

Jacksonville Sister Cities Association (JSCA) Local Economic Impact - 2012



- ❖ **International Visitors to Jacksonville** **\$101,000**
Each year, the JSCA helps to host approximately 200 international visitors to Jacksonville. Most of those visitors stay in hotels for approximately 3-4 business days. Using a formula from Visit Jacksonville (# visitors x # of days x rate x approx number of people in room), this activity generates a local economic impact of \$101,000.

 - ❖ **Sister Cities International 2012 Annual Conference** **\$254,000**
In 2012, JSCA will host more than 500 visitors to downtown Jacksonville for the Sister Cities International 2012 Annual Conference. Guests will stay in a downtown Jacksonville hotel and take part in off-site excursions, receptions, dining and shopping. The local economic impact of this event – using a formula from Visit Jacksonville – is estimated at \$254,258.

 - ❖ **Exchange Students** **\$40,000**
Annually, JSCA hosts dozens of exchange students visiting our local high schools and universities. While most of these students lodge in local homes, their average trip is approximately three weeks with spending in our restaurants, shops and leisure activities, for a combined annual impact of approximately \$40,000.

 - Special Events and Sponsorships** **\$75,000**
JSCA plans a number of business and social events each year, ranging from “Doing Business with Jacksonville Sister Cities” seminars to cultural nights, all funded by registration fees, ticket sales and sponsorships equaling approximately \$75,000.

 - ❖ **Volunteer Support** **\$85,000**
An estimated 4,200 hours of volunteer time is donated by JSCA board of directors, members and community volunteers to host international visitors, including providing home stays and meals, ground transportation, tours and related support. The monetary value of each hour volunteered is calculated at \$20.25 by Independent Sector in 2008.
- TOTAL ECONOMIC IMPACT FOR JACKSONVILLE = **\$555,000****