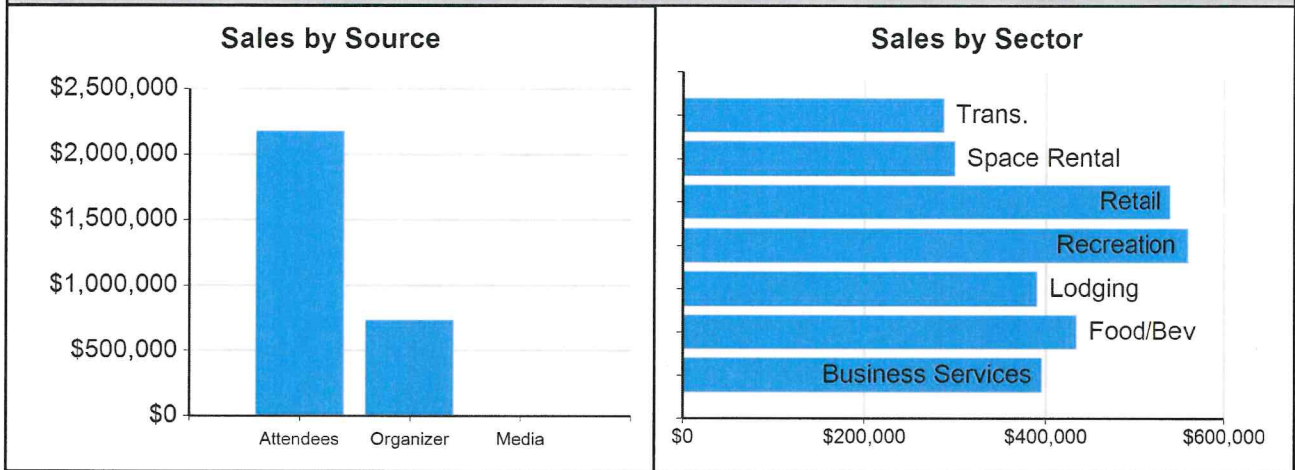


Event Impact Summary

Destination: Pasadena Convention & Visitors Bureau

Event Parameters		Key Results	
Event Name:	Soccer Champions Tour – Real Madrid vs. AC Milan	Business Sales (Direct):	\$2,911,342
Organization:	AEG	Business Sales (Total):	\$5,104,741
Event Type:	Professional	Jobs Supported (Direct):	2,042
Start Date:	7/23/2023	Jobs Supported (Total):	2,595
End Date:	7/23/2023	Local Taxes (Total):	\$144,978
Overnight Attendees:	4145	Net Direct Tax ROI:	\$123,319
Day Attendees:	50000	Estimated Room Demand:	1,884

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$390,760	\$0	\$0	\$390,760
Transportation	\$285,481	\$1,036	\$1,372	\$287,890
Food & Beverage	\$397,252	\$36,814	\$0	\$434,066
Retail	\$541,958	\$0	\$0	\$541,958
Recreation	\$560,246	\$0	\$0	\$560,246
Space Rental	\$0	\$300,000	\$0	\$300,000
Business Services	\$0	\$393,325	\$3,097	\$396,422
TOTAL	\$2,175,697	\$731,175	\$4,469	\$2,911,342

10/23/2023

Item 17

Event Impact Details

Destination: Pasadena Convention & Visitors Bureau

Event Name: Soccer Champions Tour – Real Madrid vs. AC Milan 2023

Organization: AEG

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$2,911,342	\$2,193,399	\$5,104,741
Personal Income	\$837,335	\$641,684	\$1,479,019
Jobs Supported			
Persons	2,042	553	2,595
Annual FTEs	26	7	32
Taxes and Assessments			
<u>Federal Total</u>	<u>\$247,719</u>	<u>\$187,867</u>	<u>\$435,586</u>
<u>State Total</u>	<u>\$162,425</u>	<u>\$64,294</u>	<u>\$226,720</u>
sales	\$130,219	\$39,755	\$169,975
income	\$21,232	\$16,271	\$37,503
bed	\$0	-	\$0
other	\$10,974	\$8,268	\$19,242
<u>Local Total (excl. property)</u>	<u>\$123,319</u>	<u>\$21,659</u>	<u>\$144,978</u>
sales	\$53,884	\$16,450	\$70,334
income	\$0	\$0	\$0
bed	\$47,321	-	\$47,321
per room charge	\$0	-	\$0
tourism district	\$15,201	-	\$15,201
restaurant	\$0	\$0	\$0
other	\$6,913	\$5,209	\$12,122
property tax	\$42,295	\$23,625	\$65,920

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$123,319	
DMO Hosting Costs	\$0	
Direct ROI	\$123,319	
Net Present Value	\$123,319	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$144,978	
Total ROI	\$144,978	
Net Present Value	\$144,978	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	1,884
Room Pickup (block only)	0
Peak Rooms	1,884
Total Visitor Days	7,895