

Average Annual NCH F&B Visitor Spending Potential

| | Annual Visitors | Average Per Day/Weekly Spend | Annual Spending Potential |
|----------------------------|------------------------|-------------------------------------|----------------------------------|
| NCH Visitors | 877,700 | \$36.49 | \$32,027,273 |
| Transient Marina | 9,600 | \$41.82 | \$401,472 |
| Browns Fans | 639,000 | \$10.00 | \$6,390,000 |
| Special Events | 119,600 | \$36.49 | \$4,364,204 |
| Workers within .25 miles * | 5,542 | \$32.25 | \$8,936,475 |
| Total | 1,645,900 | | \$52,119,424 |

* Based on weekly spend not included in annual visitor totals

Source: ESRI; InfoUSA; Office-Worker Retail Spending in a Digital Age, 2012, International Council of Shopping Centers, Tourism Economics, SB Friedman, City of Cleveland

