

CITY OF ENUMCLAW
Impact
Analysis

Enumclaw Expo Center

February 2013

Prepared for:



Prepared by:





*Community Attributes tells data rich stories about communities
that are important to decision-makers.*

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INTRODUCTION

Background and Purpose

The City of Enumclaw took possession of the Expo Center from King County in 2007. A 72 acre multi-venue events facility, the Expo Center provides a cultural and community hub for the City of Enumclaw and south King County. This facility is unique in the region, providing indoor and outdoor venues as well as a campground.

With total attendance of more than 147,000 in 2012, City leadership and stakeholders recognize that the Expo Center is a critical asset for local economic development. As such, the City desired an economic profile of the Expo Center. This profile synthesizes efforts by the City to improve attendance, raise revenues and make improvements to the facility. The analysis provided in this report informs the City of the visitor spending impacts to local business and the fiscal revenues that result from continued operation and maintenance of the Expo Center.

Methods and Approach

The approach to this work leverages existing data from the Expo Center along with impact modeling to tell a complete story of the economic impact of the Expo Center. The analysis draws from data compiled specifically for this analysis as well as data compiled from other Community Attributes impact analysis, including:

- Expo Center financial data obtained directly from the City of Enumclaw
- Expo Center attendance data
- Implan Input/Output model for King County
- Survey data from the ShoWare Center Economic Impact Analysis

In the absence of primary data collection, the analysis uses recent survey data collected from other projects, adjusted based on professional judgment and local Enumclaw knowledge and pricing data, to arrive at estimates of visitor spending.

Organization of this Report

- **Findings.** A summary of key findings from analysis of revenues and expenses, attendance and estimated economic and fiscal impacts.
- **Current Conditions.** An overview of Expo Center's current operations, attendance and event segmentation.
- **Impact Analysis.** A detailed analysis of Expo Center's economic impact in terms of direct spending and fiscal impact to the City of Enumclaw.

FINDINGS

This analysis presents estimated local economic impacts in Enumclaw that result from Expo Center activity. The Expo Center has been operated by the City of Enumclaw since 2007, and findings related to operations and revenues cover the time period from acquisition to the end of 2012. Economic impacts are calculated for 2012 based on available attendance data. The following sections present a list of key findings, discussed in more detail in the body of this report.

Economic Impact and Fiscal Revenues

- Estimated fiscal revenues accruing to the City of Enumclaw as a result of direct, indirect and induced revenues related to Expo Center activity is \$55,200 in 2012. The tax revenues are derived from total estimated direct, indirect and induced spending and business revenues resulting from Expo Center activities of \$6,514,300 in 2012.
- The Enumclaw Expo Center created gross business revenues of an estimated \$3,868,400 in 2012, including revenues from facility operations to gross business revenues from patron spending outside of the Expo Center (direct spending). This economic activity generated an estimated \$30,800 in additional tax revenue for the City of Enumclaw, not including multiplier effects of indirect and induced spending. Expo Center generated a total of \$298,200 in tax revenues in 2012, including state and county government revenues.
- Indirect and induced business revenues, those derived through the multiplier effect resulting from direct spending, produced an estimated \$2,646,000. This number represents the maximum amount of induced benefits the City of Enumclaw may have experienced as a result of Expo Center direct revenues. These indirect revenues resulted in an estimated \$21,000 dollars in fiscal revenues for the City of Enumclaw.

Operations and Attendance

- The Expo Center experienced increases in the number of events and total attendance each year since 2010. In 2010 total attendance was an estimated 122,700 and in 2012 total attendance was 147,900. The facility's busiest time of year is the summer season, when outdoor events and festivals are possible.
- The largest share of attendance comes from Festivals and Fairs, anchored by the Creation Festival, which drew an estimated 52,000 people in 2012 and represents approximately one third of the Expo Center's total 2012 attendance. Private events such as weddings and fundraisers were the most common event types in 2012, with 52 rental days.
- Direct operating revenues grew from \$268,900 in 2007 to a high of \$502,600 in 2011. Revenues decreased in 2012 to \$475,100. Rentals and leases generate the largest share of revenues. Activities captured under this category include short- and long-terms rentals of the facility, concessions and RV rentals.

- Operating expenses peaked in 2010 at \$828,100 and have since declined substantially. In 2012 expenses totaled \$609,200, a decrease of 26%.

Patron Spending Impacts

- Patrons spent an estimated total of \$3,393,300 outside of the Expo Center and within Enumclaw in 2012, based on spending patterns observed for a nearby events center and adjusted for Enumclaw.
- Dining represents the majority of spending at an estimated \$2,646,300 of total spending. Expo Center patrons each spend an average of approximately \$18.00 on dining.
- Fairs and Festivals, the event type with the largest patron draw, produce \$1,103,900 in spending on dining, more than any other event type. Sporting events, including high attendance events such as the Highland Games, produced an estimated \$796,800 in spending on dining.
- Spending on shopping (\$231,000), lodging (\$143,700) and entertainment (\$371,700) compose the remaining share of patron spending in 2012.

CURRENT CONDITIONS

Facility Amenities and Location

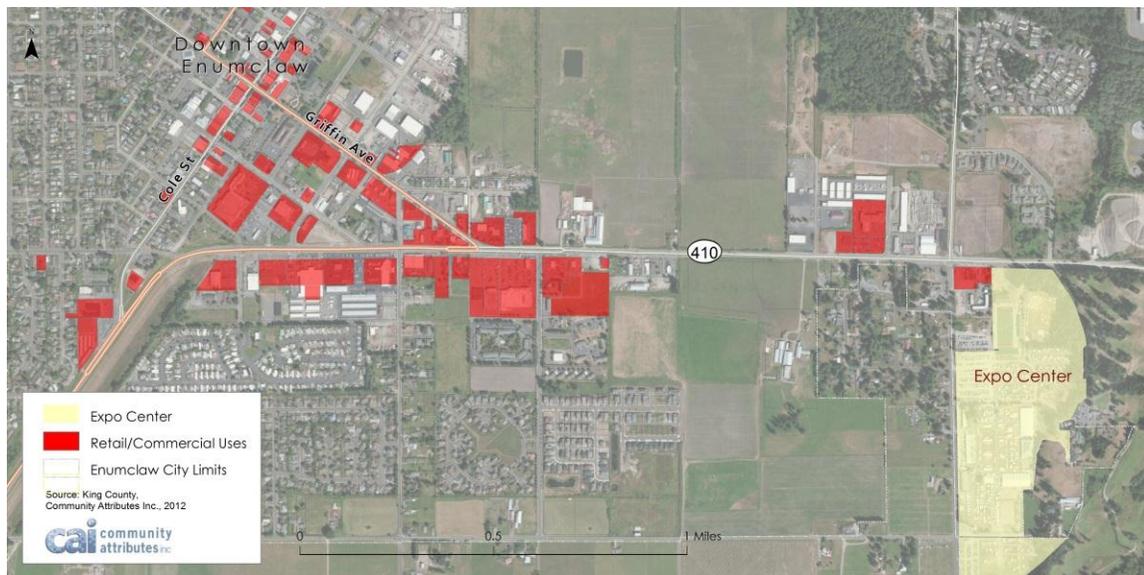
The Enumclaw Expo Center is a 72-acre facility located southeast of downtown Enumclaw. The Expo hosts events each year in a variety of facility types including a field house, exhibit hall, activity hall, covered arena, rodeo arena, various barns and an RV park (**Exhibit 1**). The Expo Center is located along Highway 410, minutes from Enumclaw's highest concentration of retail and commercial uses (**Exhibit 2**).

Exhibit 1. Venue Makeup, Enumclaw Expo Center, 2012

Venue	Max Capacity	Size (sf)
Field House	700	8,328
Exhibit Hall	1,180	18,200
Activity Hall	805	12,600
Covered Arena	NA	15,000
Rodeo Arena	NA	15,000
Barns	NA	34,569
RV Park	28 Sites	

Source: City of Enumclaw, 2012.

Exhibit 2. Aerial Map, Enumclaw Expo Center, 2012



Source: Community Attributes Inc., 2012.

In 2007 when the City took over operation and ownership of the Expo Center, King County provided a \$2 million fund, to be evenly divided between operating and capital expenses. Two full-time and two permanent part-time City employees are assigned to Expo, a total of three FTEs (Full Time Equivalents). There is a full time Expo and Events Manager responsible for booking the facility and one full-time Maintenance and Events Lead responsible for maintenance and supervision of part time employees. There are two permanent part-time employees who work on weekends to open, close and monitor the facilities during events and who perform routine maintenance and cleaning. Additional temporary staff is hired on an as needed basis, primarily during the summer festival season.

Event Types and Facilities

With a broad set of facilities (both indoor and outdoor) the Expo Center hosts a diverse range of events, from major Fairs and Festivals such as the Creation Festival to smaller private events such as weddings and memorial fundraisers. Pet and Livestock events take place in the Expo Center’s outdoor facilities. The Expo Center grounds include a RV park, creating a revenue stream from lodging.

Exhibit 3 breaks down the 2012 events by category and total number of event days.

Exhibit 3. Event Types, Enumclaw Expo Center, 2012

Event Grouping	Events/Days	Percentage Attendance
Civic	4	2%
Business Trade	22	5%
Private Event	52	7%
Pets and Livestock	27	12%
Sporting Events	17	27%
Fairs & Festivals	21	47%
Total	143	100%

Source: City of Enumclaw, 2012.

Competing Venues

Exhibit 4 illustrates competing and nearby venues from around the region. These include major indoor venues such as the Tacoma Dome and Key Arena to outdoor venues like the nearby White River Amphitheatre and Puyallup Fairgrounds. The Enumclaw Expo Center may not compete directly with all such facilities, but the list provides context when evaluating event mix and attendance.

Exhibit 4. Major Competitive Venues, Puget Sound Region, 2012

Year-Round	Location	Capacity
ShoWare Center	Kent, WA	6,300
Comcast Arena	Everett, WA	10,000
Christian Faith Center	Federal Way, WA	5,000
Emerald Queen Casino	Fife, WA	2,000
Showbox at the Market	Seattle, WA	1,200
Showbox SODO	Seattle, WA	1,500
Paramount Theater	Seattle, WA	2,800
Moore Theater	Seattle, WA	1,400
KeyArena	Seattle, WA	15,500
McCaw Hall	Seattle, WA	3,000
WaMu Theater	Seattle, WA	7,000
Benaroya Hall	Seattle, WA	2,500
Snoqualmie Casino - Ballroom	Snoqualmie, WA	1,500
Tacoma Dome	Tacoma, WA	22,500
Tacoma Dome Theater	Tacoma, WA	7,000
Broadway Center, Tacoma	Tacoma, WA	1,200
Pantages Theater, Tacoma	Tacoma, WA	1,200
Summer Season		
White River Amphitheatre	Auburn, WA	20,000
Puyallup Fair (Concert Venue)	Puyallup, WA	10,800
Gorge Amphitheatre	Quincy, WA	22,000
Marymoor Park	Redmond, WA	5,000
Woodland Park Zoo	Seattle, WA	3,700
Snoqualmie Casino - Mountain View Plaza	Snoqualmie, WA	2,000
Tulalip Amphitheater	Tulalip, WA	2,400
Chateau St. Michelle Winery	Woodinville, WA	4,300

Source: Community Attributes Inc., 2012.

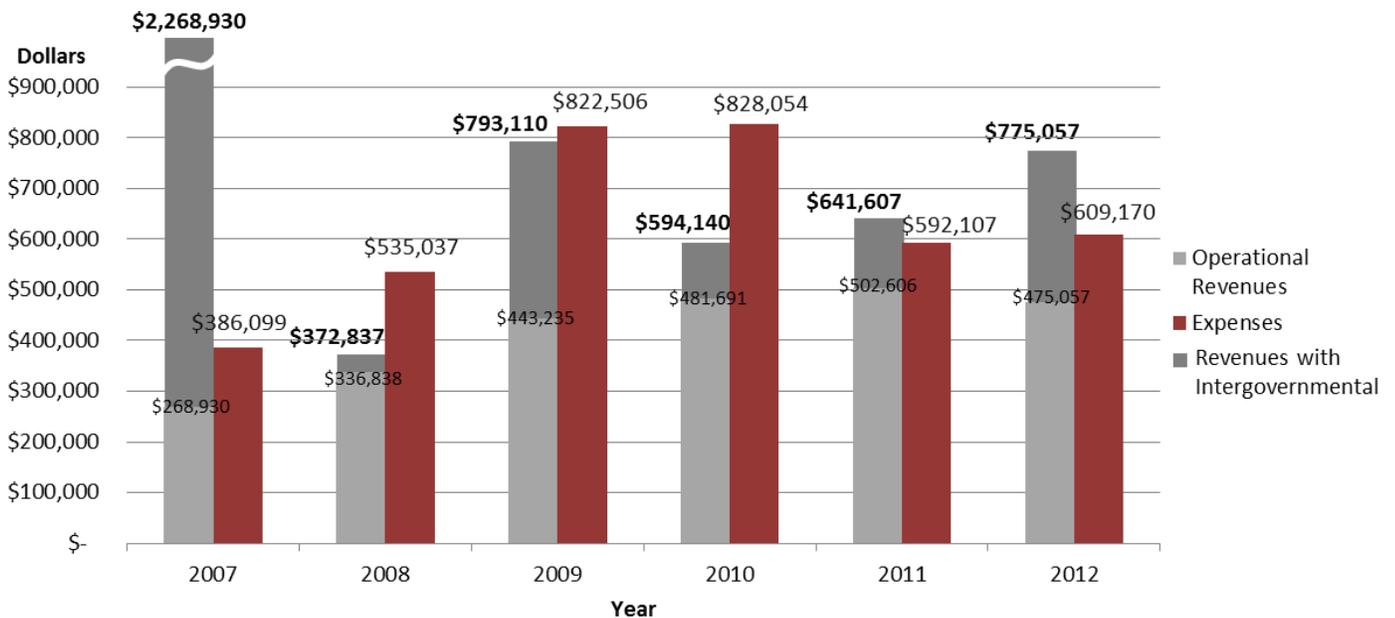
Revenues and Operations

The following section covers the financial performance and operations of the Expo Center, particularly focusing on revenues and expenses including spending on capital improvements.

Financial Overview

The Expo Center's financial performance has fluctuated over the last five years. **Exhibit 5** details the Expo Centers revenues from 2007 to 2012 including intergovernmental revenues, which include transfers and grants from King County and other sources. The original acquisition of the Expo Center included a \$2,000,000 transfer from King County to be used toward facility operating and capital expenses. Including intergovernmental revenues, total revenues exceeded expenses in 2007, 2011 and 2012. Operating Revenues, shaded in light grey and detailed in the following section, have been below Operating Expenses in each year of the Expo Center's operation.

Exhibit 5. Revenues and Expenses, Enumclaw Expo Center, 2007-2012



Source: Community Attributes, Inc., 2012. City of Enumclaw, 2012.

Revenues

The Expo Center benefits from a diverse set of revenue sources, ranging from short-term facility rentals to event admissions and vendor fees. **Exhibit 6** presents types of revenue sources associated with operation of the Expo Center and its various facilities.

Exhibit 6. Revenue Generators, Enumclaw Expo Center, 2012

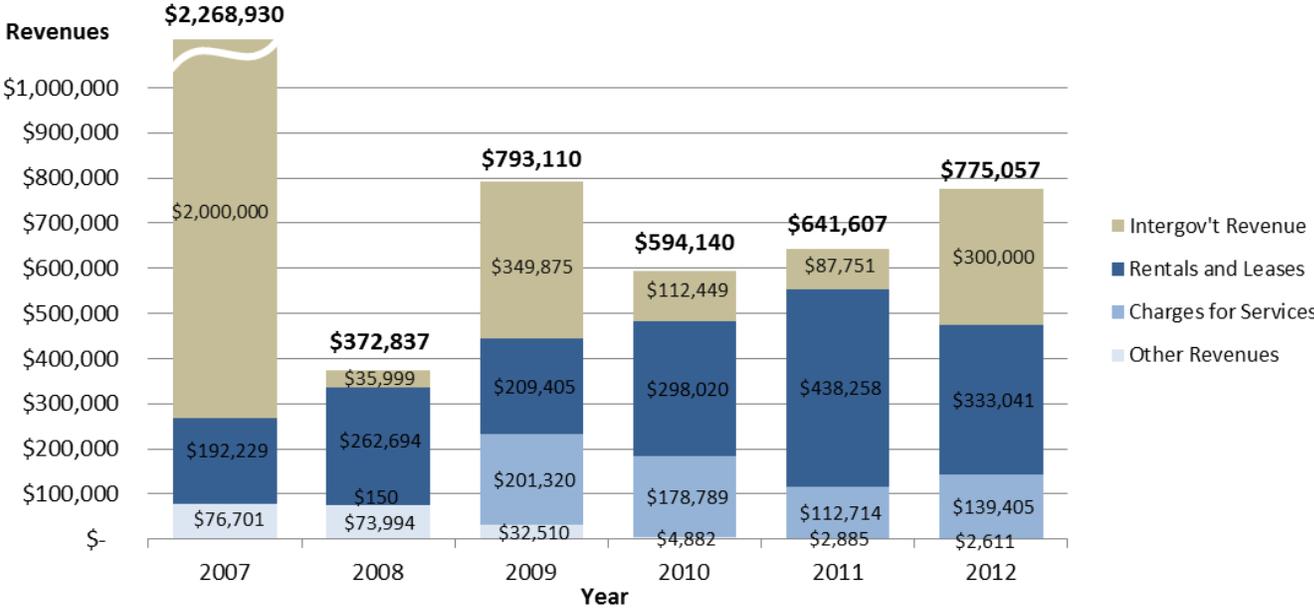
Charges for Services	Rentals and Leases
Sale of Bid Specs	Rent-Parking
Sale of Merchandise	Expo Ctr. Rent - Short Term
Event Admissions	Field House Rent-Short Term
Vendor Fees	Stadium Rent-Short Term
Other Fees-Sponsorship	Ballfield Rent-Short Term
Ride Revenue	RV Park Rent - Short Term
	Expo Center Rent-Long Term
	Concessions
	Other Misc Revenue
	Expo Center Rent-Short Term

Source: City of Enumclaw, 2012.

Exhibit 7 details Expo Center revenues since 2007, separated into four categories: Intergovernmental Revenues, Rentals and Leases, Charges for Services and Other Revenues. In 2007, the year Enumclaw assumed control of the Expo Center, Intergovernmental Revenues totaled \$2,000,000, the result of a lump sum payment from King County to be used on Expo Center operations and capital expenses. In the following years Intergovernmental Revenues represented revenues from grants and other similar sources. Revenues resulting from operations of the Expo Center are shown in blue and Intergovernmental Revenues are shown in brown. From 2007 to 2011 operational revenues increased and Rentals and Leases comprise the majority of growth. In 2012 the Expo Center experienced a decrease in such revenues.

Revenue sources resulting from operations include Rentals and Leases, Charges for Services and several other categories grouped into Other Revenues. Revenues from Rentals and Leases have increased from the first three years of operations totaling more than \$438,000 in 2011 and \$333,000 in 2012 compared to \$192,000 in 2007.

Exhibit 7. Revenue Detail, Enumclaw Expo Center, 2007-2012

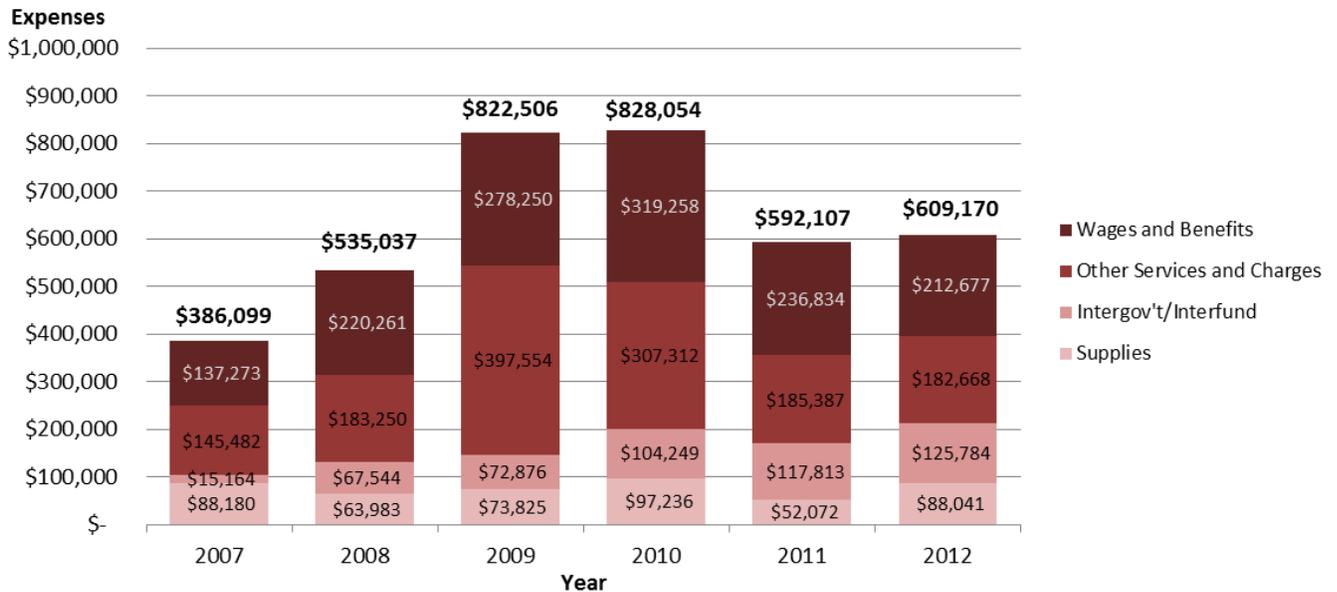


Source: Community Attributes, Inc., 2012. City of Enumclaw, 2012.

Expenses

The cost to operate the Expo Center has varied since 2007. Expenses peaked in 2009 and 2010, exceeding \$800,000 (**Exhibit 8**). Overall, expenses increased over the first four years of operation. In 2011 and 2012 expenses decreased substantially from the two previous years. From 2010 to 2011 expenses decreased from \$828,054 to \$592,107. Expenses increased only slightly from 2011 to 2012 at \$609,170. Wages and benefits has been the most substantial spending category since 2007 and remain at a relatively steady amount. Other Services and Charges is the second largest spending category and include costs associated with professional services, maintenance, advertising, training, commercial equipment rentals and utilities among others.

Exhibit 8. Expense Detail, Enumclaw Expo Center, 2007-2012



Source: Community Attributes, Inc., 2012. City of Enumclaw, 2012.

Enumclaw Events

In addition to hosting a variety of privately organized and funded events, the City of Enumclaw organized three events in 2012: the Festival of Crafts, the Wine and Chocolate Festival and Oktoberfest. The City produced these events, absorbing all expenses, revenues and profits. **Exhibit 9** shows attendance, revenues, expenses and profits at the three events. These events provided a profit for Expo Center and attracted over 8,000 attendees in 2012.

Exhibit 9. City Organized Events, City of Enumclaw, 2012

Enumclaw Event	Attendance	Revenues	Expenses	Profits
Wine and Chocolate Festival	2,799	\$70,200	\$44,397	\$25,803
Oktober Festival	2,700	\$49,596	\$34,250	\$15,346
Festival of Crafts/1	2,600	\$19,875	\$11,650	\$8,225
Total	8,099	\$139,671	\$90,297	\$49,374

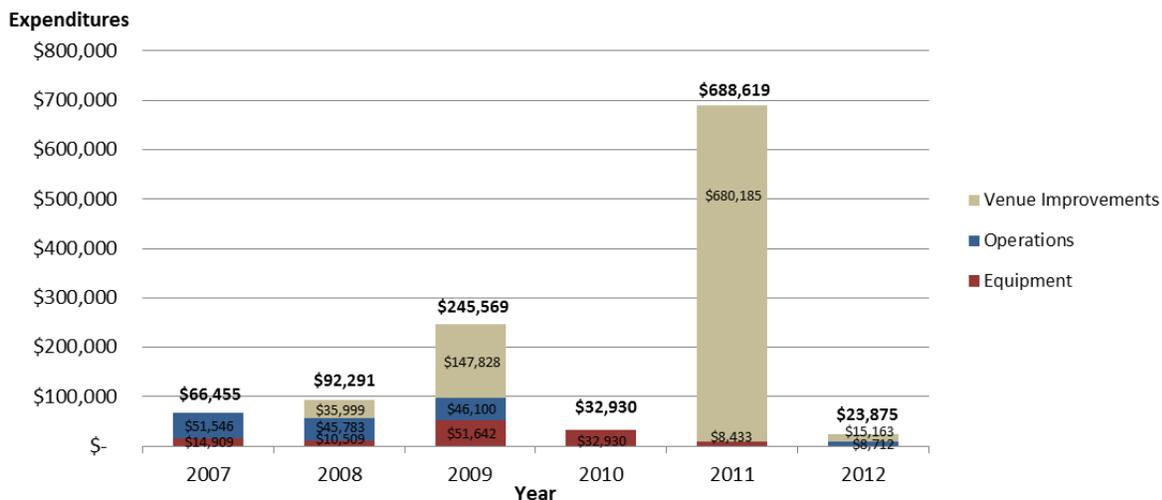
1 The festival of crafts revenues, expenses and profits are based on budget estimates as actual figures were unavailable at the time of this report.

Source. City of Enumclaw, 2012.

Capital Investments

The City of Enumclaw continually invests in the Enumclaw Expo Center since it took control of the facility in 2007. Capital investments include equipment purchases, operational improvements and venue improvements. **Exhibit 10** illustrates capital spending from 2007 to 2012.

Exhibit 10. Expo Center Capital Spending, City of Enumclaw, 2012



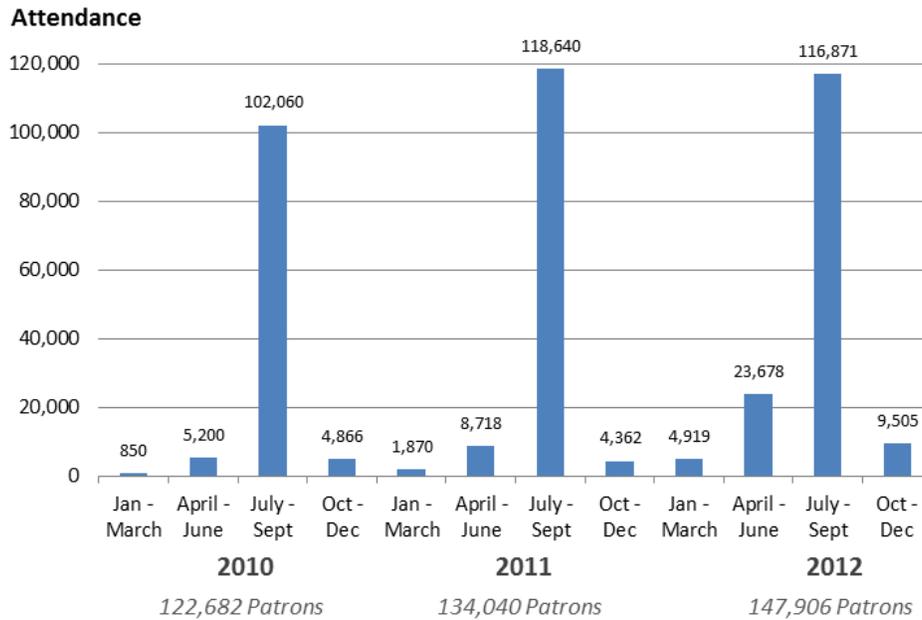
Source: Community Attributes, Inc., 2012. City of Enumclaw, 2012.

Event Attendance

From 2010 to 2012 the Expo Center has experienced a steady increase in overall attendance. This is in part a result of an increase in the number of events held at the Expo Center, which increased from 77 event days in 2010 to 143 event days in 2012. **Exhibit 11** illustrates daily attendance during this time period.

Expectedly, July and August have the higher concentrations of events than any other time of year. Attendance grew from 122,682 patrons in 2010 to 147,906 patrons in 2012.

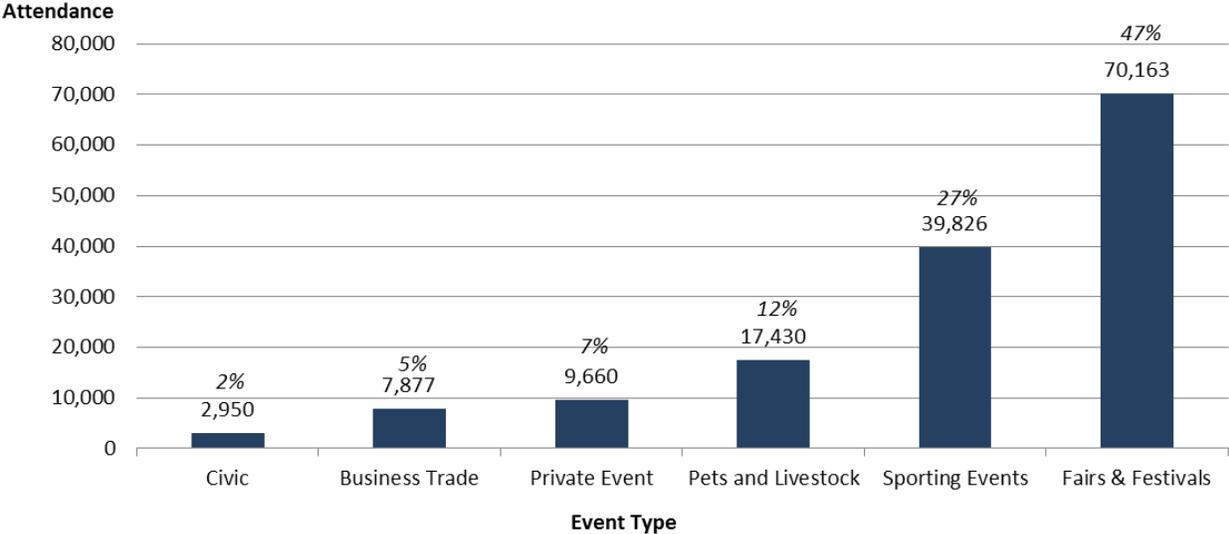
Exhibit 11. Event Attendance, Enumclaw Expo Center, 2010-2012



Source: Community Attributes, Inc., 2012. City of Enumclaw, 2012.

The Enumclaw Expo Center drew an estimated 147,906 people in 2012. **Exhibit 12** illustrates the number the attendees by event type. 47% of visitors attended events in the Fairs and Festivals category, which included events like the Creation Festival (52,000 attendees) and Oktoberfest (2,700 attendees). The second most attended event types were Sporting Events with 39,826 attendees in 2012 representing 27% of all visitors that year. Major Sporting Events included the Highland Games (27,000 attendees) and the Mexican Rodeo (5,500 attendees). Pet and Livestock events drew 17,430 people in 2012, representing 12% of all attendees. Such events included the Olympic Kennel Club Dog Show and 4-H Horse Show among others.

Exhibit 12. Event Attendance, Enumclaw Expo Center, 2012

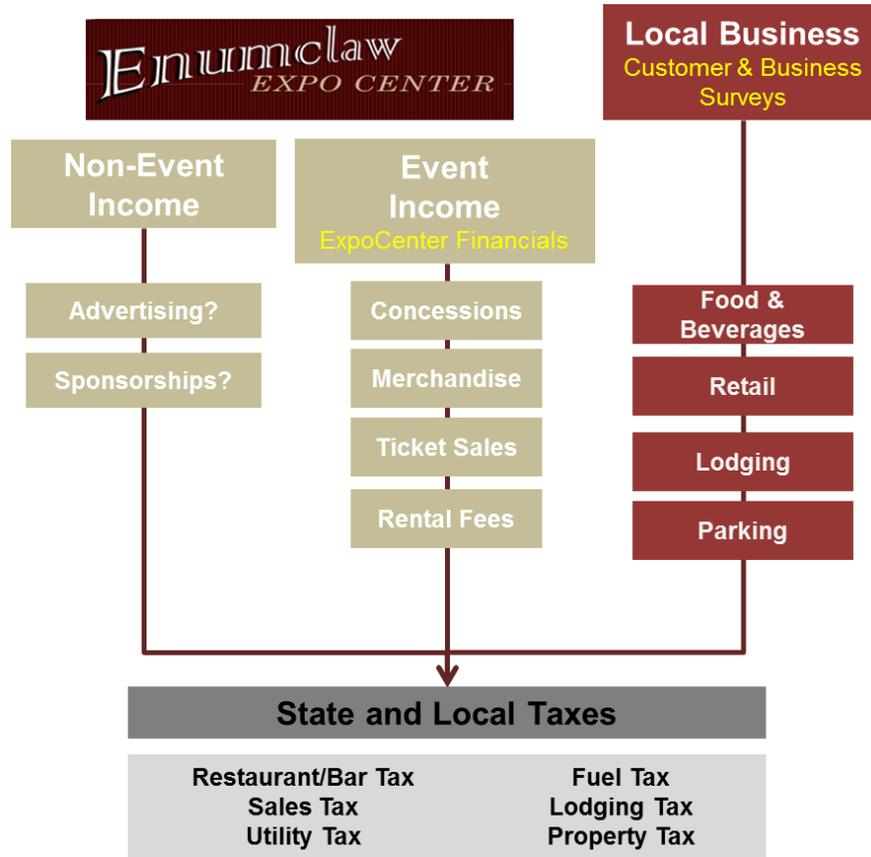


Source: Community Attributes, Inc., 2012. City of Enumclaw, 2012.

IMPACT ANALYSIS

The following section provides a detailed analysis of the economic impacts of the Expo Center on both the City of Enumclaw’s economy and the direct fiscal impacts it has on the City of Enumclaw’s revenues. **Exhibit 13** maps the Expo Center’s impact and depicts revenue sources and impacts.

Exhibit 13. Expo Center Impact



Visitor Spending

Visitor spending for 2012 was calculated based on attendance data provided by the City of Enumclaw in addition to average patron spending data. Because survey data specific to the Expo Center was unavailable, average spending data from a study conducted for the City of Kent ShoWare Center was utilized to calculate patron spending outside of the Expo Center. Community Attributes tabulated the data utilized for the City of Kent ShoWare Center facility in 2012, utilizing four patron surveys conducted that summer. The surveys included two in-person intercept surveys and two online surveys and drew from patrons for all event types.

To account for anticipated differences in Expo Center and ShoWare Center patrons spending habits, total patron spending was reduced for the Expo Center based on a number of factors. These included the following:

- Amenities surrounding each facility
- Total population of surrounding area
- Event size and mix
- Event draw
- Facility size
- Local dining and shopping costs

Based on these factors, this analysis sets average spending per Expo Center patron at 65% of the amount on dining, shopping, lodging and entertainment that ShoWare Center patrons spent. This adjustment factor is an estimate based on professional judgment and the criteria above, not derived by a mathematical formula or index.

Exhibit 14 summarizes patron spending based on the previously described methodology. The table represents patron spending with the local adjustment for Enumclaw. Dining before Expo Center events represents the patron spending category with largest share of the total spending, at an estimated \$2,646,300 in 2012. Among event types, Fairs and Festivals had the highest attendance and produced the highest amount of patron spending within Enumclaw. In 2012 Fairs and Festivals resulted in \$1,462,000 of patron spending in Enumclaw.

Exhibit 14. Patron Spending, Outside Expo Center, 2012

Event Category	Dining	Shopping	Lodging	Entertainment	Total
Civic	\$61,900	\$4,900	\$6,400	\$9,000	\$82,200
Business Trade	\$115,000	\$14,600	\$11,400	\$9,300	\$150,200
Private Event	\$202,800	\$15,900	\$20,900	\$29,600	\$269,200
Sporting Events	\$796,800	\$65,700	\$34,700	\$46,600	\$943,900
Pets and Livestock	\$365,900	\$28,700	\$37,800	\$53,300	\$485,700
Fairs & Festivals	\$1,103,900	\$101,800	\$32,500	\$223,900	\$1,462,000
Total	\$2,646,300	\$231,600	\$143,700	\$371,700	\$3,393,300

Source: Community Attributes, Inc., 2012. City of Enumclaw, 2012.

Fiscal Impact

Applicable Tax Rates

Exhibit 15 illustrates tax rates for the City of Enumclaw considered for inclusion in calculating fiscal impacts resulting from activities taking place at the Enumclaw Expo Center. Sales Tax and Lodging Tax were used in determining the fiscal impacts of the Expo Center in addition to utilities taxes. Other taxes listed were determined not applicable to the analysis. For example, no Property Taxes are paid for the Expo Center property as it is a City owned facility. Enumclaw does not have a Business and Occupancy Tax.

Exhibit 15. Tax Rates, City of Enumclaw, 2012

Tax	Regional Share	City of Enumclaw	Total Tax Rate (if applicable)
<i>Sales Tax</i>	2.1%	0.85%	8.6%
<i>Lodging Tax/1</i>	2.1%	1.0%	9.6%
Property Tax Levy (per \$1,000)/2	\$1.34		\$12.71
Utilities (Based on gross receipts)			
Water/Sewer	8.0%		
Garbage	8.0%		
Natural Gas	5.0%		
Electric	6.0%		
Gambling	Varying rates		
Business and Occupancy Tax	NA		

1 The City's share of Lodging Tax is made up of the 2.1% share of Sales Tax plus the Special Lodging Tax rate of 1.0%

2 No Property Taxes are collected for the Expo Center property due to exemption as a publically owned property

Source: Washington Department of Revenue, 2012. City of Enumclaw, 2012.

Fiscal Revenues

Exhibit 16 illustrates fiscal revenues accruing to the State, County and City of Enumclaw from Expo Center patron spending outside of the Expo Center and within the City of Enumclaw. These figures are based on the tax rates and are cumulative, meaning they include revenues that eventually accrue to the City of Enumclaw.

Exhibit 16. Patron Spending Fiscal Revenues, State and Local, 2012

Event Category	Dining	Shopping	Lodging	Entertainment	Total
Civic	\$5,300	\$420	\$610	\$770	\$7,100
Business Trade	\$9,900	\$1,260	\$1,090	\$800	\$13,050
Private Event	\$17,400	\$1,370	\$2,010	\$2,550	\$23,330
Sporting Events	\$68,500	\$5,700	\$3,300	\$4,000	\$81,500
Pets and Livestock	\$31,500	\$2,470	\$3,600	\$4,600	\$42,170
Fairs & Festivals	\$94,900	\$8,800	\$3,100	\$19,300	\$126,100
Total	\$227,500	\$20,020	\$13,710	\$32,020	\$293,250

Source: Community Attributes, Inc., 2012.

Exhibit 17 illustrates fiscal revenues that accrue to the City of Enumclaw from Expo Center patron spending within Enumclaw.

Exhibit 17. Patron Spending Fiscal Revenues, City of Enumclaw, 2012

	Dining	Shopping	Lodging	Entertainment	Total
Civic	\$530	\$40	\$120	\$80	\$770
Business Trade	\$980	\$120	\$210	\$80	\$1,390
Private Event	\$1,720	\$140	\$390	\$250	\$2,500
Sporting Events	\$6,770	\$560	\$640	\$400	\$8,370
Pets and Livestock	\$3,110	\$240	\$700	\$450	\$4,500
Fairs & Festivals	\$9,380	\$870	\$600	\$1,900	\$12,750
Total	\$22,490	\$1,970	\$2,660	\$3,160	\$30,280

Source: Community Attributes, Inc., 2012.

Taxes Collected at Expo Center

Exhibit 18 summarizes tax collected at the Expo Center in 2012, including sales tax and lodging tax. Sales and lodging tax collected in 2012 at the Expo Center totaled \$4,969. The City of Enumclaw's share of taxes collected is estimated at \$491.

Exhibit 18. Sales and Lodging Tax Collections, Enumclaw Expo Center, 2012

Revenues and Taxes Collected	2012
Sales/Lodging Tax Collected	\$4,969
Concessions	\$29,489
RV Rental Revenues	\$18,812
City of Enumclaw Share	\$490

Source: City of Enumclaw, 2012.

Public Utility Revenues

The Expo Center, much like other commercial facilities within the City, utilizes the City's utility services. These include sewer, water, natural gas and solid waste services. **Exhibit 19** illustrates payments made by the City for utility services and the corresponding taxes collected. Because the City owns and operates both the Expo Center and the aforementioned utility services, the resulting spending impacts are categorized separately from other impacts. In theory, the utility bills associated with the Expo Center are paid for through its revenues, thereby positively impacting the City's revenues. Electric service is also included, although such services are not operated by the City.

Exhibit 19. Utilities Revenues, Enumclaw Expo Center, 2012

Utility	Cost	Tax Collected
Electric	\$23,839	\$1,430
Gas	\$14,365	\$718
Water	\$4,282	\$343
Sewer	\$10,701	\$856
Garbage	\$486	\$39
Total	\$53,673	\$3,386

Source: City of Enumclaw, 2012.

Direct, Indirect and Induced Benefits

Business Incomes and Fiscal Impact Analysis

Exhibit 20 summarizes total revenues by revenue category including Expo Center revenues, event related patron spending outside of the Expo Center and indirect and induced revenues. Total fiscal benefits are calculated based on

applicable tax rates provided by Washington State and City of Enumclaw. In 2012 it is estimated that there was a total of \$3,868,360 in direct revenues (or spending) associated with the Expo Center. The total fiscal benefits, those accruing to the State, County and City of Enumclaw totaled \$298,220. The City of Enumclaw's share of the direct fiscal benefits was \$30,770.

Exhibit 20 includes the indirect and induced multiplier output based on the IMPLAN Input/Output model (**Exhibit 21**). The multiplier used (1.68) is a weighted average of the segments shown. Total direct, indirect and induced spending in 2012 is estimated at up to \$6,514,320 – assuming 100% of indirect and induced impacts are captured within Enumclaw. The total fiscal impact of this spending is estimated at \$502,200, including taxes gathered by other Washington State jurisdictions.

Exhibit 20. Business Incomes and Fiscal Impact Analysis, Enumclaw Expo Center, 2012

	Revenues	Total Fiscal Benefits/1	Enumclaw Fiscal Benefits
Expo Center Revenues/Sales	\$475,060	\$4,970	\$490
Event Related Spending			
Dining	\$2,646,300	\$227,500	\$22,490
Shopping	\$231,600	\$20,020	\$1,970
Lodging	\$143,700	\$13,710	\$2,660
Entertainment	\$371,700	\$32,020	\$3,160
Subtotal	<u>\$3,393,300</u>	<u>\$293,250</u>	<u>\$30,280</u>
Subtotal of Expo Center direct revenues	<u>\$3,868,360</u>	<u>\$298,220</u>	<u>\$30,770</u>
Indirect & Induced revenues	\$2,645,960	\$203,980	\$21,050
Total Direct, Indirect, and Induced	<u>\$6,514,320</u>	<u>\$502,200</u>	<u>\$51,820</u>

Notes

1 Benefits to the State, County and City of Enumclaw

2 Based on Implan Input/output model, King County, 2010

Source: Community Attributes, Inc., 2012.

**Exhibit 21. Indirect and Induced Multipliers by Impact Segment,
Implan Model, 2012**

Industry Code	Industry Description	Output Assigned	Output Multiplier
327	Retail Stores - Clothing and clothing accessories	Shopping	1.73
328	Retail Stores - Sporting goods, hobby, book and music	Shopping	1.66
329	Retail Stores - General merchandise	Shopping	1.58
402	Performing arts companies	ShoWare	1.85
403	Spectator sports companies	ShoWare	1.69
409	Amusement parks, arcades, and gambling industries	Entertainment	1.60
410	Other amusement and recreation industries	Entertainment	1.60
411	Hotels and motels, including casino hotels	Lodging	1.62
413	Food services and drinking places	Dining	1.62
	Regional Multiplier		1.68

Source: Minnesota IMPLAN Group, Inc., 2012.

Fiscal Impact Summary

Exhibit 22 details the fiscal impacts associated with the Expo Center for the City of Enumclaw and provides a combined total for direct and indirect fiscal benefits for 2012. In 2012, total fiscal benefits generated by the Expo Center Center for the City of Enumclaw are estimated at \$55,210. The fiscal impact estimates include taxes collected by the City at the Expo Center (Sales Tax and Lodging Tax), taxes collected from event related spending outside of the Expo Center, utility taxes and indirect/induced impacts based on the previously described multiplier calculation (**Exhibit 20**).

Exhibit 22. Enumclaw Expo Center Fiscal Impact Summary, City of Enumclaw, 2012

Direct Benefits	
Expo Center Revenues	\$490
Expo Center Sales Impacts	\$490
Utilities (taxes)	\$3,390
Other Patron Spending Impacts	\$30,280
Total Direct Benefits	\$34,160
Indirect and Induced Benefits	\$21,050
Total Expo Center Fiscal Benefits	\$55,210

Source: Community Attributes, Inc., 2012.