



Jerry Cole
Rally Director





Economics of the Rally™





Survey Development & Collection

Collection Sites

- Armory (Rally Headquarters)
- Street Teams
- Removed the Community Center from Collection-2018





Survey Development & Collection

Surveys

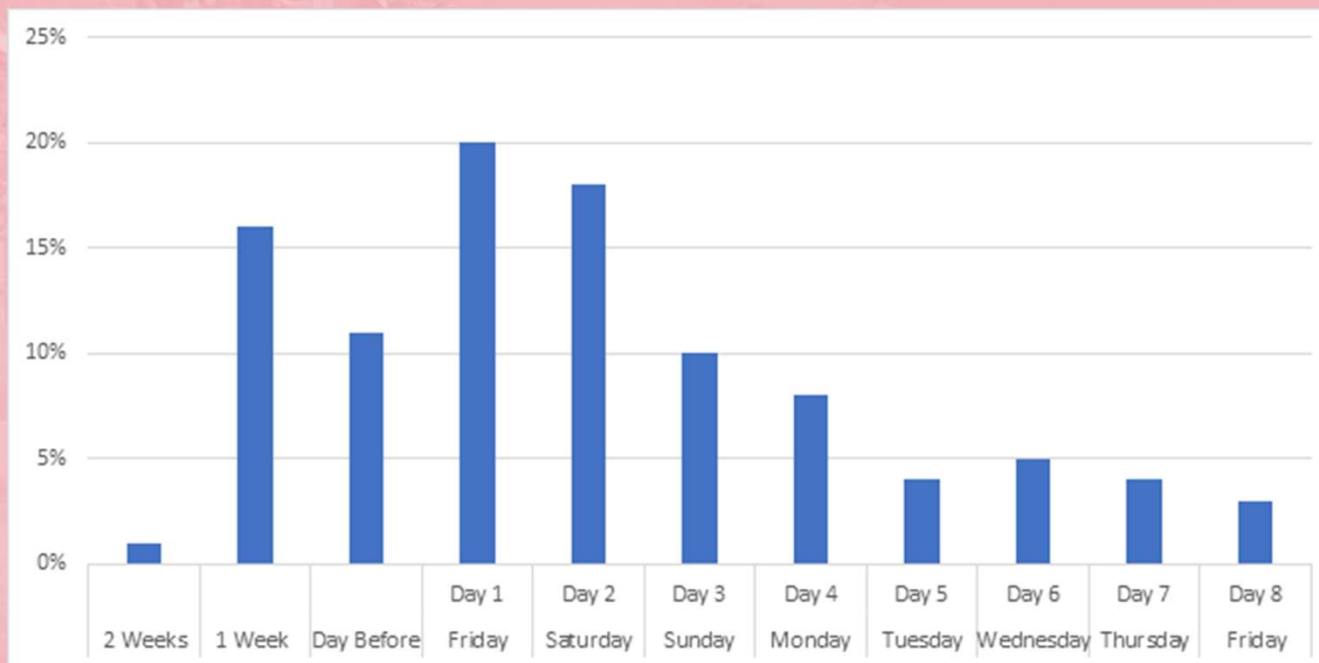
- Surveys
 - Started – Thursday, August 2
 - Ended - Saturday, August 12
- Total Collected **3,363**
 - Armory Collected 2,220
 - Street Team Collected 1,143





Survey Development & Collection

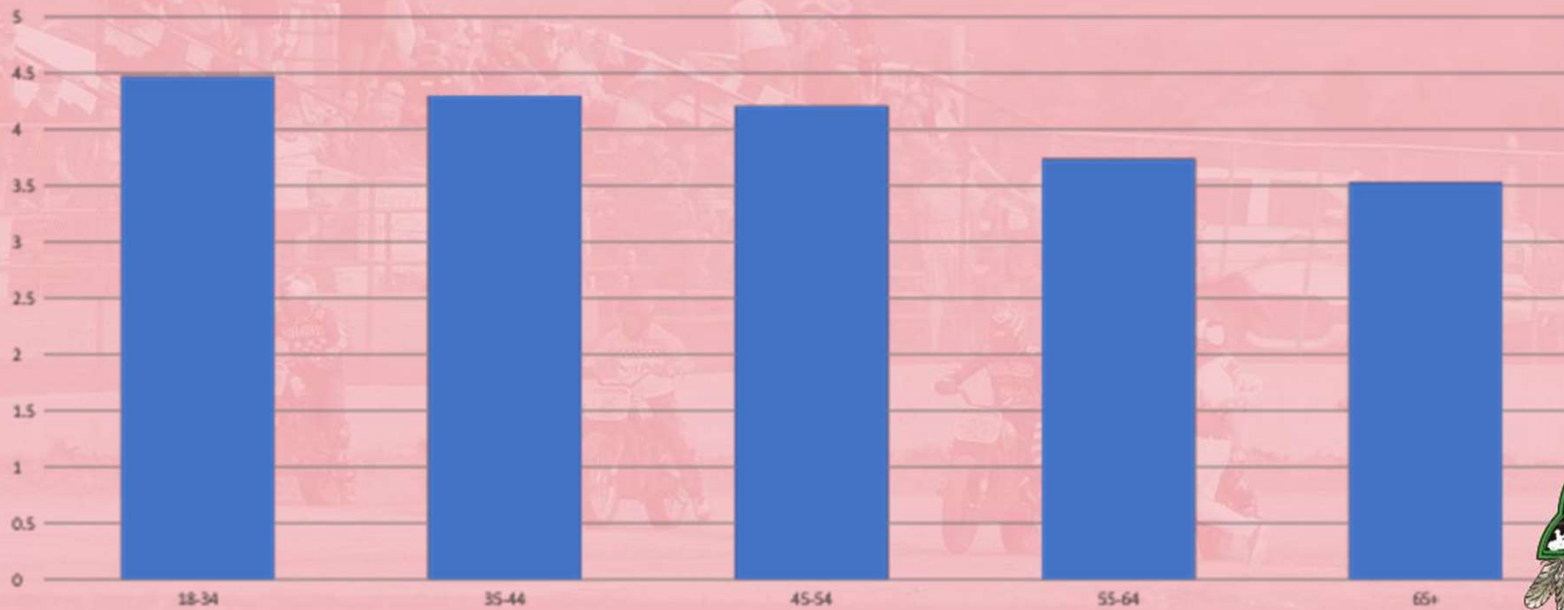
When They Came:





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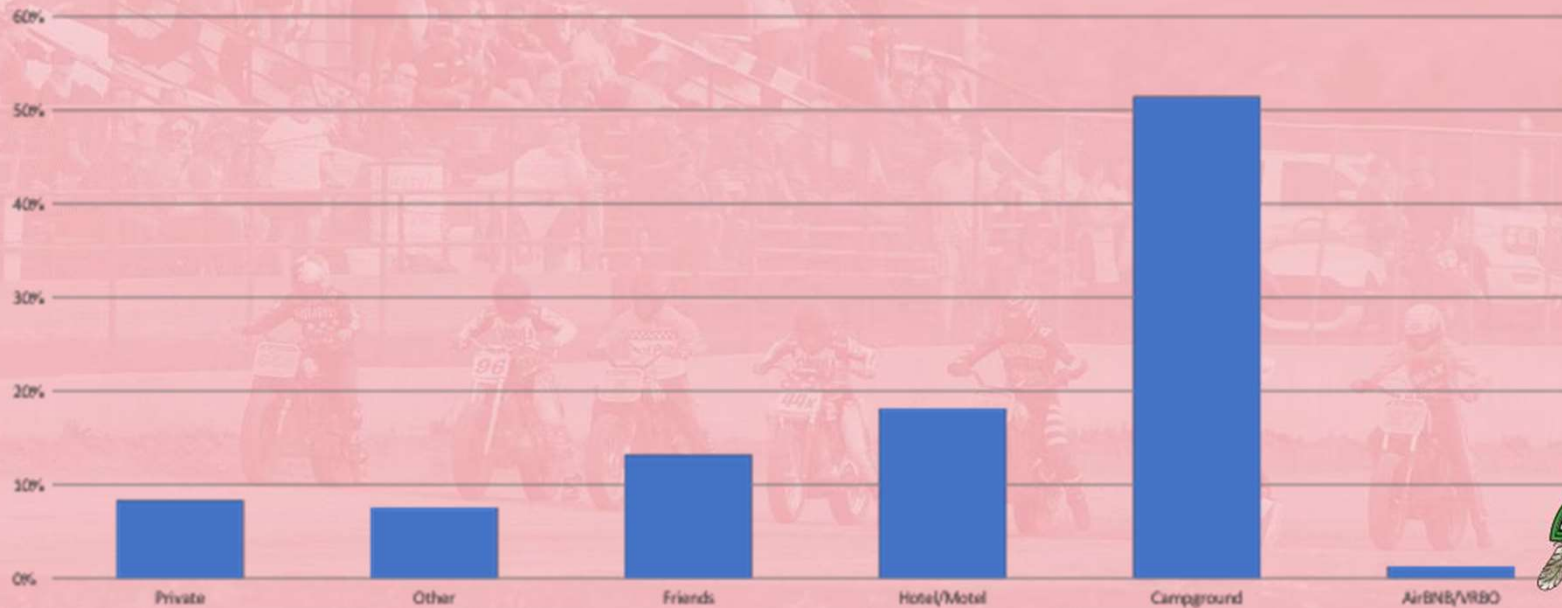
Group Size





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Where They Stayed





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Days Spent in the Black Hills



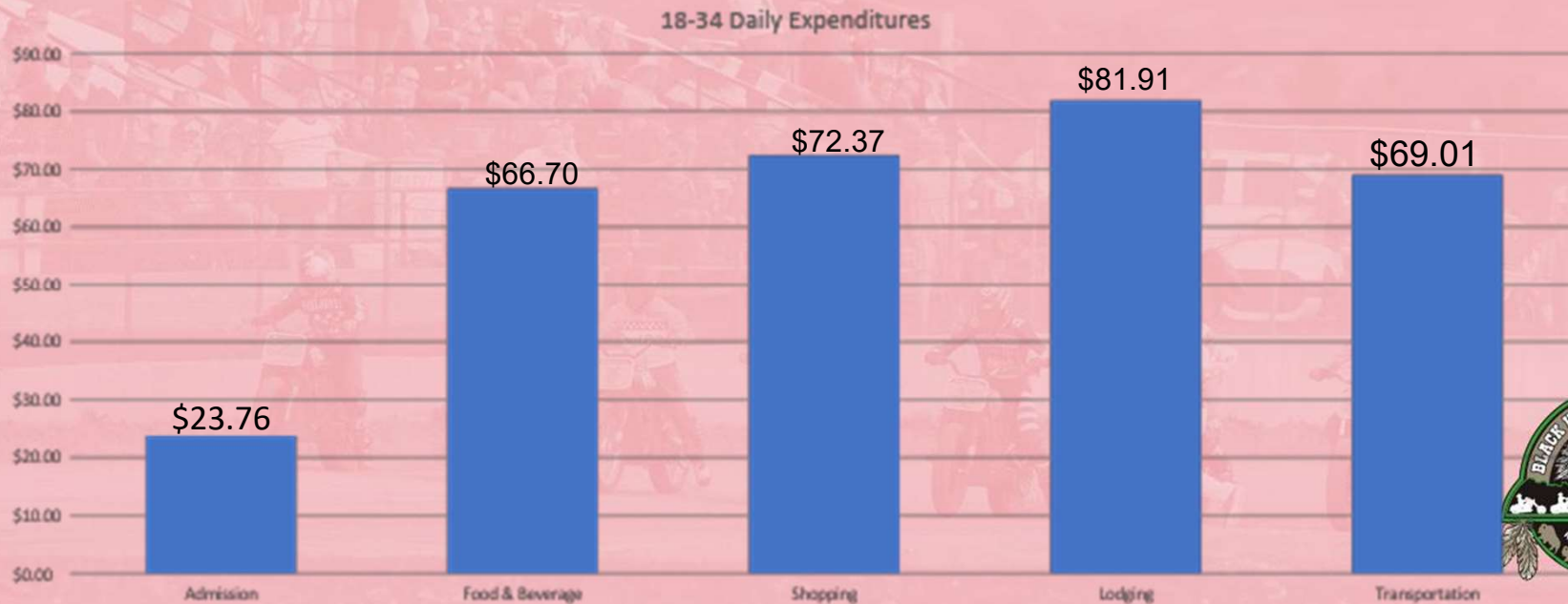
Average 5.15 days spent in the Black Hills - An Increase of a ½ day over 2017





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Daily Expenditures 18-34 3.73 Days - \$313.75 Per Day





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Daily Expenditures 35-44 5.04 Days \$260.58 per day

35-44





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Daily Expenditures 45-54 5.29 Days \$302.25 Per Day

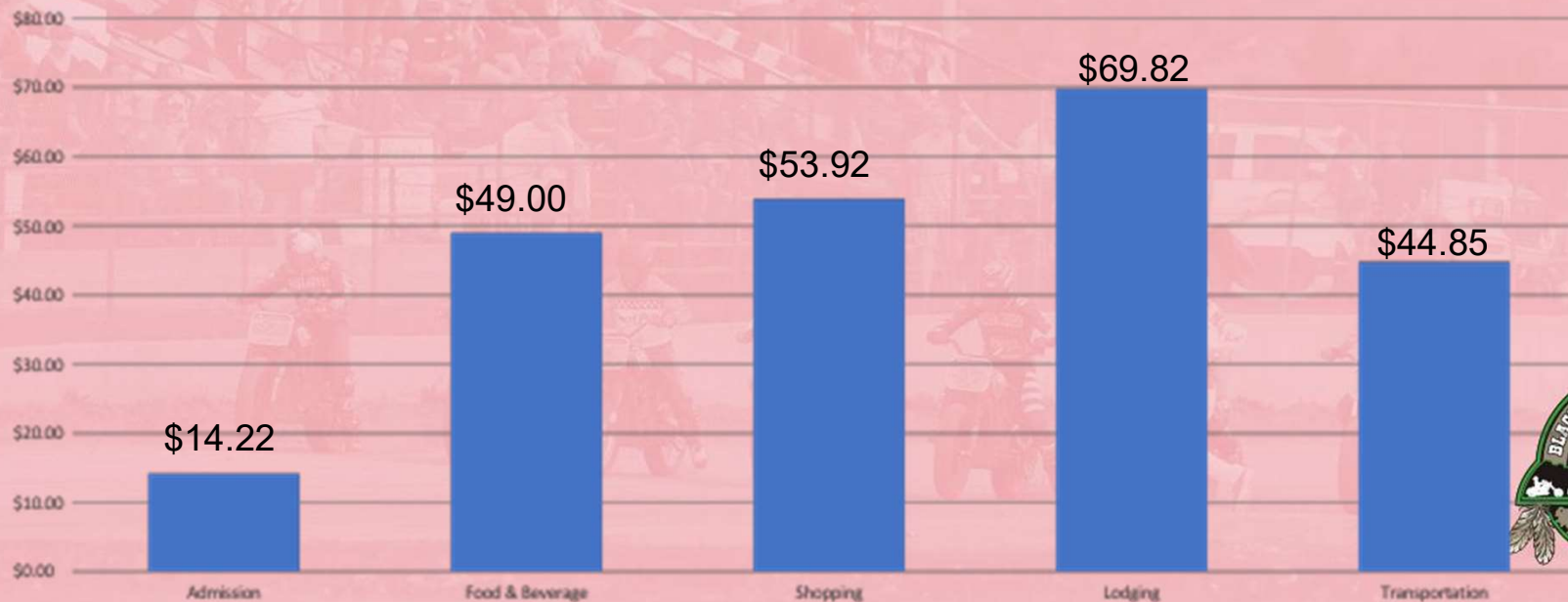




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Daily Expenditures 55-64 5.92 Days \$231.81 Per Day

55-64





Survey Development & Collection

Daily Expenditures 65+

5.79 Days \$201.47

65+

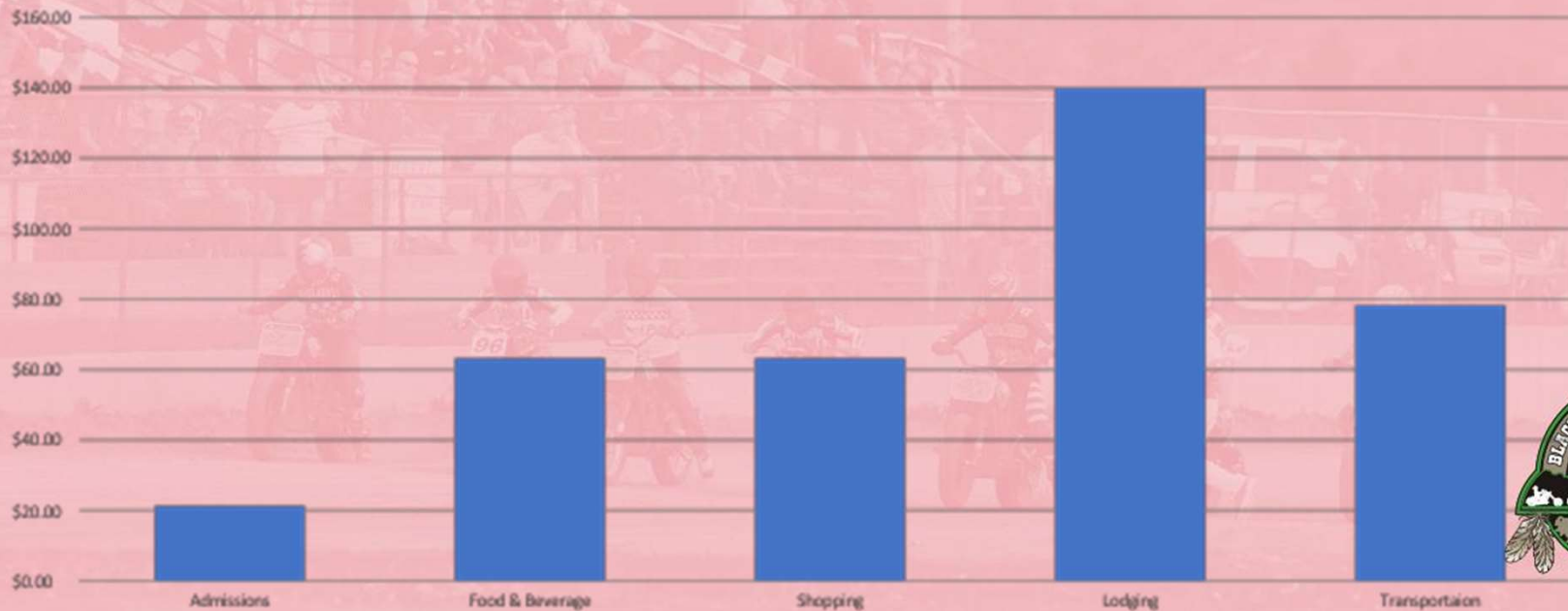




Survey Development & Collection

What Did The First Timers Spend? 4.65 Days \$365.82

First Timers





Direct Spending

- **Direct Spending** (When visitors pay for the following)
 - Accommodations
 - Transportation
 - Entertainment
 - Food & Beverages
 - T-shirts
 - ETC.





InDirect Spending

- **Indirect Spending**

(When business spend money to purchase the goods and services to provide to the visitor)

- Food & Beverages
- T-Shirts
- Transportation
- Taxes
- Equipment
- Private Rentals (\$3,000,000)





Induced Spending

(Not In Final Calculation)

- Induced Spending is when employees turn around and spend money on their:
- Food
- Recreation
- Clothing
- Housing
- Household Goods





Total Impact of Rally

- Direct Impact

\$655,129,411

- Direct and Indirect Impact

\$786,155,293





Full Time Equivalent Employees (FTE)

14,434 FTEs





Questions

