

## **LOCAL RETAIL SALES TAX**

**# of potential attendees**

**X number of days in your city**

**X \$150\***

**X local sales tax**

**= Local Sales tax generated by Your Festival**

**Example:**

**750 attendees from out of town X \$150 X 3 days X 3% = \$10,125**

- **If local refuge stats not available, check with local or state Department of Commerce or Convention and Visitors' Bureau**

## **HOTEL ROOM NIGHTS GENERATED**

**Number of anticipated guests from more than 75 miles away**

**X 67%\***

**X Number of nights in city**

**= Number of hotel room nights generated**

**Example:**

**500 attendees from over 75 miles away X 67% X 3 nights = 1005 hotel room nights**

- **Assuming 2/3 couples, 1/3 single travelers**

# **HOTEL OCCUPANCY TAX GENERATED**

**Number of hotel rooms generated**

**X Average daily rate\***

**X Local Occupancy tax percentage**

**= Local occupancy tax generated by your festival**

**Example**

**1005 room nights X \$75 X 7% = \$5276.25**

- **Your Chamber of Commerce or Convention and Visitors' Bureau can supply you with this number.**

# **NUMBER OF JOBS CREATED AND/OR RETAINED BY WILDLIFE WATCHING IN YOUR CITY**

**Number of visitors who come to your area to wildlife watch\***

**X average length of their stays\***

**Divided by 365\*\***

**X 1.3474\*\***

**= Number of jobs created and/or retained by wildlife watching in your city**

**Example**

**50,000 people who visit annually to  
wildlife watch X 3 days : 365 X 1.3474 =  
554 jobs created and/or retained by  
wildlife watching in your city**

**\*Check with your local refuge, Chamber of Commerce, Convention and Visitors' Bureau or state department of commerce for these figures.  
\*\* source: U.S. Chamber of Commerce**

## **ECONOMIC IMPACT OF YOUR FESTIVAL ON YOUR CITY**

**Anticipated number of out-of-area festival attendees  
X \$150 per day  
X Number of days of festival  
X City's multiplier\***

**= Festival's economic impact on your city**

**Example**

**750 attendees X \$150 per day X 3 days X 1.6 = \$540,000 economic impact on your city**

- Your Chamber of Commerce, Convention and Visitors' Bureau or tourism department of your local university may have this figure.**

## **ON THE MCALLEN AREA**

### **Short term**

Festival attendees, 400 from out of Valley, 5 days @ \$100 day +  
2600 from Valley (outside of McAllen), 2 days @  
\$50/day = \$460,000  
X 1.6 McAllen multiplier=\$440,000 economic impact  
=\$736,000

### **Long term**

Winter Texans who will lengthen their stays in McAllen in order to attend the festival

Wildlife watchers who ordinarily would have stayed in other Valley cities when visiting but who now will stay in McAllen because of the increased name awareness and the feeling that McAllen is more "nature friendly"

Vacationers and business travelers who will extend their stays because of new awareness of added natural attractions

Wildlife watchers who will visit the area sooner than originally planned (or will visit more often) because of increased desire created by increased awareness of natural attractions