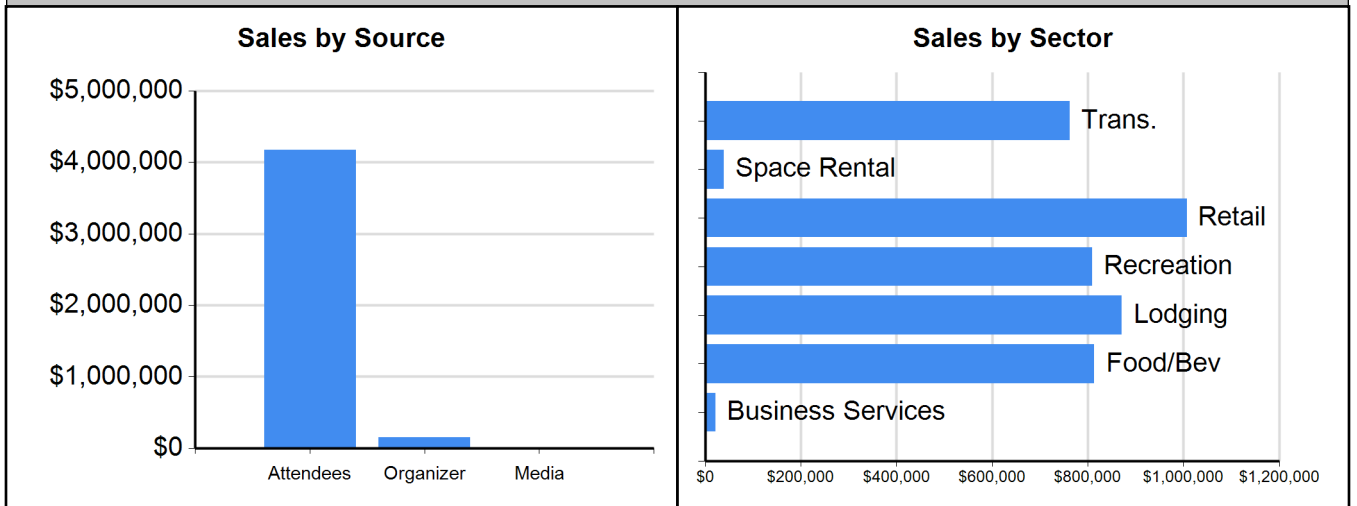


# Event Impact Summary

Destination: Visit Wichita

Event Parameters		Key Results	
Event Name:	Figure Skating Championships	Business Sales (Direct):	\$4,323,812
Organization:	USA Figure Skating	Business Sales (Total):	\$6,913,612
Event Type:	College Championships	Jobs Supported (Direct):	1,060
Start Date:	1/11/2021	Jobs Supported (Total):	1,226
End Date:	1/17/2021	Local Taxes (Total):	\$116,660
Overnight Attendees:	2900	Net Direct Tax ROI:	\$103,410
Day Attendees:	26100	Estimated Room Demand:	7,445

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$871,040	\$0	\$0	\$871,040
Transportation	\$761,662	\$0	\$770	\$762,432
Food & Beverage	\$721,091	\$91,993	\$0	\$813,084
Retail	\$1,008,018	\$0	\$0	\$1,008,018
Recreation	\$809,449	\$0	\$0	\$809,449
Space Rental	\$0	\$38,436	\$0	\$38,436
Business Services	\$0	\$19,616	\$1,739	\$21,354
<b>TOTAL</b>	<b>\$4,171,259</b>	<b>\$150,045</b>	<b>\$2,509</b>	<b>\$4,323,812</b>

## Event Impact Details

Destination: Visit Wichita

Event Name: Figure Skating Championships 2021

Organization: USA Figure Skating

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$4,323,812	\$2,589,800	\$6,913,612
<b>Personal Income</b>	\$1,277,190	\$695,286	\$1,972,477
<b>Jobs Supported</b>			
Persons	1,060	167	1,226
Annual FTEs	49	8	56
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$371,735</u>	<u>\$214,709</u>	<u>\$586,444</u>
<u>State Total</u>	<u>\$287,673</u>	<u>\$62,268</u>	<u>\$349,941</u>
sales	\$250,962	\$40,789	\$291,751
income	\$9,332	\$5,080	\$14,411
bed	\$0	-	\$0
other	\$27,379	\$16,399	\$43,778
<u>Local Total (excl. property)</u>	<u>\$103,410</u>	<u>\$13,250</u>	<u>\$116,660</u>
sales	\$39,835	\$6,474	\$46,310
income	\$8	\$4	\$12
bed	\$52,262	-	\$52,262
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$11,305	\$6,771	\$18,076
property tax	\$49,825	\$20,991	\$70,817

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$103,410	
DMO Hosting Costs	\$0	
Direct ROI	\$103,410	
Net Present Value	\$99,165	
Direct ROI (%)	-	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$116,660	
Total ROI	\$116,660	
Net Present Value	\$111,871	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	7,445
Room Pickup (block only)	0
Peak Rooms	1,381
Total Visitor Days	20,528