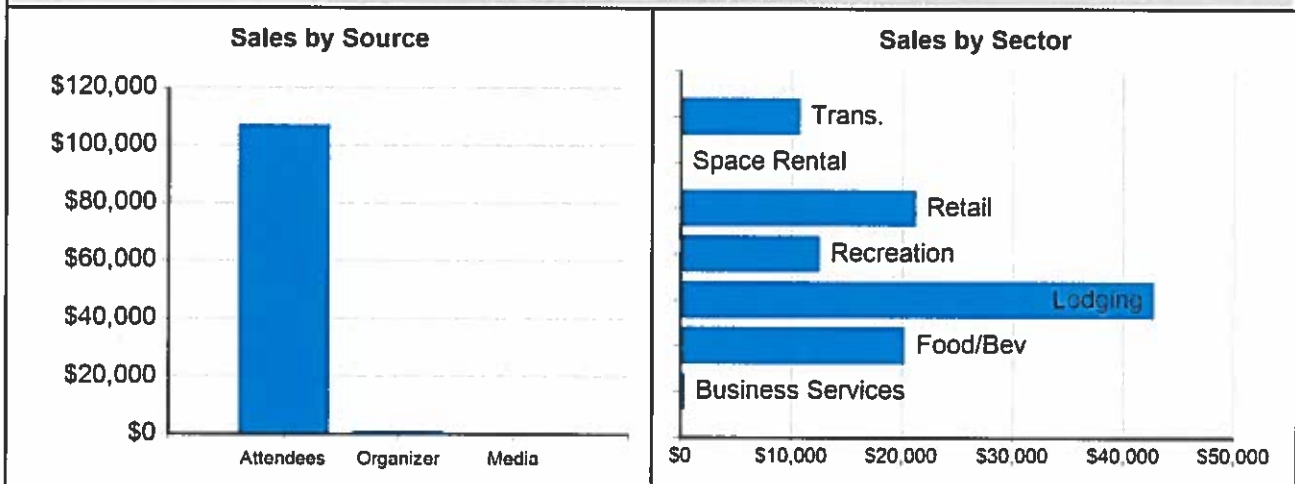


# Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Coastal Classic 2014	Business Sales (Direct):	\$108,087
Organization:		Business Sales (Total):	\$186,245
Event Type:	Sports: College	Jobs Supported (Direct):	71
Start Date:	11/28/2014	Jobs Supported (Total):	95
End Date:	11/30/2014	Local Taxes (Total):	\$15,214
Overnight Attendees:	180	Net Direct Local Tax ROI:	\$11,655
Day Attendees:	0	Estimated Room Demand:	360

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$42,840	\$0	\$0	\$42,840
Transportation	\$10,768	\$4	\$8	\$10,779
Food & Beverage	\$19,530	\$714	\$0	\$20,244
Retail	\$21,290	\$0	\$0	\$21,290
Recreation	\$12,548	\$0	\$0	\$12,548
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$377	\$9	\$386
<b>TOTAL</b>	<b>\$106,975</b>	<b>\$1,095</b>	<b>\$17</b>	<b>\$108,087</b>

## Event Impact Details

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Name: Coastal Classic 2014 2014

Organization:

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$108,087	\$78,159	\$186,245
<b>Personal Income</b>	\$31,864	\$20,216	\$52,080
<b>Jobs Supported</b>			
Persons	71	24	95
Annual FTEs	1	1	2
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$9,285</u>	<u>\$6,392</u>	<u>\$15,678</u>
<u>State Total</u>	<u>\$10,012</u>	<u>\$2,003</u>	<u>\$12,015</u>
sales	\$6,361	\$1,221	\$7,582
income	\$0	\$0	\$0
bed	\$2,570	-	\$2,570
other	\$1,081	\$782	\$1,862
<u>Local Total</u>	<u>\$11,655</u>	<u>\$3,559</u>	<u>\$15,214</u>
sales	\$2,036	\$391	\$2,426
income	\$0	\$0	\$0
bed	\$3,856	-	\$3,856
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$5,223	\$2,777	\$8,001
restaurant	\$0	\$0	\$0
other	\$540	\$391	\$931

## Event Return on Investment (ROI)

<b>Direct</b>		
Direct Local Tax Receipts	\$11,655	
Local Costs	\$0	
Direct ROI	\$11,655	
Net Present Value	\$11,655	
Direct ROI (%)	-	
<b>Total</b>		
Total Local Tax Receipts	\$15,214	
Total ROI	\$15,214	
Net Present Value	\$15,214	
Total ROI (%)	-	

## Estimated Room Demand Metrics

Room Nights (total)	360
Room Pickup (block only)	360
Peak Rooms	86
Total Visitor Days	756