

Economic Impact of the 2009 Miss Arkansas Pageant (MAP) on the Garland County

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2012 MCRSA / IMPLAN Conference

June 6th - 8th, 2012

Hilton Minneapolis / St. Paul Airport Mall of America,
Bloomington, Minnesota

Outline of Presentation

- Introduction
 - Venue
 - Event
- Data and Methodology
 - Data Collection
- Results
- Conclusions

Hot Springs (Garland County)



Source: World Atlas

Introduction

- Hot Springs
 - Spa City
 - 4.0 Million Visitor (2008)
 - County Seat
- Tourist Attraction
 - Hot Springs National Park
 - Horse Racing
 - Amusement Park
 - State High School Basketball Championship,
 - Miss Arkansas Pageant
 - Legends Balloon Rally



Miss Arkansas Pageant (MAP)

- Since 1958
- Organized annually in 2nd week of July
- In 2009: July, 15th – 18th
- Major event in Hot Springs
- No earlier impact studies
- To help Garland County community in general and Hot Springs in specific to make prudent decision regarding investment in the MAP event.

Literature Review

- Professionals undervalue impact of special events on communities (Sheffield, 1988)
- Events in small rural communities are not well understood and lack publicity (Perdue et al. 1987).
- Limited attempts to study impact of small term events on small towns and communities (Yardley et al. 1995)

Problem Statement

- MAP is never been identified as a major source of revenue generation for Hot Springs or Garland County.
- Estimates the magnitude of economic returns to Garland County due to MAP by Garland County residents and non residents.
- The analysis encompasses direct and indirect impacts of value added activity, labor income, property tax income, business taxes and employment on the local economy.

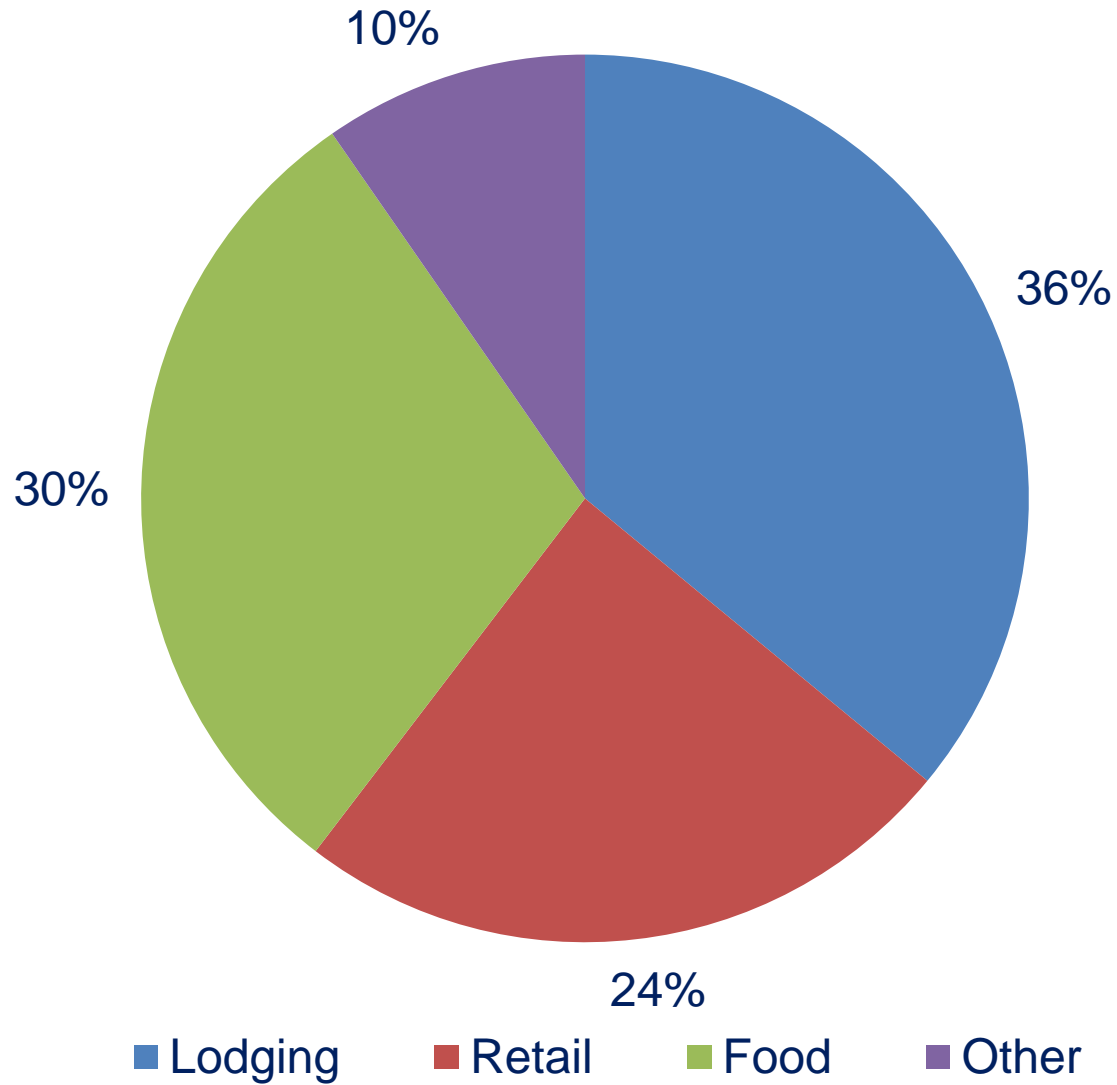
Theoretical Framework

- IMPLAN Model
- Survey data that describes change in final demand via expenditures
 - Residents
 - Non Residents
- Expenditure on
 - Flowers, Gifts, Food and Lodging

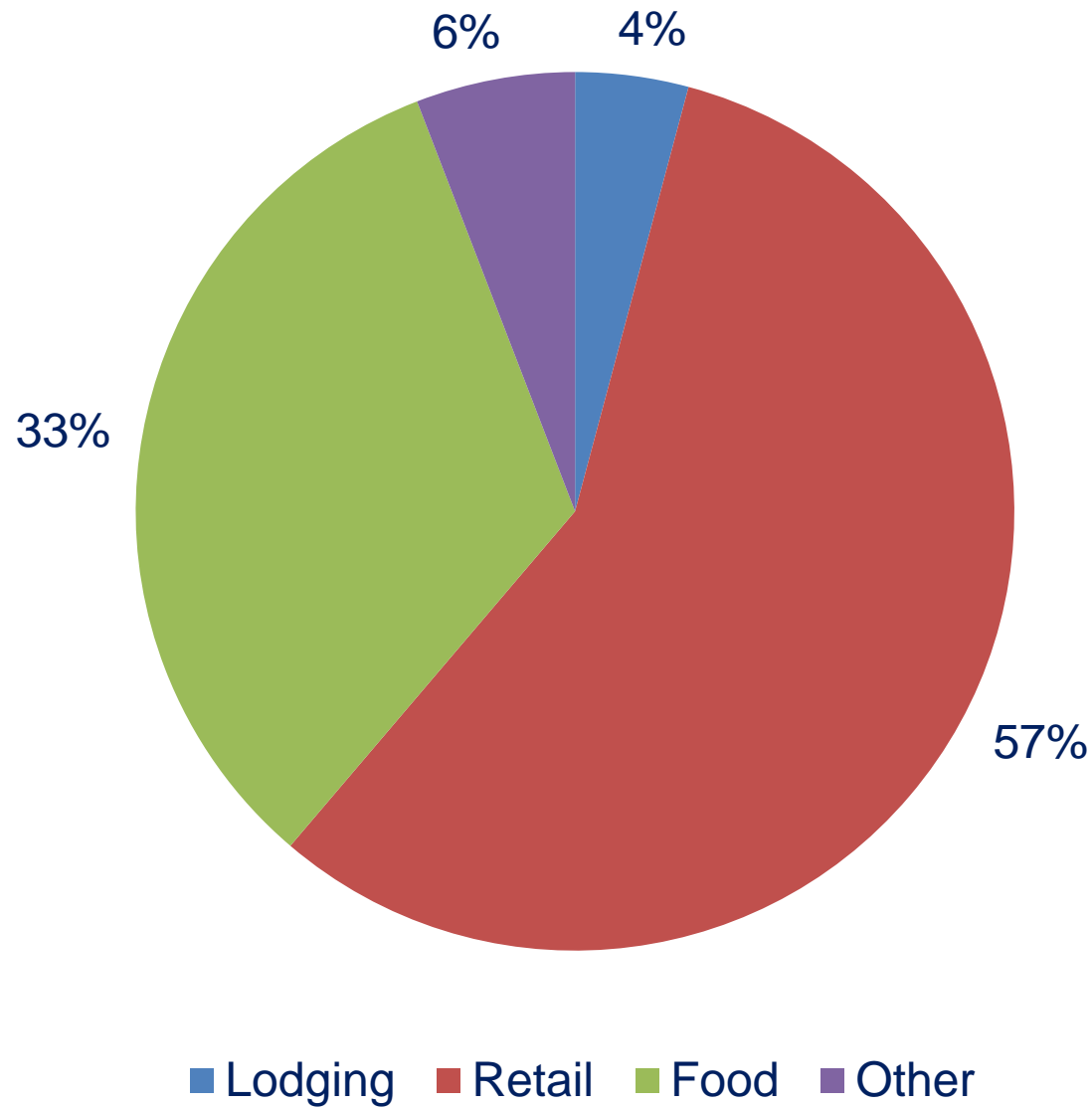
Data Collection and Results

- 10 percent of MAP attendees
- Identify timeswitchers and eliminate from the study
- Expenditure of MAP organizers and contestants was separate

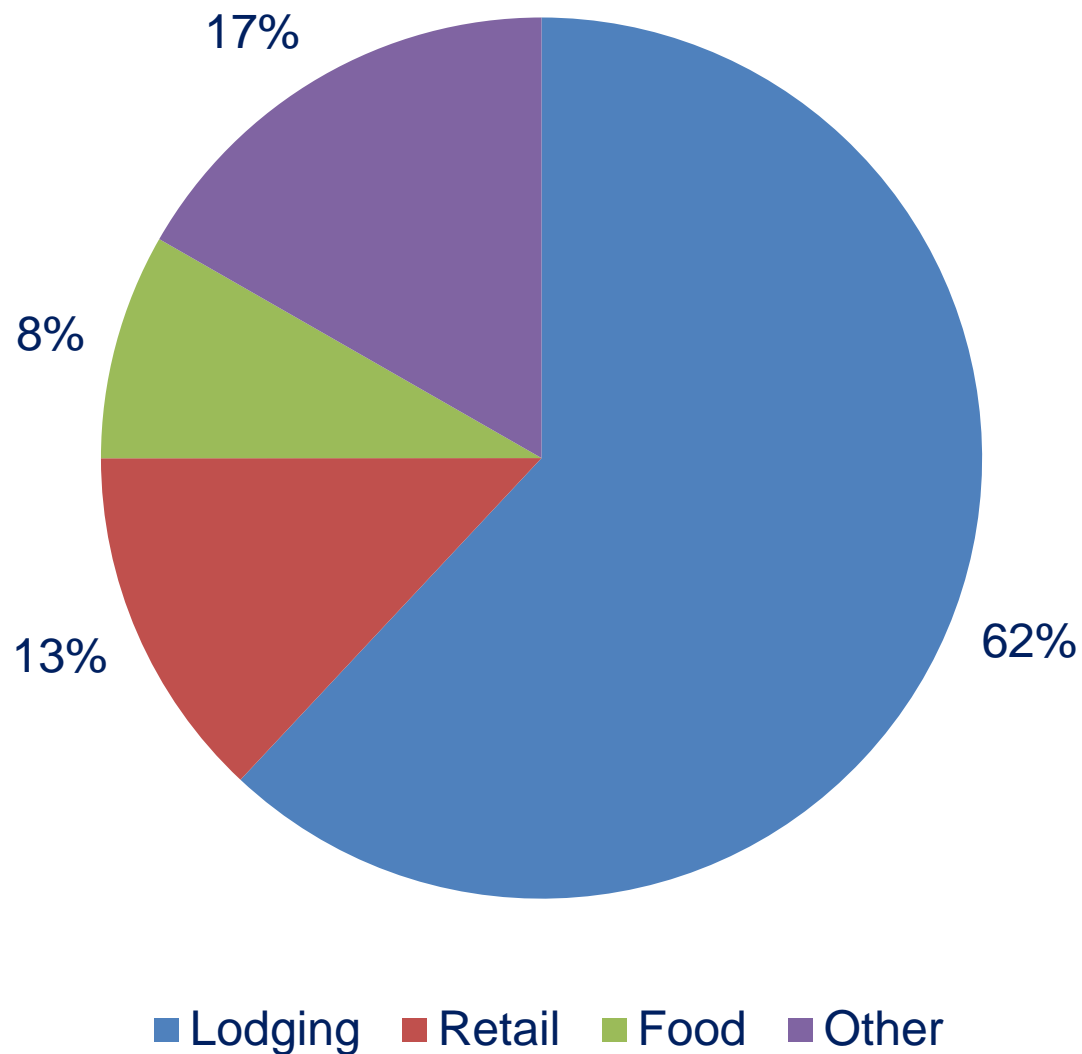
Expenditure of Non Garland County Residents



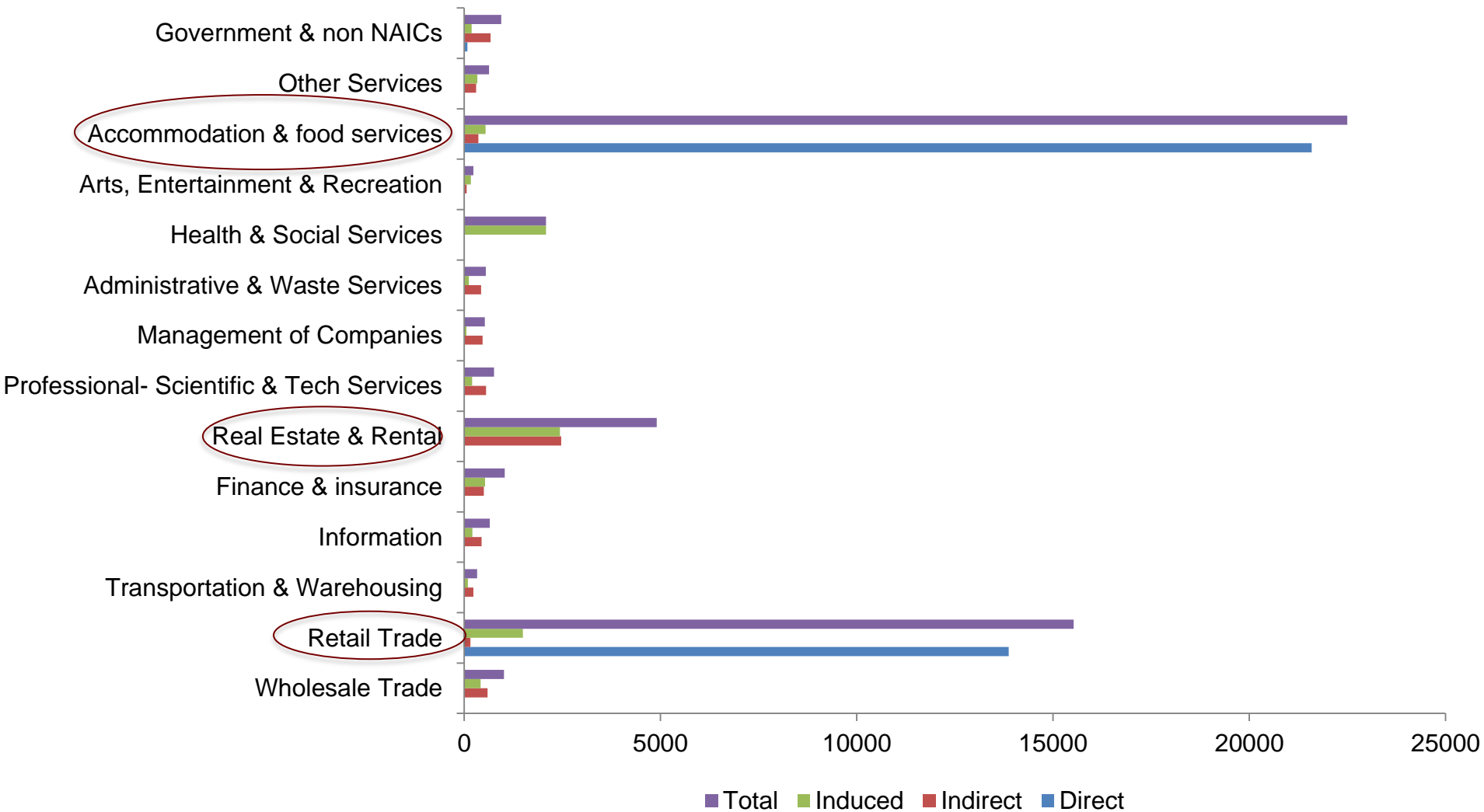
Expenditure of Garland County Residents



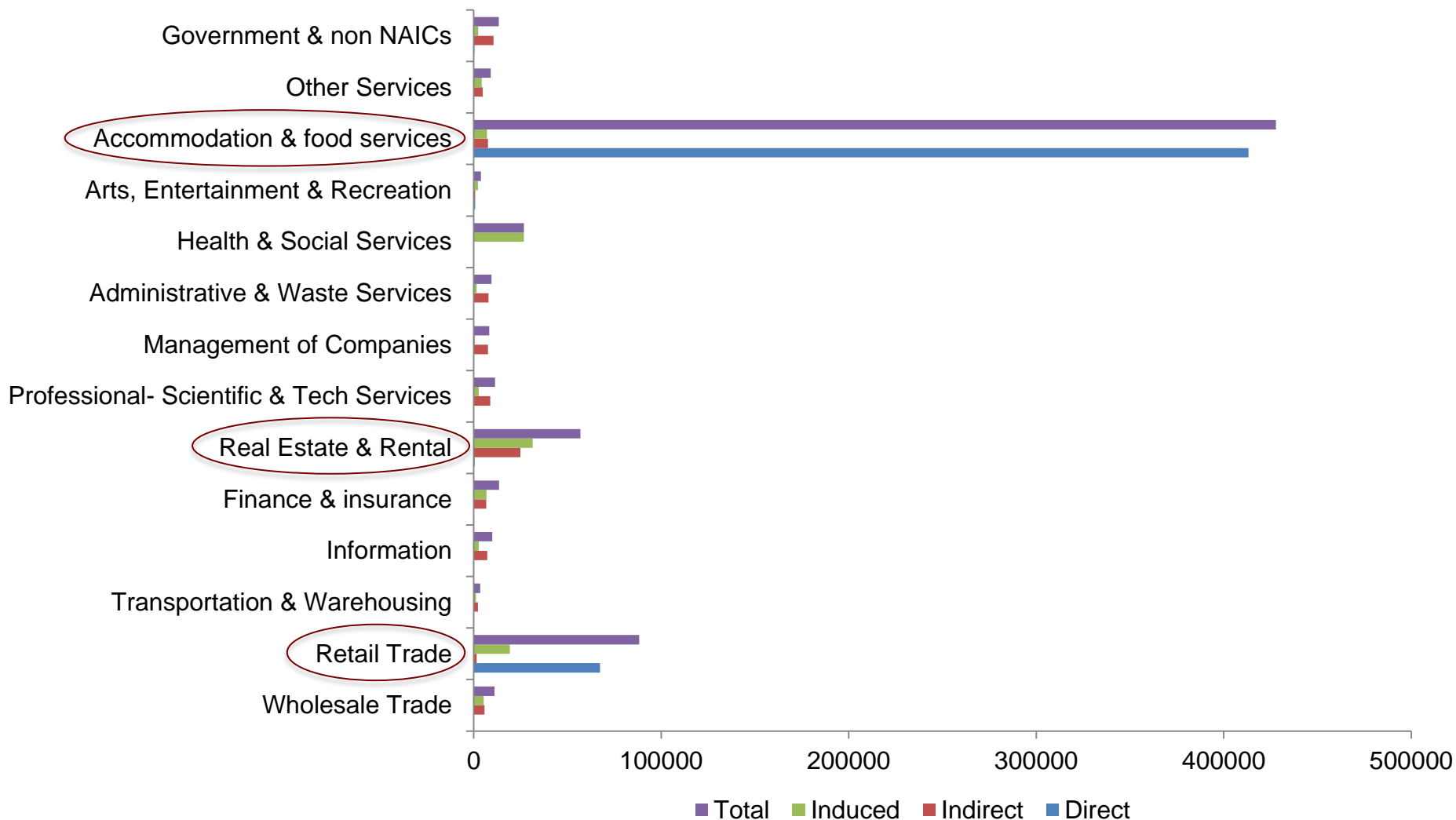
Expenditure of Organizers and Contestants



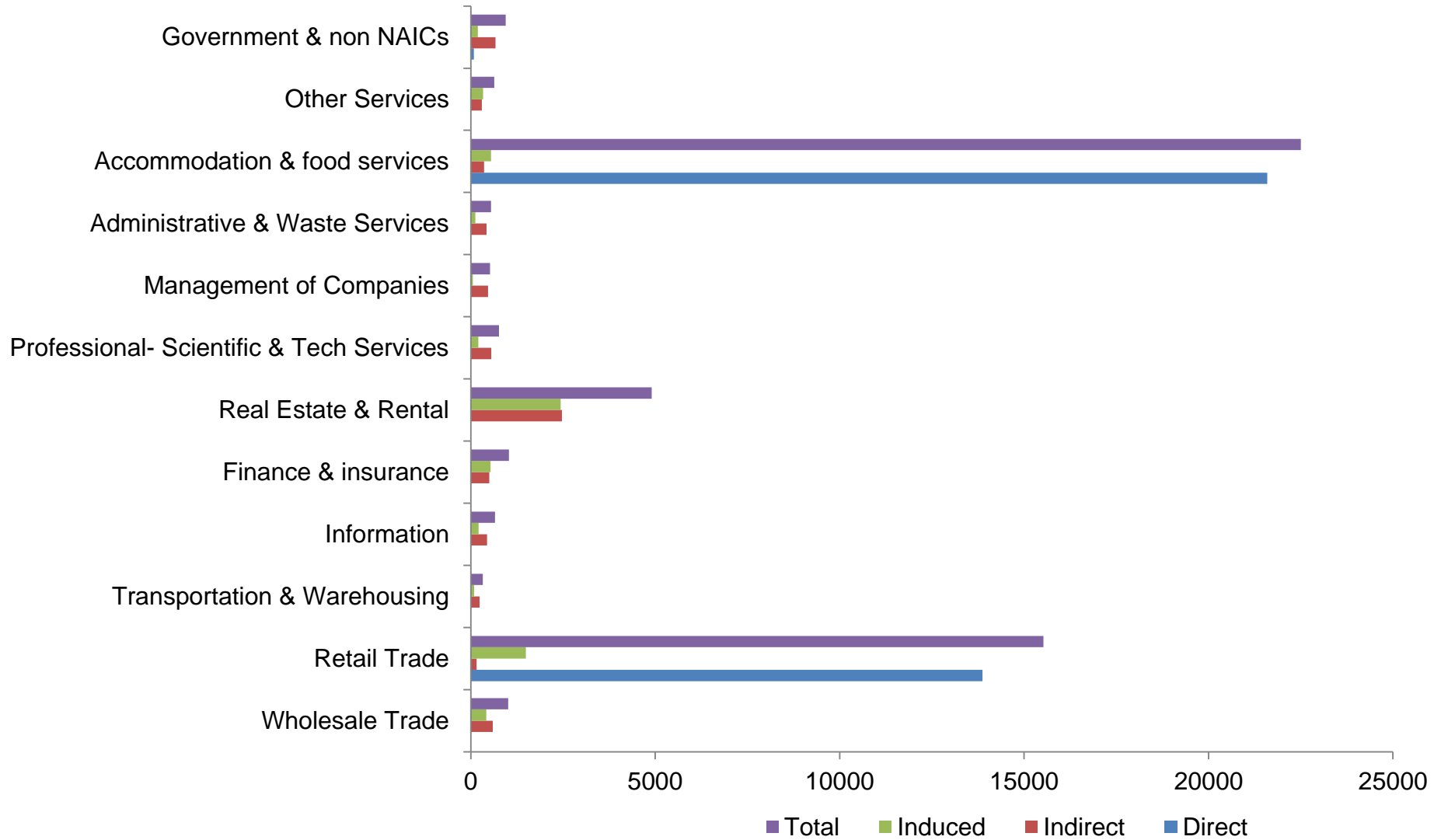
Garland County Residents: Total Value Added Impact



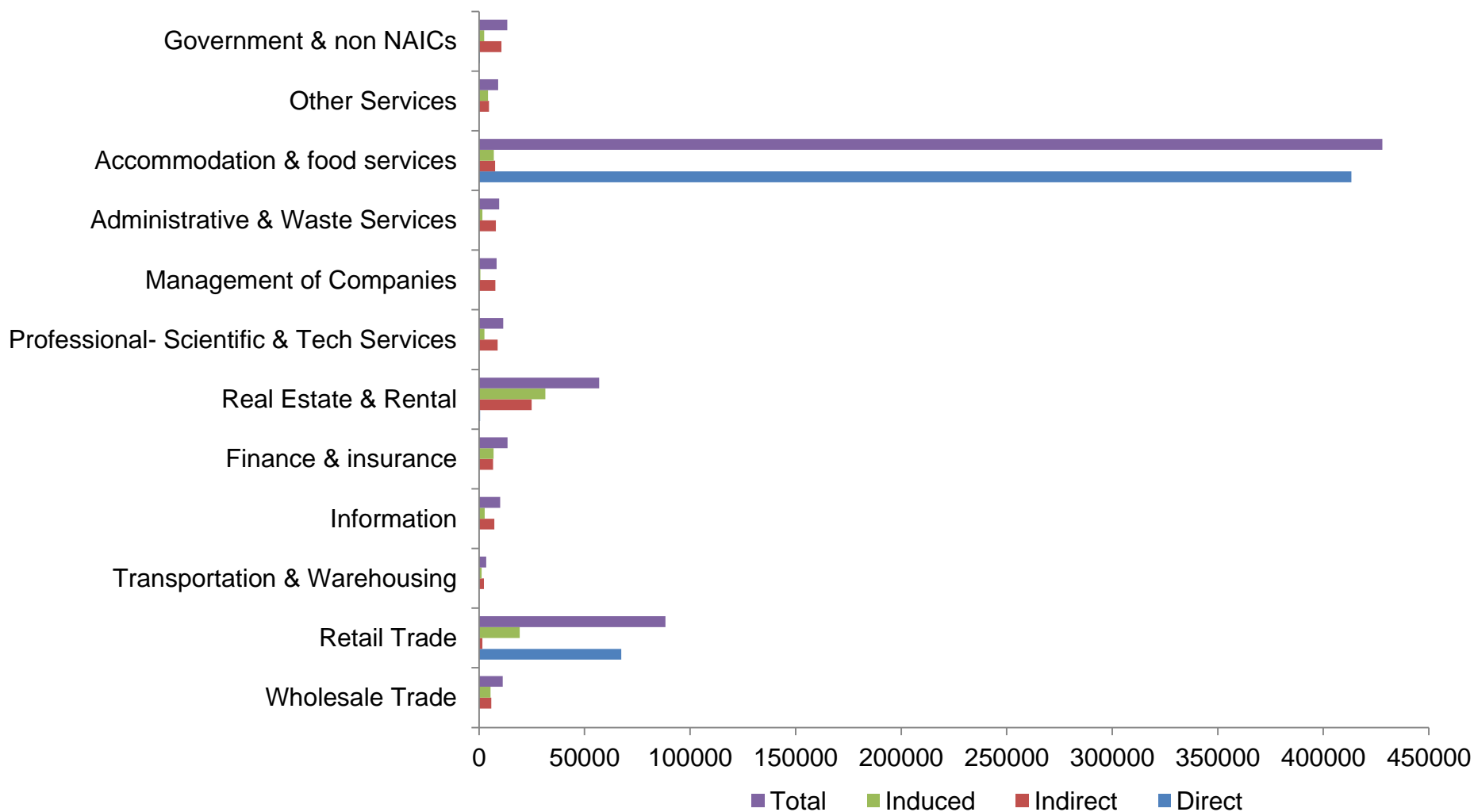
Non Garland County Residents : Total Value Added Impact



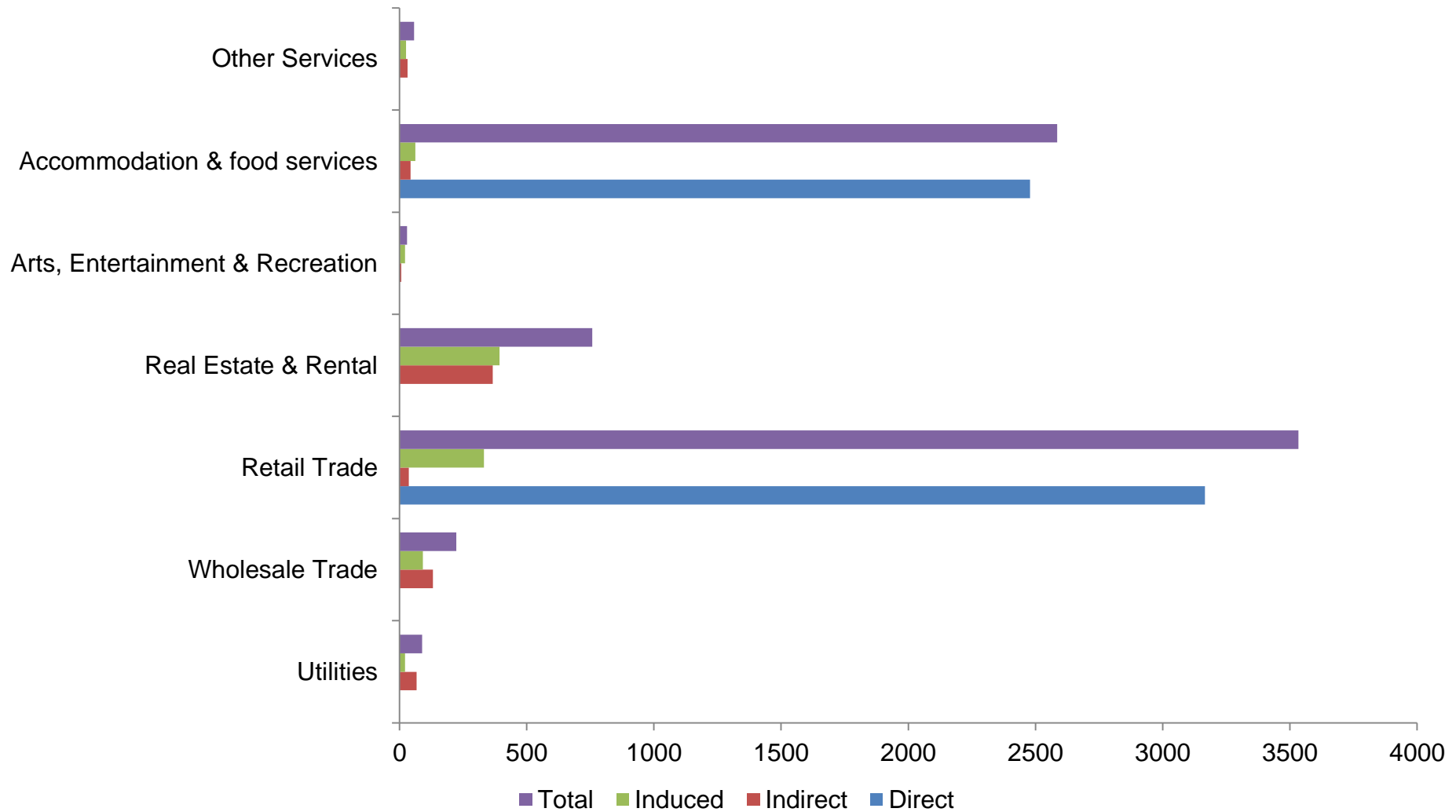
Garland County Residents : Labor Income



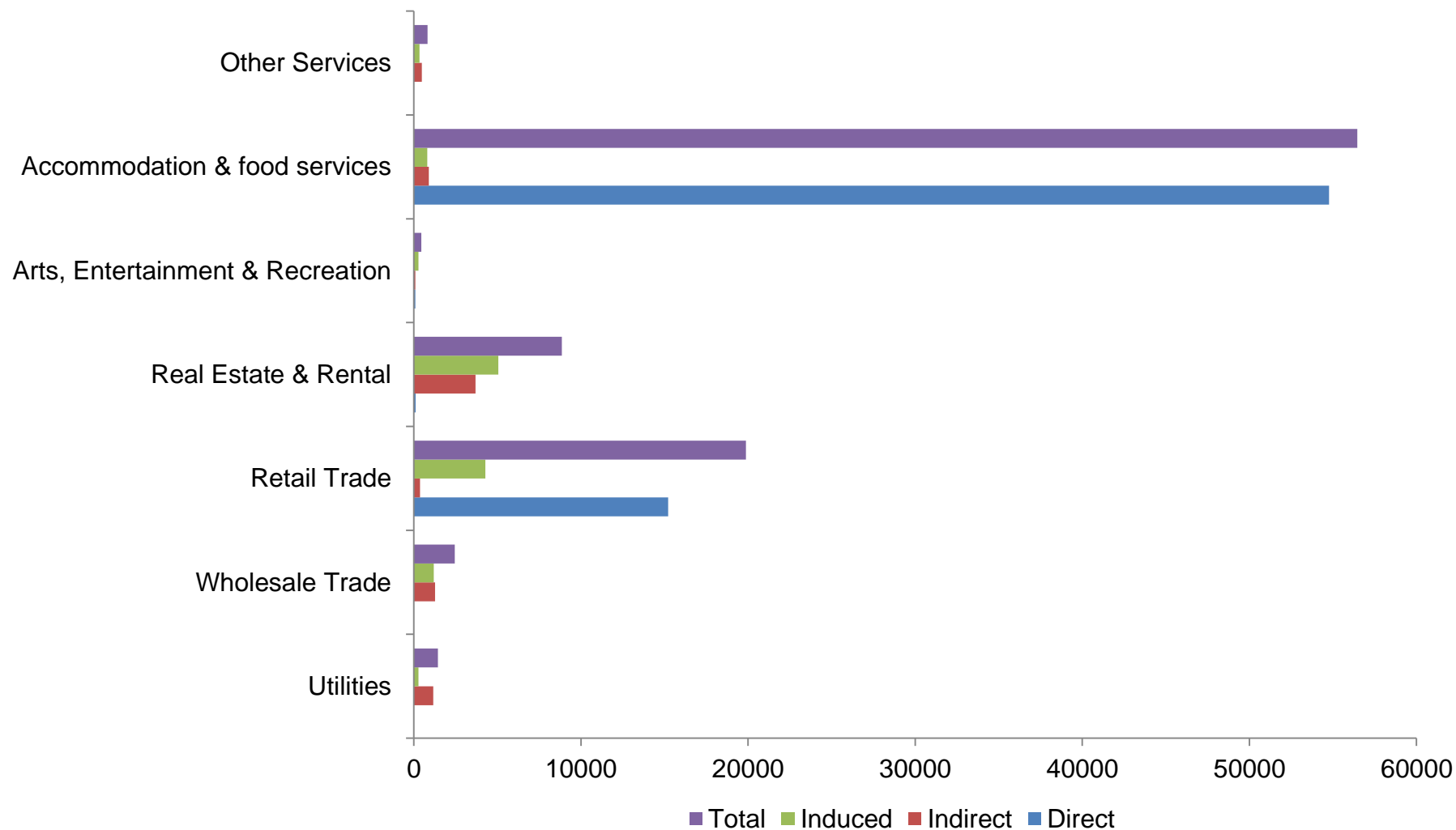
Non Garland County Residents : Labor Income



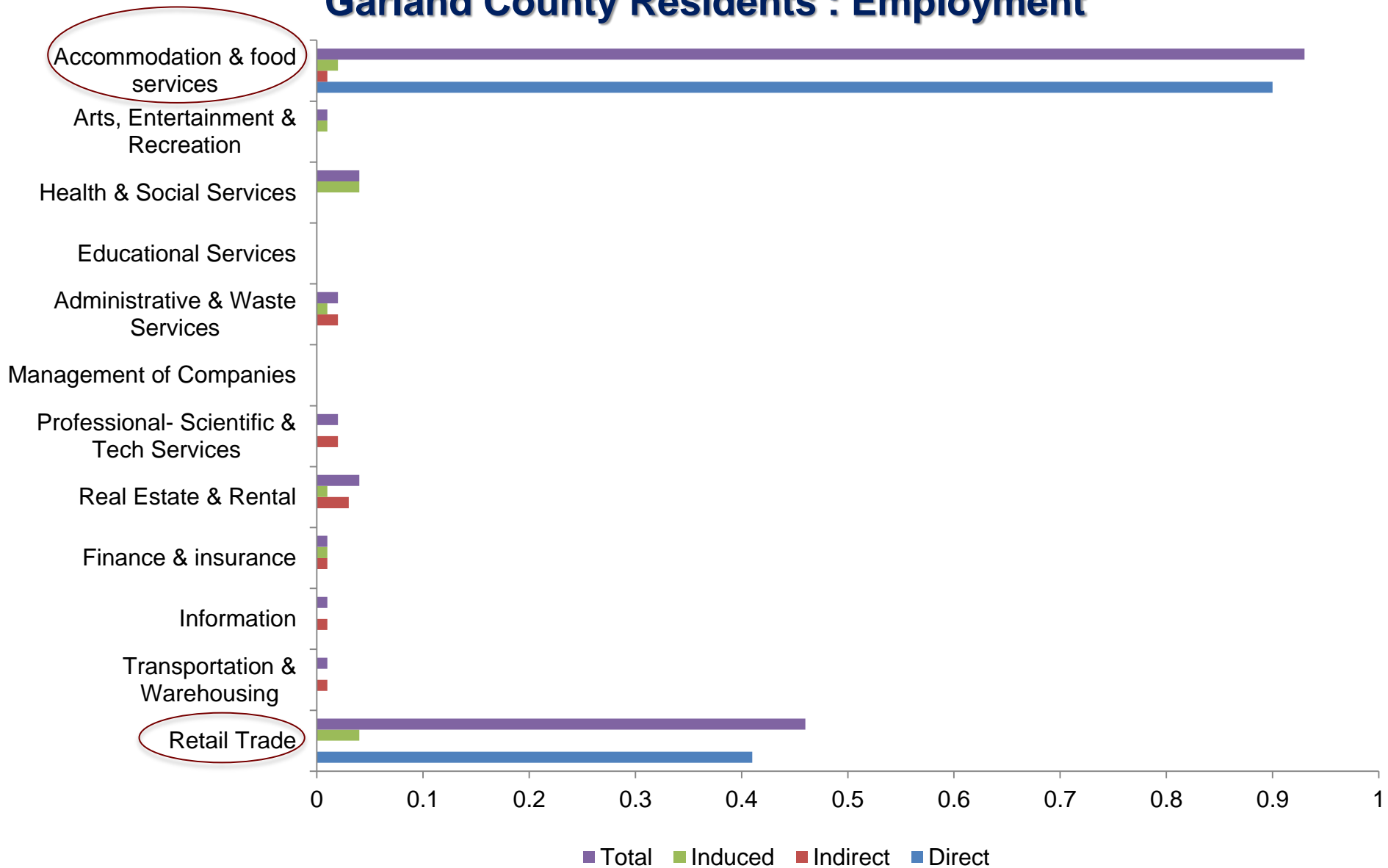
Garland County Residents : Indirect Business Taxes



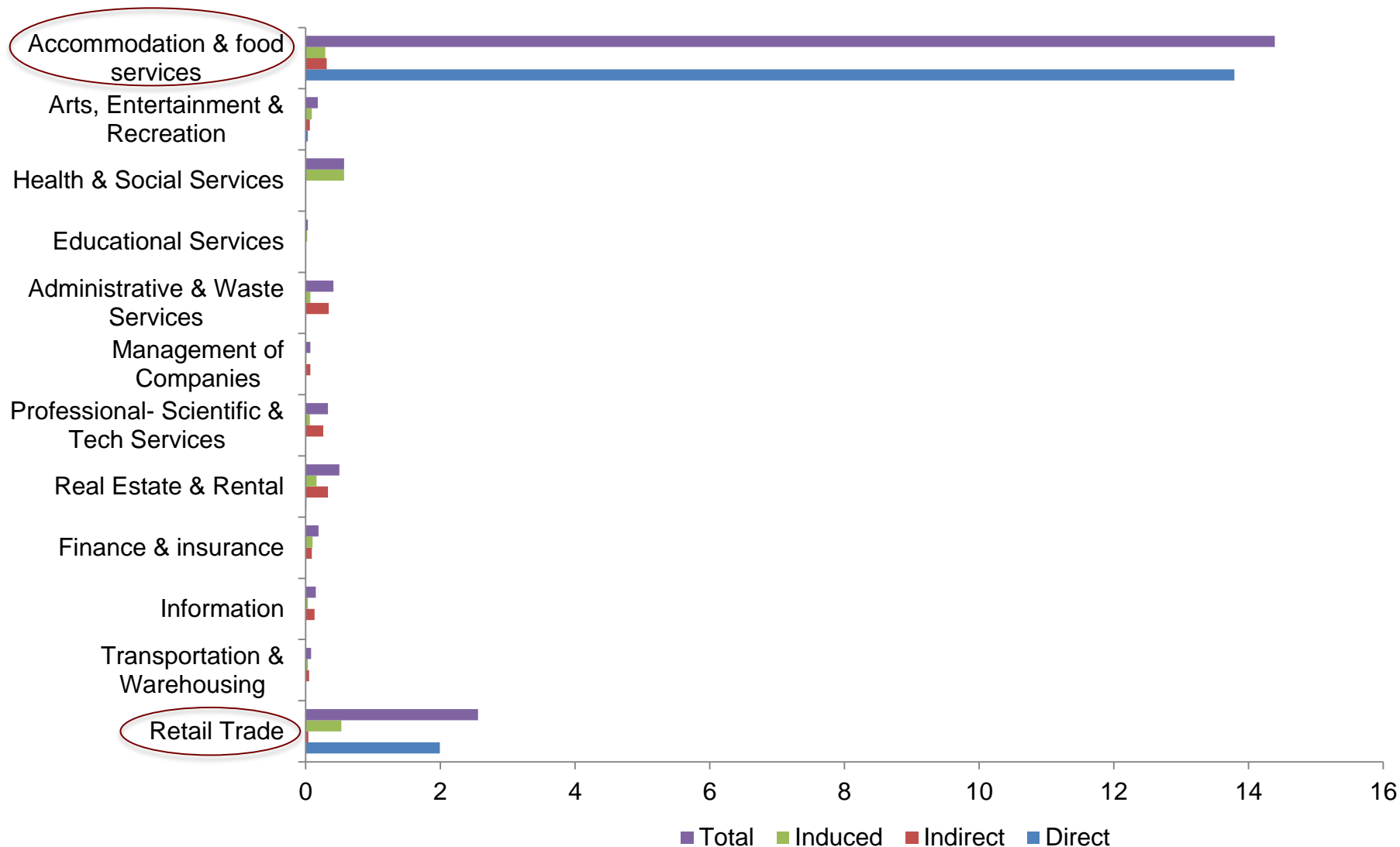
Non Garland County Residents : Indirect Business Taxes



Garland County Residents : Employment



Non Garland County Residents : Employment



Conclusion

- There has been little research documenting the impact of small entertainment events on the economy of small municipal regions.
- Many local leaders may be underfunding the promotion of a small multi-day activity on the local rural economy.
- Impact of MAP on Garland County indicate that these activities can generate significant incomes for local residents and the local government.
- Employment created by events like MAP increases number of hours and not hiring of a new employee

Thank You !