

VISIT ST. PETE/CLEARWATER

2020 MLK PARADE & FAMILY FUN DAY ECONOMIC IMPACT STUDY

REPORT OF FINDINGS

MAY 2020

Destination  Analysts

Table of Contents

Research Overview	3
Methodology	4
Executive Summary	5
Event Economic Impact Analysis	6
Detailed Findings	11
Respondent Demographics	20

Research Overview

This report presents the findings of a study of the attendees and exhibitors/sponsors of the 2020 MLK Parade & Family Fun Day conducted by Destination Analysts, Inc. on behalf of Visit St. Pete/Clearwater. The data presented here comes from an in-person intercept survey administered by Destination Analysts' research team to attendees at the 2020 MLK Parade & Family Fun Day, as well as self-administered online surveys taken by the event organizer and exhibitors/sponsors.

The overarching goal of this survey-based research was to estimate the economic impact of this event to the St. Pete/Clearwater area. In addition, this research study was intended to determine the following regarding attendees and exhibitors of the MLK Parade & Family Fun Day:

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



Images courtesy of VSPC Twitter account

Methodology



Destination Analysts' research team surveying at the event

The research included three separate yet carefully integrated survey collection techniques. Destination Analysts, working closely with Visit St. Pete/Clearwater, prepared a base survey questionnaire for event attendees that was fielded by Destination Analysts research staff on January 20th, 2020.

To calculate the economic impact of this event to Pinellas County additional information was collected through the following methods: (1) a self-administered online survey of Event Sponsors/Exhibitors, and (2) a self-administered online Event Organizer Survey, all of which were completed after the event concluded.

This report presents data collected from all three surveys. In total, 231 attendee intercept surveys were collected, as well as 3 Sponsor/Exhibitor Surveys and 1 Event Organizer Survey.

KEY FINDINGS: PROFILE OF ATTENDEES

Demographics



Female – 59.0%
Male – 39.6%
Other – 0.4%



Ethnicity

- Black/African-American – 60.4%
- Caucasian – 29.1%
- Latino/Hispanic – 4.0%
- Asian/Pacific Islander – 0.4%
- American Indian/Alaska Native – 0.4%
- Other – 4.4%



Mean age – 47.4



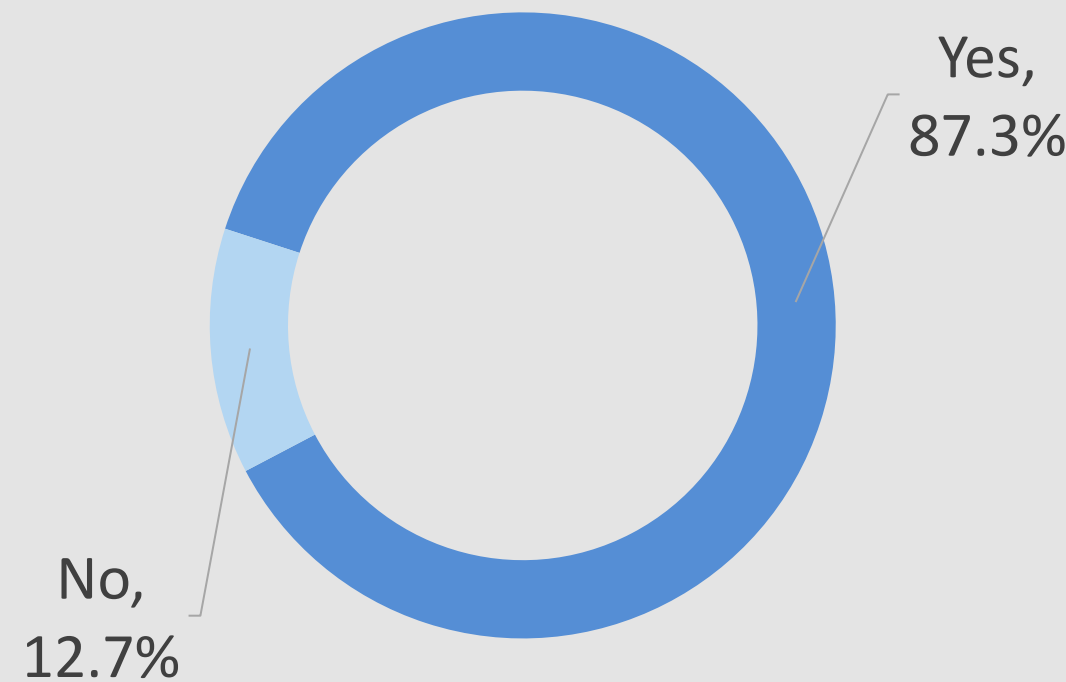
Mean household income – \$77,739



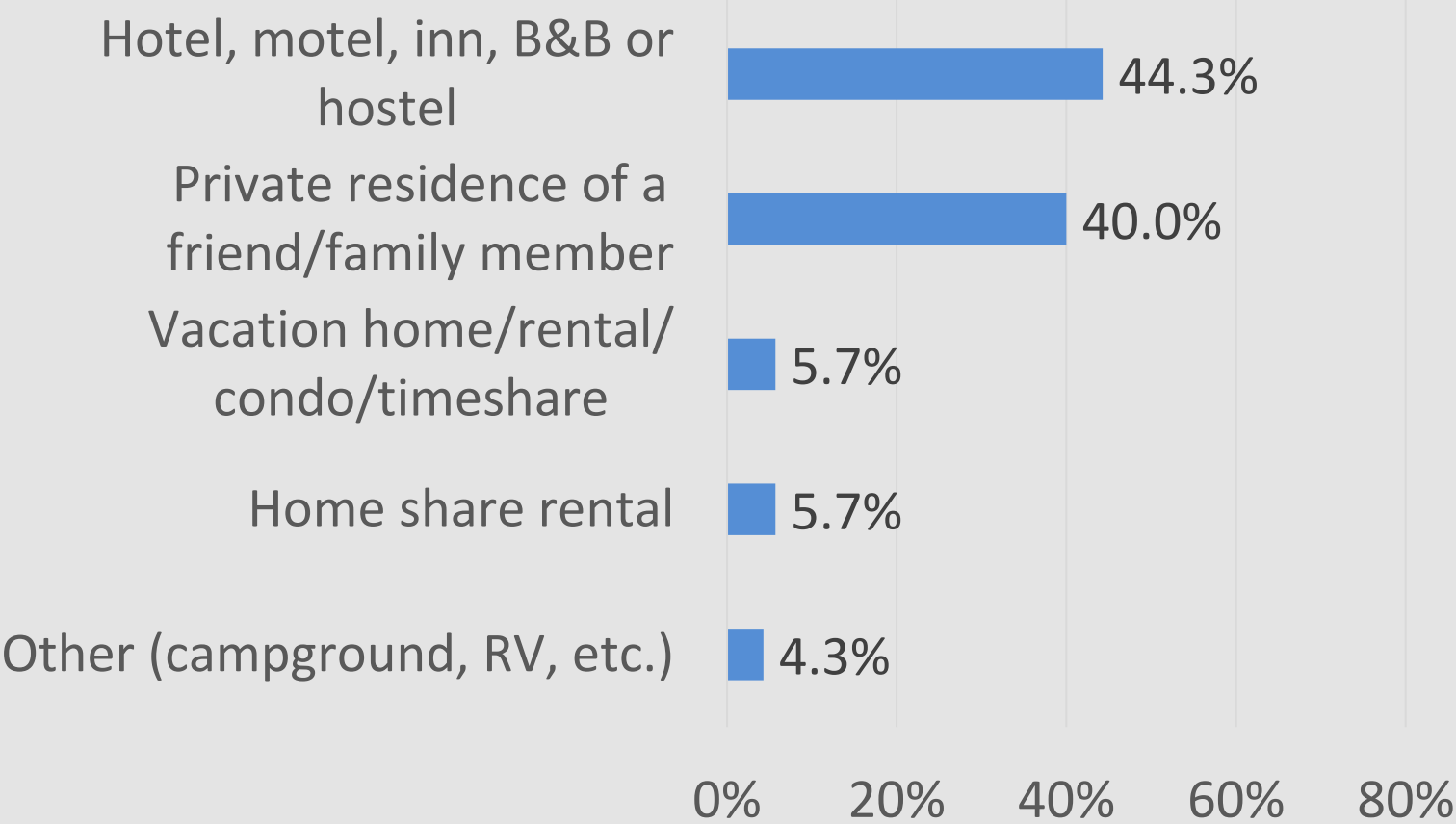
Point of Origin: Top States

- Florida – 75.4%
- Massachusetts – 2.9%
- Pennsylvania – 2.3%

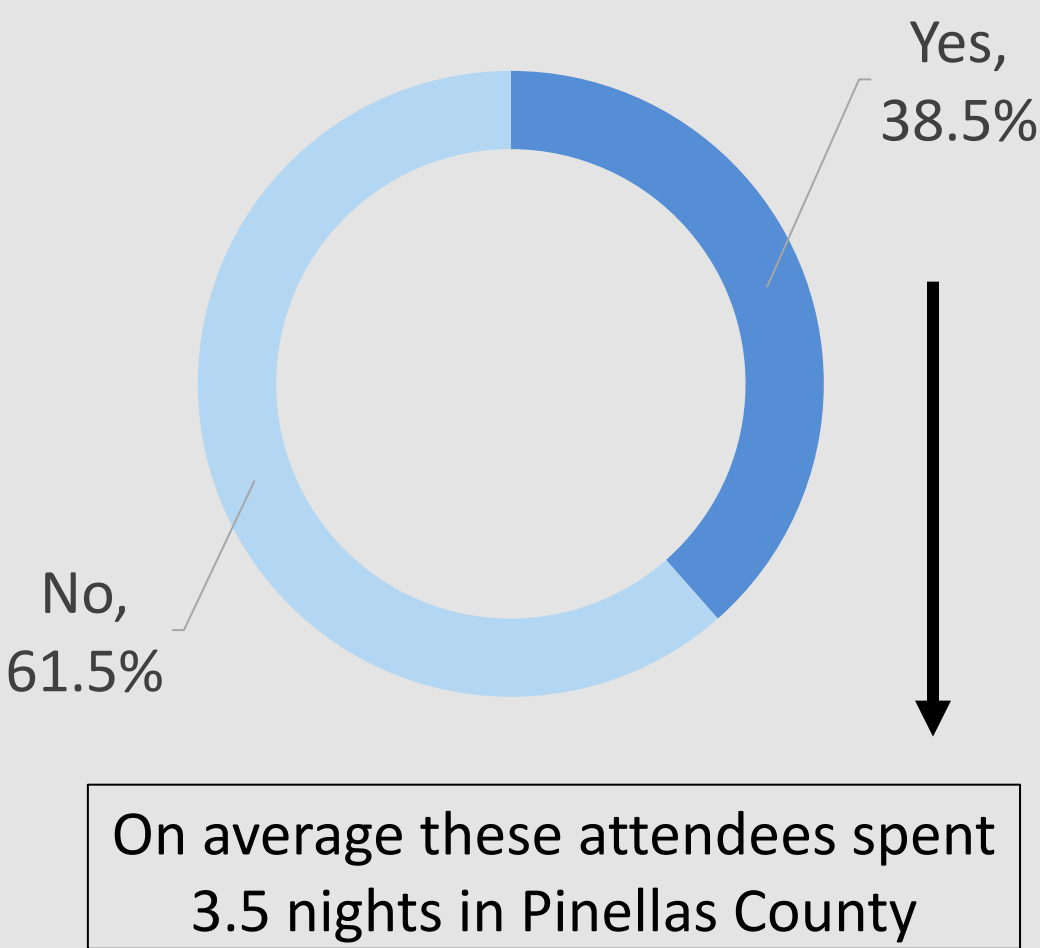
Event as Primary Reason for Trip



Place of Stay in Pinellas County



Stayed Overnight in Pinellas County



Visiting Attendee In-Market Spending

Mean spending per day: **\$104.17**

of people covered by spending: 1.9

Mean spending per person: **\$54.75**

A marching band in blue and white uniforms is performing on a city street. The band members are playing brass instruments, including tubas and euphoniums. They are wearing blue uniforms with white accents and white hats with blue plumes. The background shows a city street with buildings and trees. The text "EVENT ECONOMIC IMPACT ANALYSIS" is overlaid in the center of the image.

EVENT ECONOMIC IMPACT ANALYSIS

Visitor Industry Economic Impact Calculation

This report presents the top-line survey data collected from this survey. The economic impact estimates provided in this report are based on an event attendance estimate of 40,000.

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

IMPORTANT NOTE:

Attendee spending is defined as spending in Pinellas County by 2020 MLK Parade & Family Fun Day attendees ***who reside outside Pinellas County***. Visiting event attendees include travelers from outside Pinellas County visiting specifically to attend the 2020 MLK Parade & Family Fun Day. Spending by Pinellas County residents related to the event is specifically excluded from this analysis, as it cannot be claimed as an injection of new spending into the local economy.

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

Economic Impact: Definitions

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

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



Image courtesy of visitstpeteclearwater.com

Economic Impact Analysis: Summary of Key Findings

Below are key statistics derived from this research. These economic impact estimates are based on the 2020 MLK Parade & Family Fun Day:

**\$6.6
Million**

In Direct Spending
Generated by
the Event

**\$11
Million**

In TOTAL Economic Impact
(Using the IMPLAN
Model)

**\$648
Thousand**

In Taxes Generated
(Including occupancy tax, property
taxes paid by the lodging industry
and retail sales taxes)

120

Jobs Supported
(Through Visitor
Spending)

Economic Impact Analysis

- **Direct attendee spending in Pinellas County generated by the 2020 MLK Parade & Family Fun Day:** Of the estimated 40,000 unique event attendees, 27,662 were incremental visitors who live outside Pinellas County and specifically visited the St. Pete/ Clearwater area to attend the event. Any spending within the county by these incremental visitors can be counted in the event’s economic impact. The average incremental visitor spent \$54.75 per day in Pinellas County during their trip in which they attended the 2020 MLK Parade & Family Fun Day. Thus, this event is estimated to have generated \$3,922,211 in new visitor spending in the St. Pete/Clearwater area.
- **Sponsor-related attendee spending in Pinellas County generated by the event:** The 2020 MLK Parade & Family Fun Day also generated spending in Pinellas County by event sponsors, vendors and exhibitors. It is estimated that event sponsors spent \$2,434,960 in Pinellas County for the event.
- **Total estimated economic impact:** The in-market spending by incremental visiting attendees, event organizer and sponsors is estimated at \$6,630,171. When indirect and induced effects of this spending are estimated using an IMPLAN model, the total economic impact of the 2020 MLK Parade & Family Fun Day reaches over \$11 million.
- **Total estimated tax revenues generated:** The in-market spending by incremental visiting attendees and event sponsors also generates tax revenues for the destination. Given the county’s transient occupancy tax, sales tax and property taxes, it is estimated that the 2020 MLK Parade & Family Fun Day generated \$647,828 in tax revenues for the St. Pete/Clearwater area.
- **Incremental hotel room nights generated by the event:** Given the number of incremental visiting attendees and event sponsors who stayed overnight in a Pinellas County hotel, 3,694 incremental room nights were generated.

895,1237	
Jobs Supported	120
Taxes Generated for Pinellas County	\$647,828
Total Event Hotel Room Nights Generated	3,694
Total Event Vacation Rental/Home Share Rental Nights	454
ECONOMIC IMPACT	
Total Direct Spending Generated by the Event (by the Event Organizer, Sponsors and Incremental Attendees)	\$6,630,171
*Indirect Effect	\$2,052,148
*Inducted Effect	\$2,400,589
Total Economic Impact	\$11,082,909

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

A photograph of a marching band in uniform, featuring blue and gold attire with large white plumes on their hats. They are playing brass instruments, likely euphoniums or tubas, on a paved street. The background shows a building with arched windows and trees. The image is semi-transparent, serving as a background for the text.

DETAILED FINDINGS

ABOUT THIS SECTION

In the remainder of this report, data from the survey findings is presented as follows:

- Data tables showing results segmented by the following groups:
 1. Total Aggregate—All event attendees
 2. Visiting Attendees—Event attendees who DO NOT reside in Pinellas County
 3. Locals—Attendees who reside within Pinellas County

Figure 1: Weather Conditions

	Total
Partly Cloudy	94.8%
Heavy Winds	57.8%
Light Winds	0.4%

Figure 2: Attended event previously

	Total	Visitors	Residents
Yes	54.5%	49.7%	72.9%
No	45.5%	50.3%	27.1%
Base	231	183	48

Question: Have you ever attended this event before? Base: All respondents. 231 completed surveys.

Figure 3: Event was primary reason for trip

	Visitors
Yes	87.3%
No	12.7%
Base	181

Question: Was this event the primary reason for your trip to the St. Pete/Clearwater area? Base: Respondents who do not live in Pinellas County. 181 Responses

Figure 4: Overnight Stay in Pinellas County

Visitors	
Yes	38.5%
No	61.5%
Base	182

Question: Are you staying overnight in Pinellas County on this trip?
Base: Respondents who do not live in Pinellas County. 182 responses

Figure 5: Days & Nights Spent in Pinellas County

Visitors	
Days	4.5
Nights	3.5
Base	68

Question: How many total days and nights are you staying in Pinellas County for this trip? Base: Non-local attendees who stayed overnight in Pinellas County. 68 Responses

Figure 6: Place of Stay in Pinellas County

	Visitors
Hotel, motel, inn, B&B or hostel	44.3%
Private residence of a friend/family member	40.0%
Home sharing rental	5.7%
Vacation home/rental/condo/timeshare	5.7%
Other (campground, RV, etc.)	4.3%
Base	70

Question: What type of lodging are you staying in? Base: Non-local attendees that stayed overnight in Pinellas County. 70 responses

Figure 7: Hotel in Pinellas County

	Visitors
Hyatt Regency Clearwater Beach	3.2%
Sirata Beach & Conference Center	3.2%
Other	93.5%
Base	31

Question: In which hotel did you stay? Base: Non-local attendees that stayed overnight in Pinellas County. 31 responses

Figure 8: Number of People in Accommodations

Visitors	
5 or more	3.2%
4	19.4
3	16.1%
2	48.4%
1	12.9%
Mean	2.4
Base	31

Question: How many people are staying in your lodging, including yourself? Base: Non-local attendees that stayed overnight in paid accommodations. 31 responses

Figure 9: Pinellas County Resident Spending

	Residents
Food & Beverage	\$30.83
Retail Store Purchases	\$2.79
Entertainment/Sightseeing & Recreational Activities	\$2.26
Gas, Parking & Local Transport	\$2.57
Other	\$0.24
Mean Spending per Travel Party	\$38.70
# of People Covered by Spending	2.3
Mean Spend per Person	\$16.93
Base	42

Question: Thinking about your spending associated with attending this event, please estimate the amount you will spend PER DAY for each of the following categories. Base: Pinellas County Residents. 42 responses

Figure 10: Visiting Attendee In-Market Spending

	Visitors
Food & Beverage	\$51.02
Lodging per Night	\$30.71
Retail Store Purchases	\$13.59
Entertainment, Sightseeing & Recreational Activities	\$5.25
Gas, Parking & Local Transport	\$2.96
Car Rental (rented in Pinellas)	\$0.03
Other	\$0.61
Mean Spending per Travel Party	\$104.17
# of People Covered by Spending	1.9
Mean Spend per Person	\$54.75
Base	171

Question: Thinking about your spending during your overall visit to the St. Pete/Clearwater area to attend this event, please estimate the amount you will spend PER DAY for each of the following categories. Please only include spending within Pinellas County. Base: Respondents who do not live in Pinellas County. 171 responses

Figure 11: Respondent Point of Origin

USA (outside Pinellas County)	Outside the USA	Pinellas County Residents
75.8%	3.5%	20.8%

Question: Where is your primary residence? Base: All respondents. 328 responses

Figure 12: Point of Origin of Non-Residents

Visitors	
Florida	75.4%
Massachusetts	2.9%
Pennsylvania	2.3%
Georgia	1.7%
Missouri	1.1%
Maryland	1.1%
Texas	1.1%
New York	1.1%
North Carolina	1.1%
Base	175

Question: What is your zip code? Base: Domestic respondents who do not live in Pinellas County. 175 responses

A photograph of a marching band in uniform, featuring tubas and drums, overlaid with a semi-transparent blue filter. The band members are wearing white uniforms with blue accents and are marching in a line. The background shows a street with trees and a building.

DEMOGRAPHICS

Figure 13 : Gender

	Total	Visitors	Residents
Male	39.6%	35.8%	54.2%
Female	59.0%	63.1%	43.8%
Other	0.4%	0.0%	2.1%
Base	227	179	48

Question: What is your gender? Base: All respondents. 227 responses

Figure 14: Ethnicity

	Total	Visitors	Residents
Black/African-American	60.4%	65.6%	40.4%
Caucasian	29.1%	23.3%	51.1%
Latino/Hispanic	4.0%	3.9%	4.3%
Asian/Pacific Islander	0.4%	0.6%	0.0%
American Indian/Alaska Native	0.4%	0.6%	0.0%
Other	4.4%	4.4%	4.3%
Base	227	180	47

Question: Which best describes your ethnicity? (Select one) Base: All respondents. 227 responses

Figure 15 : Household Income

	Total	Visitors	Residents
Less than \$30,000	9.0%	8.5%	10.6%
\$30,000 - \$49,999	19.3%	22.2%	8.5%
\$50,000 - \$74,999	15.7%	17.0%	10.6%
\$75,000 - \$99,999	15.7%	14.8%	19.1%
\$100,000 - \$124,999	8.1%	7.4%	10.6%
\$125,000 - \$149,999	6.3%	5.1%	10.6%
\$150,000 - \$199,999	4.9%	5.7%	2.1%
\$200,000 - \$249,999	0.0%	0.0%	0.0%
\$250,000 or more	0.9%	1.1%	0.0%
Prefer not to answer	20.2%	18.2%	27.7%
Mean	\$77,739	\$76,580	\$82,647
Base	223	176	47

Question: Which best describes your annual household income? (Select one)
Base: All respondents. 223 responses

Figure 16: Age

	Total	Visitors	Residents
Under 24	5.6%	6.6%	2.1%
25 - 34	13.9%	14.8%	10.4%
35 - 54	45.0%	44.3%	47.9%
55 - 64	22.5%	23.0%	20.8%
65 - 74	9.1%	6.6%	18.8%
75 or older	1.7%	2.2%	0.0%
Prefer not to answer	2.2%	2.7%	0.0%
Mean	47.4	46.8	49.9
Base	231	183	48

Question: Which best describes your age? (Select one) Base: All respondents. 231 Responses