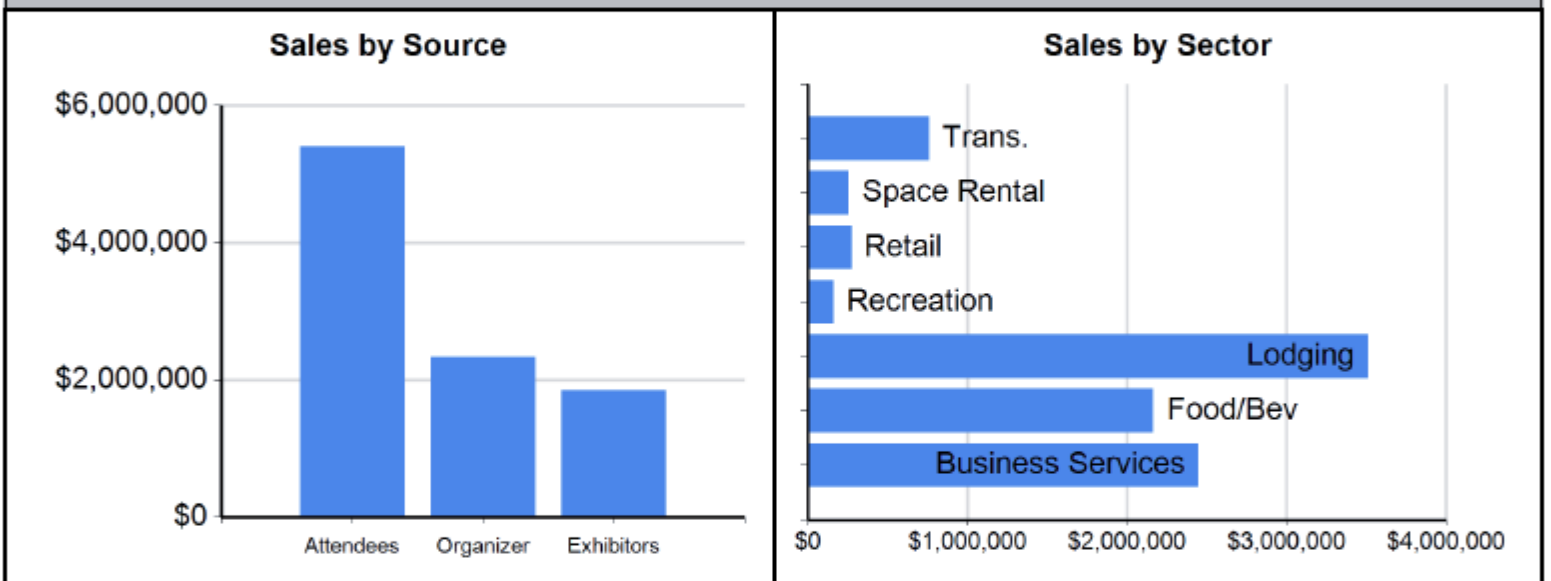


Event Parameters		Key Results	
Event Name:	2016 Conference & Expo	Business Sales (Direct):	\$9,575,936
Organization:	National Corporate Group	Business Sales (Total):	\$16,357,868
Event Type:	Convention	Jobs Supported (Direct):	1,438
Start Date:	9/17/2016	Jobs Supported (Total):	1,905
End Date:	9/28/2016	Local Taxes (Total):	\$1,260,463
Overnight Attendees:	3600	Net Direct Tax ROI:	\$948,494
Day Attendees:	200	Estimated Room Demand:	17,205

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$3,441,046	\$74,667	\$0	\$3,515,713
Transportation	\$591,714	\$24,889	\$142,129	\$758,732
Food & Beverage	\$927,889	\$1,000,000	\$236,882	\$2,164,771
Retail	\$273,257	\$0	\$0	\$273,257
Recreation	\$160,429	\$0	\$0	\$160,429
Space Rental	\$0	\$159,139	\$94,753	\$253,892
Business Services	\$0	\$1,075,223	\$1,373,918	\$2,449,141
TOTAL	\$5,394,336	\$2,333,918	\$1,847,682	\$9,575,936

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$9,575,936	\$6,781,932	\$16,357,868
Personal Income	\$3,579,149	\$2,212,222	\$5,791,371
Jobs Supported			
Persons	1,438	468	1,905
Annual FTEs	96	31	127
Taxes and Assessments			
<u>Federal Total</u>	<u>\$908,844</u>	<u>\$606,888</u>	<u>\$1,515,733</u>
<u>State Total</u>	<u>\$643,954</u>	<u>\$169,548</u>	<u>\$813,502</u>
sales	\$341,732	\$101,729	\$443,461
income	\$0	\$0	\$0
bed	\$206,463	-	\$206,463
other	\$95,759	\$67,819	\$163,579
<u>Local Total</u>	<u>\$948,494</u>	<u>\$311,969</u>	<u>\$1,260,463</u>
sales	\$128,149	\$38,148	\$166,298
income	\$0	\$0	\$0
bed	\$309,694	-	\$309,694
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$462,771	\$239,911	\$702,682
restaurant	\$0	\$0	\$0
other	\$47,880	\$33,910	\$81,789

Event Return on Investment (ROI)		
Direct		
Direct Tax Receipts	\$948,494	
DMO Hosting Costs	\$0	
Direct ROI	\$948,494	
Net Present Value	\$969,987	
Direct ROI (%)	-	
Total		
Total Local Tax Receipts	\$1,260,463	
Total ROI	\$1,260,463	
Net Present Value	\$1,289,026	
Total ROI (%)	-	

The bar chart displays a single blue bar representing 'Local Taxes' with a value of approximately \$1,260,463. The horizontal axis (x-axis) is labeled with dollar amounts from \$0 to \$1,400,000 in increments of \$200,000. The vertical axis (y-axis) is labeled 'Costs' and 'Local Taxes'.

Estimated Room Demand Metrics	
Room Nights (total)	17,205
Room Pickup (block only)	15,290
Peak Rooms	3,273
Total Visitor Days	19,076