



**EVENT IMPACT CALCULATOR DETAIL - HISPANIC FESTIVAL -PRE EIC -TEST**

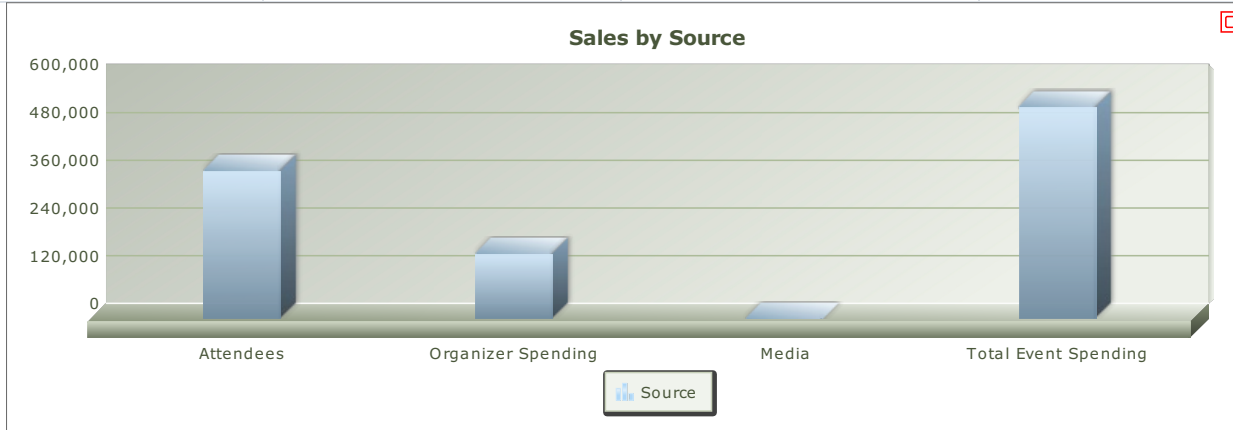
**Event Summary**

Key Parameters		Key Results	
Event Name	Hispanic Festival	Business Sales (Direct)	\$530,507.52
Organization	Festival de la Cultura	Business Sales (Total)	\$717,188.07
Event Type	FCE: Performing arts	Jobs Supported (Direct)	221
Start Date	04/26/2024	Jobs Supported (Total)	272
End Date	04/28/2024	Local Taxes (Total)	\$18,965.66
Overnight Attendees	750	Net Direct Local Tax ROI	\$17,785.89
Day Attendees	1750	Est. Room Nights Demand	1,117

**Direct Business Sales**

**Sales by Source**

Attendees Spending	\$369,431.00	Exhibitor Spending	\$0.00
Organizer Spending	\$161,076.51	Total Event Spending	\$530,507.52



**Business Sales by Sector**

Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$188,759.43	\$1,410.53*	\$0.00	\$190,169.96
Transportation	\$31,153.11	\$470.18*	\$0.00	\$31,623.29
Food & Beverage	\$76,614.68	\$11,300.00	\$0.00	\$87,914.68
Retail	\$54,127.93	\$0.00	\$0.00	\$54,127.93
Recreation	\$18,775.85	\$0.00	\$0.00	\$18,775.85
Space Rental	\$0.00	\$10,400.00	\$0.00	\$10,400.00
Business Services	\$0.00	\$137,495.80	\$0.00	\$137,495.80
<b>Totals</b>	<b>\$369,431.00</b>	<b>\$161,076.51</b>	<b>\$0.00</b>	<b>\$530,507.52</b>

\* indicates that the calculator's model defaults were used



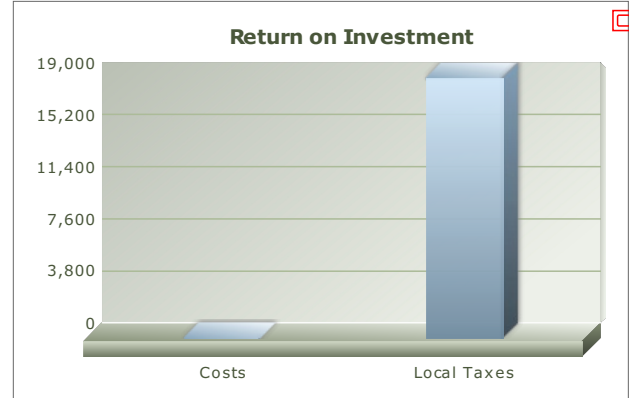
**Economic Impact Details**

	Direct	Indirect/Induced	Total
<b>Business Sales</b>	<b>\$530,507.52</b>	<b>\$186,680.56</b>	<b>\$717,188.07</b>
<b>Personal Income</b>	<b>\$130,810.95</b>	<b>\$39,488.82</b>	<b>\$170,299.77</b>
<b>Jobs Supported</b>			
Persons	221	51	272

Annual FTEs	5	1	6
<b>Taxes And Assessments</b>			
<u>Federal Total</u>	<u>\$42,657.99</u>	<u>\$14,265.12</u>	<u>\$56,923.11</u>
<u>State Total</u>	<u>\$24,746.59</u>	<u>\$3,381.09</u>	<u>\$28,127.68</u>
Sales	\$12,101.86	\$2,916.88	\$15,018.74
Income	\$0.00	\$0.00	\$0.00
Bed	\$11,325.57		\$11,325.57
Other	\$1,319.17	\$464.20	\$1,783.37
<u>Local Total</u>	<u>\$17,785.89</u>	<u>\$1,179.77</u>	<u>\$18,965.66</u>
Sales	\$3,872.60	\$933.40	\$4,806.00
Income	\$0.00	\$0.00	\$0.00
Bed	\$13,213.16		\$13,213.16
Per Room Charge	\$0.00		\$0.00
Tourism District	\$0.00		\$0.00
Restaurant	\$0.00	\$0.00	\$0.00
Other	\$700.13	\$246.37	\$946.51
Property Tax	\$25,637.53	\$5,170.59	\$30,808.12

### Event Return On Investment (ROI)

<b>Direct Total Tax ROI</b>	
Direct Tax Receipts	\$17,785.89
DMO Hosting Costs	\$0.00
Direct ROI	\$17,785.89
Net Present Value	\$17,433.37
Direct ROI (%)	-
<b>Total</b>	
Total Local Tax Receipts	\$18,965.66
Total ROI	\$18,965.66
Net Present Value	\$18,589.76
Total ROI (%)	-



### Estimated Room Demand Metrics

Room Nights Sold	1,117		
Room Pickup (block only)	175		
Peak Room Nights	441		
Total Visitor Days	3,211		