



## Breakout Session Takeaways

**Session Title: Milestones and Mile Markers: Leveraging Business Partnerships for Economic Impact**

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- 1. Economic Impact is about *new money* not total spending or fundraising**
- 2. Non-local visitors are the real economic drivers**
- 3. Measuring the event correctly and using input-output modeling will provide a realistic impact for the local community**
- 4. Events should be treated as assets and incorporated into the broader tourism strategy**
- 5. Strategic partnerships and bundling services and experiences will unlock long term returns**