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**ANNUAL X-FEST BOOSTS MODESTO ECONOMY**

**MODESTO, Calif., June 29, 2005** – The annual Xclamation Festival will again rock the Modesto economy with millions of dollars in sold-out hotels and record crowds at downtown restaurants and businesses on July 23.

“It’s a ‘no-brainer’ day,” said Mitch Maisetti, owner of Tresetti’s World Caffe. “If you have a business downtown and X-Fest comes, you need to take advantage of it.”

Maisetti said the annual music and arts celebration is among the year’s top five highest grossing days for his 929-11<sup>th</sup> St. eatery and bar.

“We do very well that night,” he said. “We’re very happy to have X-Fest and entertainment downtown. It gives us a boost.”

In addition to business rung during X-Fest, Maisetti said the positive sales continue long after the final band has played its last note.

He said many of the up to 15,000 attendees have never set foot in Tresetti’s before X-Fest, and many have and do and come back again.

The lodging industry also experiences record bookings when X-Fest is in town, said Scott Satterfield, director of sales for the Doubletree Hotel in Modesto.

“They’ve sold out in the past,” said Satterfield about the room demand for X-Fest at the 258-room Doubletree. “And they’re expecting to do so this year.”

Those 258 rooms also will go for a premium price. Satterfield said the normal \$109 weekend rates jumps to \$250 because of the X-Fest driven demand. “X-Fest is good for us,” said Satterfield. “We love it.”

At a time when the City of Modesto is struggling to cut costs and increase income, X-Fest can generate up to \$30,000 for Modesto from just ticket sales.

Modesto Mayor Jim Ridenour said: “The concert promoter pays for all the city’s expenses related to X-Fest. Plus, we receive 10% of gross ticket sales. This is a good deal.”

Overall, X-Fest injects millions of dollars into the Modesto economy, said X-Fest promoter Chris Ricci.

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Factoring projected ticket sales — 15,000 at \$20 — and using the U.S. Bureau of Economic Analysis' "multiplier effects," the \$300,000 gate would turn over conservatively three times in peripheral purchases for a financial impact of nearly \$1 million.

Add in the payroll of more than 300 employees, dozens of vendors and numerous sponsors and the true financial impact is in the millions.

Tickets for the 3 p.m. to 12 midnight X-Fest are \$20 in advance and are available at all local Tickets.com outlets including select Raley's. Tickets also can be purchased for no service charge at The Fat Cat Music House and Lounge, 930-11<sup>th</sup> St., Modesto.

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