

Northtown Center at Amherst  
Attendee Calculation Schedule

Event	Team Attendees	Spectator Multiplier	Events per Year	Daily Attendees	Days per Event	Total Event Attendance	
<b><u>Northtown Center 2016 - 2017 Attendee Calculations</u></b>							
2016 Local Attendees	4,020	3.0	57 (2016)	12,060	3	36,180	
2016 Out-of-town Attendees	9,840	2.5		24,600	3	73,800	
2017 Local Attendees	3,500	3.0	55 (2017)	10,500	3	31,500	
2017 Out-of-town Attendees	8,680	2.5		21,700	3	65,100	
<b>Northtown Center 2016 - 2017 Total</b>	26,040	-	-	68,860	-	206,580	
<b>Out-of-town % of Total</b>	71%			67%		67%	
Event	Event Type	Team Attendees	Spectator Multiplier	Events per Year	Daily Attendees	Days per Event	Total Event Attendance
<b><u>USA Hockey Disabled Disciplines Events (PROJECTED) (1)</u></b>							
Men's National Team	Training	25	1.0	5	125	3	375
Men's Developmental Team	Training	25	1.0	5	125	3	375
Women's National Team	Training	25	1.0	5	125	3	375
Deaf & Hard of Hearing	Camp	25	1.0	1	25	3	75
Standing Amputee	Camp	25	1.0	1	25	3	75
Blind Hockey	Camp	25	1.0	1	25	5	125
Identification Camp	Camp	50	1.0	1	50	5	250
National & Developmental Sled Teams Tryout		50	1.0	1	50	2	100
Warrior	Tournament	100	1.0	1	100	3	300
Disabeled Festival	Tournament	800	1.0	2	1,600	3	4,800
NHL Classic	Tournament	336	1.0	1	336	3	1,008
<b>USA Hockey Disabled Disciplines Total</b>		1,486	-	24	2,586	-	7,858
<b><u>Visit Buffalo Niagara Attendee Calculations (PROJECTED) (2)</u></b>							
Youth Hockey	Tournament	720	2.5	1	1,800	3	5,400
Youth Softball	Tournament	1,680	2.5	1	4,200	3	12,600
<b>Visit Buffalo Niagara Attendee Total</b>		2,400	-	-	6,000	-	18,000

(1) Estimated attendance for events that USA Hockey Disable Disciplines has committed to bring to the Northtown Center if proposed on-site hotel is built.  
(2) Visit Buffalo Niagara attendee calculations represent a single, hypothetical youth hockey or softball tournament and was used to estimate the economic impact of hosting an additional tournament.