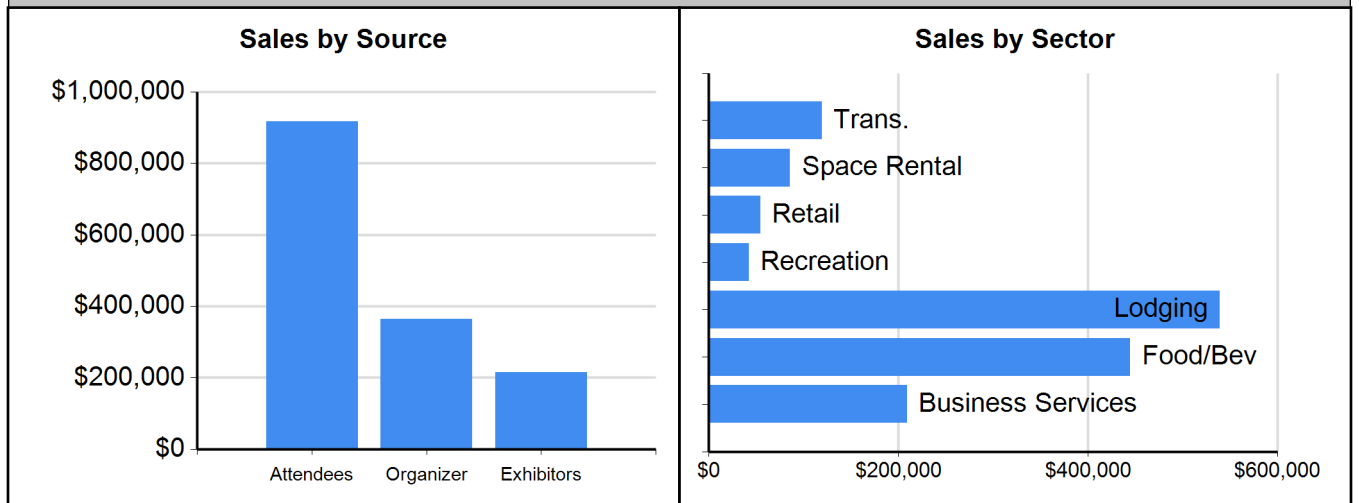


Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Annual Destination Imagination State Tournament	Business Sales (Direct):	\$1,495,441
Organization:	Texas Destination Imagination	Business Sales (Total):	\$2,346,805
Event Type:	Convention	Jobs Supported (Direct):	821
Start Date:	3/23/2019	Jobs Supported (Total):	1,028
End Date:	3/25/2019	Local Taxes (Total):	\$63,913
Overnight Attendees:	3734	Net Direct Tax ROI:	\$53,533
Day Attendees:	266	Estimated Room Demand:	4,100

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$528,900	\$10,561	\$0	\$539,461
Transportation	\$82,345	\$3,520	\$33,642	\$119,508
Food & Beverage	\$209,061	\$164,474	\$70,760	\$444,295
Retail	\$54,738	\$0	\$0	\$54,738
Recreation	\$42,246	\$0	\$0	\$42,246
Space Rental	\$0	\$66,350	\$19,512	\$85,863
Business Services	\$0	\$118,721	\$90,609	\$209,331
TOTAL	\$917,290	\$363,627	\$214,524	\$1,495,441

Event Impact Details

Destination: **CORPUS CHRISTI CONVENTION & VISITORS BUREAU**

Event Name: Annual Destination Imagination State Tournament 2019

Organization: Texas Destination Imagination

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$1,495,441	\$851,364	\$2,346,805
Personal Income	\$475,952	\$265,794	\$741,746
Jobs Supported			
Persons	821	207	1,028
Annual FTEs	17	4	21
Taxes and Assessments			
<u>Federal Total</u>	<u>\$132,470</u>	<u>\$74,827</u>	<u>\$207,297</u>
<u>State Total</u>	<u>\$63,447</u>	<u>\$15,420</u>	<u>\$78,866</u>
sales	\$27,994	\$13,303	\$41,297
income	\$0	\$0	\$0
bed	\$31,734	-	\$31,734
other	\$3,719	\$2,117	\$5,836
<u>Local Total (excl. property)</u>	<u>\$58,533</u>	<u>\$5,380</u>	<u>\$63,913</u>
sales	\$8,958	\$4,257	\$13,215
income	\$0	\$0	\$0
bed	\$47,601	-	\$47,601
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,974	\$1,124	\$3,097
property tax	\$17,750	\$7,010	\$24,760

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		<p>The chart shows two horizontal bars. The 'Costs' bar is very short, representing a small value. The 'Local Taxes' bar is significantly longer, representing a much larger value. The x-axis is labeled with dollar amounts: \$0, \$20,000, \$40,000, \$60,000, and \$80,000.</p>
Direct Tax Receipts	\$58,533	
DMO Hosting Costs	\$5,000	
Direct ROI	\$53,533	
Net Present Value	\$53,533	
Direct ROI (%)	1,071%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$63,913	
Total ROI	\$58,913	
Net Present Value	\$58,913	
Total ROI (%)	1,178%	

Estimated Room Demand Metrics

Room Nights (total)	4,100
Room Pickup (block only)	4,100
Peak Rooms	1,965
Total Visitor Days	7,990