

Dear Ms. Miller,

Thank you for your letter dated March 28th, 2007. As discussed in my follow up call to you, the attendance expenditures were calculated at 39,875 attendees spending \$135.24 each based on an average expenditure survey done exclusively for that event which amounts to \$5,257,455.00 in addition to the Event Expenditures of \$599,451, the amount is \$5,856,906.00.

I have also included the full survey which you referenced from the downtown business association showing 69 per cent of businesses in support of future events.

Kind regards,

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>>> "Paul MacKinnon" <[Paul@downtownhalifax.ns.ca](mailto:Paul@downtownhalifax.ns.ca)>  
4/3/2007 1:02 PM >>>  
"Did the Rolling Stones bring you Satisfaction?"

#### SURVEY RESULTS

Last week we asked downtown retailers/restaurants, in an email survey, what they thought of the Rolling Stones concert. Here are the results of that survey (based on a 10% response rate).

1. Were you satisfied with the event(s) that took place downtown last Saturday?

Satisfied	54%
Neutral	25%
Not satisfied	21%

2. How was business last weekend?

less than normal	50%
about normal	27%
better than normal	23%

3. Do you feel your business was either positively or negatively impacted by the Rolling Stones concert?

Negative	46%
Neutral	29%
Positive	25%

4. Regardless of business considerations, do you feel it's a good idea for there to be future concerts of this magnitude at the Commons? Why or why not?

Yes	69%
No	31%