

Economic Impact Profile

Taste of Randolph 2023

June 16-18, 2023



*Prepared by Choose Chicago Research & Analysis
for the confidential use by partners
of Choose Chicago and McCormick Place*



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Event Overview

- The Economic Impact Calculator (EIC) platform used by Choose Chicago's Research & Analysis team estimates the economic impact of events that generate new, incremental spending and taxes within the City of Chicago.
- Non-ticketed, public events, such as Taste of Randolph tend to capture a large share of local spectators whom are not generating new spending but rather displacing spending that would otherwise occur within the city or their neighborhood.
- Although some hotel rooms do get associated with the event, these type of festivals do not typically generate significant hotel room demand.
- Out-of-town event visitors (*those outside the Chicago taxing district*) are presumed to be part of the visitor base with a portion of those out-of-town visitors requiring overnight accommodations.
- Media value is not included in the EIC profile.
- Income from events is excluded in the model as this is viewed as funding that goes to support the sponsoring organization operations.

Summary

- Economic Impact Profile Status: Post Event
- Event data as of August 23, 2023

Key Inputs/Assumptions (Source: West Loop Organization)

Attendance
Geographic Reach
Artist Mix
Organizer Spending

Key Inputs/Assumptions (Source: Choose Chicago)

Event Type: Cultural Event/Festival
- Sub-Segment: Food & Drink

Out of Town share/Overnight share

(ADR) Average Daily Rate (Source: STR, Inc)
- Three day leisure rate average for Central Business District hotels

Tax Rates (Source: The Civic Federation 2023)



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Event Impact Profile - Taste of Randolph 2023

Event Summary

Event Name:	Taste of Randolph 2023	Start Date:	June 16, 2023
Organization:	West Loop Community Organization	End Date:	June 18, 2023
Overnight Attendees (1):	750	Event Type:	Other Cultural - Food & Drink
Estimated Attendance:	50,000	Peak Rooms:	417
Room Nights:	1,054		

Economic Impact

Business Sales (Direct):	\$1,295,617	Jobs Supported (Direct):	546
Business Sales (Indirect):	\$1,036,501	Jobs Supported (Indirect):	189
Business Sales (Total):	\$2,332,118	Jobs Supported (Total):	735
Local Tax:	\$93,650	State Tax:	\$99,631

Direct Business Sales Segmentation

Spending By Source *

Attendees Spending:	\$832,618		
Other Spending:	\$463,000	Total Event Spending:	\$1,295,617
Based on Data as of:	8/22/2023		

*Industry average for this event type unless otherwise specified

Rooms & Attendance: Reflects available data and event status at the time the EIC is calculated. "Lead" impact, calculated at the event Prospect level, reflects "Requested" rooms. "Definite" level impact reflects "Contracted" rooms. "Post-Convention" impact calculation reflects inputs from the event audit (if available) including final attendance and room pick-up.

Business Sales (Direct): Sum of visitor, meeting planner, and exhibitor spending. Equivalent to delegate expenditure.

Business Sales (Total): Includes Indirect (B2B supply chain purchases) and Induced (income re-spent in the local economy) business sales. The most complete view of the economic impact (based on available data) of an event as it includes secondary spending flows through the local economy.

Jobs Supported (Direct): Measures the number of jobs supported during the event, directly by the service providers. Includes lodging, food & beverage, transportation, facility management, AV, retail, recreation, and security.

Jobs Supported (Total): Includes the employment supported by all event-related business sales. Includes jobs related to Indirect (B2B supply chain purchases) and Induced (incomes spent in the local economy) business sales.

State/Local taxes (Total): Sum of direct, indirect, and induced taxes and assessments generated by an event, including income, bed, sales, and other local taxes.

Room Nights: Calculated total room nights generated. Incorporates event duration, attendees, event type, occupancy per room, and average length of stay. Calculates room demand regardless of the contracted room pick-up, and includes industry supported estimates for "rooms booked around the block".

(1) Overnight Attendees - Any event attendee staying at least one (1) night adjusted for rooms booked around the block

SOURCE: Destinations International Economic Impact Calculator (2023)



Executive Summary Economic Impact Calculator (EIC)

Choose Chicago's integrated approach to measuring the economic impact of convention/meetings, festivals, and sporting events in Chicago

EIC Suitable Events

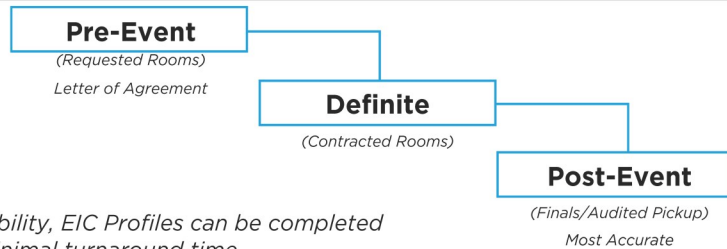
<u>Conventions/Meetings</u>	<u>SubSegments</u>	<u>Festivals</u>	<u>Sports</u>
Convention Trade Show Business Meeting	Association/Corporate Government SMERF	Arts Special Interest Food & Drink	Amateur College Professional

Multiple & Localized Event Information is Compiled and Verified from Internal & External Sources

- Attendance
- Event duration
- Peak/total room nights
- Move in/out impact days *(if room blocks are indicated)*
- Prevailing Chicago CBD room rate
- Adjusts for share of local and overnight visitors
- Accounts for "around-the-block" bookings
- Client provided or Industrywide defaults where data is unavailable



Event Data Availability Determines EIC Profile



Based on data availability, EIC Profiles can be completed with minimal turnaround time

Economic Impact Profile

- Direct and indirect economic impact
- Jobs supported
- State & local taxes generated
- Exhibitor/organizer spending
- Estimates of overnight attendees

Sector	Impact	Effect	
Transportation	Visitor Spending Direct Indirect Induced	Production	
Entertainment		Jobs	
Recreation		Wages	
Retail		Taxes	
Food & Beverage			
Accommodations			

Sources: Destinations International, STR, Tourism Economics, Choose Chicago