

2018 Clearwater Jazz Holiday Event Economic Impact Analysis – Memorandum of Findings

Research Overview & Objectives

This memo presents the findings of a study of the attendees and exhibitors/sponsors of the 2018 Clearwater Jazz Holiday conducted by Destination Analysts, Inc. on behalf of Visit St. Pete/Clearwater. The data presented here comes from an in-person intercept survey administered by Destination Analysts' research team to attendees at the 2018 Clearwater Jazz Holiday, as well as self-administered online surveys taken by the festival organizer and exhibitors/sponsors.

The overarching goal of this survey-based research was to estimate the economic impact of this event to the St. Pete/Clearwater area. In addition, this research study was intended to determine the following regarding attendees and exhibitors of the Sugar Sand Festival:

- Incidence of St. Pete/Clearwater area visitors to local residents
- Place of stay
- Length of stay
- Spending in the St. Pete/Clearwater area

Methodology

The research included three separate yet carefully integrated survey collection techniques. Destination Analysts, working closely with Visit St. Pete/Clearwater, prepared a base survey questionnaire for event attendees that was fielded by Destination Analysts research staff for three days of the four day event, October 18th-20th, 2018. To calculate the economic impact of this event to Pinellas County additional information was collected through a self-administered online Event Organizer Survey, which was completed after the event concluded.

This report presents data collected from both surveys. In total, 516 attendee intercept surveys were collected, as well 1 Event Organizer Survey.



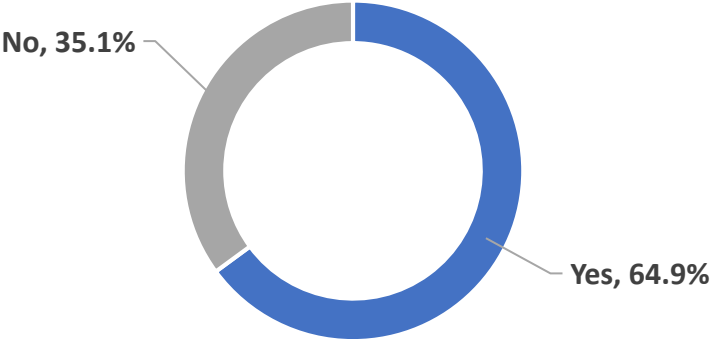
(Pictured Above: Destination Analysts' Research Team at the Clearwater Jazz Holiday)

Summary of Findings:

The following presents key findings that have emerged from this research.

ATTENDED EVENT PREVIOUSLY

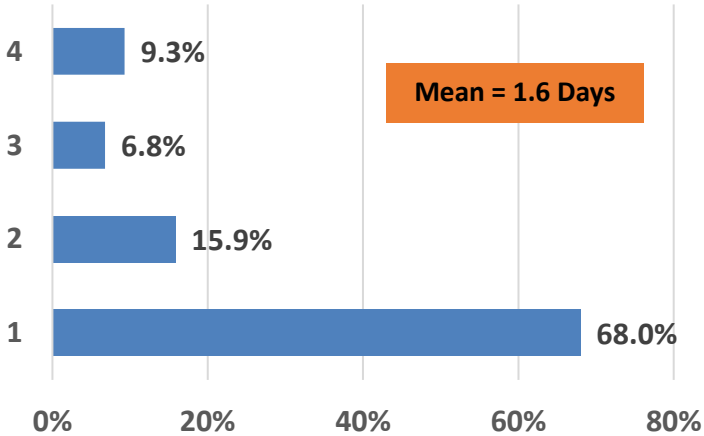
Figure 1: The 2018 Clearwater Jazz Holiday attracts a significant portion of repeat visitors. Nearly two-thirds of all event attendees surveyed had previously attended this event (64.9%). Meanwhile, 35.1 percent were attending the event for the first-time.



Question: Have you ever attended this event before? Base: All respondents. 516 completed surveys.

NUMBER OF DAYS SPENT AT EVENT

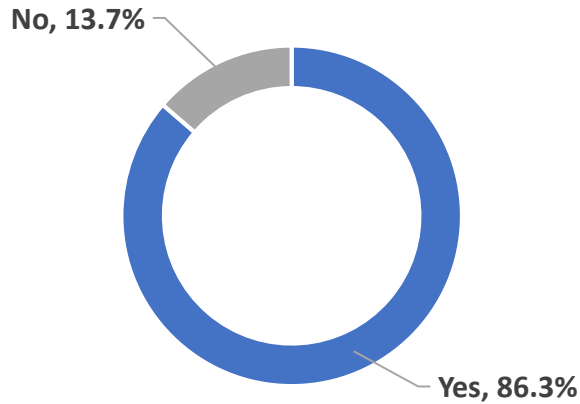
Figure 2: The typical event attendee went to the Clearwater Jazz Holiday for 1.6 days. However, one-in-ten attended the event for the full duration (4 days).



Question: How many total days will you be attending this event? Base: All respondents. 516 completed surveys.

EVENT WAS PRIMARY REASON FOR TRIP TO ST. PETE/CLEARWATER

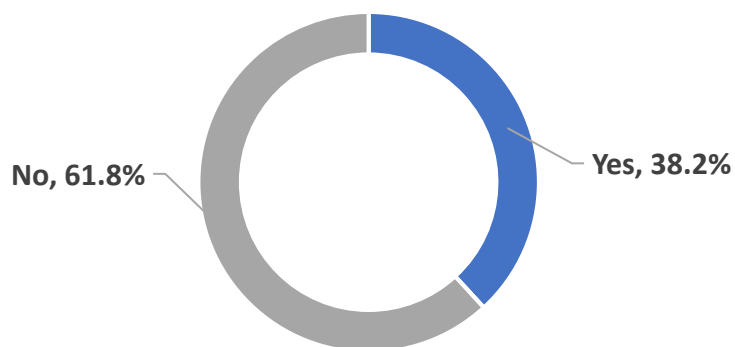
Figure 3: A large majority of non-local attendees (those who reside outside Pinellas County) surveyed said the 2018 Clearwater Jazz Holiday was their primary reason for visiting the St. Pete/Clearwater area (86.3%).



Question: Was this event the primary reason for your trip to the St. Pete/Clearwater area? Base: Respondents who do not live in Pinellas County. 296 responses.

OVERNIGHT STAY IN PINELLAS COUNTY

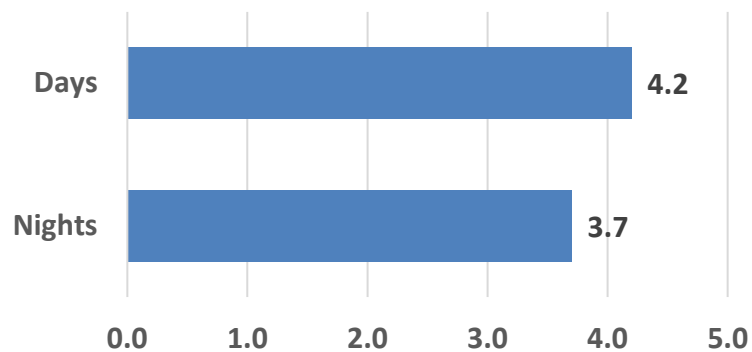
Figure 4: Nearly two-in-five non-local attendees surveyed stayed overnight in Pinellas County as part of their trip to attend the Clearwater Jazz Holiday (38.2%).



Question: Are you staying overnight in Pinellas County on this trip? Base: Respondents who do not live in Pinellas County. 296 responses.

DAYS & NIGHTS SPENT IN PINELLAS COUNTY

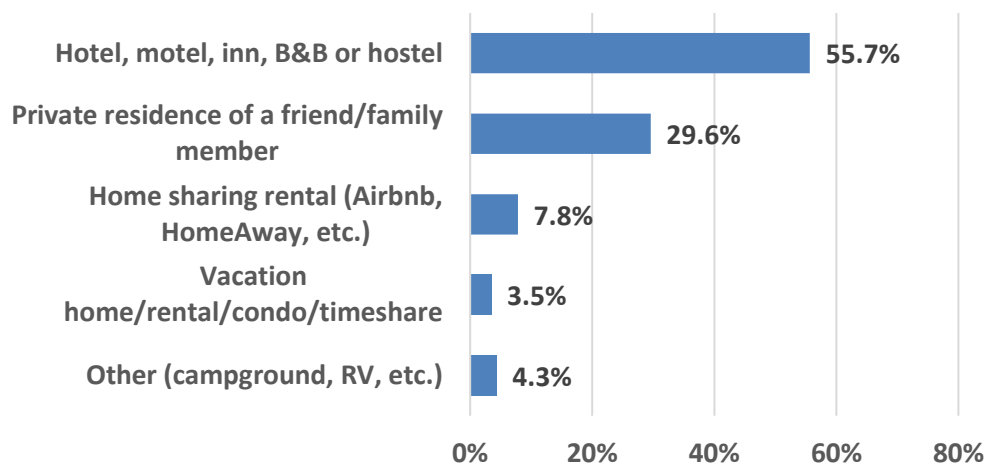
Figure 5: Overnight visitors who attended the Clearwater Jazz Holiday reported spending an average of 4.2 days and 3.7 nights in Pinellas County.



Question: How many total days and nights are you staying in Pinellas County for this trip? Base: Non-local attendees that stayed overnight in Pinellas County. 115 responses.

PLACE OF STAY IN PINELLAS COUNTY

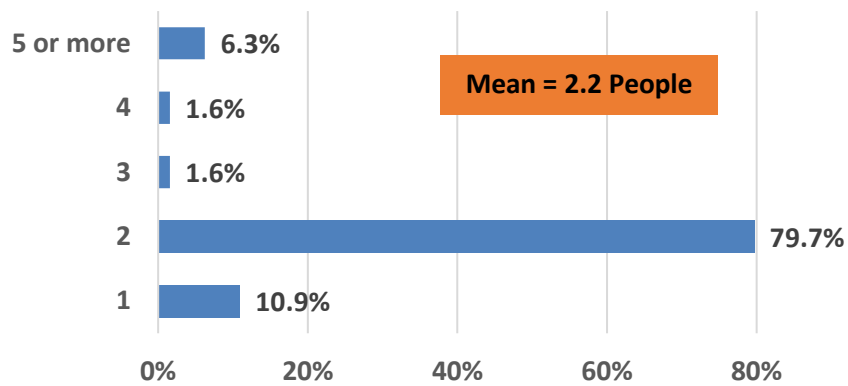
Figure 6: Over half of all overnight visitors surveyed stayed in a hotel, motel, inn or hostel within Pinellas County (55.7%). Additionally, three-in-ten of this group stayed overnight in the private home of a local friend or family member (29.6%).



Question: What type of lodging are you staying in? Base: Non-local attendees that stayed overnight in Pinellas County. 115 responses

NUMBER OF PEOPLE IN LODGING ACCOMMODATIONS

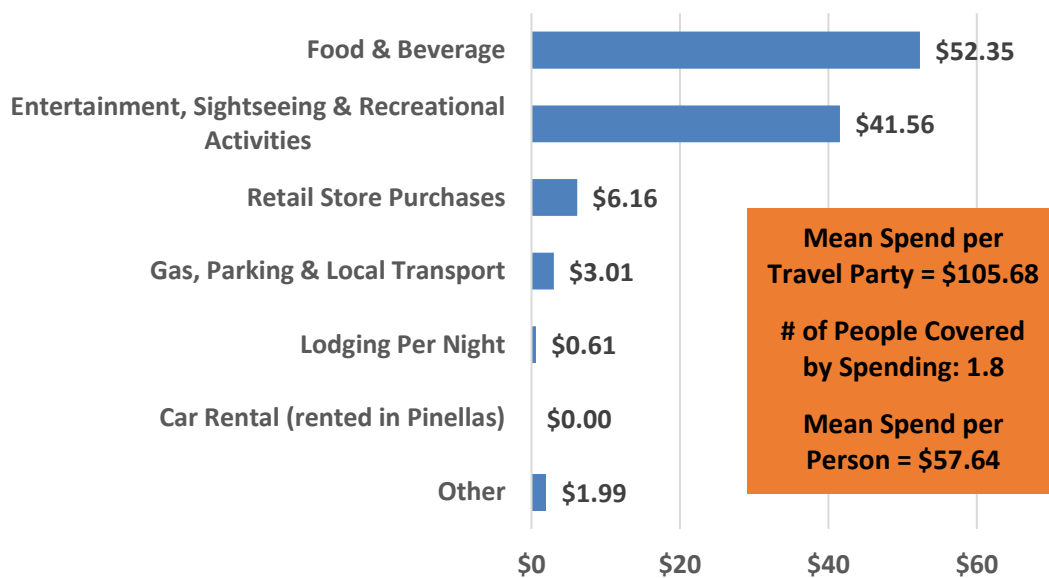
Figure 7: Visitors who stayed overnight in paid lodging within Pinellas County reported that there were 2.2 people in their accommodations, on average.



Question: How many people are staying in your lodging, including yourself? Base: Non-local attendees that stayed overnight in paid accommodations in Pinellas County. 64 responses

PINELLAS COUNTY RESIDENT EVENT SPENDING

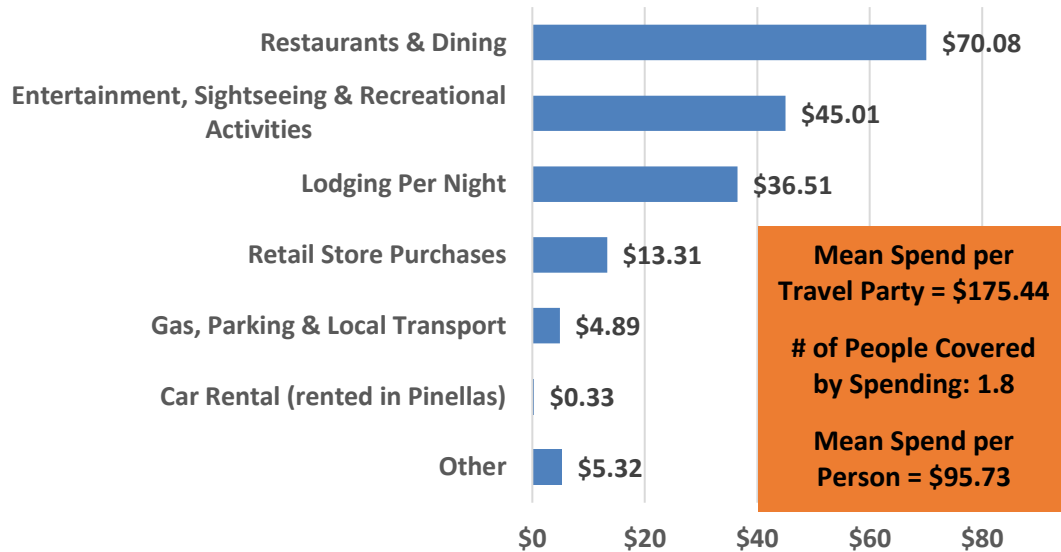
Figure 8: The typical local attendee (those residing in Pinellas County) spent an average of \$57.64 per day in association with the Clearwater Jazz Holiday. This is based off the average reported travel party spend of \$105.68 covering 1.8 people.



Question: Thinking about your spending associated with attending this event, please estimate the amount you will spend PER DAY for each of the following categories. Base: Pinellas County residents. 217 responses.

VISITING ATTENDEE IN-MARKET SPENDING

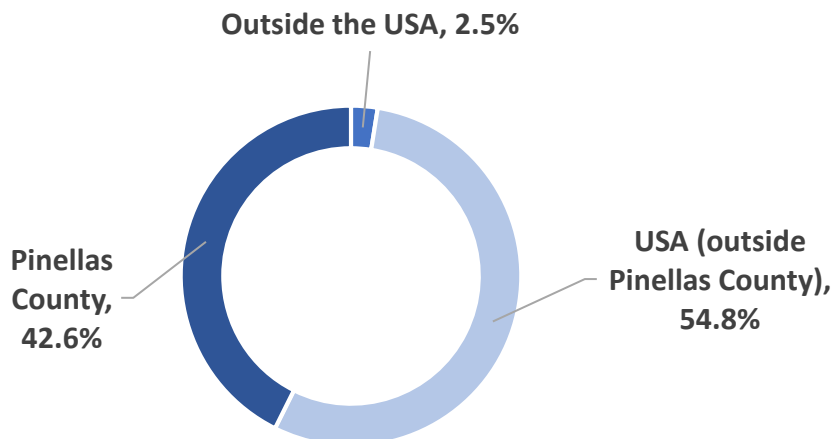
Figure 9: It is estimated that the average Clearwater Jazz Holiday visiting attendee represents \$95.73 in daily in-market spending. This is based on the reported daily spending of \$175.44 covering an average of 1.8 travelers. Please note the lodging spend reported below (\$36.51) is reflective of the average spent across all visiting attendees surveyed including those who did not stay in paid accommodations in the area.



Question: Thinking about your spending during your overall visit to the St. Pete/Clearwater area to attend this event, please estimate the amount you will spend PER DAY for each of the following categories. Please only include spending within Pinellas County. Base: Respondents who do not live in Pinellas County. 295 responses.

RESPONDENT POINT OF ORIGIN

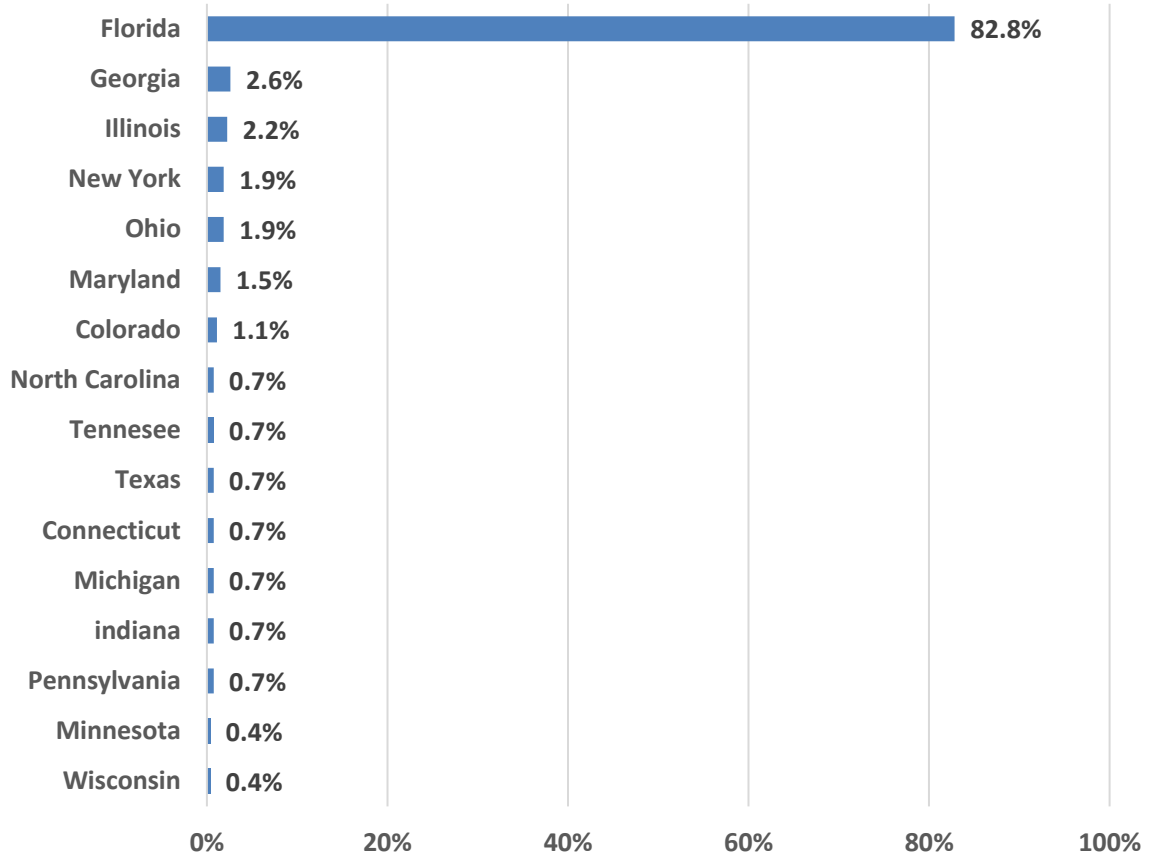
Figure 10: A majority of event attendees were visitors from outside Pinellas County. In total, 54.8 percent of attendees were domestic visitors who outside of Pinellas County, and 2.5 percent were international visitors.



Question: Where is your primary residence? Base: All respondents. 516 responses

POINT OF ORIGIN: STATE (DOMESTIC VISITORS WHO RESIDE OUTSIDE PINELLAS COUNTY)

Figure 11: In total, 82.8 percent of visiting Clearwater Jazz Holiday attendees surveyed reside within the state of Florida. The remaining 17.2 percent of domestic respondents reside outside the state, with top representation from Georgia (2.6%), Illinois (2.2%), New York (1.9%) and Ohio (1.9%).

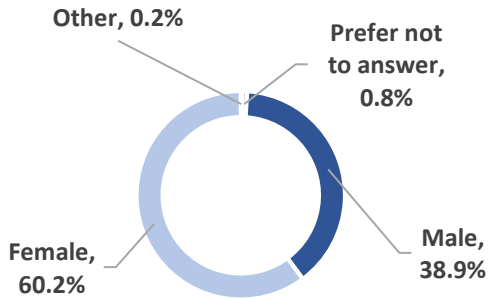


Question: What is your zip code? Base: Domestic respondents who do not live in Pinellas County. 283 responses.

RESPONDENT DEMOGRAPHICS

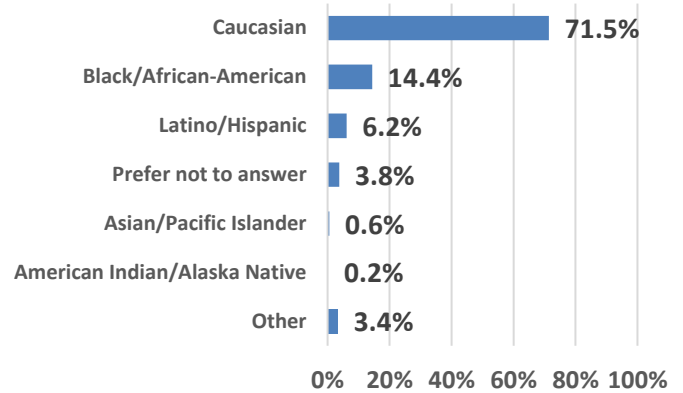
Question: What is your gender?

Base: All respondents. 507 responses.



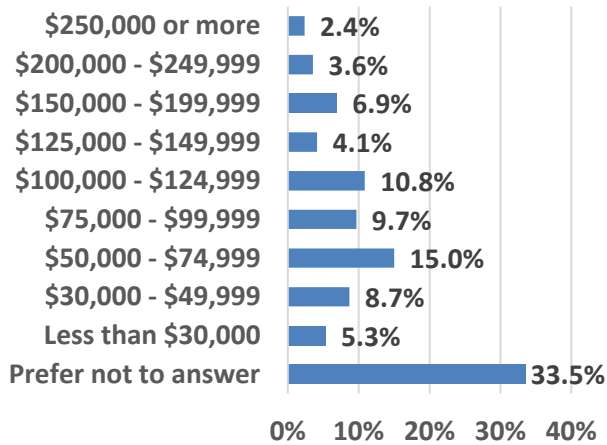
Question: Which best describes your ethnicity?

(Select one) Base: All respondents. 501 responses.



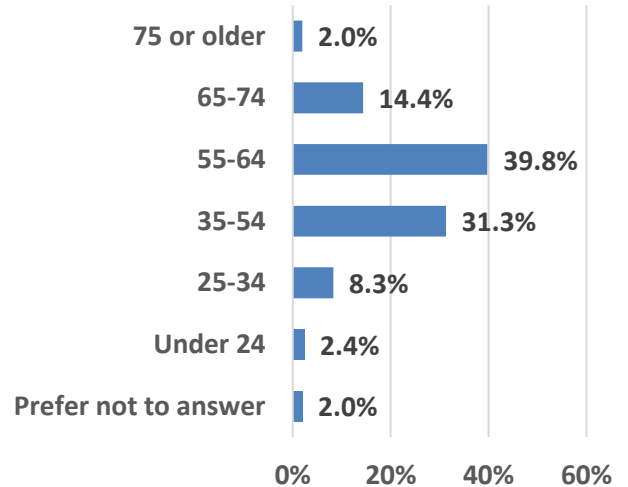
Question: Which best describes your annual household income? (Select one)?

Base: All respondents. 507 responses.



Question: Which best describes your annual household income? (Select one)?

Base: All respondents. 508 responses.



Economic Impact Analysis

The economic impact model used for this study is based on an industry-standard modeling approach for estimating *direct visitor spending* in the destination. This is defined as all spending by visitors to Pinellas County for the event, plus related spending in the county by exhibitors and the event organizer.

Attendance and sponsor/exhibitor information were provided by the event organizer. Estimates of spending taken directly from the intercept survey data collected for this study were applied to the attendance and exhibitor counts (also provided by the event organizer). Additionally, spending data was provided by the event organizer in the post event survey. Industry standard IMPLAN multipliers were then used to derive the overall economic impact of tourism to the local economy. The model also estimates additional metrics related to the visitor industry's economic impact to Pinellas County. These are tax revenues generated for the county, as well as jobs supported by the industry.

Other Key Definitions

The following key definitions related to economic impact are used in this report.

- **Total Direct Spending:** The injection of money into the local economy that takes place when an attendee, exhibitor or event organizer purchases any good or service inside Pinellas County.
- **Total Economic Impact:** The total change in economic activity in Pinellas County generated by direct spending. This includes direct event-related spending as well as its *induced* and *indirect* effects in the county.
- **Tax revenues generated:** Tax revenues flowing to government coffers as a result of direct visitor spending.
- **Jobs supported:** The number of jobs supported by direct visitor spending in Pinellas County. These jobs may or may not be physically located in the destination and may not be traditionally identified as tourist jobs. For example, restaurant spending supports many types of jobs such as delivery persons and linen cleaners. Although these jobs may not necessarily be considered tourism jobs, the industry nevertheless supports them.

The economic impact estimates provided in this report are based on 23,567 unique attendees to the 2018 Clearwater Jazz Holiday. The estimated attendance figure provided by the event organizer (37,000) was adjusted to account for attendees who went to the event for multiple days.

IMPORTANT NOTE: *Attendee spending is defined as spending within Pinellas County by 2018 Clearwater Jazz Holiday attendees who reside outside Pinellas County. Visiting attendees include travelers from outside the county who are visiting specifically to attend the event. Spending by St. Pete/Clearwater area residents related to the event is specifically excluded from the economic impact estimates, as it cannot be claimed as an injection of new spending into the local economy.*

The study's key economic impact findings are summarized following:

- **Direct attendee spending in Pinellas County generated by the 2018 Clearwater Jazz Holiday:** Of the 23,567 unique festival attendees, 11,674 were incremental visitors who live outside Pinellas County and visited the St. Pete/Clearwater area primarily to attend the event. Any spending within the county by these incremental visitors can be counted in the event's economic impact. The average incremental visitor spent \$101.57 in Pinellas County during their trip in which they attended the 2018 Clearwater Jazz Holiday. Thus, this event is estimated to have generated \$6,699,503 in new visitor spending in the St. Pete/Clearwater area.
- **Sponsor-related attendee spending in Pinellas County generated by the event:** The 2018 Clearwater Jazz Holiday also generated spending in Pinellas County by festival sponsors, vendors and exhibitors. It is estimated that festival sponsors spent \$190,473 in Pinellas County for the event.
- **Total estimated economic impact:** The in-market spending by incremental visiting attendees, event organizer and sponsors is estimated at \$7,099,343. When indirect and induced effects of this spending are estimated using an IMPLAN model, the total economic impact of the 2018 Clearwater Jazz Holiday was \$12.1 million.
- **Total estimated tax revenues generated:** The in-market spending by incremental visiting attendees and the event organizer/sponsors also generates tax revenues for the destination. Given the county's transient occupancy tax, sales tax and property taxes, it is estimated that the 2018 Clearwater Jazz Holiday generated \$756,271 in tax revenues for the St. Pete/Clearwater area.
- **Incremental hotel room nights generated by the event:** Given the number of incremental visiting attendees and festival sponsors who stayed overnight in a Pinellas County hotel, 5,964 incremental room nights were generated.

Jobs Supported	128
Taxes Generated for Pinellas County	\$756,271
Total Event Hotel Room Nights Generated	5,964
Total Event Vacation Rental/Home Share Rental Nights	1,905
ECONOMIC IMPACT	
Total Direct Spending Generated by the Event (by the Event Organizer, Sponsors and Incremental Attendees)	\$7,099,343
*Indirect Effect	\$2,455,913
*Inducted Effect	\$2,508,639
Total Economic Impact	\$12,063,895

*Note: **Indirect effects** are changes in inter-industry transactions when supplying industries respond to increased demands from the directly affected industries (e.g., impacts from non-wage expenditures). **Inducted effects** reflect changes in local spending that result from income changes in the directly and indirectly affected industry sectors (e.g., impacts from wage expenditures; the subsequent round of spending in the local economy made by the households of the employees of companies that incur both direct and indirect expenditures).