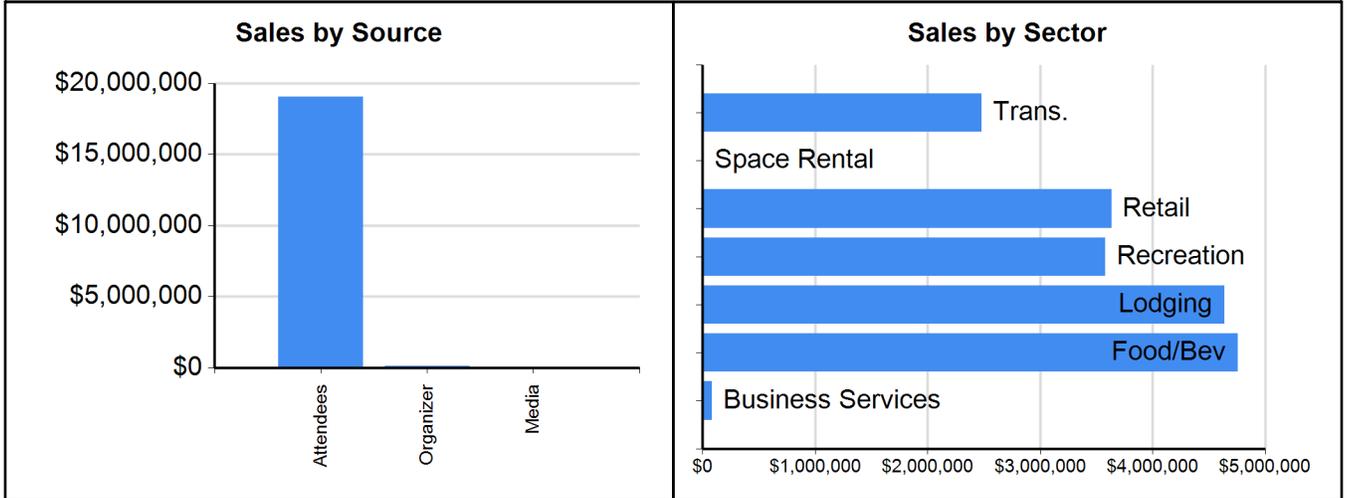


Event Impact Summary

Destination: VISIT JACKSONVILLE

Event Parameters		Key Results	
Event Name:	GA vs. FL 2014	Business Sales (Direct):	\$19,178,200
Organization:	City of Jacksonville	Business Sales (Total):	\$33,279,341
Event Type:	Sports: College	Jobs Supported (Direct):	12,876
Start Date:	10/31/2014	Jobs Supported (Total):	16,931
End Date:	11/1/2014	Local Taxes (Total):	\$1,216,744
Overnight Attendees:	83140	Net Direct Local Tax ROI:	\$805,727
Day Attendees:	0	Estimated Room Demand:	37,118

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$4,639,752	\$0	\$0	\$4,639,752
Transportation	\$2,476,562	\$1,520	\$3,039	\$2,481,121
Food & Beverage	\$4,722,660	\$35,000	\$0	\$4,757,660
Retail	\$3,637,456	\$0	\$0	\$3,637,456
Recreation	\$3,578,707	\$0	\$0	\$3,578,707
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$80,075	\$3,429	\$83,504
TOTAL	\$19,055,137	\$116,595	\$6,468	\$19,178,200

Event Impact Details

Destination: VISIT JACKSONVILLE

Event Name: GA vs. FL 2014 2014

Organization: City of Jacksonville

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$19,178,200	\$14,101,140	\$33,279,341
Personal Income	\$6,316,168	\$4,021,089	\$10,337,257
Jobs Supported			
Persons	12,876	4,055	16,931
Annual FTEs	215	68	282
Taxes and Assessments			
<u>Federal Total</u>	<u>\$1,723,063</u>	<u>\$1,195,894</u>	<u>\$2,918,957</u>
<u>State Total</u>	<u>\$1,557,318</u>	<u>\$352,529</u>	<u>\$1,909,847</u>
sales	\$1,087,151	\$211,517	\$1,298,668
income	\$0	\$0	\$0
bed	\$278,385	-	\$278,385
other	\$191,782	\$141,011	\$332,793
<u>Local Total</u>	<u>\$805,727</u>	<u>\$411,016</u>	<u>\$1,216,744</u>
sales	\$181,192	\$35,253	\$216,445
income	\$0	\$0	\$0
bed	\$0	-	\$0
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$432,754	\$234,752	\$667,506
restaurant	\$0	\$0	\$0
other	\$191,782	\$141,011	\$332,793

Event Return on Investment (ROI)

Direct		
Direct Local Tax Receipts	\$805,727	
Local Costs	\$0	
Direct ROI	\$805,727	
Net Present Value	\$805,727	
Direct ROI (%)	-	
Total		
Total Local Tax Receipts	\$1,216,744	
Total ROI	\$1,216,744	
Net Present Value	\$1,216,744	
Total ROI (%)	-	

Estimated Room Demand Metrics

Room Nights (total)	37,118
Room Pickup (block only)	0
Peak Rooms	23,223
Total Visitor Days	132,882