

Economic Impact Table FY2026 RSAD

DIRECTIONS: List each proposed sporting event for FY2026 in column A. List the number of hotel nights generated from the previous year's event in column B (for new events, provide an estimated number of hotel nights to be generated). Explain your hotel number in column C (for new events show the rationale behind the number, i.e. Event B is similar to Event A from the previous year in size and scope and therefore we would expect the same number of rooms to be used). The sheet will automatically apply the Average Daily Rate of \$109.32*

*ADR (Average Daily Rate) for 2024 in Iowa is \$109.32

Source: 2024 STR, Inc.

Applicant:

[illegible]