



Economic Impact of the AmericInn on the Fairfield Community

The impact of a lodging establishment is a multiple of dollars spent on lodging. The total economic impact includes the direct revenue effect, plus the indirect effect of spending power of employees and those employed providing services or products that are related to lodging and the degree to which total trip expenses are spent in the community where lodging is purchased.

Direct Effects

Revenue Impact:	\$ 850,000	annually
Wage Benefit:	\$ 306,210	annually
Real Estate Tax Benefit*	\$ 50,000	after 2 nd or 3 rd yr
Total Direct Community Benefit	<u>\$ 2,166,710</u>	annually

*does not include abatements or tax credits

Indirect Effects

An additional indirect revenue impact depends largely on the proportion of other goods or services which are presented or convenient and readily available and could range from \$4 to \$6 for every \$1 spent on lodging. Indirect employment impacts occur when cleaning, programmed maintenance, repair, contract services or other retail products are purchased from the community by the hotel or its customers.

Total Community Indirect Benefit at Year 3: \$ 2,450,114 annually