

CRRA 2019 Conference Economic Impact Report

Event Impact Calculator Detail - 2019 CRRA Conference & Tradeshow

Event Summary

| Key Parameters | | Key Metrics | |
|----------------------|-----------------------------|----------------------------|-----------|
| Event Name: | CRRA Conference & Tradeshow | Business Sales (Direct): | \$327,646 |
| Organization: | EIC Test Account | Business Sales (Indirect): | \$181,080 |
| Event Type: | Conference/Convention | Business Sales (Total): | \$508,726 |
| Start Date: | 08/11/2019 | Jobs Supported (Direct): | 129 |
| End Date: | 08/14/2019 | Jobs Supported (Indirect): | 31 |
| Overnight Attendees: | 303 | Jobs Supported (Total): | 159 |
| Day Attendees: | 0 | Local Tax: | \$17,481 |
| : | | Net Direct Local Tax ROI: | \$16,372 |
| : | | Est. Room Nights Demand: | 890 |

Direct Business Sales

Sales by Source

| | | | |
|---------------------|-----------|-----------------------|-----------|
| Attendees Spending: | \$192,512 | Exhibitor Spending: | \$23,839 |
| Organizer Spending: | \$111,295 | Total Event Spending: | \$327,646 |

Business Sales by Sector

| Industry | Attendees | Organizer | Exhibitor | Total |
|-------------------|------------------|------------------|-----------------|------------------|
| Lodging | \$104,130 | \$1,012* | \$0 | \$105,142 |
| Transportation | \$16,862 | \$675* | \$3,760 | \$21,297 |
| Food & Beverage | \$46,819 | \$99,000 | \$8,383 | \$154,202 |
| Retail | \$12,822 | \$0 | \$0 | \$12,822 |
| Recreation | \$11,879 | \$0 | \$0 | \$11,879 |
| Space Rental | \$0 | \$0 | \$1,762 | \$1,762 |
| Business Services | \$0 | \$10,607 | \$9,934 | \$20,542 |
| Totals | \$192,512 | \$111,295 | \$23,839 | \$327,646 |

* indicates that the calculator's model defaults were used

Economic Impact Details

| | Direct | Indirect/Induced | Total |
|-----------------------|------------------|------------------|------------------|
| Business Sales | \$327,646 | \$181,080 | \$508,726 |
| Jobs Supported | | | |
| Persons | 129 | 31 | 159 |
| Annual FTEs | 4 | 1 | 5 |

| Taxes And Assessments | | | |
|------------------------------|-----------------|-----------------|-----------------|
| <u>Federal Total</u> | <u>\$32,406</u> | <u>\$15,765</u> | <u>\$48,171</u> |
| <u>State Total</u> | <u>\$10,487</u> | <u>\$4,718</u> | <u>\$15,205</u> |
| Sales | \$7,425 | \$3,282 | \$10,707 |
| Income | \$1,827 | \$753 | \$2,581 |
| Bed | \$0 | | \$0 |
| Other | \$1,235 | \$683 | \$1,918 |
| <u>Local Total</u> | <u>\$16,372</u> | <u>\$1,109</u> | <u>\$17,481</u> |
| Sales | \$1,536 | \$679 | \$2,215 |
| Income | \$0 | \$0 | \$0 |
| Bed | \$11,975 | | \$11,975 |
| Per Room Charge | \$0 | | \$0 |
| Tourism District | \$2,083 | | \$2,083 |
| Restaurant | \$0 | \$0 | \$0 |
| Other | \$778 | \$430 | \$1,208 |
| Property Tax | \$4,760 | \$1,810 | \$6,569 |

| Estimated Room Demand Metrics | | | |
|--------------------------------------|-----|---|--|
| Room Nights Sold: | 890 | : | |
| Room Pickup (block only): | 890 | : | |
| Peak Room Nights: | 275 | : | |
| Total Visitor Days: | 979 | : | |