



Estimated Economic Impact *For* **Feather Creek Farms Events**

2009 Event Scope:

160 competitors – For two days
Equivalent of 320 total room nights on average
Average expenditure per room night is estimated at \$422

320 RN's x \$422 = \$135,040 in total economic impact
Additional \$70,000 entry fee = \$205,040 total economic impact

June 4-6, 2010:

200 competitors – For three days
Equivalent of 400 total room nights on average
Average expenditure per room night is estimated at \$422

600 RN's x \$422 = \$253,200 estimated economic impact
Additional \$70,000 entry fee = \$323,200 estimated economic impact

August 28-29, 2010:

200 competitors – For two days
Equivalent of 400 total room nights on average
Average expenditure per room night is estimated at \$422

400 RN's x \$422 = \$168,800 estimated economic impact
Additional \$70,000 entry fee = \$238,800 estimated economic impact

***Total \$562,000 estimated impact on Norman due to the Feather Creek Farms 2010
Events indicated above.***

*Calculations are based on the DMAI Estimated Economic Impact Formula
www.destinationmarketing.org*