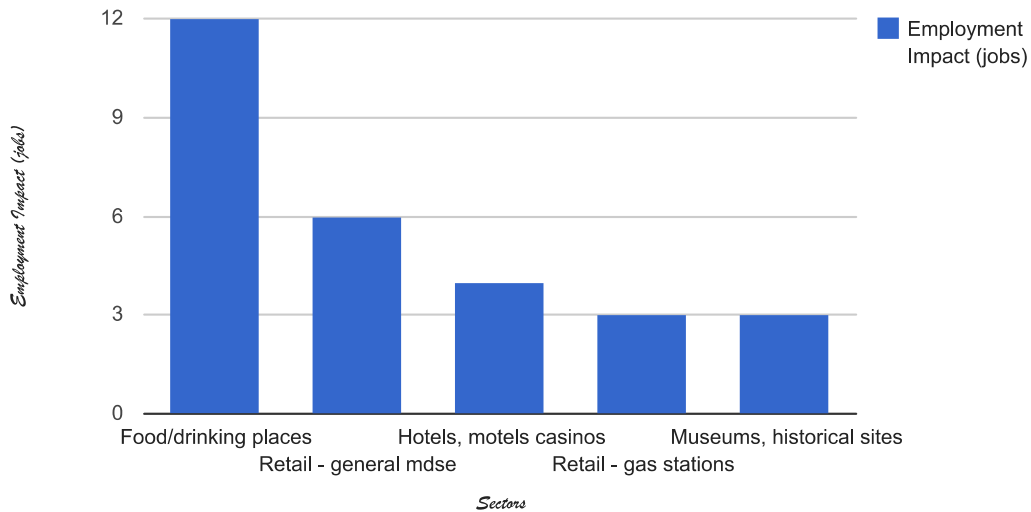


Regional Economic Impact of the Heidelberg Project

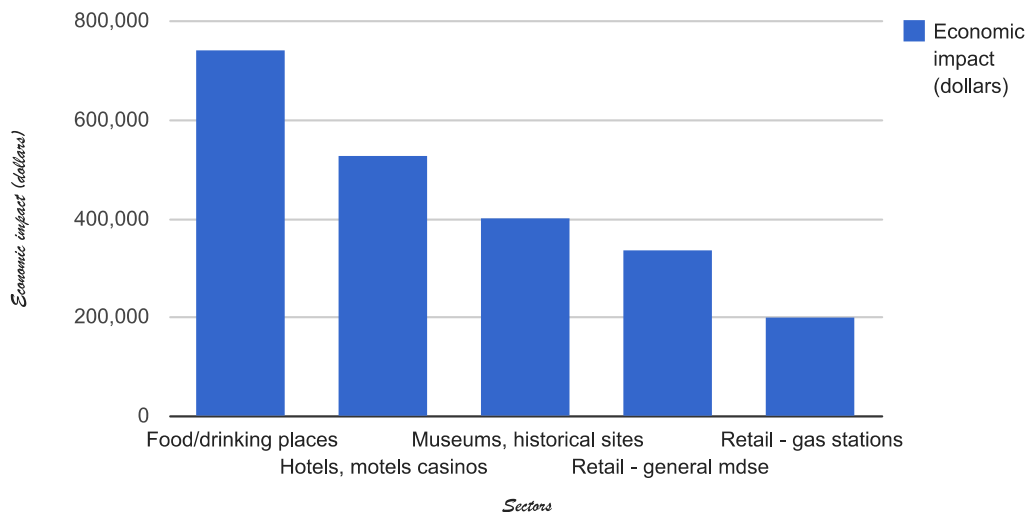
Annual Budget	Visitors	% Non-local	Year	
\$400,000	50,000	70%	2011	Update

	Direct	Indirect	Induced	Total
Programming and Events	\$400,000	\$141,875	\$104,523	\$646,398
Non-local Visitors	\$1,744,400	\$490,921	\$532,915	\$2,768,237
Total Output Impact	\$2,144,400	\$632,796	\$637,438	\$3,414,634
Total Jobs	31	4	5	40

Sectors With High Employment Impact



Sectors With High Economic Impact



Description	Direct	Indirect	Induced	Total	Jobs
Food/drinking places	\$687,750	\$19,939	\$34,131	\$741,820	12.7
Hotels, motels casinos	\$521,850	\$3,062	\$2,955	\$527,867	4.8
Museums, historical sites	\$400,000	\$0	\$853	\$400,853	3.7
Retail - general mdse	\$325,150	\$1,161	\$9,408	\$335,719	7.0
Retail - gas stations	\$196,700	\$281	\$2,240	\$199,220	3.7
Real estate	\$0	\$94,651	\$35,253	\$129,904	0.7
Imputed rental value	\$0	\$0	\$82,919	\$82,919	0.0
Power generation	\$0	\$46,182	\$11,591	\$57,773	0.1
Hospitals	\$0	\$0	\$49,073	\$49,074	0.3
Wholesale trade	\$0	\$23,298	\$21,773	\$45,071	0.2
Health practitioners	\$0	\$0	\$40,803	\$40,803	0.3
Petroleum refineries	\$0	\$22,392	\$17,346	\$39,738	0.0
Insurance carriers	\$0	\$20,169	\$18,180	\$38,349	0.1
Management of companies	\$0	\$29,700	\$5,304	\$35,004	0.2
Advertising	\$0	\$28,563	\$2,565	\$31,129	0.2
Telecommunications	\$0	\$16,151	\$7,944	\$24,095	0.1
Nondepository credit	\$0	\$10,286	\$12,908	\$23,194	0.0
Legal services	\$0	\$12,524	\$10,342	\$22,865	0.1
Oth State/Loc enterprise	\$0	\$12,144	\$10,644	\$22,788	0.1
Monetary authorities	\$0	\$7,667	\$14,578	\$22,244	0.1
Services to buildings	\$0	\$17,371	\$4,011	\$21,382	0.3
Natural gas distrib	\$0	\$13,303	\$7,100	\$20,403	0.0
Truck transportation	\$0	\$12,292	\$6,887	\$19,179	0.1
Management svcs	\$0	\$16,007	\$2,958	\$18,965	0.1
Accounting, tax prep	\$0	\$14,657	\$3,452	\$18,108	0.2
Child day care svcs	\$12,950	\$0	\$2,946	\$15,896	0.4
Employment services	\$0	\$9,728	\$2,928	\$12,657	0.3
Non-poultry processing	\$0	\$8,077	\$4,235	\$12,312	0.0
Nursing/residential care	\$0	\$0	\$11,622	\$11,622	0.2
Medical labs	\$0	\$4	\$11,377	\$11,381	0.1
Retail - food and bev	\$0	\$554	\$10,764	\$11,319	0.2
Postal service	\$0	\$9,824	\$1,360	\$11,184	0.1
Nonres maintenance	\$0	\$9,230	\$1,667	\$10,898	0.1
Newspaper publishers	\$0	\$9,568	\$1,074	\$10,642	0.1
Radio/TV broacasting	\$0	\$9,263	\$924	\$10,187	0.0
Waste management	\$0	\$7,976	\$1,896	\$9,872	0.0
Warehousing/storage	\$0	\$8,376	\$1,372	\$9,748	0.1
Retail-motor veh, parts	\$0	\$525	\$8,175	\$8,700	0.1
Couriers, messengers	\$0	\$6,581	\$1,398	\$7,979	0.1
Civic, social, prof orgs	\$0	\$2,056	\$5,828	\$7,885	0.1
Mailing list publishers	\$0	\$6,171	\$658	\$6,829	0.0
Automotive repair	\$0	\$3,432	\$3,055	\$6,487	0.1
Architectural svcs	\$0	\$4,288	\$1,912	\$6,200	0.0
Support for businesses	\$0	\$4,880	\$1,314	\$6,194	0.1
Funds, trusts, other	\$0	\$167	\$5,906	\$6,074	0.0
Nonfinan intang lessors	\$0	\$5,142	\$617	\$5,759	0.0
Office admin svcs	\$0	\$4,505	\$1,175	\$5,680	0.0
Bakery/bread mfg	\$0	\$3,705	\$1,917	\$5,622	0.0
Retail - building material	\$0	\$269	\$5,312	\$5,581	0.1
Retail - health care	\$0	\$370	\$5,178	\$5,548	0.1
Other educational svcs	\$0	\$2,245	\$3,250	\$5,496	0.0
Insurance brokers	\$0	\$2,761	\$2,657	\$5,418	0.0
Vehicle parts mfg	\$0	\$2,321	\$2,953	\$5,275	0.0
Amusement parks	\$0	\$198	\$4,826	\$5,024	0.0
Automobile mfg	\$0	\$46	\$4,915	\$4,961	0.0
Securities, investments	\$0	\$1,230	\$3,694	\$4,924	0.1
Retail - clothing	\$0	\$216	\$4,691	\$4,907	0.1
Sightseeing transport	\$0	\$3,920	\$852	\$4,772	0.1
Colleges/universities	\$0	\$228	\$4,532	\$4,761	0.1
Individual, family svcs	\$0	\$0	\$4,532	\$4,532	0.1

Auto equip rental	\$0	\$2,694	\$1,775	\$4,469	0.0
Industrial repair	\$0	\$3,802	\$649	\$4,451	0.0
Other professional svcs	\$0	\$3,400	\$1,045	\$4,445	0.0
Home health care svcs	\$0	\$0	\$4,444	\$4,444	0.1
Fluid milk, butter mfg	\$0	\$2,404	\$1,931	\$4,335	0.0
Printing	\$0	\$3,899	\$401	\$4,300	0.0
Laundry services	\$0	\$2,973	\$1,241	\$4,214	0.1
Soc Advoc/Grantmkg org	\$0	\$1	\$4,167	\$4,168	0.0
Periodical publisher	\$0	\$3,479	\$551	\$4,030	0.0
Other personal svcs	\$0	\$629	\$3,282	\$3,911	0.0
Religious organizations	\$0	\$0	\$3,893	\$3,893	0.0
Retail - misc	\$0	\$248	\$3,421	\$3,669	0.1
Other support svcs	\$0	\$2,827	\$830	\$3,658	0.0
Personal care svcs	\$0	\$0	\$3,549	\$3,549	0.1
Residential maintenance	\$0	\$458	\$2,890	\$3,348	0.0
Spectator sports	\$0	\$2,222	\$1,056	\$3,279	0.0
Scientific research	\$0	\$2,069	\$1,174	\$3,242	0.0
Pharma prep mfg	\$0	\$88	\$3,128	\$3,216	0.0
Elem/sec schools	\$0	\$0	\$2,985	\$2,985	0.1
Polystyrene foam mfg	\$0	\$2,701	\$262	\$2,964	0.0
Security services	\$0	\$1,922	\$991	\$2,913	0.1
Electronic computer mfg	\$0	\$448	\$2,426	\$2,874	0.0
Computer systems design	\$0	\$2,076	\$662	\$2,738	0.0
Other computer svcs	\$0	\$1,970	\$671	\$2,641	0.0
Retail - Nonstore	\$0	\$70	\$2,523	\$2,594	0.1
Air transportation	\$0	\$979	\$1,610	\$2,588	0.0
Rail transportation	\$0	\$1,759	\$744	\$2,503	0.0
Community relief svcs	\$0	\$0	\$2,257	\$2,257	0.0
Retail - sporting goods	\$0	\$167	\$2,044	\$2,212	0.1
Electronic repair	\$0	\$1,455	\$739	\$2,195	0.0
Performing arts comp	\$0	\$1,613	\$553	\$2,165	0.1
All other food mfg	\$0	\$1,342	\$806	\$2,148	0.0
Environmental consulting	\$0	\$1,797	\$331	\$2,127	0.0
State/Loc electric utils	\$0	\$1,638	\$402	\$2,039	0.0
Household goods repair	\$0	\$1,440	\$582	\$2,023	0.0
Promoters of perform arts	\$0	\$625	\$1,382	\$2,007	0.0
Soap and cleaning mfg	\$0	\$405	\$1,600	\$2,005	0.0
Travel reservation svcs	\$0	\$1,422	\$494	\$1,916	0.0
Other recreation indust	\$0	\$429	\$1,399	\$1,828	0.0
Retail - furniture	\$0	\$78	\$1,724	\$1,802	0.0
Commercial leasing	\$0	\$1,378	\$321	\$1,699	0.0
Urethane/other mfg	\$0	\$1,337	\$339	\$1,677	0.0
Transit transportation	\$0	\$612	\$1,058	\$1,670	0.0
Sound recording industry	\$0	\$791	\$700	\$1,491	0.0
Data processing	\$0	\$814	\$673	\$1,488	0.0
Coffee and tea mfg	\$0	\$951	\$488	\$1,438	0.0
Dry dairy products	\$0	\$990	\$436	\$1,426	0.0
Cable programming	\$0	\$1,237	\$164	\$1,401	0.0
Motion picture industry	\$0	\$960	\$428	\$1,387	0.0
Retail - Electronics	\$0	\$90	\$1,281	\$1,372	0.0
Plastics material mfg	\$0	\$866	\$439	\$1,306	0.0
Consumer goods rental	\$0	\$579	\$703	\$1,283	0.0
Petroleum lube mfg	\$0	\$795	\$438	\$1,233	0.0
Fitness / recreation	\$0	\$389	\$828	\$1,217	0.0
Internet publishing	\$0	\$1,066	\$142	\$1,208	0.0
Death care services	\$0	\$0	\$1,132	\$1,132	0.0
Private households	\$0	\$0	\$1,053	\$1,053	0.1
Specialized design	\$0	\$748	\$300	\$1,047	0.0
Surgical appliance mfg	\$0	\$44	\$942	\$986	0.0
Soft drink/ice mfg	\$0	\$672	\$285	\$957	0.0
Cookie & cracker mfg	\$0	\$594	\$337	\$931	0.0

Veterinary services	\$0	\$0	\$913	\$913	0.0
Plastics packaging mfg	\$0	\$598	\$248	\$845	0.0
Water & sewage system	\$0	\$380	\$416	\$797	0.0
Seafood packaging	\$0	\$681	\$109	\$790	0.0
Other plastics mfg	\$0	\$400	\$275	\$675	0.0
Independent artists	\$0	\$533	\$124	\$657	0.0
Pipeline transportation	\$0	\$385	\$234	\$619	0.0
Other accommodations	\$0	\$16	\$508	\$523	0.0
Oil & gas extraction	\$0	\$280	\$216	\$496	0.0
Purchased glass mfg	\$0	\$219	\$269	\$488	0.0
Computer programming	\$0	\$370	\$115	\$486	0.0
Other petroleum/coal mfg	\$0	\$260	\$223	\$483	0.0
Car washes	\$0	\$173	\$300	\$473	0.0
Support for facilities	\$0	\$336	\$137	\$473	0.0
Mattress mfg	\$0	\$6	\$466	\$472	0.0
Other information svcs	\$0	\$369	\$97	\$466	0.0
Software, A/V reproducing	\$0	\$343	\$121	\$464	0.0
Other chemical mfg	\$0	\$239	\$212	\$450	0.0
Seasoning mfg	\$0	\$340	\$93	\$433	0.0
Sign manufacturing	\$0	\$377	\$35	\$413	0.0
Video/DVD rental	\$0	\$0	\$375	\$375	0.0
Wood container mfg	\$0	\$272	\$102	\$374	0.0
Plastics bottle mfg	\$0	\$267	\$105	\$371	0.0
Aircraft engine mfg	\$0	\$267	\$95	\$362	0.0
Snack food mfg	\$0	\$234	\$125	\$359	0.0
Tortilla mfg	\$0	\$203	\$128	\$332	0.0
Other engine equip mfg	\$0	\$155	\$164	\$319	0.0
Software publishers	\$0	\$96	\$219	\$315	0.0
Unlaminated plastics	\$0	\$239	\$50	\$289	0.0
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