

SALINA
KANSAS



Salina Community
Economic Development
Organization

**BOARD OF DIRECTORS SPECIAL CALLED MEETING AGENDA
SEPTEMBER 25TH, 2024 AT 12:00 PM**

CALL TO ORDER AND ROLL CALL @ 12:00 PM

- (1.1) Confirmation of Meeting Notice
- (1.2) Public Comments

CITY OF SALINA SPONSORSHIP FOR SALINA LIBERTY

- (2.1) Discussion with Salina Liberty Ownership/Staff

ACTION ITEMS

ADJOURNMENT

Salina Liberty 2024

START DATE 7/1/2023 PERIOD LENGTH (IN DAYS) 30 END DATE 6/30/2024

	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	TREND		
NET INCOME	\$(10,149.94)	\$53,431.66	\$62,311.09	\$9,981.51	\$44,754.43	\$46,218.76	\$10,275.61	\$4,086.71	\$(17,686.68)	\$(44,247.97)	\$(151,272.12)	\$(100,698.15)	\$(47,677.64)	\$-	\$-	\$-	\$-	\$-	\$144,422.73			
Income																				Bank = \$14,366	AR = \$20000	
CAPITAL/STOCK/COVID-STIMULUS	\$-	\$10,200.00	\$25,000.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$60,000.00	\$10,500.00	\$-	\$-	\$-	\$-	\$-	\$-	105,700.00		
OUTSTANDING ACCOUNTS RECEIVABLE	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	-	
CARRY OVER BANK ACCOUNT BALANCE	\$30,000.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	30,000.00	
EVENTS & COMMUNITY FUND RASERS	\$-	\$-	\$9,000.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$30,000.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	39,000.00	
TICKET SALES/SETTLEMENT REVENUE	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$6,000.00	\$5,000.00	\$6,000.00	\$2,686.97	\$-	\$-	\$-	\$-	\$-	\$-	\$-	19,686.97	
LEAGUE AFFILIATION BOUNS	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	0.00	
GROUP TICKET & MERCHANDISE SALES	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$8,300.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	8,300.00	
DASHER PAD & SPONSORSHIP PACKAGES	\$-	\$59,713.00	\$53,230.00	\$48,650.00	\$81,950.00	\$66,600.00	\$44,050.00	\$19,875.00	\$32,700.00	\$25,500.00	\$10,000.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	442,268.00	
TOTAL INCOME	\$30,000.00	\$69,913.00	\$87,230.00	\$48,650.00	\$81,950.00	\$66,600.00	\$44,050.00	\$19,875.00	\$32,700.00	\$31,500.00	\$15,000.00	\$74,300.00	\$43,186.97	\$-	\$-	\$-	\$-	\$-	\$-	\$644,954.97		
Expenses																						
EQUIPMENT	\$66.64	\$-	\$-	\$-	\$16,739.63	\$-	\$-	\$-	\$-	\$4,419.44	\$2,168.34	\$431.97	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	23,826.02	
UNIFORMS	\$-	\$-	\$-	\$-	\$-	\$-	\$2,511.00	\$-	\$-	\$-	\$-	\$100.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	2,611.00	
COACHES SALARY	\$4,890.00	\$4,790.00	\$4,790.00	\$4,790.00	\$4,790.00	\$4,790.00	\$5,440.00	\$4,790.00	\$6,550.00	\$9,650.00	\$8,550.00	\$9,650.00	\$9,100.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	82,570.00	
OFFICE WAGES	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$500.00	\$2,000.00	\$1,375.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	25,125.00	
LEAGUE FEE & OFFICIAL DUES	\$36.05	\$36.05	\$36.05	\$1,097.05	\$36.05	\$750.00	\$3,015.00	\$1,286.05	\$36.05	\$3,535.05	\$35.05	\$35.05	\$(1,000.00)	\$-	\$-	\$-	\$-	\$-	\$-	\$-	8,933.50	
FOOTBALLS	\$-	\$-	\$-	\$-	\$10,000.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	10,000.00	
SPORTS TRAVEL GEAR	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	0.00	
PRACTICE FEE	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$157.50	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	157.50	
SL CREDIT CARD	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	0.00	
PLAYER ROOM AND BOARD	\$1,796.61	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$21,667.00	\$499.94	\$28,158.75	\$34,230.49	\$5,948.94	\$-	\$-	\$-	\$-	\$-	\$-	\$-	92,301.73	
HEALTH INSURANCE	\$349.28	\$349.28	\$349.28	\$324.23	\$324.23	\$474.03	\$434.06	\$499.94	\$1,987.94	\$499.94	\$552.27	\$25.91	\$999.88	\$-	\$-	\$-	\$-	\$-	\$-	\$-	7,170.27	
COVID (EIDL) LOAN	\$731.00	\$731.00	\$731.00	\$731.00	\$731.00	\$731.00	\$731.00	\$731.00	\$731.00	\$731.00	\$731.00	\$731.00	\$731.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	9,503.00	
WORK COMP	\$9,943.24	\$3,123.72	\$2,633.86	\$1,166.85	\$249.24	\$1,600.98	\$15,726.76	\$67.78	\$3,748.50	\$468.57	\$-	\$120.79	\$468.57	\$-	\$-	\$-	\$-	\$-	\$-	\$-	39,318.86	
CHARITABLE DONATIONS	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	0.00	
LEGAL FEES	\$167.50	\$466.10	\$86.80	\$82.00	\$122.00	\$60.05	\$234.00	\$250.33	\$1,449.62	\$131.83	\$79.50	\$268.75	\$454.94	\$-	\$-	\$-	\$-	\$-	\$-	\$-	3,853.42	
OFFICE EQUIPMENT	\$-	\$-	\$-	\$-	\$380.36	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	380.36	
OFFICE RENT, UTILITIES, PHONES & SUPPLIES	\$323.24	\$336.32	\$2,116.63	\$329.82	\$1,287.17	\$396.70	\$1,644.33	\$555.35	\$1,670.45	\$719.29	\$2,691.36	\$329.89	\$398.17	\$-	\$-	\$-	\$-	\$-	\$-	\$-	12,798.72	
MEALS & ENTERTAINMENT	\$-	\$-	\$-	\$1,345.30	\$-	\$-	\$-	\$-	\$-	\$-	\$750.00	\$1,015.66	\$750.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	3,860.96	
PLAYER WAGES	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$22,200.00	\$65,400.00	\$89,600.00	\$46,221.28	\$-	\$-	\$-	\$-	\$-	\$-	\$-	223,421.28	
LEAGUE AFFILIATION INCENTIVE	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	0.00	
PAYROLL TAXES	\$576.17	\$576.23	\$576.24	\$549.33	\$535.89	\$421.13	\$858.94	\$495.10	\$728.67	\$2,974.39	\$7,077.47	\$9,289.62	\$4,962.23	\$-	\$-	\$-	\$-	\$-	\$-	\$-	29,621.41	
SALES EXPENSE	\$1,650.00	\$1,846.40	\$1,410.00	\$2,650.61	\$-	\$2,261.50	\$679.30	\$3,808.66	\$4,201.80	\$291.25	\$660.45	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	19,459.97	
TRAVEL EXPENSES	\$854.91	\$559.49	\$-	\$-	\$-	\$-	\$50	\$275.00	\$-	\$3,606.83	\$33,399.28	\$3,357.12	\$11,184.60	\$-	\$-	\$-	\$-	\$-	\$-	\$-	53,237.23	
MISCELLANEOUS	\$765.30	\$1,535.00	\$3,615.00	\$-	\$-	\$572.00	\$-	\$-	\$-	\$680.00	\$295.00	\$-	\$40.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	7,502.30	
MARKETING & ADVERTIZING	\$16,000.00	\$131.75	\$6,574.05	\$23,602.30	\$-	\$7,823.85	\$500.00	\$1,654.08	\$5,365.65	\$6,208.44	\$3,627.15	\$1,216.90	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	72,704.17	
GAME DAY OPERATIONS	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$16,882.00	\$9,689.00	\$22,345.00	\$8,355.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	57,271.00	
TOTAL EXPENSES	\$40,149.94	\$16,481.34	\$24,918.91	\$38,668.49	\$37,195.57	\$20,381.24	\$33,774.39	\$15,788.29	\$50,386.68	\$75,747.97	\$166,272.12	\$174,998.15	\$90,864.61	\$-	\$-	\$-	\$-	\$-	\$-	\$789,377.70		

CEDBR-FISCAL IMPACT MODEL - FIRM DATA SHEET

COMPANY INFORMATION

VERSION OF ANALYSIS **V1**

Company name or project name	Salina Liberty
Contact name	
Contact telephone number	
Contact e-mail address	
Company NAICS Code - <i>Please select a NAICS code from the list provided. Model parameters are set based on the NAICS selected.</i>	711200 Spectator sports
Substitution Override	50.00%
Year of application	2024

SITE LOCATION

Street Address	
City	Salina
County	Saline
School District	305 Salina
Special District	Select

If incentives are being requested for more than one physical location, and these locations are in different taxing jurisdictions, then a separate firm data sheet must be filled out for each location. If the property is located in a special taxing district or industrial zone, please contact CEDBR.

REAL PROPERTY CONSTRUCTION AND IMPROVEMENTS - *If construction is expected to significantly exceed 12-months allocate expenditures to multiple expansions.*

Expansion:	#1	#2	#3	#4	#5	
Year of expansion	2024					Building: Annualized appreciation / depreciation rate: 0%
<i>Market value of firm's initial NEW OR ADDITIONAL investment in:</i>						
Land						
Building and improvements						Automated Assumption (On/Off)
Furniture, fixtures and equipment (including machinery)						
Initial construction or expansion:						
Cost of construction at the firm's new or expanded facility	\$0	\$0	\$0	\$0	\$0	
Share of materials	50%	50%	0%	0%	0%	Off
Share of salaries	50%	50%	0%	0%	0%	Off
<i>Amount of taxable construction materials purchased in:</i>						
City	\$0	\$0	\$0	\$0	\$0	On
County (should include city amount)	\$0	\$0	\$0	\$0	\$0	On
State (should include city and county amounts)	\$0	\$0	\$0	\$0	\$0	On
<i>Amount of taxable furniture, fixtures and equipment purchased in:</i>						
City	\$0	\$0	\$0	\$0	\$0	On
County (should include city amount)	\$0	\$0	\$0	\$0	\$0	On
State (should include city and county amounts)	\$0	\$0	\$0	\$0	\$0	On

OPERATIONS

First Year of Full Operations As a Result of This Project 2024

New or additional :	Sales	Purchases
Year 1	\$60,000	\$5,784
Year 2	\$61,200	\$5,900
Year 3	\$62,424	\$6,018
Year 4	\$63,672	\$6,138
Year 5	\$64,946	\$6,261
Year 6	\$66,245	\$6,386
Year 7	\$67,570	\$6,514
Year 8	\$68,921	\$6,644
Year 9	\$70,300	\$6,777
Year 10	\$71,706	\$6,912
Year 11	\$73,140	\$7,051
Year 12	\$74,602	\$7,192
Year 13	\$76,095	\$7,336
Year 14	\$77,616	\$7,482
Year 15	\$79,169	\$7,632
Year 16	\$80,752	\$7,785
Year 17	\$82,367	\$7,940
Year 18	\$84,014	\$8,099
Year 19	\$85,695	\$8,261
Year 20	\$87,409	\$8,426
Automated Assumption (On/Off)	On	On
<i>Percent of these sales subject to sales taxes in the:</i>	<i>Sales</i>	<i>Purchases</i>
City	100.0%	100.0%
County	100.0%	100.0%
State	100.0%	100.0%
Annual net taxable income, as a percent of sales, on which state corporate income taxes will be computed:		0.0%

EMPLOYMENT

Number of NEW employees to be hired each year as a result of this project	Kansas Total (Net new each year)	#Out-of-State	#Out-of-county (From KS)	Remote Worker (out-of-state)	Weighted AVG Annual Salary	Weighted AVG Bonus & Overtime
Year 1	8	0	1	0	\$39,511	\$0
Year 2		0	0	0	\$40,696	\$0
Year 3		0	0	0	\$41,917	\$0
Year 4		0	0	0	\$43,174	\$0
Year 5		0	0	0	\$44,470	\$0
Year 6		0	0	0	\$45,804	\$0
Year 7		0	0	0	\$47,178	\$0
Year 8		0	0	0	\$48,593	\$0
Year 9		0	0	0	\$50,051	\$0
Year 10		0	0	0	\$51,552	\$0
Year 11		0	0	0	\$53,099	\$0
Year 12		0	0	0	\$54,692	\$0
Year 13		0	0	0	\$56,333	\$0
Year 14		0	0	0	\$58,023	\$0
Year 15		0	0	0	\$59,763	\$0
Year 16		0	0	0	\$61,556	\$0
Year 17		0	0	0	\$63,403	\$0
Year 18		0	0	0	\$65,305	\$0
Year 19		0	0	0	\$67,264	\$0
Year 20		0	0	0	\$69,282	\$0
Automated Assumption (On/Off)		On	On		On	On
Notes	FTE: 40-hours=1; 20-hours=0.5	The assumption will be based on county specific labor slack and historic migration trends.		Only include workers related to this project.	Include future raises (Nominal values)	Include future increases (Nominal values)

VISITORS - Include customers, vendors and company employees from other locations in the count of visitors

Number of ADDITIONAL visitors expected as a result of this project	Out-of-county	In county
Year 1	300	-
Year 2	300	-
Year 3	300	-
Year 4	300	-
Year 5	300	-
Year 6	300	-
Year 7	300	-
Year 8	300	-
Year 9	300	-
Year 10	300	-
Year 11	300	-
Year 12	300	-
Year 13	300	-
Year 14	300	-
Year 15	300	-
Year 16	300	-
Year 17	300	-
Year 18	300	-
Year 19	300	-
Year 20	300	-

	Out-of-county	In county
Number of days	1.0	0.0
Number of nights	1.0	0.0

Percent of visitors traveling:

on business	90%
for leisure	10%

Percentage of visitor's expenditures spent in:

	Out-of-county	In county
the same city	100%	0%
the same county	100%	0%
in Kansas	100%	0%

Net fiscal impact:

PAYMENT BY THE COMPANY TO TAXING JURISDICTIONS - Such as payments in lieu of taxes

Firm payments to the:	City	County	State	School District
Year 1				
Year 2				
Year 3				
Year 4				
Year 5				
Year 6				
Year 7				
Year 8				
Year 9				
Year 10				
Year 11				
Year 12				
Year 13				
Year 14				
Year 15				
Year 16				
Year 17				
Year 18				
Year 19				
Year 20				

CEDBR-FISCAL IMPACT MODEL - INCENTIVE INFORMATION

CONTACT INFORMATION FOR CEDBR REGARDING INCENTIVE AMOUNTS			
Contact name			
Contact telephone number			
Contact e-mail address			
SALES TAX EXEMPTION ON CONSTRUCTION MATERIALS			
	Yes/No	% funded by IRB	
EXPANSION #1	no	0.0%	
EXPANSION #2	no	0.0%	
EXPANSION #3	no	0.0%	
EXPANSION #4	no	0.0%	
EXPANSION #5	no	0.0%	
SALES TAX EXEMPTION FOR OPERATIONS			
Value of sales tax exemption for OPERATIONS:	City	County	State
Year 1			
Year 2			
Year 3			
Year 4			
Year 5			
Year 6			
Year 7			
Year 8			
Year 9			
Year 10			
Year 11			
Year 12			
Year 13			
Year 14			
Year 15			
Year 16			
Year 17			
Year 18			
Year 19			
Year 20			
PROPERTY TAX ABATEMENT			
Property tax abatement - Real property land and buildings			
Number of Years		0	
Percentage		0.0%	
Property tax abatement - Machinery and equipment			
Number of Years		0	
Percentage		0.0%	

FORGIVABLE LOANS - Cash value			
Forgivable loans (cash value):	CITY	COUNTY	STATE
Year 1			
Year 2			
Year 3			
Year 4			
Year 5			
Year 6			
Year 7			
Year 8			
Year 9			
Year 10			
Year 11			
Year 12			
Year 13			
Year 14			
Year 15			
Year 16			
Year 17			
Year 18			
Year 19			
Year 20			
INFRASTRUCTURE IMPROVEMENTS - Cash value			
	CITY	COUNTY	STATE
Year 1			
Year 2			
Year 3			
Year 4			
Year 5			
Year 6			
Year 7			
Year 8			
Year 9			
Year 10			
Year 11			
Year 12			
Year 13			
Year 14			
Year 15			
Year 16			
Year 17			
Year 18			
Year 19			
Year 20			

OTHER INCENTIVES - Cash value				
	CITY	COUNTY	STATE	
Year 1	\$30,000			
Year 2				
Year 3				
Year 4				
Year 5				
Year 6				
Year 7				
Year 8				
Year 9				
Year 10				
Year 11				
Year 12				
Year 13				
Year 14				
Year 15				
Year 16				
Year 17				
Year 18				
Year 19				
Year 20				
STATE PROGRAMS - Cash value				
	HPIP	PEAK	TRAINING	OTHER
Year 1				
Year 2				
Year 3				
Year 4				
Year 5				
Year 6				
Year 7				
Year 8				
Year 9				
Year 10				
Year 11				
Year 12				
Year 13				
Year 14				
Year 15				
Year 16				
Year 17				
Year 18				
Year 19				
Year 20				

CEDBR-FISCAL IMPACT MODEL - RESULTS



1845 Fairmount St.
Wichita, Kansas 67260-0121
(316) 978-3225

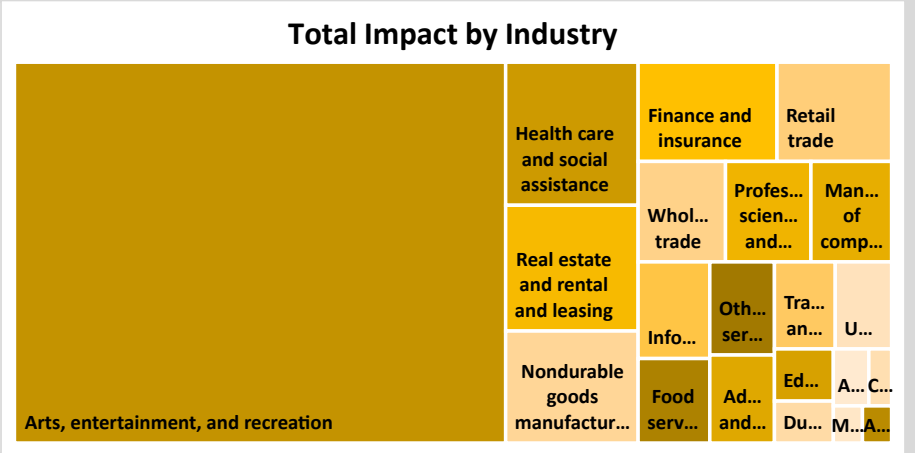
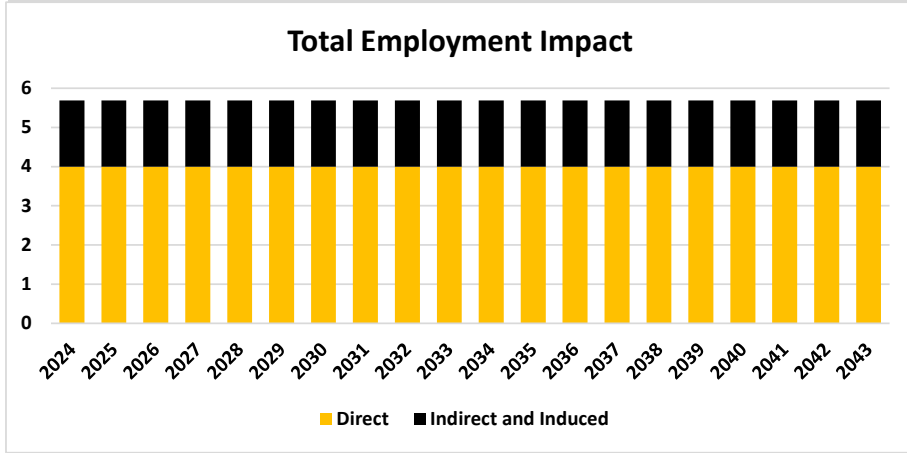
DATE OF ANALYSIS 9/20/2024
TIME OF ANALYSIS 10:48 AM



FIRM IMPACT VERSION OF ANALYSIS V1

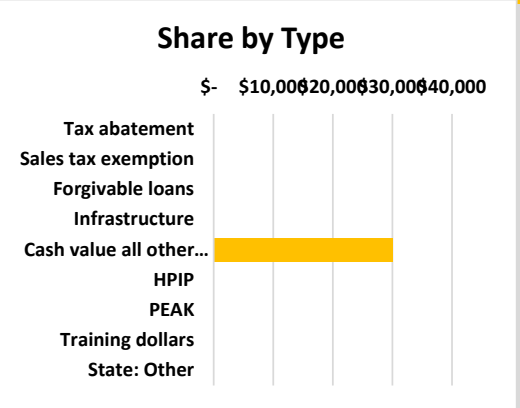
FIRM SUMMARY		
Company Name	Salina Liberty	
	10-year period	20-year period
Number of new jobs	8	8
Amount of payroll	\$3,623,561	\$8,493,323
Amount of capital investment	\$0	\$0
Land	\$0	\$0
Buildings	\$0	\$0
Machinery and Equipment	\$0	\$0
Substitution percentage	50.0%	OVERRIDDEN
Firm NAICS code		
711200 Spectator sports		

IMPACT SUMMARY			
	Construction	Firm	
	Total	10-year period	20-year period
Jobs			
Direct	-	4	4
Total	-	6	6
Payroll earnings			
Direct	\$0	\$1,811,780	\$4,246,662
Total	\$0	\$2,670,021	\$6,258,305
Multiplier			
Jobs	1.81	1.42	
Earnings	1.64	1.47	



FISCAL IMPACT

INCENTIVE SUMMARY					
	City	County	State	School District	Special District
	Salina	Saline	Kansas	305 Salina	Select
Tax abatement	\$ -	\$ -	\$ -	\$ -	\$ -
Sales tax exemption	\$ -	\$ -	\$ -		
Forgivable loans	\$ -	\$ -	\$ -		
Infrastructure	\$ -	\$ -	\$ -		
Cash value all other incentives	\$ 30,000	\$ -	\$ -		
HPIP			\$ -		
PEAK			\$ -		
Training dollars			\$ -		
State: Other			\$ -		
Total	\$ 30,000	\$ -	\$ -	\$ -	\$ -



TAX ABATEMENT PARAMETERS	
<i>Real Property</i>	
Number of years	0
Percentage	0.0%
<i>Personal Property</i>	
Number of years	0
Percentage	0.0%



	City		County		State	
	Salina		Saline		Kansas	
	10-year period	20-year period	10-year period	20-year period	10-year period	20-year period
Present value of net benefits	\$24,020	\$65,793	\$8,241	\$15,241	\$218,643	\$414,624
<i>Rate of Return on Investment</i>						
Net public benefits	\$24,020	\$65,793	\$8,241	\$15,241	\$218,643	\$414,624
Public costs	\$28,986	\$28,986	\$0	\$0	\$15,029	\$25,683
ROI	82.9%	227.0%	NA	NA	1454.8%	1614.4%
<i>Benefit-Cost Ratio</i>						
Public benefits	\$53,006	\$94,779	\$8,241	\$15,241	\$233,672	\$440,307
Public costs	\$28,986	\$28,986	\$0	\$0	\$15,029	\$25,683
Benefit-Cost Ratio	1.83	3.27	NA	NA	15.55	17.14

A 10-year period accounts for a business or economic cycle. Estimates beyond that period of time include increased risk and decreased accuracy due to market volatility and changes in public policy.

A benefit-cost ratio over 1 equates to public benefits being greater than public costs during the period.

	School District		Special District	
	305 Salina		Select	
	10-year period	20-year period	10-year period	20-year period
Present value of net benefits	\$589	\$1,102	\$0	\$ -
<i>Rate of Return on Investment</i>				
Net public benefits	\$589	\$1,102	\$0	\$0
Public costs	\$23,181	\$39,615	\$0	\$0
ROI	2.5%	2.8%	NA	NA
<i>Benefit-Cost Ratio</i>				
Public benefits	\$23,771	\$40,717	\$0	\$0
Public costs	\$23,181	\$39,615	\$0	\$0
Benefit-Cost Ratio	1.03	1.03	NA	NA

In the preparation of this report, the Center for Economic Development and Business Research assumed that all information and data provided by the applicant or others is accurate and reliable. CEDBR did not take extraordinary steps to verify or audit such information, but relied on such information and data as provided for purposes of the project.

This analysis requires CEDBR to make predictive forecasts, estimates and/or projections (hereinafter collectively referred to as “FORWARD-LOOKING STATEMENTS”). These FORWARD-LOOKING STATEMENTS are based on information and data provided by others and involve risks, uncertainties and assumptions that are difficult to predict. The FORWARD-LOOKING STATEMENTS should not be considered as guarantees or assurances that a certain level of performance will be achieved or that certain events will occur. While CEDBR believes that all FORWARD-LOOKING STATEMENTS it provides are reasonable based on the information and data available at the time of writing, actual outcomes and results are dependent on a variety of factors and may differ materially from what is expressed or forecast. CEDBR does not assume any responsibility for any and all decisions made or actions taken based upon the FORWARD-LOOKING STATEMENTS provided by CEDBR.

CEDBR-TOURISM IMPACT MODEL - RESULTS



1845 Fairmount St.
Wichita, Kansas 67260-0121
(316) 978-3225

DATE OF ANALYSIS 9/20/2024
TIME OF ANALYSIS 10:48 AM



VERSION OF ANALYSIS V1

Event Summary

Event	Salina Liberty			Substitution percentage	50.00%		
Duration (in days)	1			NAICS code	711200 Spectator sports		
Type of visitor					City	County	State
Business	90%			Incentive Summary	\$ 30,000	\$ -	\$ -
Leisure	10%						

Visitor Summary

	1-Year	10-years	20-years
Local	-	-	-
Out of area	300	3,000	6,000
Total	300	3,000	6,000

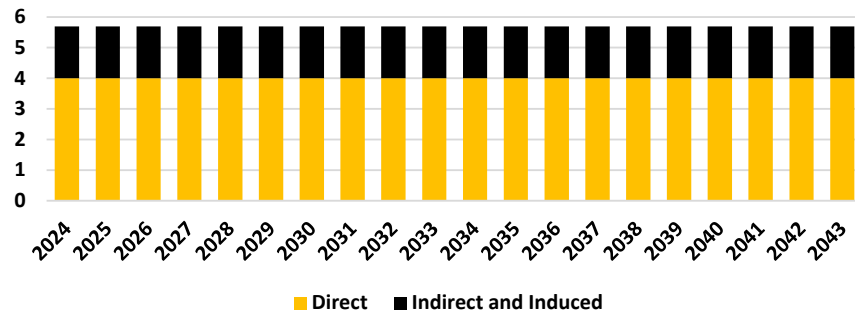
Activity Summary

	1-Year	10-years	20-years
Jobs	8	8	8
Payroll	\$ 316,085	\$ 3,623,561	\$ 8,493,323
Sales	\$ 60,000	\$ 656,983	\$ 1,457,842
Capital investment	\$ -	\$ -	\$ -

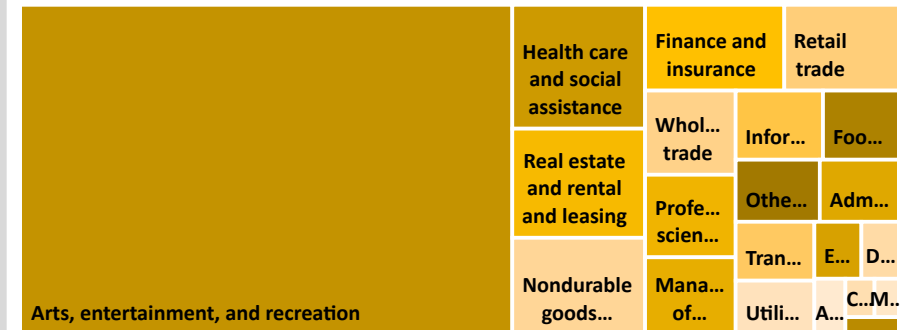
Impact Summary

	1-Year	10-years	20-years
Jobs			
Direct	4	4	4
Total	6	6	6
Payroll earnings			
Direct	\$ 158,043	\$ 206,210	\$ 277,129
Total	\$ 232,907	\$ 303,891	\$ 408,404
Multiplier			
Jobs	1.42		
Earnings	1.47		

Total Employment Impact



Total Impact by Industry



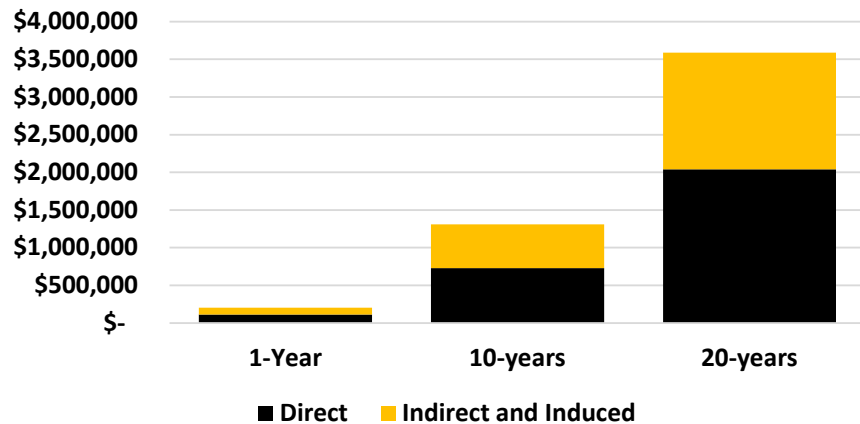
Estimated Spending (NPV)

Visitor				Total:Visitor and Local			
	1-Year	10-years	20-years		1-Year	10-years	20-years
Retail Spending				Retail Spending			
Business visitors	\$ 17,280	143,711	245,590	Business visitors	\$ 17,280	\$ 143,711	\$ 245,590
Leisure visitors	\$ 1,770	14,720	25,156	Leisure visitors	\$ 1,770	\$ 14,720	\$ 25,156
Hotel Spending				Hotel Spending			
Business visitors	\$ 33,210	276,194	471,994	Business visitors	\$ 33,210	\$ 276,194	\$ 471,994
Leisure visitors	\$ 2,940	24,451	41,784	Leisure visitors	\$ 2,940	\$ 24,451	\$ 41,784

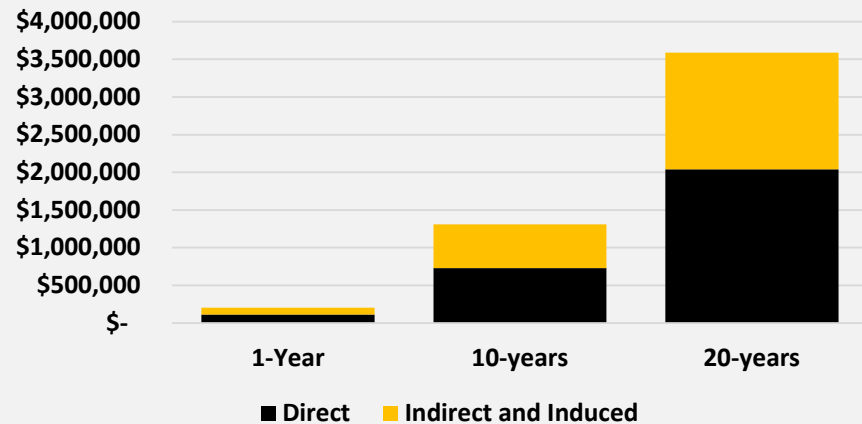
Economic Impact (NPV)

Visitor				Total:Visitor and Local			
	Direct				Direct		
	1-Year	10-years	20-years		1-Year	10-years	20-years
Retail	\$ 19,050	\$ 158,431	\$ 270,746	Retail	\$ 19,050	\$ 158,431	\$ 270,746
Hotel	\$ 36,150	\$ 300,645	\$ 513,778	Hotel	\$ 36,150	\$ 300,645	\$ 513,778
Event Revenues	\$ 60,000	\$271,664	\$1,254,565	Event Revenues	\$ 60,000	\$ 271,664	\$ 1,254,565
Total	\$ 115,200	\$ 730,740	\$ 2,039,089	Total	\$ 115,200	\$ 730,740	\$ 2,039,089
	Total				Total		
	1-Year	10-years	20-years		1-Year	10-years	20-years
Retail	\$ 35,803	\$ 297,756	\$ 508,841	Retail	\$ 35,803	\$ 297,756	\$ 508,841
Hotel	\$ 65,663	\$ 546,092	\$ 933,227	Hotel	\$ 65,663	\$ 546,092	\$ 933,227
Event Revenues	\$ 102,624	\$ 464,654	\$ 2,145,807	Event Revenues	\$ 102,624	\$ 464,654	\$ 2,145,807
Total	\$ 204,089	\$ 1,308,502	\$ 3,587,875	Total	\$ 204,089	\$ 1,308,502	\$ 3,587,875

Visitor Spending Impact



Visitor and Local Spending Impact



Fiscal Impacts

	City		
	1-Year	10-years	20-years
Present value of net benefits	\$ (23,927)	\$ 24,020	\$ 65,793
<i>Rate of Return on Investment</i>			
Net public benefits	\$ (23,927)	\$ 24,020	\$ 65,793
Public costs	\$ 30,000	\$ 28,986	\$ 28,986
ROI	\$ (1)	\$ 1	\$ 2
<i>Benefit-Cost Ratio</i>			
Public benefits	\$ 6,073	\$53,006	\$94,779
Public costs	\$ 30,000	\$28,986	\$28,986
Benefit-Cost Ratio	\$ 0	\$ 2	\$ 3

	County		
	1-Year	10-years	20-years
Present value of net benefits	\$ 853	\$ 8,241	\$ 15,241
<i>Rate of Return on Investment</i>			
Net public benefits	\$ 853	\$ 8,241	\$ 15,241
Public costs	\$ -	\$ -	\$ -
ROI	NA	NA	NA
<i>Benefit-Cost Ratio</i>			
Public benefits	\$ 853	\$ 8,241	\$ 15,241
Public costs	\$ -	\$ -	\$ -
Benefit-Cost Ratio	NA	NA	NA

	State		
	1-Year	10-years	20-years
Present value of net benefits	\$ 23,986	\$ 218,643	\$ 414,624
<i>Rate of Return on Investment</i>			
Net public benefits	\$ 23,986	\$ 218,643	\$ 414,624
Public costs	\$ 1,807	\$ 15,029	\$ 25,683
ROI	\$ 13	\$ 15	\$ 16
<i>Benefit-Cost Ratio</i>			
Public benefits	\$ 25,793	\$ 233,672	\$ 440,307
Public costs	\$ 1,807	\$ 15,029	\$ 25,683
Benefit-Cost Ratio	\$ 14	\$ 16	\$ 17

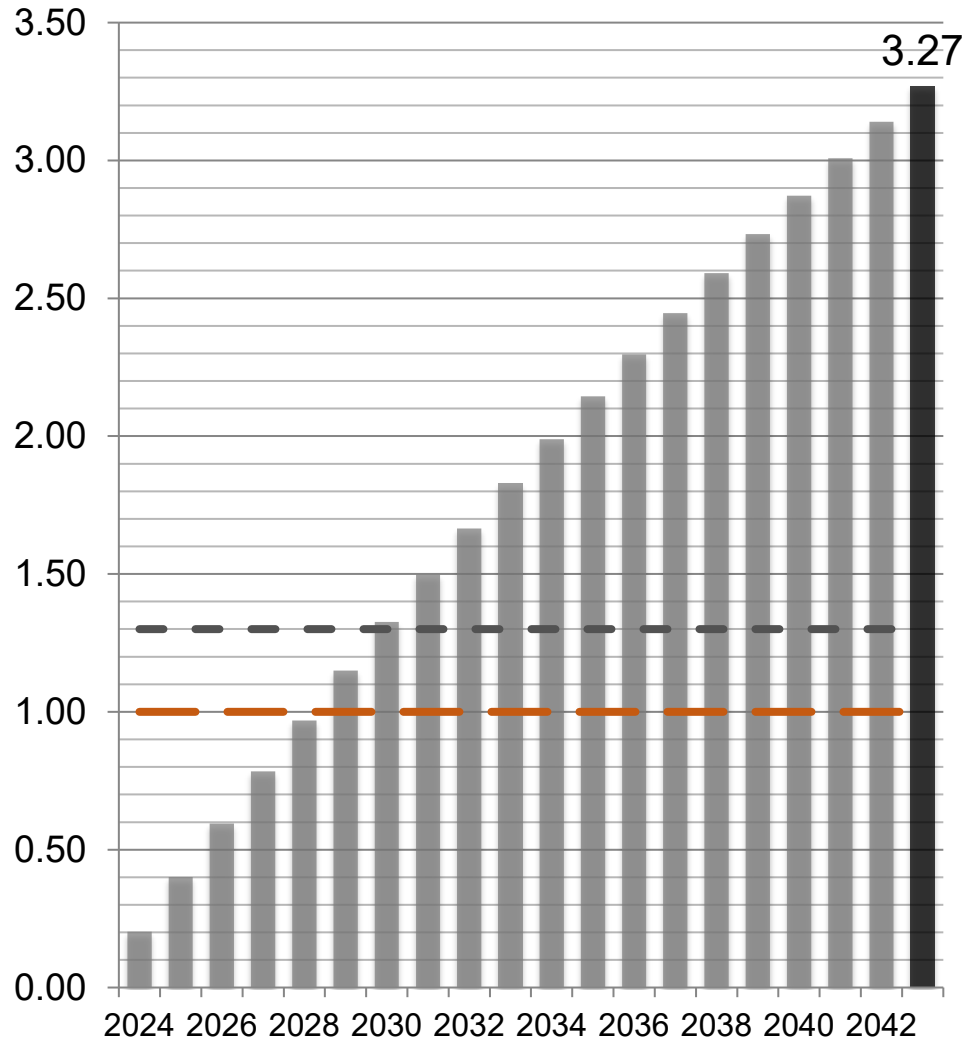


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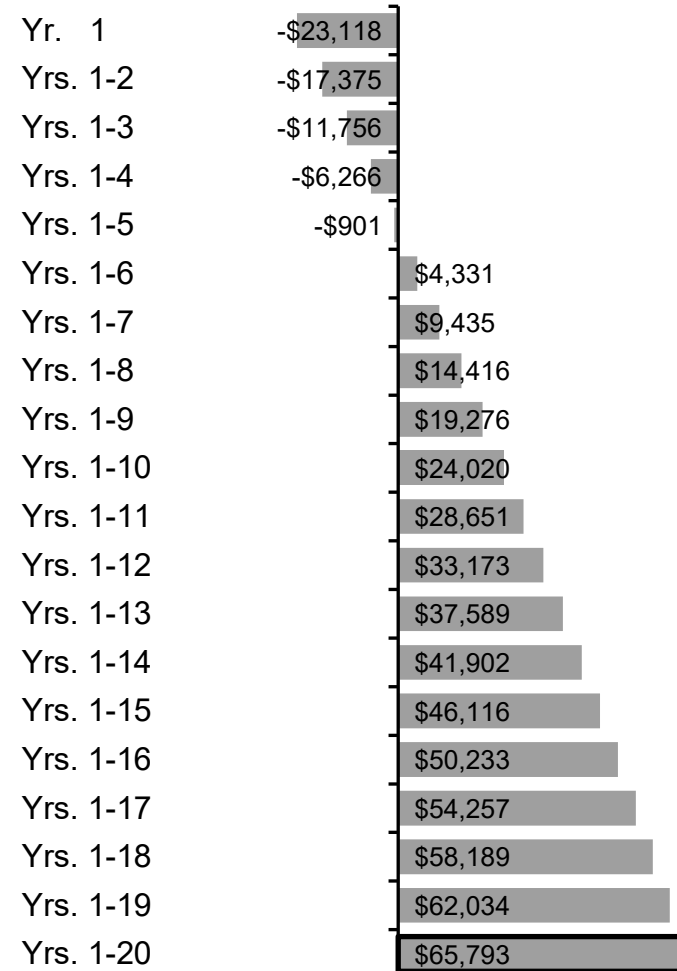
Project or Company Name: Salina Liberty
 9/20/2024

Salina - Total

Benefit-Cost Ratio



Present Value of Net Benefits



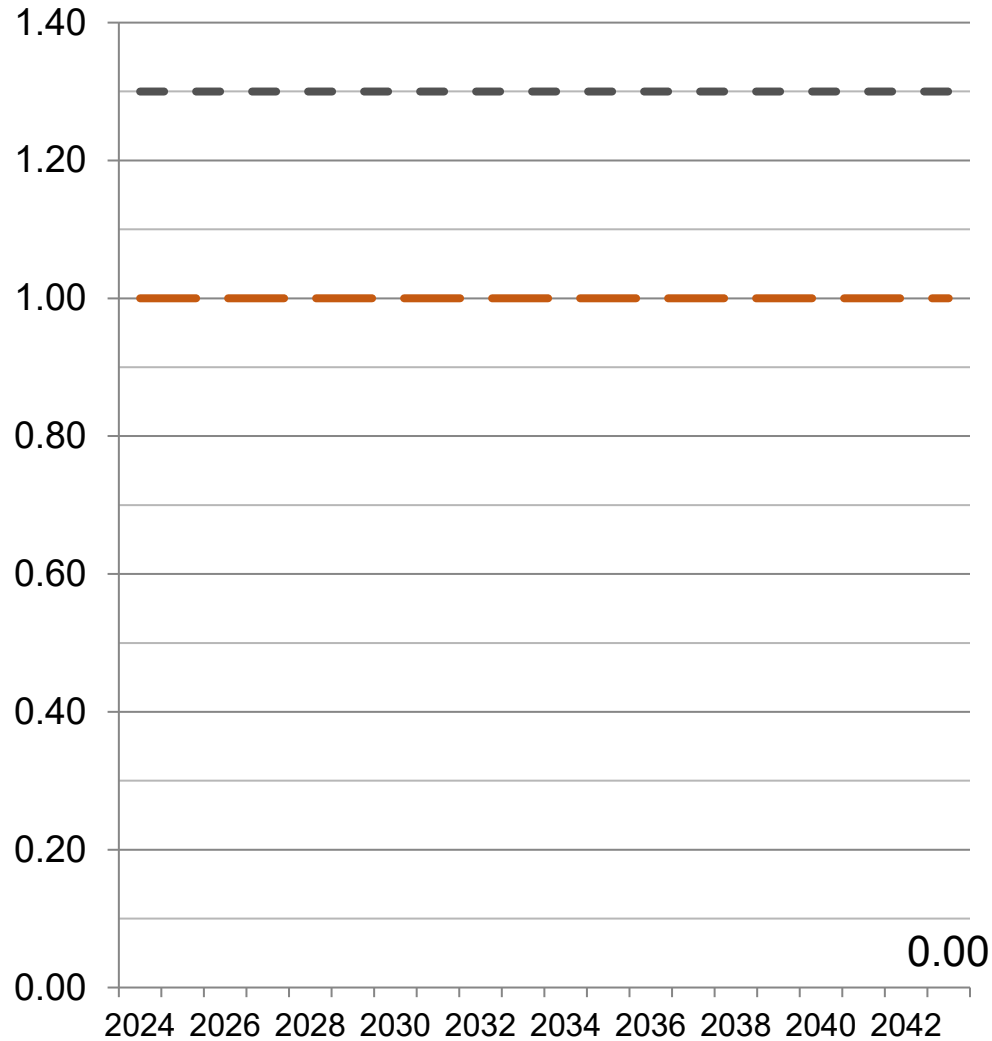


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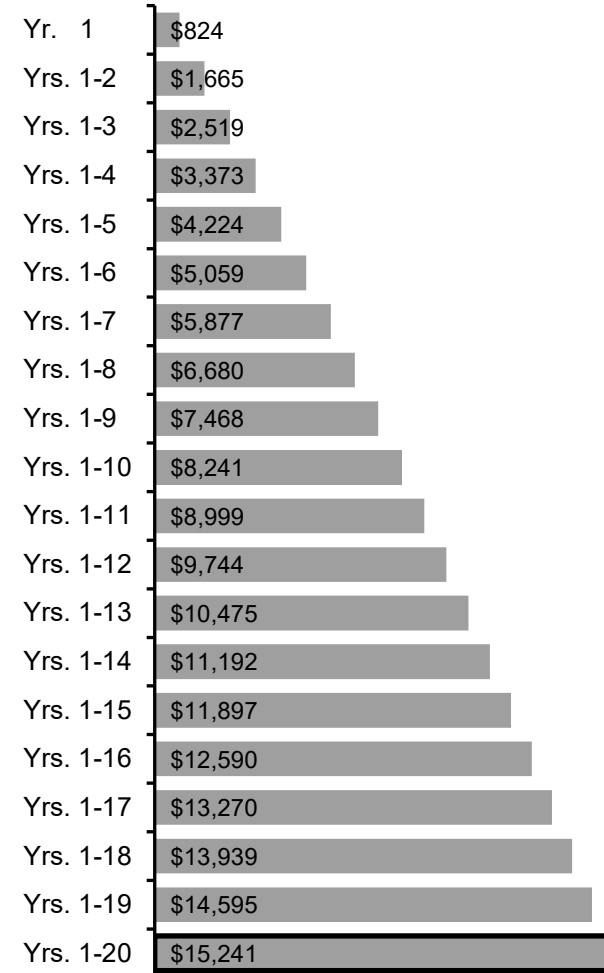
Project or Company Name: Salina Liberty
9/20/2024

Saline

Benefit-Cost Ratio



Present Value of Net Benefits





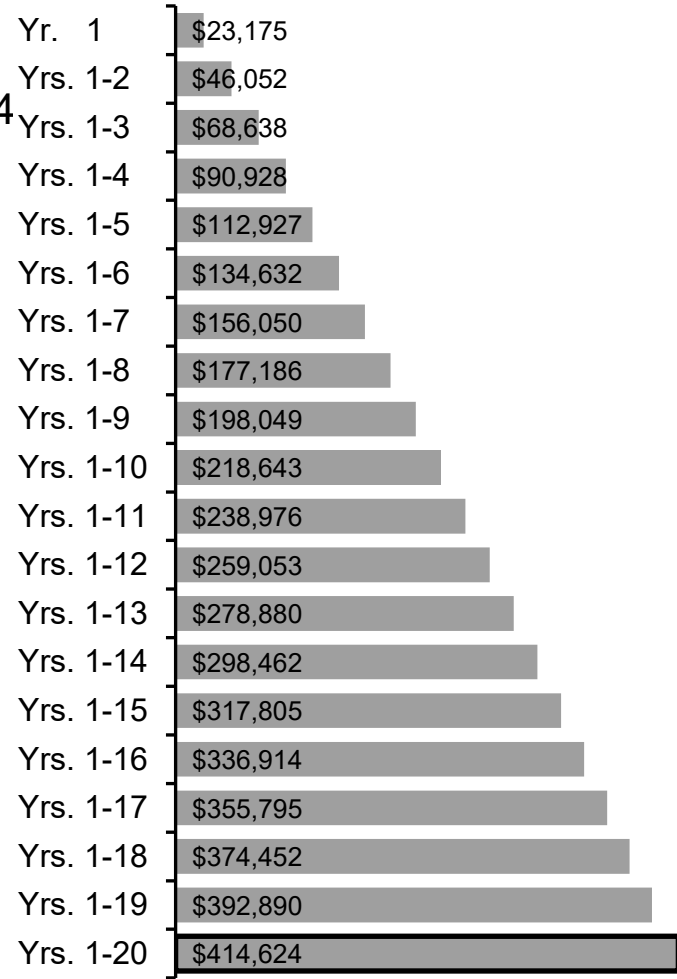
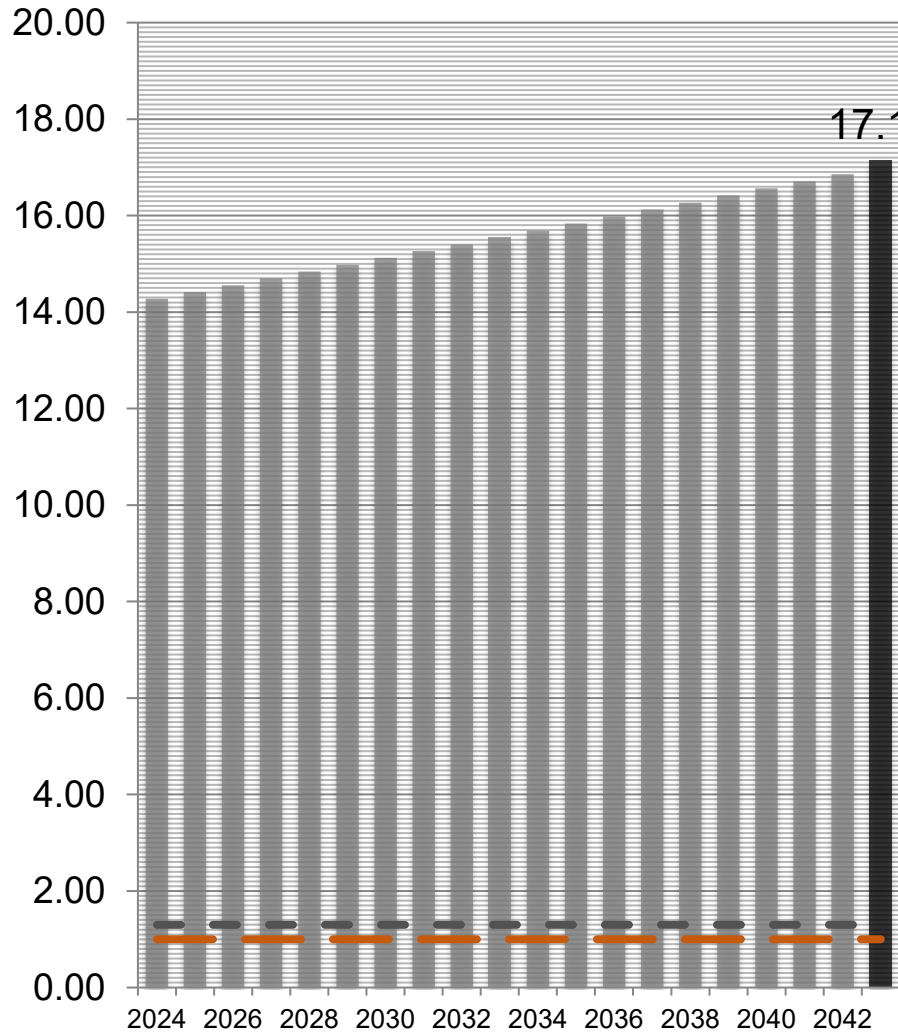
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Project or Company Name: Salina Liberty
 9/20/2024

Kansas

Benefit-Cost Ratio

Present Value of Net Benefits



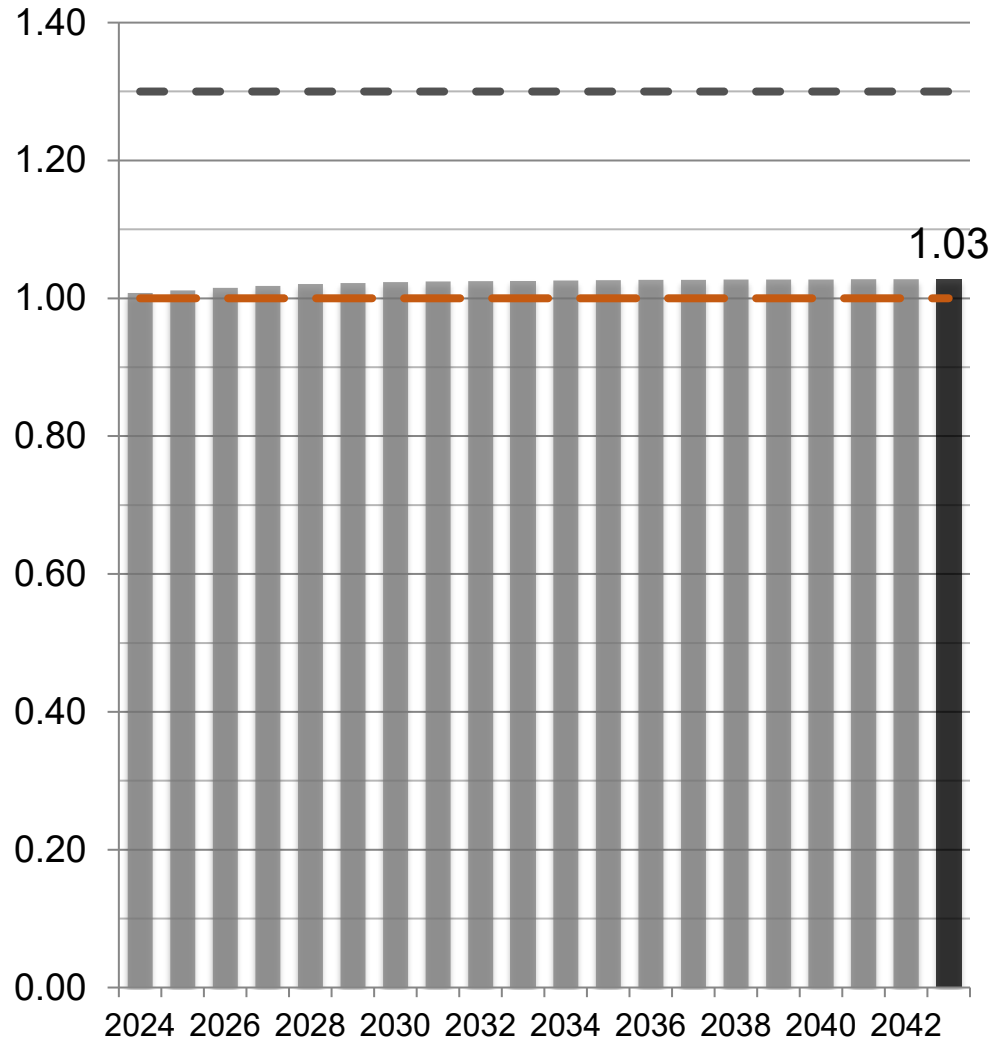


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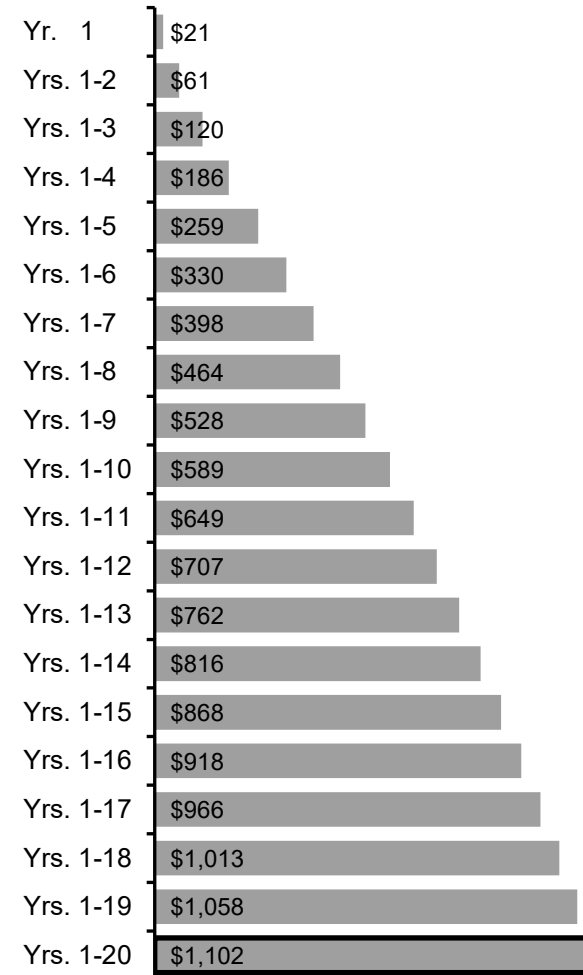
Project or Company Name: Salina Liberty
9/20/2024

305 Salina

Benefit-Cost Ratio



Present Value of Net Benefits



CEE HELLER ACCOUNTING
COPELAND INSURANCE
EAGLE COMM
HAMPTON & ROYCE
KANSAS WESLEYAN
KATHRYN JUNK
KSU SALINA
MADE RIGHT CUSTOM FABRICS
MESSENGER
PBNEU LLC
SALINA 311
SALINA FAMAILY HEALTHCARE CENTER
SALINA HEALTH EDUCATION FOUNCATION
SHARP PERFORMANCE
STANDARD BEVERAGE

BLIND PIG
BRAVO SLIDERS
BUFFALO WILD WINGS
COZY INN
DOMINO'S
FREDDY'S
GOURMET TO GO
HICKORY HUT
LACASITA
LACURVA
PONCVHO'S
RUSSELL'S
SPEAKEASY

FINANCIAL FOR 2022-2024

	2022	2023	2024	TOTALS
SALARIES	\$159,180.00	\$154,855.00	\$316,085.00	\$630,120.00
INCOME TAXES	\$5,092.00	\$14,347.00	\$0.00	\$19,439.00
HOTEL EXPENSE	\$39,260.55	\$56,443.72	\$108,003.59	\$203,707.86
MEALS	\$4,160.00	\$5,762.07	\$4,514.00	\$14,436.07
EXPENSE PAID IN SALINA	\$18,577.29	\$55,493.19	\$44,587.89	\$118,658.37
TRAINING EXPENSE	\$6,125.00	\$2,167.50	\$5,835.00	\$14,127.50
OFFICE RENT	\$3,600.00	\$5,400.00	\$7,800.00	\$16,800.00
SPONSORSHIP RAISED	\$373,885.00	\$513,245.00	\$251,500.00	\$1,138,630.00
TPEC EVENTS	6	6	6	18

2024 Revenue = \$60,000

2023 Revenue = \$87,000