

The Economic & Cultural Impact of the 2019 Waterfowl Festival®

Key Metrics & Evaluation, April 2020



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- In 2019, the **Waterfowl Festival** attracted more than **15,120 attendees** with **45%** of those attendees visiting from more than **50 miles away**. The average length of stay among visitors was 2.1 nights with 41% visiting Easton for the day while the remaining 59% staying overnight in the region.
- Excluding the cost of Festival admissions, **these visitors spent a total of nearly \$3 million on various goods and services within the Talbot County economy**. Based on results from an intercept survey of visitors, each visitor spent on average \$145 on lodging (overnight only), \$98 on food and beverage, \$61 on recreation and entertainment and \$138 on retail purchases.
- **The Waterfowl Festival generated an additional \$496,000** in event-related operating expenses by vendors, exhibitors and event organizers in the Talbot County economy. Adding this to visitor expenditures brought **total local 2019 Waterfowl Expenditures to \$3.5 million**.
- This \$3.5 million in expenditures **resulted in nearly \$2.6 million in total economic impact (value added) to the Talbot County economy**. Talbot retained about 74 cents of every dollar spent locally by Festival visitors and organizers. Approximately \$905,000 of Waterfowl Festival spending left the region, “leaking” out through purchases of imported goods and services.
- **Festival-initiated activity supported a total of 48 jobs (full-time and part-time), which resulted in \$1.6 million in wages paid Talbot County**. A large proportion of these wages will continue to ripple through the economy as workers spend their income on various goods and services throughout the local area.
- **Waterfowl Festival-initiated spending generated an estimated \$787,000 in tax receipts**, including \$357,000 in federal receipts and another \$429,000 in state and local tax receipts. The event contributed roughly \$29,000 in hotel taxes and nearly \$6,000 in state and local taxes and fees associated with car rentals.

About The Waterfowl Festival and Waterfowl Chesapeake

Waterfowl Festival is a nonprofit, organization dedicated to wildlife conservation, the promotion of wildlife art and the celebration of life on Maryland's Eastern Shore. For nearly five decades, the organization has staged an annual event that has raised millions for wildlife and habitat conservation, education, and research. Waterfowl Chesapeake, the conservation arm of Waterfowl Festival, connects, engages and educates communities about the benefits of healthy waterfowl populations and habitats. The organization also serves as a neutral convener for events, forums and discussions leading to the preservation of the Chesapeake's ecosystems.

About Rockport Analytics

Rockport is a research and analytical consulting firm providing high quality quantitative and qualitative research solutions to business, government, and non-profit organization clients across the globe. They provide fast, nimble service in a transparent environment.

Capabilities include:

- Market Analysis and Forecasting
- Visitor Research
- Market Modeling and Decision Support Tools
- Primary and Secondary Research Synthesis
- Stakeholder Surveys – internal & external
- Economic Impact Assessment

Study Overview

The economic impact of the 2019 Waterfowl Festival was commissioned by Waterfowl Chesapeake whose mission is to create, restore and conserve waterfowl habitat in the Chesapeake Bay region. The research was conducted by Rockport Analytics, an independent market research & consulting company, using a time-tested approach that has been applied to many events, attractions and travel destinations of varying scope and size. The goal of the study was to measure and analyze the full economic contribution that event organizers and visitors make to Talbot County's GDP, jobs, wages, and tax receipts. The analysis also sought to understand the community and cultural impacts that the Waterfowl Festival has on local and regional stakeholders.

Methodology

Both behavioral and attitudinal data were collected from Waterfowl Festival attendees through an in-person intercept survey. The survey was fielded at three locations during the weekend of the event which included: Downtown Easton, the Sporting Heritage Pavilions at the Easton Elks Lodge, and the Chesapeake Marketplace at Easton Middle School. To supplement these responses, Rockport also fielded a post-event online survey to attendees that did not participate in the in-person survey. A total of 554 responses were collected resulting in a $\pm 4.1\%$ margin of error at a 95% confidence level. Both residents and visitors answered questions about their experiences during the event. Residents were also asked a series of questions that focused on the cultural and the community impacts of the event. Additional visitor attributes were captured including origin, travel party size, length of stay, and spending across an array of categories.

The spending and associated impacts estimated included in this study represent both in-state and out-of-state visitation. A visitor is defined as any attendee who has either stayed overnight or traveled a distance of at least 50 miles one way¹ and whose primary reason for being in Talbot County was the Waterfowl Festival. In a separate survey, artists and vendors were also asked to provide their travel expenses in addition to any local operating expenses incurred during the event. Lastly, in order to obtain more in-depth qualitative data on the impact of the Waterfowl Festival, we conducted a series of one-on-one interviews with key Waterfowl Festival stakeholders, capturing measures of the impact on the community, the local culture of Talbot County and Maryland's Eastern Shore and the Conservation of Waterfowl and the Chesapeake Bay.

¹ UNTWTO definition of a visitor includes anyone, regardless of origin, who stayed overnight or traveled more than 50 miles one way on a day trip.

Methodology Cont.

An economic model of Talbot County is also critical to estimating how traveler spending resounds through the state and county-level economies. Rockport Analytics has chosen the IMPLAN model for Talbot County (www.implan.com), a non-proprietary economic model that has become the standard for most economic impact assessments in the United States. This model is critical to measuring the direct, indirect, and induced impacts of visitation to the state. IMPLAN also measures how much of each tourism dollar remains in the county economy. Total traveler spending generally exceeds the direct impact of tourism. This is because not all goods and services purchased by travelers are supplied by firms located in Talbot County. The IMPLAN model accounts for these import “leakages”² to suppliers located outside of the county. Generally, the more diversified a local economy, the lower are import leakages and the higher the retention and multiplier of visitor spending.

The total economic impact of travelers is separated into three distinct effects: direct, indirect, and induced. The direct impacts represent the value added of those sectors that interact directly with, or touch, the visitor. The indirect impact represents the benefit to local suppliers to those direct sectors. This would include, for example, Talbot County-based food suppliers to restaurants. The induced impact adds the effect of tourism-generated wages as they are spent throughout Talbot County’s economy such as when an employee from a hotel spends on grocery items for their household.



² Leakages refer to goods and services that must be imported into the county due to insufficient in-state capacity.

The Waterfowl Festival's Impact on the Local Economy & Tourism to the Region

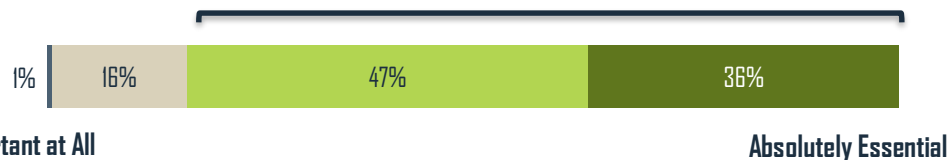
The Waterfowl Festival is an annual, three-day event that promotes wildlife conservation and celebrates life on Maryland's Eastern Shore. Located at several locations throughout historic downtown Easton, the Festival encourages visitors to experience the unique retail and dining opportunities available. In 2019 alone, more than 6,800 Festival participants traveled at least 50 miles or spent the night in Talbot County, contributing more than \$2.9 million to Talbot County restaurants, transportation, retail, entertainment & recreation and lodging establishments.

For 50 years, the event has brought visitors to Easton. Since 1995, the Festival has sold more than 11,000 tickets annually. The economic contribution of visitors is especially valuable for the region during a time of year when tourism is not as strong as it is during the summer months. According to Ross Benincasa, Executive Director at Discover Easton, *"The restaurants, retailers and hotels all rely on the business that the event brings, and local businesses rely on an uptick in sales from people outside the area even if they are only in town for the day."*

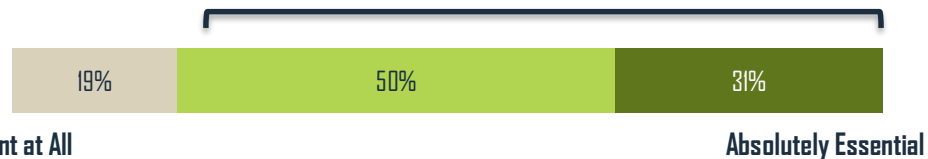
The Festival also plays a key role in fostering economic activity in other Talbot County towns outside of Easton. In 2019, more than 41% of Festival attendees participated in activities held in St. Michaels and Oxford. Of the visitors who stayed in Talbot County overnight, roughly one quarter stayed in either St. Michaels, Oxford or Tilghman Island.

According to Pete Leshner, Talbot County Councilman, *"the town works hard to make sure that they are putting their best foot forward."* Efforts to be welcoming to visitors seem to be paying off - 68% of visitors in 2019 were returning for at least the third time and 99% of Waterfowl Festival visitors reported that they plan to visit Talbot County again.

83% of residents believe that the Waterfowl Festival is very important or essential to stimulating the local economy



81% of residents believe that the Waterfowl Festival is very important or essential to promoting the local attractions and amenities





Since its inception in 1971, the Waterfowl Festival has relied on the support of community residents, leaders and businesses. Every year an average of 1,500 volunteers work tirelessly before, during and after the Festival to execute an event that not only showcases the unique culture and history of the region where they live, but also brings in dollars to support the local economy and conservation of their local environment. The Festival's ability to maintain an ongoing cadre of volunteers over time is a testament to the town's willingness to work together in support of the event. Results from our research show that, most residents acknowledge the event's ability to bring people together with 63% of resident attendees believing that the Festival is "very important or essential" to uniting the community toward a common goal.

Pete Leshar, Talbot County Councilman and longtime resident of Easton explains that, *"because there are so many residents involved in organizing the event, the town and the event are interconnected. There is camaraderie about the event and a sense of mission, a sense that what volunteers are doing has a larger purpose."* This sentiment is also reflected by residents who attended the Festival, 77% of whom believe that the Waterfowl Festival is "very important or essential" to igniting a sense of community pride.

According to Tracy Ward from the Easton Economic Development Corporation, the event promotes a sense of pride and identity while also providing engagement opportunities for residents. The residents interviewed share this point of view and 71% believe that the event is "very important or essential" to providing opportunities for residents to become more engaged.

Many of the community stakeholders interviewed mentioned that residents of Easton think of the Festival as an annual 'homecoming', a time to reunite with friends and family. Jacqueline Wilson, a longtime resident and current Vice President of a local community bank explained that *"the event and that weekend are a big 'to do' for the town. Everyone is looking forward to hustle and bustle, the town transforms itself, and there is a feel-good vibe in Easton."*

The Waterfowl Festival Showcases the Culture & Heritage of Maryland's Eastern Shore

In the 1970s, a group of ambitious enthusiasts envisioned an event that would celebrate the unique Eastern Shore heritage that they treasured in the hopes of preserving it before it was lost. Since then, the Waterfowl Festival has played a significant role in showcasing the history and culture of Maryland's Eastern Shore to countless visitors. According to Cassandra Vanhooser, Director of Talbot of the County Department of Economic Development and Tourism, the event is *"the ultimate Eastern Shore lifestyle extravaganza. It combines all the things that residents love about the region."* Results from our survey show that most residents recognize the crucial role the event plays in keeping traditions alive and that 82% believe the Waterfowl Festival is "very important or essential" to celebrating and showcasing the local culture and heritage.

Ross Benincasa at Discover Easton, says the Waterfowl Festival has helped define Easton's identity and it has been instrumental in promoting the Eastern Shore lifestyle and art to the rest of the country and the world. *"When people hear of Easton, its often because of the Waterfowl Festival. They have put the town on the map."*

An important aspect of the Festival is its ability to keep these traditions alive by offering educational activities and programming for event attendees regardless of age. In fact, three quarters of residents surveyed believe the Waterfowl Festival is "very important or essential" for providing recreational and educational opportunities." The decoy carving activities and decoy exhibits, the World Waterfowl Calling Contests, the raptor demonstrations and the conservation activities at the Bay Street Ponds are all examples of ways the event seeks to bring residents closer and to inspire future generations to become historians, preservationists, and the sportsmen and women of tomorrow.



Promoting the Conservation of the Chesapeake Bay

For 50 years, the Waterfowl Festival has promoted the value of the Chesapeake Bay and the need to preserve its treasures. The Festival has also highlighted the critical role that these ecosystems play in the lives and livelihood of the people in the Eastern Shore. Since 1971 when the first Festival raised \$7,500, the Waterfowl Festival and Waterfowl Chesapeake have raised and granted more than \$6.5 million in funding to organizations in the Delmarva Peninsula that are focused on protecting and preserving the region's wildlife and landscapes. According to Waterfowl Chesapeake, the organizations have invested nearly \$4 million in habitat conservation, more than \$1.2 million in education, and more than \$26,000 in wildlife research initiatives. In Easton, the organization has also played a key role in restoring and maintaining the Bay Street Ponds. Residents attending the Festival are aware of this impact with three-quarters of attendees reporting that the Waterfowl Festival is "very important or essential" to ensuring the conservation of Chesapeake Bay wildlife and ecosystems.



Promoting Wildlife Art and Artists

The Waterfowl Festival also celebrates the art of artists who take inspiration from nature. Throughout the years, the event has showcased the works of leading sculptors, painters, carvers and photographers from across the U.S. and the world, as well as those on the Eastern Shore. Art is integral to the Festival and the town. According to Ross Benincasa, Executive Director at Discover Easton, "*Easton is a town with a thriving arts scene. The art featured at the Festival is a draw for individuals who are both art connoisseurs and those who are art novices.*"

In 2019, the event selected painter Nancy Tankersley, a 15-year resident of, Easton as the Featured Artist. "I'm privileged to see the excitement build as our little town is transformed into the site of a major art and conservation Festival," she said. "The enthusiasm of the crowds, the local businesses, and the volunteers make the months of preparation and labor well worth the effort. The fact that this Festival is in its 50th year is a testament to the vision of its founders, the support of the local community, and the wisdom and hard work of the people that keep it going year after year!"



The Economic & Cultural Impact of the 2019 Waterfowl Festival

Attendee & Visitor Profile



Waterfowl Festival Attendance & Visitation

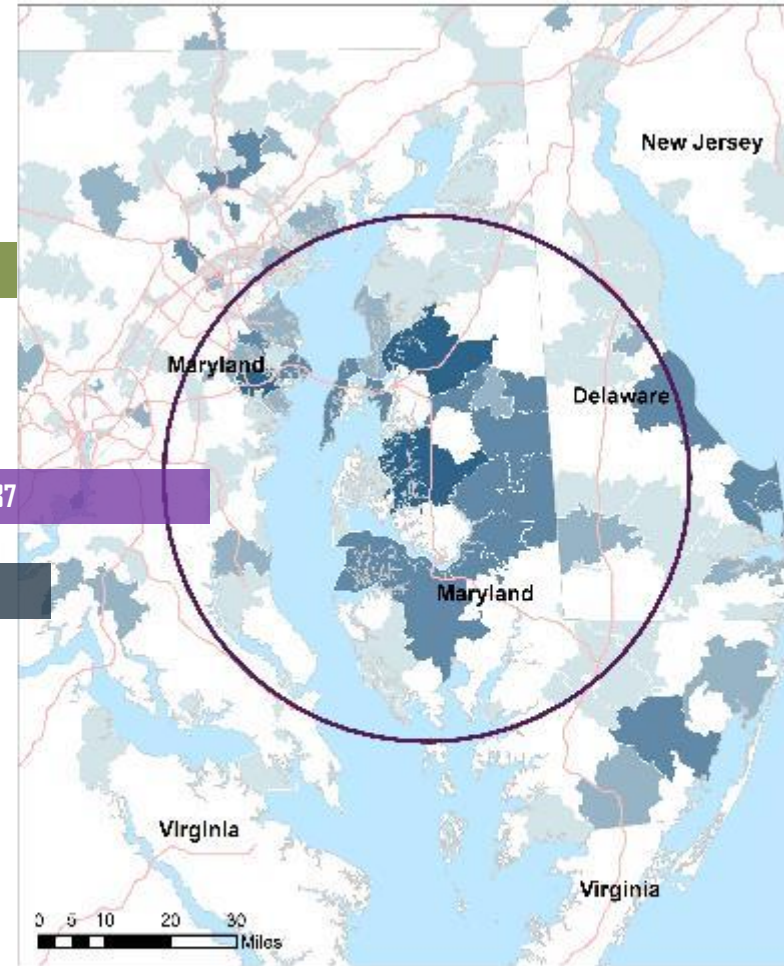
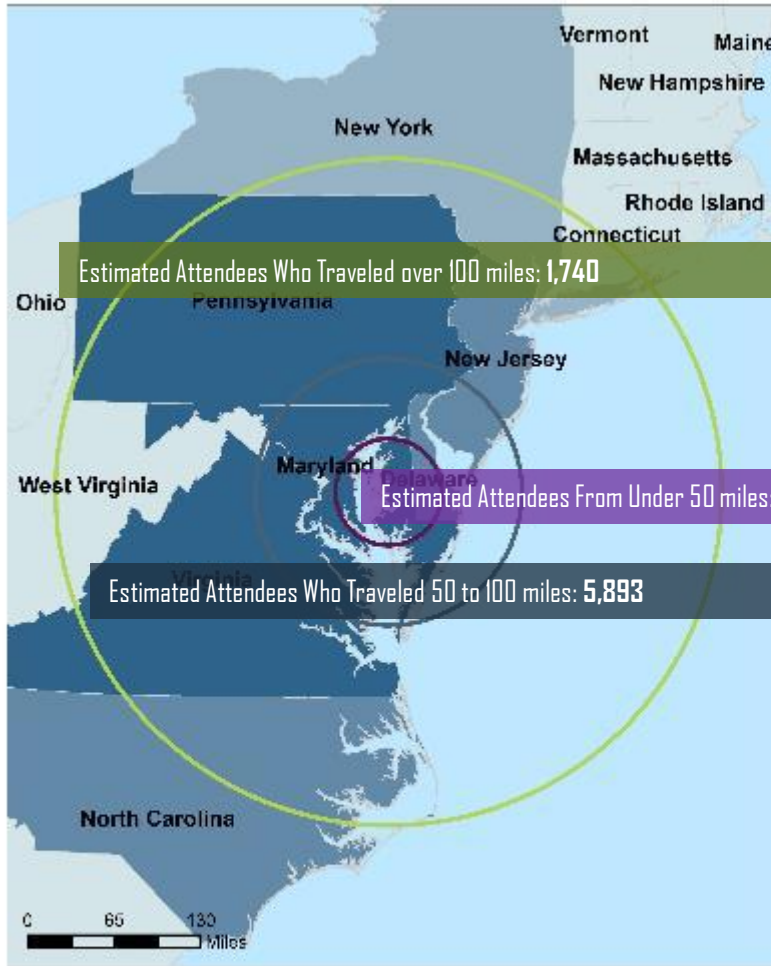
2019 Waterfowl Festival Attendees & Visitors	Total
Total Ticketed Attendance (Ticketed only) (Talbot County Resident & Visitor)	12,048
Non-Ticketed Primary Attendees (Non-ticketed only) (Talbot County Resident & Visitor)	3,072
Total Unique Attendance (Ticketed & Non-Ticketed) (Talbot County Resident & Visitor)	15,120
Total Primary Visitors (Ticketed + Non-Ticketed) (Visitors only=Traveled at least 50 miles one way or stayed overnight & the primary reason for being in Talbot Co. was the event)	6,833
Total Primary Visitor Spending (Primary visitor spending only=Traveled at least 50 miles one or stayed overnight & the primary reason for being in Talbot Co. was the event)	\$2.97M

The number of **Ticketed Attendees** reflects the total number of tickets sold during the event, the tickets sold online in advance of the event, and any complementary tickets given to volunteers and businesses as part of their sponsorship package. The total unique ticketed attendance number includes both Talbot County Residents and people from outside the county.

The Waterfowl Festival is a ticketed event; however, visitors can walk the streets of Easton and enjoy many of the food, beverage and entertainment offerings without purchasing a ticket. The total number of tickets sold is therefore not fully representative of the total number of attendees who participated in the Event's activities. To arrive at an estimate of the **Total Unique Attendance**, Rockport started with the total unique attendance of *ticketed* visitors as estimated by the Waterfowl Festival. Additionally, we used survey responses to estimate that an additional 3,072 individuals traveled to Easton specifically for the Waterfowl Festival but had not purchased a ticket to the event. Adding these individuals to the 12,048 unique ticket holders attending the Festival, we estimated a total unique attendance of 15,120. This estimate includes both Talbot County Residents and people from outside the county.

While both visitors and residents attended the 2019 Waterfowl Festival, the task of assessing the economic and fiscal impact requires a focus on visitors only. Only spending from visitors traveling more than 50 miles from Easton was considered net new, or incremental to the Talbot County economy. Any spending from attendees within 50 miles of Easton was not considered new expenditures and was therefore excluded from the economic impact assessment.

Waterfowl Festival Attracts Visitors From Throughout the Region



Share of Respondents by State

2.0% and Less	4.1% to 8.0%
2.1% to 4.0%	8.0% and Greater

Share of Respondents by ZIP Code

0.30% and Less	0.51% to 1.30%
0.31% to 0.50%	1.31% and Greater



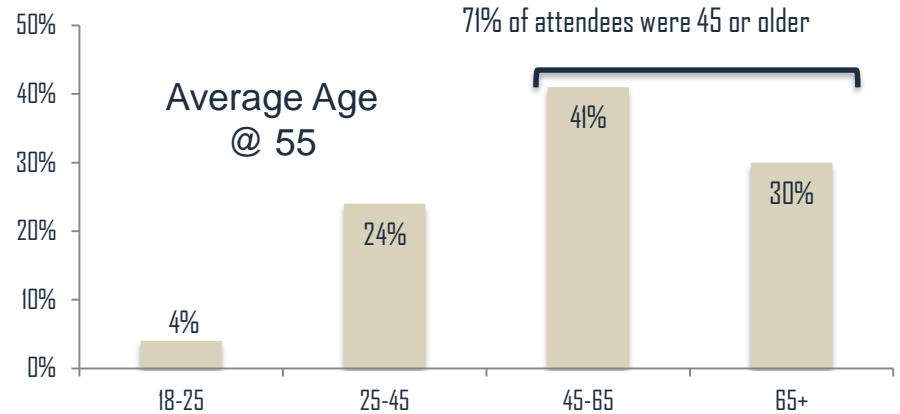
Source: Rockport Analytics, 2020

Attendee demographics profiled here represent both local residents & out-of-area visitors



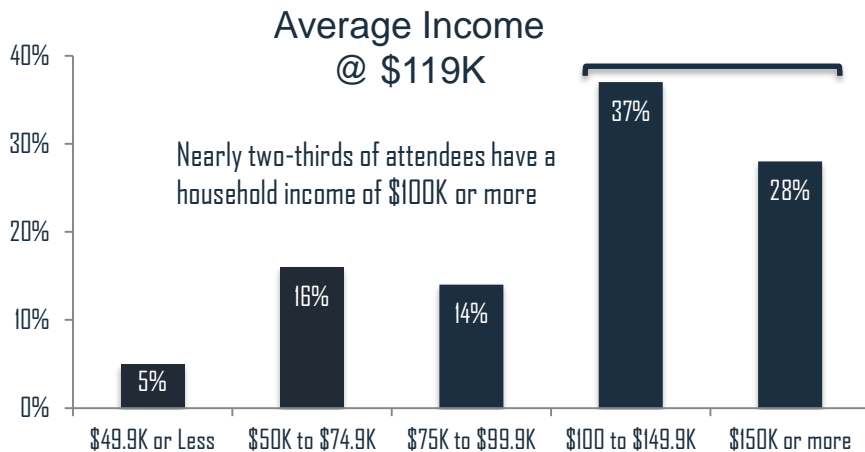
N=467. Base= All respondents excluding those specifying other

WF Attendee Age



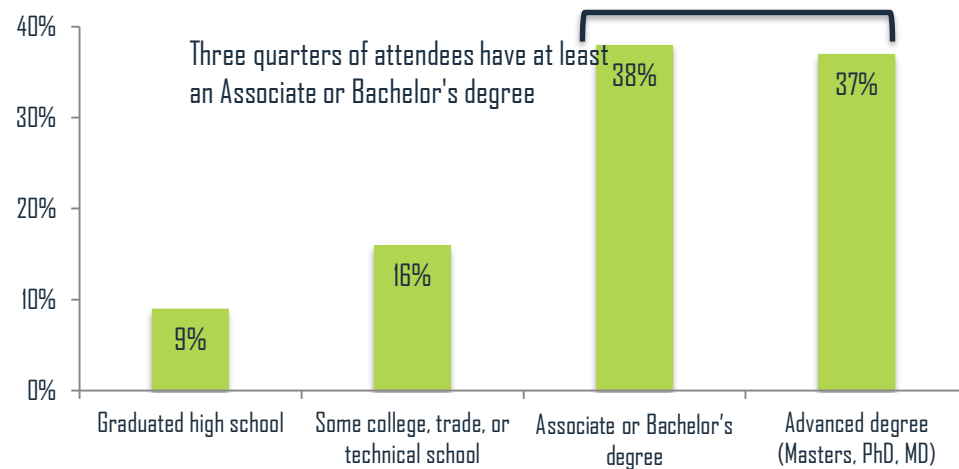
N=467. Base= All respondents specifying age

WF Attendee Household Income



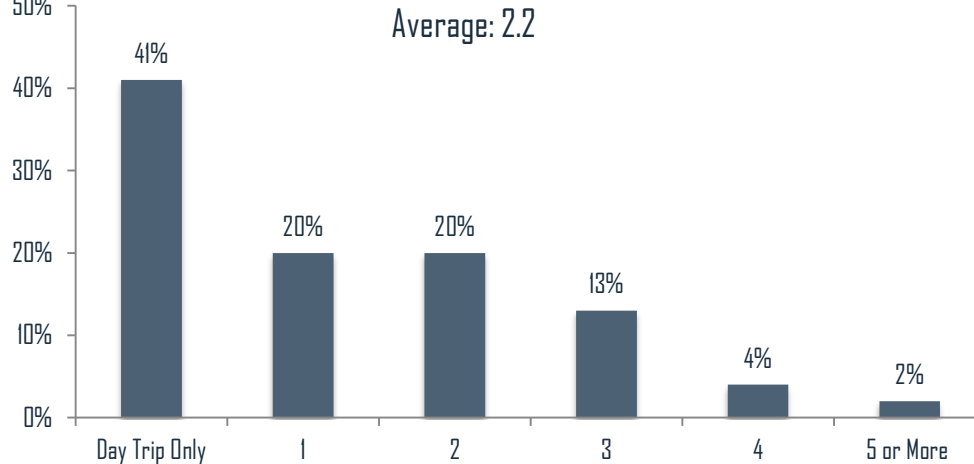
N=465. Base= All respondents specifying income

WF Attendee Education



N=465. Base= All respondents specifying education

WF Visitor Length of Stay (Total Nights)

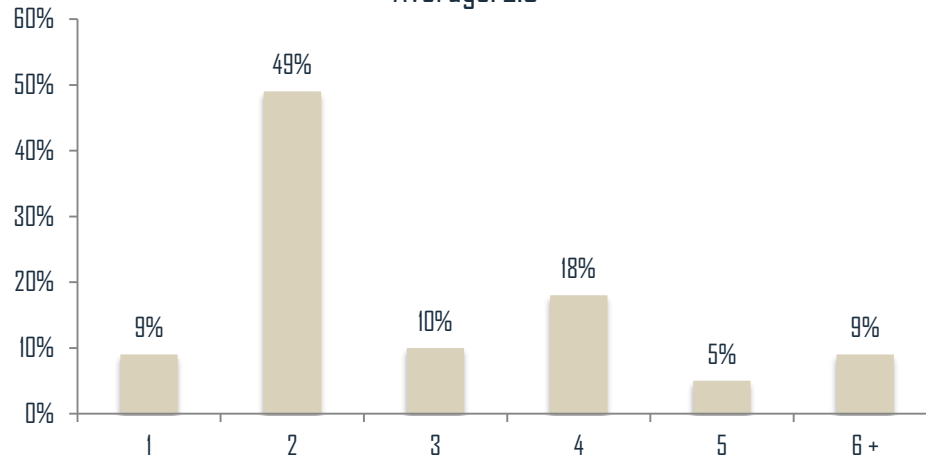


- ✓ The 6,833 visitors to the 2019 Waterfowl Festival had an average length of stay in Talbot County of 2.2 nights. Roughly 41% visited on a day trip.
- ✓ 40% of visitors stayed one or two nights and roughly 20% stayed more than 3 nights.
- ✓ Overnight visitors staying with friends and relatives had a length of stay that was longer than the average at 3.1 days.
- ✓ The average party size for visitors to the 2019 Waterfowl Festival was 2.9 people and close to half (49%) of respondents traveled with one other person.
- ✓ Nearly one-third of visitors had party sizes of 4 people or more.
- ✓ Overnight visitors staying with friends and relatives had party sizes that were larger than the average at 3.3 people and visitors staying at hotels had party sizes that were slightly smaller than the average at 2.6 people.

N=216 Base= All visitors

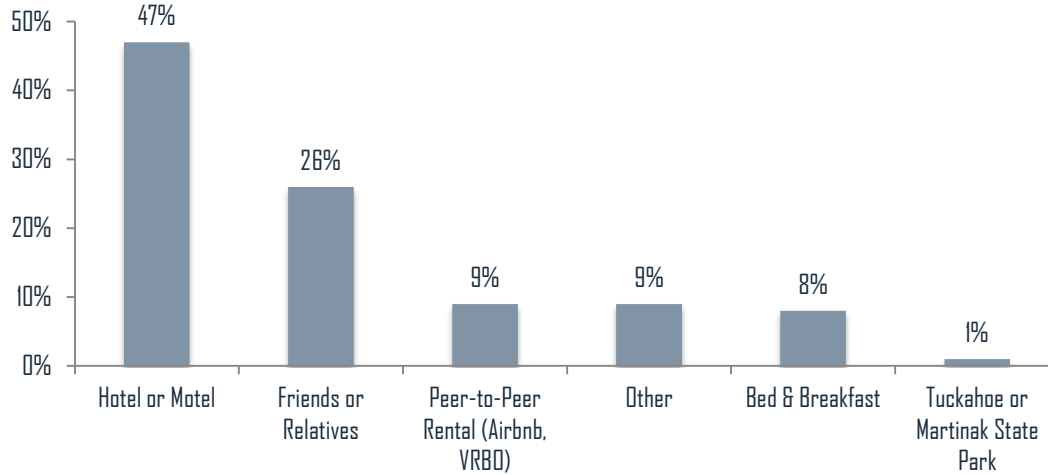
WF Visitor Party Size

Average: 2.9



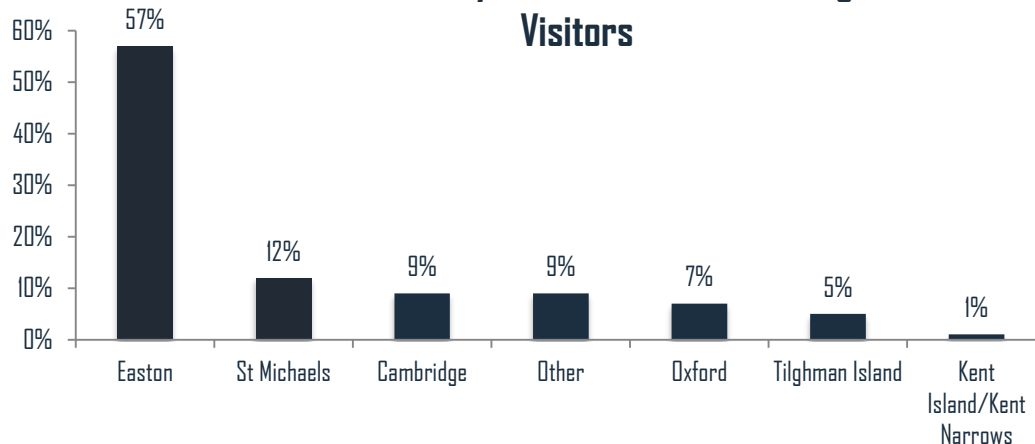
N=214 Base= All visitors

Primary Accommodations Among All WF Visitors



N=128 Base= All respondents selecting an accommodation type

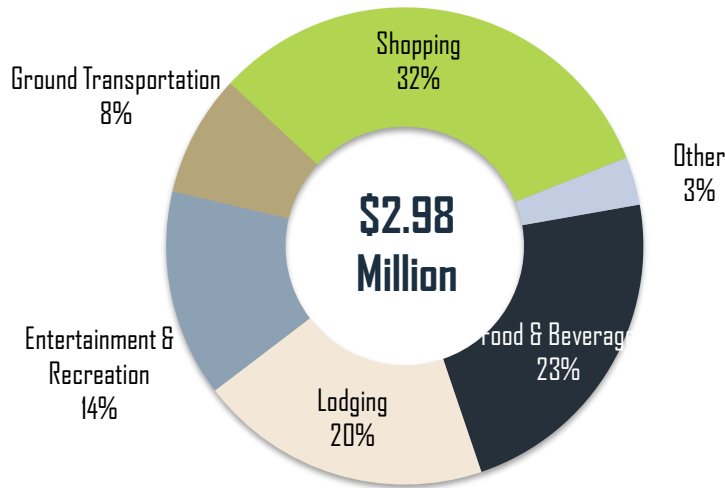
Location of Primary Accommodations Among All WF Visitors



N=127 Base= All respondents selecting a location of stay

- ✓ Nearly 6 out of 10 respondents surveyed stayed overnight during the 2019 Waterfowl Festival. These visitors spent an average of \$251 per trip on lodging.
- ✓ Of those overnight visitors, roughly 26% stayed with friends and relatives with the remainder (74%) staying in some type of paid accommodations.
- ✓ More than half (55%) of overnight visitors stayed in a hotel or motel or in a bed & breakfast and 9% stayed in a short-term vacation rental. Of the 47% who stayed in a hotel, more than three quarters (76%) stayed in a hotel in Easton.
- ✓ Nearly two thirds (57%) of overnight visitors stayed in Easton, however, many lodging establishments throughout Talbot County also benefitted. Roughly one quarter of overnight visitors (25%) stayed in other towns within Talbot County such as St. Michaels, Oxford and Tilghman Island. About 9% of visitors stayed in Cambridge.

2019 Waterfowl Festival Visitor Spending



	Spending in Talbot County	Share of Total Spending
Food & Beverage	\$671,872	23%
Lodging	\$590,565	20%
Recreation & Entertainment	\$417,966	14%
Ground Transportation	\$245,963	8%
Shopping	\$953,010	32%
Other Spending	\$96,834	3%
Total	\$2,976,210	100%

Source: Rockport Analytics

- ✓ The 6,833 visitors to the 2019 Waterfowl Festival spent nearly \$3 million in travel-related goods and services. On average, visitors spent roughly \$421 within Talbot County during their trip.
- ✓ The vibrant restaurant and shopping scenes in Easton and nearby Talbot County towns tends to attract more visitor dollars to the retail and food & beverage categories. In fact, these two categories comprised more than half (55%) of total visitor spending. Retail spending made up slightly more than one third (32%) of the visitors' total budgets.
- ✓ Despite higher hotel class offerings and higher ADRs in Talbot County the share of lodging spending is only 20% with only 40% of visitors staying overnight. Additionally, almost a quarter of the overnight visitors stayed with friends and relatives, lowering the number of visitors who stayed in paid accommodations to roughly 25% of the total. Despite this, the amount spent on lodging by visitors on Waterfowl weekend represents more than half of the lodging spend in Easton for the entire month of November and over a quarter of total Talbot County spending in November¹.

¹Estimate based on 2018 lodging expenditures

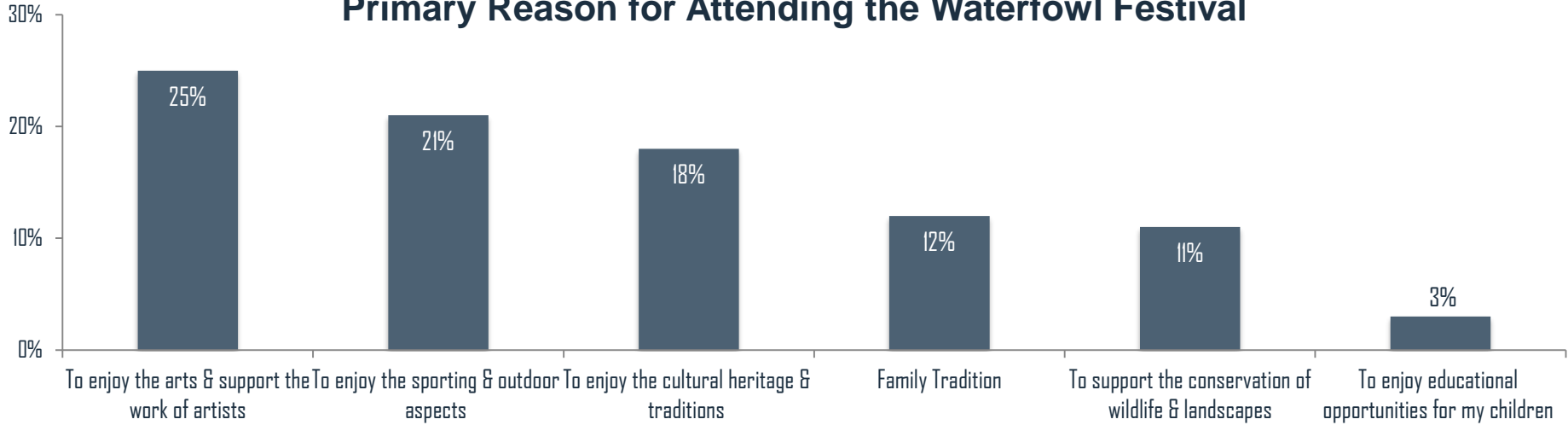
The Economic & Cultural Impact of the 2019 Waterfowl Festival

Festival Activity Participation & Attendee Satisfaction

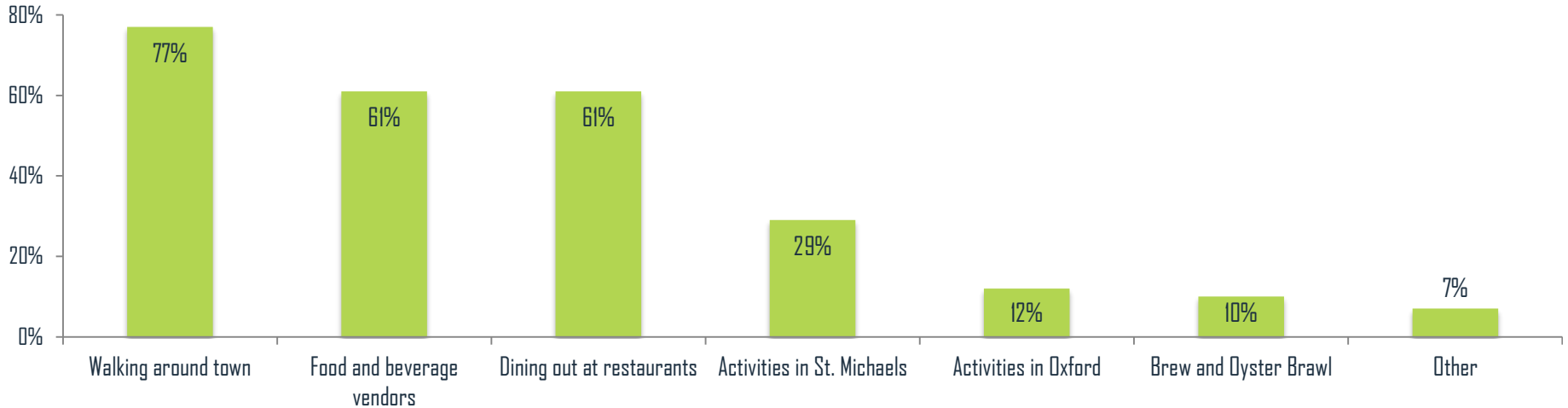


Reasons for Attending & Other Events Enjoyed by Waterfowl Festival Attendees

Primary Reason for Attending the Waterfowl Festival

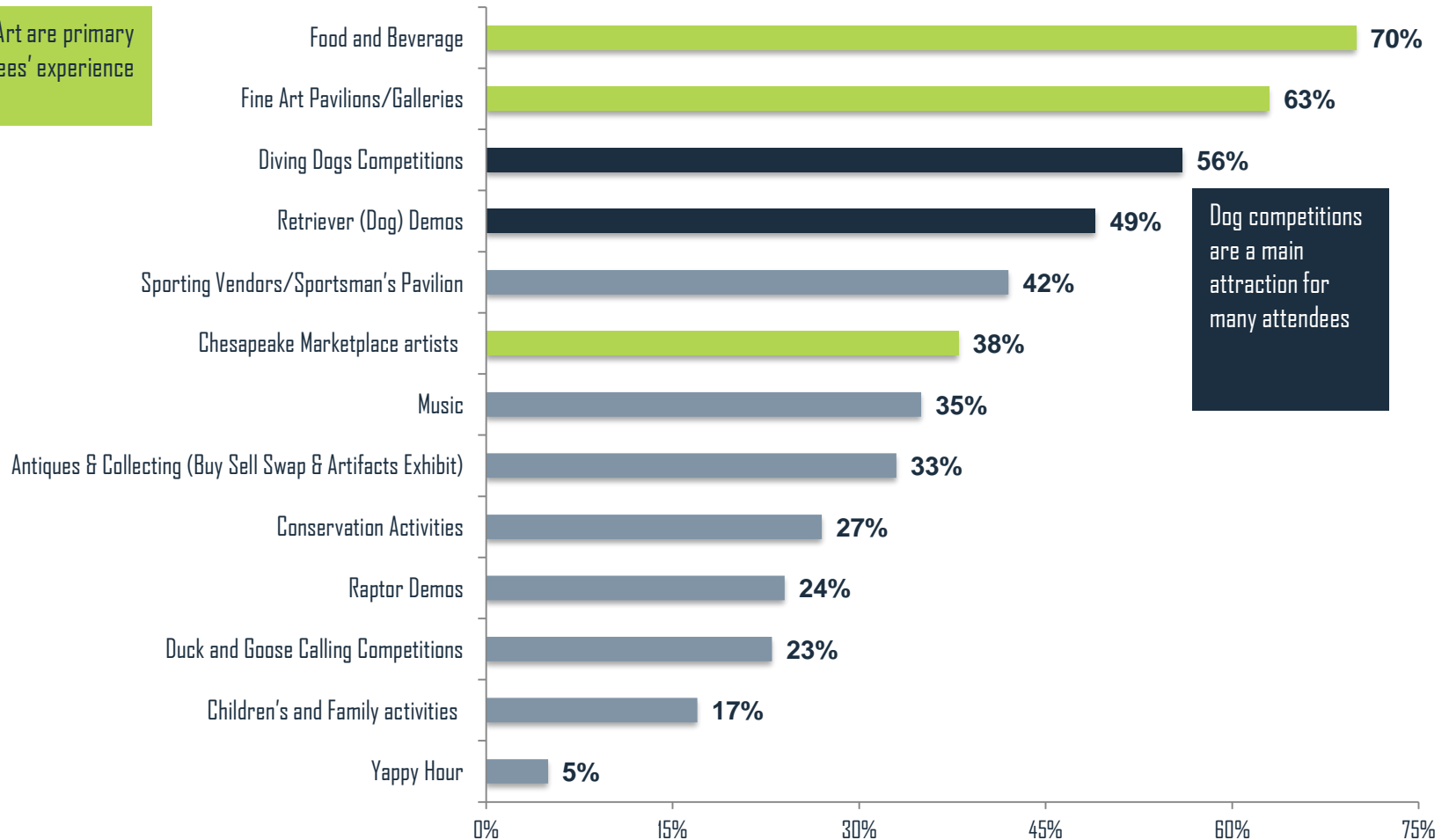


Activity Participation Among Waterfowl Festival Attendees



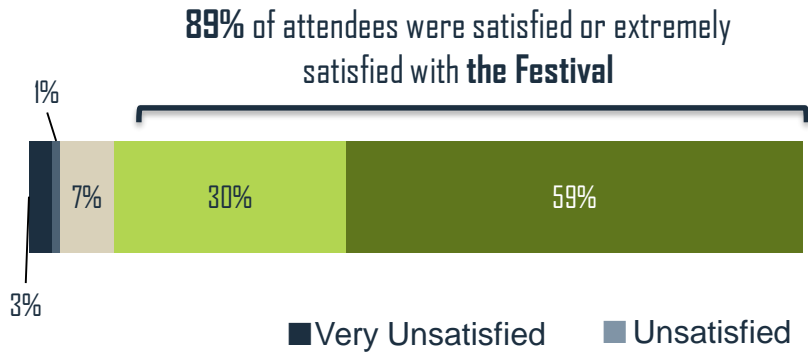
Activities Offered at the Waterfowl Festival that are Important to Attendee's Experience

F&B and Fine Art are primary to attendees' experience

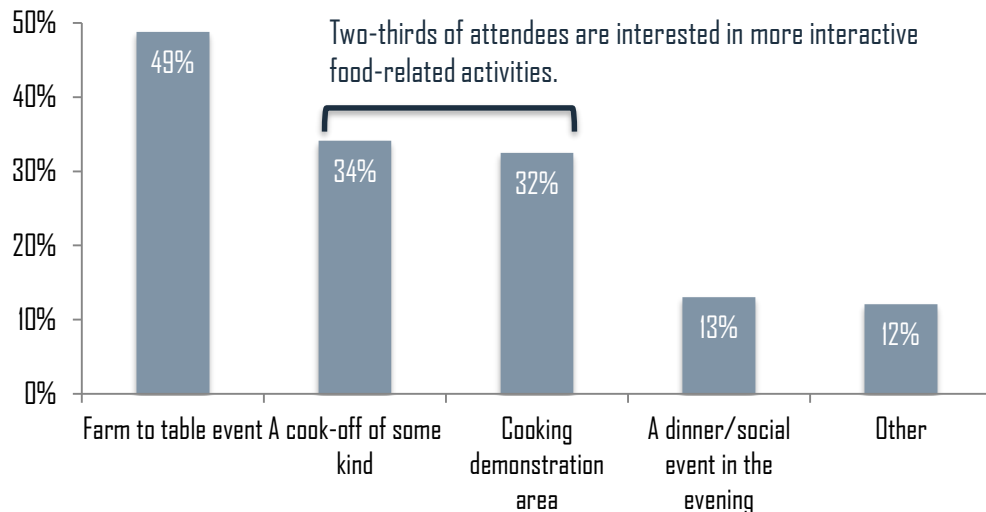


Dog competitions are a main attraction for many attendees

Satisfaction with the Waterfowl Festival & the Food Offerings

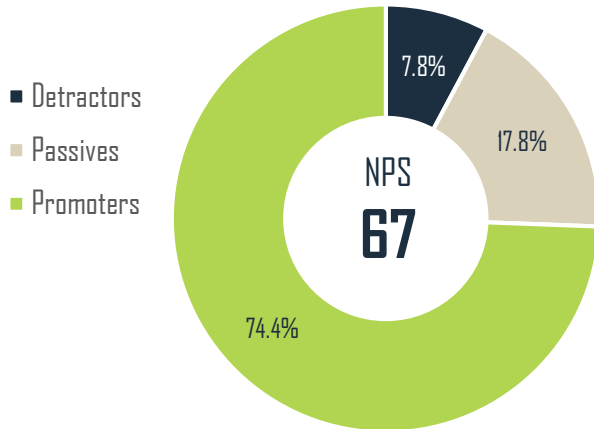


Interest in Various New Food & Beverage Activities at Future Festivals

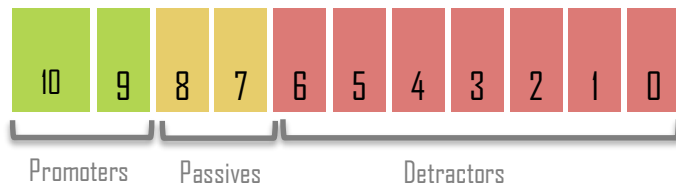


- ✓ Overall, Waterfowl Festival attendees were extremely satisfied with the event with 9 out of 10 reporting that they were 'satisfied' or 'very satisfied' with the Festival.
- ✓ Overall satisfaction with the food offerings was relatively high with nearly 8 out of 10 attendees reporting that they were 'satisfied' or 'very satisfied' with the offerings. There is room for improvement, however, with only 44% responding that they were 'very satisfied' and 20% neutral in their satisfaction rating.
- ✓ More than one-third (32%) of attendees would like to see a cooking demonstration area and 34% are interested in a cooking competition.
- ✓ Nearly 50% are interested in farm-to-table activities. These can be used to showcase the offerings of the Chesapeake Bay and Maryland's Eastern Shore.

How likely are you to recommend the Waterfowl Festival to friends or relatives?



Net Promoter Score (NPS) is frequently used as a headline measure of customer loyalty. Years of research have pointed to NPS as being the single-most correlated satisfaction metric with profitability¹. The Net Promoter system divides respondents into three categories: Promoters, Passives or Detractors. The percentage of Detractors is subtracted from the percentage of Promoters to obtain the score.



As it applies to events or festivals, NPS is an important measure in determining who is likely to visit again and who is likely to promote your event to others. While it is certainly not the only visitor loyalty or satisfaction measure for event organizers to consider, it is one that should be tracked over time if organizers are looking to improve offerings to visitors, increase visitor activity and economic impact.

A Few Key Findings from the NPS Analysis for Waterfowl Festival:

- ✓ The NPS for Talbot County Residents is 62 and the score for visitors is 74.
- ✓ Repeat Visitors to Talbot County have an NPS of 83. First-time visitors to Talbot County had slightly higher NPS scores than repeat visitors at 86 vs 83 respectively.
- ✓ Of visitors who stayed overnight, those staying in Easton had one of the highest NPS scores at 90.
- ✓ Those who visited for the primary reasons of “enjoying the cultural heritage & traditions of the Chesapeake Bay & Maryland’s Eastern Shore” and “because attending is a family tradition” both had NPS scores of 86.

¹Fred Reichheld, *The Ultimate Question: Driving Good Profits and True Growth* (Harvard Business Press, 2006)

The Economic & Cultural Impact of the 2019 Waterfowl Festival

Economic & Fiscal Impact Assessment



ROCKPORT
ANALYTICS

Economic Impact Summary of the 2019 Waterfowl Festival

2019 Metric	Direct	Indirect	Induced	Total
Total Unique Attendance ¹				15,120
Total Ticketed Attendance ²				12,048
Total Unique Visitors ³				6,833
Total Visitor Spending ⁴				\$2,976,210
Vendor Local Expenditures				\$407,917
Waterfowl Festival Local Operating Expenditures ⁵				\$88,182
Total Visitor, Vendor, and Operations Spending				\$3,472,308
Economic Impact (GDP)	\$1,660,338	\$423,851	\$482,755	\$2,566,944
Wages	\$1,013,243	\$295,095	\$268,687	\$1,577,026
Jobs	35	7	6	48
Tax Receipts Total				\$786,846
Tax Receipts Federal				\$357,478
Tax Receipts State and Local				\$429,368

Source: Rockport Analytics, Waterfowl Chesapeake, IMPLAN, Maryland Comptroller, Talbot County Office of Finance.

¹ Number calculated based on tickets sold or given to volunteers/ sponsors along with the share of attendees traveling at least 50 miles whose primary reason for being in Talbot County was the event and who did not yet have a ticket but were planning on buying one.

² Includes the number of tickets sold during the event, the tickets sold online in advance of the event, and any complementary tickets given to volunteers and businesses as part of their sponsorship package. This number includes both Talbot County Residents and attendees from outside the county.

³ Includes non-Talbot County attendees whose primary reason for being in the County was the event and who either stayed overnight or traveled a distance of at least 50 miles one way.

⁴ The visitor spending figures includes only dollars spent by "primary visitors" and it excludes the cost of event admissions.

⁵ Excludes salaries paid to event staff.

The Economic Progression of the 2019 Waterfowl Festival in Talbot County



Expenditures by Visitors and Organizers




2019 @ \$3.5 million



Expenditures include:
 Hotel, food and beverage (F&B), transportation, shopping, recreation, etc., from out-of-area visitors to Talbot County
 Local operating expenses by event organizer

Contribution to Talbot County's Economy



Retained Talbot Co. Economy \$2.6 million

Minus Import Leakages -\$905,000

Talbot County retains about 74 cents of every dollar spent in the local area by visitors and organizers
 Leakages refer to goods & services that are imported into the region from outside due to insufficient local supply

Value to Talbot County Businesses

Direct Industry GDP \$1.6 million

Indirect & Induced Industry GDP \$906,000

Total Event-Supported Jobs* 48

Direct Industry GDP refers to businesses that serve Waterfowl Festival visitors (e.g. hotels, restaurants, retail, entertainment)
 Indirect & Induced GDP includes construction, business services, security services, equipment rental, etc.

*Full & part time jobs

Economic Impact of the 2019 Waterfowl Festival (Value Added/GDP)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Accommodation & food services	\$922,825	\$32,243	\$30,228	\$985,296
Arts- entertainment & recreation	\$269,238	\$11,362	\$8,733	\$289,333
Retail trade	\$247,562	\$11,379	\$46,973	\$305,914
Real estate & rental	\$90,643	\$74,027	\$134,781	\$299,451
Professional- scientific & tech services	\$48,583	\$77,887	\$27,979	\$154,450
Administrative & waste services	\$32,133	\$53,409	\$15,677	\$101,219
Transportation & Warehousing	\$30,226	\$25,721	\$8,874	\$64,821
Wholesale Trade	\$18,684	\$22,120	\$16,812	\$57,616
Finance & insurance	\$235	\$36,444	\$31,408	\$68,088
Other services	\$202	\$17,744	\$30,968	\$48,913
Manufacturing	\$8	\$1,590	\$587	\$2,185
Ag, Forestry, Fish & Hunting	-	\$1,108	\$466	\$1,574
Mining	-	\$30	\$18	\$48
Utilities	-	\$1,501	\$6,563	\$8,065
Construction	-	\$7,622	\$3,498	\$11,120
Information	-	\$30,616	\$10,017	\$40,633
Management of companies	-	\$17,431	\$2,224	\$19,655
Educational services	-	\$1,581	\$4,525	\$6,106
Health & social services	-	\$36	\$102,422	\$102,458
Non NAICS & Government	-	-	-	-
Total 2019	\$1,660,338	\$423,851	\$482,755	\$2,566,944

Source: Rockport Analytics, IMPLAN

* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

Direct

Businesses that serve Waterfowl Festival visitors

Indirect

Supply Chain businesses that often do not fully appreciate the benefits that visitors bring to Talbot County

Induced

Tourism-supported workers spend much of their wages locally creating benefits to virtually all local businesses

Economic Impact of the 2019 Waterfowl Festival (Employment)

Industry (NAICS)*	Direct	Indirect	Induced	Total**
Accommodation & food services	18	1	1	19
Arts- entertainment & recreation	7	1	-	8
Retail trade	6	-	1	7
Transportation & Warehousing	2	-	-	3
Administrative & waste services	1	1	-	2
Professional- scientific & tech services	-	1	-	1
Real estate & rental	-	1	-	2
Wholesale Trade	-	-	-	-
Other services	-	-	1	1
Finance & insurance	-	-	-	1
Manufacturing	-	-	-	-
Ag, Forestry, Fish & Hunting	-	-	-	-
Mining	-	-	-	-
Utilities	-	-	-	-
Construction	-	-	-	-
Information	-	-	-	-
Management of companies	-	-	-	-
Educational svcs	-	-	-	-
Health & social services	-	-	1	1
Non NAICS & Government	-	-	-	-
Total 2019	35	7	6	48

Source: Rockport Analytics, IMPLAN

*North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

** Numbers might not add due to rounding

- ✓ Spending initiated by Waterfowl Festival visitors and organizers supported 35 direct jobs in Talbot County. An additional 13 jobs were supported by the tourism supply chain and other downstream businesses.
- ✓ More than half (51%) of the direct jobs supported were in the accommodations & food services sectors, both of which are sustained primarily by visitor spending.
- ✓ Spending by event organizers supported jobs in industries that are less often associated with visitor activity such as administrative & waste services, and professional-scientific & tech services.

Economic Impact of the 2019 Waterfowl Festival (Wages)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Accommodation & food services	\$535,769	\$22,604	\$19,044	\$577,417
Arts- entertainment & recreation	\$178,133	\$7,925	\$5,185	\$191,243
Retail trade	\$144,002	\$6,169	\$27,827	\$177,998
Real estate & rental	\$54,194	\$34,246	\$11,970	\$100,410
Professional- scientific & tech services	\$31,916	\$56,335	\$20,047	\$108,298
Administrative & waste services	\$31,593	\$44,362	\$12,935	\$88,890
Transportation & Warehousing	\$26,330	\$22,810	\$6,894	\$56,034
Wholesale Trade	\$11,041	\$11,960	\$7,463	\$30,464
Finance & insurance	\$135	\$21,566	\$19,249	\$40,950
Other services	\$124	\$16,826	\$29,864	\$46,814
Manufacturing	\$8	\$971	\$304	\$1,283
Ag, Forestry, Fish & Hunting	-	\$1,000	\$456	\$1,456
Mining	-	\$17	\$11	\$28
Utilities	-	\$238	\$3,037	\$3,275
Construction	-	\$6,001	\$2,579	\$8,580
Information	-	\$25,778	\$5,282	\$31,060
Management of companies	-	\$14,603	\$1,863	\$16,467
Educational svcs	-	\$1,650	\$4,932	\$6,583
Health & social services	-	\$33	\$89,743	\$89,776
Non NAICs & Government	-	-	-	-
Total 2019	\$1,013,243	\$295,095	\$268,687	\$1,577,026

- ✓ In 2019, spending by visitors and event organizers generated a total of nearly \$1.6 million in wages for Talbot County employees.
- ✓ Most of these local wages will continue to circulate through Talbot County as employees spend their dollars on goods and services in the local economy.
- ✓ The average wage of a Talbot County employee (part + full time) supported by event spending was more than \$33,000.
- ✓ Wages paid to workers in sectors that directly support visitors such as Accommodation & Food Services made up roughly 53% of direct wages.

Source: Rockport Analytics, IMPLAN

* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

2019 Waterfowl Festival Tax Revenue Collections

	2019	Share of Total
Federal - U.S.		
Corporate Income	\$7,092	2.0%
Personal Income	\$122,020	34.1%
Excise & Fees	\$42,726	12.0%
Social Security & Other Taxes	\$185,640	51.9%
Federal Tax Total	\$357,478	100%
State - Maryland		
Corporate Income	\$2,741	1.0%
Personal Income	\$49,251	18.2%
Social Insurance Taxes	\$2,270	0.8%
Other Business Taxes	\$15,223	5.6%
Other Household Taxes & Fees	\$4,002	1.5%
MD Rental Car Surcharge	\$624	0.2%
Sales Taxes	\$195,979	72.6%
Maryland Tax Total	\$270,089	100%
Local - Talbot County		
Hotel Occupancy Tax	\$28,894	18.1%
Property Taxes	\$122,723	77.0%
Rental Car Charges & Fees	\$5,198	3.3%
Other Licenses, Fines & Fees	\$2,464	1.5%
Local Tax Total	\$159,279	100%
Total Tourism-Supported Taxes	\$786,846	

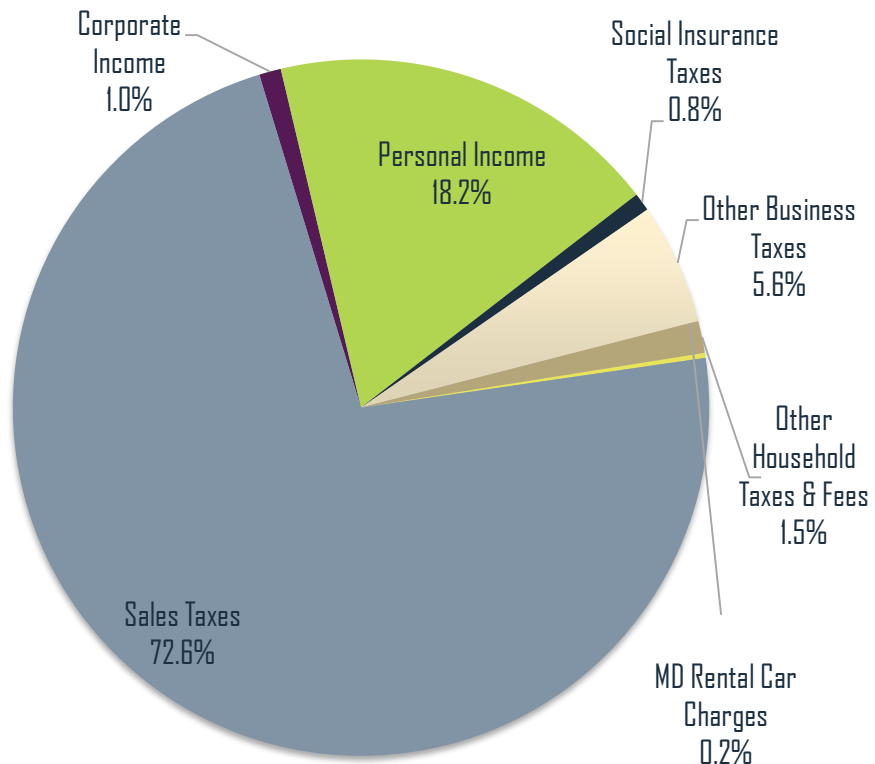
State & Local Tax Receipts Initiated by 2019 Waterfowl Festival Visitor and Operations Spending Reach \$429,000.

- ✓ Event-supported tax collections totaled nearly \$787,000 with more than \$357,400 going to federal taxes. Federal taxes represent roughly 45% of the overall tax collections.
- ✓ Sales tax collections attributed to event attendees reached nearly \$196,000. The state sales taxes collected represent roughly 45% of the total event-supported state and local tax collections.
- ✓ The event contributed roughly \$29,000 in hotel taxes and nearly \$6,000 in state and local taxes & fees associated with car rentals. Hotel taxes represent more than 18% of event-initiated local tax collections.
- ✓ Event-supported visitor and operations spending generated nearly \$18,000 in corporate income and other business taxes, comprising roughly 4% of state & local taxes.
- ✓ Event-initiated spending contributed 77% of local property tax collections. Property taxes are calculated by the IMPLAN model. The model allocates a portion of total property tax receipts based upon visitor's contribution to residential wages and commercial revenue.

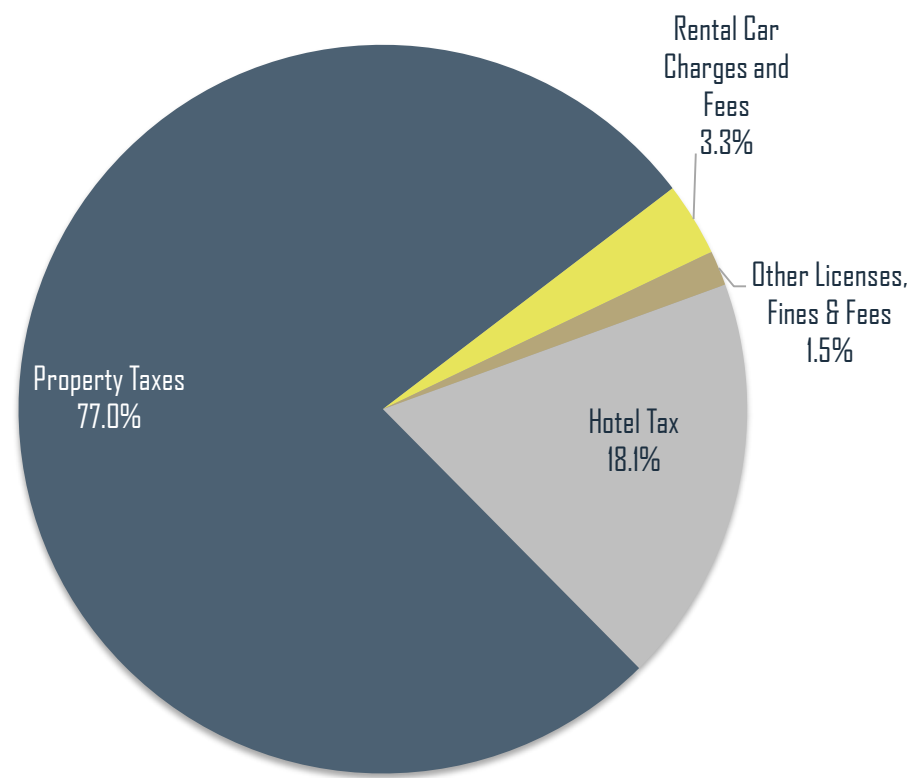
Source: Rockport Analytics, IMPLAN, Maryland Comptroller, Talbot County Office of Finance

2019 Waterfowl Festival Supported Tax Revenue

Distribution of **State Taxes** Generated by the
2019 Waterfowl Festival
\$270K



Distribution of **Local Taxes** Generated by the
2019 Waterfowl Festival
\$159K





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