$7,355,200	\$6,856,300	\$401,700
Incremental Tourism Development Tax Generated (6%)	\$119,300	n/a	n/a	\$101,300	\$18,000	n/a
Incremental Local Option Sales Tax Generated (1%)	\$46,000	n/a	\$3,500	\$35,100	\$6,700	\$700
Tourism Development Tax Supported (6%)	\$202,300	n/a	n/a	\$101,300	\$101,000	n/a
Local Option Sales Tax Supported (1%)	\$73,200	n/a	\$3,500	\$35,100	\$32,700	\$1,900
Estimated Jobs Created/Supported	150					



# The Palladium

## Summary of Historical Estimates and Interim Projections

Fiscal Year	Estimated Incremental Impact of Base Theater Operations										
	Attendees	Incremental Room Nights Generated	Total Room Nights Supported	Incremental Direct Spending Projections	Incremental Indirect/Induced Impacts Generated	Total Incremental Economic Impact Generated	Total Economic Impact Supported	TDT (6%) Generated	TDT (6%) Supported	Local Option Tax (1%) Generated	Local Option Tax (1%) Supported
2019	68,743	8,300	13,400	\$3,564,000	\$3,534,100	\$7,098,100	\$11,314,900	\$66,200	\$120,200	\$33,800	\$53,900
2020	42,063	5,200	8,300	\$2,176,700	\$2,158,400	\$4,335,100	\$6,928,400	\$38,900	\$70,800	\$20,600	\$33,000
2021	6,000	200	500	\$181,000	\$179,500	\$360,500	\$520,900	\$2,800	\$4,900	\$1,800	\$2,500
2022	33,654	2,900	4,300	\$1,567,000	\$1,553,800	\$3,120,800	\$4,765,800	\$26,300	\$46,800	\$14,900	\$22,800
2023	45,102	5,500	8,700	\$2,903,500	\$2,879,100	\$5,782,600	\$9,264,700	\$57,000	\$103,600	\$27,600	\$44,100
2024	67,000	8,200	13,000	\$4,452,500	\$4,415,100	\$8,867,600	\$14,157,900	\$88,700	\$160,100	\$42,300	\$67,500
<b>6 Year Historical Total FY 2019 - 2024</b>	<b>262,562</b>	<b>30,300</b>	<b>48,200</b>	<b>\$14,844,700</b>	<b>\$14,720,000</b>	<b>\$29,564,700</b>	<b>\$46,952,600</b>	<b>\$279,900</b>	<b>\$506,400</b>	<b>\$141,000</b>	<b>\$223,800</b>
2025 <i>(Projection)</i>	68,000	8,300	13,400	\$4,646,200	\$4,607,200	\$9,253,400	\$14,824,800	\$92,700	\$168,200	\$44,100	\$70,700
2026 <i>(Construction)</i>	<i>Level of potential operations during the construction period is currently unknown.</i>										

# The Palladium

Fiscal 2019

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
Attendance	68,743	43,400	14,900	4,900	2,900	2,500
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	8,300	n/a	n/a	6,000	1,300	1,000
Total Room Nights Supported	13,400	n/a	n/a	6,000	7,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$68.71	\$67.43	\$0.00
Facility Admission (1 day only)		n/a	\$26.22	\$31.15	\$26.77	\$25.31
Food & Beverage		n/a	\$16.91	\$29.33	\$26.63	\$14.59
Other Recreation		n/a	\$4.17	\$12.77	\$9.94	\$6.18
Retail		n/a	\$1.79	\$18.81	\$11.22	\$7.34
Local Transportation		n/a	\$0.29	\$3.29	\$15.66	\$0.70
Auto Fuel		n/a	\$4.89	\$9.08	\$6.37	\$3.95
Other		n/a	\$0.99	\$5.62	\$3.37	\$1.70
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$151.17	\$148.31	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,104,600	n/a	\$0	\$909,100	\$195,500	\$0
Facility Admission	\$684,200	n/a	\$390,700	\$152,600	\$77,600	\$63,300
Food & Beverage	\$753,700	n/a	\$252,000	\$388,000	\$77,200	\$36,500
Other Recreation	\$275,300	n/a	\$62,100	\$168,900	\$28,800	\$15,500
Retail	\$326,500	n/a	\$26,700	\$248,900	\$32,500	\$18,400
Local Transportation	\$95,000	n/a	\$4,300	\$43,500	\$45,400	\$1,800
Auto Fuel	\$221,400	n/a	\$72,900	\$120,100	\$18,500	\$9,900
Other	\$103,300	n/a	\$14,800	\$74,400	\$9,800	\$4,300
Total Incremental Annual Direct Spending Generated	\$3,564,000	n/a	\$823,500	\$2,105,500	\$485,300	\$149,700
Annual Indirect and Induced Spending Generated	\$3,534,100	n/a	\$816,600	\$2,087,800	\$481,200	\$148,400
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$7,098,100	n/a	\$1,640,100	\$4,193,300	\$966,500	\$298,100
Estimated Total Direct Expenditures Supported	\$5,681,300	n/a	\$823,500	\$2,105,500	\$2,360,700	\$391,600
Estimated Total Indirect and Induced Expenditures Supported	\$5,633,600	n/a	\$816,600	\$2,087,800	\$2,340,900	\$388,300
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$11,314,900	n/a	\$1,640,100	\$4,193,300	\$4,701,600	\$779,900
Incremental Tourism Development Tax Generated (6%)	\$66,200	n/a	n/a	\$54,500	\$11,700	n/a
Incremental Local Option Sales Tax Generated (1%)	\$33,800	n/a	\$7,800	\$20,000	\$4,600	\$1,400
Tourism Development Tax Supported (6%)	\$120,200	n/a	n/a	\$54,500	\$65,700	n/a
Local Option Sales Tax Supported (1%)	\$53,900	n/a	\$7,800	\$20,000	\$22,400	\$3,700
Estimated Jobs Created/Supported	110					



# The Palladium

Fiscal 2020

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	42,063	26,600	9,100	3,000	1,800	1,600
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	5,200	n/a	n/a	3,700	800	700
Total Room Nights Supported	8,300	n/a	n/a	3,700	4,600	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$65.60	\$64.37	\$0.00
Facility Admission (1 day only)		n/a	\$26.55	\$31.54	\$27.11	\$25.63
Food & Beverage		n/a	\$17.12	\$29.70	\$26.97	\$14.77
Other Recreation		n/a	\$4.22	\$12.93	\$10.07	\$6.26
Retail		n/a	\$1.81	\$19.05	\$11.36	\$7.43
Local Transportation		n/a	\$0.29	\$3.33	\$15.86	\$0.71
Auto Fuel		n/a	\$4.95	\$9.19	\$6.45	\$4.00
Other		n/a	\$1.00	\$5.69	\$3.41	\$1.72
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$144.30	\$141.66	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$647,200	n/a	\$0	\$531,300	\$115,900	\$0
Facility Admission	\$426,000	n/a	\$241,600	\$94,600	\$48,800	\$41,000
Food & Beverage	\$468,500	n/a	\$155,800	\$240,600	\$48,500	\$23,600
Other Recreation	\$171,200	n/a	\$38,400	\$104,700	\$18,100	\$10,000
Retail	\$203,100	n/a	\$16,500	\$154,300	\$20,400	\$11,900
Local Transportation	\$59,200	n/a	\$2,600	\$27,000	\$28,500	\$1,100
Auto Fuel	\$137,400	n/a	\$45,000	\$74,400	\$11,600	\$6,400
Other	\$64,100	n/a	\$9,100	\$46,100	\$6,100	\$2,800
Total Incremental Annual Direct Spending Generated	\$2,176,700	n/a	\$509,000	\$1,273,000	\$297,900	\$96,800
Annual Indirect and Induced Spending Generated	\$2,158,400	n/a	\$504,700	\$1,262,300	\$295,400	\$96,000
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$4,335,100	n/a	\$1,013,700	\$2,535,300	\$593,300	\$192,800
Estimated Total Direct Expenditures Supported	\$3,478,800	n/a	\$509,000	\$1,273,000	\$1,443,800	\$253,000
Estimated Total Indirect and Induced Expenditures Supported	\$3,449,600	n/a	\$504,700	\$1,262,300	\$1,431,700	\$250,900
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$6,928,400	n/a	\$1,013,700	\$2,535,300	\$2,875,500	\$503,900
Incremental Tourism Development Tax Generated (6%)	\$38,900	n/a	n/a	\$31,900	\$7,000	n/a
Incremental Local Option Sales Tax Generated (1%)	\$20,600	n/a	\$4,800	\$12,100	\$2,800	\$900
Tourism Development Tax Supported (6%)	\$70,800	n/a	n/a	\$31,900	\$38,900	n/a
Local Option Sales Tax Supported (1%)	\$33,000	n/a	\$4,800	\$12,100	\$13,700	\$2,400
Estimated Jobs Created/Supported	70					

# The Palladium

Fiscal 2021

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
Attendance	6,000	4,500	1,100	200	100	100
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	200	n/a	n/a	200	0	0
Total Room Nights Supported	500	n/a	n/a	200	300	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$74.20	\$72.80	\$0.00
Facility Admission (1 day only)		n/a	\$27.86	\$33.09	\$28.44	\$26.89
Food & Beverage		n/a	\$17.96	\$31.16	\$28.30	\$15.50
Other Recreation		n/a	\$4.43	\$13.57	\$10.57	\$6.57
Retail		n/a	\$1.90	\$19.99	\$11.92	\$7.80
Local Transportation		n/a	\$0.30	\$3.49	\$16.64	\$0.74
Auto Fuel		n/a	\$5.19	\$9.64	\$6.77	\$4.20
Other		n/a	\$1.05	\$5.97	\$3.58	\$1.80
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$163.37	\$160.60	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$47,400	n/a	\$0	\$40,100	\$7,300	\$0
Facility Admission	\$42,700	n/a	\$30,600	\$6,600	\$2,800	\$2,700
Food & Beverage	\$41,000	n/a	\$19,800	\$16,800	\$2,800	\$1,600
Other Recreation	\$14,000	n/a	\$4,900	\$7,300	\$1,100	\$700
Retail	\$14,900	n/a	\$2,100	\$10,800	\$1,200	\$800
Local Transportation	\$4,000	n/a	\$300	\$1,900	\$1,700	\$100
Auto Fuel	\$12,000	n/a	\$5,700	\$5,200	\$700	\$400
Other	\$5,000	n/a	\$1,200	\$3,200	\$400	\$200
Total Incremental Annual Direct Spending Generated	\$181,000	n/a	\$64,600	\$91,900	\$18,000	\$6,500
Annual Indirect and Induced Spending Generated	\$179,500	n/a	\$64,100	\$91,100	\$17,800	\$6,400
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$360,500	n/a	\$128,700	\$183,000	\$35,800	\$12,900
Estimated Total Direct Expenditures Supported	\$261,500	n/a	\$64,600	\$91,900	\$87,900	\$17,100
Estimated Total Indirect and Induced Expenditures Supported	\$259,400	n/a	\$64,100	\$91,100	\$87,200	\$17,000
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$520,900	n/a	\$128,700	\$183,000	\$175,100	\$34,100
Incremental Tourism Development Tax Generated (6%)	\$2,800	n/a	n/a	\$2,400	\$400	n/a
Incremental Local Option Sales Tax Generated (1%)	\$1,800	n/a	\$600	\$900	\$200	\$100
Tourism Development Tax Supported (6%)	\$4,900	n/a	n/a	\$2,400	\$2,500	n/a
Local Option Sales Tax Supported (1%)	\$2,500	n/a	\$600	\$900	\$800	\$200
Estimated Jobs Created/Supported	10					



# The Palladium

Fiscal 2022

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	33,654	22,200	7,700	1,600	900	1,200
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	2,900	n/a	n/a	2,000	400	500
Total Room Nights Supported	4,300	n/a	n/a	2,000	2,300	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$84.12	\$82.53	\$0.00
Facility Admission (1 day only)		n/a	\$30.28	\$35.97	\$30.91	\$29.23
Food & Beverage		n/a	\$19.52	\$33.87	\$30.76	\$16.85
Other Recreation		n/a	\$4.82	\$14.75	\$11.49	\$7.14
Retail		n/a	\$2.06	\$21.73	\$12.96	\$8.48
Local Transportation		n/a	\$0.33	\$3.79	\$18.09	\$0.80
Auto Fuel		n/a	\$5.64	\$10.48	\$7.36	\$4.57
Other		n/a	\$1.14	\$6.49	\$3.89	\$1.96
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$185.06	\$181.62	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$437,700	n/a	\$0	\$363,400	\$74,300	\$0
Facility Admission	\$353,700	n/a	\$233,200	\$57,600	\$27,800	\$35,100
Food & Beverage	\$344,500	n/a	\$150,300	\$146,300	\$27,700	\$20,200
Other Recreation	\$119,700	n/a	\$37,100	\$63,700	\$10,300	\$8,600
Retail	\$131,700	n/a	\$15,900	\$93,900	\$11,700	\$10,200
Local Transportation	\$36,200	n/a	\$2,500	\$16,400	\$16,300	\$1,000
Auto Fuel	\$100,800	n/a	\$43,400	\$45,300	\$6,600	\$5,500
Other	\$42,700	n/a	\$8,800	\$28,000	\$3,500	\$2,400
Total Incremental Annual Direct Spending Generated	\$1,567,000	n/a	\$491,200	\$814,600	\$178,200	\$83,000
Annual Indirect and Induced Spending Generated	\$1,553,800	n/a	\$487,100	\$807,800	\$176,700	\$82,300
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$3,120,800	n/a	\$978,300	\$1,622,400	\$354,900	\$165,300
Estimated Total Direct Expenditures Supported	\$2,392,900	n/a	\$491,200	\$814,600	\$870,000	\$217,100
Estimated Total Indirect and Induced Expenditures Supported	\$2,372,900	n/a	\$487,100	\$807,800	\$862,700	\$215,300
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$4,765,800	n/a	\$978,300	\$1,622,400	\$1,732,700	\$432,400
Incremental Tourism Development Tax Generated (6%)	\$26,300	n/a	n/a	\$21,800	\$4,500	n/a
Incremental Local Option Sales Tax Generated (1%)	\$14,900	n/a	\$4,700	\$7,700	\$1,700	\$800
Tourism Development Tax Supported (6%)	\$46,800	n/a	n/a	\$21,800	\$25,000	n/a
Local Option Sales Tax Supported (1%)	\$22,800	n/a	\$4,700	\$7,700	\$8,300	\$2,100
Estimated Jobs Created/Supported	50					

# The Palladium

Fiscal 2023

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	Total					
Attendance	45,102	28,500	9,800	3,200	1,900	1,700
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	5,500	n/a	n/a	3,900	900	700
Total Room Nights Supported	8,700	n/a	n/a	3,900	4,800	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$90.56	\$88.84	\$0.00
Facility Admission (1 day only)		n/a	\$31.71	\$37.66	\$32.37	\$30.61
Food & Beverage		n/a	\$20.44	\$35.47	\$32.21	\$17.64
Other Recreation		n/a	\$5.05	\$15.45	\$12.03	\$7.48
Retail		n/a	\$2.16	\$22.75	\$13.57	\$8.88
Local Transportation		n/a	\$0.35	\$3.97	\$18.94	\$0.84
Auto Fuel		n/a	\$5.91	\$10.97	\$7.71	\$4.79
Other		n/a	\$1.19	\$6.80	\$4.07	\$2.05
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$199.22	\$195.45	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$951,200	n/a	\$0	\$782,400	\$168,800	\$0
Facility Admission	\$544,800	n/a	\$310,800	\$120,500	\$61,500	\$52,000
Food & Beverage	\$598,000	n/a	\$200,300	\$306,500	\$61,200	\$30,000
Other Recreation	\$218,600	n/a	\$49,500	\$133,500	\$22,900	\$12,700
Retail	\$258,700	n/a	\$21,200	\$196,600	\$25,800	\$15,100
Local Transportation	\$75,100	n/a	\$3,400	\$34,300	\$36,000	\$1,400
Auto Fuel	\$175,400	n/a	\$57,900	\$94,800	\$14,600	\$8,100
Other	\$81,700	n/a	\$11,700	\$58,800	\$7,700	\$3,500
Total Incremental Annual Direct Spending Generated	\$2,903,500	n/a	\$654,800	\$1,727,400	\$398,500	\$122,800
Annual Indirect and Induced Spending Generated	\$2,879,100	n/a	\$649,300	\$1,712,900	\$395,200	\$121,800
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$5,782,600	n/a	\$1,304,100	\$3,440,300	\$793,700	\$244,600
Estimated Total Direct Expenditures Supported	\$4,651,900	n/a	\$654,800	\$1,727,400	\$1,948,700	\$321,000
Estimated Total Indirect and Induced Expenditures Supported	\$4,612,800	n/a	\$649,300	\$1,712,900	\$1,932,300	\$318,300
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$9,264,700	n/a	\$1,304,100	\$3,440,300	\$3,881,000	\$639,300
Incremental Tourism Development Tax Generated (6%)	\$57,000	n/a	n/a	\$46,900	\$10,100	n/a
Incremental Local Option Sales Tax Generated (1%)	\$27,600	n/a	\$6,200	\$16,400	\$3,800	\$1,200
Tourism Development Tax Supported (6%)	\$103,600	n/a	n/a	\$46,900	\$56,700	n/a
Local Option Sales Tax Supported (1%)	\$44,100	n/a	\$6,200	\$16,400	\$18,500	\$3,000
Estimated Jobs Created/Supported	90					



# The Palladium

Estimated Fiscal 2024 (July 1, 2023 - June 30, 2024)

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
Attendance	67,000	42,300	14,500	4,800	2,800	2,500
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	8,200	n/a	n/a	5,900	1,300	1,000
Total Room Nights Supported	13,000	n/a	n/a	5,900	7,100	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$94.14	\$92.35	\$0.00
Facility Admission (1 day only)		n/a	\$32.46	\$38.55	\$33.13	\$31.33
Food & Beverage		n/a	\$20.92	\$36.30	\$32.97	\$18.06
Other Recreation		n/a	\$5.17	\$15.81	\$12.31	\$7.66
Retail		n/a	\$2.21	\$23.29	\$13.89	\$9.09
Local Transportation		n/a	\$0.36	\$4.06	\$19.39	\$0.86
Auto Fuel		n/a	\$6.05	\$11.23	\$7.89	\$4.90
Other		n/a	\$1.22	\$6.96	\$4.17	\$2.10
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$207.12	\$203.19	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,478,700	n/a	\$0	\$1,220,100	\$258,600	\$0
Facility Admission	\$826,800	n/a	\$470,700	\$185,000	\$92,800	\$78,300
Food & Beverage	\$911,200	n/a	\$303,300	\$470,400	\$92,300	\$45,200
Other Recreation	\$333,600	n/a	\$75,000	\$204,900	\$34,500	\$19,200
Retail	\$395,400	n/a	\$32,000	\$301,800	\$38,900	\$22,700
Local Transportation	\$114,300	n/a	\$5,200	\$52,600	\$54,300	\$2,200
Auto Fuel	\$267,600	n/a	\$87,700	\$145,500	\$22,100	\$12,300
Other	\$124,900	n/a	\$17,700	\$90,200	\$11,700	\$5,300
Total Incremental Annual Direct Spending Generated	\$4,452,500	n/a	\$991,600	\$2,670,500	\$605,200	\$185,200
Annual Indirect and Induced Spending Generated	\$4,415,100	n/a	\$983,300	\$2,648,100	\$600,100	\$183,600
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$8,867,600	n/a	\$1,974,900	\$5,318,600	\$1,205,300	\$368,800
Estimated Total Direct Expenditures Supported	\$7,108,800	n/a	\$991,600	\$2,670,500	\$2,962,200	\$484,500
Estimated Total Indirect and Induced Expenditures Supported	\$7,049,100	n/a	\$983,300	\$2,648,100	\$2,937,300	\$480,400
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$14,157,900	n/a	\$1,974,900	\$5,318,600	\$5,899,500	\$964,900
Incremental Tourism Development Tax Generated (6%)	\$88,700	n/a	n/a	\$73,200	\$15,500	n/a
Incremental Local Option Sales Tax Generated (1%)	\$42,300	n/a	\$9,400	\$25,400	\$5,700	\$1,800
Tourism Development Tax Supported (6%)	\$160,100	n/a	n/a	\$73,200	\$86,900	n/a
Local Option Sales Tax Supported (1%)	\$67,500	n/a	\$9,400	\$25,400	\$28,100	\$4,600
Estimated Jobs Created/Supported	140					

**The Palladium**  
Estimated Fiscal 2025

		Estimated Local Attendees (Including Snowbirds)	Estimated Day-Tripper Attendees	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Primary Purpose of Trip	Estimated Overnight Attendees Staying in a Hotel/Condo/Vacation Rental Theater Added Trip Experience	Estimated Overnight Attendees Staying in Unpaid Lodgings (Owned Condo/With Friends/Relatives)
	<b>Total</b>					
Attendance	68,000	43,000	14,800	4,900	2,900	2,500
Average Length of Stay (Nights)		1.0	1.0	2.7	5.6	3.8
Average Attendees Per Party		2.3	2.3	2.2	2.2	2.4
Percent Utilizing Accommodations		0%	0%	100%	100%	100%
Incremental LOS for Spending/Room Nights		n/a	1.0	2.7	1.0	1.0
Incremental Room Nights Generated	8,300	n/a	n/a	6,000	1,300	1,000
Total Room Nights Supported	13,400	n/a	n/a	6,000	7,400	n/a
<b>Spending Per Attendee Per Day</b>						
Hotel		n/a	\$0.00	\$96.12	\$94.29	\$0.00
Facility Admission (1 day only)		n/a	\$33.14	\$39.36	\$33.83	\$31.99
Food & Beverage		n/a	\$21.36	\$37.06	\$33.66	\$18.44
Other Recreation		n/a	\$5.28	\$16.14	\$12.57	\$7.82
Retail		n/a	\$2.26	\$23.78	\$14.18	\$9.28
Local Transportation		n/a	\$0.37	\$4.15	\$19.80	\$0.88
Auto Fuel		n/a	\$6.18	\$11.47	\$8.06	\$5.00
Other		n/a	\$1.25	\$7.11	\$4.26	\$2.14
<b>Implied Average Daily Rate (on a per night basis)</b>		n/a	n/a	\$211.47	\$207.41	n/a
<b>Incremental Annual Direct Spending</b>						
Hotel	\$1,545,100	n/a	\$0	\$1,271,700	\$273,400	\$0
Facility Admission	\$861,500	n/a	\$490,500	\$192,900	\$98,100	\$80,000
Food & Beverage	\$950,100	n/a	\$316,100	\$490,300	\$97,600	\$46,100
Other Recreation	\$347,700	n/a	\$78,100	\$213,500	\$36,500	\$19,600
Retail	\$412,300	n/a	\$33,400	\$314,600	\$41,100	\$23,200
Local Transportation	\$120,000	n/a	\$5,500	\$54,900	\$57,400	\$2,200
Auto Fuel	\$279,100	n/a	\$91,500	\$151,700	\$23,400	\$12,500
Other	\$130,400	n/a	\$18,500	\$94,100	\$12,400	\$5,400
Total Incremental Annual Direct Spending Generated	\$4,646,200	n/a	\$1,033,600	\$2,783,700	\$639,900	\$189,000
Annual Indirect and Induced Spending Generated	\$4,607,200	n/a	\$1,024,900	\$2,760,300	\$634,500	\$187,400
Total Incremental Economic Impact Generated {Multiplier (RIMS II): 1.9916}	\$9,253,400	n/a	\$2,058,500	\$5,544,000	\$1,274,400	\$376,400
Estimated Total Direct Expenditures Supported	\$7,443,700	n/a	\$1,033,600	\$2,783,700	\$3,132,200	\$494,200
Estimated Total Indirect and Induced Expenditures Supported	\$7,381,100	n/a	\$1,024,900	\$2,760,300	\$3,105,900	\$490,000
Estimated Total Economic Impact Supported {Multiplier (RIMS II): 1.9916}	\$14,824,800	n/a	\$2,058,500	\$5,544,000	\$6,238,100	\$984,200
Incremental Tourism Development Tax Generated (6%)	\$92,700	n/a	n/a	\$76,300	\$16,400	n/a
Incremental Local Option Sales Tax Generated (1%)	\$44,100	n/a	\$9,800	\$26,400	\$6,100	\$1,800
Tourism Development Tax Supported (6%)	\$168,200	n/a	n/a	\$76,300	\$91,900	n/a
Local Option Sales Tax Supported (1%)	\$70,700	n/a	\$9,800	\$26,400	\$29,800	\$4,700
Estimated Jobs Created/Supported	150					