

Social Impact Statement from Think Bold Festival and Conference

ANALYSIS OF THE ECONOMIC BENEFIT TO THE CITY OF JACKSONVILLE FROM THINK BOLD FESTIVAL & CONFERENCE

TEN (10) YEAR ECONOMIC IMPACT GOALS:

- OPERATIONAL/JOBS IMPACT: \$ 6,200,000

The scale and complexity of THINK BOLD FESTIVAL & CONFERENCE requires year-round operations. THINK BOLD FESTIVAL & CONFERENCE maintains a sizable staff of full-time, temporary and seasonal workers.

- ATTENDEES IMPACT: \$13,700,000

The THINK BOLD FESTIVAL & CONFERENCE Official attendance impact includes expenditures by THINK BOLD FESTIVAL & CONFERENCE Credentialed Participants and Single Ticket Holders at all THINK BOLD FESTIVAL & CONFERENCE events.

- CONSUMER IMPACT: \$5,400,000

The consumer impact includes expenditures by THINK BOLD FESTIVAL & CONFERENCE Guest Pass & Consumer Participants as well as official parties.

- DIRECT IMPACT: \$15,200,000

Direct economic impacts include expenditures directly injected into the local economy by THINK BOLD FESTIVAL & CONFERENCE, official sponsors, event attendees, and exhibitors.

A direct economic impact attributable to THINK BOLD FESTIVAL & CONFERENCE, for example, might include revenues from a beverage company servicing THINK BOLD FESTIVAL & CONFERENCE events.

- INDIRECT IMPACT: \$7,900,000

Indirect effects include increases in sales, income, and jobs associated with companies that benefit from THINK BOLD FESTIVAL & CONFERENCE expenditures. Increased revenue of a food distributor company that supplies products to THINK BOLD FESTIVAL & CONFERENCE's hotels would be an indirect impact.

- INDUCED IMPACT \$5,400,000

Induced effects attributable to THINK BOLD FESTIVAL & CONFERENCE include spending by individuals who experience increased earnings as a result of the festival and conference. Beverage's and other goods and services purchased by a hotel employee with the earnings from THINK BOLD FESTIVAL & CONFERENCE are representative of induced impacts.

- STUDENTS IMPACT: 500,000 students

Student Impact included reaching 500,000 students direct and indirect from THINK BOLD FESTIVAL & CONFERENCE with providing various opportunities to acquire hands-on leadership, entrepreneurship and development opportunities for all levels of experience.

MENTORSHIP IMPACT: 500,000 young adults

Mentorship Impact at THINK BOLD FESTIVAL & CONFERENCE provides meaningful connections that impact contemporary culture and influence their lives at home, at school, at work, and in their communities. For those who are being mentored, as a part of THINK BOLD FESTIVAL & CONFERENCE it's linked to improved academic, social and economic prospects. For those who are mentoring, the relationship can build leadership and management skills, expand a mentor's professional network, and provide an empowering opportunity to give back to our community.

TOTAL ECONOMIC & SOCIAL IMPACT \$20,000,000 in revenue and 1,000,000 Students and Young Adults