



Event Impact Report - Festivals & Cultural Events

Organization: Concerts West - RBOC
Event Name: Rolling Stones No Filter Tour
Event Date: August 22, 2019

KEY EVENT PARAMETERS

Data Inputs	Value	Definition / Notes
Number of Attendees	57,534	Number of unique visitors to the event, including local and out of town.
Start Date and End Date	08/22/19	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	25%	Estimated percentage of attendees visiting from outside of subscriber area (outside of 75 miles.)
Overnight Share	15%	Percentage of Out of Town share staying in paid accommodations. Note: STR occupancy for the night of 8/22/19 is 99.3%.
Average Room Rate	\$298.13	ADR as reported by STR
Average Ticket Price	\$223.29	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)	\$3,054,215	This is the aggregate estimate of visitor, organizer and exhibitor spending in the local hospitality sectors directly impacted by the event (lodging, food & beverage, transportation, retail, recreation, business services, etc.)
Jobs Supported (Direct)	2544	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.

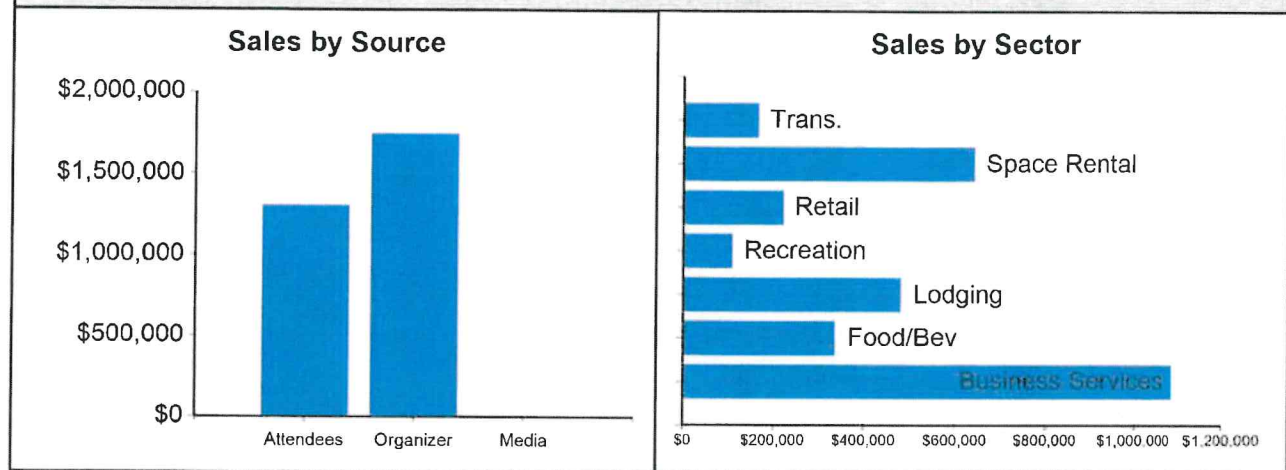
Local Tax Revenue	\$131,782	Estimated sum of direct, indirect, and induced local taxes and assessments generated by an event, including income, bed, sales, and other local taxes.
Overnight Attendees	2,158	Estimated number of attendees, delegates, or visitors (including both participants and spectators) staying at least one night in paid accommodations. An overnight attendee staying multiple nights is counted as one, as the model assumes a length of stay for all overnight attendees. The length of stay is dependent on the type and length of the event.
Day Attendees	12,226	Estimated number of visitors not staying overnight in paid accommodations. Overnight and day attendees are automatically calculated by applying the overnight share to the total number of out of town visitors.
Room Nights Generated	1,603	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.
Total Visitor Days	11,895	Estimated total number of visitor days generated by the event, including overnight and day visitors. Total Visit Day Calculation = overnight attendees * length of stay + day visits * .75

Event Impact Summary

Destination: Pasadena Convention & Visitors Bureau

Event Parameters		Key Results	
Event Name:	Rolling Stones No Filter Tour	Business Sales (Direct):	\$3,054,215
Organization:	Concerts West - RBOC	Business Sales (Total):	\$5,290,894
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	2,544
Start Date:	8/22/2019	Jobs Supported (Total):	3,366
End Date:	8/22/2019	Local Taxes (Total):	\$131,782
Overnight Attendees:	2158	Net Direct Tax ROI:	\$109,696
Day Attendees:	12226	Estimated Room Demand:	1,603

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$477,748	\$5,571	\$483,319
Transportation	\$164,959	\$1,857	\$166,816
Food & Beverage	\$330,400	\$7,696	\$338,096
Retail	\$223,169	\$0	\$223,169
Recreation	\$110,340	\$0	\$110,340
Space Rental	\$0	\$642,500	\$642,500
Business Services	\$0	\$1,089,976	\$1,089,976
TOTAL	\$1,306,615	\$1,747,600	\$3,054,215

Event Impact Details

Destination: Pasadena Convention & Visitors Bureau

Event Name: Rolling Stones No Filter Tour 2019

Organization: Concerts West - RBOC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$3,054,215	\$2,236,679	\$5,290,894
Personal Income	\$1,118,486	\$722,670	\$1,841,156
Jobs Supported			
Persons	2,544	823	3,366
Annual FTEs	32	10	42
Taxes and Assessments			
<u>Federal Total</u>	<u>\$287,243</u>	<u>\$199,363</u>	<u>\$486,606</u>
<u>State Total</u>	<u>\$114,261</u>	<u>\$67,295</u>	<u>\$181,556</u>
sales	\$74,387	\$40,540	\$114,927
income	\$28,361	\$18,325	\$46,686
bed	\$0	-	\$0
other	\$11,512	\$8,431	\$19,943
<u>Local Total (excl. property)</u>	<u>\$109,696</u>	<u>\$22,086</u>	<u>\$131,782</u>
sales	\$30,781	\$16,775	\$47,556
income	\$0	\$0	\$0
bed	\$57,855	-	\$57,855
per room charge	\$0	-	\$0
tourism district	\$13,807	-	\$13,807
restaurant	\$0	\$0	\$0
other	\$7,253	\$5,311	\$12,564
property tax	\$44,371	\$23,953	\$68,324

Event Return on Investment (ROI)			
Direct local tax ROI (net property taxes)			
Direct Tax Receipts	\$109,696		
DMO Hosting Costs	\$0		
Direct ROI	\$109,696		
Net Present Value	\$116,768		
Direct ROI (%)	-		
Total local tax ROI (net property taxes)			
Total Local Tax Receipts	\$131,782		
Total ROI	\$131,782		
Net Present Value	\$140,278		
Total ROI (%)	-		

Local Taxes

Costs

Estimated Room Demand Metrics	
Room Nights (total)	1,603
Room Pickup (block only)	0
Peak Rooms	1,269
Total Visitor Days	11,895