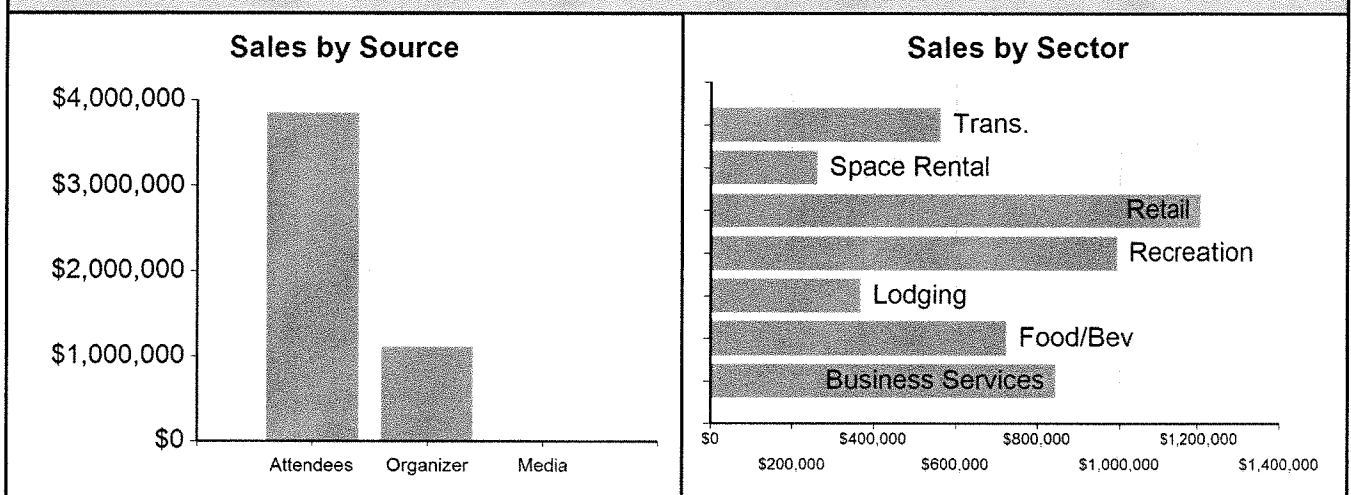


## Event Impact Summary

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
<b>TOTAL</b>	<b>\$3,849,607</b>	<b>\$1,109,510</b>	<b>\$7,584</b>	<b>\$4,966,702</b>

## 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
<b>Business Sales</b>	\$4,966,702	\$3,821,425	\$8,788,127
<b>Personal Income</b>	\$1,638,836	\$1,042,088	\$2,680,925
<b>Jobs Supported</b>			
Persons	4,040	877	4,916
Annual FTEs	50	11	61
<b>Taxes and Assessments</b>			
<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)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$170,818	
DMO Hosting Costs	\$0	
Direct ROI	\$170,818	
Net Present Value	\$170,818	
Direct ROI (%)	-	
<b>Total local tax ROI (net property taxes)</b>		
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