



Lead: 1317
\$ Awarded: 20K

EVENT IMPACT CALCULATOR DETAIL - CORVETTE INVASION 2023 - POST EIC

Event Summary			
Key Parameters		Key Results	
Event Name	Corvette Invasion 2023	Business Sales (Direct)	\$95,506.29
Organization	SRE Promotions, LLC	Business Sales (Total)	\$127,263.16
Event Type	FCE: Other cultural	Jobs Supported (Direct)	55
Start Date	07/14/2023	Jobs Supported (Total)	66
End Date	07/15/2023	Local Taxes (Total)	\$3,321.32
Overnight Attendees	165	Net Direct Local Tax ROI	(\$16,879.38)
Day Attendees	385	Est. Room Nights Demand	194

Direct Business Sales			
Sales by Source			
Attendees Spending	\$65,286.76	Exhibitor Spending	\$3,217.43
Organizer Spending	\$27,002.10	Total Event Spending	\$95,506.29



Business Sales by Sector				
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$32,776.76	\$202.78*	\$0.00	\$32,979.54
Transportation	\$3,996.10	\$4.13*	\$14.16	\$4,014.39
Food & Beverage	\$16,213.81	\$2,500.00	\$39.94	\$18,753.75
Retail	\$6,976.72	\$0.00	\$0.00	\$6,976.72
Recreation	\$5,323.37	\$0.00	\$0.00	\$5,323.37
Space Rental	\$0.00	\$6,900.00	\$15.98	\$6,915.98
Business Services	\$0.00	\$17,395.19	\$3,147.35	\$20,542.54
Totals	\$65,286.76	\$27,002.10	\$3,217.43	\$95,506.29

* indicates that the calculator's model defaults were used

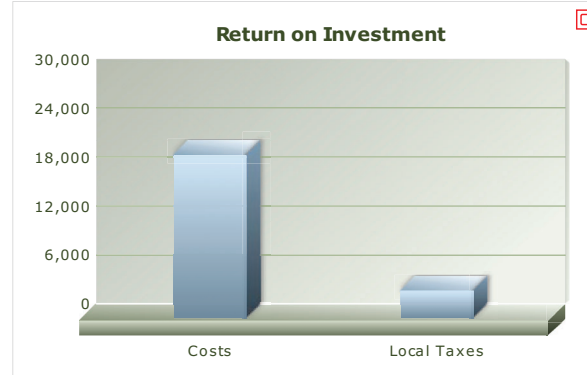


Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$95,506.29	\$31,756.88	\$127,263.16
Personal Income	\$23,700.13	\$9,312.67	\$33,012.80
Jobs Supported			
Persons	55	11	66

Annual FTEs	1	0	1
Taxes And Assessments			
Federal Total	\$7,696.79	\$2,722.53	\$10,419.32
State Total	\$4,392.24	\$575.17	\$4,967.41
Sales	\$2,188.15	\$496.20	\$2,684.35
Income	\$0.00	\$0.00	\$0.00
Bed	\$1,966.61		\$1,966.61
Other	\$237.49	\$78.97	\$316.45
Local Total	\$3,120.62	\$200.70	\$3,321.32
Sales	\$700.21	\$158.78	\$858.99
Income	\$0.00	\$0.00	\$0.00
Bed	\$2,294.37		\$2,294.37
Per Room Charge	\$0.00		\$0.00
Tourism District	\$0.00		\$0.00
Restaurant	\$0.00	\$0.00	\$0.00
Other	\$126.04	\$41.91	\$167.95
Property Tax	\$4,615.48	\$851.34	\$5,466.82

Event Return On Investment (ROI)

Direct Total Tax ROI	
Direct Tax Receipts	\$3,120.62
DMO Hosting Costs	\$20,000.00
Direct ROI	(\$16,879.38)
Net Present Value	(\$16,879.38)
Direct ROI (%)	-84
Total	
Total Local Tax Receipts	\$3,321.32
Total ROI	(\$16,678.68)
Net Present Value	(\$16,678.68)
Total ROI (%)	-83



Estimated Room Demand Metrics

Room Nights Sold	194	
Room Pickup (block only)	140	
Peak Room Nights	87	
Total Visitor Days	657	