



March 12, 2010

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The following study was requested by Representative Steve Pugh and the Ponchatoula Strawberry Festival Board, and was conducted using generally accepted research methods, models and techniques.

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Sincerely,

A handwritten signature in black ink that reads 'William Joubert'.

William Joubert  
Director  
Business Research Center

**Southeastern Louisiana University Business Research Center**  
*A Collaborative Effort of the Southeast Louisiana Business Center and  
the Southeastern Louisiana University College of Business*

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Estimated Economic  
Impact of the

2009 Ponchatoula  
Strawberry Festival

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On Tangipahoa Parish,  
Louisiana

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March 2010

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# Estimated Economic Impact of the 2009 Ponchatoula Strawberry Festival

## Introduction

The 2009 Ponchatoula Strawberry Festival was held April 3-5, 2009 in downtown Ponchatoula, Louisiana. The 2009 Festival marked the 38<sup>th</sup> celebration of the annual event. Estimated attendance has grown from 15,000 for the first Strawberry Festival in 1972 to 275,000 in 2009.

## Analysis Methodology

This analysis utilized the input-output method to estimate the economic impacts of the 2009 Ponchatoula Strawberry Festival on the Tangipahoa Parish economy. The input-output method is based on the economic linkages between various sectors and industries, which cause every dollar of expenditures to “ripple through” the local economy. This results in every dollar of expenditures being “multiplied” to various degrees, causing a larger economic effect than the original amount of the expenditure. These “ripple” or “multiplier” effects continue to contribute to the economic impact of the expenditure until the effects leave the study area or become too small to measure.

The total economic impact of an event consists of *direct*, *indirect*, and *induced* effects. *Direct* effects are the immediate economic effects of expenditures in the area by organizers, participants, and spectators at the event. This includes lodging and restaurant expenditures, the retail mark-up portion of local retail purchases, event administration and operating expenses, etc.

*Indirect* effects occur in sectors that supply materials, goods, and services to those industries that were directly impacted by the event-related expenditures. For example, restaurants are *directly* impacted by expenditures of event participants. The suppliers who provide food, paper products, utilities, etc. to the restaurants are *indirectly* impacted, when the restaurants purchase more of these items in response to their increased sales. In turn, businesses that provide goods and services to the restaurant suppliers are indirectly impacted from the increased activities of the restaurant suppliers. These indirect impacts continue to contribute to the economic impact of the event under study until the subsequent expenditures become too small to measure or leave the study area, e.g. if the paper product supplier purchased the napkins he or she sells to the restaurants from outside the study area, that impact chain would stop. However, other expenditures by the paper product supplier, such as fuel and maintenance for a delivery truck, may continue to accrue to the study area.

*Induced* effects are created by the increase in consumer spending generated by increased payrolls in the directly and indirectly impacted industries. In the example above, restaurants will hire staff to handle the extra customers from the event in question. These restaurant employees will then spend their wages on food, housing, entertainment, etc. In addition, the restaurant supply companies increase their payrolls, also resulting in additional consumer spending. The sum of all of the impacts deriving from increased payroll spending is the induced effect.

The sum of the direct, indirect, and induced effects represents the total economic impact. The total economic impact divided by the direct effect yields the economic impact *multiplier* of the event in question. For most events the multiplier will be between 1.0 and 2.0.

Because the smallest geographic area for which the BRC had multipliers available was the parish level, and because much of the impact of the Strawberry Festival occurs in the surrounding area outside of the actual City of Ponchatoula, this study will analyze the impacts of the Festival on Tangipahoa Parish.

IMPLAN Professional 2.0<sup>®</sup> software and structural matrices were utilized to complete the economic impact analysis of the 2009 Strawberry Festival.

## Survey of Festival Attendees

The Ponchatoula Strawberry Festival Board contracted with TouchPoll, Inc. to conduct an attendee survey at the 2009 Strawberry Festival. As described in the TouchPoll<sup>®</sup> report,

“Touch-screen computers were placed under a tent near the Ponchatoula Rotary Building. Attendees were encouraged to participate in the survey using the intercept method regardless of age, color, or creed.”

A total of 948 attendees were polled during the Festival. It is not known how representative the sample of attendees who responded to the survey are of all Festival attendees, but TouchPoll<sup>®</sup> estimated overall accuracy of +/- 5% at the 99% confidence level.

## Location of Residence of Festival Attendees

Survey respondents were asked to indicate their home zip code. (Twelve people input their telephone number instead of their zip code, but a telephone prefix directory was used to determine the location associated with their telephone number.)

Based on the 936 usable responses obtained, approximately 24 percent of attendees lived somewhere within Tangipahoa Parish, approximately 61 percent were from somewhere in Louisiana outside of Tangipahoa Parish, and almost 15 percent of attendees were from outside of Louisiana. The number and percentage of total responses by location of residence are detailed in Table 1 on the following page.

**Table 1. Responses to Question #3: “What is your HOME zip code?” (Foreigners use 99999)**

<u>Response Group</u>	<u># of Responses</u>	<u>Percentage</u>
Tangipahoa Parish Zip Codes*	224	23.9%
Other Louisiana Zip Codes	573	61.2%
Out-of-State Zip Codes	132	14.1%
International Visitors (99999)	<u>7</u>	<u>0.7%</u>
Total	936	100.0%

\* Approximately 19 percent of respondents were from Ponchatoula or Hammond and approximately 4.9 percent were from other portions of Tangipahoa Parish.

## Expenditure Estimates

The TouchPoll® survey included one question regarding attendees’ expected spending at the Strawberry Festival (Question #21), and a set of seven questions regarding anticipated expenditures for fuel, food, souvenirs, clothing, retail goods, and lodging in the Ponchatoula area (Questions #29-#35). Of the 948 survey respondents, 892 provided expenditure information. These expenditure responses, coupled with the place of residence information discussed in the previous section, will provide the basis for this economic impact study.

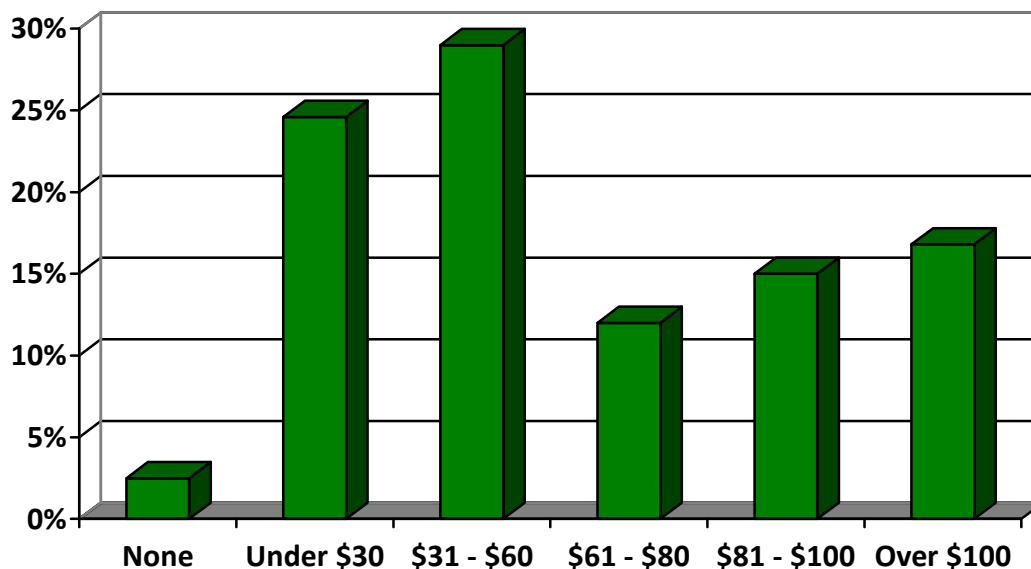
Respondents were first asked (in Question #21): “How much do you PERSONALLY expect to SPEND at the festival today?” Responses are tabulated in Table 2 and illustrated in Figure 1. In order to generate actual monetary estimates, the midpoints of the first four spending groups were used as the average spending amount for each bracket. For the final response group (“Over \$100”), an amount of \$150 was arbitrarily chosen as the average spending amount for this open-ended bracket.

Based on the responses shown in Table 2, the average respondent to the 2009 Strawberry Festival survey anticipated spending \$63.97 at the Festival. As illustrated in Figure 1, the most commonly indicated expected spending amount was \$31-\$60, chosen by 29 percent of respondents.

**Table 2. Responses to Question #21: “How much do you PERSONALLY expect to SPEND at the festival today?”**

<u>Answer</u>	<u># of Responses</u>	<u>Percentage</u>	<u>Est. Group Avg.</u>	<u>Group Total</u>
None	22	2.5%	\$ 0.00	\$ 0
Under \$30	219	24.6%	\$ 15.00	\$ 3,285
\$31 - \$60	259	29.0%	\$ 45.00	\$ 11,655
\$61 - \$80	108	12.1%	\$ 70.00	\$ 7,560
\$81 - \$100	134	15.0%	\$ 90.00	\$ 12,060
Over \$100	<u>150</u>	<u>16.8%</u>	\$ 150.00	<u>\$ 22,500</u>
Total	892	100.0%		\$ 57,060
<b>Estimated average expected festival spending per respondent (\$57,060/892)</b>				<b>\$63.97</b>

**Figure 1. "How much do you PERSONALLY expect to SPEND at the festival today?"**



Questions #29 - #35 dealt with attendees anticipated spending "in the Ponchatoula area". Question #29 asked respondents if they expected to spend money in the area in any of six specified categories. Responses are tabulated in Table 3 and illustrated in Figure 2.

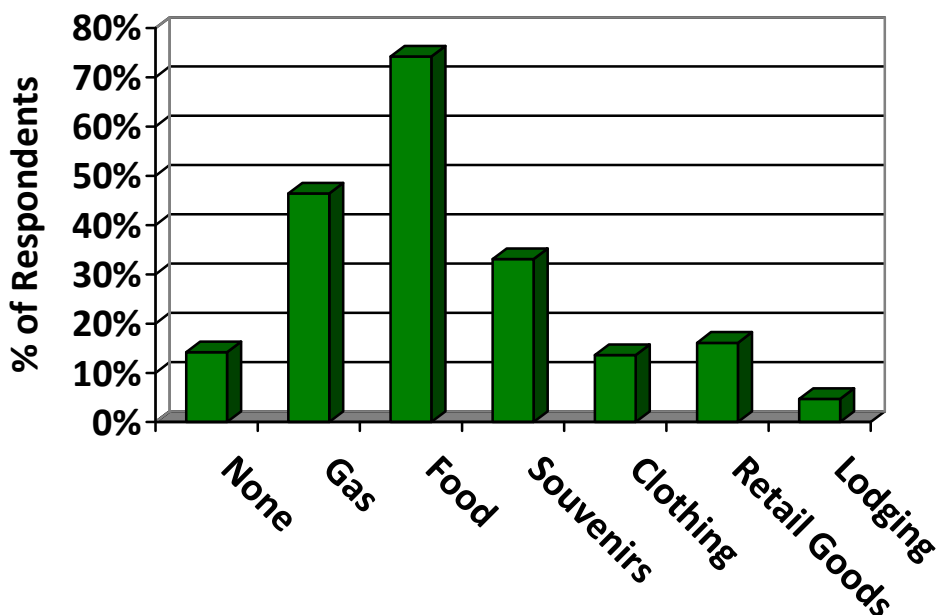
**Table 3. Responses to Question #29: "Do you expect to spend on any of the following in the Ponchatoula area? Touch all that apply..."**

<u>Item</u>	<u>Responses</u>	<u>% of 892</u>
None	127	14.2%
Gas	414	46.4%
Food	662	74.2%
Souvenirs	295	33.1%
Clothing	121	13.6%
Retail Goods	144	16.1%
Lodging	42	4.7%

As might be expected, food was the most frequently named expenditure item, with 662 respondents (74.2 percent) anticipating spending some amount in the area for food. The fewest responses were for lodging, where only 42 respondents (4.7 percent) indicated that they planned to spend money for lodging associated with their visit to the Strawberry Festival.



**Figure 2. "Do you expect to spend on any of the following in the Ponchatoula area?"**



Questions #30-#35 were follow-up questions that dealt with anticipated spending amounts in each of the six categories listed in Question #29. The number of responses to Questions #30-#35 did not exactly match the number of responses for each category from Question #29, but were very similar.

Because the dollar amounts specified in the available answer choices differed for each question, the responses to Questions #30 - #35 are tabulated separately in Tables 4 – 9. As in Table 2 above, the midpoint of each answer choice was used as an average to calculate estimated spending for that response group. In the case of open-ended categories below \$100 (such as "> \$40"), the next highest \$10 amount was arbitrarily used as the group average. In the case of open-ended categories greater than \$100 (such as "> \$200"), the next highest \$50 increment was used.

In each table, the aggregate spending by the respondents to that question was calculated using the "estimated group averages" described above, then the average spending for all respondents to the question was calculated, as well as the spending amount averaged over all 892 respondents who answered any of the expenditure questions. This would include survey respondents who did not indicate any spending in this category. These averages are labeled as, and will later be used as, the assumed spending per attendee at the Festival.

**Table 4. Responses to Question #30: "You said GAS...about how much?"**

<u>Answer</u>	<u># of Responses</u>	<u>Percentage</u>	<u>Est. Group Avg.</u>	<u>Group Total</u>
Less than \$10	32	7.8%	\$ 5.00	\$ 160
\$10 - \$15	70	17.2%	\$ 12.50	\$ 875
\$16 - \$20	90	22.1%	\$ 17.50	\$ 1,575
\$21 - \$30	86	21.1%	\$ 25.00	\$ 2,150
\$30 - \$40	67	16.4%	\$ 35.00	\$ 2,345
Over \$40	<u>63</u>	<u>15.4%</u>	\$ 50.00	<u>\$ 3,150</u>
Total	408	100.0%		\$ 10,255
Avg. expected spending for GAS per respondent (\$10,255/408)				\$ 25.13
<b>Est. average expected spending for GAS per attendee (\$10,255/892)</b>				<b>\$ 11.50</b>

**Table 5. Responses to Question #31: "You said FOOD...about how much?"**

<u>Answer</u>	<u># of Responses</u>	<u>Percentage</u>	<u>Est. Group Avg.</u>	<u>Group Total</u>
< \$10	57	8.6%	\$ 5.00	\$ 285
\$10 - \$25	230	34.6%	\$ 17.50	\$ 4,025
\$26 - \$50	210	31.6%	\$ 37.50	\$ 7,875
\$50 - \$75	84	12.7%	\$ 62.50	\$ 5,250
\$75 - \$100	36	5.4%	\$ 87.50	\$ 3,150
> \$100	29	4.4%	\$ 150.00	\$ 4,350
> \$200	5	0.8%	\$ 250.00	\$ 1,250
> \$300	<u>13</u>	<u>2.0%</u>	\$ 350.00	<u>\$ 4,550</u>
Total	664	100.0%		\$ 30,735
Avg. expected spending for FOOD per respondent (\$30,735/664)				\$ 46.29
<b>Est. average expected spending for FOOD per attendee (\$30,735/892)</b>				<b>\$ 34.46</b>

**Table 6. Responses to Question #32: "You said SOUVENIRS...about how much?"**

<u>Answer</u>	<u># of Responses</u>	<u>Percentage</u>	<u>Est. Group Avg.</u>	<u>Group Total</u>
< \$10	22	7.4%	\$ 5.00	\$ 110
\$11 - \$20	55	18.5%	\$ 15.00	\$ 825
\$21 - \$30	83	27.9%	\$ 25.00	\$ 2,075
\$31 - \$45	46	15.5%	\$ 37.50	\$ 1,725
\$45 - \$55	25	8.4%	\$ 50.00	\$ 1,250
> \$55	26	8.8%	\$ 65.00	\$ 1,690
> \$75	14	4.7%	\$ 87.50	\$ 1,225
> \$100	22	7.4%	\$ 150.00	\$ 3,300
> \$200	0	0.0%	\$ 250.00	\$ -
> \$300	<u>4</u>	<u>1.3%</u>	\$ 350.00	<u>\$ 1,400</u>
Total	297	100.0%		\$ 13,600
Avg. expected spending for SOUVENIRS per respondent (\$13,600/297)				\$ 45.79
<b>Est. average expected spending for SOUVENIRS per attendee (\$13,600/892)</b>				<b>\$ 15.25</b>

**Table 7. Responses to Question #33: "You said CLOTHING...about how much?"**

<u>Answer</u>	<u># of Responses</u>	<u>Percentage</u>	<u>Est. Group Avg.</u>	<u>Group Total</u>
< \$5	6	4.7%	\$ 2.50	\$ 15
\$6 - \$10	5	3.9%	\$ 7.50	\$ 38
\$11 - \$20	18	14.2%	\$ 15.00	\$ 270
\$21 - \$30	22	17.3%	\$ 25.00	\$ 550
> \$30	22	17.3%	\$ 40.00	\$ 880
> \$50	23	18.1%	\$ 62.50	\$ 1,438
> \$75	6	4.7%	\$ 87.50	\$ 525
> \$100	11	8.7%	\$ 125.00	\$ 1,375
> \$150	3	2.4%	\$ 175.00	\$ 525
> \$200	<u>11</u>	<u>8.7%</u>	\$ 250.00	<u>\$ 2,750</u>
Total	127	100.0%		\$ 8,365
Avg. expected spending for CLOTHING per respondent (\$8,365/127)				\$ 65.87
<b>Est. average expected spending for CLOTHING per attendee (\$8,365/892)</b>				<b>\$ 9.38</b>

**Table 8. Responses to Question #34: "You said RETAIL GOODS...about how much?"**

<u>Answer</u>	<u># of Responses</u>	<u>Percentage</u>	<u>Est. Group Avg.</u>	<u>Group Total</u>
< \$5	2	1.4%	\$ 2.50	\$ 5
\$6 - \$15	14	9.7%	\$ 10.00	\$ 140
\$16 - \$25	43	29.9%	\$ 20.00	\$ 860
> \$30	34	23.6%	\$ 40.00	\$ 1,360
> \$50	15	10.4%	\$ 60.00	\$ 900
> \$70	12	8.3%	\$ 85.00	\$ 1,020
> \$100	8	5.6%	\$ 125.00	\$ 1,000
> \$150	9	6.3%	\$ 175.00	\$ 1,575
> \$200	2	1.4%	\$ 250.00	\$ 500
> \$300	<u>5</u>	<u>3.5%</u>	\$ 350.00	<u>\$ 1,750</u>
	144	100.0%		\$ 9,110
Avg. expected spending for RETAIL GOODS per respondent (\$9,110/144)				\$ 63.26
<b>Est. avg. expected spending for RETAIL GOODS per attendee (\$9,110/892)</b>				<b>\$ 10.21</b>

**Table 9. Responses to Question #35: “You said LODGING...about how much?”**

<u>Answer</u>	<u># of Responses</u>	<u>Percentage</u>	<u>Est. Group Avg.</u>	<u>Group Total</u>
< \$30	4	9.5%	\$ 15.00	\$ 60
\$31 - \$50	3	7.1%	\$ 40.00	\$ 120
\$51 - \$75	4	9.5%	\$ 62.50	\$ 250
> \$76	4	9.5%	\$ 87.50	\$ 350
> \$100	5	11.9%	\$ 125.00	\$ 625
> \$150	7	16.7%	\$ 175.00	\$ 1,225
> \$200	2	4.8%	\$ 225.00	\$ 450
> \$250	3	7.1%	\$ 275.00	\$ 825
> \$300	2	4.8%	\$ 350.00	\$ 700
> \$400	<u>8</u>	19.0%	\$ 450.00	<u>\$ 3,600</u>
	42	100.0%		\$ 8,205
			Avg. expected spending for LODGING per respondent (\$8,205/42)	\$ 195.36
			<b>Est. average expected spending for LODGING per attendee (\$8,205/892)</b>	<b>\$ 9.20</b>

The average expected spending by category per respondent and per attendee is summarized in Table 10. The largest average expenditure amount per individual question respondent (\$195.36) was for lodging, but because such a low number of people expected to spend money for lodging, lodging was the smallest anticipated expenditure amount when averaged over all respondents (\$9.20).

Even though only 42 respondents indicated that they planned on spending for lodging, when this percentage (4.7 percent) is applied to the estimated attendance of 275,000, this would indicate that approximately 13,000 people paid for lodging during the Festival. Divided over three nights, this would equal over 4,300 people seeking lodging per night. These large numbers would seem to imply that respondents included lodging arrangements far removed from Ponchatoula as being in the “Ponchatoula area”, since Tangipahoa Parish only has approximately 1,200 hotel rooms and 1,000 RV and campsites.

Indeed, Questions #7-#9 asked survey respondents where they were staying during their visit to the Strawberry Festival, and respondents in Question #9 wrote in answers ranging from hotels in Laplace and New Orleans to campgrounds in Mandeville. With no way of cross-tabulating responses to Questions #7-#9 to Question #35, the authors can only assume that some respondents included lodging expenses some distance away from Ponchatoula in their expenditure estimates. So the impacts from lodging expenditures may actually have accrued to a much larger area than Tangipahoa Parish.

Although food was the fourth largest individual response item (\$46.29), such a large percentage of respondents planned to spend money for food in the Ponchatoula area that it was the largest expected expense category when averaged over all 892 expenditure survey respondents, at \$34.46 per person.

**Table 10. Summary of estimated spending in the Ponchatoula area per question respondent and per overall respondent.**

<u>Category</u>	<u>Respondent Average \$</u>	<u>Overall Average \$</u>
Gas	\$ 25.13	\$ 11.50
Food	\$ 46.29	\$ 34.46
Souvenirs	\$ 45.87	\$ 15.25
Clothing	\$ 65.87	\$ 9.38
Retail Goods	\$ 63.26	\$ 10.21
Lodging	\$ 195.36	\$ <u>9.20</u>
	<b>Total</b>	<b>\$ 89.99</b>

The expected spending per attendee, across the six named categories, totaled \$89.99 per person.

## Assumptions

The attendance estimate of 275,000 for the 2009 Strawberry Festival provided by the Strawberry Festival Board and referenced in the TouchPoll® survey report will be used for all calculations in this study.

For the purposes of this economic impact study, only spending by Festival attendees from outside of Tangipahoa Parish will be included. Festival expenditures by local residents, if not spent at the Strawberry Festival, would likely be spent in other ways in the parish anyway, and so do not represent an influx of “new” money into the local economy.

In most event-related economic impact studies, spending by out-of-town attendees who were already visiting in the area, and didn’t come to the area specifically for the event being analyzed, would also be removed from the analysis. In the TouchPoll® survey, 8.7 percent of respondents indicated that they were “visiting in the area”.

The normal logic is that these so-called “casual attendees” are already in the area spending their money, and so the impact of their spending shouldn’t be attributed to an event which they “just happened” to attend.

However, because it is doubtful if these visitors would have spent their tourism dollars in Tangipahoa Parish if not for the Strawberry Festival, at least to the same degree, the authors of this study chose to include their spending in the impact analysis.

It is likely that spending by resident and non-resident attendees of the Festival differs in amount and distribution by category. However, because the raw data from the TouchPoll® survey was not available to the authors of this study, there was no way to link expenditure responses to the residency responses.

Therefore, the estimated impact of the 2009 Strawberry Festival will be based on the estimated average spending per attendee as shown in Table 2 and Tables 4-9 above, multiplied by the estimated attendance of 275,000, then multiplied by the estimated non-resident percentage of 76 percent for all categories except lodging, which will be left at 100 percent of the resulting estimate (since all lodging expenditures are assumed to be by non-residents).

**NOTE:** Question #21 was intended to address respondents' planned spending "at the Festival", while Questions #29-#35 were supposed to capture their expected additional expenditures in the surrounding area. Because of the way the questions were worded, and because Question #21 was separated from the other expenditure questions by several unrelated questions, the authors of this study feel that the responses to Questions #30-#35 may, in some cases, include, and thus, duplicate, the spending described in Question #21.

Therefore, two economic impact estimates will be generated -- one based solely on the responses to Questions #30-#35, and one based on the sum of spending from Question #21 PLUS Questions #30-#35. The authors will thus provide a range which should include the actual economic impact amount, assuming the expenditure responses from the survey and the attendance estimate provided are accurate.

## Estimated Economic Impacts on Tangipahoa Parish

Table 11 expands the estimated spending per attendee shown in Table 10 to all 275,000 estimated attendees, then allocates the estimated non-resident portion on which the economic impact calculations will be based.

**Table 11. Expected expenditures from Questions #30-#35 expanded to all Festival attendees and allocated to non-resident attendees.**

Category	Expected Spending per Attendee	x Estimated Attendance	= Total Estimated Expenditures	x Estimated Non-resident Percentage	= Estimated Non-resident Expenditures
Gas	\$ 11.50	275,000	\$ 3,161,575	76%	\$ 2,402,797
Food	\$ 34.46	275,000	\$ 9,475,476	76%	\$ 7,201,362
Souvenirs	\$ 15.25	275,000	\$ 4,192,825	76%	\$ 3,186,547
Clothing	\$ 9.38	275,000	\$ 2,578,896	76%	\$ 1,959,961
Retail Goods	\$ 10.21	275,000	\$ 2,808,576	76%	\$ 2,134,518
Lodging	\$ <u>9.20</u>	275,000	\$ <u>2,529,568</u>	100%	\$ <u>2,529,568</u>
Total	\$ 89.99		\$ 24,746,917		\$ <b>19,414,753</b>

The figures in Table 11 represent the lower estimates of total and non-resident spending at the 2009 Strawberry Festival. When these expenditure amounts were input into the IMPLAN Professional 2.0<sup>®</sup> model for Tangipahoa Parish, the following estimated economic impacts were generated:

Total Economic Impact	\$ 24,051,581
Earnings Impact	\$ 8,218,636
Number of Full and Part-Time Jobs Supported (for 1 year)	366.5

These impacts are based solely on the responses to Questions #30-#35, and thus provide the lower end of our range of the estimated economic impact of the 2009 Strawberry Festival.

Table 12 details the expansion of the responses to Question # 21 (see Table 2) to the entire estimated number of attendees. Officials with the Strawberry Festival Board indicated that it was known that approximately \$1 million was spent on the actual Festival grounds -- \$600,000 in food sales by non-profit organizations and \$400,000 for rides, etc. This equals only approximately 5.7 percent of the total estimated \$17.6 million spent “at the Festival” based on responses to Question #21, indicating that most of attendees’ spending occurs at businesses and booths located off of the Festival grounds.

Because Question #21 did not separate spending “at the Festival” by category, the authors had to make arbitrary allocations before estimating the impacts. After allocating the \$1 million spent on the Festival grounds to non-profit organizations and amusement rides, the remaining \$16.6 million was allocated 2/3 to food and beverage purchases and 1/3 to souvenir purchases.

**Table 12. Expected expenditures from Questions #21 expanded to all Festival attendees and allocated to non-resident attendees.**

Category	Expected Spending per Attendee	x Estimated Attendance	= Total Estimated Expenditures	x Estimated Non-resident Percentage	= Estimated Non-resident Expenditures
All (see Table 2)	\$ 63.97	275,000	\$ 17,591,368		
Non-profit booths			\$ 600,000	76%	\$ 456,000
Amusement rides			\$ 400,000	76%	\$ 304,000
Remaining Balance			\$ 16,591,368		
Food (2/3 of balance)			\$ 11,060,912	76%	\$ 8,406,293
Souvenirs (1/3 of bal.)			\$ 5,530,456	76%	\$ 4,203,147
Total	\$ 63.97		\$ 17,591,368		\$ 13,369,440

When the estimated “at the Festival” expenditures in Table 12 are combined with the “in the area” expenditures from Table 11, the results are the spending estimates in Table 13, which represent the upper bounds of the range of expenditure estimates for total and non-resident spending at the 2009 Strawberry Festival.

**Table 13. Combined expected expenditures from Question #21 and Questions #30-#35 expanded to all Festival attendees and allocated to non-resident attendees.**

Category	Area Spending (Table 11)	plus Festival Spending (Table 12)	= Total Estimated Expenditures	x Estimated Non-resident Percentage	= Estimated Non-resident Expenditures
Gas	\$ 3,161,575		\$ 3,161,575	76%	\$ 2,402,797
Food	\$ 9,475,476	\$ 11,060,912	\$ 20,536,388	76%	\$ 15,607,655
Souvenirs	\$ 4,192,825	\$ 5,530,456	\$ 9,723,281	76%	\$ 7,389,694
Clothing	\$ 2,578,896		\$ 2,578,896	76%	\$ 1,959,961
Retail Goods	\$ 2,808,576		\$ 2,808,576	76%	\$ 2,134,518
Lodging	\$ 2,529,568		\$ 2,529,568	100%	\$ 2,529,568
Non-profit Booths		\$ 600,000	\$ 600,000	76%	\$ 456,000
Amusement Rides		\$ <u>400,000</u>	\$ <u>400,000</u>	76%	\$ <u>304,000</u>
<b>Total</b>	<b>\$ 24,746,917</b>	<b>\$ 17,591,368</b>	<b>\$ 42,338,284</b>		<b>\$ 32,784,193</b>

When the expenditure amounts from Table 13 were input into the appropriate sectors in IMPLAN and analyzed for Tangipahoa Parish, the following estimated economic impacts were calculated:

Total Economic Impact	\$ 41,686,180
Earnings Impact	\$ 14,127,123
Number of Full and Part-Time Jobs Supported (for 1 year)	651.8

Table 14 combines the lower economic impact estimate based on Questions #30-#35 with the upper estimate based on Questions #30-#35 PLUS Question #21, to create a range which the authors feel should include the actual economic impact of the 2009 Strawberry Festival, based on the results of the TouchPoll® survey and the estimated attendance of 275,000 provided to the authors.

**Table 14. Lower and upper estimates of the economic impact of the 2009 Ponchatoula Strawberry Festival on Tangipahoa Parish, Louisiana.**

	Lower Estimate	Upper Estimate
Total Economic Impact	\$ 24,051,581	\$41,686,180
Earnings Impact	\$ 8,218,636	\$14,127,123
Number of Full and Part-Time Jobs Supported (for 1 year)	366.5	651.8

## Conclusion

The Ponchatoula Strawberry Festival is a major tourism event which provides a significant boost to the Tangipahoa Parish economy each April. The 2009 Festival had a total estimated economic impact on the Parish economy of between \$24 and \$42 million, providing earnings of \$8 to \$14 million to Parish residents, and supporting between 365 and 650 full and part-time jobs in Ponchatoula and the surrounding areas.