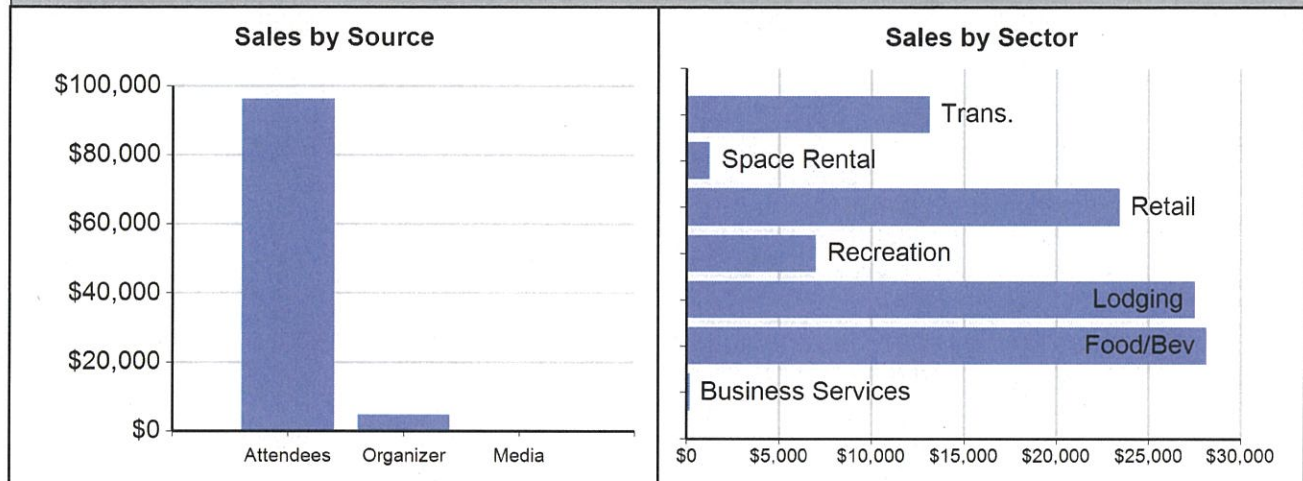


Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Southern School National Finals 2017	Business Sales (Direct):	\$100,699
Organization:	American Spirit Championships	Business Sales (Total):	\$173,431
Event Type:	Youth Amateur	Jobs Supported (Direct):	97
Start Date:	3/25/2017	Jobs Supported (Total):	128
End Date:	3/25/2017	Local Taxes (Total):	\$12,473
Overnight Attendees:	711	Net Direct Tax ROI:	\$9,163
Day Attendees:	0	Estimated Room Demand:	300

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$27,525	\$0	\$0	\$27,525
Transportation	\$13,034	\$79	\$11	\$13,124
Food & Beverage	\$25,077	\$3,080	\$0	\$28,157
Retail	\$23,451	\$0	\$0	\$23,451
Recreation	\$7,005	\$0	\$0	\$7,005
Space Rental	\$0	\$1,262	\$0	\$1,262
Business Services	\$0	\$168	\$6	\$175
TOTAL	\$96,093	\$4,589	\$17	\$100,699

DISCLAIMER: These event impacts have been calculated with information supplied by the event organizer. At this time, the CVB is unable to check/corroborate any of the attendance or room night information used in the event analysis. The event impacts provided are sensible, conservative estimates of the event as best can be estimated from this information. As per requested, the CVB is providing these impacts but as the information provided is unable to be verified, the reader is cautioned from using these event impacts in any official capacity.

I acknowledge the above statements and am aware these economic impacts should not be used in an official capacity:

Donna Cannatella
Printed Name

[Signature]
Signature

Event Impact Details

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Name: Southern School National Finals 2017 2017

Organization: American Spirit Championships

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$100,699	\$72,732	\$173,431
Personal Income	\$29,368	\$18,672	\$48,040
Jobs Supported			
Persons	97	31	128
Annual FTEs	1	0	2
Taxes and Assessments			
<u>Federal Total</u>	<u>\$8,615</u>	<u>\$5,933</u>	<u>\$14,547</u>
<u>State Total</u>	<u>\$6,769</u>	<u>\$1,864</u>	<u>\$8,633</u>
sales	\$4,111	\$1,136	\$5,247
income	\$0	\$0	\$0
bed	\$1,651	-	\$1,651
other	\$1,007	\$727	\$1,734
<u>Local Total</u>	<u>\$9,163</u>	<u>\$3,311</u>	<u>\$12,473</u>
sales	\$1,315	\$364	\$1,679
income	\$0	\$0	\$0
bed	\$2,477	-	\$2,477
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$4,866	\$2,584	\$7,450
restaurant	\$0	\$0	\$0
other	\$503	\$364	\$867

Event Return on Investment (ROI)		
Direct		
Direct Tax Receipts	\$9,163	
DMO Hosting Costs	\$0	
Direct ROI	\$9,163	
Net Present Value	\$9,163	
Direct ROI (%)	-	
Total		
Total Local Tax Receipts	\$12,473	
Total ROI	\$12,473	
Net Present Value	\$12,473	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	300
Room Pickup (block only)	0
Peak Rooms	263
Total Visitor Days	810

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Printed Name

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DMAI's Event Impact Calculator

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