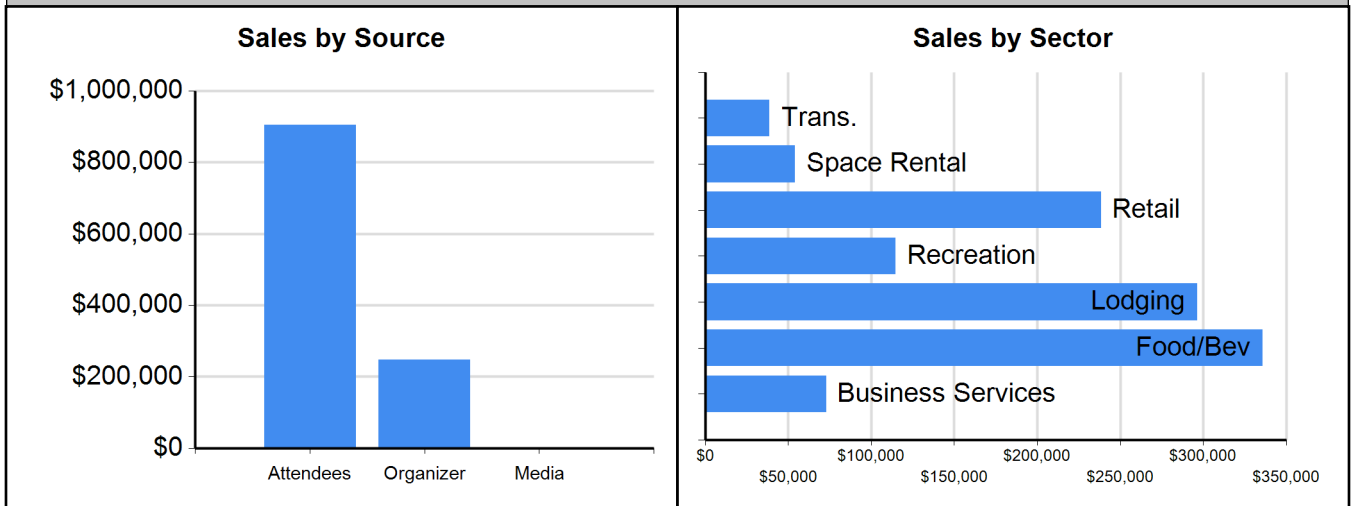


Event Impact Summary

Destination: Visit Oceanside

Event Parameters		Key Results	
Event Name:	Turkey Trot	Business Sales (Direct):	\$1,151,594
Organization:	Kinane Events	Business Sales (Total):	\$1,942,627
Event Type:	Adult Amateur	Jobs Supported (Direct):	982
Start Date:	11/22/2018	Jobs Supported (Total):	1,218
End Date:	11/22/2018	Local Taxes (Total):	\$176,637
Overnight Attendees:	2037	Net Direct Tax ROI:	\$171,270
Day Attendees:	18330	Estimated Room Demand:	1,913

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$296,464	\$0	\$0	\$296,464
Transportation	\$32,088	\$6,281	\$428	\$38,797
Food & Beverage	\$222,050	\$113,855	\$0	\$335,905
Retail	\$238,638	\$0	\$0	\$238,638
Recreation	\$114,816	\$0	\$0	\$114,816
Space Rental	\$0	\$54,147	\$0	\$54,147
Business Services	\$0	\$72,586	\$241	\$72,827
TOTAL	\$904,056	\$246,870	\$669	\$1,151,594

Event Impact Details

Destination: Visit Oceanside

Event Name: Turkey Trot 2018

Organization: Kinane Events

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,151,594	\$791,033	\$1,942,627
Personal Income	\$401,670	\$238,237	\$639,908
Jobs Supported			
Persons	982	236	1,218
Annual FTEs	12	3	15
Taxes and Assessments			
<u>Federal Total</u>	<u>\$106,019</u>	<u>\$68,530</u>	<u>\$174,549</u>
<u>State Total</u>	<u>\$58,824</u>	<u>\$23,360</u>	<u>\$82,184</u>
sales	\$44,298	\$14,337	\$58,636
income	\$10,185	\$6,041	\$16,226
bed	\$0	-	\$0
other	\$4,341	\$2,982	\$7,322
<u>Local Total (excl. property)</u>	<u>\$173,770</u>	<u>\$2,867</u>	<u>\$176,637</u>
sales	\$3,055	\$989	\$4,044
income	\$0	\$0	\$0
bed	\$29,646	-	\$29,646
per room charge	\$133,887	-	\$133,887
tourism district	\$4,447	-	\$4,447
restaurant	\$0	\$0	\$0
other	\$2,735	\$1,878	\$4,613
property tax	\$16,730	\$8,356	\$25,086

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$173,770	
DMO Hosting Costs	\$2,500	
Direct ROI	\$171,270	
Net Present Value	\$171,270	
Direct ROI (%)	6,851%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$176,637	
Total ROI	\$174,137	
Net Present Value	\$174,137	
Total ROI (%)	6,965%	

Estimated Room Demand Metrics	
Room Nights (total)	1,913
Room Pickup (block only)	10
Peak Rooms	1,072
Total Visitor Days	5,009