

Johnson Controls Hall of Fame Village
ECONOMIC IMPACT ANALYSIS - 2017

	1	2	3	4	5	6	7	8	9	10	YEARS 1-10
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10-Year Total
SUMMARY OF PROJECTED GROSS ATTENDANCE											
1 PFHOF Museum / Admissions	250,000	250,000	300,000	350,000	500,000	750,000	1,000,000	1,500,000	2,000,000	2,500,000	9,400,000
2 Hall of Fame Stadium											
HOF Game / Enshrinement	35,000	35,000	35,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	455,000
High School / College Football Games	60,000	60,000	60,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	740,000
Other Events	<u>20,000</u>	<u>20,000</u>	<u>20,000</u>	<u>75,000</u>	<u>80,000</u>	<u>85,000</u>	<u>90,000</u>	<u>100,000</u>	<u>100,000</u>	<u>100,000</u>	<u>690,000</u>
Total Attendance	115,000	115,000	115,000	205,000	210,000	215,000	220,000	230,000	230,000	230,000	1,885,000
3 Hotel & Conference Center											
Conference Center											
NFL-affiliated Events	0	0	0	0	17,500	20,000	20,000	20,000	20,000	20,000	117,500
Conventions/Tradeshows (w exhibits)	0	0	0	0	12,000	13,300	13,300	13,300	13,300	13,300	78,500
Conventions/Conferences (no exhibits)	0	0	0	0	10,000	12,000	12,000	12,000	12,000	12,000	70,000
Public/Consumer Shows	0	0	0	0	35,000	40,000	40,000	40,000	40,000	40,000	235,000
Meetings	0	0	0	0	21,000	22,500	22,500	22,500	22,500	22,500	133,500
Banquets/Receptions	0	0	0	0	25,500	26,250	26,250	26,250	26,250	26,250	156,750
Miscellaneous/Other	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>11,000</u>	<u>12,600</u>	<u>12,600</u>	<u>12,600</u>	<u>12,600</u>	<u>12,600</u>	<u>74,000</u>
Total Conference Center	0	0	0	0	132,000	146,650	146,650	146,650	146,650	146,650	865,250
Hotel											
Guests	0	0	0	0	86,922	91,888	96,855	98,097	98,097	98,097	569,954
4 Youth Fields											
Kids	0	14,100	26,525	37,787	41,525	45,678	45,678	45,678	45,678	45,678	348,325
Adults	<u>0</u>	<u>28,200</u>	<u>59,681</u>	<u>66,128</u>	<u>103,813</u>	<u>114,194</u>	<u>114,194</u>	<u>114,194</u>	<u>114,194</u>	<u>114,194</u>	<u>828,794</u>
Total	0	42,300	86,206	103,915	145,338	159,872	159,872	159,872	159,872	159,872	1,177,118
5 Legends Landing / Surgery Center	0	0	0	0	0	0	0	0	0	0	0
6 Center for Excellence											
Center for Athletic Performance & Safety	0	0	0	0	20,000	20,000	20,000	20,000	20,000	20,000	120,000
Institute for Integrity in Officiating	0	0	0	0	10,000	10,000	10,000	10,000	10,000	10,000	60,000
Coaches University	0	0	0	0	10,000	10,000	10,000	10,000	10,000	10,000	60,000
Academy for Corporate Excellence	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>30,000</u>	<u>30,000</u>	<u>30,000</u>	<u>30,000</u>	<u>30,000</u>	<u>30,000</u>	<u>180,000</u>
Total Attendance	0	0	0	0	70,000	70,000	70,000	70,000	70,000	70,000	420,000
7 Retail / Restaurant / Residential											
Retail	0	0	0	0	500,000	750,000	1,000,000	1,000,000	1,000,000	1,000,000	5,250,000
Restaurant	0	0	0	0	500,000	750,000	1,000,000	1,000,000	1,000,000	1,000,000	5,250,000
Residential	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Attendance	0	0	0	0	1,000,000	1,500,000	2,000,000	2,000,000	2,000,000	2,000,000	10,500,000
8 NFL Experience	0	0	0	0	0	675,000	900,000	1,350,000	1,800,000	2,250,000	6,975,000
9 Performance Center	0	0	0	0	0	381,591	381,591	381,591	381,591	381,591	1,907,955
10 Public Infrastructure	0	0	0	0	0	0	0	0	0	0	0
TOTAL ATTENDANCE	365,000	407,300	501,206	658,915	2,144,260	3,990,000	4,974,968	5,936,209	6,886,209	7,836,209	33,700,277