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**Economic Impact Analysis of
the America's 400th
Anniversary: Jamestown 2007
Commemoration on the
Commonwealth of Virginia**

Prepared Jamestown 2007
for 410 W. Francis Street
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CHMURA ECONOMICS & ANALYTICS

Table of Contents

1. Executive Summary	4
Sponsors	9
2. Background	10
2.1. America’s 400 th Anniversary Commemoration Events	10
2.2. Approach and Methodology	12
2.2.1. Methodology for Visitor Spending	13
2.2.2. Methodology for Spending on Infrastructure and Events Staging	14
3. Economic Impact of Signature Events Visitor Spending	16
3.1. 2006 <i>Godspeed</i> Sail in Alexandria	16
3.1.1. Survey of Visitors of to the Alexandria <i>Godspeed</i> Landing Party Festival	16
3.1.2. Impact of <i>Godspeed</i> Sail Landing Party Festival Visitor Spending on Virginia	17
3.2. Economic Impact of Yorktown’s 225 th Anniversary Visitor Spending	18
3.2.1. Yorktown’s 225 th Anniversary Visitor Survey	18
3.2.2. Economic Impact of Yorktown’s 225 th Anniversary Visitor Spending on Virginia	19
3.3. Economic Impact of America’s Anniversary Weekend Visitor Spending	20
3.3.1. Anniversary Weekend Visitor Survey	20
3.3.2. Economic Impact of America’s Anniversary Weekend Visitor Spending on Virginia	21
3.4. Economic Impact of Journey Up the James Visitor Spending	22
3.3.1. Visitor Survey for the Journey Up the James Event	22
3.3.2. Economic Impact of Journey Up the James Visitor Spending on Virginia	23
3.5. Economic Impact of Other Signature Events Visitor Spending	24
4. Partner and Community Events across Virginia	27
4.1. Economic Impacts of Visitor Spending at Major Partner Events	27
4.2. Economic Impact of Incremental Visitors to the Historic Triangle	28
4.3. Economic Impact of Visitor Spending at Virginia 2007 Community Events	29
5. Economic Impact of Capital Expenditure and Event Staging	31
5.1. Economic Impact of Staging Signature Events	31
5.2. Economic Impact of Capital Expenditure and Event Staging in the Historic Triangle	32
5.3. Economic Impact of Capital Expenditure and Event Staging for Other Communities	34
6. Other Economic Impact	35
7. Fiscal Benefits	37
7.1. State Fiscal Benefits	37
7.2. Local Fiscal Benefits	38
8. Summary	40
Appendix 1: Glossary	41
Appendix 2: Summary Description of Signature Events	42
Appendix 3: Signature Events Survey Reports of America’s 400 th Anniversary	44
A3. 1. <i>Godspeed</i> in Alexandria Survey	44
A3. 1.1 Methodology	44
A3. 1.2 Demographics	44
A3. 1.3 Traveling Arrangements	45
A3. 1.4 Spending Data	47

A3. 2. Yorktown's 225 th Anniversary Survey	49
A3. 2.1 Methodology.....	49
A3. 2.2 Demographics	50
A3. 2.3 Traveling Arrangements.....	51
A3. 2.4 Spending Data	54
A3. 3. Anniversary Weekend Survey	56
A3. 3.1 Methodology.....	56
A3. 3.2 Demographics	56
A3. 3.3 Traveling Arrangements.....	57
A3. 3.4 Spending Data	60
A3. 4. Journey Up the James Survey.....	62
A3. 4.1 Methodology.....	62
A3. 4.2 Demographics	62
A3. 4.3 Traveling Arrangements.....	63
A3. 4.4 Spending Data	66
A3. 5. Survey Instruments	70



1. Executive Summary

The America's 400th Anniversary: Jamestown 2007 Commemoration was a series of events spanning 18 months, highlighting the 400th anniversary of Jamestown's establishment as the first permanent English settlement in North America. The Commemoration activities were coordinated by Jamestown 2007, a sub-agency of the Jamestown-Yorktown Foundation. The series of events included 13 Signature Events staged by Jamestown 2007, highlighted by America's Anniversary Weekend in May 2007. Additional events included those organized by other agencies or institutions in partnership with Jamestown 2007, as well as hundreds of community events staged by local organizations throughout Virginia. These events attracted more than three million participants, including visitors from Virginia and from outside the state and the country.

The Commemoration was a public-private sector effort that involved 10 years of planning and development. To organize the events and prepare for the influx of visitors, the Commonwealth of Virginia, communities, businesses and institutions around the state, invested millions of dollars to improve roads, refurbish historic buildings, enhance and/or expand facilities, and produce major exhibits and displays.

This capital spending, in addition to visitor spending in Virginia related to the Commemoration, contributed positively to the Commonwealth's economy in terms of sales, jobs and tax revenues. As reviewed in this report, America's 400th Anniversary Commemoration:

- **Generated \$1.2 billion in sales in Virginia,**
- **Created an estimated 20,621 jobs in Virginia,**
- **Provided an estimated \$22.0 million in tax revenue for Virginia and \$6.4 million in tax revenue for local governments, and**
- **Promoted Virginia's tourism industry and increased exposure of Virginia as a tourism destination through editorial coverage that generated more than 12 billion media impressions.**

These economic contributions were produced during a challenging environment for tourism in general and historical Commemorations in particular. During the period of the Commemoration, the tourism industry was still recovering from the terrorist attacks of September 11, 2001. The Travel Industry Association reports, for instance, that visits to the U.S. from other countries dropped from 26 million in 2000 to 18 million in 2003. Helped by the falling U.S. dollar, visitation recovered somewhat to 23.9 million in 2007.¹ In the Historic Triangle,² overall visitation had been affected by the September 11 attacks and a declining interest in historical sites. From 1998 to 2003, hotel occupancy in Williamsburg dropped from 55.8% to 51.7%. In 2005, it dropped further to 47%.³

1 Travel Industry Association, March 2008. <http://www.tia.org/pressmedia/pressrec.asp?Item=878>

2 Historic Triangle Area refers to the area of the City of Williamsburg, James City County and York County.

3 Source: Historic Triangle Community Report, June 2006, prepared by Southpoint Social Strategies on behalf of the Historic Triangle Funders Forum.

http://www.communityreportcard.org/economics.htm#Hotel_occupancy_rate

The track record for historical Commemorations scheduled during the four years immediately prior to America's 400th Anniversary ranged from mixed success to failure. The National Lewis & Clark Bicentennial Commemoration, which included 15 signature events in states from Virginia to Oregon between January 2003 and September 2006, attracted no significant national corporate sponsors and attendance fell well short of projections at several events. Poor attendance at an event in Great Falls, Montana, for example, left the city \$500,000 in debt. The 2003 "First Flight Centennial" celebration also achieved mixed success. The six-day centerpiece events in Kitty Hawk, N.C. were lightly attended, despite the presence of President George W. Bush on the dais of speakers. In Virginia, the Aviation World's Fair, a high-profile event scheduled to take place in Hampton Roads in conjunction with the First Flight celebration, was cancelled in late 2002 after two years of planning and \$2.3 million in state-provided support.

It should also be noted that, while the Commemoration had broader goals of tourism benefits and educational awareness, this study was commissioned to measure the near-term economic impact associated with key Commemoration events. The results of this analysis should be viewed as a snapshot of many – but not all – benefits accrued to the Commonwealth during the study period. Longer-term benefits, especially those produced by the Commemoration's educational marketing and communications efforts, may occur over a period of years.

The scope of this study is focused on measuring the economic impact of key Signature Events, Virginia 2007 Community Program local events and major partner events that took place in Virginia during the 18-month commemorative period, based on reports available to Jamestown 2007 and Chmura Economics and Analytics by February 2008. The study also estimates the economic impacts of capital spending and event staging, based on information available by February 2008. It should be noted that event attendance and expenditure data was not available from all partners or communities at the time of this analysis.

Hundreds of partner and community legacy programs in the educational and cultural areas, which will have lasting benefits in terms of community quality of life, are also outside the scope this economic study. It does not address the impact of education programming or those Signature Events occurring outside the Commonwealth, which were designed for longer-term benefits. It also does not take into account many 400th anniversary-related programs that had no official relationship with Jamestown 2007.

More than three million people participated in America's 400th Anniversary Commemoration events and activities in Virginia.

America's 400th Anniversary included 13 Signature Events, dozens of partner events, and more than 500 Virginia 2007 Community Program events. These events included festivals, museum and travelling exhibits, cultural presentations and performances, conferences and conventions. (While most events were staged in Virginia, some took place in Washington D.C., Baltimore, Philadelphia, New York, Boston, Newport (R.I.) and England; others took the form of television specials and Internet webcasts. This economic analysis includes only events held in Virginia.)

An estimated 3.3 million visitors participated in Commemoration events and activities in Virginia. The Signature Events held in Virginia attracted 1.2 million participants, major partner events attracted over 300,000 attendees,

and community events around Virginia involved approximately 1.1 million participants. Institutions located in the Historic Triangle saw their attendance increased by more than 0.6 million during the commemorative period as a result of America's 400th Anniversary. The Jamestown sites – Historic Jamestowne and Jamestown Settlement – in particular experienced strong increases in attendance, with 2007 visitation rising by 46% and more than 53%, respectively.

Millions more experienced the Commemoration without traveling to Virginia through a nationally syndicated America's Anniversary Weekend television special and the Jamestown Live! national webcast, as well as through news coverage in television, radio, print and online media.

Table 1.1: Visitor Profile of Jamestown 2007 Surveyed Signature Events				
	<i>Godspeed</i> Sail Landing Party- Alexandra	Yorktown 225th Anniversary	America's Anniversary Weekend	Journey Up the James
Estimated Visitors	78,000	48,000	63,000	194,140
<u>Origin of Visitors</u>				
Virginia	75%	47%	61%	86%
Domestic, Outside Virginia	22%	50%	38%	13%
International	3%	3%	1%	1%
<u>Purpose of Visit</u>				
Day Trip	81%	44%	45%	83%
Overnight-Primary	7%	34%	45%	7%
Overnight-Non Primary	12%	22%	10%	10%
<u>Estimated Spending in Virginia (\$Million)</u>				
At the Event	\$0.7	\$1.8	\$5.3	\$3.2
Outside the Event	\$4.6	\$4.6	\$7.2	\$6.3
Total Spending	\$5.3	\$6.4	\$12.5	\$9.4
Sources: Jamestown 2007 and Chmura Economics & Analytics				

The visitor profile in Table 1.1 indicates that half of the Yorktown 225th Anniversary visitors were from outside Virginia. America's Anniversary Weekend also attracted a higher percentage of out-of-state and overnight visitors compared with the 2006 *Godspeed* Sail and Journey up the James events, which drew mostly local participants.

The origin and the purpose of the visitors impacted their estimated visitor spending in Virginia. The events of Yorktown's 225th Anniversary and America's Anniversary Weekend generated the largest spending per visitor. Among four surveyed signature events, America's Anniversary Weekend generated an estimated \$12.5 million in visitor spending, followed by \$9.4 million for Journey up the James, \$6.4 million for Yorktown 225th Anniversary, and \$5.3 million for *Godspeed* Sail and Landing Party in Alexandria.

The America's 400th Anniversary Commemoration generated \$1.2 billion in sales in Virginia.

Direct visitor spending totaled \$172.8 million at the Commemoration events, including spending at the events and spending associated with attending the events for items such as transportation and lodging. To put this into perspective, the direct spending from the Commemoration events are likely to have added about 1% to the \$17.7

billion the tourism industry generated in Virginia in 2006.⁴ Direct spending on facilities improvements and events staging amounted to \$566.0 million. In all, direct spending combined with indirect and induced effects⁵ are estimated to have generated a total impact in Virginia of \$1,243 million.

An estimated 20,621 jobs were created in Virginia as a result of the America's 400th Anniversary Commemoration.

Visitor spending, both direct and through ripple effects, supported over 3,872 jobs in Virginia. Most of these jobs were in tourism-related industries such as entertainment, lodging, and food services. Infrastructure improvement and events staging⁶ supported an estimated 16,750 jobs in Virginia. The majority of these jobs were in construction and related activities.

The America's 400th Anniversary Commemoration generated an estimated \$22.0 million in tax revenue for Virginia and \$6.4 million in tax revenue for local governments.

Millions of dollars in capital spending and visitor spending generated increased tax revenue for state and local governments. The estimated tax revenue for state government was \$22.0 million, including state sales tax, corporate income tax, and personal income tax. The total tax revenue for local governments was estimated to be \$6.4 million, including local sales tax; meal tax; lodging tax; admission tax; and business, professional, and occupational licenses (BPOL).

America's 400th Anniversary boosted Virginia's tourism industry and increased exposure of Virginia tourism through Jamestown 2007's marketing communications campaign.

The America's 400th Anniversary Commemoration provided significant national and international media exposure for Virginia and the Historic Triangle (Jamestown-Williamsburg-Yorktown). Many Virginia websites experienced record visits. The short-term benefit of increased exposure is more tourists came to Virginia in 2007, and tourism establishments in the Historic Triangle reported a boost in attendance of more than 30% to 60% in 2007.

The benefit of increased exposure to Virginia should continue to benefit state tourism for years to come. Though the long-term effect is difficult to quantify, it should not be underappreciated. The visibility that Jamestown and Virginia gained from the America's 400th Anniversary Commemoration will likely have an extended positive impact on state tourism for many years. Jamestown 2007's public relations campaign resulted in more than 24,500 editorial placements in television, radio, magazine, newspaper and online media outlets for a cumulative 12 billion

⁴ See "Virginia Tourism Spending Up in Virginia in '06," Virginia Public Television *New Dominion*, <http://thenewdominion.com/?p=1422>.

⁵ The direct impact is economic activity generated by a project or operation. For retail stores, for example, this represents activity of the store owner such as payroll to employees. The indirect impact is the secondary economic activity that is generated by a project or operation. An example might be a new tourist attraction generating demand for souvenirs with a special logo from area manufacturers. The induced (household) impact occurs when members of households employed by the income resulting from direct and indirect impacts.

⁶ Staging an event refers to the activities associated with planning, organizing, and carrying out an event. Those activities include, but are not limited to, setting up event sites, transportation of equipment, contracting and setting up food vendors and other retailers.

U.S. media impressions. One example that provides insight into the value of this media coverage is the 18-page cover story that appeared in *U.S. News & World Report's* January 29th issue. If purchased as advertising, this feature would have cost more than \$1.4 million.⁷

The economic impacts are summarized in Table 1.2.

Table 1.2: Estimated Economic Impacts of America's 400 th Anniversary Commemoration in Virginia					
	Virginia Attendance	Direct Spending Virginia	Total Economic Impacts Virginia	State Tax Revenues	Local Tax Revenues
Signature Events Visitor Spending					
Surveyed Signature Events					
<i>Godspeed</i> Sail in Alexandria	78,000	\$5,288,594	\$8,998,788	\$302,351	\$204,661
Yorktown Anniversary	48,000	\$6,383,292	\$10,705,394	\$331,397	\$184,448
Journey up the James	194,140	\$9,414,896	\$15,746,298	\$506,387	\$425,952
Anniversary Weekend	63,000	\$12,513,295	\$20,880,381	\$627,238	\$309,884
Non-surveyed Signature Events					
Native American Cultural Events*	18,400	\$1,912,673	\$3,208,933	\$92,056	\$105,854
Jamestown Live National Teach-in	185	\$36,344	\$60,814	\$1,915	\$1,034
African American Events**	19,450	\$2,358,748	\$3,954,281	\$60,949	\$63,632
The World of 1607 Exhibit	767,640	\$7,069,194	\$11,932,518	\$391,552	\$233,523
"Foundations and Future of Democracy" Conference Series	5,300	\$648,637	\$1,087,375	\$33,969	\$23,708
Total Signature Event Visitor Spending	1,194,115	\$45,625,672	\$76,574,782	\$2,347,814	\$1,552,695
Partner Events Visitor Spending	337,903	\$10,537,469	\$17,678,945	\$549,193	\$567,119
Incremental Historic Triangle Visitor Spending	644,218	\$82,776,596	\$138,876,129	\$4,314,159	\$2,370,122
Community Events Visitor Spending	1,085,621	\$33,854,968	\$56,799,229	\$1,764,457	\$967,780
Capital Spending		\$531,426,354	\$901,264,387	\$11,886,117	\$850,282
Event Staging Spending		\$34,539,124	\$51,592,712	\$1,174,818	\$55,263
Total America's 400th Anniversary Commemoration	3,261,857	\$738,760,182	\$1,242,786,186	\$22,036,557	\$6,363,261

Source: Jamestown 2007 and Chmura Economics & Analytics

*Includes the symposium "Virginia Indians: 400 Years of Survival" (Oct. 2006) and the American Indian Intertribal Cultural Festival (July 2007)

**Includes the Virginia African American Forum Preview Gala (Oct. 2006); 2007 State of the Black Union (Feb. 2007) and the Virginia 2007 Black Expo (Aug. 2007)

⁷ This cost is based on an open rate, black-and-white per page advertising cost of \$83,000 outlined in the *U.S. News & World Report* 2008 advertising media kit.

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www.Americas400thAnniversary.com



2. Background

In 2006 and 2007, America commemorated the 400th anniversary of an historic event—the settling of Jamestown, Virginia in 1607. As the first permanent English settlement in North America, Jamestown established the culture that would flourish and leave the legacies of cultural diversity, democracy and free enterprise to our nation.

Americans have observed Jamestown anniversaries every 50 years. The 1907 Jamestown Ter-Centennial Exposition drew 1.5 million visitors to Norfolk and featured speeches by President Theodore Roosevelt, Mark Twain and Booker T. Washington. In 1957, more than one million visitors came to Virginia as the 350th anniversary focused on historical preservation and education. Queen Elizabeth II of England addressed thousands of people at the Jamestown sites during her first official trip to the United States as monarch in 1957.

For the 400th anniversary of the founding of Jamestown, a series of commemorative events were organized in Virginia and other parts of the country. The premiere events were coordinated by Jamestown 2007, an agency of the Commonwealth of Virginia. Working with local, state, and national groups, Jamestown 2007 developed an 18-month series of national and international events to commemorate various aspects of the Jamestown story. The highlights of these events included a visit to Richmond, Historic Jamestowne and Jamestown Settlement by Her Majesty Queen Elizabeth II of England in May 2007 and the participation at America's Anniversary Weekend by President Bush and the First Lady, as well as Virginia leadership. Using the America's 400th Anniversary as a catalyst, state and local governments also undertook major capital investments to improve infrastructure, refurbish historic landmarks, and build or enhance cultural and visitor facilities.

Even though economic paybacks were not the main focus of the America's 400th Anniversary Commemoration, these events brought visitors to Virginia and benefited the Commonwealth of Virginia. To evaluate the economic impact of the America's 400th Anniversary Commemoration on the Commonwealth of Virginia, Chmura Economics & Analytics (Chmura) was contracted to conduct an economic impact study of America's 400th Anniversary Commemoration events from 2006 to 2007.⁸

The report is organized as follows: this section summarizes the background of the study, including a list of the America's 400th Anniversary events included in this study, and describes the approach and methodology used — Signature Events, partner events, and community events required different approaches for evaluating their impacts. Section 3 details the economic impact of Signature Events held in Virginia with separate analyses of four Signature Events where visitor surveys were conducted. Section 4 estimates the economic impact of partner events and community events. Section 5 analyzes the economic impact of spending on capital improvements and event staging. Section 6 identifies other and non-quantified benefits of the America's 400th Anniversary Commemoration.

2.1. America's 400th Anniversary Commemoration Events

The America's 400th Anniversary Commemoration was an 18-month series of activities commemorating the 1607 founding of Jamestown, the first permanent English Settlement in America. In this study, the Commemoration events are classified into the following three categories:

⁸ This report is a technical paper and is not intended for public relation (PR) purposes. A separate PR summary can be drafted with information obtained from this report.

- 1) Signature Events, high-profile events organized by Jamestown 2007
- 2) Partner events, organized by other agencies and organizations that were official partners with Jamestown 2007
- 3) Community events, staged across the Commonwealth by local organizations officially participating in the Virginia 2007 Community Program across Virginia

The Commemoration consisted of 13 Signature Events, multiple partner events, and over 500 community events and hundreds of community legacy programs throughout Virginia.

The premiere Signature Event was America's Anniversary Weekend, a three-day festival at the Jamestown sites from May 11 to 13, 2007. President Bush and the First Lady attended the event which featured pageantry, musical performances, cultural presentations, historical interpretation, and celebrity appearances. Other Signature Events emphasized the roles of different cultures in shaping Virginia's history, such as the African American Imprint on America and the Native American Cultural Events. Some events brought the Commemoration to other parts of the state and country. For example, Journey up the James brought Jamestown Settlement's *Godspeed* ship to eight different communities along the James River in 2007, retracing the 1607 journey from the first landing in Virginia Beach to Richmond. The summer 2006 *Godspeed* Sail took the ship and Landing Party Festival to six east coast cities: Alexandria, Baltimore, Philadelphia, New York, Boston, and Newport. The Smithsonian Folklife Festival brought Virginia and the Commemoration to the nation's capital in July 2007.

The partner events were other high-profile activities organized by state or national organizations formally associated with Jamestown 2007. Some of their events were long-standing festivals that used the 400th anniversary as their theme for the commemorative period—such as the Virginia Arts Festival and Sail Virginia. Other partner events included a movie, commemorative coins, and stamps.

175 communities throughout Virginia observed the Commemoration by adopting 2007 projects. These Virginia 2007 Community Program participants developed neighborhood festivals, tourism, education, and other projects that will have a lasting impact on their citizens. Events ranged from documenting community histories and establishing walking trails to staging festivals and building new museums.

Table 2.1: America's 400th Anniversary Commemoration Events

Signature Events	Location	Time
Surveyed Signature Events		
2006 <i>Godspeed</i> Sail	Alexandria plus five East Coast cities not surveyed	5/2006-8/2006
Yorktown's 225 th Anniversary	Yorktown	10/2006
Journey Up the James	Eight Virginia communities along the James River	4/2007-6/2007
Anniversary Weekend	Jamestown sites	5/2007
Non-surveyed Signature Events		
Native American Cultural Events*	Colonial Williamsburg, Hampton and other Virginia communities	10/2006, 7/2007
Jamestown Live! National Teach-in	Jamestown sites and the Internet	11/2006
African American Events**	Jamestown, Williamsburg & Hampton	10/2006, 2/2007, 8/2007
The World of 1607 Exhibit	Jamestown Settlement	4/2007-4/2008
Smithsonian Folklife Festival	Washington, DC	7/2007
"Foundations and Future of Democracy" Conference Series, including the "World Forum on the Future of Democracy"	Various Virginia universities and Colonial Williamsburg	5/2006 - 9/2007
Major Partner Events		
<i>The New World</i> film	Williamsburg premiere/international release	1/2005
British Events	London and Kent County, UK	7/2006-2007
American Republic Project	Charlottesville	2004, 2005, 2006
Opening of Museum of Marine Corps	Quantico	11/2006
Commemorative Coin	Jamestown Settlement First-Day Sale Event/national availability	1/2007-12/2007
African American Trailblazer	Richmond	3/2007
African American Imprint Day	Jamestown Settlement	6/2007
Commemorative Stamp & Cachet	First Day Issuance Event at Jamestown sites	5/2007-12/2007
Virginia Arts Festival	Hampton Roads Communities	4/2007-5/2007
Sail Virginia 2007	Norfolk	6/2007
Virginia 2007 Community Events³	175 Communities in Virginia	2006-2007
Source: Jamestown 2007		

* Includes the Oct 2006 symposium, Virginia Indians: 400 Years of Survival and the July 2007 American Intertribal Cultural Festival

* Includes the Virginia African American Forum Gala Preview (Oct. 2006), the 2007 State of the Black Union (Feb. 2007), and the Virginia 2007 Black Expo (Aug. 2007)

2.2. Approach and Methodology

In this study, the economic impact of the America's 400th Anniversary Commemoration is estimated mostly from spending on two categories. The first category is spending of visitors attending the hundreds of events across Virginia, and the second category is spending from facilities construction and the staging specifically related to the commemorative events. Chmura also estimates the other economic benefits of the commemorative events, such as increased tourism exposure, when possible.

2.2.1. Methodology for Visitor Spending

For the economic impact of visitor spending, accurately estimating visitor spending is complicated by several factors. The first step is to determine what type of visitor spending can be attributed to the America's 400th Anniversary Commemoration. For example, some of the partnership and community events are long-standing events, such as the Virginia Arts Festival and Garden Week of Virginia. By aligning themselves with the America's 400th Anniversary Commemoration, some events experienced increased attendance. For these long-standing events, only increased visitor volume and their spending will be attributed to the America's 400th Anniversary Commemoration. For the events that were organized specifically for America's 400th Anniversary, all visitors and spending will be included as Commemoration impact—all of the Signature Events and many partner and community events belong to this category.

The purpose of this study is to evaluate the economic impact of the America's 400th Anniversary Commemoration on the Commonwealth of Virginia. As a result, Commemoration events organized outside Virginia are excluded. This study does not attempt to evaluate the economic impact of the 2006 *Godspeed* Sail in cities like Boston, New York, and Philadelphia. Similarly, this study does not include the Smithsonian Folklife Festival in Washington D.C., even though some of the visitors to that festival stayed in Virginia due to its proximity to the capital.

Similarly, the economic impact of events that occurred over the Internet or television is not measured even though they reached a wide national or international audience. One such event was the Jamestown Live! National Teach-In. For this educational event, student representatives from other states and various Virginia communities were invited to the Jamestown-Williamsburg area and thus had a tangible economic impact within the state. The actual event occurred through the Internet and this study does not evaluate that portion of its economic impact, nor its subsequent re-broadcast on The History Channel. Many of the conferences and meetings (such as the 2007 State of the Black Union and America's Anniversary Weekend) were televised nationwide; however, as noted earlier, this study only estimates the economic impact of the events in Virginia. Although televised events increased the exposure of Virginia and the Jamestown region, and may prompt people to visit these areas, quantifying those potential benefits is outside the scope of this study.

The economic impact is presented in two categories: direct spending and the ripple effects.⁹ Direct spending measures the actual dollar amount visitors spent due to attending events. The spending includes purchasing food and souvenirs at the events as well as spending on transportation to and from the events, lodging, and food purchased during the trip, but outside the site of the event. To calculate the direct spending that can be attributed to the America's 400th Anniversary Commemoration, this study distinguishes between three types of visitors—day-trippers, overnight visitors whose primary purposes were to attend Commemoration events, and overnight visitors whose primary visiting purposes were other than the Commemoration.

This study includes the following visitor spending items as attributable to America's 400th Anniversary:

- 1) Total spending by all types of visitors at the events
- 2) All spending outside America's 400th Anniversary events and within Virginia for day-trippers and visitors whose primary visiting purpose was to attend Commemoration events

⁹ Appendix 1 provides a glossary of these terms.

- 3) A proportion of spending outside Commemoration events for visitors whose primary visiting purpose was other than attending Commemoration events

The proportions for the last group are determined by comparing the time visitors spent at the America's 400th Anniversary Commemoration events with the total time they spent in Virginia.

Ripple effects, categorized as indirect and induced, measure the benefits of construction and visitor spending for businesses outside of the tourism industry. Indirect effects are those benefitting the many industries supporting restaurants, gas stations, and other visitor-service businesses, money spent as a result of the America's 400th Anniversary Commemoration in venues such as restaurants and hotels that increase the sales of the suppliers for these industries. The **induced effect** occurs when more people are hired by industries serving the America's 400th Anniversary Commemoration and these newly hired workers spend their income, thus injecting more money into the regional economy. The indirect and induced effects are estimated with IMPLAN Pro¹⁰ software after the direct spending is estimated.

Both primary and secondary data sources were combined to evaluate the direct spending of the America's 400th Anniversary Commemoration. Of the 13 Signature Events, Chmura conducted a visitor survey for four: the 2006 *Godspeed* Sail visit in Alexandria, Yorktown 225th Anniversary, Journey Up the James, and America's Anniversary Weekend. The surveys provided visitor information regarding spending at and outside the events, their time of stay in Virginia, and their primary purpose of travel. The total attendance figures for these four events were provided by Jamestown 2007. Combining the two sources of information enabled Chmura to obtain reliable estimates of direct spending for these four surveyed Signature Events. For the other Signature Events in Virginia where no visitor surveys were conducted, the average spending of the four surveyed events is used to estimate spending per visitor.¹¹ The attendance figures for these events were collected from Jamestown 2007, press releases, and various news sources.¹² Together, these two sources enabled Chmura to estimate the direct visitor spending for the non-surveyed events.

For partner events and community events, neither attendance figures nor spending patterns were readily available. Once again, the average spending of the four surveyed events was used as an assumption. For attendance figures, Chmura gathered information for many of these events from press releases and news sources. For the remaining events, the average attendance of community events where information was available is used to impute the attendance figures. Since the Historic Triangle was the center of many events, this study separates that region from the rest of the state in analyzing the economic impact of community events.

2.2.2. Methodology for Spending on Infrastructure and Events Staging

Spending on infrastructure is defined as spending on construction projects associated with the America's 400th Anniversary Commemoration, even though these projects will benefit visitors and residents for years to come. Examples of infrastructure improvements are the renovation of the State Capitol in Richmond and improvement of

¹⁰ IMPLAN Pro is one of the two major software packages used by economists to evaluate the economic effects of an economic event.

¹¹ This method was agreed upon by Jamestown 2007 when choosing the four Signature Events for survey. Surveying all Signature Events was out of the scope of this study due to budget constraints.

¹² Chmura sent attendance figures gathered from various news sources to Jamestown 2007 for confirmation.

Route 199 in Williamsburg and James City County. Colonial Williamsburg, Historic Jamestowne and the Jamestown-Yorktown Foundation undertook major capital investment in preparation for the America's 400th Anniversary Commemoration, such as expanding conference facilities, building a new visitor center and constructing new museums and galleries. On a smaller scale, many communities around Virginia renovated their visitor centers, established new heritage or walking trails, and created permanent exhibits. The economic impact of all this spending is included in the analysis.

Spending on events staging refers to the costs associated with planning, organizing, and carrying out an event. These activities include, but are not limited to, setting up event sites, transporting equipment, contracting, and setting up food vendors and other retailers as well as installing stages for performances and presentations. Concession sales are not counted as events staging, but as part of visitor spending.

Jamestown 2007 provided facility construction and events staging spending for the Signature Events. Jamestown 2007 also conducted a survey of Jamestown 2007 partners and communities, and collected their spending on facility construction and events staging to the extent available. The estimated numbers are by no means exhaustive and as a result should be considered conservative.

Ripple effects of spending on infrastructure and events staging are estimated with IMPLAN Pro, which is a model often used by economists to measure the economic impact of events. Indirect effects were generated through the many industries supporting construction and events staging. The induced effects occurred when more people were hired by industries serving the America's 400th Anniversary Commemoration and these newly hired workers spent their income, thus injecting more money into the state economy.

