CE Economic Impact Estimator

MARK TWAIN LAKE

Line 1 1. Enter number of visits to the project 1,636,607

2. Determine the number of camper party nights at CE sites
   Line 2 Enter total camping revenue (CE sites) 297,864
   Line 3 Enter average revenue per site $8.00
   Line 4 Camper party nights = line 2/line 3 37,233

3. Add campers at non-CE managed sites
   Line 5 Enter number of CE managed sites 440
   Line 6 Enter number of non-CE managed sites 103
   Line 7 Expansion factor = ((line 5 + line 6)/line 5) 1
   Line 8 Total camper party nights = (line 7 * line 4) 45,949

4. Convert campers to person visits
   Line 9 Enter average camper length of stay 2.8
   Line 10 Camper party visits = line 8/line 9 16,410
   Line 11 Enter average camping party size 3.4
   Line 12 Camper person visits = line 10 * line 11 55,795
   Line 13 Percent of visitors camping = (line 12/line 1) 3.4%

3. Determine day use visits
   Line 14 Day use person visits = line 1 - line 12 1,580,812

4. Estimate number of "other overnight" visitors
   Line 15 Enter pct of day users staying overnight off-project 1.0%
   Enter pct of day users staying overnight on the project 0.0%
   Line 16 Number of overnight off-project visits = (line 14 * line 15) 15,808
   Line 17 Pure day users = (line 14 - line 16) 1,565,004

5. Estimate number of boaters and nonboaters in each segment (person visits)
   Line 18 Enter pct boating by segment in this column
   Boaters Non-boaters Total
   day user 40% 626,002 939,002 1,565,004
   camper 40% 22,318 33,477 55,795
   overnight off project 40% 6,323 9,485 15,808
   Total 654,643 981,964 1,636,607

6. Enter party size and length of stay factors
   Party size
   Boaters Non-boaters Length of stay
   Boaters Non-boaters
   day user 2.90 2.80 1.0 1.0
   camper 3.60 3.30 3.0 2.7
   overnight off project 3.37 2.94 3.8 3.1

7. Convert to party days/nights by segment
   (person visits * length of stay / party size)
   Boaters Non-boaters Total Pct
   day user 215,862.59 335,357.95 551,221 90%
   camper 18,598.37 27,390.32 45,989 7%
   overnight off project 7,130.07 10,001.05 17,131 3%
   Total 241,591 372,749 614,340 100%
   Pct 39% 61% 100%
Line 21  8. Enter /edit segment spending averages (per party night)

<table>
<thead>
<tr>
<th></th>
<th>Boaters</th>
<th>Non-boaters</th>
<th>Boaters</th>
<th>Non-boaters</th>
</tr>
</thead>
<tbody>
<tr>
<td>day user</td>
<td>$54.26</td>
<td>$33.24</td>
<td>$54.26</td>
<td>$33.24</td>
</tr>
<tr>
<td>camper</td>
<td>$65.93</td>
<td>$49.52</td>
<td>$65.93</td>
<td>$49.52</td>
</tr>
<tr>
<td>overnight off project</td>
<td>$129.36</td>
<td>$87.17</td>
<td>$129.36</td>
<td>$87.17</td>
</tr>
</tbody>
</table>

Line 22  9. Compute total spending ($MM's) (per party night spending times number of party nights)

<table>
<thead>
<tr>
<th></th>
<th>Spending within 30 miles</th>
<th>Total</th>
<th>Pct</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Boaters</td>
<td>Non-boaters</td>
<td></td>
</tr>
<tr>
<td>day user</td>
<td>$11.71</td>
<td>$11.15</td>
<td>$22.86</td>
</tr>
<tr>
<td>camper</td>
<td>$1.23</td>
<td>$1.36</td>
<td>$2.58</td>
</tr>
<tr>
<td>overnight off project</td>
<td>$0.92</td>
<td>$0.87</td>
<td>$1.79</td>
</tr>
<tr>
<td>Total</td>
<td>$13.86</td>
<td>$13.38</td>
<td>$27.24</td>
</tr>
<tr>
<td>Pct</td>
<td>51%</td>
<td>49%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Line 23  10. Enter multipliers for the region MARK TWAIN LAKE

<table>
<thead>
<tr>
<th></th>
<th>capture rate</th>
<th>Type I sales</th>
<th>Type III sales</th>
<th>Income/sales direct effects</th>
<th>Income/Sales Type I</th>
<th>Income/Sales III</th>
<th>Jobs/Sales direct</th>
<th>Job/Sales I</th>
<th>Job/Sales III</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>62%</td>
<td>1.21</td>
<td>1.74</td>
<td>50%</td>
<td>60%</td>
<td>88%</td>
<td>38.00</td>
<td>41.01</td>
<td>51.52</td>
</tr>
</tbody>
</table>

Line 24  11. Compute Direct, Indirect, Induced and Total Effects

<table>
<thead>
<tr>
<th></th>
<th>Sales ($MM)</th>
<th>Income ($MM)</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Effects</td>
<td>$16.85</td>
<td>$8.43</td>
<td>640</td>
</tr>
<tr>
<td>Indirect Effects</td>
<td>$3.59</td>
<td>$1.72</td>
<td>51</td>
</tr>
<tr>
<td>Induced Effects</td>
<td>$8.94</td>
<td>$4.68</td>
<td>177</td>
</tr>
<tr>
<td>Total Effects</td>
<td>$29.38</td>
<td>$14.83</td>
<td>868</td>
</tr>
</tbody>
</table>

Person Visits 1,636,607
Party Days/night 614,340
Visitor Spending ($MM) $27.24

Formulas for Line 24

- Direct sales = total visitor spending * capture rate
- Direct income=direct sales * direct income/sales ratio
- Direct jobs=direct sales * direct jobs/sales ratio
- Indirect sales = direct sales * (Type I sales multiplier -1)
- Induced sales = direct sales *(Type III sales mult. - Type I sales mult.)
- Total sales = direct sales * Type III sales multiplier = direct + indirect + induced effects
- Indirect income= direct sales * Type I income multiplier - direct income
- Induced income = direct sales * Type III income multiplier -direct income - indirect income
- Total income = direct sales * Type III income multiplier = direct + indirect + induced income
- Indirect jobs= direct sales * Type I jobs multiplier - direct jobs
- Induced jobs = direct sales * Type III jobs multiplier - direct jobs - indirect jobs
- Total jobs = direct sales * Type III jobs multiplier = direct + indirect + induced jobs
Worksheet Notes by Line Number

Line 1  Field VISITS from PR_USE NRMS database. (in person visits)
Line 2  Field CG_FEE_REV from CUR_FEE database, includes all camping revenue at CE managed sites
Line 3  This should reflect the average fee paid per night per site. The $8 default is an estimate taking into account variation between sites with or without electric, and discounts for Golden passport and access programs.
Line 4  If the number of camping party nights is known, it can be directly entered on line 4 and then lines 2 and 3 are unnecessary.
Line 5  Include all campsites covered by the camping fees reported on line 2.
Line 6  Any campsites on the project not covered by the camping fees reported on line 2 should be included.
Line 7  This factor expands use from CE-managed campsites to all sites.
Line 8  If the number of party nights on non-CE sites is known, add this to line 4 and enter the total on line 8. Lines 5-7 are then not needed.
Line 9  Substitute a local value for the average length of stay by campers, if available
Line 10
Line 11  Substitute a local value for the average number of people per camping party, if available
Line 12  A person visit is one person entering project. Campers should be counted only once during their stay.
Line 13  This is the percent of visitors (person visits) that are camping.
Line 14
Line 15  There are two groups of "other overnight visitors": those staying overnight off-project in the local area and visitors staying in lodges, motels, cabins and other accommodations (except campgrounds) on the project. Enter each as a percentage of day use visits.
Line 16
Line 17  Pure day users are not staying overnight in the local area (unless they live there)
Line 18  The Percent boating is the field BOATING from PR_USE database.
Only a single percentage is reported for all visitors in the NRMS.
The percentage may be varied across the three segments here, if differences are known.
Otherwise enter the NRMS value in all three cells.
Line 19  Local values for party size and length of stay may be substituted, if known.
For visitors staying overnight off-project, spending is only counted for days that they visited the project by entering a length of stay of 1.0. This avoids double counting of spending by those who make multiple visits during their stay.
Line 20
Line 21  Replace or adjust spending averages to suit local conditions or based on a local survey.
Line 22
Line 23  Default multipliers may be pasted in or replaced by values from a similar region.
See Appendix B to find multipliers for 108 CE projects.
For projects not listed, use multipliers for projects in a similar regional economic setting.
Line 24

Other Notes
1. One can easily evaluate the sensitivity of results to any of the worksheet parameters by changing one or more cells and observing the effect on total spending or impact measures.
Advanced Excel users can also make use of Excel's built in "What if" analysis tools.
2. This initial version of the worksheet does not fully account for visitors staying in lodges, cabins or motels on the project. Look for updated versions of this worksheet that more fully capture spending of overnight visitors at our website.