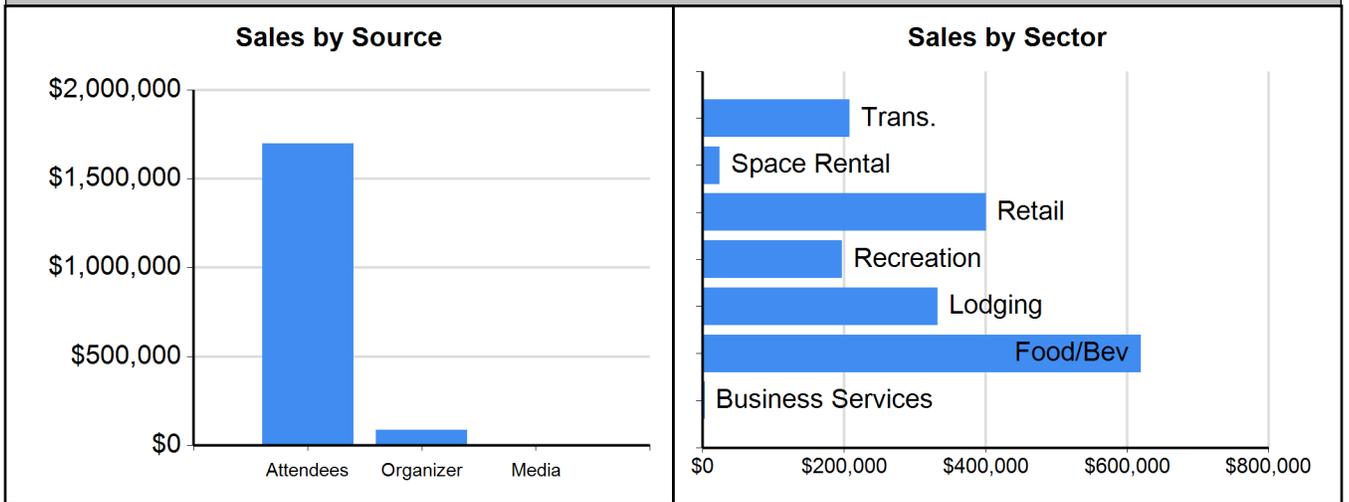


Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Skills USA	Business Sales (Direct):	\$1,783,623
Organization:	Texas Skills USA	Business Sales (Total):	\$2,787,309
Event Type:	Youth Amateur	Jobs Supported (Direct):	1,175
Start Date:	4/3/2013	Jobs Supported (Total):	1,324
End Date:	4/5/2013	Local Taxes (Total):	\$64,728
Overnight Attendees:	5000	Net Direct Tax ROI:	\$58,385
Day Attendees:	0	Estimated Room Demand:	3,700

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$331,816	\$0	\$0	\$331,816
Transportation	\$205,835	\$1,692	\$238	\$207,764
Food & Beverage	\$561,782	\$58,291	\$0	\$620,073
Retail	\$400,480	\$0	\$0	\$400,480
Recreation	\$196,619	\$0	\$0	\$196,619
Space Rental	\$0	\$23,885	\$0	\$23,885
Business Services	\$0	\$2,852	\$134	\$2,986
TOTAL	\$1,696,531	\$86,720	\$372	\$1,783,623

Event Impact Details

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Name: Skills USA 2013

Organization: Texas Skills USA

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,783,623	\$1,003,687	\$2,787,309
Personal Income	\$565,382	\$266,406	\$831,789
Jobs Supported			
Persons	1,175	149	1,324
Annual FTEs	24	3	28
Taxes and Assessments			
<u>Federal Total</u>	<u>\$157,737</u>	<u>\$82,863</u>	<u>\$240,600</u>
<u>State Total</u>	<u>\$106,117</u>	<u>\$18,178</u>	<u>\$124,296</u>
sales	\$81,773	\$15,683	\$97,456
income	\$0	\$0	\$0
bed	\$19,909	-	\$19,909
other	\$4,435	\$2,496	\$6,931
<u>Local Total (excl. property)</u>	<u>\$58,385</u>	<u>\$6,343</u>	<u>\$64,728</u>
sales	\$26,167	\$5,018	\$31,186
income	\$0	\$0	\$0
bed	\$29,863	-	\$29,863
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,354	\$1,325	\$3,679
property tax	\$21,170	\$8,237	\$29,407

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$58,385	
DMO Hosting Costs	\$0	
Direct ROI	\$58,385	
Net Present Value	\$62,611	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$64,728	
Total ROI	\$64,728	
Net Present Value	\$69,413	
Total ROI (%)	-	

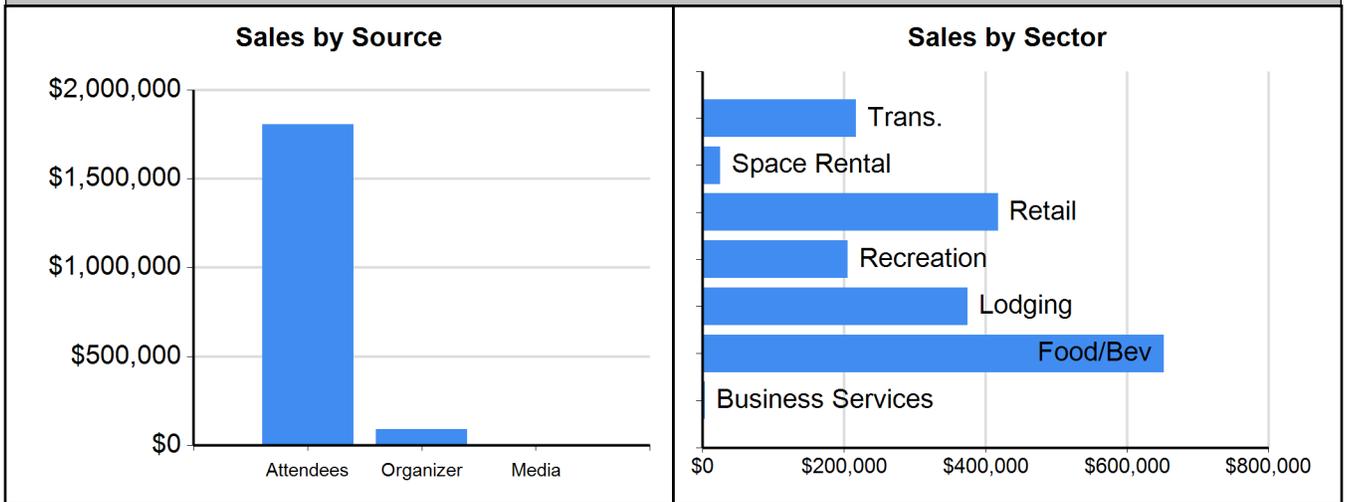
Estimated Room Demand Metrics	
Room Nights (total)	3,700
Room Pickup (block only)	3,700
Peak Rooms	1,250
Total Visitor Days	14,800

Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Skills USA	Business Sales (Direct):	\$1,893,880
Organization:	Texas Skills USA	Business Sales (Total):	\$2,958,538
Event Type:	Youth Amateur	Jobs Supported (Direct):	1,216
Start Date:	3/27/2014	Jobs Supported (Total):	1,372
End Date:	3/29/2014	Local Taxes (Total):	\$70,305
Overnight Attendees:	5000	Net Direct Tax ROI:	\$63,577
Day Attendees:	0	Estimated Room Demand:	3,800

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$374,224	\$0	\$0	\$374,224
Transportation	\$214,801	\$1,719	\$241	\$216,762
Food & Beverage	\$591,000	\$60,785	\$0	\$651,785
Retail	\$417,925	\$0	\$0	\$417,925
Recreation	\$205,184	\$0	\$0	\$205,184
Space Rental	\$0	\$24,907	\$0	\$24,907
Business Services	\$0	\$2,957	\$136	\$3,093
TOTAL	\$1,803,134	\$90,368	\$378	\$1,893,880

Event Impact Details

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Name: Skills USA 2014

Organization: Texas Skills USA

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,893,880	\$1,064,658	\$2,958,538
Personal Income	\$600,056	\$283,843	\$883,900
Jobs Supported			
Persons	1,216	156	1,372
Annual FTEs	25	3	29
Taxes and Assessments			
<u>Federal Total</u>	<u>\$167,456</u>	<u>\$88,040</u>	<u>\$255,496</u>
<u>State Total</u>	<u>\$112,779</u>	<u>\$19,283</u>	<u>\$132,061</u>
sales	\$85,616	\$16,635	\$102,251
income	\$0	\$0	\$0
bed	\$22,453	-	\$22,453
other	\$4,709	\$2,647	\$7,357
<u>Local Total (excl. property)</u>	<u>\$63,577</u>	<u>\$6,728</u>	<u>\$70,305</u>
sales	\$27,397	\$5,323	\$32,720
income	\$0	\$0	\$0
bed	\$33,680	-	\$33,680
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,499	\$1,405	\$3,905
property tax	\$22,479	\$8,735	\$31,214

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$63,577	
DMO Hosting Costs	\$0	
Direct ROI	\$63,577	
Net Present Value	\$67,099	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$70,305	
Total ROI	\$70,305	
Net Present Value	\$74,200	
Total ROI (%)	-	

Estimated Room Demand Metrics

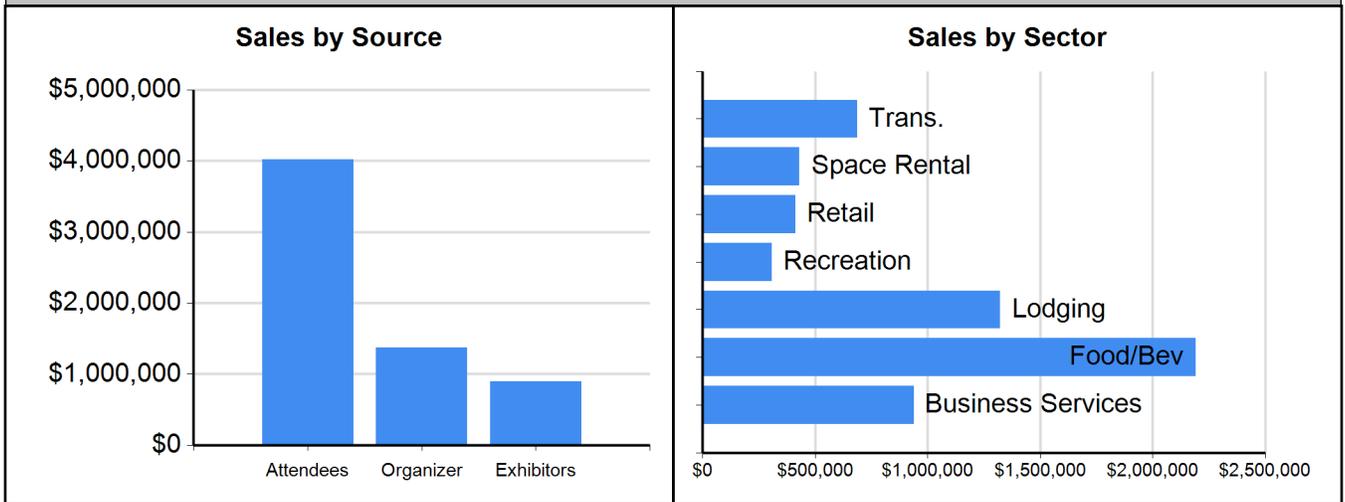
Room Nights (total)	3,800
Room Pickup (block only)	3,800
Peak Rooms	1,250
Total Visitor Days	15,200

Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Texas Skills USA	Business Sales (Direct):	\$6,291,577
Organization:	Texas Skills USA	Business Sales (Total):	\$9,888,317
Event Type:	Convention	Jobs Supported (Direct):	1,792
Start Date:	3/23/2015	Jobs Supported (Total):	2,165
End Date:	3/29/2015	Local Taxes (Total):	\$202,397
Overnight Attendees:	7400	Net Direct Tax ROI:	\$179,666
Day Attendees:	0	Estimated Room Demand:	9,000

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$1,251,000	\$70,639	\$0	\$1,321,639
Transportation	\$523,024	\$23,546	\$141,278	\$687,848
Food & Beverage	\$1,521,407	\$372,767	\$297,155	\$2,191,329
Retail	\$413,810	\$0	\$0	\$413,810
Recreation	\$308,240	\$0	\$0	\$308,240
Space Rental	\$0	\$348,292	\$81,941	\$430,233
Business Services	\$0	\$557,970	\$380,509	\$938,479
TOTAL	\$4,017,480	\$1,373,214	\$900,883	\$6,291,577

Event Impact Details

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Name: Texas Skills USA 2015

Organization: Texas Skills USA

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$6,291,577	\$3,596,740	\$9,888,317
Personal Income	\$2,013,054	\$1,081,709	\$3,094,762
Jobs Supported			
Persons	1,792	373	2,165
Annual FTEs	82	17	99
Taxes and Assessments			
<u>Federal Total</u>	<u>\$558,538</u>	<u>\$311,424</u>	<u>\$869,962</u>
<u>State Total</u>	<u>\$274,370</u>	<u>\$65,143</u>	<u>\$339,512</u>
sales	\$183,665	\$56,199	\$239,864
income	\$0	\$0	\$0
bed	\$75,060	-	\$75,060
other	\$15,645	\$8,944	\$24,588
<u>Local Total (excl. property)</u>	<u>\$179,666</u>	<u>\$22,730</u>	<u>\$202,397</u>
sales	\$58,773	\$17,984	\$76,756
income	\$0	\$0	\$0
bed	\$112,590	-	\$112,590
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$8,303	\$4,747	\$13,050
property tax	\$74,676	\$29,650	\$104,325

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$179,666	
DMO Hosting Costs	\$0	
Direct ROI	\$179,666	
Net Present Value	\$189,340	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$202,397	
Total ROI	\$202,397	
Net Present Value	\$213,294	
Total ROI (%)	-	

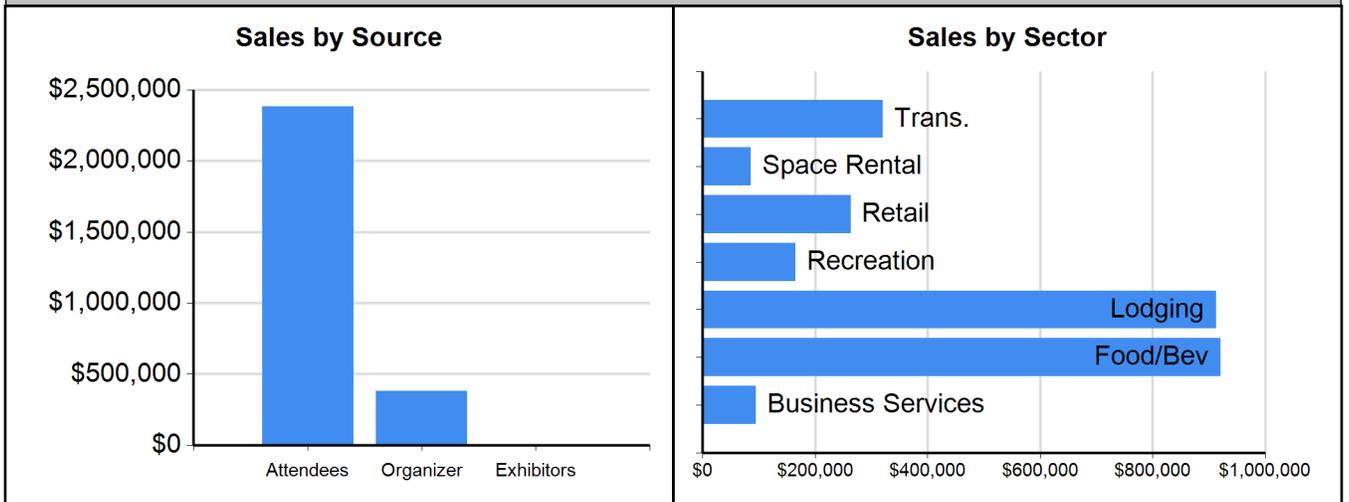
Estimated Room Demand Metrics	
Room Nights (total)	9,000
Room Pickup (block only)	9,000
Peak Rooms	1,850
Total Visitor Days	36,000

Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	2016 Leadership & Skills Competition	Business Sales (Direct):	\$2,763,311
Organization:	Skills USA TX	Business Sales (Total):	\$4,309,035
Event Type:	Business Meeting	Jobs Supported (Direct):	1,730
Start Date:	3/31/2016	Jobs Supported (Total):	2,019
End Date:	4/2/2016	Local Taxes (Total):	\$121,619
Overnight Attendees:	7400	Net Direct Tax ROI:	\$111,851
Day Attendees:	2600	Estimated Room Demand:	5,484

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$871,924	\$41,368	\$0	\$913,292
Transportation	\$306,196	\$13,789	\$0	\$319,985
Food & Beverage	\$775,297	\$145,947	\$0	\$921,244
Retail	\$263,652	\$0	\$0	\$263,652
Recreation	\$164,821	\$0	\$0	\$164,821
Space Rental	\$0	\$85,228	\$0	\$85,228
Business Services	\$0	\$95,089	\$0	\$95,089
TOTAL	\$2,381,890	\$381,421	\$0	\$2,763,311

Event Impact Details

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Name: 2016 Leadership & Skills Competition 2016

Organization: Skills USA TX

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$2,763,311	\$1,545,724	\$4,309,035
Personal Income	\$894,571	\$452,702	\$1,347,273
Jobs Supported			
Persons	1,730	289	2,019
Annual FTEs	36	6	42
Taxes and Assessments			
<u>Federal Total</u>	<u>\$246,502</u>	<u>\$132,449</u>	<u>\$378,952</u>
<u>State Total</u>	<u>\$152,096</u>	<u>\$27,996</u>	<u>\$180,091</u>
sales	\$92,909	\$24,152	\$117,061
income	\$0	\$0	\$0
bed	\$52,315	-	\$52,315
other	\$6,871	\$3,844	\$10,715
<u>Local Total (excl. property)</u>	<u>\$111,851</u>	<u>\$9,769</u>	<u>\$121,619</u>
sales	\$29,731	\$7,729	\$37,459
income	\$0	\$0	\$0
bed	\$78,473	-	\$78,473
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,647	\$2,040	\$5,687
property tax	\$32,798	\$12,664	\$45,462

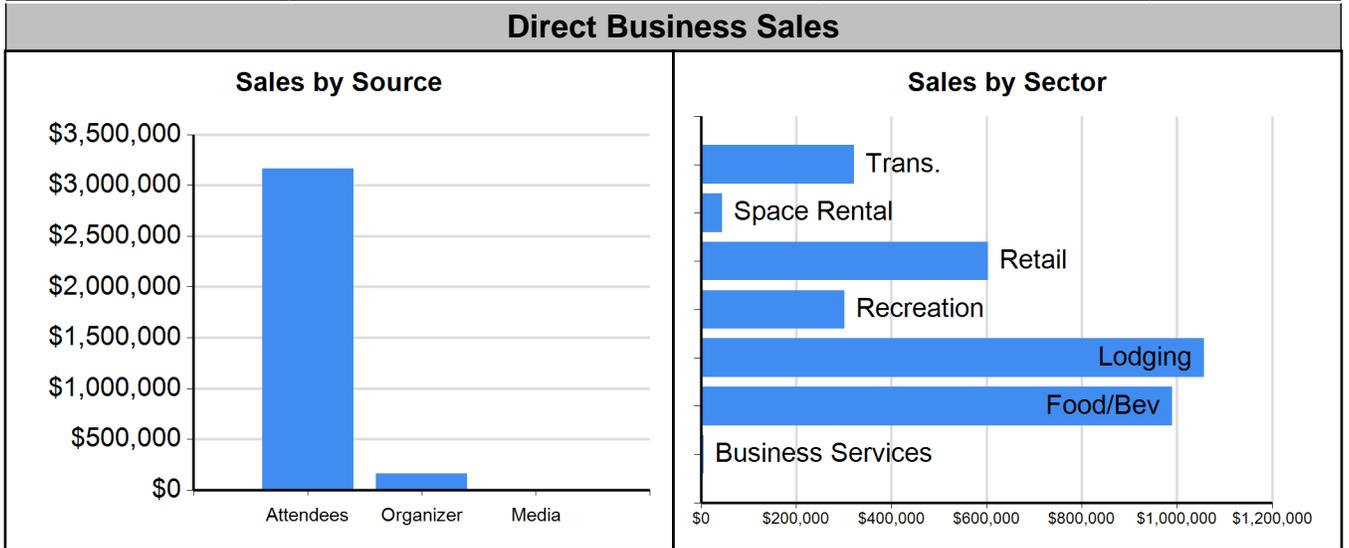
Event Return on Investment (ROI)	
Direct local tax ROI (net property taxes)	
Direct Tax Receipts	\$111,851
DMO Hosting Costs	\$0
Direct ROI	\$111,851
Net Present Value	\$116,570
Direct ROI (%)	-
Total local tax ROI (net property taxes)	
Total Local Tax Receipts	\$121,619
Total ROI	\$121,619
Net Present Value	\$126,751
Total ROI (%)	-

Estimated Room Demand Metrics	
Room Nights (total)	5,484
Room Pickup (block only)	2,500
Peak Rooms	2,467
Total Visitor Days	18,401

Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	2017 Leadership & Skills Competition (Final - T. J.)	Business Sales (Direct):	\$3,324,744
Organization:	SkillsUSA TX	Business Sales (Total):	\$5,175,630
Event Type:	Youth Amateur	Jobs Supported (Direct):	1,941
Start Date:	4/6/2017	Jobs Supported (Total):	2,237
End Date:	4/8/2017	Local Taxes (Total):	\$151,706
Overnight Attendees:	7400	Net Direct Tax ROI:	\$140,009
Day Attendees:	2600	Estimated Room Demand:	6,650



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$1,057,350	\$0	\$0	\$1,057,350
Transportation	\$317,819	\$3,558	\$413	\$321,789
Food & Beverage	\$882,960	\$107,429	\$0	\$990,389
Retail	\$603,512	\$0	\$0	\$603,512
Recreation	\$302,032	\$0	\$0	\$302,032
Space Rental	\$0	\$44,020	\$0	\$44,020
Business Services	\$0	\$5,419	\$233	\$5,652
TOTAL	\$3,163,673	\$160,426	\$646	\$3,324,744

Event Impact Details

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

Event Name: 2017 Leadership & Skills Competition (Final - T. J.) 2017

Organization: SkillsUSA TX

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$3,324,744	\$1,850,886	\$5,175,630
Personal Income	\$1,039,435	\$513,966	\$1,553,401
Jobs Supported			
Persons	1,941	296	2,237
Annual FTEs	40	6	47
Taxes and Assessments			
<u>Federal Total</u>	<u>\$292,380</u>	<u>\$155,393</u>	<u>\$447,773</u>
<u>State Total</u>	<u>\$198,146</u>	<u>\$33,523</u>	<u>\$231,668</u>
sales	\$126,437	\$28,920	\$155,357
income	\$0	\$0	\$0
bed	\$63,441	-	\$63,441
other	\$8,267	\$4,602	\$12,870
<u>Local Total (excl. property)</u>	<u>\$140,009</u>	<u>\$11,697</u>	<u>\$151,706</u>
sales	\$40,460	\$9,254	\$49,714
income	\$0	\$0	\$0
bed	\$95,162	-	\$95,162
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,388	\$2,443	\$6,831
property tax	\$39,462	\$15,143	\$54,605

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$140,009	
DMO Hosting Costs	\$0	
Direct ROI	\$140,009	
Net Present Value	\$142,818	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$151,706	
Total ROI	\$151,706	
Net Present Value	\$154,750	
Total ROI (%)	-	

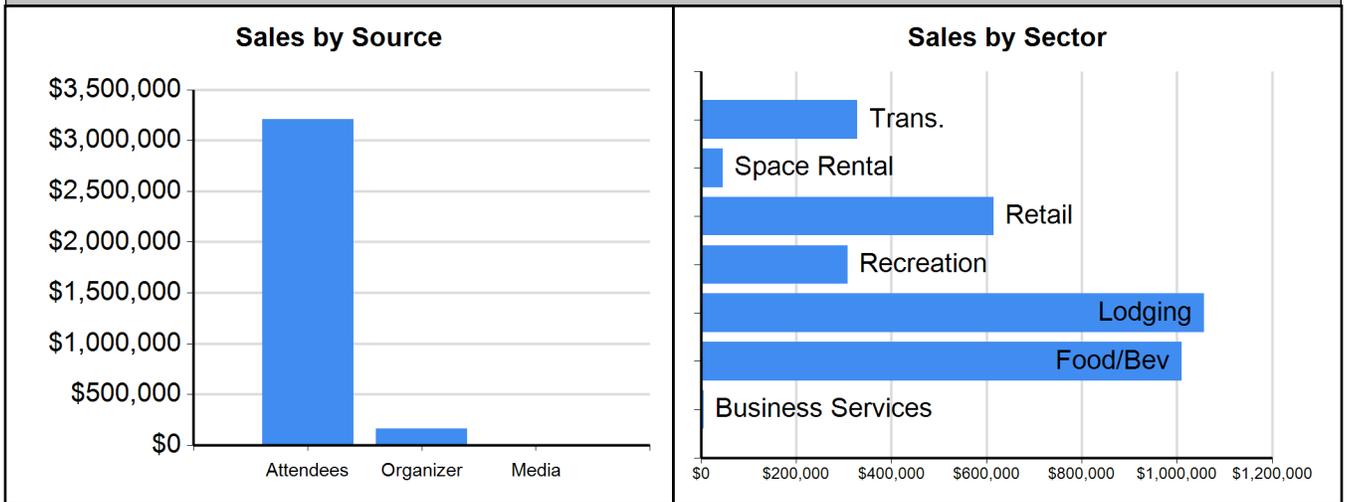
Estimated Room Demand Metrics	
Room Nights (total)	6,650
Room Pickup (block only)	6,650
Peak Rooms	2,467
Total Visitor Days	21,705

Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	2018 Leadership & Skills Competition	Business Sales (Direct):	\$3,371,015
Organization:	Skills USA TX	Business Sales (Total):	\$5,248,311
Event Type:	Youth Amateur	Jobs Supported (Direct):	1,916
Start Date:	4/5/2018	Jobs Supported (Total):	2,204
End Date:	4/7/2018	Local Taxes (Total):	\$152,754
Overnight Attendees:	7400	Net Direct Tax ROI:	\$140,890
Day Attendees:	2600	Estimated Room Demand:	6,650

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$1,057,350	\$0	\$0	\$1,057,350
Transportation	\$324,943	\$3,629	\$421	\$328,993
Food & Beverage	\$900,276	\$109,882	\$0	\$1,010,158
Retail	\$615,620	\$0	\$0	\$615,620
Recreation	\$308,092	\$0	\$0	\$308,092
Space Rental	\$0	\$45,025	\$0	\$45,025
Business Services	\$0	\$5,539	\$238	\$5,776
TOTAL	\$3,206,282	\$164,075	\$659	\$3,371,015

Event Impact Details

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Name: 2018 Leadership & Skills Competition 2018

Organization: Skills USA TX

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$3,371,015	\$1,877,296	\$5,248,311
Personal Income	\$1,054,562	\$520,651	\$1,575,213
Jobs Supported			
Persons	1,916	288	2,204
Annual FTEs	40	6	46
Taxes and Assessments			
<u>Federal Total</u>	<u>\$296,524</u>	<u>\$157,537</u>	<u>\$454,061</u>
<u>State Total</u>	<u>\$200,822</u>	<u>\$34,001</u>	<u>\$234,823</u>
sales	\$128,999	\$29,333	\$158,331
income	\$0	\$0	\$0
bed	\$63,441	-	\$63,441
other	\$8,382	\$4,668	\$13,051
<u>Local Total (excl. property)</u>	<u>\$140,890</u>	<u>\$11,864</u>	<u>\$152,754</u>
sales	\$41,280	\$9,386	\$50,666
income	\$0	\$0	\$0
bed	\$95,162	-	\$95,162
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,449	\$2,478	\$6,926
property tax	\$40,011	\$15,360	\$55,372

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$140,890	
DMO Hosting Costs	\$0	
Direct ROI	\$140,890	
Net Present Value	\$140,890	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$152,754	
Total ROI	\$152,754	
Net Present Value	\$152,754	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	6,650
Room Pickup (block only)	6,650
Peak Rooms	2,467
Total Visitor Days	21,705