

BOLD CHOICES



64th Annual IFEA Convention, Expo & Retreat

How to Leverage the Economic Impact of Your Event to Build Partnerships and Enhance Fundraising

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PURPOSE OF THIS SESSION

UNDERSTAND THE WAYS FESTIVALS AND EVENTS PROVIDE
POSITIVE IMPACTS TO LOCAL COMMUNITIES

DISCUSS WAYS IN WHICH TO COMMUNICATE AND
LEVERAGE THESE IMPACTS

UNDERSTAND WHAT YOU CAN DO TO ASSESS THESE
IMPACTS IN-HOUSE

ABOUT ME

Jon Stover & Associates

Where the public, private and institutional sectors converge

JS&A

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Economic Development Consulting

ABOUT YOU

WHO IS IN ATTENDANCE?

- Event organizers or operators
- Vendors, promoters, and business community
- City officials and staff
- Nonprofit leadership, staff, and board members
- Consultants and other professionals
- Event enthusiasts, other

Who's undertaken an economic impact analysis of your festival, event, or program before?

Type of event

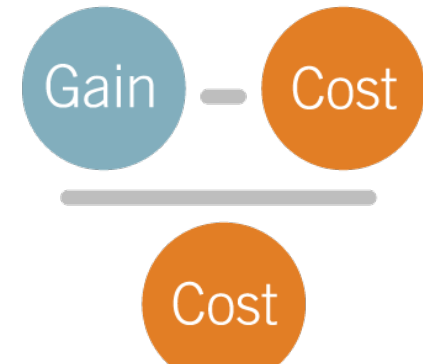
Public, private, nonprofit?



THE PRIVATE SECTOR EVALUATES THEIR EFFECTIVENESS

- Business owners
- Developers
- Banks
- Investors

RETURN ON INVESTMENT:



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Alt General Assumptions Q1 04 Q2 04 Q3 04 Q4 04 Q1 05 Q2 05 Q3 05 Q4 05 Q1 06 Q2 06 Q3 06 Q4 06 Q1 07 Q2 07 Q3 07 Q4 07 Q1 08 Q2 08 Q3 08 Q4 08 Q1 09 Q2 09 Q3 09 Q4 09 Q1 10 Q2 10 Q3 10 Q4 10 Q1 11 Q2 11 Q3 11 Q4 11 Q1 12 Q2 12 Q3 12 Q4 12 Q1 13 Q2 13 Q3 13 Q4 13 Q1 14 Q2 14 Q3 14 Q4 14 Q1 15 Q2 15 Q3 15 Q4 15 Q1 16 Q2 16 Q3 16 Q4 16 Q1 17 Q2 17 Q3 17 Q4 17 Q1 18 Q2 18 Q3 18 Q4 18 Q1 19 Q2 19 Q3 19 Q4 19 Q1 20 Q2 20 Q3 20 Q4 20 Q1 21 Q2 21 Q3 21 Q4 21 Q1 22 Q2 22 Q3 22 Q4 22 Q1 23 Q2 23 Q3 23 Q4 23 Q1 24 Q2 24 Q3 24 Q4 24 Q1 25 Q2 25 Q3 25 Q4 25 Q1 26 Q2 26 Q3 26 Q4 26 Q1 27 Q2 27 Q3 27 Q4 27 Q1 28 Q2 28 Q3 28 Q4 28 Q1 29 Q2 29 Q3 29 Q4 29 Q1 30 Q2 30 Q3 30 Q4 30 Q1 31 Q2 31 Q3 31 Q4 31 Q1 32 Q2 32 Q3 32 Q4 32 Q1 33 Q2 33 Q3 33 Q4 33 Q1 34 Q2 34 Q3 34 Q4 34 Q1 35 Q2 35 Q3 35 Q4 35 Q1 36 Q2 36 Q3 36 Q4 36 Q1 37 Q2 37 Q3 37 Q4 37 Q1 38 Q2 38 Q3 38 Q4 38 Q1 39 Q2 39 Q3 39 Q4 39 Q1 40 Q2 40 Q3 40 Q4 40 Q1 41 Q2 41 Q3 41 Q4 41 Q1 42 Q2 42 Q3 42 Q4 42 Q1 43 Q2 43 Q3 43 Q4 43 Q1 44 Q2 44 Q3 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WHY DON'T PUBLIC AND NONPROFIT PROGRAMS HAVE THE SAME LEVEL OF SCRUTINY?

GOOD REASONS:

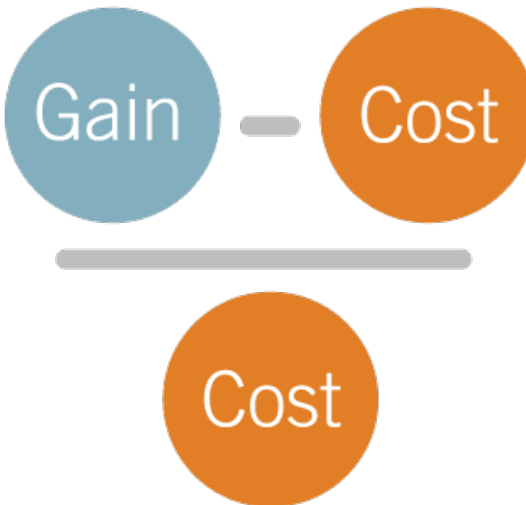
- It's difficult
- Many goals and outcomes aren't quantitative
- Too many variables to isolate (impacted by political, social, physical, and economic forces)
- Limited resources (cost)
- Lack of understanding

BAD REASONS:

- Lack of political, organizational, or personal will
- Concern that findings may be negative or encourage change

PUBLIC AND NONPROFIT TREND
TOWARDS BEING MORE DATA-DRIVEN

MEASURING THE **COST** OF A PROGRAM OR INITIATIVE IS **EASY**.
MEASURING THE **GAIN (BEYOND \$)** IS **NOT**.

$$\text{RETURN ON INVESTMENT (ROI)} = \frac{\text{Gain} - \text{Cost}}{\text{Cost}}$$
The diagram illustrates the ROI formula using colored circles. The numerator consists of a blue circle labeled 'Gain' followed by a minus sign and an orange circle labeled 'Cost'. A horizontal grey line separates this from the denominator, which is a single orange circle labeled 'Cost'. The entire equation is preceded by the text 'RETURN ON INVESTMENT (ROI)'.

THE IMPACT OF EVENTS CAN BE GROUP IN THREE MAIN CATEGORIES



ECONOMIC IMPACT

- Businesses
- Sales Revenue
- Jobs
- Salaries

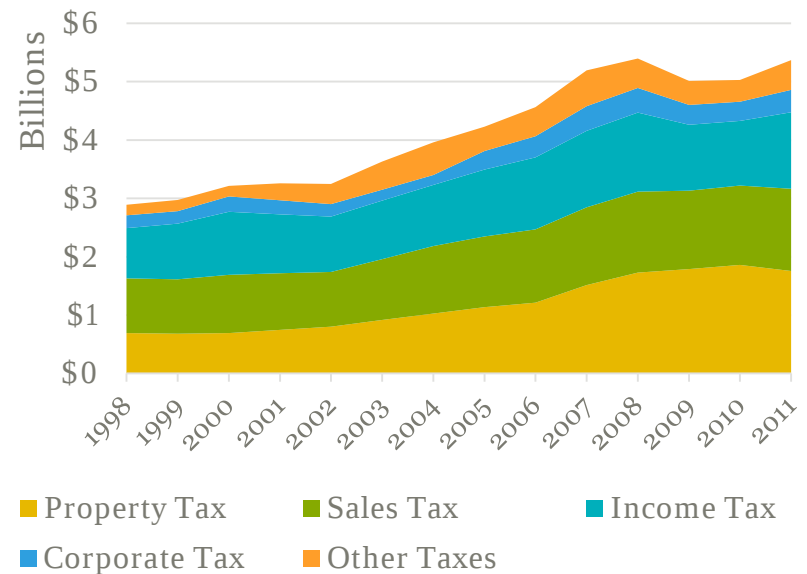


FISCAL IMPACT

- Property tax
- Sales tax
- Personal income tax
- Corporate income tax
- Licenses and fees



DC Tax Revenues By Source



COMMUNITY IMPACT

- Vibrancy
- Historic preservation
- Retail amenities
- Safety
- Aesthetics
- Entertainment
- Access to the arts and cultural involvement
- Transportation access



REASONS TO UNDERSTAND THE IMPACTS OF YOUR EVENT

- UNDERSTAND THE NEEDS AND CONCERNS OF YOUR VENDORS AND VISITORS
- RECORD AND COMMUNICATE WHAT YOU HAVE ACCOMPLISHED
- STRENGTHEN ORGANIZATIONAL OR PROGRAMMATIC CREDIBILITY
- UNDERSTAND AND COMMUNICATE YOUR PROGRAM IMPACTS
- EVALUATE AND IMPROVE PROGRAMMING: BECOME MORE EFFECTIVE!
- **BUILD PARTNERSHIPS AND ENHANCE YOUR FUNDRAISING EFFORTS**

YOU CAN MEASURE THE ECONOMIC IMPACT OF JUST ABOUT ANYTHING

BUSINESS SUPPORT

- Technical assistance, marketing, loans and grants, tax breaks, recruitment, etc.

COMMUNITY DEVELOPMENT

- Job training, social programs, education, arts engagement, safety, child and family programs, homelessness programs, etc.

PLACEMAKING AND PHYSICAL ENVIRONMENT

- Streetscape improvement, banners, public art, public spaces, greenery, cleanliness, etc.

DEVELOPMENT AND BUSINESS ACTIVITY

- Business retention and attraction, business loss, new real estate development

HOUSING, TRANSPORTATION, EVENTS, ETC.





EXAMPLE: NEIGHBORHOOD FESTIVAL

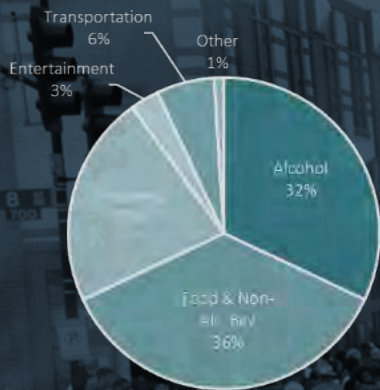
H STREET FESTIVAL



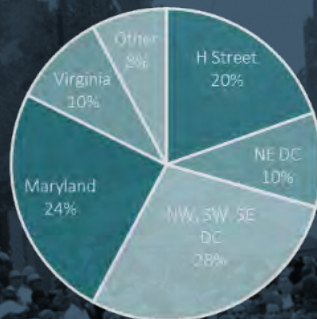
EXAMPLE: NEIGHBORHOOD FESTIVAL

- Background
- Purpose
 - Business complaints
 - City costs
- Methodology

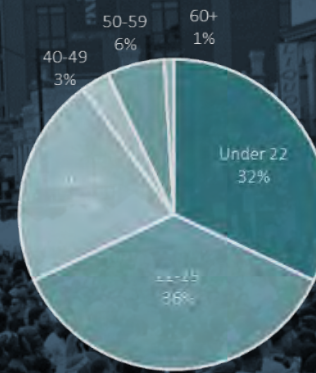




The average visitor spent \$23 on food, \$20 on alcohol, and \$13 shopping during the festival.



The H Street Festival attracts visitors from all across the region.



The festival draws a young and diverse crowd.

The average visitor spent \$63 during the festival, generating \$6.1 million in sales along the corridor at the H Street Festival.

	Restaurants and Bars	Goods and Services	Merchandise Retailers	On-Street Vendors	Overall Impact On H Street Retail
Avg. Sales on a September Saturday	\$15,381	\$5,175	\$2,074	n/a	\$10,526
Avg. Sales During the H Street Festival	\$35,684	\$8,112	\$2,535	n/a	\$22,812
Avg. Increase in Sales Per Business (%)	132%	57%	22%	n/a	117%
Avg. Increase in Sales Per Business (\$)	\$20,303	\$2,936	\$461	n/a	\$12,286
Number of Businesses on H Street	76	50	12	176	138 businesses (excluding vendors)
Increased Sales Due to the Festival	\$1,543,051	\$146,822	\$5,531	\$4,419,953	\$6,115,356

The H Street Festival resulted in:

- Nearly \$2.3 million in salaries
- The equivalent of 58 full-time positions
- Generated approximately \$728,000 in tax revenue for the District.

	Direct Impact	Indirect Impact	Induced Impact	Overall Impact
Jobs Created	54	2	2	58
Labor Income	\$1.9 M	\$241,650	\$155,318	\$2.3 M
Sales Revenue	\$6.1 M	\$648,069	\$337,611	\$7.1 M

Fiscal Impact for DC

Overall Impact

Sales Tax	\$534,634
Corporate Tax	\$31,448
Personal Income Tax	\$27,925
City Permits & Fees	\$134,699
Increased Tax Revenue Due to Festival	\$728,706

Outcomes

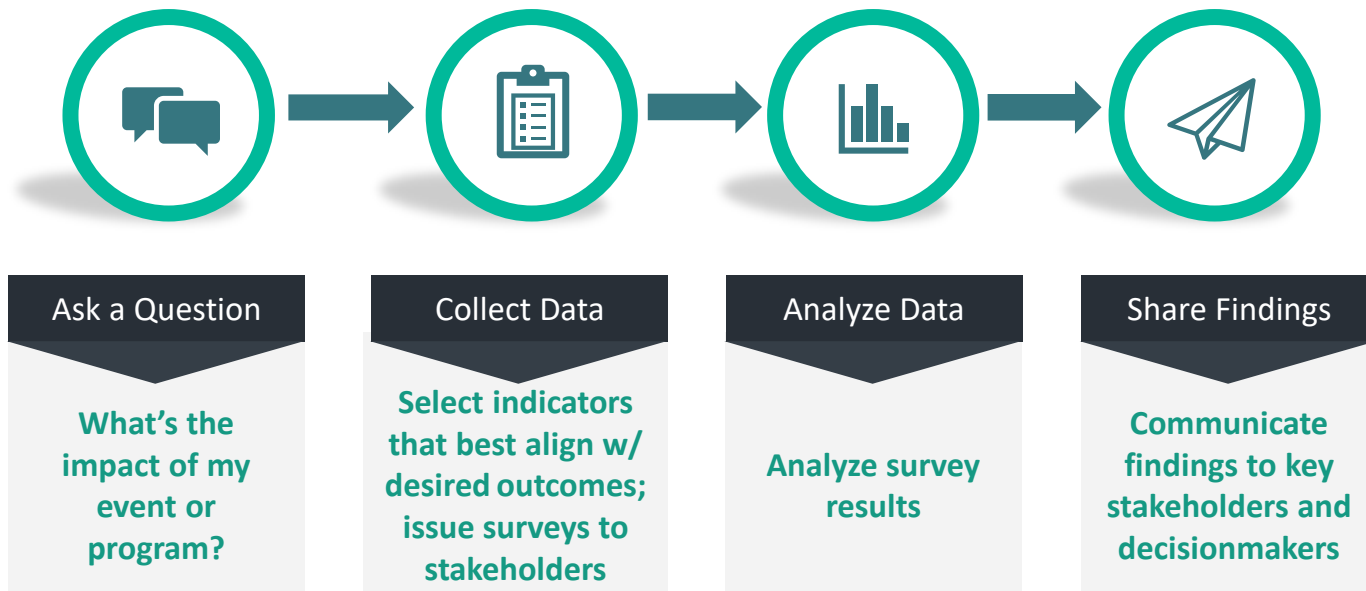
- Enhanced support from city
- Enhanced private fundraising
- Fined-tune business assistance

Operational insights:

- Stall out front
- Timing – rush
- Introduction to new customers



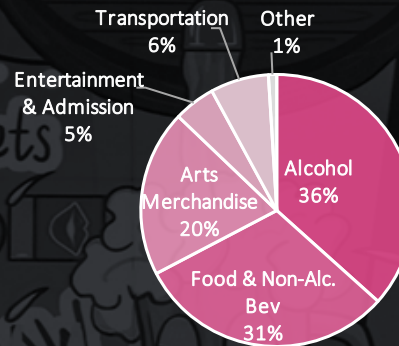
Impact Assessment Methodology



H Street Fest Question/Purpose vs. AAN Purpose



In 2018, Art All Night in Shaw generated approximately \$1.6 million of spending during the event.



The average visitor spent \$28 on alcohol, \$24 on food and non-alcoholic beverages, \$15 on arts merchandise, \$5 on transportation, and \$4 on entertainment and admissions during the event.

\$76.71

Average Attendee Spending in Shaw During Art All Night

24,075

\$1,602,454

Total Additional Sales Revenue in Shaw Generated by Art All Night

Direct Economic Impact By Spending Type (Increased Spending in Shaw Due to Art All Night)

Food & Beverage (Including Alcohol)	Arts, Merchandise, Transportation	Other	Total
\$1,079,244	\$399,536	\$113,727	\$9,947
			\$1,602,454

Art All Night in Shaw resulted in over

- \$1.2 million in salaries
- Equivalent of 34 full-time job positions
- Approximately \$160,000 in tax revenue for the District.

	Direct Impact	Indirect Impact	Induced Impact	Overall Impact
Jobs Created	30	2	2	34
Labor Income	\$874,879	\$245,368	\$129,668	\$1,249,915
Sales Revenue	\$1,602,454	\$478,557	\$302,565	\$2,383,576

DC City Fiscal Impact

	Overall Impact
Sales Tax	\$139,317
Corporate Income Tax	\$2,025
Personal Income Tax	\$18,185
Tax Revenue Generated from Event	\$159,527



SURVEYING ATTENDEES AND BUSINESSES CAN PROVIDE THE HIGHEST QUALITY OF DATA ABOUT THE IMPACT OF YOUR PROGRAM OR EVENT.

- Analyze where visitors are coming from
- Determine the amount of money visitors are spending
- Determine how visitors are spending money
- Determine how the event impacts businesses' sales and customer traffic
- Qualitative experiences, effective marketing efforts, etc.





Sample Attendee Survey

(Administered during the event)

Survey Questions

1. Time of Survey: _____

2. Where do you live?

- ☐ In the Shaw neighborhood ☐ Nearby neighborhood ☐ Elsewhere in DC
☐ Northern Virginia ☐ In Maryland ☐ I don't live in the local area

3. How did you get to Shaw today? (Check all that apply)

- ☐ Walked ☐ Biked ☐ Drove ☐ Metro ☐ Bus ☐ Uber/Taxi/Lift ☐ Other

4. What is your race/ethnicity?

- ☐ White ☐ Black/African-American ☐ Hispanic or Latino ☐ Asian ☐ Other ☐ Prefer not to answer

5. About how many times a month do you visit Shaw? _____ How much do you usually spend? \$_____

6. How much money do you estimate you will spend tonight in Shaw on the following?

- Alcohol: \$_____ Food & Beverage: \$_____ Arts Merchandise: \$_____ Entertainment: \$_____ & Admissions
(Excluding Alcohol)
Transp.: \$_____ Other Expenses: \$_____ Please explain your other expenses: _____

7. How late do you expect to stay at Art All Night? (Circle one) 8pm / 9pm / 10pm / 11pm / 12am / 1am / 2am / 3am

8. How did you hear about Art All Night? _____

9. What is your favorite thing about Art All Night? _____

Thank you for your help!



Sample Business Survey

(Administered after the event)

Background Questions

1. Respondent's Role in the Business _____
2. How long has this business been in operation at this location? _____

Art All Night Questions

1. Did your business officially participate in Art All Night? (Circle one) Yes No
2. How did this year's Art All Night event impact your business? _____
3. How much more business (in %) did you experience during the Art All Night event compared to an average Saturday night? % Increase: _____
4. How many sales do you make on an average Saturday night in September? \$_____
5. How many sales did you make during the night of the Art All Night event? \$_____
6. Would your business be interested in participating in future Art All Nights? Yes No
7. Any feedback on the event for Shaw Main Street? _____

Thank you for your help!

DATA RESOURCE CHEAT SHEET

Source	Website	Cost	Ease of Use
Demographic Data			
US Census	AmericanFactFinder.com	Free	Moderate
ESRI	ESRI.com	Low	Difficult
Housing Data			
Zillow	Zillos.com	Free	Difficult
US Census, ESRI, Claritas	AmericanFactFinder.com	Free to Low	Difficult
Retail and Office Data			
CoStar	CoStar.com (subscription required)	Very High	Moderate
Loopnet	LoopNet.com	Low to High	Easy
Local nonprofits and business directories		Free	Easy
City Planning Dept.; Office of Taxation; Economic Development Dept.		Free	Easy
Upcoming Development			
Local Planning Departments	Varies	Free	Easy
Walkability, Transit, Safety, and Amenities			
WalkScore	WalkScore.com	Free	Easy
Local police department	Varies	Free	Moderate
Indirect and Induced Economic Modelling			
IMPLAN	IMPLAN.com	Moderate to High	Difficult
RIMS II	https://bea.gov/regional/rims/rimsii/	Low to Moderate	Very Difficult

AutoSave Off Shaw Art All Night Visitor Survey Responses 10.11 - Excel Leslie Deacon

File Home Insert Draw Page Layout Formulas Data Review View Help Acrobat Tell me what you want to do Share Comments

Clipboard Font Alignment Number Styles Cells Editing

E11 30

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Time of Survey	Where do you live?	How did you get to Shaw today?	What is your race/ethnicity?	About how many times	How much do you usually spend?	How much money do you estimate you will spend tonight in Shaw on the following?							How late do	How did you	What is your favorite thing about A		
		Response	Response	Response	Open-Ended Response	Open-Ended Response	Alcohol	Food & bever	Arts Merchar	Entertainmer	Transp.	Other Expen	Please expla	Response	Open-Ended	Open-Ended Response		
3	10:00 PM	In the Shaw neighborhood	Walked	Black/African-American						20				1am				
4	10:15 PM	Nearby neighborhood	Walked	White	0									11pm	Live across from P & 15th location			
5	09:00 PM	Northern Virginia	Walked	Asian	1	50	40	10						11pm	Internet			
6	09:15 PM	Northern Virginia	Uber/Taxi/Lyft	White	1	60	30	20				40		12am	Facebook	Fun night activity		
7	09:17 PM	Nearby neighborhood	Uber/Taxi/Lyft	Black/African-American	2	30	10	20	15					12am	Instagram	Community/Art		
8	09:19 PM	In the Shaw neighborhood	Walked	Black/African-American	I live here	2	40	20	20	75				11pm	I came last ye	The people, art, music, and fellowshi		
9	09:33 PM	Northern Virginia	Uber/Taxi/Lyft	Black/African-American	2	40	20	20	20					1am	Coworker	Its fun		
10	09:33 PM	Northern Virginia	Uber/Taxi/Lyft	Black/African-American	2	20	20	20		20	10			3am	Word of mout	Sense of community		
11	09:38 PM	In the Shaw neighborhood	Walked	Black/African-American	30		10	20		20				12am	Internet	Fun		
12	09:40 PM	Nearby neighborhood	Drove	Black/African-American	6	100		40			10			11pm		Music		
13	09:40 PM	In Maryland	Drove	Black/African-American	20	15	7	20	10	15								
14	08:08 PM	In the Shaw neighborhood	Walked	Prefer not to Answer										9pm	I frequent the	The variety and hours		
15	08:00 PM	In Maryland	Drove	White	0	0	20							12am	Heard on my	Just got here; not able to say		
16	08:10 PM	In Maryland	Walked	Black/African-American	0	0	100	20				5		11pm	Wife	Free, DC flavor		
17	08:00 PM	Elsewhere in DC	Metro	White	1	25								11pm	Internet	Art		
18		Nearby neighborhood	Metro	White	2	40	20	20						9pm	Web	Art and music		
19	08:30 PM	I don't live in the local area	Uber/Taxi/Lyft	White				40	20		30			12am	Facebook	Artists' work on display		
20	08:30 PM	I don't live in the local area	Uber/Taxi/Lyft	White				50			30			11pm	Friend	We're here for the weekend		
21	08:30 PM	Nearby neighborhood	Walked	Hispanic or Latino	2	30	20	10						11pm	Airbnb host	Festive atmosphere		
22	08:20 PM	Elsewhere in DC	Metro	White	First time			20	15	15	5			10pm	Website	Art! Community!		
23	08:20 PM	Elsewhere in DC	Metro	White	First time			15	20		6							
24		Northern Virginia	Walked	White	16	300	200	50						11pm	Friends	Atmosphere, Variety of local art		
25		In the Shaw neighborhood	Drove	Black/African-American										12am	GW students	Interactive		
26	07:38 PM	Elsewhere in DC	Bus	Hispanic or Latino	2.5									12am	Worked at Ch	Paint light		
27		In Maryland	Metro	Asian	4	80		70			10			10pm	Email	Library		
28	08:00 PM	In the Shaw neighborhood	Walked	Black/African-American	7	400			90					11pm	Pass by	Everything		
29	07:57 PM	In Maryland	Drove	Asian	1	0	20	20	80	20			10	10pm	From colleag	Free stuff		
30	08:00 PM	In Maryland	Drove	Hispanic or Latino	0	0	15	20					10	12am	Walked passe	All is enjoyable		
31	07:52 PM	Elsewhere in DC	Walked	Other	1.5	50	20	20					10	10pm	Friends	Arts and music		
32	07:00 PM	Nearby neighborhood	Walked	Other	5	50	24	15	30					12am	Roomate	Independent artists		
33	08:00 PM	In Maryland	Drove	White	2	35	14	10						11pm	Online	Art, music, and community		
34	08:00 PM	Nearby neighborhood	Walked	White	10	0	20							1am	Word of mout	Community		
35	07:30 PM	Nearby neighborhood	Walked	Other	1	50	15	10			2			12am	Internet			
36	07:34 PM	In the Shaw neighborhood	Walked	Black/African-American	4	0								10pm	Friends	Art		
37	07:34 PM	Northern Virginia	Metro	White	0.5	30	10	10		10				11pm	Popville	Art		
														3am	Friend	Art		
														9pm	Coworker	The music		

Sheet

Ready 80%



The survey results will provide you with the basic economic impact assessment of your event!

Number of Visitors (Attributable to your event)	×	Average Visitor Spending (By spending type)	=	Total Direct Economic Impact
# Tickets Sold, Clickers/Counters, Laster Ped Counters, Aerial Photographs, Rely on Police for Est.		<i>Food & Beverage, Alcohol Entertainment, Shopping Transportation, Other</i>		
Survey: ask if would be there if not for event (“attributable”)				



During Art All Night ...

20,890



\$76.71



\$1,602,454

**Number of
Visitors**
(Attributable to
your event)

**Average
Visitor
Spending**
(By spending
type)

**Total Direct
Economic Impact**
(Additional Sales
Generated During
the Event)



During Art All Night ...

20,890



\$76.71



\$1,602,454

**Number of
Visitors**
(Attributable to
your event)

**Average
Visitor
Spending**
(By spending
type)

**Total Direct
Economic Impact**
(Additional Sales
Generated During
the Event)



\$1,602,454

*Total Direct
Economic Impact*



Spending & Revenue

*Attributable Spending
Business Sales
Categories of Spending*



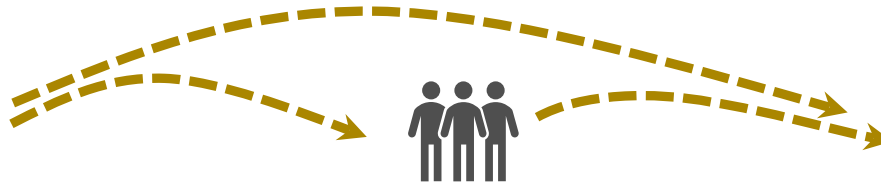
\$1,602,454

*Total Direct
Economic Impact*



Spending & Revenue

*Attributable Spending
Business Sales
Categories of Spending*



Jobs & Employment

*Jobs Created
Wages & Salary*



Fiscal Revenue

*Sales Tax
Property Tax
Licensing & Fees*

*Input-Output Modeling (Using
IMPLAN) can help you
determine the impact on
Employment and your City.*



IMPLAN also measures the direct, indirect, and induced effects of your program or event.



Direct Effects
*Immediate Results
of the Direct
Spending*

*(Includes Your
Inputs!)*



Indirect Effects
*Purchasing Of Goods And
Services From Other
Local Industries;
Employee Spending*



Induced Effects
*Reflect Spending Of
Wages From Residents
For Goods And Services*

ORIENT YOUR MESSAGE TO SPECIFIC AUDIENCES

PARTNERS AND ADVOCATES

- Organization staff & board members
- City officials, policymakers
- Finance departments
- Planning, parks, and transportation departments
- Police, fire, and EMS
- Economic development entities
- Local nonprofits, business and arts advocacy organizations
- Neighborhood groups
- Potential Funders
- Residential Community

PRESENTATION

- Data driven and objective
- Clear; easy to understand
- Concise; emphasize the key takeaways

DELIVERY

- Report and executive summary
- Memo
- Face-to-face meetings and conversations
- Hearings, testimonies, etc.

IMPLICATIONS

- Fundraising and advocacy-building
- More efficient use of resources
- More specialized and effective distribution of services

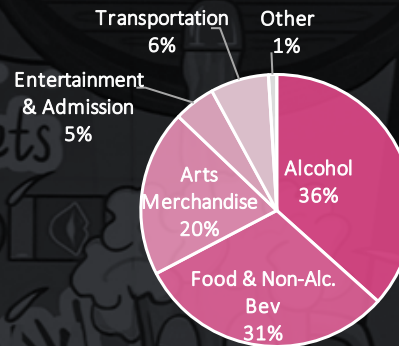
TOOLS FOR COMMUNICATING YOUR FINDINGS

Type of Stakeholders and Corresponding Methods of Communicating Your Program Impacts & Opportunities	Market Analysis	Leakage Analysis	Retail Investment Pitch Sheet	Economic Impact Analysis	Fiscal Impact Analysis	Community Impact Analysis	Face-to-Face Meetings	Marketing Materials	Website	Annual Reports	Memorandum, One-Pager	Press release, Article, Interview	Social Media
Program staff and board members	X	X	X	X	X	X	X	X	X	X	X	X	X
Current and prospective business owners and reps	X	X	X	X		X	X	X	X	X		X	X
Landlords, brokers, management companies	X	X	X	X		X	X	X	X			X	X
Commercial property owners, real estate developers	X	X	X	X		X	X	X	X			X	X
Other local nonprofits and neighborhood organizations	X	X	X	X		X	X	X	X		X	X	X
Potential funders and the philanthropic community				X		X	X	X	X	X	X	X	X
Residential community and neighborhood leaders		X		X		X	X	X	X		X	X	X
City and county public officials and agency leadership				X	X	X	X			X	X	X	X
State or local Coordinating Program			X	X	X	X	X	X		X	X	X	X
State government agencies and other state leadership				X	X	X	X			X	X	X	

TYPES OF DISTRICT MANAGEMENT ORGANIZATIONS

Type	Explanation	Location	Number of Businesses	Required Interest
Business Improvement District	Property owners voluntarily tax themselves to fund improvements or services for a defined area. BIDs provide a funding mechanism for public improvements, such as security, lighting, or sanitation. BIDs can be created for businesses and residential areas, but require approval from the governing body.	Urban Suburban	150+	High
Main Street	The National Trust for Historic Preservation utilizes the historic character of established downtowns to ignite revitalization. Designated Main Streets strive to revitalize their downtowns through their four-point approach.	Urban Suburban	25+	Medium-High
Retail Recruiter	Retail recruiters serve as matchmakers for vacant storefronts. Retail recruiters should have knowledge regarding the local demographics, what retailers currently exist in the area, and the available amount of leasable retail space. Retail recruiters should understand the zoning and permitting requirements, any pending infrastructure/transportation improvements or beautification plans, and available financial or design incentives.	Urban Suburban Rural	Any	Medium-High
Community Development Corporations (CDCs)	A CDC is a nonprofit, public-private partnership that helps to attract new business. Funding for a CDC often comes from the municipal government and donations. They often have the ability to acquire land, demolish buildings, and make site improvements, but most focus on business retention. The CDC has an established board of directors and the chair is often from the private sector. CDCs can range in size, depending on the amount of funds, land area to be included as part of the organization's mission, and population of the community.	Urban Suburban Rural	Any	Low-Medium
Merchant's Associations	Merchants' Associations focus on creating revenue through events, advertising, and building consensus among retail properties. They often help recruit retailers by fielding questions, offering site assistance and assisting with the permitting process. Merchant's associations are the easiest type of management structure, as they require a low number of businesses to exist.	Urban Suburban Rural	2+	Low-Medium
Enterprise Zone	Businesses located within Enterprise Zones are eligible for state incentives, which may include a state sales tax exemption or a utility tax exemption for businesses of a certain size. Many communities provide additional local financial incentives to attract new business. Many communities that have enterprise zones receive funding from state and private sources for operations.	Urban	Any	Low
Economic Development Department	Most communities assign the economic development department to be responsible for administration of land-use and zoning regulations. While it can be advantageous to keep decision-making within the realms of the local government, this type of model often is exposed to short-term political change and leads to retail goals changing in the short term. To help mitigate some of the political impacts, the economic development department should assign a point person to be the principal liaison with any potential developer, retailer, or broker.	Urban Suburban Rural	Any	Low

In 2018, Art All Night in Shaw generated approximately \$1.6 million of spending during the event.



The average visitor spent \$28 on alcohol, \$24 on food and non-alcoholic beverages, \$15 on arts merchandise, \$5 on transportation, and \$4 on entertainment and admissions during the event.

\$76.71

Average Attendee Spending in Shaw During Art All Night

24,075

\$1,602,454

Total Additional Sales Revenue in Shaw Generated by Art All Night

Direct Economic Impact By Spending Type (Increased Spending in Shaw Due to Art All Night)

Food & Beverage (Including Alcohol)	Arts, Merchandise, Transportation	Other	Total
\$1,079,244	\$399,536	\$113,727	\$9,947
			\$1,602,454

Art All Night in Shaw resulted in over

- \$1.2 million in salaries
- Equivalent of 34 full-time job positions
- Approximately \$160,000 in tax revenue for the District.

	Direct Impact	Indirect Impact	Induced Impact	Overall Impact
Jobs Created	30	2	2	34
Labor Income	\$874,879	\$245,368	\$129,668	\$1,249,915
Sales Revenue	\$1,602,454	\$478,557	\$302,565	\$2,383,576

DC City Fiscal Impact

	Overall Impact
Sales Tax	\$139,317
Corporate Income Tax	\$2,025
Personal Income Tax	\$18,185
Tax Revenue Generated from Event	\$159,527



Georgetown French Market Visitor Profile

The annual Georgetown French Market, presented by the Georgetown Business Improvement District, features a three-day Parisian-inspired open-air market throughout the Book Hill neighborhood. The 2019 event, in its 16th year, spanned April 26th through 28th along Wisconsin Avenue.

The French Market encouraged

81%

of attendees to visit Georgetown that day.

43%

of attendees visit Georgetown a few times a year or less, while 24% visit the neighborhood multiple times per week.

50%

of attendees reside in DC. 29% reside in Northern Virginia and 13% reside in Montgomery County.

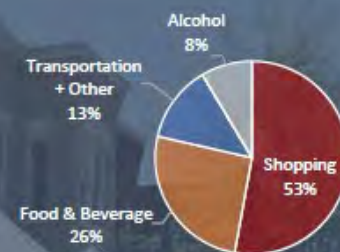
87%

of attendees spent money in Georgetown during their French Market visit.



In 2019, Georgetown French Market visitors generated **\$776,700** in sales for Georgetown businesses.

Georgetown GLOW visitors spent on average **\$70** during their visit to Georgetown.



Visitors were more likely to shop on Friday during the French Market, with 63% of visitors planning to buy merchandise that day, compared with 29% on Saturday and 30% on Sunday.

Analysis and brochure completed for the Georgetown Business Improvement District by Jon Stover & Associates (JS&A) based on 126 randomly-selected attendee surveys conducted during the 2019 event. Pedestrian count figures provided by the Georgetown BID.



Georgetown French Market Memo: Visitor Assessment

The 16th Annual Georgetown French Market, presented by the Georgetown Business Improvement District, took place from April 26th through 28th, 2019. The event featured an open-air market with live entertainment, children's activities, and over 35 local merchants, restaurants, salons and galleries.

The French Market attracts many new and infrequent visitors to Georgetown while also serving neighborhood regulars.

Visitors on Friday were likelier to spend money on clothing or other merchandise, while Saturday and Sunday attendees were more interested in eating and drinking.

VISITOR PROFILE

- The French Market attracts a mix of nearby residents, regular visitors, and new audiences. 43% of attendees only come to Georgetown a few times per year or less than once a year, while 24% visit the neighborhood multiple times per week. 34% of visitors travel to Georgetown a few times per month.
- The vast majority of visitors surveyed came to Georgetown because of the French Market, 67% of visitors came to the neighborhood exclusively because of the event, and 81% said that the market played at least some role in their decision to come to Georgetown.
- Half of all French Market attendees live in DC. 17% were Georgetown residents and 12% were from other upper NW DC neighborhoods. 29% of visitors live in Northern Virginia and 13% are from Montgomery County, MD. 6% are domestic tourists and 2% are from other countries.
- 45% of the attendees used a personal car to come to the French Market and 29% of visitors walked to the event. 13% used a rideshare program, such as Uber or Lyft, 13% relied on public transit, and 6% used a bike or scooter.
- Only 4% of Saturday attendees planned to attend the Georgetown House Tour.

VISITOR SPENDING

- 87% of attendees spent money in Georgetown during their French Market visit.
- Visitors who purchased clothing or other merchandise spent an average of \$100 at the French Market. Friday was the most popular day for shopping (63% of visitors planned to shop), to compared to 29% on Saturday and 30% on Sunday.
- The average French Market attendee spent a total of \$70 in Georgetown: \$6 on alcohol, \$18 on food and drinks, \$37 on shopping, and \$9 on transportation and other expenses. Visitor spending was significantly higher on Friday with the average visitor spending \$151 compared to Saturday's spending of \$51 and Sunday's spending of \$38.
- The French Market generated a direct economic impact of \$775,700 over the three-day event. This impact is based upon the average visitor spending and estimated visitor attendance.

HOW VISITORS LEARNED ABOUT THE FRENCH MARKET

- Facebook (33%) was most common way attendees heard about the French Market, followed by word-of-mouth (24%) and event posters (10%). Attendees also found out about the event through local news sources (7%), Instagram (5%), and Twitter (2%). Only 8% of visitors happened upon the market, without prior knowledge of the event.
- Facebook (48%), Instagram (17%), and Washington Post (6%) were the most common formal sources for local events among attendees.

Jon Stover & Associates (JS&A) surveyed attendees of the Georgetown French Market to collect qualitative and quantitative information about the event's visitor base and impact. JS&A surveyed a total of 126 visitors over the three days of the event: Friday, Saturday, and Sunday afternoon on April 26th, 27th, and 28th respectively.

JS&A

Georgetown Glow Visitor Profile

Georgetown GLOW, presented by the Georgetown Business Improvement District, featured light installations throughout the Georgetown neighborhood from December 1st through January 6th.

Georgetown GLOW encouraged
87%
of attendees to
visit Georgetown.

68%
of attendees visit
Georgetown a few
times a year or less.

76%
of attendees reside
outside of DC.

67%
of attendees
planned on dining
in Georgetown
during their visit.

Georgetown GLOW attracts visitors from around the DC-VA-MD region and tourists from across the country and internationally.

Near Georgetown	12%	Montgomery County	11%
Other DC Neighborhoods	12%	Other MD Suburbs	12%
Arlington County	16%	Elsewhere in US	12%
Fairfax County	12%	International	4%
Other VA Suburbs	9%		

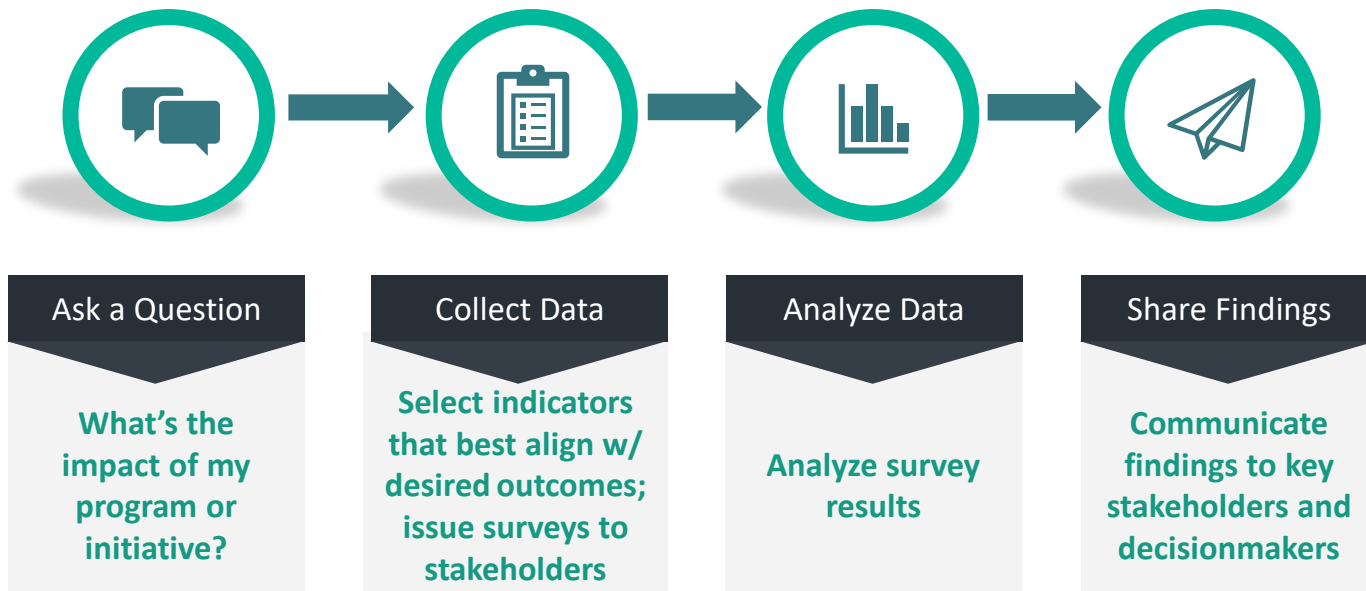


YOU CAN OFTEN DO THIS IN-HOUSE

All You Need Is:

- *Have a clear and simple impact research question.*
- *Lean on someone you know who can 'do a glance over'.*
- *Have staff or volunteer support to issue surveys*
- *you have the time and resources to keep learning more about this.*

Impact Assessment Methodology



REASONS TO ASSESS YOUR IMPACT

- Better understand and define your own impact
- Demonstrate value to larger audiences
- Assist with short-term and long-term fundraising
- Given limited resources- separates you from the competition
- Become more efficient and effective by identifying program strengths and shortcomings
- Assist with decision-making regarding resource allocation and programming

SUMMARY

SO WHAT *IS* YOUR EVENT'S IMPACT?

- **Economic:** Business growth, job growth, increase in sales, property values
- **Fiscal:** Tax revenues
- **Community:** Safety, placemaking, branding, entertainment, amenities, cleanliness, revitalization

**NEED MORE HELP?
IFEA IS A RESOURCE!**

TELLING A STORY WITH DATA

- Answering a question
- Achieving an objective
- Reaching particular audiences
- Building advocates

UNDERSTAND THE FOLLOWING

- What have you done?
- What were the results?
- How could it be improved?

QUESTIONS AND DISCUSSION

DON'T HESITATE TO REACH OUT!

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