

**International Bluegrass Music Association**  
**2017 World of Bluegrass September 26-30, 2017**  
**Direct Tax Projection**

Local Sales Tax:	<b>\$238,386</b>
Lodging Tax:	<b>\$271,386</b>
F&B Tax:	<b>\$14,638</b>
Other (Rental Car, Privilege):	<b>\$29,368</b>
Total Local Tax- Festival:	<b>\$553,778</b>
Total Local Tax- Convention (See Page 2):	<b><u>\$48,238*</u></b>
<b>Grand Total:</b>	<b>\$602,016</b>

**2017 Wide Open Bluegrass Festival September 29-30, 2017 (2 days)**

Overnight Attendees= **61,296**

Day Attendees= **33,004**

Room Night Totals= **44,824**

**Direct Economic Impact= \$10,522,652**

***Per the BDF Application and Guidelines, we took both the local tax projections from the IBMA Convention 9/26-28/17 (\$48,238) + Wide Open Bluegrass Festival 9/29-30/17 (\$553,778) = event total of \$602,016. With a BDF ask of \$175,000 per year, this equals a 3.4 to 1 return-on- investment ratio for City and County.***

*Event Impact details are from the Tourism Impact Calculator (Festival & Meetings Module) via Tourism Economics a division of Oxford Economics in partnership with Destinations International. The GRCVB subscribes to this service through its membership and accreditation with Destinations International.*