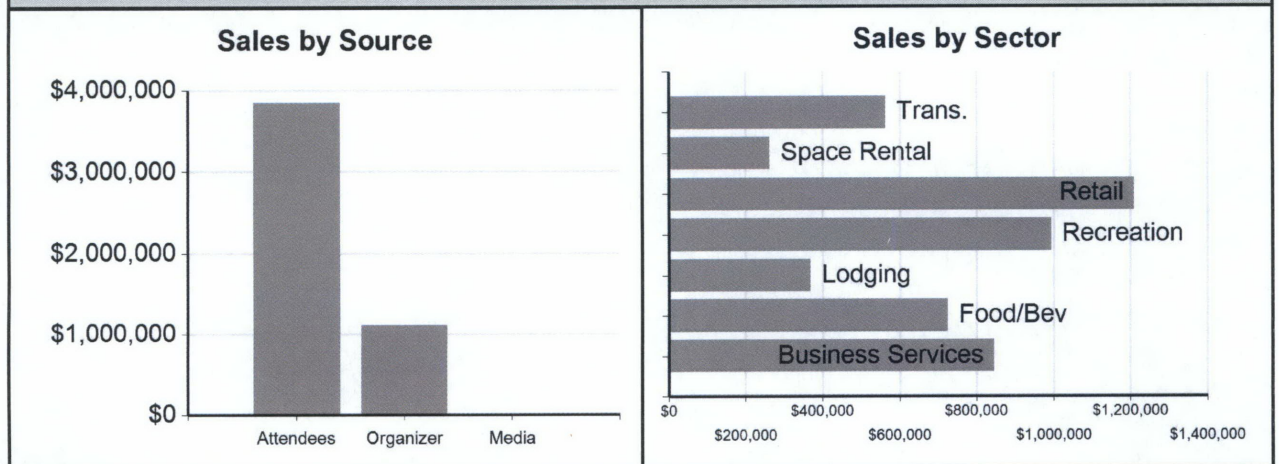


Event Impact Summary

Destination: Pasadena Convention & Visitors Bureau

Event Parameters		Key Results	
Event Name:	Real Madrid vs. Juventus	Business Sales (Direct):	\$4,966,702
Organization:	LA Galaxy - RBOC	Business Sales (Total):	\$8,788,127
Event Type:	Professional	Jobs Supported (Direct):	4,040
Start Date:	7/30/2022	Jobs Supported (Total):	4,916
End Date:	7/30/2022	Local Taxes (Total):	\$208,553
Overnight Attendees:	3750	Net Direct Tax ROI:	\$170,818
Day Attendees:	90003	Estimated Room Demand:	1,705

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$368,182	\$0	\$0	\$368,182
Transportation	\$559,548	\$1,759	\$2,329	\$563,636
Food & Beverage	\$719,544	\$5,222	\$0	\$724,766
Retail	\$1,208,839	\$0	\$0	\$1,208,839
Recreation	\$993,494	\$0	\$0	\$993,494
Space Rental	\$0	\$262,500	\$0	\$262,500
Business Services	\$0	\$840,030	\$5,255	\$845,285
TOTAL	\$3,849,607	\$1,109,510	\$7,584	\$4,966,702

Event Impact Details

Destination: Pasadena Convention & Visitors Bureau

Event Name: Real Madrid vs. Juventus 2022

Organization: LA Galaxy - RBOC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$4,966,702	\$3,821,425	\$8,788,127
Personal Income	\$1,638,836	\$1,042,088	\$2,680,925
Jobs Supported			
Persons	4,040	877	4,916
Annual FTEs	50	11	61
Taxes and Assessments			
<u>Federal Total</u>	<u>\$446,586</u>	<u>\$318,659</u>	<u>\$765,244</u>
<u>State Total</u>	<u>\$311,118</u>	<u>\$110,092</u>	<u>\$421,210</u>
sales	\$250,841	\$69,263	\$320,104
income	\$41,556	\$26,424	\$67,980
bed	\$0	-	\$0
other	\$18,721	\$14,404	\$33,126
<u>Local Total (excl. property)</u>	<u>\$170,818</u>	<u>\$37,735</u>	<u>\$208,553</u>
sales	\$103,796	\$28,661	\$132,457
income	\$0	\$0	\$0
bed	\$44,587	-	\$44,587
per room charge	\$0	-	\$0
tourism district	\$10,640	-	\$10,640
restaurant	\$0	\$0	\$0
other	\$11,794	\$9,075	\$20,869
property tax	\$72,155	\$41,331	\$113,485

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$170,818	
DMO Hosting Costs	\$0	
Direct ROI	\$170,818	
Net Present Value	\$170,818	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$208,553	
Total ROI	\$208,553	
Net Present Value	\$208,553	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	1,705
Room Pickup (block only)	0
Peak Rooms	1,705
Total Visitor Days	17,250



Event Impact Report - Sports Events

Organization: LA Galaxy - RBOC
Event Name: Real Madrid vs Juventus (soccer match)
Event Date: Saturday, July 30, 2022

KEY EVENT PARAMETERS

Data Inputs	Value	Definition / Notes
Number of Attendees	93,702	Number of unique visitors to the event, including local and out of town.
Start Date and End Date	07/30/02	The official start and end dates of the event. The model will account for room nights that may be generated before and after the event as well as the distribution of room night demand during the event.
Geographic Reach	Primarily Local	The selection of geographic reach provides model-defined breakouts on the visitor portion of events through estimates for the share of out-of-town visitors and the number of overnight visitors. Local is defined as within 75 miles.
Out of Town Share	20%	Estimated percentage of attendees visiting from outside of subscriber area (outside of 75 miles.) Note: STR occupancy for the night of Saturday, 7/30 was 88.5%.
Average Room Rate	\$216.84	ADR as reported by STR for the night of Saturday, July 30, 2022.
Average Ticket Price	\$198.75	Event entry fee. This data point influences organizer spending - the higher the ticket price, the larger organizer spending.

KEY RESULTS

Data Outputs	Value	Definition / Notes
Business Sales (Direct)	\$4,966,702	This is the aggregate estimate of attendee and organizer spending in the local hospitality sectors directly impacted by the event (lodging, food & beverage, transportation, retail, recreation, business services, etc.)
Jobs Supported (Direct)	4,040	Measures the estimated number of jobs supported during the period of the event, directly by the service providers, including lodging, food & beverage, transportation, retail, recreation, facility management, audio/visual and security.
Local Tax Revenue	\$208,553	This is the estimated sum of direct, indirect, and induced local taxes and assessments generated by an event, including income, bed, sales, and other local taxes.
Room Nights Generated	1,705	Estimated total room nights generated by the event. This incorporates the duration of the event, number of attendees, type of event, occupancy per room, and average length of stay.