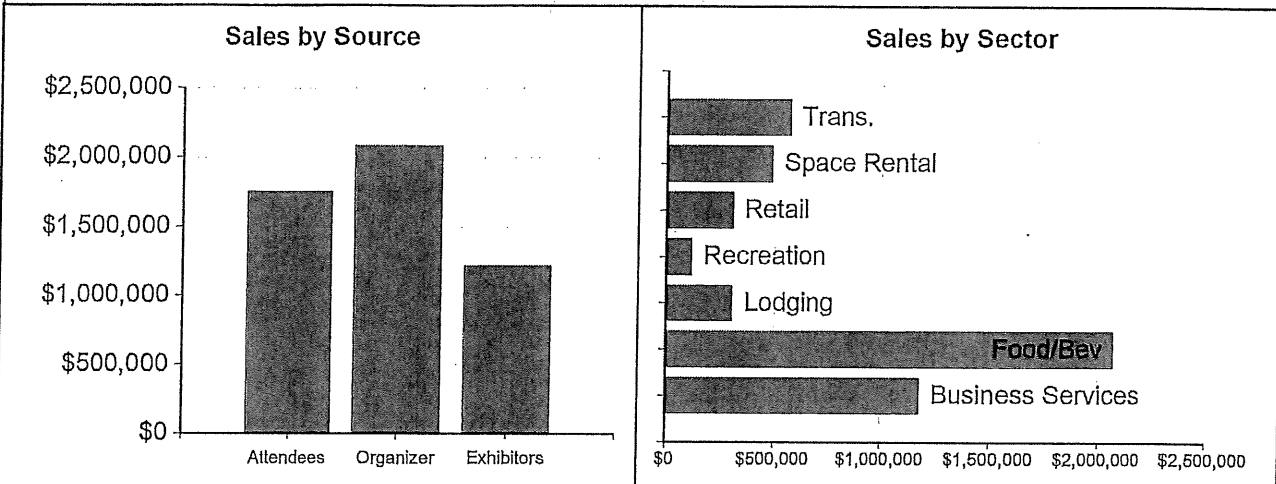


8-5-2019 SM

**Event Impact Summary**

Destination: High Point Convention &amp; Visitors Bureau

Event Parameters		Key Results	
Event Name:	HPT/Mendenhall Terminal Events	Business Sales (Direct):	\$5,057,613
Organization:	High Point Theatre	Business Sales (Total):	\$8,678,926
Event Type:	Convention	Jobs Supported (Direct):	5,143
Start Date:	6/30/2019	Jobs Supported (Total):	6,638
End Date:	6/30/2019	Local Taxes (Total):	\$99,623
Overnight Attendees:	5330	Net Direct Tax ROI:	\$71,409
Day Attendees:	64315	Estimated Room Demand:	2,665

**Direct Business Sales**

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$249,790	\$57,475	\$0	\$307,265
Transportation	\$361,035	\$19,158	\$191,583	\$571,777
Food & Beverage	\$712,123	\$961,581	\$402,963	\$2,076,668
Retail	\$309,437	\$0	\$0	\$309,437
Recreation	\$119,157	\$0	\$0	\$119,157
Space Rental	\$0	\$377,851	\$111,118	\$488,969
Business Services	\$0	\$668,341	\$515,998	\$1,184,339
<b>TOTAL</b>	<b>\$1,751,543</b>	<b>\$2,084,407</b>	<b>\$1,221,663</b>	<b>\$5,057,613</b>

## Event Impact Details

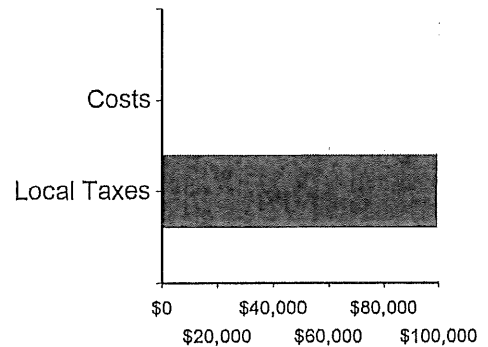
Destination: High Point Convention & Visitors Bureau

Event Name: HPT/Mendenhall Terminal Events 2019

Organization: High Point Theatre

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$5,057,613	\$3,621,314	\$8,678,926
<b>Personal Income</b>	\$1,739,302	\$1,075,849	\$2,815,151
<b>Jobs Supported</b>			
Persons	5,143	1,495	6,638
Annual FTEs	64	19	83
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$462,794</u>	<u>\$312,042</u>	<u>\$774,835</u>
<u>State Total</u>	<u>\$173,379</u>	<u>\$93,287</u>	<u>\$266,667</u>
sales	\$100,479	\$43,003	\$143,482
income	\$19,634	\$12,144	\$31,778
bed	\$0	-	\$0
other	\$53,267	\$38,140	\$91,407
<u>Local Total (excl. property)</u>	<u>\$71,409</u>	<u>\$28,213</u>	<u>\$99,623</u>
sales	\$42,307	\$18,107	\$60,413
income	\$0	\$0	\$0
bed	\$14,987	-	\$14,987
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,115	\$10,107	\$24,222
property tax	\$57,900	\$30,418	\$88,318

Event Return on Investment (ROI)			
<b>Direct local tax ROI (net property taxes)</b>			
Direct Tax Receipts	\$71,409		
DMO Hosting Costs	\$0		
Direct ROI	\$71,409		
Net Present Value	\$71,409		
Direct ROI (%)	-		
<b>Total local tax ROI (net property taxes)</b>			
Total Local Tax Receipts	\$99,623		
Total ROI	\$99,623		
Net Present Value	\$99,623		
Total ROI (%)	-		



Estimated Room Demand Metrics	
Room Nights (total)	2,665
Room Pickup (block only)	2,665
Peak Rooms	2,805
Total Visitor Days	43,653