



Tips for Understanding the Economic Impact of Local Programs and Initiatives

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Where the public, private and institutional sectors converge

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Economic Development Consulting

which is a fancy way of saying ...

We help you make your neighborhood great.

Main Street leadership?

City officials and staff?

Consultants and other professionals?



**Who is in
attendance?**

**Who's undertaken an economic impact
analysis of a program for your organization
before?**



Purpose of This Session

Understand the ways your Main Street impacts your community.

Discuss ways of communicating and leveraging these impacts.

Understand what you can do to assess these impacts in house.

A neon sign with the text "this must be the place" is mounted on a teal board. The sign is composed of white neon tubes forming the letters. The board is secured with four silver pushpins. The background features a colorful geometric pattern of triangles in shades of red, orange, and white.

this
must be
the place



Why talk about your impact?



The private sector constantly evaluates their effectiveness. Business owners, developers, banks, and investors all calculate their impacts,
i.e. return on investment.



**Why don't public and
Nonprofit programs have
The same level of scrutiny?**



Good Reasons?



- It's difficult.
- Many goals and outcomes aren't quantitative.
- Too many variables to isolate (political, social, physical, economic).
- Limited resources (cost).
- Lack of understanding



Not So Good Reasons?



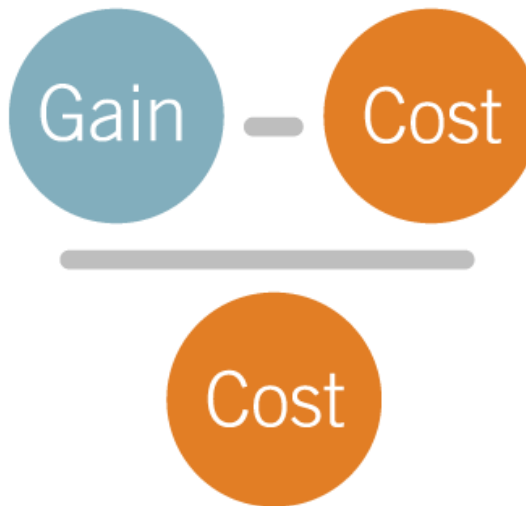
- Lack of political, organizational, or personal will.
- Concern that findings may be negative or encourage change.



**There is a trend towards
public and nonprofits to
become more data-driven.**

However, measuring the cost of
a program or initiative is easy.
Measuring the gain is not.

Calculating Return on Investment:

$$\text{ROI} = \frac{\text{Gain} - \text{Cost}}{\text{Cost}}$$
The diagram illustrates the ROI formula using colored circles and a horizontal line. The word "ROI" is written in large, bold, black letters on the left. To its right is an equals sign. Further right, a blue circle containing the word "Gain" is positioned above a horizontal grey line. To the right of the blue circle is a minus sign, followed by an orange circle containing the word "Cost". Below the horizontal line is another orange circle containing the word "Cost".

01

Measuring Your Impact (and Why It's Important)

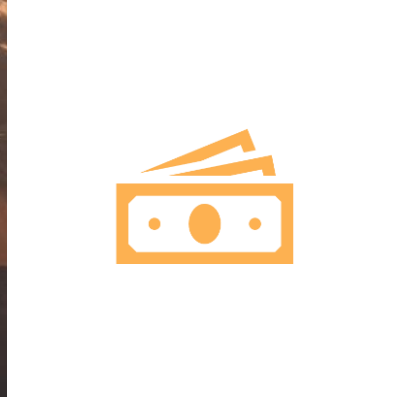
In today's resource-constrained environment, impact is everything. Whether your organization is looking to better assess internal operations, communicate more effectively about your mission, build on successful programming, or strengthen your bottom-line (likely, you're doing *all* of these things), measuring impact is key.

Types of Main Street Impacts

Main Street programs and initiatives create Economic, Fiscal, and Community Impacts.

These impacts are a result of business support services, community development, placemaking and physical environment improvements, and development and business activity, and events.





Economic Impact

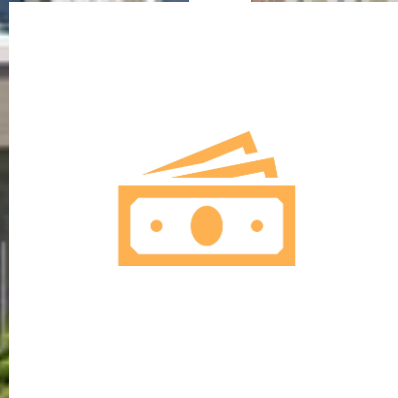
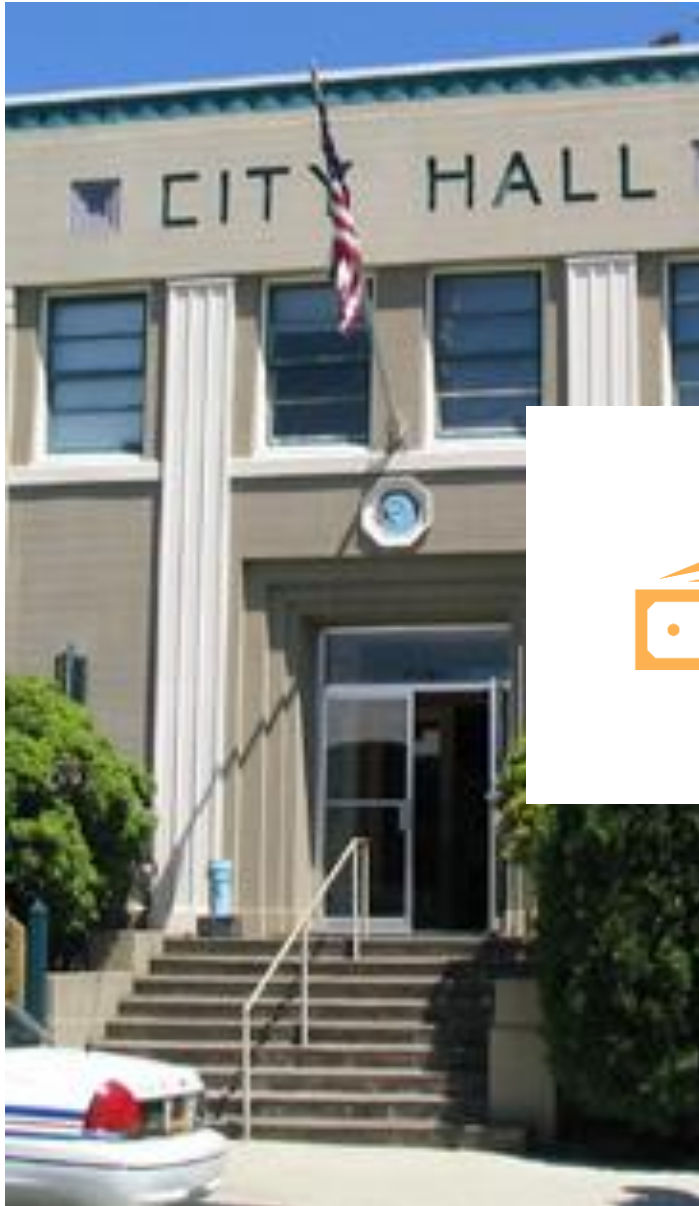
Businesses

Sales Revenue

Jobs

Salaries + Wages





Fiscal Impact

Property Tax

Sales Tax

Personal Income Tax

Corporate Income Tax

Licenses + Fees

Community Impact

Vibrancy + Aesthetics

Historic Preservation

Retail Amenities

Safety

Entertainment

Arts + Culture



Why should you assess your program's Impact?

Record + communicate what you've accomplished.

Enhance your fundraising efforts.

Communicate your value.

Understand the needs of your stakeholders.

Evaluate + improve programming.



Measuring & Communicating Your Impact



So, what *is* your Program's impact?

Economic

Fiscal

Community



Tell Your Story with Data

Answer a questions.

Achieve an objective.

Reach a particular audience.



Understand The Following:

What have you done?

What were the results?

How could it be improved?



You can measure the economic impact of just about anything:

Business Support

Technical assistance, marketing, loans and grants, tax breaks, recruitment, etc.

Community Development

Job training, social programs, education, arts engagement, safety, child and family programs, homelessness programs, etc.

Placemaking + Physical Environment

Streetscape improvement, banners, public art, public spaces, greenery, cleanliness, etc.

Development + Business Activity

Business retention and attraction, business loss, new real estate development





Main Street Program



Local Economic Development Initiatives



Transportation



Proposed Real Estate Development



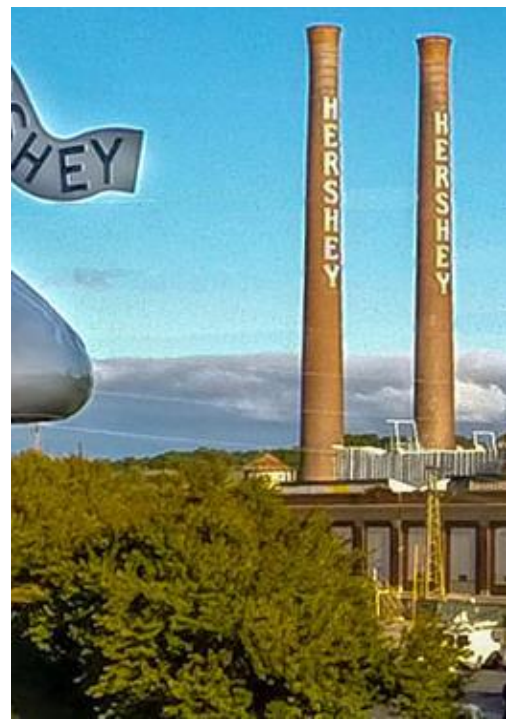
Businesses



Events



Public Space Improvements







02

Impact Assessment Methodology



You can often measure your impact in-house!

We recommend:

- Asking a clear and simple impact research question.
- Leaning on someone you know who can 'do a glance over'.
- Leveraging staff or volunteer support to issue surveys.

01 Start with a clear question.

What is the direct economic impact of my event?
How does event impact my city and community?

02 Collect data.

Data collected from event attendees and business owners participating in/located near the event provide the best insight on the impacts.

03 Analyze data.

Download the data and start crunching numbers!
Assess the data collected through surveys by exporting data into Excel.

04 Share findings.

Communicate your findings not only internally, but relevant and key stakeholders in your community.

What is the direct economic impact of my event?

Start by asking a clear question that can be answered using your available resources, knowledge, and capacity. You should be able to answer this question with data that your organization can collect.



Surveying attendees and businesses can provide the highest quality data about the impact of your event.

- **Analyze where visitors are coming from**
- **Determine the amount of money visitors are spending**
- **Determine how visitors are spending money**
- **Determine how the event impacts businesses' sales and customer traffic**
- **Qualitative experiences, effective marketing efforts, etc.**

Survey Questions

1. Time of Survey: _____
2. Where do you live?
 In the Shaw neighborhood Nearby neighborhood Elsewhere in DC
 Northern Virginia In Maryland I don't live in the local area
3. How did you get to Shaw today? (Check all that apply)
 Walked Biked Drove Metro Bus Uber/Taxi/Lift Other
4. What is your race/ethnicity?
 White Black/African-American Hispanic or Latino Asian Other Prefer not to answer
5. About how many times a month do you visit Shaw? _____ How much do you usually spend? \$_____
6. How much money do you estimate you will spend tonight in Shaw on the following?
Alcohol: \$_____ Food & Beverage: \$_____ Arts Merchandise: \$_____ Entertainment: \$_____ & Admissions
(Excluding Alcohol)
Transp.: \$_____ Other Expenses: \$_____ Please explain your other expenses: _____
7. How late do you expect to stay at Art All Night? (Circle one) 8pm / 9pm / 10pm / 11pm / 12am / 1am / 2am / 3am
8. How did you hear about Art All Night? _____
9. What is your favorite thing about Art All Night? _____

Thank you for your help!

Sample Event Attendee Survey

(Administered *during*
event)

Background Questions

1. Respondent's Role in the Business _____
2. How long has this business been in operation at this location? _____

Art All Night Questions

1. Did your business officially participate in Art All Night? (Circle one) Yes No
2. How did this year's Art All Night event impact your business? _____
3. How much more business (in %) did you experience during the Art All Night event compared to an average Saturday night? % Increase: _____
4. How many sales do you make on an average Saturday night in September? \$ _____
5. How many sales did you make during the night of the Art All Night event? \$ _____
6. Would your business be interested in participating in future Art All Nights? Yes No
7. Any feedback on the event for Shaw Main Street? _____

Thank you for your help!

Sample Business Survey

(Administered after event)

File Home Insert Draw Page Layout Formulas Data Review View Help Acrobat Tell me what you want to do

Clipboard: Paste, Copy, Paste with icons

Font: Calibri, 8, Bold, Italic, Underline, Text color, Background color

Alignment: Wrap Text, Merge & Center, Text alignment options

Number: General, Currency, Percentage, Decimals

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Editing: Sort & Filter, Find & Select

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Time of Survey	Where do you live?	How did you get to Shaw today?	What is your race/ethnicity?	About how many times	How much do you usually spend?	How much money do you estimate you will spend tonight in Shaw on the following?	Alcohol	Food & beverage	Arts Merchandise	Entertainment	Transp.	Other Expenses	Please explain	Response	Open-Ended	Open-Ended	Response
2	Time	Response	Response	Response	Open-Ended Response	Open-Ended Response												
3	10:00 PM	In the Shaw neighborhood	Walked	Black/African-American						20					1am			
4	10:15 PM	Nearby neighborhood	Walked	White	0										11pm	Live across from P & 15th location		
5	09:00 PM	Northern Virginia	Walked	Asian	1	50	40	10							11pm	Internet		
6	09:15 PM	Northern Virginia	Uber/Taxi/Lyft	White	1	60	30	20					40		12am	Facebook	Fun night activity	
7	09:17 PM	Nearby neighborhood	Uber/Taxi/Lyft	Black/African-American	2	30	10	20	15						12am	Instagram	Community/Art	
8	09:19 PM	In the Shaw neighborhood	Walked	Black/African-American	I live here		25	30	75						11pm	I came last ye	The people, art, music, and fellowshi	
9	09:33 PM	Northern Virginia	Uber/Taxi/Lyft	Black/African-American	2	40	20	20	20						1am	Coworker	Its fun	
10	09:33 PM	Northern Virginia	Uber/Taxi/Lyft	Black/African-American	2	20	20		20	20	10				3am	Word of mout	Sense of community	
11	09:38 PM	In the Shaw neighborhood	Walked	Black/African-American	30		10	20							12am	Internet	Fun	
12	09:40 PM	Nearby neighborhood	Drove	Black/African-American	6	100		40				10			11pm		Music	
13	09:40 PM	In Maryland	Drove	Black/African-American	20	15	7	20	10	15								
14	08:08 PM	In the Shaw neighborhood	Walked	Prefer not to Answer										9pm	I frequent the	The variety and hours		
15	08:00 PM	In Maryland	Drove	White	0	0	20							12am	Heard on my	Just got here; not able to say		
16	08:10 PM	In Maryland	Walked	Black/African-American	0	0	100	20					5		11pm	Wife	Free, DC flavor	
17	08:00 PM	Elsewhere in DC	Metro	White	1	25								9pm	Internet	Art		
18		Nearby neighborhood	Metro	White	2	40	20	20						12am	Web	Art and music		
19	08:30 PM	I don't live in the local area	Uber/Taxi/Lyft	White				40	20					11pm	Facebook	Artists' work on display		
20	08:30 PM	I don't live in the local area	Uber/Taxi/Lyft	White				50						11pm	Friend	We're here for the weekend		
21	08:30 PM	Nearby neighborhood	Walked	Hispanic or Latino	2	30	20	10						11pm	Airbnb host	Festive atmosphere		
22	08:20 PM	Elsewhere in DC	Metro	White	First time			20	15	15				10pm	Website	Art! Community!		
23	08:20 PM	Elsewhere in DC	Metro	White	First time			15	20						Friends	Atmosphere, Variety of local art		
24		Northern Virginia	Walked	White	16		300	200	50					11pm	GW students	Interactive		
25		In the Shaw neighborhood	Drove	Black/African-American										12am	Worked at Ch	Paint light		
26	07:38 PM	Elsewhere in DC	Bus	Hispanic or Latino	2.5									10pm	Email	Library		
27		In Maryland	Metro	Asian	4	80		70						10pm	Pass by	Everything		
28	08:00 PM	In the Shaw neighborhood	Walked	Black/African-American	7	400			90					11pm	From colleagu	Free stuff		
29	07:57 PM	In Maryland	Drove	Asian	1	0	20	20	80	20				12am	Walked passe	All is enjoyable		
30	08:00 PM	In Maryland	Drove	Hispanic or Latino	0	0	15	20						10pm	Friends	Arts and music		
31	07:52 PM	Elsewhere in DC	Walked	Other	1.5	50	20	20						12am	Roommate	Independent artists		
32	07:00 PM	Nearby neighborhood	Walked	Other	5	50	24	15	30					11pm	Online	Art, music, and community		
33	08:00 PM	In Maryland	Drove	White	2	35	14	10						1am	Word of mout	Community		
34	08:00 PM	Nearby neighborhood	Walked	White	10	0	20	20						12am	Internet			
35	07:30 PM	Nearby neighborhood	Walked	Other	1	50	15	10						10pm	Friends			
36	07:34 PM	In the Shaw neighborhood	Walked	Black/African-American	4	0								11pm	Popville	Art		
37	07:34 PM	Northern Virginia	Metro	White	0.5	30	10	10	10					3am	Friend	Art		
														9pm	Coworker	The music		

The survey results will provide you with the basic economic impact assessment of your event!

Number of Visitors
(Attributable to the event)

*# Tickets Sold,
Clickers/Counters,
Laster Ped Counters, Aerial
Photographs,
Rely on Police for Est.*

*Survey: ask if would be there if not
for event (“attributable”)*



**Average Visitor
Spending**

(By spending type)
*Food & Beverage, Alcohol
Entertainment, Shopping
Transportation, Other*

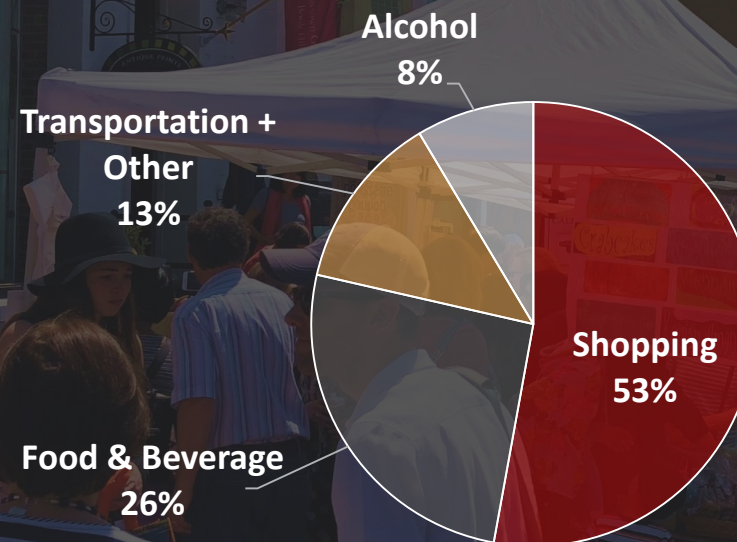


**Total Direct
Economic Impact**

In 2019, French Market visitors generated **\$776,700** in sales for local businesses.

French Market visitors spent on average **\$70** during their visit.

Visitors were more likely to shop on Friday during the French Market, with 63% of visitors planning to buy merchandise that day, compared with 29% on Saturday and 30% on Sunday.



Calculating the Direct Economic Impact:

11,095



\$70



\$776,700

Number of Visitors

(Attributable to the event)

**Average Visitor
Spending**

(By spending type)
*Food & Beverage, Alcohol
Entertainment, Shopping
Transportation, Other*

**Total Direct
Economic Impact**

\$776,700

***Total Direct
Economic Impact***



Spending & Revenue

*Attributable Spending
Business Sales
Categories of Spending*

\$776,700

**Total Direct
Economic Impact**

**Input-Output Modeling (Using IMPLAN)
can help you determine the impact on
Employment and your City.**



Spending & Revenue

Jobs & Employment

Fiscal Revenue

*Attributable Spending
Business Sales
Categories of Spending*

*Jobs Created
Wages & Salary*

*Sales Tax
Property Tax
Licensing & Fees*

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IMPLAN

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IMPLAN
MAKE AN IMPACT.

IMPLAN also measures the direct, indirect, and induced effects of your program or event.



Direct Effects

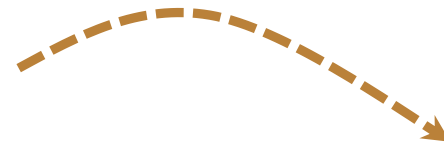
*Immediate Results of
the Direct Spending*

(Includes Your Inputs!)



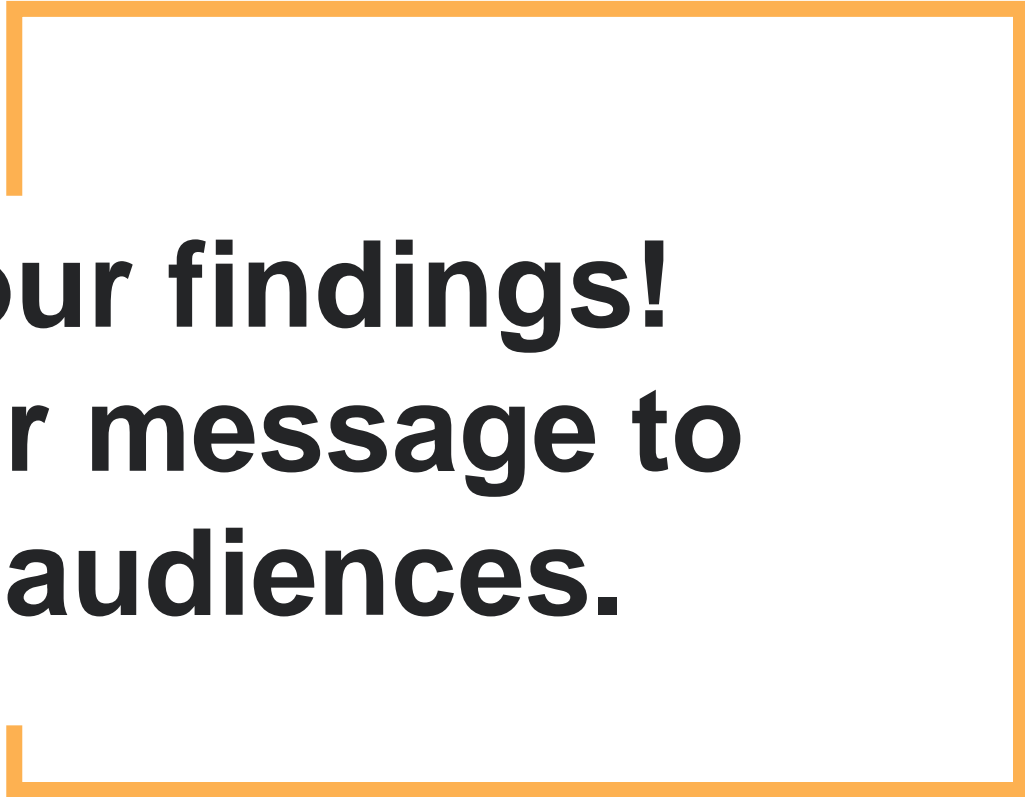
Indirect Effects

*Purchasing Of Goods And
Services From Other Local
Industries*



Induced Effects

*Reflect Spending Of Wages
From Residents For Goods
And Services*

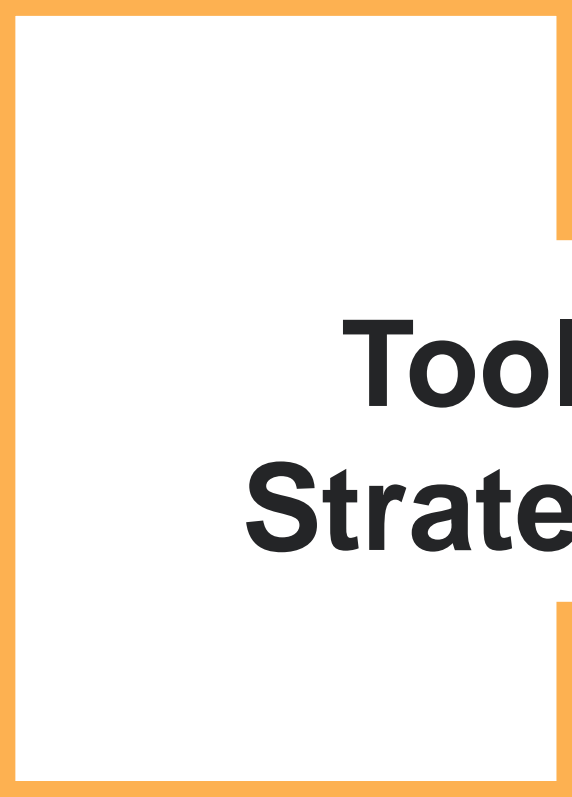


**Share your findings!
Orient your message to
specific audiences.**



Partners & Advocates

- **Program staff and board members**
- **City officials, policymakers**
- **Finance departments**
- **Planning, parks, and transportation departments**
- **Police, fire, and EMS**
- **Economic development entities**
- **Local nonprofits, business and arts advocacy organizations**
- **Neighborhood groups**
- **Potential Funders**
- **Residential Community**



Tools + Strategies

Presentation

- **Data driven and objective**
- **Clear; easy to understand**
- **Concise; emphasize the key takeaways**

Delivery

- **Report and Executive Summary**
- **Marketing materials**
- **Memo**
- **Face-to-face meetings and conversations**
- **Press releases, hearings, testimonies, etc.**

Implications

- **Fundraising and advocacy-building**
- **More efficient use of resources**
- **More specialized and effective distribution of services**



Questions?

Feel free to reach out!

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