

**Convention Sales**  
Production  
April 2019

Team Production (Non-Legacy)						
	Apr-19	Apr-18	YTD 2019	YTD 2018	YTD Goal	Goal %
Leads	101	93	372	394	1,148	32%
Bookings	24	30	82	100	375	22%
Definite Room Nights	19,839	17,113	54,418	66,145	222,500	24%

Legacy Production				
	Apr-19	Apr-18	YTD 2019	YTD 2018
Leads	1	0	4	9
Bookings	0	0	6	4
Definite Room Nights	0	0	6,130	2,079

Total Production (Including Legacy)				
	Apr-19	Apr-18	YTD 2019	YTD 2018
Leads	102	93	376	403
Bookings	24	30	88	104
Definite Room Nights	19,839	17,113	60,548	68,224
Business Sales	\$14,346,248	\$11,066,962	\$44,906,927	\$43,202,176
Jobs Supported	5,910	3,908	18,503	16,790
Local Taxes	\$678,305	\$543,656	\$2,340,008	\$2,176,610
Personal Income	\$5,072,808	\$3,968,196	\$15,864,950	\$15,357,039
Bed Taxes	\$494,553	\$403,611	\$1,749,380	\$1,616,571

PSCC Production				
	Apr-19	Apr-18	YTD 2019	YTD 2018
Leads	9	12	32	54
Bookings	0	1	6	5
Definite Room Nights	0	1,853	7,739	5,708

**Event Impact Calculator Key (EIC)**

- *Business Sales* - Dollar amount for all expenditures in the local economy as a result of an event. Includes direct, indirect, and induced business sales.
- *Jobs Supported* - Employment supported by all event-related business sales. Includes direct, indirect, and induced business sales.
- *Local Taxes* - Dollar amount for all direct, indirect, and induced local taxes and assessments generated by an event. Includes income, bed, sales, and other
- *Personal Income* - Dollar amount for the income accrued to households as a result of the event and business activity. Includes wages, salaries, labor income, proprietors income, and, retirement/disability/military payments.
- *Bed Taxes* - Dollar amount for the Transient Occupancy Taxes collected based on 11.5% (Average of all Greater Palm Springs cities).