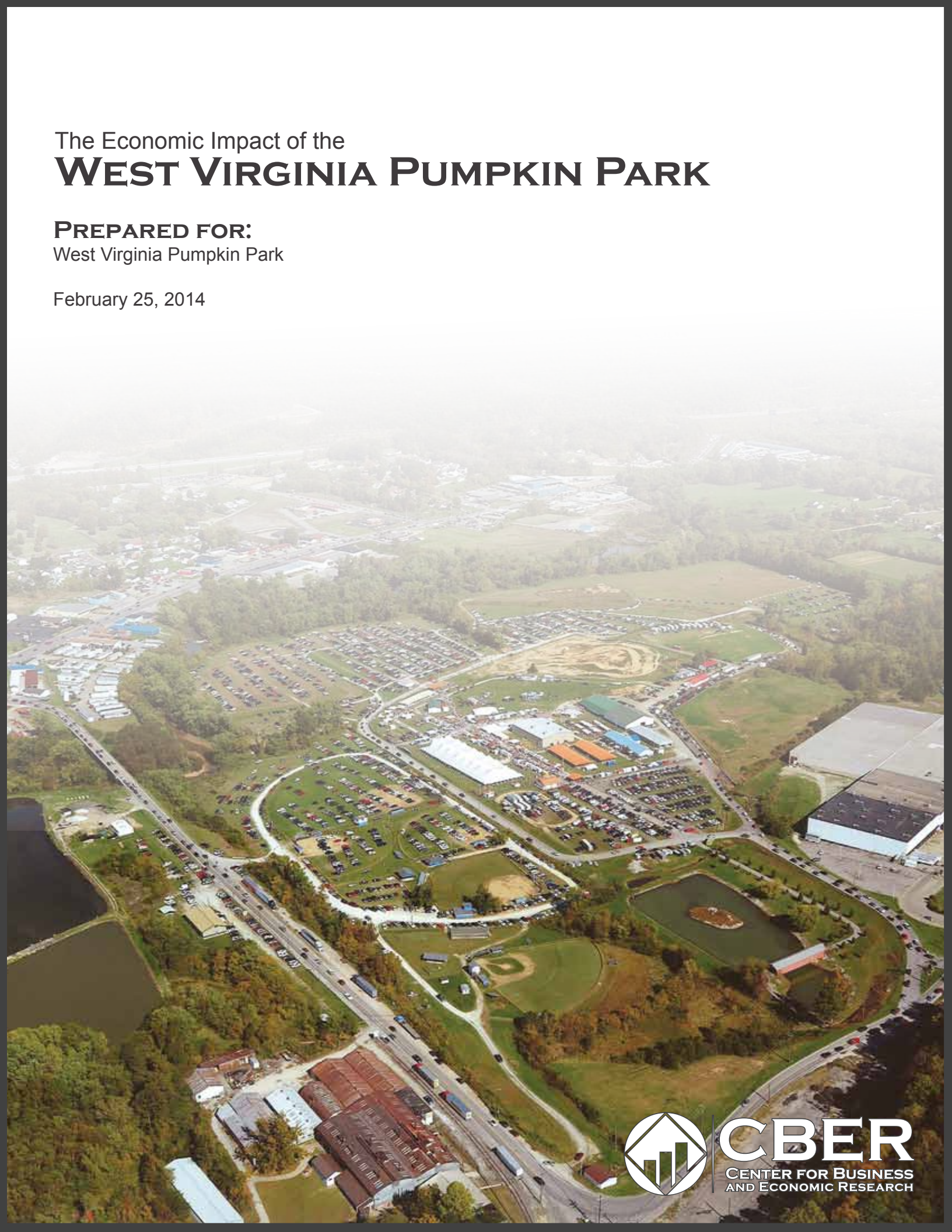


The Economic Impact of the
WEST VIRGINIA PUMPKIN PARK

PREPARED FOR:
West Virginia Pumpkin Park

February 25, 2014



CBER
CENTER FOR BUSINESS
AND ECONOMIC RESEARCH



The Economic Impact of the West Virginia Pumpkin Park

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Disclaimer:

The contents of this report reflect the views of the authors, who are responsible for the accuracy of the data presented herein. The views expressed in this report are those of the authors and do not reflect the official policy or position of Marshall University or its governing bodies. The use of trade names, if applicable, does not signify endorsement by the authors.

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Executive Summary

Through its multiple annual events, the West Virginia Pumpkin Park draws tens of thousands of individuals into the Milton, WV, area each year. The annual West Virginia Pumpkin Festival, held over a four-day period each fall, gathers scores of local and out-of-area vendors on Park grounds and has drawn in more than 40,000 visitors on average over the last six years. Milton Motocross practices and races are held on Park grounds, drawing in hundreds of spectators and participants. And the newly opened Milton Performing Arts Center (Milton PAC or MPAC) provides the Milton area with a new facility to host concerts and other performances while also being available for other events. In its first year alone, it is estimated that more than 4,400¹ visitors could attend performances at the Milton PAC.

The West Virginia Pumpkin Park entered into contract with the Center for Business and Economic Research (CBER) at Marshall University to determine the economic benefits of the presence of the Park on the local area. The study area for the report was defined as a five-county area consisting of Cabell, Lincoln, Mason, Putnam and Wayne counties in West Virginia. CBER collected three years of expenditure data from the Park to capture monies directly spent as a result of the Park's presence in the local economy, constructed an attendee survey to model patron spending at Park events and collected other relevant data for use in the economic impact input-output (I-O) model.

The resulting estimated impact of the presence of the Park includes:

- Total direct output of nearly \$496,000
- Total indirect output of more than \$89,000
- Total induced output of more than \$135,000
- **Total economic output of more than \$720,000.**

These figures represent the estimated annual economic output, resulting from the Park's presence, in the five-county study area. By drawing in an increasing number of patrons to its events each year, the West Virginia Pumpkin Park is an important asset to the region, both through its positive impact on the local economy and the non-quantifiable enhancement to the community it serves.

*Everyone has
been very
gracious [and]
helpful. Always
enjoy coming!*

*—2013 Milton
Performing Arts
Center Survey
Respondent*

¹ This figure is estimated based on ticket sales at MPAC performances held April through December 2013 and does not include visitors to the MPAC for other events.

Introduction

The West Virginia Pumpkin Park, located in Milton, WV, was established in 1986 to provide a space for family-friendly activities and community events for Milton and surrounding areas. Since its inception, the nearly 87-acre Park has grown to include buildings and designated spaces available for event rentals. The Park hosts a variety of activities and events each year, with the West Virginia Pumpkin Festival—held annually each fall—creating one of the biggest draws of visitors into the Milton area. Coupled with several Milton Motocross events each year and the recent opening of the Milton Performing Arts Center, the West Virginia Pumpkin Park strives to provide the community with family-friendly entertainment year round.

Pumpkin Park Events

West Virginia Pumpkin Festival

The Park’s main event is the annual West Virginia Pumpkin Festival. The Festival began nearly 30 years ago as an aid to area farmers in growing and selling pumpkin crops (West Virginia Pumpkin Park 2013). It has since expanded into a multi-day event and now includes:

- A variety of vendors (including arts and crafts, business booths and food concessions)
- Pageants (for both teens and children)
- Live entertainment
- Kid’s activities
- The Pumpkin Run 5K Run/Walk
- The annual West Virginia Pumpkin Festival Parade.

The Festival hosts a contest, titled the “Largest Pumpkin Weighing Contest”, to award the heaviest pumpkins grown in West Virginia and out-of-state and displays the largest contenders at the Park during the event. Attendance to the Festival has grown over the years, with 2011 attendance rates being the largest since at least 2008. Last year, more than 80 food, craft and other vendors reserved booths for the Pumpkin Festival. Rental spaces are provided to vendors within buildings 3 through 9 at the Park as well as in several tents provided for the duration of the Festival.

Other Park Events

Races and other events for the Milton Motocross are held at the Park. In 2013 alone, 14 Motocross races were held on Park grounds and attracted hundreds of participants and spectators to the Milton area for races and practices alike. As of the 2013 race schedule, the Milton Motocross offers 21 bike classes and

*Wonderful! A true asset
to the town of Milton.*

*—2013 Milton
Performing Arts Center
Survey Respondent*

five quad classes for their Friday night and Saturday races. Buildings located on Park grounds are available for rental and are regularly used for auctions and other area events. Other patrons include the State of West Virginia, which has used Park facilities to host meetings in the past.

Milton Performing Arts Center

The Milton Performing Arts Center (Milton PAC or MPAC) is located on the grounds of the West Virginia Pumpkin Park. The Center holds regular performances and other events featuring performers such as:

- Greater Vision
- Dailey & Vincent
- The Inspirations
- The Isaacs
- Michael Combs
- The Vandells
- The Booth Brothers
- The Hoppers.

[I] enjoy the concerts and will be coming more often.

—2013 Milton Performing Arts Center Survey Respondent

The Milton PAC began hosting artists in 2013 and has been off to a steady start. The Milton PAC typically holds a few performances each month. Based on ticket sales data from April to December 2013, it is estimated that more than 4,400 individuals could attend performances at the MPAC in its first year alone.

Review of the Literature

Studies show that festivals and events generate economic benefits from local and non-local residents. Four recent studies determined the economic value of such events through the use of surveys and/or interviews to determine the impacts created in different regions. In all cases, the gathered data were put into an input-output (I-O) model to determine the overall economic impact. The results indicated net income generated from the events in the local economy through monies spent by event attendees who stayed at local hotels and purchased meals at area restaurants. In these studies, non-local attendees spent more money on average than local residents while attending these events.

One study of a musical festival in Central Okanagan, British Columbia, measured business output, wages and salaries, employment levels, value added and taxes. To model spending habits, the author distributed online surveys to area hotels and restaurants as well as venues participating in the festival (Hartman 2011). An I-O model with multipliers was used to determine the impact, which was determined to be roughly \$1.8 million in gross economic

activity. The author was forthcoming in that interviewer bias, nonresponses bias and data collection tools and methods could have reduced the quality of the results.

Researchers with the Center for Tourism Research and Outreach (CentRO) at the University of Maine used an IMPLAN[®] I-O model to determine the impact of the 2008 American Folk Festival in Bangor, Maine. Silva, Mann and Daniel (2009) distributed an attendee survey to festival visitors to determine demographics and other factors.

Based on email addresses provided during the festival survey, attendees were later contacted with a follow-up questionnaire to gather factors such as satisfaction and perception of the festival and to estimate money spent. As a result of the analysis, it was estimated that of the roughly 95,000 visitors, approximately 13 percent were exclusive visitors who came to the area just for the festival (Silva, Mann and Daniel 2009). The study results estimated that approximately \$10 million in total output could be attributed to spending of all visitors at the festival. Roughly one third—or \$3.3 million—of this output was attributed to the exclusive visitors in the area for the festival only.

In 2009, researchers with Americans for the Arts examined the Finger Lakes Grassroots Festival of Music and Dance on Tompkins County, NY. The authors gathered data for roughly 1,700 festival attendees (approximately 4 percent of 2008 festival attendance) and determined that the presence of the festival contributed more than \$836,000 in the local economy in direct expenditures alone (Americans for the Arts 2009).

By comparison, the value of festivals and other related events are not determined solely by the quantifiable figures alone. Maughan and Bianchini (2004) conducted an extensive research study of 11 festivals in the East Midlands of England. The economic impact of the festivals was determined as a portion of the study, reiterating the monetary value of such events to the local area, but the authors' investigation also involved a non-quantified component. Of the more than 4,700 viable questionnaires gathered, it was determined that festivals increased the pride

We just feel at home here!

—2013 Milton Performing Arts Center Survey Respondent

It is a wonderful facility, clean family atmosphere, plenty of entertainment, easy to get to. Every time has been a good experience.

—2013 Milton Performing Arts Center Survey Respondent

of the citizens where the festivals are held and enhanced a positive impression of local communities (Maughan and Bianchini 2004). Festivals improve tourism in local areas and can add an enhanced cultural and/or artistic opportunities in the region.

Design and Methodology

To the extent possible, CBER collected employment figures, financial statements, event attendance, attendee spending, attendee zip codes

and other relevant expenditure data to conduct the economic impact of the West Virginia Pumpkin Park. The two main components of data involve expenditures directly spent by the Park and out-of-area attendee spending, referring to spending habits and patterns of out-of-area attendees to Park events, in the region. Each data component plays a crucial role in the analysis.

Study Area

The study area for this report is comprised of Cabell County, where the Park is located, and surrounding counties in West Virginia. This five-county area includes:

- Cabell County
- Lincoln County
- Mason County
- Putnam County
- Wayne County.

Great show!
—2013 Milton
Performing Arts
Center Survey
Respondent

Constraining the model to this five-county area provides a local base to determine the Park's impact. Expanding the study area beyond these borders will not likely add additional value to the analysis beyond capturing small amounts of existing leakages. These leakages are taken into account within the IMPLAN[®] modeling software.

Economic Impact Analysis

CBER uses the IMPLAN^{®2} regional economic impact software to analyze the impact of the West Virginia Pumpkin Park on the specified region. Using social accounting matrices to estimate the economic impact, IMPLAN[®] analyzes the relationship between industries and socioeconomic characteristics of the local economy, resulting in an estimation of income, output and employment as well as direct, indirect and induced effects on the economy. For the purpose of this analysis, the model year of the economic impact is 2011. Monetary output values from the model are representative of 2013 dollars.

Measuring Direct, Indirect and Induced Effects

CBER uses the value of the output (spending on goods and services) from the presence of the Park in the local economy to estimate the economic effects. This is the **direct spending** based on supplies, equipment, labor and services purchased directly by the Park. Direct spending in

² IMPLAN[®] stands for IMpact analysis for PLANning. For more information, please visit the MIG IMPLAN website at <http://implan.com/v4/index.php>.

*Love every event.
... Can't wait for
the next show.*

*—2013 Milton
Performing Arts
Center Survey
Respondent*

each of these areas creates re-spending throughout the region. Re-spending is also known as the multiplier effect.

Indirect spending stems from the direct spending, in that businesses that offer these goods and services spend the money received as payment in other areas of the economy. In other words, the money from direct spending is re-spent elsewhere. As a result of indirect spending, the induced effect is measured. **Induced spending** represents monies being re-spent by households as income from employment (the outcome of direct and indirect spending). The

effects of each type of spending will be provided as a result of the model.

It is important to note that not all re-spending stays within the region. Instead, it is inevitable that some monies will be “leaked” out of the local economy by way of state and federal taxes as well as goods and services imported from outside the specified region. This is addressed within the modeling software.

Data Collection and Management

Data collected from the Park, the Milton Performing Arts Center and attendee surveys from Park events were aggregated into a number of expenditure categories by type. IMPLAN[®] software requires that expenditures be separated into appropriate sectors, as spending in a manufacturing industry will not be respent in the economy in the same way entertainment monies will. As such, care was taken to synthesize data into the appropriate categories within the model. These expenditures were regarded as follows.

Operating Budget and Expenditures

The operating budget and expenditures of the West Virginia Pumpkin Park includes supply purchases for events, advertising and building and grounds maintenance. This budget is crucial in the day-to-day operation of the Park and its functions and plays an important role in the economic impact model. CBER received three years of expenditure data and calculated a preliminary average to smooth out atypical variations in expenses. However, due to the documented increase in expenses each year, CBER made the decision to average only 2012 and 2013 expenses, thereby defining a slightly lower (and thus more conservative) expenditure estimate than using only the 2013 numbers while more accurately reflecting recent Park expenses. These expenditures reflect spending related directly to the Park in the local area only. Monies spent outside the

Excellent facility.

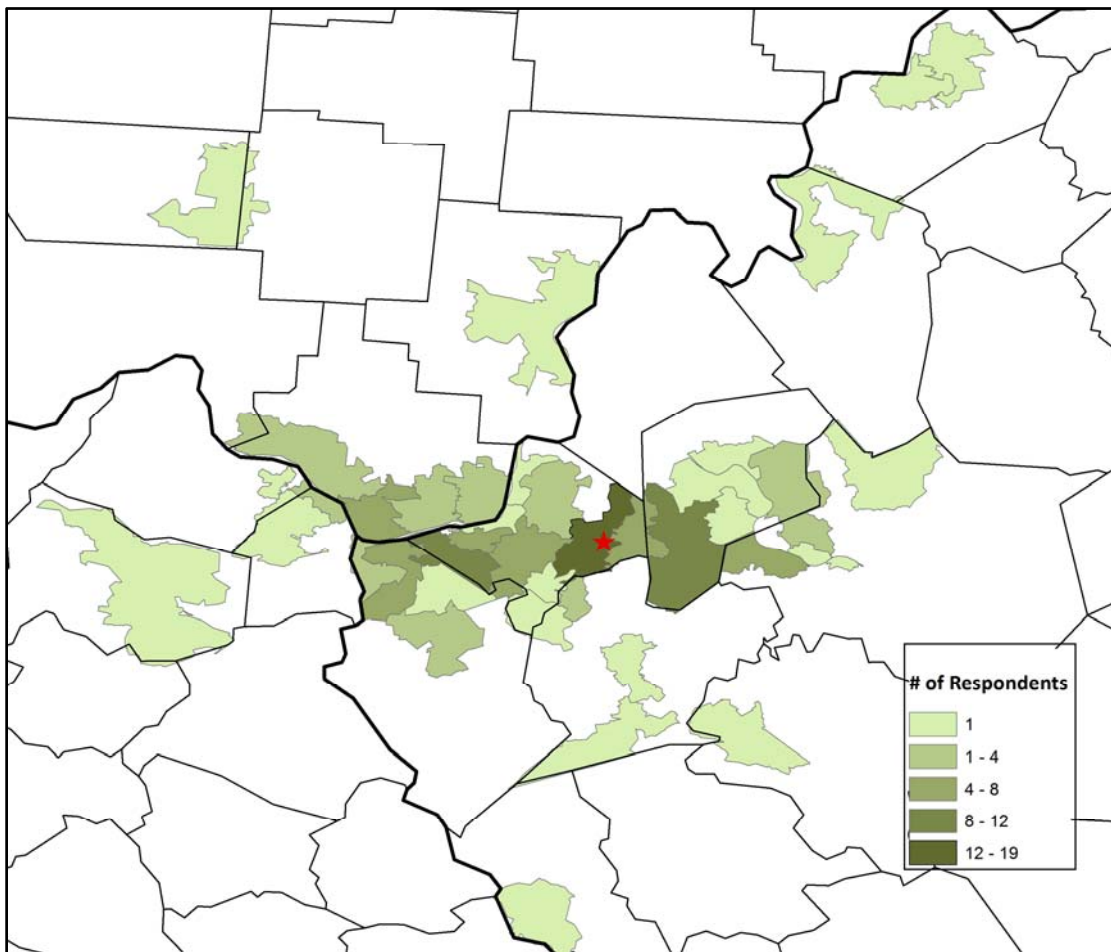
*—2013 Milton
Performing Arts Center
Survey Respondent*

designated study area are excluded, as this would incorrectly overstate the local impact.

Attendee Survey

The West Virginia Pumpkin Park and CBER cooperated to distribute survey instruments across a number of recent events held at the Park. Surveys³ captured spending patterns, demographic data and zip codes (particularly useful in determining the proportion of in-area and out-of-area attendance to the Park) of event attendees. Population distribution of survey respondents is provided in Figure 1.

Figure 1 West Virginia Pumpkin Park Attendee Survey Respondents by Zip Code



Map created by the Center for Business and Economic Research (CBER), 2014.

³ It is important to note that, due to low response rate, the number of viable surveys collected for this report are not statistically significant. While this does not pose a dire issue to the value of the results, this understanding was taken into careful consideration when examining respondent spending patterns.

Unsurprisingly, most survey respondents to Park event surveys live in zip codes in and around Cabell County. Based on responses, approximately 67 percent of survey respondents live within the study area and the remaining 33 percent live outside this area. These proportions are important in determining spending patterns and estimating attendee spending for the IMPLAN® model. Output results are determined based on expenditure data collected for out-of-area visitors only.

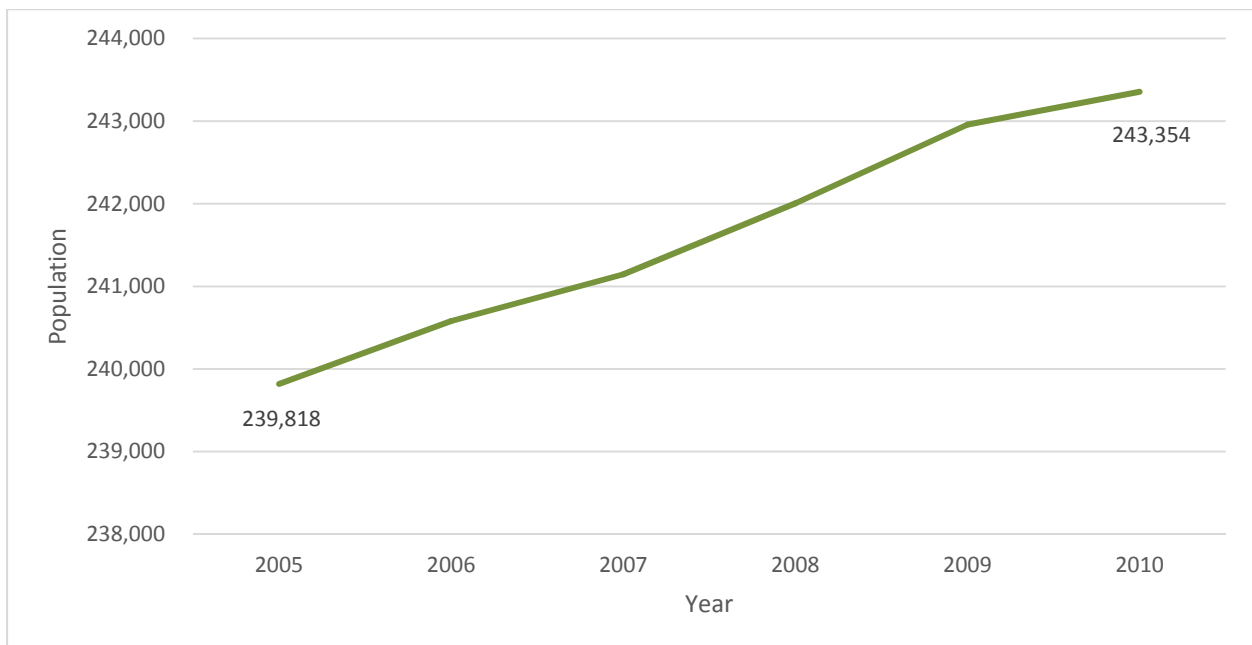
Demographics and Economic Base of the Study Area

Understanding the demographics and economic base of the study area provides an illustration of the citizens who live there. CBER uses the most recent demographic and economic data available from sources including the U.S. Census Bureau and the Bureau of Labor Statistics. Consistency in years of data gathered is maintained to the extent possible. Most study area demographic and economic data used in this report reflects the three-year average from 2010-2012. Deviations from these years are noted as applicable.

Population

The aggregated population of the study area exceeded 239,800 individuals in 2005. The number of individuals living in this area experienced an increase of approximately 1.5 percent, or 3,500 individuals, from 2005 to 2010 (see Figure 2). In 2010, the population of the five-county area of focus totaled more than 243,300 individuals.

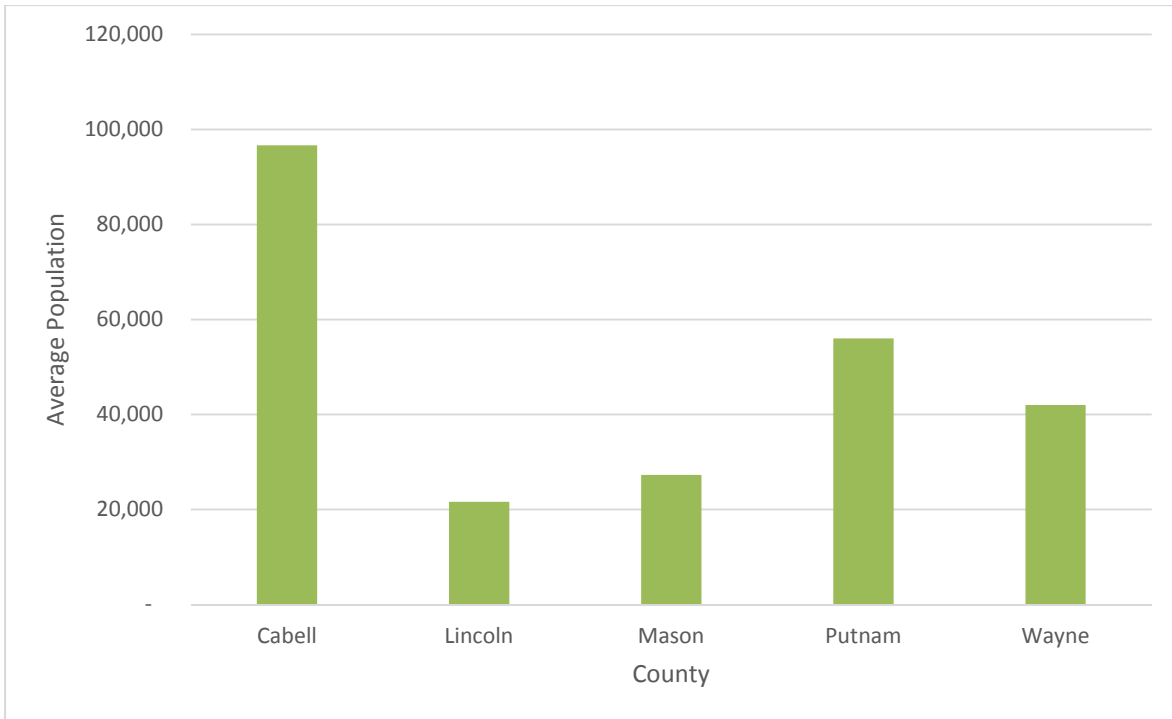
Figure 2 Population of Study Area 2005-2010



U.S. Census Bureau, 2013.

On a per-county basis, Cabell County has the largest population (96,651 people) as of the three-year average from 2010 to 2012. Lincoln County has the smallest population (21,632 people). On average, county population in this area of focus is nearly 49,000 individuals. The average study area population by county for this time period is provided in Figure 3.

Figure 3 Average Study Area Population by County 2012



2013 American Community Survey (ACS): 3-year average 2010-2012.

Age

Table 1 provides the average age distribution of the population for the study area as well as a breakdown of Cabell County by age group. In the study area, the most populated age group as of the 2010 to 2012 three-year average is comprised of individuals aged 45 to 54 years old. Cabell County is an exception, where individuals aged 25 to 34 years old make up the largest age group. Cabell County also has a much higher percentage of individuals aged 20 to 24 years old compared to the average of the study area.

Table 1 Age Distribution of Population for Study Area and Cabell County 2012

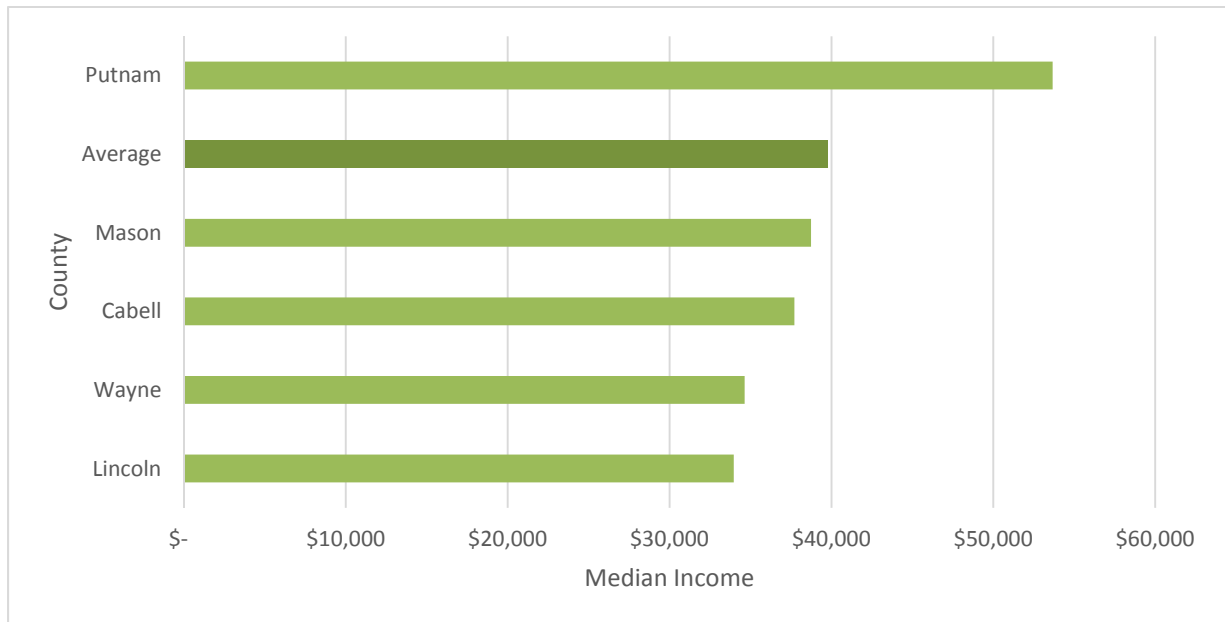
Age Group	Study Area	Cabell County
Under 5 years	5.7%	5.8%
5 to 9 years	6.0%	4.8%
10 to 14 years	6.3%	6.1%
15 to 19 years	6.4%	6.9%
20 to 24 years	5.8%	9.0%
25 to 34 years	11.8%	13.5%
35 to 44 years	13.1%	11.9%
45 to 54 years	14.6%	12.8%
55 to 59 years	7.2%	6.8%
60 to 64 years	7.0%	6.4%
65 to 74 years	9.1%	8.3%
75 to 84 years	5.1%	5.5%
85 years and over	1.9%	2.2%

2013 American Community Survey (ACS): 3-year average 2010-2012.

Income

As of the 2010 to 2012 three-year average, median household income in the five-county study area was approximately \$39,700 (see Figure 4). Median household income for this region ranged from \$33,960 in Lincoln County to \$53,661 in Putnam County. Cabell's median household income exceeded \$37,700. Excluding Putnam County's much larger median household income estimate, median household income for the remaining four counties equaled roughly \$36,261 for this time period.

Figure 4 Median Household Income of Study Area by County 2013

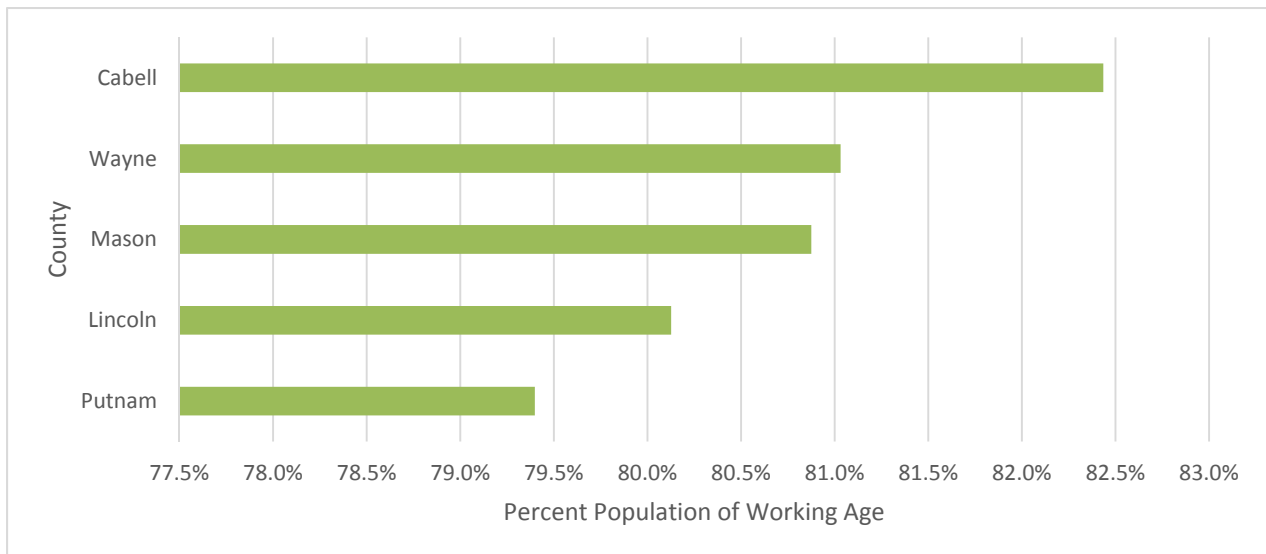


2013 American Community Survey (ACS): 3-year average 2010-2012.

Labor Force

More than 82 percent of individuals in Cabell County are of working age (16 years of age and older) as of the three-year average from 2010-2012, making it the county with the highest percentage of working age individuals in the five-county study area. The number of individuals of working age in Putnam County exceeded 79 percent for this time period. The study area average is nearly 81 percent. These percentages are reflected in Figure 5.

Figure 5 Percentage of Individuals of Working Age in Study Area by County 2013



2013 American Community Survey (ACS): 3-year average 2010-2012.

Although individuals who are of working age (16 years of age and older) are able to be included in the labor force, not all are active participants. The labor force includes those who are willing and able to work and is represented as the sum of those employed and those unemployed falling within that designation. The remainder of individuals—those who are retired, students, providing care to children or other family members and any others who are not actively employed or seeking employment—are categorized as not actively participating in the labor force.

Of those individuals who are of working age and actively participating in the labor force, an average of nearly 92 percent in the five-county study area are employed as of the three-year average from 2010-2012 (see Table 2). This includes a 92.2 percent employment rate in Cabell County. Conversely, the average unemployment rate in the five-county study area equals roughly 8 percent. Cabell County's unemployment rate is slightly lower than the five-county study area average at 7.6 percent. A small percentage of labor force participants are members of the armed forces.

Table 2 Labor Force Participation Characteristics for Study Area by County 2013

County	Employed	Unemployed	Armed Forces
Cabell	92.24%	7.64%	0.13%
Lincoln	88.08%	11.89%	0.03%
Mason	91.60%	8.12%	0.28%
Putnam	94.86%	4.74%	0.40%
Wayne	92.53%	7.47%	0.00%

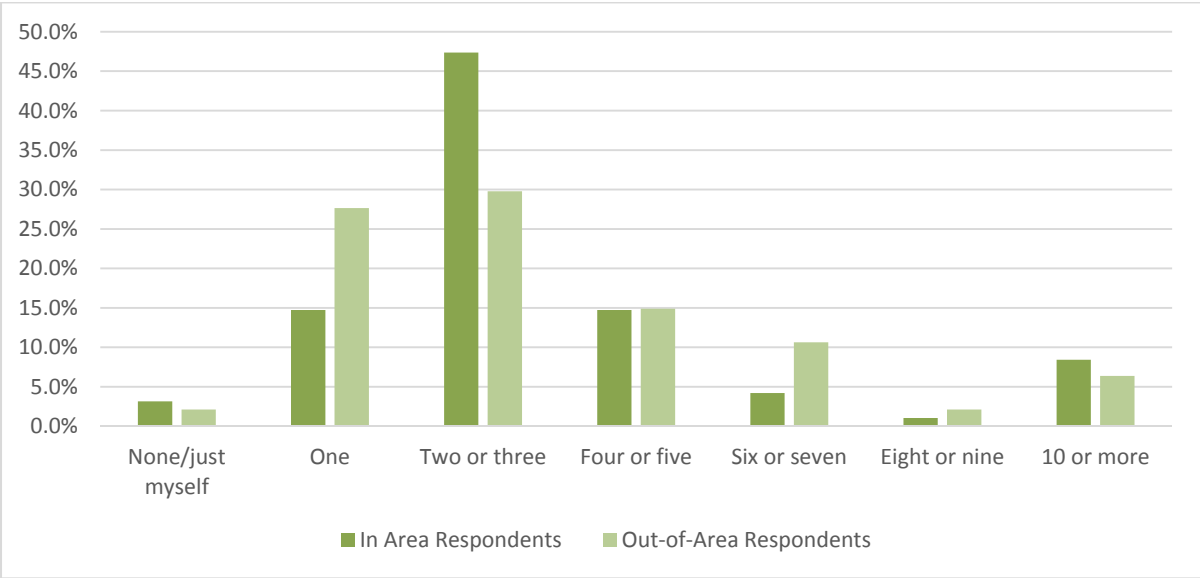
Discussion of Survey Results

Survey respondents were asked a variety of questions pertaining to their visiting history with the Park as well as estimated expenditures while at a West Virginia Pumpkin Park event. Participants were asked to disclose their zip codes as a way to determine the proportion of respondents who are within or outside the study area. These designations are important, particularly with respect to expenditure patterns for the economic impact model, and will be disclosed as appropriate in the report.

The majority of all survey respondents (more than 77 percent) had attended an event at either the Park or the Milton Performing Arts Center within the past year. Of those, more than 40 percent had attended two or three events within the past year, and approximately 16 percent (each) had either attended “one” or “four or five” events in that timeframe. This distribution remained fairly consistent for both in-area and out-of-area respondents.

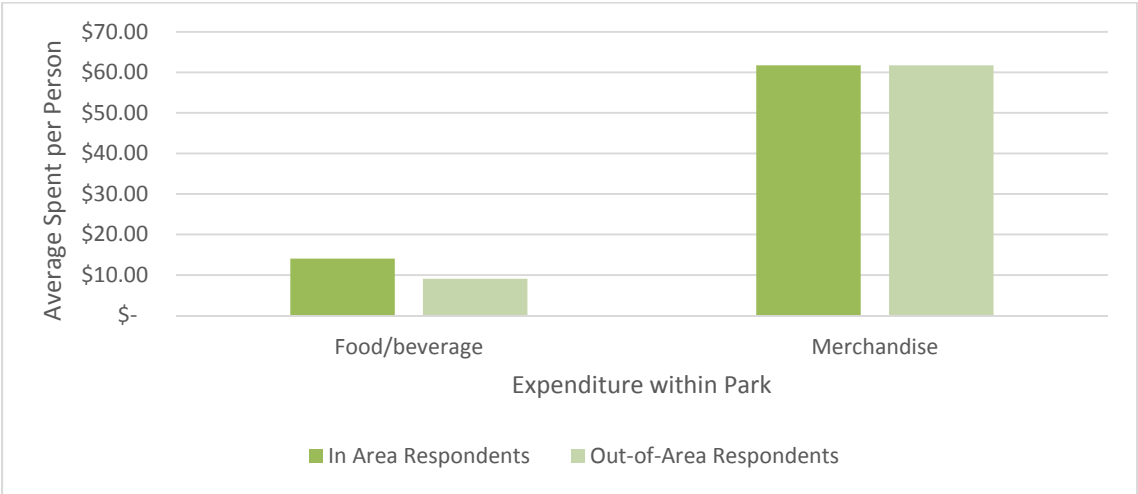
Based on responses to these surveys, most attendees—both those from within the study area and those living outside the study area—indicated they typically attend Park events with two or three additional people (see Figure 6). A fairly small proportion (under 3.5 percent in all cases) either attend Park events alone or with groups of eight or nine not including the respondent.

Figure 6 Number of People Attending Events in Addition to Respondent



Approximately 65 percent of in-area survey respondents indicated they typically purchase food and/or beverages while inside the Park, compared to nearly 60 percent of out-of-area respondents. With respect to merchandise, respondents living within the study area indicated a higher likelihood to purchase than those visiting from outside the area (43 percent and 34 percent, respectively). For those individuals who provided expense estimates, average amount spent per person on each purchase was also calculated. This distribution can be found in Figure 7 below.

Figure 7 Average Spent per Person—Expenditures within the Park



The distribution of respondents who indicated they typically visit a restaurant while attending a West Virginia Pumpkin Park event was nearly equal (41.1 percent of in-area compared to 40.4

percent of out-of-area respondents) while in-area respondents were slightly more likely to shop at retail stores while attending a Park event (15.8 percent compared to 8.5 percent for out-of-area attendees). More than 10 percent of out-of-area survey respondents indicated an overnight hotel stay while attending a Park event, and a nearly equal proportion (approximately 17 percent of in-area and 15 percent of out-of-area survey respondents) indicated purchasing fuel for vehicles. Estimates of average spending per person in each expenditure category is provided in Figure 8.

Figure 8 Average Spent per Person—Expenditures Outside the Park



Discussion of the Economic Impact

The resulting output from the IMPLAN[®] model represents the operating impact of the presence of the West Virginia Pumpkin Park on the five-county study area specified in this report. This impact is based on the direct, indirect and induced effects of spending related to the Park on the region.

The direct effect represents expenditures paid directly from the Park and its visitors in the local economy. These monies are paid to local businesses for the purchase of goods and services. The resulting direct effect from the IMPLAN[®] model is often slightly less than the direct dollars input into the software due to leakages outside the region. Monies spent directly are then respent by the local businesses in the form of employee compensation (wages and benefits) for employees. This is the indirect effect. Those same dollars are then respent by workers for household needs, such as gasoline, groceries, entertainment and other expenditures. This is the induced effect.

Each of these effects, as determined within the modeling software, are measured in four main categories:

- Employment
- Labor income
- Value added
- Output.

In this model, employment is measured in full-time equivalent (FTE) employment and represents the number of full-time equivalent positions being directly and indirectly affected by the presence of the Park as well as those positions induced as a result of indirect spending. Employment numbers provided in the following results section reflect FTEs, so it is important to note that both full- and part-time positions are included.

Labor income is inclusive of all types of employment income. This includes employee compensation, such as wages and benefits, as well as proprietor income (MIG 2013). Total output reflects the value of industry production (MIG 2013).

Value added is slightly more involved. MIG, Inc., the creators of the IMPLAN[®] economic impact software, defines value added as

“...the difference between an industry’s or an establishment’s total output and the cost of its intermediate inputs. It equals gross output (sales or receipts and other operating income, plus inventory change) minus intermediate inputs (consumption of goods and services purchased from other industries or imported)” (MIG 2013).

This category includes such criteria as compensation of employees, taxes on production and imports less subsidies and gross operating surplus (MIG 2013).

Direct, Indirect and Induced Output

The results of the IMPLAN[®] model computation of direct, indirect and induced outputs resulting from the presence of the Park are provided in Table 3. As a result of this analysis, it is estimated that nearly \$721,000⁴ in total economic output in the local economy can be

⁴ Unless otherwise noted, all monetary output values are represented in 2013 dollars.

attributed to the presence of the Park, and that approximately 10 regional jobs are sustained⁵ each year.

Table 3 West Virginia Pumpkin Park Economic Output

	Labor Income	Total Value Added	Output
Direct Effect	\$206,186	\$303,025	\$495,781
Indirect Effect	\$31,038	\$51,474	\$89,469
Induced Effect	\$42,749	\$79,671	\$135,486
Total Effect	\$279,973	\$434,170	\$720,737

Total labor income stemming from total employment is estimated to be nearly \$280,000. More than \$434,000 is estimated from the total value added by the Park on the study area, nearly 70 percent (or \$303,000) of which is attributed to the Park directly.

State and Local Tax Benefit

Results from the IMPLAN[®] analysis also provide an estimate of state and local tax benefits resulting from spending of the Park and attendees to its events. These taxes include such categories as:

- Production and imports taxes (including sales, property, motor vehicle licensing and other related taxes)
- Corporate profits taxes
- Personal taxes (including income taxes)
- Employer/employee contributions.

In total, based on the expenditure estimates gathered in this study, the presence of the West Virginia Pumpkin Park contributes more than \$54,000 in state and local tax revenue both in the State of West Virginia and the local area each year. This tax revenue is attributed to the direct, indirect and induced employment supported by the presence of the Park and the spending of its visitors.

⁵ Jobs sustained represent full-time equivalent (FTE) positions. These jobs are not created each year, but rather sustained from one year to the next.

Top 10 Sectors

The IMPLAN[®] software identifies the top 10 industries (or sectors) affected as a result of the Park's presence in the area. These top sectors are broken into the same four categories used to describe the direct, indirect and induced effects.

Industries most affected by employment are provided in Table 4. The "other amusement and recreation industries" sector is ranked highest by employment. Second in rank is "food services and drinking places", followed by the "hotels and motels, including casino hotels" sector.

Table 4 Top 10 Sectors by Employment

Sector	Total Employment	Total Labor Income	Total Value Added	Total Output
Other amusement and recreation industries	5.7	\$162,272	\$222,803	\$340,407
Food services and drinking places	1.8	\$31,860	\$46,368	\$95,304
Hotels and motels, including casino hotels	0.5	\$9,099	\$20,265	\$45,044
Retail Nonstores - Direct and electronic sales	0.3	\$3,431	\$13,725	\$19,464
Retail Stores - General merchandise	0.2	\$4,795	\$8,311	\$11,023
Real estate establishments	0.1	\$1,727	\$11,537	\$16,432
Private hospitals	0.1	\$5,791	\$6,421	\$12,463
Offices of physicians, dentists, and other health practitioners	0.1	\$6,045	\$6,224	\$9,799
Employment services	0.1	\$1,917	\$2,143	\$2,698
Wholesale trade businesses	0.1	\$3,618	\$6,212	\$8,949

As with sectors most affected by total employment, the “other amusement and recreation industries”, “food services and drinking places” and “hotels and motels, including casino hotels” sectors are the three largest by labor income (see Table 5).

Table 5 Top 10 Sectors by Labor Income

Sector	Total Employment	Total Labor Income	Total Value Added	Total Output
Other amusement and recreation industries	5.7	\$162,272	\$222,803	\$340,407
Food services and drinking places	1.8	\$31,860	\$46,368	\$95,304
Hotels and motels, including casino hotels	0.5	\$9,099	\$20,265	\$45,044
Offices of physicians, dentists, and other health practitioners	0.1	\$6,045	\$6,224	\$9,799
Private hospitals	0.1	\$5,791	\$6,421	\$12,463
Retail Stores - General merchandise	0.2	\$4,795	\$8,311	\$11,023
Wholesale trade businesses	0.1	\$3,618	\$6,212	\$8,949
Retail Nonstores - Direct and electronic sales	0.3	\$3,431	\$13,725	\$19,464
Radio and television broadcasting	0.0	\$3,256	\$1,949	\$4,486
Management of companies and enterprises	0.0	\$2,667	\$2,848	\$3,997

Industries most affected by total value added are provided in Table 6. As with sectors most affected by total employment and total labor income, the “other amusement and recreation industries”, “food services and drinking places” and “hotels and motels, including casino hotels” sectors are the three largest by total value added, respectively.

Table 6 Top 10 Sectors by Total Value Added

Sector	Total Employment	Total Labor Income	Total Value Added	Total Output
Other amusement and recreation industries	5.7	\$162,272	\$222,803	\$340,407
Food services and drinking places	1.8	\$31,860	\$46,368	\$95,304
Hotels and motels, including casino hotels	0.5	\$9,099	\$20,265	\$45,044
Imputed rental activity for owner-occupied dwellings	0.0	\$0	\$14,867	\$22,480
Retail Nonstores - Direct and electronic sales	0.3	\$3,431	\$13,725	\$19,464
Real estate establishments	0.1	\$1,727	\$11,537	\$16,432
Electric power generation, transmission, and distribution	0.0	\$1,943	\$8,416	\$14,501
Retail Stores - General merchandise	0.2	\$4,795	\$8,311	\$11,023
Private hospitals	0.1	\$5,791	\$6,421	\$12,463
Offices of physicians, dentists, and other health practitioners	0.1	\$6,045	\$6,224	\$9,799

Industries most affected by total output are provided in Table 7. “Other amusement and recreation industries”, “food services and drinking places” and “hotels and motels, including casino hotels” are again the largest sectors by total output.

Table 7 Top 10 Sectors by Total Output

Sector	Total Employment	Total Labor Income	Total Value Added	Total Output
Other amusement and recreation industries	5.7	\$162,272	\$222,803	\$340,407
Food services and drinking places	1.8	\$31,860	\$46,368	\$95,304
Hotels and motels, including casino hotels	0.5	\$9,099	\$20,265	\$45,044
Imputed rental activity for owner-occupied dwellings	0.0	\$0	\$14,867	\$22,480
Retail Nonstores - Direct and electronic sales	0.3	\$3,431	\$13,725	\$19,464
Real estate establishments	0.1	\$1,727	\$11,537	\$16,432
Electric power generation, transmission, and distribution	0.0	\$1,943	\$8,416	\$14,501
Private hospitals	0.1	\$5,791	\$6,421	\$12,463
Retail Stores - General merchandise	0.2	\$4,795	\$8,311	\$11,023
Offices of physicians, dentists, and other health practitioners	0.1	\$6,045	\$6,224	\$9,799

Intangible Benefits

The value of the West Virginia Pumpkin Park extends beyond the quantifiable economic output generated by the presence of the Park and the spending of its visitors each year. The Park and its amenities, including the variety of the events held on Park grounds, provides family-friendly entertainment for citizens of the local community and visitors to the area. Quantifying the potential impact of these benefits is difficult and lies beyond the scope of this report, yet these effects remain important components that highlight the significance of the value conveyed through the West Virginia Pumpkin Park and its endeavors.

Without a public space such as the Park provides, area vendors and performers would need to find booths and performance halls elsewhere to share their talents. Local entities, such as certain agencies within the State of West Virginia, would need to arrange for alternate locales for business meetings. Races and practices for the Milton Motocross would also need to relocate, and without the draw of more than 40,000 individuals⁶ for the Pumpkin Festival each

⁶ Includes both individuals living within the local area and those who live outside this region.

year, thousands of dollars in economic output would either be shifted within the area or lost completely.

Conclusions

As is evidenced by the results of this analysis, the West Virginia Pumpkin Park is a valuable asset to Cabell and surrounding counties, contributing more than \$720,000 in economic output and \$54,000 in state and local taxes each year. Its presence and ability to draw out-of-area visitors into the region helps sustain approximately 10 regional jobs⁷ year-to-year and contributes nearly \$280,000 in total labor income and more than \$434,000 in value added each year. Due in large part to its long-standing commitment to its patrons and local residents, the Park has been able to operate and grow for nearly 30 years and is likely to continue adding value in the years to come.

⁷ It is important to note that regional employment is measured in full-time equivalents (FTEs) and represents employment sustained, not created annually.

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