



EVENT IMPACT CALCULATOR DETAIL - FORT SMITH GENERAL DARBY CHALLENGE 1/2 MARATHON - 05/31/2024

Event Summary			
Key Parameters		Key Results	
Event Name	Fort Smith General Darby Challenge 1/2 Marathon	Business Sales (Direct)	\$28,415.54
Organization	Fort Smith Museum of History	Business Sales (Total)	\$45,105.43
Event Type	Sports: Adult Amateur	Jobs Supported (Direct)	23
Start Date	04/28/2024	Jobs Supported (Total)	27
End Date	04/28/2024	Local Taxes (Total)	\$882.95
Overnight Attendees	65	Net Direct Local Tax ROI	\$790.43
Day Attendees	125	Est. Room Nights Demand	80

Direct Business Sales			
Sales by Source			
Attendees Spending	\$26,638.75	Exhibitor Spending	\$4.86
Organizer Spending	\$1,771.93	Total Event Spending	\$28,415.54
Sales by Source			
Attendees	26,638.75	Organizer Spending	1,771.93
Media	0.00	Total Event Spending	28,415.54

Business Sales by Sector				
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$8,800.00	\$0.00*	\$0.00	\$8,800.00
Transportation	\$940.68	\$45.67*	\$3.11	\$989.46
Food & Beverage	\$6,082.62	\$805.00*	\$0.00	\$6,887.62
Retail	\$7,803.64	\$0.00	\$0.00	\$7,803.64
Recreation	\$3,011.81	\$0.00	\$0.00	\$3,011.81
Space Rental	\$0.00	\$394.00*	\$0.00	\$394.00
Business Services	\$0.00	\$527.25*	\$1.75	\$529.00
Totals	\$26,638.75	\$1,771.93	\$4.86	\$28,415.54

* indicates that the calculator's model defaults were used



Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$28,415.54	\$16,689.88	\$45,105.43
Personal Income	\$7,450.69	\$4,263.52	\$11,714.20
Jobs Supported			
Persons	23	3	27
Annual FTEs	0	0	0
Taxes And Assessments			
<u>Federal Total</u>	<u>\$2,335.51</u>	<u>\$1,358.92</u>	<u>\$3,694.43</u>
<u>State Total</u>	<u>\$2,025.88</u>	<u>\$381.37</u>	<u>\$2,407.26</u>
Sales	\$1,660.71	\$271.21	\$1,931.92
Income	\$62.58	\$35.81	\$98.39
Bed	\$176.00	\$74.35	\$176.00
Other	\$126.59	\$83.45	\$200.94
<u>Local Total</u>	<u>\$790.43</u>	<u>\$92.52</u>	<u>\$882.95</u>
Sales	\$510.99	\$0.00	\$510.99
Income	\$0.00	\$0.00	\$0.00
Bed	\$264.00	\$0.00	\$264.00
Per Room Charge	\$0.00	\$0.00	\$0.00
Tourism District	\$0.00	\$0.00	\$0.00
Restaurant	\$0.00	\$0.00	\$0.00
Other	\$15.44	\$9.07	\$24.51
Property Tax	\$110.76	\$45.52	\$156.28

Event Return On Investment (ROI)

Direct Total Tax ROI	
Direct Tax Receipts	\$790.43
DMO Hosting Costs	\$0.00
Direct ROI	\$790.43
Net Present Value	\$790.43
Direct ROI (%)	-
Total	
Total Local Tax Receipts	\$882.95
Total ROI	\$882.95
Net Present Value	\$882.95
Total ROI (%)	-



Estimated Room Demand Metrics

Room Nights Sold	80
Room Pickup (block only)	80
Peak Room Nights	34
Total Visitor Days	175