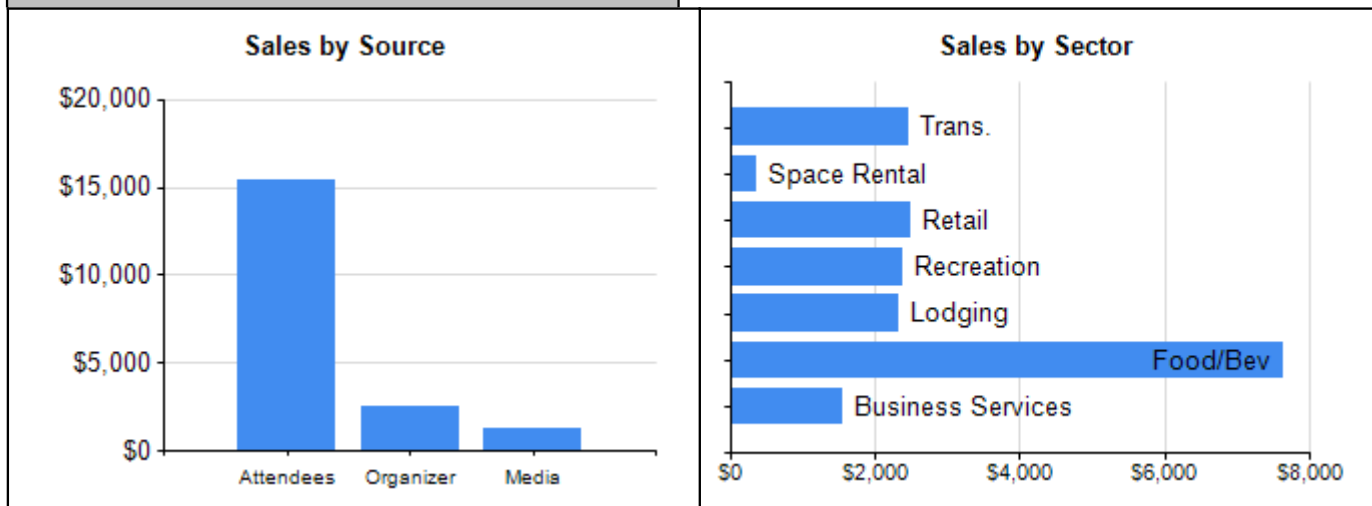


Event Impact Summary

Destination: SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU

Event Parameters		Key Results	
Event Name:	Taco Wars	Business Sales (Direct):	\$19,216
Organization:	Prize Foundation	Business Sales (Total):	\$27,841
Event Type:	Food and drink	Jobs Supported (Direct):	21
Start Date:	5/3/2019	Jobs Supported (Total):	24
End Date:	5/3/2019	Local Taxes (Total):	\$1,003
Total Estimated Attendance:	3000	Net Direct Tax ROI:	\$883
Overnight Attendees:	30		
Day Attendees:	270	Estimated Room Demand:	19

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$2,263	\$51	\$0	\$2,314
Transportation	\$2,464	\$5	\$5	\$2,474
Food & Beverage	\$5,847	\$1,785	\$3	\$7,635
Retail	\$2,496	\$0	\$0	\$2,496
Recreation	\$2,385	\$0	\$0	\$2,385
Space Rental	\$0	\$334	\$25	\$359
Business Services	\$0	\$339	\$1,214	\$1,553
TOTAL	\$15,455	\$2,513	\$1,247	\$19,216

