



COMMUNITY IMPACT INITIATIVE

2024 GRANTEE



BOONE COUNTY
CONVENTION & VISITORS BUREAU

PROJECT

Event Impact Calculator



GRANTEE

Discover Boone County



INVESTMENT

\$2,500

PROJECT OVERVIEW:

Funding supported Discover Boone County in purchasing an Event Impact Calculator, which is software that measures the economic value of an event and calculates its return on investment to local taxes. Armed with this information, destination organizations and CVBs are better prepared to make the case to policymakers and stakeholders for the ongoing development and growth of the events, sports and meetings sectors. Updated annually, the calculator draws on ten different data sources to provide an industry-wide standard. This calculator will help Discover Boone County determine where to spend their valuable time and resources to best benefit the county and attract guests.

IMPACT METRICS:

- Encourages Community and Stakeholder Collaboration in Decision Making
- Supports Technological Advancements
- Increases Tourism Opportunities
- Provides Opportunities for Additional Amenities and Events to Attract New Visitors

