

# The Economic Impact of the Farm Show Complex & Expo Center, Harrisburg

## Introduction

The Pennsylvania Farm Show Complex and Expo Center in Harrisburg is a major venue that annually hosts more than 200 shows and events, many of which have a significant agricultural focus. These include three state-sponsored agricultural shows, the Pennsylvania Farm Show, the All-American Dairy Show, and the Keystone International Livestock Exposition. It also hosts a number of other agricultural shows, including rodeos, horse shows, and livestock sales. These events in total attract hundreds of thousands of visitors to the Harrisburg metropolitan area, which positively affects other businesses within the region.

This study estimates the annual economic impact in Dauphin and Cumberland counties of the major events held at the Pennsylvania Farm Show Complex and Expo Center from December, 2012, through November, 2013. This includes the direct economic impact of local spending by vendors, by the hundreds of thousands of visitors, and by the facility itself for operation/maintenance, and the indirect and induced economic impacts of these direct expenditures.

## What is 'Economic Impact'

An 'Economic Impact' is the change in employment, income, and output resulting from an activity or event within a community, which otherwise would not have occurred. The phrase 'which otherwise would not have occurred' is critically important, because it means taking into account what would have happened otherwise. The opening of a new restaurant in a community, for example, will create little economic impact in that community if its customers would otherwise have simply gone to another local restaurant. The pattern of spending in the community may shift as a result of the opening of the new restaurant, with the new restaurant's financial gain coming at the expense of its local competitors who lose customers to it, yet the overall size of the local economy will be little changed.

The implication of this is that economic impact arises largely from new dollars coming into the community, and from reducing the amount of dollars leaving the community, not from changing how existing dollars circulate in that economy. The economic impact of the Farm Show Complex and Expo Center in Dauphin and Cumberland counties thus depends critically upon the extent to which the Complex is able to draw non-residents to the Harrisburg area, thus increasing the number of dollars flowing into the Harrisburg area economy. Many Harrisburg area residents attend events at the Complex, and though this likely improves their quality of life, their attendance at the Farm Show Complex events will have little economic impact in the Harrisburg area because if they had not gone to

the event, they likely would have spent money on something else locally, such as a movie, a local concert, or a restaurant.

Economic impact similarly depends upon dollars remaining within the local economy. Non-local vendors do create economic impact through their own spending to attend Farm Show Complex events, such as on hotel rooms, meals, and other retail spending done while in the area for the event; yet attendee purchases from these non-resident vendors at the Farm Show Complex create little economic impact in the Harrisburg area, because those vendors take those dollars home with them. Only purchases from Harrisburg area vendors directly will add dollars to the local economy. As a result, economic impacts in this study are estimated using non-resident attendee, vendor, exhibitor, and competitor spending while in the Harrisburg area to attend a Farm Show Complex event.

Economic impacts include three components; Direct Impacts, Indirect Impacts, and Induced Impacts. The dollars immediately spent in the Harrisburg area on goods or services by attendees, vendors, exhibitors, and competitors at Farm Show Complex events, such as local stores or restaurants, at hotels, and in the Farm Show Complex itself, are referred to as the Direct Impacts. The businesses who receive these dollars in turn will spend money locally as a result of the purchases, such as local restaurants replenishing food and other supplies, paying employees, and other related spending at Harrisburg area businesses. Such spending is the Indirect Impact resulting from the Farm Show Complex visitors. The employees of the businesses directly and indirectly affected by the Farm Show Complex themselves will increase their local spending, such as on groceries, clothing, or local entertainment, generating additional economic activity called Induced Impacts. This ripple effect of direct, indirect and induced spending is known as the 'economic multiplier effect.'

## **Methodology**

The sixteen largest events in Farm Show Complex between December, 2012, and November, 2013, were selected for inclusion in the study. Smaller, more local events, such as Harrisburg Heat soccer games and the Dauphin County 4-H Fair, were omitted from the analysis, which means the analysis likely underestimates the overall economic impact of the Farm Show Complex. Yet because these omitted events are relatively small and primarily patronized by local residents, the overall estimate should not be too inaccurate. In the midst of the study year, one of the targeted events, the Eastern Sports and Outdoor Show, was unexpectedly cancelled. In addition, permission could not be obtained to survey participants at the Keystone Cluster Dog Show. The final study thus includes information from fourteen major events.

Data for the study was collected through three different sources, including two surveys and a key informant interview;

1. Surveys of attendees at the major Farm Show Complex events (e.g. the general public who attends the Farm Show Complex, or people who go to one of the tradeshow or other specialized event);
2. Survey of vendors/exhibitors/competitors at the major Farm Show Complex events (e.g. firms or individuals selling their wares, showing a horse or steer, etc.); and
3. A key informant interview with the manager of the Farm Show Complex about the complex's payroll and operating expenditures.

Which surveys were used at a specific event depended upon the nature of the event itself; some events primarily only had competitors, such as the All American Dairy Show, so the attendee survey was not used there. Other events, such as the Ahmadiyya Jalsa Salana conference, had only attendees, so the vendor/exhibitor survey was not used at that event.

### *1. Attendee Survey*

The Attendee Survey was conducted face-to-face by trained interviewers from the Penn State Survey Research Center, who randomly surveyed people attending Farm Show events. The interviews generally occurred near the exits of the Farm Show Complex, as attendees were leaving, though some interviews occurred in a central food area. The interviewers followed a systematic survey protocol, which is a common random sampling method used to survey participants at an event. Under such a survey protocol, the interviewer approaches people at regular intervals (such as every fifth person) to conduct the survey. When the interviewer approached a potential respondent, the interviewer asked whether they were a resident of Dauphin or Cumberland counties, and kept track of the responses on a tally sheet to identify the proportion of attendees who were non-local. Full interviews were only conducted with non-residents. During the later analysis of the responses, the zip codes of respondents in these completed interviews were examined to ensure each respondent lived outside the two counties; those responses with zip codes from within the two counties were excluded from the analysis, and the proportion of non-resident attendees was adjusted accordingly.

The survey interval used with the Farm Show attendees varied by the event, and by how busy the event was at the time. Interview days and times were selected to provide a representative sample of the attendees, including a mix of weekdays and weekends, and times during those days. In addition, there typically were at least two interviewers on-site at the same time, covering different exits to avoid potential biases based upon where people parked (which could be an issue, because for some events the Complex designates different lots for VIPs, exhibitors, and the general public). For some of the largest events, such as the Farm Show, there were four interviewers on site at a time.

The Attendee survey focused on attendees' spending related to their Farm Show Complex visit (e.g. how far they travelled to attend the event; if they were from outside the Harrisburg area, was this event why they came to Harrisburg; the zip code of their residence; and how much they spent on food, hotel, and other items during their trip) (see the Appendix for a copy of the survey). Interviewer staffing patterns were designed to interview a total of approximately 6,600 non-residents across the largest eleven events, with the number distributed during each event varying by the event length and expected number of attendees. For example, the goal was to complete a total of 1138 attendee surveys at the

Pennsylvania Farm Show (out of a total estimated attendance of 585,000), while the goal was 455 at the Fire Expo (expected attendance of 20,000).

## *2. Vendor/Exhibitor/Competitor Survey*

The vendor survey was two-pages long, with questions on front and back, generally included as part of the vendor registration packet. For some events, the vendor surveys had to be manually given to the vendors or exhibitors by Farm Show staff or the Penn State Survey Research Center interviewers. The surveys included a self-addressed business reply envelope respondents to return the completed survey after the event. In addition, on-site was a drop-box on site for vendors who wanted to return the completed surveys during the event.

The vendor survey focused on local spending by the vendors (e.g. if they stayed in a hotel, meals, etc), their sales, their geographic location, etc. and a survey ID number that identified the specific event they attended (see the Appendix for a copy of the survey). The surveys were distributed to all the vendors at fifteen of the largest events, with a goal of distributing a total of 10,000 surveys across all the major events. For most events, all the vendors, exhibitors, or competitors received a survey. At the events with more than 1,000 exhibitors or competitors, such as the Pennsylvania Farm Show and the All American Dairy Show, only a sample of the exhibitors or competitors were surveyed, with the surveys randomly distributed in the registration packets.

## *3. Farm Complex Operating Expenses*

In October, 2013, a key informant interview was conducted with the Farm Show Complex Executive Director and budget staff about the complex's operating expenses, such as total payroll, utilities, janitorial, maintenance, and other expenditures; about its typical annual schedule, including the number of events, number of attendees, and number of vendors; and other relevant information.

## *4. Economic Impacts*

The attendee and vendor survey responses were analyzed on a per-event basis to estimate the proportion of the attendees and vendors who lived outside of Dauphin and Cumberland counties, and for these non-residents, their average spending in the Harrisburg area related to that Farm Show Complex event. These proportions and averages were then extrapolated across all the estimated attendees, vendors and exhibitors, and competitors, as appropriate, to estimate total spending associated with the event by non-residents. These spending totals from each event were then entered separately into the economic impact tool IMPLAN<sup>1</sup> to estimate the economic impact of each event (including direct, indirect, and induced effects - e.g. the economic multiplier). The analysis of individual events appears in the appendices.

To estimate the overall economic impact of the Farm Show Complex and Expo Center, spending data from all the studied events was combined with the Farm Show Complex payroll and operating expenditure information, and then similarly entered into the economic impact tool IMPLAN.

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<sup>1</sup> IMPLAN is among the most widely used economic impact models, and is frequently used across the nation to estimate the job and income effects of local activities, such as tourism, closing of a factory, or the economic contributions of a sector of the economy.

**Results**

*1. Survey Responses*

As expected, the number of completed survey responses varied across the different Farm Show Complex events, ranging from 1,017 attendees at the Pennsylvania Farm Show, down to 152 at the Ahmadiyya Jalsa Salana (see Table 1). The interviewers reported that attendees at some events, such as the Pennsylvania Farm Show, appeared more willing to participate in the survey than did attendees at other events, such as the Motorama. In addition, at events which had a larger proportion of Harrisburg area residents, the interviewers had to approach a larger number of attendees to find enough non-residents to interview.

<i>Event</i>	<i>Dates</i>	<i>Attendee Survey</i>		<i>Vendor/Exhibitor/Competitor Survey</i>	
		<i>Estimated Attendance</i>	<i>Completed Surveys</i>	<i>Estimated Attendance</i>	<i>Completed Surveys</i>
PA Christmas Craft and Gift Show	11/28 to 12/2	30,000	401	500	72
Pennsylvania Farm Show	1/5 to 1/12	585,000	1017	2685	185
Pennsylvania Auto Show	1/24 to 1/27	25,000	206	-	6
Motorama Arena Races and Speed Show	2/16 to 2/17	25,000	210	109	13
Horse World Expo	2/21 to 2/24	20,000	345	379	43
PA Home Show	3/2 to 3/10	35,000	389	500	53
MAPACA Alpaca Jubilee	4/26 to 4/28			250	16
Lancaster County Fireman’s Association Fire Expo	5/17 to 5/19	20,000	360	381	51
Ahmadiyya Jalsa Salana Conference	6/28 to 6/30	15,000	152		
Keystone State Games	8/3 to 8/4			6,000	2
All-American Dairy Show	9/7 to 9/12			6,000	52
Keystone International Livestock	9/28 to 10/6			15,000	50
Pennsylvania National Horse Show	10/10 to	15,000	207	60	12
Standardbred Horse Sale	11/4 to 11/09	15,000	155	27	10

The number of completed vendor, exhibitor, and competitor surveys similarly varied, ranging from 185 at the Pennsylvania Farm Show down to only 2 at the Keystone State Games. The variation across events, in part, reflects the varying location of the drop box for vendor surveys, and whether the survey was included in the registration packets. The number of responses to the Keystone State Games is too low to provide accurate estimates, so findings related to it must be viewed with some skepticism.

*2. Non-Local Attendance, Vendors, Exhibitors, and Competitors*

Data from the attendee and vendor survey indicate that the major events at the Farm Show Complex bring large numbers of non-residents into the Harrisburg area (see Table 2). For example, about 82

percent of the attendees at the Christmas Craft and Gift Show reported that they did not live in Dauphin or Cumberland counties. The proportion of non-resident attendees was even larger for the Horse World Expo and Fire Expo (both 90 percent non-local attendees), the Ahmadiyya Jalsa Salana Conference (97 percent non-local), and the Standardbred Horse Sale (99 percent non-local). For most of the major events, a large proportion of the vendors, exhibitors or competitors similarly were not residents of the Harrisburg area. From an economic impact perspective, bringing non-residents into the area is a net gain to the local economy, because it increases local spending, and thus creates jobs.

**Table 2. Attendance at Major Farm Show Complex Events**

<b>1. Attendees</b>				
<i>Event</i>	<i>Dates</i>	<i>Estimated Total</i>	<i>% from out of town</i>	<i>Out of Town Attendees</i>
PA Christmas Craft and Gift Show	11/28 to 12/2	30,000	82%	24,710
97th Pennsylvania Farm Show	1/5 to 1/12	585,000	55%	319,348
Pennsylvania Auto Show	1/24 to 1/27	25,000	37%	9,268
Motorama Arena Races and Speed Show	2/16 to 2/17	25,000	77%	19,283
Horse World Expo	2/21 to 2/24	20,000	90%	18,027
PA Home Show	3/2 to 3/10	35,000	42%	14,818
Lancaster County Fireman’s Association Fire Expo	5/17 to 5/19	20,000	90%	18,010
Ahmadiyya Jalsa Salana Conference	6/28 to 6/30	15,000	97%	14,603
Pennsylvania National Horse Show	10/10 to 10/19	15000	90%	13,478
Standardbred Horse Sale	11/4 to 11/09	15,000	99%	14,806
<i>Total Attendees</i>		<i>785,000</i>		<i>466,350</i>
<b>2. Vendors/Exhibitors/Competitors</b>				
<i>Event</i>	<i>Dates</i>	<i>Total Vendors/ Exhibitor/ Competitors</i>	<i>% from out of town</i>	<i>Out of Town Vendors/ Exhibitors/ Competitors</i>
PA Christmas Craft and Gift Show	11/28 to 12/2	500	82%	410
97th Pennsylvania Farm Show	1/5 to 1/12	2284	71%	190
Motorama Arena Races and Speed Show	2/16 to 2/17	109	77%	84
Horse World Expo	2/21 to 2/24	379	91%	344
PA Home Show	3/2 to 3/10	500	57%	283
MAPACA Alpaca Jubilee	4/26 to 4/28	250	80%	231
Lancaster County Fireman’s Association Fire Expo	5/17 to 5/19	381	94%	359
Keystone State Games	8/3 to 8/4	6,000	100%	6,000
All-American Dairy Show	9/7 to 9/12	6,000	92%	5,538
Keystone International Livestock Expo	9/28 to 10/6	15,000	96%	14,400
Pennsylvania National Horse Show	10/10 to 10/19	60	88%	53
Standardbred Horse Sale	11/4 to 11/09	27	100%	27
<i>Total Vendors/Exhibitors/Competitors</i>		<i>31,891</i>		<i>27,714</i>

3. Overall Economic Impact of the Farm Show Complex

The IMPLAN analysis using survey responses show that total spending by attendees, vendors, exhibitors, and competitors at the major Farm Show Complex events from December, 2012, through November, 2013, as well as operating expenditures of the Farm Show Complex itself, supported about 1,607 full-time and part-time jobs in the Harrisburg area (Table 3).

<b>Table 3. Direct, Indirect, and Induced Economic Impacts of Farm Show Complex Events</b> (see Appendices for Detailed Tables by Event)				
<i>Event</i>	Employment	Labor Income	Total Value Added	Output
PA Christmas Craft and Gift Show	24.2	\$735,961	\$1,178,654	\$1,849,745
97th Pennsylvania Farm Show	237.7	\$7,003,984	\$11,796,962	\$18,286,253
Pennsylvania Auto Show	4.0	\$116,934	\$187,798	\$291,583
Motorama Arena Races and Speed	26.6	\$795,189	\$1,303,078	\$1,991,882
Horse World Expo	48.8	\$1,452,298	\$2,610,456	\$3,901,630
PA Home Show	62.0	\$1,765,522	\$3,004,422	\$4,302,768
MAPACA Alpaca Jubilee	6.6	\$214,169	\$332,435	\$530,158
Lancaster County Fireman's Association Fire Expo	56.8	\$1,728,205	\$2,904,266	\$4,599,930
Ahmadiyya Jalsa Salana Conference	27.2	874,225.2	1,480,259.0	2,570,123.4
Keystone State Games	76.8	\$2,392,913	\$3,891,204	\$6,595,976
All-American Dairy Show	92.4	\$2,858,963	\$4,675,448	\$7,741,079
Keystone International Livestock Expo	264.6	\$8,188,076	\$13,172,263	\$21,518,485
Pennsylvania National Horse Show	27.7	\$854,060	\$1,396,702	\$2,248,250
Standardbred Horse Sale	126.9	\$3,821,158	\$6,420,873	\$10,261,659
Farm Show Complex Operations	524.7	\$7,756,516	\$9,372,993	\$11,690,929
<i>Total</i>	1,607	\$40,558,173	\$63,727,813	\$98,380,450

The Farm Show Complex and its major events supported about \$40.6 million in total wages, salaries and benefits (Labor Income) in the Harrisburg area (Table 3). Payments to labor and capital, 'Total Value Added,' equaled about \$63.7 million, and the total economic production in the Harrisburg area supported by the Farm Show Complex was roughly \$98.4 million.

The actual economic impact of the Farm Show Complex in Dauphin and Cumberland counties is larger than these estimates, because only the top fourteen Farm Show Complex events could be directly included in the study. While many of the omitted events, such as the Dauphin County 4-H Fair, are of primary interest to local residents and thus do not bring significant numbers of non-residents into the area, to the extent they attract non-local attendees and thus spending, they do have an economic impact in the Harrisburg area which could not be considered in this analysis.

In addition, in the midst of the study year, the Eastern Sports and Outdoor Show was unexpectedly postponed. Historically, the show had been among the largest events held in the Farm Show Complex,

with an estimated 1,200 exhibitors and 200,000 attendees from across the entire Northeastern United States. If this show's economic impact was similar in size to that of the Pennsylvania Farm Show or the Keystone International Livestock Expo, the total economic impact of the Farm Show Complex and Expo Center across its largest events would have been around \$120 million. Some experts suggest the Eastern Sports and Outdoor Show would have a larger economic impact than either of these two shows, so the overall economic impact of the Farm Show Complex could be even higher.

The study similarly was unable to include the Keystone Cluster Dog Show due to permission issues, which affected the overall results. With an estimated attendance of approximately 300 competitors and 60 vendors, it is similar in size to the MAPACA Alpaca Jubilee.

The very poor response rate from competitors at the Keystone State Games makes the estimate of \$6.6 million total economic impact of that event very tenuous. As a result, its analysis is not included in the Appendices. If the response rate from competitors had been better and thus more representative, this estimate obviously would be more accurate. Yet since the Keystone State Games was only one of the fourteen events studied, accounting for only about 6.7% percent of the estimated economic impact of the Farm Show Complex, any inaccurate representativeness of the responses should not have a major effect on the overall economic impact estimates.

One very direct illustration of the economic impact of Farm Show Complex events in Dauphin and Cumberland counties is the large number of local hotel room stays by event attendees, vendors, exhibitors, and competitors. Across all the major events, the survey responses suggested attendees, vendors, exhibitors, and competitors accounted for 222,527 hotel room nights in the Harrisburg area to attend these Farm Show Complex events. Note that this number does not correspond directly to reported spending on lodging for some events; both surveys included separate questions about the number of lodging nights the respondent's party used to participate in the Farm Show Complex event, and how much they spent on that lodging. Some respondents, however, only answered the question about the number of lodging nights and left the lodging costs blank.

The survey responses from vendors indicate that the Farm Show Complex and Expo Center provides a venue for a significant amount of business activity that positively affects the region and state. The vendors across all the studied events reported they expected to generate sales totaling about \$214.3 million as a result of the Farm Show Complex event they attended. This total value of sales surpasses the identified economic impacts within the Harrisburg area, in large part because most of the vendors and customers are from outside of Dauphin and Cumberland counties, and thus the sales by themselves have little direct connection to the local economy. This is a large amount of economic activity associated with the Farm Show Complex, even if much of this does not directly affect Dauphin and Cumberland counties.

## **Conclusions**

The Farm Show Complex and Expo Center annually brings a significant number of non-residents into the Harrisburg area, with many staying overnight, shopping at local stores, eating at local restaurants, and otherwise spending money in the Harrisburg economy. As a result, the Farm Show Complex and Expo

Center has a very large positive economic impact on the region's economy. Economic analysis of this spending suggests that the fourteen major events at the Farm Show Complex added about \$98.4 million to the economies of Dauphin and Cumberland counties between December, 2012, and November, 2013, and supported 1,607 jobs during this time period; if the Eastern Sports and Outdoor Show had been held, it is likely that the total economic impact of the major events at the complex would have been around \$120 million. These estimates only reflect the largest events at the complex; if all the events held at the Farm Show Complex and Expo Center were included in the analysis, the estimated local economic impact would be even larger. In addition to these positive local economic impacts, events at the Farm Show Complex entertain significant numbers of local residents, improving the quality of life in the Harrisburg area.

## Appendices

Pennsylvania Department of Agriculture Related Events

Event-Specific Analysis

PA Christmas Craft and Gift Show

97th Pennsylvania Farm Show

Pennsylvania Auto Show

Motorama Arena Races and Speed Show

Horse World Expo

PA Home Show

MAPACA Alpaca Jubilee

Lancaster County Fireman's Association Fire Expo

Ahmadiyya Jalsa Salana Conference

Keystone State Games (not provided due to very low response rate)

All-American Dairy Show

Keystone International Livestock Expo

Pennsylvania National Horse Show

Standardbred Horse Sale

Farm Show Complex Operations

Attendee Survey

Vendor/Exhibitor/Competitor Survey

# 1. Pennsylvania Department of Agriculture-Related Events

*January 2013 to October 2013*

Each year, the Pennsylvania Department of Agriculture hosts three major agriculture-related events at the Farm Show Complex and Expo Center. These include the Pennsylvania Farm Show, which is held in early January; the All American Dairy Show, which occurs in September; and the Keystone International Livestock Expo, which occurs in late September or early October. It also hosts a fourth event, the Pennsylvania 4-H Horse Show, which was not included in this study due to its smaller size.

The Pennsylvania Farm Show is the largest indoor agricultural event in the nation, bringing together a large number of competitors and exhibitors as well as numerous vendors. During 2013, the farm show ran from January 5<sup>th</sup> to January 12<sup>th</sup>, during which time approximately 585,000 people attended the event.

The All American Dairy Show hosts exhibitors from across the United States and Canada, showing their best dairy cattle. During 2013, the event ran from September 15<sup>th</sup> to September 20<sup>th</sup>, during which time approximately 6,000 vendors, exhibitors, and competitors attended the event.

The Keystone International Livestock Expo is the largest livestock show in the eastern United States. During 2013, the event ran from September 29<sup>th</sup> to October 7<sup>th</sup>, during which time approximately 15,000 vendors, exhibitors, and competitors attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these 'direct' dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

## **I. Economic Impact of Attendee Spending**

Survey responses from the Pennsylvania Farm Show, the only Department of Agriculture show with significant numbers of attendees, suggested that 54.6 percent of attendees, 319,348 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$28.61 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$3.64	\$1,163,135
<i>Restaurants/ meals</i>	\$10.66	\$3,404,999
<i>Retail Stores</i>	\$5.37	\$1,716,047
<i>Gas and auto services</i>	\$3.44	\$1,098,384
<i>Local transportation/ taxis</i>	\$0.75	\$238,524
<i>Other (specified)</i>	\$4.74	\$1,514,353
<i>Total Spending per Event</i>	\$28.61	\$9,135,442

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$13.7 million in total economic activity in the Harrisburg area, supporting approximately 182 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	144.2	\$3,644,876	\$6,155,496	\$9,135,442
Indirect Impact	18.9	\$887,345	\$1,445,893	\$2,348,373
Induced Impact	18.7	\$773,159	\$1,408,302	\$2,259,486
Total Impact	181.8	\$5,305,380	\$9,009,691	\$13,743,301

**II. Economic Impact of Vendor, Exhibitor, and Competitor Spending**

Survey responses suggest that 190 of the 269 vendors and exhibitors at the PA Farm Show were from out of town, and spent an average of \$1,626.52 in the Harrisburg area to attend the event. About 2,094 competitors similarly were from out of town, and spent an average of \$1,252.39 in the Harrisburg area during the event.

About 5,538 of the vendors and competitors at the All American Dairy Show were from outside of the Harrisburg area, and each spent an average of \$900.50 to attend the event. About 14,400 of the vendors, exhibitors and competitors at the Keystone International Livestock Expo similarly were from out of town, and spent an average of \$965.33 to attend the event.

Across all three events, vendors, exhibitors and competitors spent about \$21.8 million in the Harrisburg area (Table 3). The Keystone International Livestock Expo accounted for more than half of such spending due to the much larger number of vendors, exhibitors and competitors attending it than the PA Farm Show and All-American Dairy Show.

Spending Category	Total by out-of-town vendors, exhibitors, and competitors			
	PA Farm Show	All-American Dairy Show	Keystone International Livestock Expo	Total
<i>Lodging</i>	\$864,338	\$2,054,192	\$4,388,700	\$7,307,230
<i>Restaurants/ meals</i>	\$937,923	\$1,231,500	\$4,113,000	\$6,282,423
<i>Retail Stores</i>	\$136,153	\$616,731	\$801,000	\$1,553,884
<i>Gas and auto services</i>	\$704,084	\$609,000	\$1,980,000	\$3,293,084
<i>Local transportation/ taxis</i>	\$2,017	\$8,654	-	\$10,671
<i>Local arrangements, fees, etc.</i>	\$225,598	\$430,385	\$2,432,100	\$3,088,083
<i>Other (specified)</i>	\$61,872	\$36,923	\$186,000	\$284,795
<i>Total Spending per Event</i>	\$2,931,986	\$4,987,385	\$13,900,800	\$21,820,171

IMPLAN analysis using the survey responses suggest that the spending by vendors, exhibitors, and competitors generated roughly \$33.8 million in total economic activity in the Harrisburg area, supporting almost 413 jobs across the three events (Table 4).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	314.6	\$8,357,055	\$13,272,365	\$21,820,169
Indirect Impact	53.4	\$2,531,653	\$3,980,297	\$6,555,689
Induced Impact	45.0	\$1,856,934	\$3,382,321	\$5,426,658
Total Impact	412.9	\$12,745,642	\$20,634,982	\$33,802,516

### III. Total Economic Impact of PA Department of Agriculture Related Events

The attendees, vendors, exhibitors, and competitors used the equivalent of at least 98,204 room nights in Harrisburg area hotels during the PA Farm Show, All-American Dairy Show, and the Keystone International Livestock Expo. An estimated total of \$30,955,613 was spent in the Harrisburg area by non-local attendees, vendors, exhibitors, and competitors of these three events.

IMPLAN analysis using survey responses show that total spending by attendees, vendors, exhibitors, and competitors of the three agriculture related events that the Pennsylvania Department of Agriculture hosts at the Farm Show Complex generated roughly \$47.5 million in total economic activity in the Harrisburg area, supporting approximately 595 jobs (Table 5).

<b>Table 5. Total Economic Impact of Department of Agriculture Events (PA Farm Show, All-American Dairy Show, and Keystone International Livestock Expo)</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	458.8	\$12,001,931	\$19,427,861	\$30,955,611
Indirect Impact	72.3	\$3,418,998	\$5,426,190	\$8,904,062
Induced Impact	63.7	\$2,630,093	\$4,790,623	\$7,686,144
Total Impact	594.7	\$18,051,022	\$29,644,673	\$47,545,817

\*Totals may differ slightly due to rounding

\*\*See individual event reports for detailed spending and economic impact analysis

## 2. Pennsylvania Christmas Craft and Gift Show

November 28 to December 2, 2012

The Pennsylvania Christmas Craft and Gift Show is an annual event occurring in late November to early December. The event brings together many vendors selling goods such as crafts, holiday ornaments, toys, and much more. In addition, the event also provides attendees with access to varied cuisines and performance groups. This festive celebration of the holidays is one of the largest craft and gift shows in the Northeast. During 2012, the craft and gift show ran from November 28<sup>th</sup> to December 2<sup>nd</sup>, during which time approximately 30,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Attendee Spending

From survey responses, an estimated 82.4 percent of attendees to this event at the Farm Show Complex, 24,710 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$25.27 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$4.25	\$104,912
<i>Restaurants/ meals</i>	\$7.99	\$197,532
<i>Retail Stores</i>	\$8.32	\$205,636
<i>Gas and auto services</i>	\$4.29	\$105,896
<i>Local transportation/ taxis</i>	\$0.07	\$1,675
<i>Other (specified)</i>	\$0.36	\$8,837
<i>Total Spending per Event</i>	\$25.27	\$624,488

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$950,000 in total economic activity in the Harrisburg area, supporting almost 13 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	10.1	\$253,997	\$411,443	\$624,488
Indirect Impact	1.4	\$64,640	\$104,669	\$170,402
Induced Impact	1.3	\$54,194	\$98,710	\$158,374
Total Impact	12.8	\$372,831	\$614,821	\$953,264

## II. Economic Impact of Vendor and Exhibitor Spending

Of the 500 vendors and exhibitors attending the event, survey responses estimate that 410 vendors and exhibitors were from out of town. The average out-of-town vendor/exhibitor spent \$1,437.76 in the Harrisburg area to attend the event (Table 3).

Spending Category	Average per out-of-town vendor /exhibitor	Total by out-of-town vendors and exhibitors
<i>Lodging</i>	\$282.42	\$115,715
<i>Restaurants/ meals</i>	\$185.76	\$76,111
<i>Retail Stores</i>	\$111.10	\$45,521
<i>Gas and auto services</i>	\$119.88	\$49,118
<i>Local transportation/ taxis</i>	-	-
<i>Local arrangements, fees, etc.</i>	\$738.59	\$302,618
<i>Other (specified)</i>	-	-
<i>Total Spending per Event</i>	\$1,437.76	\$589,083

IMPLAN analysis using the survey responses suggest that the spending by the event vendors and exhibitors generated roughly \$900,000 in total economic activity in the Harrisburg area, supporting approximately 11 jobs (Table 4).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	8.9	\$252,263	\$374,507	\$589,083
Indirect Impact	1.3	\$58,408	\$93,785	\$154,103
Induced Impact	1.3	\$52,458	\$95,541	\$153,295
Total Impact	11.4	\$363,130	\$563,833	\$896,481

## III. Total Economic Impact of the Event (including attendee, vendor, and exhibitor spending)

The attendees, vendors, and exhibitors used the equivalent of at least 3,356 room nights in Harrisburg area hotels during the event. An estimated total of \$1,213,572 was spent in the Harrisburg area by non-local attendees, vendors, and exhibitors of the PA Christmas Craft and Gift Show (Table 5).

Spending Category	Total by out-of-town attendees	Total by out-of-town vendors and exhibitors	Total Spending
<i>Lodging</i>	\$104,912	\$115,715	\$220,627
<i>Restaurants/ meals</i>	\$197,532	\$76,111	\$273,643
<i>Retail Stores</i>	\$205,636	\$45,521	\$251,157
<i>Gas and auto services</i>	\$105,896	\$49,118	\$155,014
<i>Local transportation/ taxis</i>	\$1,675	-	\$1,675
<i>Local arrangements, fees, etc.</i>	N/A	\$302,618	\$302,618
<i>Other (specified)</i>	\$8,837	-	\$8,837
<i>Total Spending per Event</i>	\$624,488	\$589,083	\$1,213,572

IMPLAN analysis using the survey responses suggest that total spending by attendees, vendors, and exhibitors at this Farm Show Complex event generated roughly \$1.85 million in total economic activity in the Harrisburg area, supporting approximately 24 jobs (Table 6).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	19.0	\$506,260	\$785,950	\$1,213,571
Indirect Impact	2.6	\$123,049	\$198,453	\$324,505
Induced Impact	2.6	\$106,652	\$194,251	\$311,669
Total Impact	24.2	\$735,961	\$1,178,654	\$1,849,745

\*Totals may differ slightly due to rounding



### 3. Annual Pennsylvania Farm Show

January 5 to January 12, 2013

The Pennsylvania Farm Show is an annual event occurring in early to mid-January. It is the largest indoor agricultural event in the nation, bringing together a large number of competitors and exhibitors as well as numerous vendors. During 2013, the farm show ran from January 5<sup>th</sup> to January 12<sup>th</sup>, during which time approximately 585,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

#### I. Economic Impact of Attendee Spending

From survey responses, an estimated 54.6 percent of attendees to this event at the Farm Show Complex, 319,348 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$28.61 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$3.64	\$1,163,135
<i>Restaurants/ meals</i>	\$10.66	\$3,404,999
<i>Retail Stores</i>	\$5.37	\$1,716,047
<i>Gas and auto services</i>	\$3.44	\$1,098,384
<i>Local transportation/ taxis</i>	\$0.75	\$238,524
<i>Other (specified)</i>	\$4.74	\$1,514,353
<i>Total Spending per Event</i>	\$28.61	\$9,135,442

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$13.7 million in total economic activity in the Harrisburg area, supporting approximately 182 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	144.2	\$3,644,876	\$6,155,496	\$9,135,442
Indirect Impact	18.9	\$887,345	\$1,445,893	\$2,348,373
Induced Impact	18.7	\$773,159	\$1,408,302	\$2,259,486
Total Impact	181.8	\$5,305,380	\$9,009,691	\$13,743,301

## II. Economic Impact of Vendor, Exhibitor, and Competitor Spending

Of the 269 vendors and exhibitors attending the event, survey responses estimate that 190 vendors and exhibitors were from out of town. The average out-of-town vendor/exhibitor spent \$1,626.52 in the Harrisburg area to attend the event. Survey responses estimate that 2,094 of the 2,416 competitors were from out of town. The average out-of-town competitor spent \$1,252.39 in the Harrisburg area to attend the event (Table 3).

Spending Category	Average per out-of-town vendor /exhibitor	Average per out-of-town competitor	Total by out-of-town vendors, exhibitors, and competitors
<i>Lodging</i>	\$571.28	\$360.86	\$864,338
<i>Restaurants/ meals</i>	\$314.70	\$419.33	\$937,923
<i>Retail Stores</i>	\$100.11	\$55.92	\$136,153
<i>Gas and auto services</i>	\$297.83	\$309.18	\$704,084
<i>Local transportation/ taxis</i>	\$4.67	\$0.54	\$2,017
<i>Local arrangements, fees, etc.</i>	\$333.59	\$77.41	\$225,598
<i>Other (specified)</i>	\$4.35	\$29.15	\$61,872
<i>Total Spending per Event</i>	\$1,626.52	\$1,252.39	\$2,931,986

IMPLAN analysis using the survey responses suggest that the spending by the event vendors, exhibitors, and competitors generated roughly \$4.54 million in total economic activity in the Harrisburg area, supporting almost 56 jobs (Table 4).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	42.7	\$1,110,124	\$1,795,655	\$2,931,985
Indirect Impact	7.2	\$340,261	\$539,476	\$885,561
Induced Impact	6.0	\$248,219	\$452,140	\$725,406
Total Impact	55.9	\$1,698,604	\$2,787,271	\$4,542,952

## III. Total Economic Impact of the Event (including attendee, vendor, exhibitor, and competitor spending)

The attendees, vendors, exhibitors, and competitors used the equivalent of at least 51,128 room nights in Harrisburg area hotels during the event. An estimated total of \$12,067,428 was spent in the Harrisburg area by non-local attendees, vendors, exhibitors, and competitors of the PA Farm Show (Table 5).

<b>Table 5. PA Farm Show – Total Spending</b>			
Spending Category	Total by out-of-town attendees	Total by out-of-town vendors, exhibitors, and competitors	Total Spending
<i>Lodging</i>	\$1,163,135	\$864,338	\$2,027,474
<i>Restaurants/ meals</i>	\$3,404,999	\$937,923	\$4,342,922
<i>Retail Stores</i>	\$1,716,047	\$136,153	\$1,852,200
<i>Gas and auto services</i>	\$1,098,384	\$704,084	\$1,802,468
<i>Local transportation/ taxis</i>	\$238,524	\$2,017	\$240,541
<i>Local arrangements, fees, etc.</i>	N/A	\$225,598	\$225,598
<i>Other (specified)</i>	\$1,514,353	\$61,872	\$1,576,225
<i>Total Spending per Event</i>	\$9,135,442	\$2,931,986	\$12,067,428

IMPLAN analysis using the survey responses suggest that total spending by attendees, vendors, exhibitors, and competitors at this Farm Show Complex event generated roughly \$18.3 million in total economic activity in the Harrisburg area, supporting approximately 238 jobs (Table 6).

<b>Table 6. PA Farm Show – Total Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	186.9	\$4,755,000	\$7,951,152	\$12,067,427
Indirect Impact	26.0	\$1,227,606	\$1,985,369	\$3,233,934
Induced Impact	24.7	\$1,021,378	\$1,860,441	\$2,984,892
Total Impact	237.7	\$7,003,984	\$11,796,962	\$18,286,253

\*Totals may differ slightly due to rounding



## 4. Pennsylvania Auto Show

January 24 to January 27, 2013

The Pennsylvania Auto Show is an annual event occurring in late January to early February. Sponsored by Motor Trend, the event features new cars and trucks from the major automotive manufacturers. Additionally local car dealerships have a wide selection of used cars on display. During 2013, the auto show ran from January 24<sup>th</sup> to January 27<sup>th</sup>, during which time approximately 25,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Attendee Spending

From survey responses, an estimated 31.7 percent of attendees to this event at the Farm Show Complex, 9,268 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$20.50 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$1.86	\$17,198
<i>Restaurants/ meals</i>	\$9.26	\$85,817
<i>Retail Stores</i>	\$3.59	\$33,307
<i>Gas and auto services</i>	\$3.68	\$34,147
<i>Local transportation/ taxis</i>	-	-
<i>Other (specified)</i>	\$2.11	\$19,510
<i>Total Spending per Event</i>	\$20.50	\$189,979

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$290,000 in total economic activity in the Harrisburg area, supporting 4 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	3.2	\$80,420	\$124,807	\$189,979
Indirect Impact	0.4	\$19,504	\$32,008	\$51,895
Induced Impact	0.4	\$17,010	\$30,983	\$49,710
Total Impact	4.0	\$116,934	\$187,798	\$291,583

## **II. Economic Impact of Vendor and Exhibitor Spending**

Of the vendors and exhibitors attending the event, survey responses estimate that all vendors and exhibitors are local.

## **III. Total Economic Impact of the Event (including attendee, vendor, and exhibitors spending)**

The attendees used the equivalent of at least 572 room nights in Harrisburg area hotels during the event. An estimated total of \$189,979 was spent in the Harrisburg area by non-local attendees of the PA Auto Show (Table 1). IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$290,000 in total economic activity in the Harrisburg area, supporting 4 jobs (Table 2).

\*Totals may differ slightly due to rounding



## 5. Motorama Arena Races and Speed Show

February 16 to February 17, 2013

Motorama Arena Races and Speed Show is an annual event occurring in mid-February. Motorama is an indoor motorsports event featuring various races and shows. During 2013, Motorama ran from February 16<sup>th</sup> to February 17<sup>th</sup>, during which time approximately 25,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Attendee Spending

From survey responses, an estimated 77.1 percent of attendees to this event at the Farm Show Complex, 19,283 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$63.63 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$8.42	\$162,321
<i>Restaurants/ meals</i>	\$16.50	\$318,107
<i>Retail Stores</i>	\$17.00	\$327,884
<i>Gas and auto services</i>	\$5.94	\$114,592
<i>Local transportation/ taxis</i>	\$0.25	\$4,913
<i>Other (specified)</i>	\$15.25	\$294,010
<i>Total Spending per Event</i>	\$63.36	\$1,221,826

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$1.84 million in total economic activity in the Harrisburg area, supporting roughly 24 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	19.4	\$505,627	\$821,861	\$1,221,827
Indirect Impact	2.5	\$116,700	\$190,070	\$309,467
Induced Impact	2.6	\$105,513	\$192,178	\$308,342
Total Impact	24.5	\$727,840	\$1,204,109	\$1,839,636

## II. Economic Impact of Vendor and Exhibitor Spending

Of the 109 vendors and exhibitors attending the event, survey responses estimate that 84 vendors and exhibitors were from out of town. The average out-of-town vendor/exhibitor spent \$1,192.00 in the Harrisburg area to attend the event (Table 3).

Spending Category	Average per out-of-town vendor /exhibitor	Total by out-of-town vendors and exhibitors
<i>Lodging</i>	\$151.00	\$12,661
<i>Restaurants/ meals</i>	\$104.50	\$8,762
<i>Retail Stores</i>	\$42.50	\$3,563
<i>Gas and auto services</i>	\$79.00	\$6,624
<i>Local transportation/ taxis</i>	-	-
<i>Local arrangements, fees, etc.</i>	\$615.00	\$51,565
<i>Other (specified)</i>	\$200.00	\$16,769
<i>Total Spending per Event</i>	\$1,192.00	\$99,945

IMPLAN analysis using the survey responses suggest that the spending by the event vendors and exhibitors generated roughly \$150,000 in total economic activity in the Harrisburg area, supporting approximately 2 jobs (Table 4).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	1.7	\$48,524	\$66,658	\$99,944
Indirect Impact	0.2	\$9,086	\$14,573	\$23,842
Induced Impact	0.2	\$9,739	\$17,738	\$28,460
Total Impact	2.1	\$67,349	\$98,969	\$152,246

## III. Total Economic Impact of the Event (including attendee, vendor, and exhibitor spending)

The attendees, vendors, and exhibitors used the equivalent of at least 6,559 room nights in Harrisburg area hotels during the event. An estimated total of \$1,321,771 was spent in the Harrisburg area by non-local attendees, vendors, and exhibitors of Motorama (Table 5).

<b>Table 5. Motorama – Total Spending</b>			
Spending Category	Total by out-of-town attendees	Total by out-of-town vendors and exhibitors	Total Spending
<i>Lodging</i>	\$162,321	\$12,661	\$174,981
<i>Restaurants/ meals</i>	\$318,107	\$8,762	\$326,869
<i>Retail Stores</i>	\$327,884	\$3,563	\$331,447
<i>Gas and auto services</i>	\$114,592	\$6,624	\$121,216
<i>Local transportation/ taxis</i>	\$4,913	-	\$4,913
<i>Local arrangements, fees, etc.</i>	N/A	\$51,565	\$51,565
<i>Other (specified)</i>	\$294,010	\$16,769	\$310,779
<i>Total Spending per Event</i>	\$1,221,826	\$99,945	\$1,321,771

IMPLAN analysis using the survey responses suggest that total spending by attendees, vendors, and exhibitors at this Farm Show Complex event generated almost \$2 million in total economic activity in the Harrisburg area, supporting nearly 27 jobs (Table 6).

<b>Table 6. Motorama – Total Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	21.1	\$554,151	\$888,519	\$1,321,771
Indirect Impact	2.7	\$125,786	\$204,643	\$333,309
Induced Impact	2.8	\$115,252	\$209,916	\$336,802
Total Impact	26.6	\$795,189	\$1,303,078	\$1,991,882

\*Totals may differ slightly due to rounding

## 6. Horse World Expo

February 21 to February 24, 2013

Horse World Expo is an annual event occurring in late February to early March. The event features clinics and demonstrations with the experts as well as a display of stallions and many vendors selling the latest horse related goods. During 2013, Horse World Expo ran from February 21<sup>st</sup> to February 24<sup>th</sup>, during which time approximately 20,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Attendee Spending

From survey responses, an estimated 90.1 percent of attendees to this event at the Farm Show Complex, 18,027 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$123.56 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$17.11	\$308,389
<i>Restaurants/ meals</i>	\$17.17	\$309,475
<i>Retail Stores</i>	\$44.32	\$798,996
<i>Gas and auto services</i>	\$9.19	\$165,746
<i>Local transportation/ taxis</i>	\$0.11	\$2,053
<i>Other (specified)</i>	\$35.65	\$642,638
<i>Total Spending per Event</i>	\$123.56	\$2,227,298

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$3.25 million in total economic activity in the Harrisburg area, supporting almost 41 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	32.4	\$827,562	\$1,576,645	\$2,227,297
Indirect Impact	4.1	\$194,520	\$316,130	\$514,281
Induced Impact	4.2	\$173,581	\$316,160	\$507,261
Total Impact	40.7	\$1,195,663	\$2,208,935	\$3,248,839

## II. Economic Impact of Vendor and Exhibitor Spending

Of the 379 vendors and exhibitors attending the event, survey responses estimate that 344 vendors and exhibitors were from out of town. The average out-of-town vendor/exhibitor spent \$1,236.33 in the Harrisburg area to attend the event (Table 3).

<b>Table 3. Horse World Expo – Vendor and Exhibitor Spending</b>		
Spending Category	Average per out-of-town vendor /exhibitor	Total by out-of-town vendors and exhibitors
<i>Lodging</i>	\$353.03	\$121,351
<i>Restaurants/ meals</i>	\$223.46	\$76,814
<i>Retail Stores</i>	\$50.00	\$17,187
<i>Gas and auto services</i>	\$116.72	\$40,121
<i>Local transportation/ taxis</i>	\$25.38	\$8,726
<i>Local arrangements, fees, etc.</i>	\$465.18	\$159,903
<i>Other (specified)</i>	\$2.56	\$881
<i>Total Spending per Event</i>	\$1,236.33	\$424,982

IMPLAN analysis using the survey responses suggest that the spending by the event vendors and exhibitors generated roughly \$650,000 in total economic activity in the Harrisburg area, supporting approximately 8 jobs (Table 4).

<b>Table 4. Horse World Expo – Vendor and Exhibitor Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	6.3	\$173,677	\$261,514	\$424,983
Indirect Impact	1.0	\$45,734	\$72,210	\$119,031
Induced Impact	0.9	\$37,223	\$67,796	\$108,777
Total Impact	8.1	\$256,634	\$401,520	\$652,791

**III. Total Economic Impact of the Event (including attendee, vendor, and exhibitor spending)**

The attendees, vendors, and exhibitors used the equivalent of at least 11,087 room nights in Harrisburg area hotels during the event. An estimated total of \$2,652,280 was spent in the Harrisburg area by non-local attendees, vendors, and exhibitors of Horse World Expo (Table 5).

<b>Table 5. Horse World Expo – Total Spending</b>			
Spending Category	Total by out-of-town attendees	Total by out-of-town vendors and exhibitors	Total Spending
<i>Lodging</i>	\$308,389	\$121,351	\$429,740
<i>Restaurants/ meals</i>	\$309,475	\$76,814	\$386,288
<i>Retail Stores</i>	\$798,996	\$17,187	\$816,184
<i>Gas and auto services</i>	\$165,746	\$40,121	\$205,867
<i>Local transportation/ taxis</i>	\$2,053	\$8,726	\$10,779
<i>Local arrangements, fees, etc.</i>	N/A	\$159,903	\$159,903
<i>Other (specified)</i>	\$642,638	\$881	\$643,520
<i>Total Spending per Event</i>	\$2,227,298	\$424,982	\$2,652,280

IMPLAN analysis using the survey responses suggest that total spending by attendees, vendors, and exhibitors at this Farm Show Complex event generated roughly \$3.9 million in total economic activity in the Harrisburg area, supporting nearly 49 jobs (Table 6).

<b>Table 6. Horse World Expo – Total Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	38.6	\$1,001,239	\$1,838,160	\$2,652,280
Indirect Impact	5.1	\$240,255	\$388,340	\$633,312
Induced Impact	5.1	\$210,804	\$383,956	\$616,038
Total Impact	48.8	\$1,452,298	\$2,610,456	\$3,901,630

\*Totals may differ slightly due to rounding

## 7. Pennsylvania Home Show

March 2 to March 10, 2013

The Pennsylvania Home Show is an annual event occurring in early March. The event brings together many vendors and exhibitors providing attendees with the opportunity to see and talk about all things home related. During 2013, the home show ran from March 2<sup>nd</sup> to March 10<sup>th</sup>, during which time approximately 35,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Attendee Spending

From survey responses, an estimated 42.3 percent of attendees to this event at the Farm Show Complex, 14,818 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$171.96 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$0.81	\$12,045
<i>Restaurants/ meals</i>	\$12.82	\$189,942
<i>Retail Stores</i>	\$141.37	\$2,094,871
<i>Gas and auto services</i>	\$4.25	\$62,997
<i>Local transportation/ taxis</i>	\$0.05	\$724
<i>Other (specified)</i>	\$12.66	\$187,521
<i>Total Spending per Event</i>	\$171.96	\$2,548,100

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated almost \$3.72 million in total economic activity in the Harrisburg area, supporting roughly 54 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	44.6	\$1,103,233	\$1,895,813	\$2,548,100
Indirect Impact	4.2	\$197,287	\$331,330	\$532,635
Induced Impact	5.3	\$218,575	\$398,068	\$638,715
Total Impact	54.1	\$1,519,095	\$2,625,211	\$3,719,450

## II. Economic Impact of Vendor and Exhibitor Spending

Of the 500 vendors and exhibitors attending the event, survey responses estimate that 283 vendors and exhibitors were from out of town. The average out-of-town vendor/exhibitor spent \$1,366.03 in the Harrisburg area to attend the event (Table 3).

Spending Category	Average per out-of-town vendor /exhibitor	Total by out-of-town vendors and exhibitors
<i>Lodging</i>	\$69.33	\$19,623
<i>Restaurants/ meals</i>	\$166.63	\$47,160
<i>Retail Stores</i>	\$90.33	\$25,566
<i>Gas and auto services</i>	\$217.70	\$61,613
<i>Local transportation/ taxis</i>	-	-
<i>Local arrangements, fees, etc.</i>	\$772.03	\$218,500
<i>Other (specified)</i>	\$50.00	\$14,151
<i>Total Spending per Event</i>	\$1,366.03	\$386,613

IMPLAN analysis using the survey responses suggest that the spending by the event vendors and exhibitors generated roughly \$585,000 in total economic activity in the Harrisburg area, supporting approximately 8 jobs (Table 4).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	6.2	\$176,387	\$257,435	\$386,612
Indirect Impact	0.8	\$34,437	\$56,932	\$92,664
Induced Impact	0.9	\$35,603	\$64,844	\$104,041
Total Impact	7.9	\$246,428	\$379,211	\$583,317

**III. Total Economic Impact of the Event (including attendee, vendor, and exhibitor spending)**

The attendees, vendors, and exhibitors used the equivalent of at least 579 room nights in Harrisburg area hotels during the event. An estimated total of \$2,934,714 was spent in the Harrisburg area by non-local attendees, vendors, and exhibitors of the PA Home Show (Table 5).

<b>Table 5. PA Home Show – Total Spending</b>			
Spending Category	Total by out-of-town attendees	Total by out-of-town vendors and exhibitors	Total Spending
<i>Lodging</i>	\$12,045	\$19,623	\$31,667
<i>Restaurants/ meals</i>	\$189,942	\$47,160	\$237,103
<i>Retail Stores</i>	\$2,094,871	\$25,566	\$2,120,437
<i>Gas and auto services</i>	\$62,997	\$61,613	\$124,610
<i>Local transportation/ taxis</i>	\$724	-	\$724
<i>Local arrangements, fees, etc.</i>	N/A	\$218,500	\$218,500
<i>Other (specified)</i>	\$187,521	\$14,151	\$201,672
<i>Total Spending per Event</i>	\$2,548,100	\$386,613	\$2,934,714

IMPLAN analysis using the survey responses suggest that total spending by attendees, vendors, and exhibitors at this Farm Show Complex event generated roughly \$4.3 million in total economic activity in the Harrisburg area, supporting approximately 62 jobs (Table 6).

<b>Table 6. PA Home Show – Total Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	50.8	\$1,279,620	\$2,153,248	\$2,934,712
Indirect Impact	5.0	\$231,724	\$388,262	\$625,300
Induced Impact	6.2	\$254,178	\$462,912	\$742,756
Total Impact	62.0	\$1,765,522	\$3,004,422	\$4,302,768

\*Totals may differ slightly due to rounding

## 8. MACAPA Alpaca Jubilee

April 24 to April 28, 2013

Alpaca Jubilee is an annual event occurring in late April. The event is one of the largest alpaca related events in the United States, bringing together vendors and breeders. There are many competitions that run during the course of the event. During 2013, the Jubilee ran from April 24<sup>th</sup> to April 28<sup>th</sup>, during which time approximately 27 vendors and exhibitors, and 223 competitors attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Vendor, Exhibitor, and Competitor Spending

Of the 27 vendors and exhibitors attending the event, survey responses estimate that all were from out of town. The average out-of-town vendor/exhibitor spent \$801.00 in the Harrisburg area to attend the event. Of the 223 competitors attending the event, survey responses estimate that 204 competitors were from out of town. The average out-of-town competitor spent \$1,597.64 in the Harrisburg area to attend the event (Table 1).

Spending Category	Average per out-of-town vendor /exhibitor	Average per out-of-town competitor	Total by out-of-town vendors, exhibitors, and competitors
<i>Lodging</i>	\$275.00	\$316.36	\$72,095
<i>Restaurants/ meals</i>	\$77.50	\$199.55	\$42,883
<i>Retail Stores</i>	\$23.75	\$82.45	\$17,496
<i>Gas and auto services</i>	\$162.25	\$108.18	\$26,495
<i>Local transportation/ taxis</i>	-	-	-
<i>Local arrangements, fees, etc.</i>	\$262.50	\$854.73	\$181,808
<i>Other (specified)</i>	-	\$36.36	\$7,433
<i>Total Spending per Event</i>	\$801.00	\$1,597.64	\$348,211

The vendors, exhibitors, and competitors used the equivalent of at least 447 room nights in Harrisburg area hotels during the event. An estimated total of \$348,211 was spent in the Harrisburg area by vendors, exhibitors, and competitors of Alpaca Jubilee (Table 1).

IMPLAN analysis using the survey responses suggest that the spending by the event vendors, exhibitors, and competitors generated around \$530,000 in total economic activity in the Harrisburg area, supporting approximately 7 jobs (Table 2).

<b>Table 2. Alpaca Jubilee – Vendor and Exhibitor Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	5.1	\$148,400	\$220,415	\$348,210
Indirect Impact	0.7	\$34,825	\$55,664	\$91,525
Induced Impact	0.7	\$30,943	\$56,356	\$90,423
<b>Total Impact</b>	<b>6.6</b>	<b>\$214,169</b>	<b>\$332,435</b>	<b>\$530,158</b>

\*Totals may differ slightly due to rounding

## 9. Lancaster County Firemen’s Association Fire Expo

May 17 to May 19, 2013

The Lancaster County Firemen’s Association Fire Expo is an annual event occurring in mid-May. The event provides firefighters access to various vendors and exhibitors of fire related goods. During 2013, the fire expo ran from May 17<sup>th</sup> to May 19<sup>th</sup>, during which time approximately 20,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Attendee Spending

From the survey responses, an estimated 90.1 percent of attendees to this event at the Farm Show Complex, 18,010 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$106.85 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$28.31	\$509,805
<i>Restaurants/ meals</i>	\$26.60	\$479,139
<i>Retail Stores</i>	\$25.39	\$457,239
<i>Gas and auto services</i>	\$8.58	\$154,522
<i>Local transportation/ taxis</i>	\$0.08	\$1,359
<i>Other (specified)</i>	\$17.90	\$322,297
<i>Total Spending per Event</i>	\$106.85	\$1,924,362

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$2.89 million in total economic activity in the Harrisburg area, supporting approximately 36 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	27.6	\$707,827	\$1,268,460	\$1,924,361
Indirect Impact	4.2	\$198,598	\$315,044	\$516,488
Induced Impact	3.7	\$154,439	\$281,302	\$451,328
Total Impact	35.6	\$1,060,865	\$1,864,806	\$2,892,177

## II. Economic Impact of Vendor and Exhibitor Spending

Of the 381 vendors and exhibitors attending the event, survey responses estimate that 359 vendors and exhibitors were from out of town. The average out-of-town vendor/exhibitor spent \$3,102.56 in the Harrisburg area to attend the event (Table 3).

Spending Category	Average per out-of-town vendor /exhibitor	Total by out-of-town vendors and exhibitors
<i>Lodging</i>	\$885.48	\$317,522
<i>Restaurants/ meals</i>	\$461.85	\$165,615
<i>Retail Stores</i>	\$123.75	\$44,375
<i>Gas and auto services</i>	\$187.35	\$67,183
<i>Local transportation/ taxis</i>	\$4.48	\$1,606
<i>Local arrangements, fees, etc.</i>	\$1,221.94	\$438,172
<i>Other (specified)</i>	\$217.71	\$78,068
<i>Total Spending per Event</i>	\$3,102.56	\$1,112,542

IMPLAN analysis using the survey responses suggest that the spending by the event vendors and exhibitors generated roughly \$1.7 million in total economic activity in the Harrisburg area, supporting approximately 21 jobs (Table 4).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	16.3	\$450,995	\$674,384	\$1,112,541
Indirect Impact	2.5	\$119,638	\$188,939	\$312,605
Induced Impact	2.3	\$96,707	\$176,137	\$282,606
Total Impact	21.2	\$667,340	\$1,039,460	\$1,707,752

**III. Total Economic Impact of the Event (including attendee, vendor, and exhibitor spending)**

The attendees, vendors, and exhibitors used the equivalent of at least 9,631 room nights in Harrisburg area hotels during the event. An estimated total of \$3,036,904 was spent in the Harrisburg area by non-local attendees, vendors, and exhibitors of the Fire Expo (Table 5).

<b>Table 5. Fire Expo – Total Spending</b>			
Spending Category	Total by out-of-town attendees	Total by out-of-town vendors and exhibitors	Total Spending
<i>Lodging</i>	\$509,805	\$317,522	\$827,327
<i>Restaurants/ meals</i>	\$479,139	\$165,615	\$644,755
<i>Retail Stores</i>	\$457,239	\$44,375	\$501,614
<i>Gas and auto services</i>	\$154,522	\$67,183	\$221,705
<i>Local transportation/ taxis</i>	\$1,359	\$1,606	\$2,965
<i>Local arrangements, fees, etc.</i>	N/A	\$438,172	\$438,172
<i>Other (specified)</i>	\$322,297	\$78,068	\$400,365
<i>Total Spending per Event</i>	\$1,924,362	\$1,112,542	\$3,036,904

IMPLAN analysis using the survey responses suggest that total spending by attendees, vendors, and exhibitors at this Farm Show Complex event generated nearly \$4.6 million in total economic activity in the Harrisburg area, supporting almost 57 jobs (Table 6).

<b>Table 6. Fire Expo – Total Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	44.0	\$1,158,823	\$1,942,843	\$3,036,902
Indirect Impact	6.7	\$318,236	\$503,983	\$829,093
Induced Impact	6.1	\$251,147	\$457,439	\$733,935
Total Impact	56.8	\$1,728,205	\$2,904,266	\$4,599,930

\*Totals may differ slightly due to rounding

## 10. Ahmadiyya Jalsa Salana Conference

June 28-30, 2013



The Ahmadiyya Jalsa Salana is the formal, annual gathering of the Ahmadiyya Muslim Community in the United States. The gathering is a place of worship, religious advancement, and social interaction. During 2013, the Jalsa Salana happened in June, during which time approximately 15,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Attendee Spending

From survey responses, an estimated 97.4 percent of attendees to this event at the Farm Show Complex, 14,603 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$112.35 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$70.94	\$1,035,910
<i>Restaurants/ meals</i>	\$17.55	\$256,298
<i>Retail Stores</i>	\$6.68	\$97,564
<i>Gas and auto services</i>	\$14.35	\$209,566
<i>Local transportation/ taxis</i>	\$0.05	\$721
<i>Other (specified)</i>	\$2.78	\$40,574
<i>Total Spending per Event</i>	\$112.35	\$1,640,633

The attendees used the equivalent of at least 25,431 room nights in Harrisburg area hotels during the event. An estimated total of \$1,640,633 was spent in the Harrisburg area by non-local attendees of the Ahmadiyya Movement in Islam (Table 1).

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated nearly \$2.6 million in total economic activity in the Harrisburg area, supporting roughly 27 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	19.6	525,262.1	914,355.1	1,640,633.0
Indirect Impact	4.6	221,071.7	332,950.0	555,740.4
Induced Impact	3.1	127,891.4	232,954.0	373,750.1
Total Impact	27.2	874,225.2	1,480,259.0	2,570,123.4

\*Totals may differ slightly due to rounding

## 11. All-American Dairy Show

September 15 to September 20, 2013

The All American Dairy Show is an annual event occurring in mid-September. The event features exhibitors from the United States and Canada showing their best dairy cattle. During 2013, the event ran from September 15<sup>th</sup> to September 20<sup>th</sup>, during which time approximately 6,000 vendors, exhibitors, and competitors attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Vendor, Exhibitor, and Competitor Spending

Of the 6,000 vendors, exhibitors, and competitors attending the event, survey responses estimate that 5,538 were from out of town. The average out-of-town vendor/exhibitor/competitor spent \$900.50 in the Harrisburg area to attend the event (Table 1).

Spending Category	Average per out-of-town vendor /exhibitor/competitor	Total by out-of-town vendors, exhibitors, and competitors
<i>Lodging</i>	\$370.90	\$2,054,192
<i>Restaurants/ meals</i>	\$222.35	\$1,231,500
<i>Retail Stores</i>	\$111.35	\$616,731
<i>Gas and auto services</i>	\$109.96	\$609,000
<i>Local transportation/ taxis</i>	\$1.56	\$8,654
<i>Local arrangements, fees, etc.</i>	\$77.71	\$430,385
<i>Other (specified)</i>	\$6.67	\$36,923
<i>Total Spending per Event</i>	\$900.50	\$4,987,385

The vendors, exhibitors, and competitors used the equivalent of at least 12,576 room nights in Harrisburg area hotels during the event. An estimated total of \$4,987,385 was spent in the Harrisburg area by vendors, exhibitors, and competitors of the All American Dairy Show (Table 1).

IMPLAN analysis using the survey responses suggest that the spending by the event vendors, exhibitors, and competitors generated roughly \$7.74 million in total economic activity in the Harrisburg area, supporting approximately 92 jobs (Table 2).

<b>Table 2. All American Dairy Show – Vendor, Exhibitor, and Competitor Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	69.7	\$1,843,603	\$2,987,338	\$4,987,385
Indirect Impact	12.6	\$598,867	\$929,494	\$1,536,554
Induced Impact	10.1	\$416,492	\$758,615	\$1,217,140
<b>Total Impact</b>	<b>92.4</b>	<b>\$2,858,963</b>	<b>\$4,675,448</b>	<b>\$7,741,079</b>

\*Totals may differ slightly due to rounding



## 12. Keystone International Livestock Expo

September 29 to October 7, 2013

The Keystone International Livestock Expo is an annual event occurring in late September to early October. The event is the largest livestock show in the eastern United States. During 2013, the event ran from September 29<sup>th</sup> to October 7<sup>th</sup>, during which time approximately 15,000 vendors, exhibitors, and competitors attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Vendor, Exhibitor, and Competitor Spending

Of the 15,000 vendors, exhibitors, and competitors attending the event, survey responses estimate that 14,400 were from out of town. The average out-of-town vendor/exhibitor/competitor spent \$965.33 in the Harrisburg area to attend the event (Table 1).

Spending Category	Average per out-of-town vendor /exhibitor/competitor	Total by out-of-town vendors, exhibitors, and competitors
<i>Lodging</i>	\$304.77	\$4,388,700
<i>Restaurants/ meals</i>	\$285.63	\$4,113,000
<i>Retail Stores</i>	\$55.63	\$801,000
<i>Gas and auto services</i>	\$137.50	\$1,980,000
<i>Local transportation/ taxis</i>	-	-
<i>Local arrangements, fees, etc.</i>	\$168.90	\$2,432,100
<i>Other (specified)</i>	\$12.92	\$186,000
<b>Total Spending per Event</b>	<b>\$965.33</b>	<b>\$13,900,800</b>

The vendors, exhibitors, and competitors used the equivalent of at least 34,500 room nights in Harrisburg area hotels during the event. An estimated total of \$13,900,800 was spent in the Harrisburg area by vendors, exhibitors, and competitors of the Keystone International Livestock Expo (Table 1).

IMPLAN analysis using the survey responses suggest that the spending by the event vendors, exhibitors, and competitors generated approximately \$21.52 million in total economic activity in the Harrisburg area, supporting nearly 265 jobs (Table 2).

<b>Table 2. Keystone International Livestock Expo – Vendor, Exhibitor, and Competitor Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	202.1	\$5,403,328	\$8,489,371	\$13,900,800
Indirect Impact	33.7	\$1,592,525	\$2,511,326	\$4,133,574
Induced Impact	28.9	\$1,192,222	\$2,171,566	\$3,484,112
Total Impact	264.6	\$8,188,076	\$13,172,263	\$21,518,485

\*Totals may differ slightly due to rounding

### 13. Penn National Horse Show

October 11 to October 20, 2013

The Penn National Horse Show is an annual event occurring in mid-October. The event features intense equine competition along with vendors selling a variety of equine related goods. During 2013, the National Horse Show ran from October 11<sup>th</sup> to October 20<sup>th</sup>, during which time approximately 15,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these ‘direct’ dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

#### I. Economic Impact of Attendee Spending

From survey responses, an estimated 89.9 percent of attendees to this event at the Farm Show Complex, 13,478 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$99.57 during their visit to the Harrisburg area (Table 1).

Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$27.17	\$366,263
<i>Restaurants/ meals</i>	\$23.93	\$322,496
<i>Retail Stores</i>	\$9.45	\$127,413
<i>Gas and auto services</i>	\$17.84	\$240,409
<i>Local transportation/ taxis</i>	\$0.38	\$5,062
<i>Other (specified)</i>	\$20.80	\$280,395
<i>Total Spending per Event</i>	\$99.57	\$1,342,037

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$2.06 million in total economic activity in the Harrisburg area, supporting approximately 25 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	19.5	\$518,625	\$839,575	\$1,342,038
Indirect Impact	3.1	\$147,255	\$233,756	\$383,905
Induced Impact	2.7	\$113,446	\$206,636	\$331,531
Total Impact	25.3	\$779,326	\$1,279,967	\$2,057,474

## II. Economic Impact of Vendor and Exhibitor Spending

Of the 60 vendors and exhibitors attending the event, survey responses estimate that 53 vendors and exhibitors were from out of town. The average out-of-town vendor/exhibitor spent \$2,367.86 in the Harrisburg area to attend the event (Table 3).

Spending Category	Average per out-of-town vendor /exhibitor	Total by out-of-town vendors and exhibitors
<i>Lodging</i>	\$732.14	\$38,438
<i>Restaurants/ meals</i>	\$278.57	\$14,625
<i>Retail Stores</i>	\$67.86	\$3,563
<i>Gas and auto services</i>	\$192.86	\$10,125
<i>Local transportation/ taxis</i>	-	-
<i>Local arrangements, fees, etc.</i>	\$1,096.43	\$57,563
<i>Other (specified)</i>	-	-
<i>Total Spending per Event</i>	\$2,367.86	\$124,313

IMPLAN analysis using the survey responses suggest that the spending by the event vendors and exhibitors generated roughly \$190,000 in total economic activity in the Harrisburg area, supporting approximately 2 jobs (Table 4).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	1.8	\$50,511	\$75,950	\$124,311
Indirect Impact	0.3	\$13,406	\$21,085	\$34,856
Induced Impact	0.3	\$10,817	\$19,701	\$31,609
Total Impact	2.3	\$74,734	\$116,736	\$190,776

**III. Total Economic Impact of the Event (including attendee, vendor, and exhibitor spending)**

The attendees, vendors, and exhibitors used the equivalent of at least 9,066 room nights in Harrisburg area hotels during the event. An estimated total of \$1,466,350 was spent in the Harrisburg area by non-local attendees, vendors, and exhibitors of the Penn National Horse Show (Table 5).

<b>Table 5. Penn National Horse Show – Total Spending</b>			
Spending Category	Total by out-of-town attendees	Total by out-of-town vendors and exhibitors	Total Spending
<i>Lodging</i>	\$366,263	\$38,438	\$404,700
<i>Restaurants/ meals</i>	\$322,496	\$14,625	\$337,121
<i>Retail Stores</i>	\$127,413	\$3,563	\$130,976
<i>Gas and auto services</i>	\$240,409	\$10,125	\$250,534
<i>Local transportation/ taxis</i>	\$5,062	-	\$5,062
<i>Local arrangements, fees, etc.</i>	N/A	\$57,563	\$57,563
<i>Other (specified)</i>	\$280,395	-	\$280,395
<i>Total Spending per Event</i>	\$1,342,037	\$124,313	\$1,466,350

IMPLAN analysis using the survey responses suggest that total spending by attendees, vendors, and exhibitors at this Farm Show Complex event generated nearly \$2.25 million in total economic activity in the Harrisburg area, supporting almost 28 jobs (Table 6).

<b>Table 6. Penn National Horse Show – Total Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	21.2	\$569,136	\$915,525	\$1,466,349
Indirect Impact	3.4	\$160,661	\$254,841	\$418,761
Induced Impact	3.0	\$124,263	\$226,336	\$363,141
Total Impact	27.7	\$854,060	\$1,396,702	\$2,248,250

\*Totals may differ slightly due to rounding

## 14. Standardbred Horse Sale

November 5 to November 10, 2013

The Standardbred Horse Sale is an annual event occurring in early November. The event features the sale of some of the best Standardbred horses in the world. During 2013, the horse sale ran from November 5<sup>th</sup> to November 10<sup>th</sup>, during which time approximately 15,000 people attended the event.

Economic impact analysis was conducted using IMPLAN, an economic impact model that estimates direct, indirect, and induced impacts of an event. Direct impacts are the dollars directly spent in the Harrisburg area by non-local attendees, competitors, exhibitors, and vendors who came to the Harrisburg area for the event. Indirect impacts are the added spending by businesses in the Harrisburg area who receive these 'direct' dollars. Induced impacts are the resulting added local spending by employees of these businesses in the Harrisburg area. This ripple effect of spending is known as the economic multiplier effect.

### I. Economic Impact of Attendee Spending

From survey responses, an estimated 98.7 percent of attendees to this event at the Farm Show Complex, 14,806 people, resided outside of Dauphin and Cumberland counties. The average out-of-town attendee spent \$450.47 during their visit to the Harrisburg area (Table 1). Some attendees reported purchasing a horse at the sale, but because the sellers were not from Dauphin or Cumberland counties, such purchases would not directly contribute to the Harrisburg area economy, and thus this spending was not included in the economic impact analysis.

<b>Table 1. Standardbred Horse Sale – Attendee Spending</b>		
Spending Category	Average per out-of-town attendee	Total by out-of-town attendees
<i>Lodging</i>	\$152.38	\$2,256,242
<i>Restaurants/ meals</i>	\$112.91	\$1,671,862
<i>Retail Stores</i>	\$115.59	\$1,711,452
<i>Gas and auto services</i>	\$32.64	\$483,268
<i>Local transportation/ taxis</i>	\$0.80	\$11,877
<i>Other (specified)</i>	\$36.14	\$535,130
<i>Total Spending per Event</i>	\$450.47	\$6,669,831

IMPLAN analysis using the survey responses suggest that spending by the event attendees generated roughly \$10.2 million in total economic activity in the Harrisburg area, supporting approximately 126 jobs (Table 2).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	97.2	\$2,504,408	\$4,215,174	\$6,669,831
Indirect Impact	15.6	\$743,140	\$1,164,635	\$1,917,262
Induced Impact	13.4	\$552,709	\$1,006,708	\$1,615,201
<b>Total Impact</b>	<b>126.2</b>	<b>\$3,800,257</b>	<b>\$6,386,517</b>	<b>\$10,202,294</b>

**II. Economic Impact of Vendor and Exhibitor Spending**

Of the 27 vendors and exhibitors attending the event, survey responses estimate that all the vendors and exhibitors were from out of town. The average out-of-town vendor/exhibitor spent \$1,397.78 in the Harrisburg area to attend the event (Table 3).

Spending Category	Average per out-of-town vendor /exhibitor	Total by out-of-town vendors and exhibitors
<i>Lodging</i>	\$788.89	\$21,300
<i>Restaurants/ meals</i>	\$327.78	\$8,850
<i>Retail Stores</i>	\$26.67	\$720
<i>Gas and auto services</i>	\$198.89	\$5,370
<i>Local transportation/ taxis</i>	-	-
<i>Local arrangements, fees, etc.</i>	\$55.56	\$1,500
<i>Other (specified)</i>	-	-
<b>Total Spending per Event</b>	<b>\$1,397.78</b>	<b>\$37,740</b>

IMPLAN analysis using the survey responses suggest that the spending by the event vendors and exhibitors generated roughly \$60,000 in total economic activity in the Harrisburg area, supporting almost 1 job (Table 4).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	0.5	\$12,831	\$21,160	\$37,740
Indirect Impact	0.1	\$5,014	\$7,630	\$12,695
Induced Impact	0.1	\$3,056	\$5,566	\$8,930
<b>Total Impact</b>	<b>0.7</b>	<b>\$20,901</b>	<b>\$34,356</b>	<b>\$59,365</b>

**III. Total Economic Impact of the Event (including attendee, vendor, and exhibitor spending)**

The attendees, vendors, and exhibitors used the equivalent of at least 45,593 room nights in Harrisburg area hotels during the event. An estimated total of \$6,707,571 was spent in the Harrisburg area by non-local attendees, vendors, and exhibitors of the Standardbred Horse Sale (Table 5).

Spending Category	Total by out-of-town attendees	Total by out-of-town vendors and exhibitors	Total Spending
<i>Lodging</i>	\$2,256,242	\$21,300	\$2,277,542
<i>Restaurants/ meals</i>	\$1,671,862	\$8,850	\$1,680,712
<i>Retail Stores</i>	\$1,711,452	\$720	\$1,712,172
<i>Gas and auto services</i>	\$483,268	\$5,370	\$488,638
<i>Local transportation/ taxis</i>	\$11,877	-	\$11,877
<i>Local arrangements, fees, etc.</i>	N/A	\$1,500	\$1,500
<i>Other (specified)</i>	\$535,130	-	\$535,130
<i>Total Spending per Event</i>	\$6,669,831	\$37,740	\$6,707,571

IMPLAN analysis using the survey responses suggest that total spending by attendees, vendors, and exhibitors at this Farm Show Complex event generated nearly \$10.3 million in total economic activity in the Harrisburg area, supporting approximately 127 jobs (Table 6).

	Employment	Labor Income	Total Value Added	Output
Direct Impact	97.7	\$2,517,239	\$4,236,334	\$6,707,571
Indirect Impact	15.7	\$748,154	\$1,172,265	\$1,929,957
Induced Impact	13.5	\$555,764	\$1,012,274	\$1,624,131
Total Impact	126.9	\$3,821,158	\$6,420,873	\$10,261,659

\*Totals may differ slightly due to rounding

# 15. Pennsylvania Farm Show Complex & Expo Center Operating Expenditures

Fiscal Year 2012-13

## I. Total Economic Impact of Farm Show Complex Operating Expenditures

Approximately 89.1% of the Farm Show Complex’s expenditures for fiscal year 2012-13 occurred in the Harrisburg area. IMPLAN analysis using the survey responses suggest that total spending by the Farm Show Complex generated roughly \$11.7 million in total economic activity in the Harrisburg area, supporting nearly 525 jobs (Table 1).

<b>Table 1. Farm Show Complex Expenditures – Total Generated Impact</b>				
	Employment	Labor Income	Total Value Added	Output
Direct Impact	493.9	\$6,455,855	\$7,046,732	\$7,941,958
Indirect Impact	3.9	\$188,766	\$301,337	\$499,856
Induced Impact	26.9	\$1,111,895	\$2,024,925	\$3,249,115
<b>Total Impact</b>	<b>524.7</b>	<b>\$7,756,516</b>	<b>\$9,372,993</b>	<b>\$11,690,929</b>

\*Totals may differ slightly due to rounding

## Attendee survey



### Farm Show Complex & Expo Center Attendee Survey

1. What is the zip code where you live?

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2. If you aren't from the immediate Harrisburg area, was this event at the Farm Show Complex your primary reason for coming to the Harrisburg area?

- Yes
- No
- Don't know

3. How many people are in your group (e.g., family and/or friends who accompanied you) here at the Farm Show complex?

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 people

4. How many hours were you here at this event? 

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 hours

5. If you are staying overnight in the Harrisburg area because you are attending this event, how many nights will you be spending in each of the following:

Not staying overnight because of this event

**# of Nights Staying**

- Hotel or motel
- Private home
- Bed & Breakfast
- Private campground
- Other (specify):  
\_\_\_\_\_


6. Please indicate the breakdown of your group's total spending while in the Harrisburg area to attend this event at the Farm Show Complex. Give your best approximation of the amount you've spent or plan to spend for each category

	Approximate amount spent
Lodging	\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
Restaurants/meals	\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
Retail stores	\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
Gas and auto services	\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
Local transportation/taxis	\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
Other (please specify):	\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>

7. How much of this spending did you and others in your party do at the Farm Show Complex itself during your trip here, such as on parking, refreshments, souvenirs and other purchases? Give your best approximation of the amount you've spent or plan to spend within the confines of the Complex.

\$    ,

Those are all the questions I have for you. Thank you for your time.

### Interviewer

8. When was this interview conducted?

Day of the Week

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Time of Day

- Before 10:00 a.m.
- 10:00 a.m. to 12:00 noon
- 12:00 noon to 2:00 p.m.
- 2:00 p.m. to 4:00 p.m.
- 4:00 p.m. to 6:00 p.m.
- 6:00 or later

9. Interviewer ID:

1016089803

## Vendor/Competitor survey



### Farm Show Complex & Expo Center Vendor Survey

Please help us with an important project! Penn State University is working with the Farm Show Complex and the Pennsylvania Department of Agriculture to identify the economic impact of the Farm Show Complex in the Harrisburg area. Funded by the Department of Agriculture, the project will help Farm Show Complex staff, the local business community, local government, and others better understand the economic impact and role of this event, and of the Farm Show Complex in the regional economy.

Your answers on this questionnaire will be kept in strictest confidence. No one will know how you answered the questions. Your participation in the study is voluntary. The survey should take 5 minutes to complete. If you choose not to answer a question feel free to omit it and continue with the survey. The return of the completed questionnaire will signify your consent to be included in the project.

Should you have any questions about the survey, don't hesitate to contact me at 814-865-9542. We appreciate your participation in this important project.

Tim Kelsey, Ph.D.  
Professor of Agricultural Economics

1. Which best describes your **primary** role at this event at the Farm Show Complex? Please select only one answer.
  - Commercial business selling farm-related products, services, etc.
  - Commercial business selling NON-farm-related products, services, etc.
  - Competitor/exhibitor (such as showing an animal, competing in an event, etc.)
  - Non-profit agency or organization
  - Federal, state, or local government
  - University, college, or other education organization
  - Other (please specify): \_\_\_\_\_
2. Is your primary role at this event either to **sell something** or to **exhibit educational information**?
  - Yes
  - No (Skip to Question 6)
3. What is the general type of product, service, etc., that you are selling or exhibiting here? Please be as specific as possible.  
\_\_\_\_\_
4. What is the zip code of the primary location of your business or organization? 

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zip code

5. How many people from your business or organization will be at the Farm Show Complex at some time during this event to help with this booth, exhibit, or other related activity?

# of people

6. Is your primary role at this event to either **compete in an event**, or to **show an animal or other item**?

- Yes
- No (Skip to Question 10)

7. What type of competition are you doing, or animal(s) are you showing here?

\_\_\_\_\_

8. How many people accompanied you to the Farm Show Complex for this event, such as people helping you care for an animal, or family members who came with you to this event?

# of people

zip code

9. What is the zip code of where you live?

10. Please indicate the type of overnight accommodations, if any, you will use during your stay in the Harrisburg area. Include all those who came with you to the Farm Show Complex to staff your booth or exhibit, or to accompany you to this event.

Type of Accommodation	# of Nights Staying	# of People Staying
<input type="radio"/> Not staying overnight because of this event		
<input type="radio"/> At the Farm Show Complex (in an RV, in an animal stall, etc.)	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
<input type="radio"/> Hotel or motel	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
<input type="radio"/> Private home	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
<input type="radio"/> Bed & Breakfast	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
<input type="radio"/> Private campground	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
<input type="radio"/> Other (specify): _____	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

11. Please indicate the breakdown of your approximate total spending while in the Harrisburg area to attend this event at the Farm Show Complex. Also, include in the total the approximate spending of everyone else who staffed your booth or exhibit, or otherwise accompanied you to this event. Give your best approximation of the amount you've spent or plan to spend for each category.

	Approximate amount spent									
Lodging	\$	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> </tr> </table>								
Restaurants/meals	\$	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> </tr> </table>								
Retail stores	\$	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> </tr> </table>								
Gas and auto services	\$	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> </tr> </table>								
Local transportation/taxis	\$	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> </tr> </table>								
Local arrangements, fees, etc., for your exhibit or booth	\$	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> </tr> </table>								
Other (please specify):	\$	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> </tr> </table>								

12. How much of this spending did you and others in your party do at the Farm Show Complex itself during your trip here, such as on parking, refreshments, souvenirs and other purchases? Give your best approximation of the amount you've spent or plan to spend within the confines of the Complex.

\$ 

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13. Are you selling products or services during this event at the Farm Show Complex?

- Yes
- No (Skip to Question 14)

14. Approximately how much do you expect to sell during this event at the Farm Show Complex?

\$ 

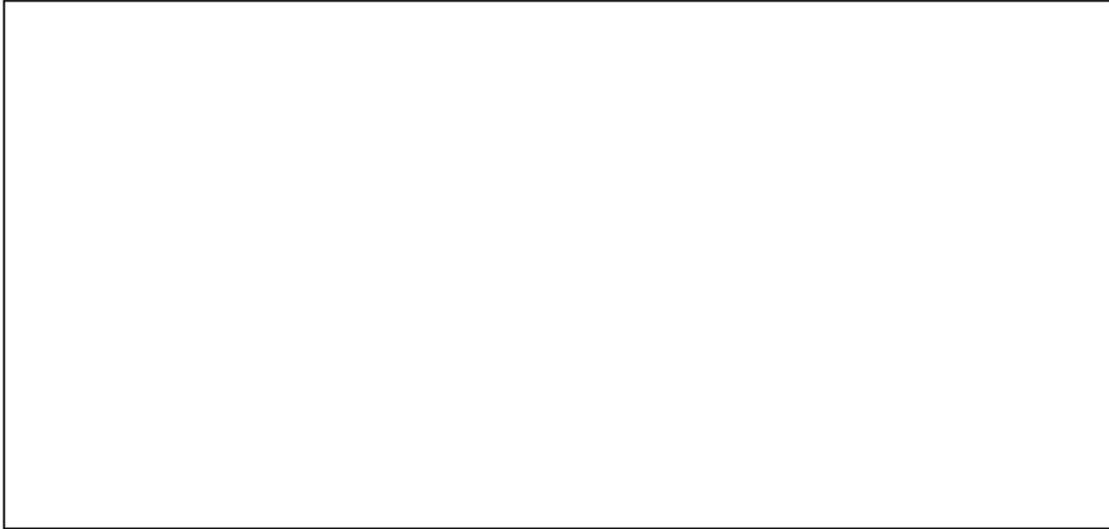
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15. Approximately how much do you expect to sell later after this event, but resulting from contacts/discussion/etc. held during the event at the Farm Show Complex?

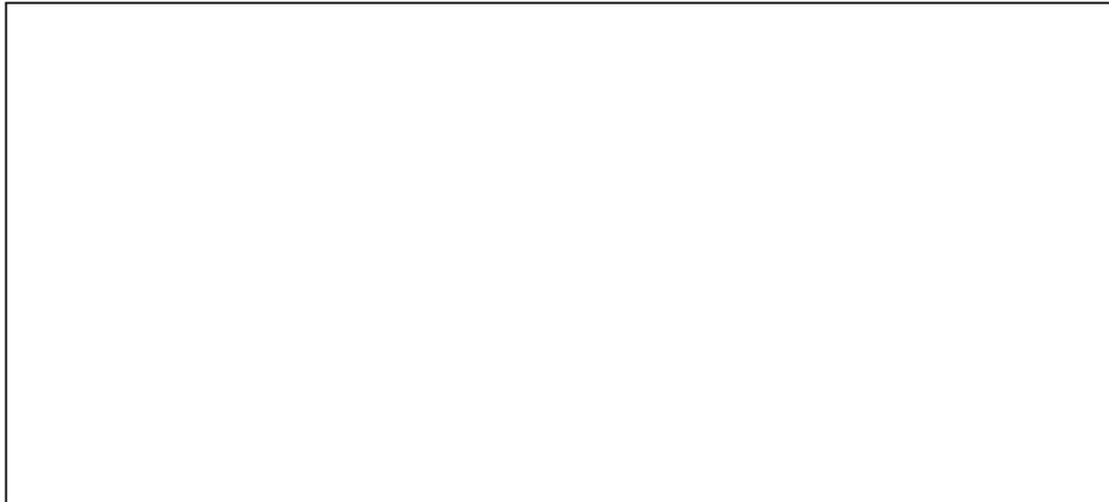
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16. What do you like most about the Farm Show Complex? Please be as specific as possible.



17. What do you think could be improved about the Farm Show Complex to make it better for events and exhibits/booths/competitions like the one you're attending? Please be as specific as possible.



**Thank you for taking the time to complete this survey.  
Please drop completed surveys in one of the boxes located at the  
Security Desk in the Cameron Street Lobby or in the Commonwealth Crossroads.  
Or, use the postage paid envelope provided and  
drop it in any US Postal Service mailbox.**

7900546966

**Written by:**

Timothy W. Kelsey, Professor of Agricultural Economics, Penn State

Kyle Hoy, Graduate Student, Agricultural, Environmental and Regional Economics, Penn State

**Acknowledgments:**

This study would not have been possible without the assistance of Patrick Kerwin, Executive Director of the Farm Show Complex & Expo Center, who facilitated access to the different events, helped coordinate local arrangements, and answered numerous questions about the complex's operation and events; Larissa Witmer, Project Manager at the Penn State Survey Research Center, who arranged for and managed the team of interviewers, and coordinated data entry; and Kirsten Hardy, who provided able assistance preparing the survey data for use in IMPLAN. We also thank the organizers of the events we studied for their cooperation and assistance, and the numerous attendees, vendors, exhibitors, and competitors at the Farm Show Complex events who took the time to talk with our interviewers, or to complete and return a survey.

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