

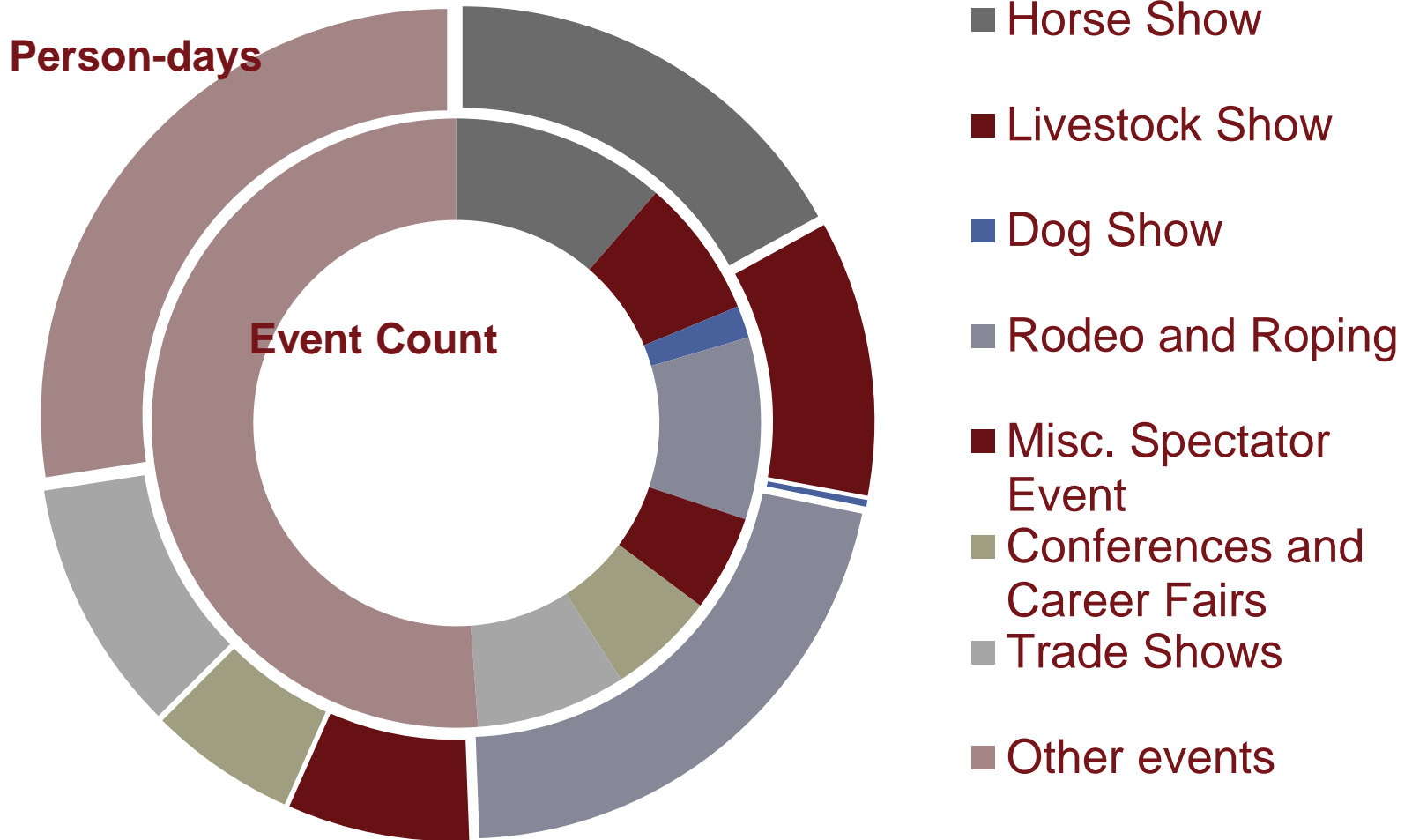


FY2016 ECONOMIC IMPACTS

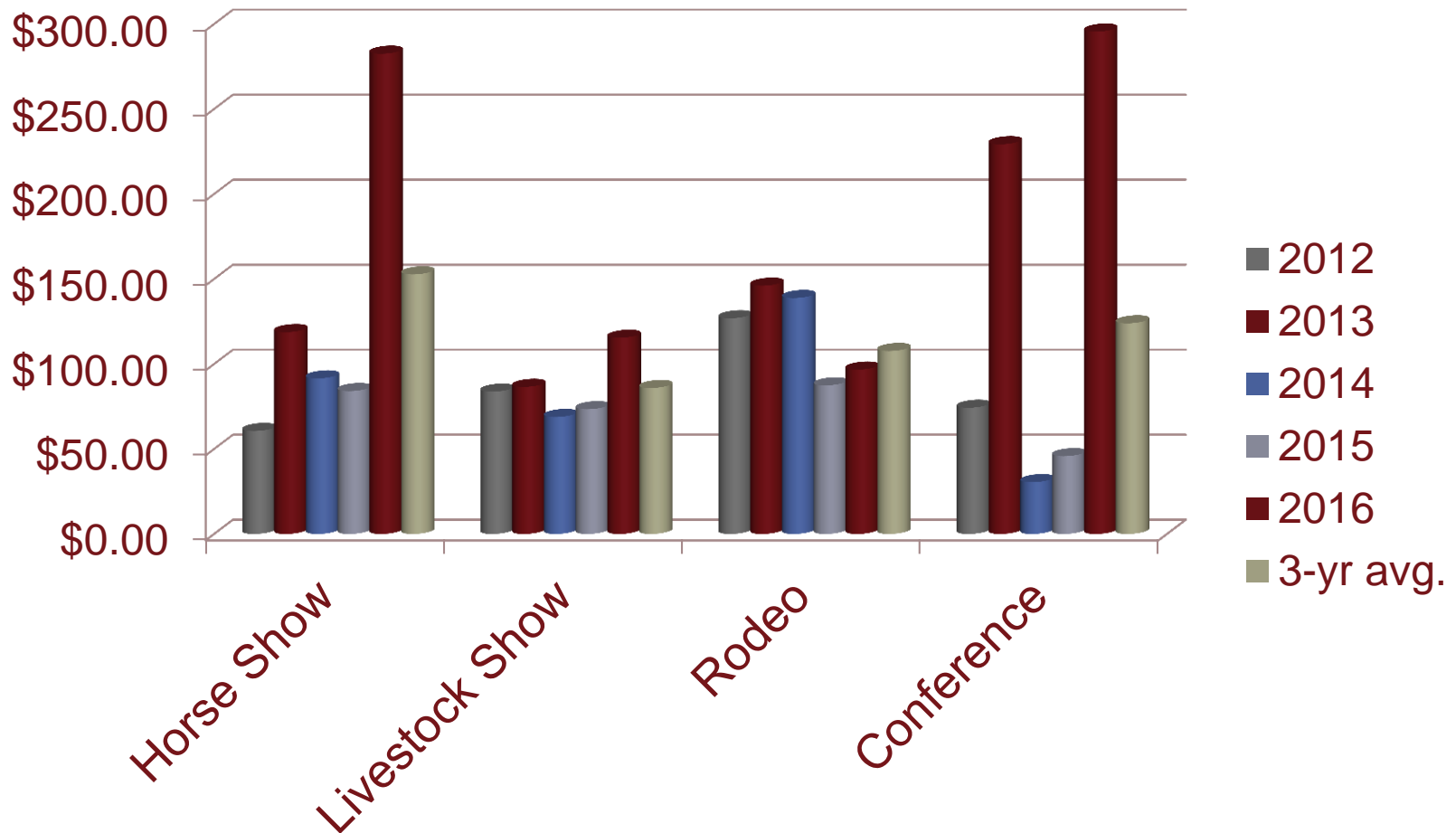
Events and Attendance

Type Count	Type Count	Type Days	Type Attendees	Type Person-Days
Horse Show	20	65	7,335	25,120
Livestock Show	13	38	5,075	16,225
Dog Show	3	5	235	395
Rodeo and Roping	17	48	12,050	31,360
Misc. Spectator Event	9	14	10,020	10,720
Conferences and Career Fairs	10	16	6,654	8,654
Trade Shows	14	26	12,485	14,885
Meetings, Seminars, and Educational Events	17	30	4,394	6,244
Private Events	71	78	33,848	34,248
Local Service	2	2	120	120
Fair	1	3	16,000	16,000
Total w/o Fair	176	322	92,216	147,971
Total w Fair	177	325	108,216	163,971

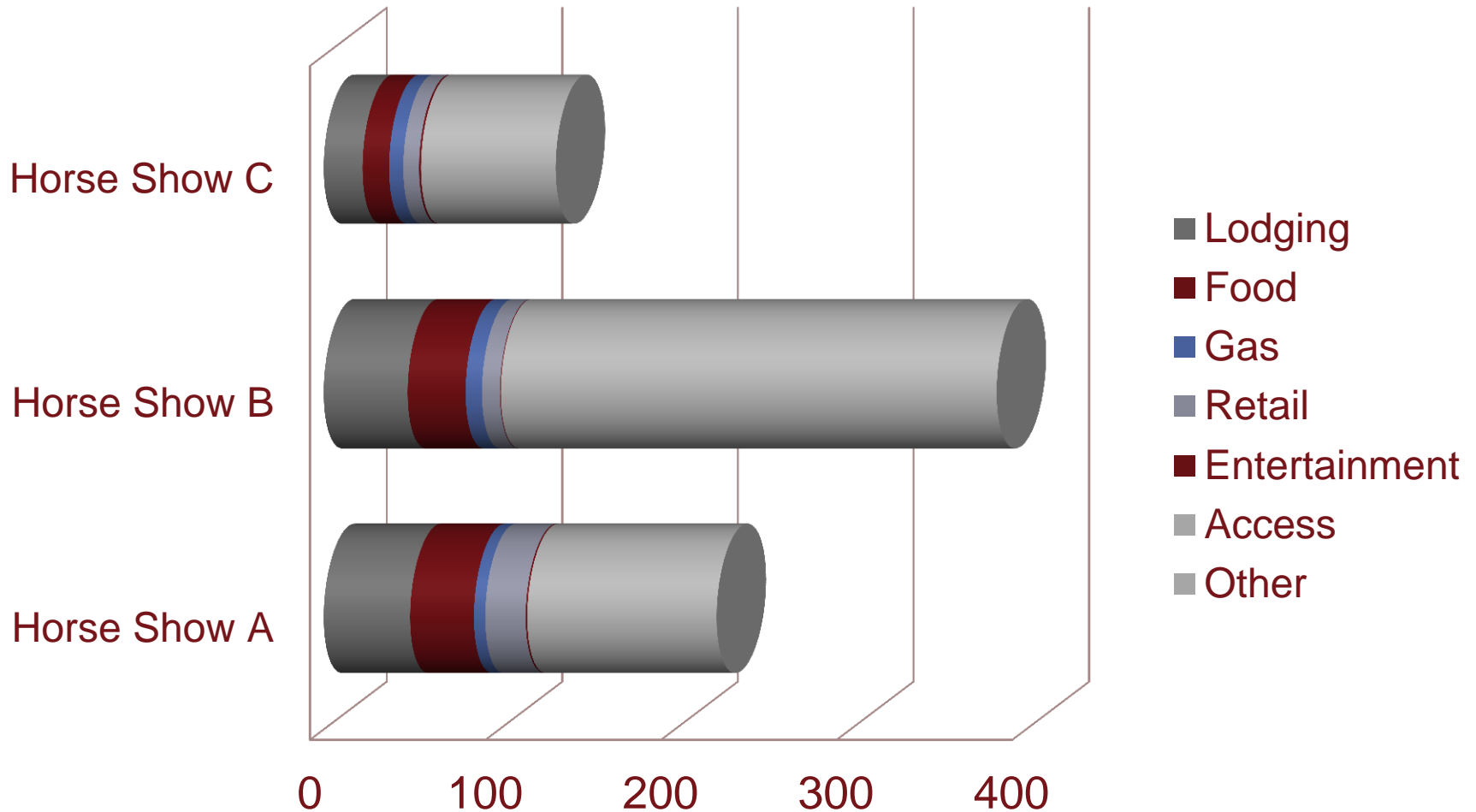
What We Capture



Avg. Spending per Person-day by Year



2016 Horse Show Spending



Economic Impacts

- Direct = Visitor spending
 - *not Expo spending or local spending*
- Indirect = Business to business spending
- Induced = Spending by employees in all spending rounds

Economic Impacts

- Output = Sales
- Value added = GDP
- Labor income = Wages, proprietor's income
- Employment = Full- and part-time

Horse Shows

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$1,757,600	\$870,100	\$449,000	20.8
Indirect Effect	\$348,300	\$172,900	\$103,700	2.8
Induced Effect	\$332,900	\$187,000	\$99,400	2.8
Total Effect	\$2,438,700	\$1,230,000	\$652,200	26.4

Livestock Shows

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$900,600	\$427,300	\$229,300	10.9
Indirect Effect	\$187,500	\$93,100	\$56,300	1.5
Induced Effect	\$172,000	\$96,600	\$51,400	1.4
Total Effect	\$1,260,100	\$616,900	\$336,900	13.9

Rodeos and Other Equine Events

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$2,112,400	\$1,156,100	\$512,400	20.9
Indirect Effect	\$350,100	\$174,000	\$101,900	2.7
Induced Effect	\$369,900	\$207,700	\$110,500	3
Total Effect	\$2,832,400	\$1,537,700	\$724,800	26.6

Conferences and Career Fairs

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$421,400	\$272,200	\$109,200	4.2
Indirect Effect	\$83,600	\$41,300	\$25,000	0.7
Induced Effect	\$80,800	\$45,400	\$24,100	0.6
Total Effect	\$585,700	\$358,900	\$158,300	5.6

Total Impact (2014-16 Avg. Spending)

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$5,573,200	\$2,879,800	\$1,389,700	61.1
Indirect Effect	\$1,035,600	\$514,100	\$306,300	8.2
Induced Effect	\$1,021,300	\$573,600	\$305,100	8.3
Total Effect	\$7,630,100	\$3,967,500	\$2,001,100	77.9

Total Impact (2016 Spending)

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$6,777,400	\$3,889,100	\$1,801,300	78.2
Indirect Effect	\$1,333,900	\$661,400	\$394,600	10.5
Induced Effect	\$1,322,400	\$742,700	\$395,100	10.9
Total Effect	\$9,433,700	\$5,293,200	\$2,591,000	99.6

Total Impact (2014-16 Avg. Spending)

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$5,573,200	\$2,879,800	\$1,389,700	61.1
Indirect Effect	\$1,035,600	\$514,100	\$306,300	8.2
Induced Effect	\$1,021,300	\$573,600	\$305,100	8.3
Total Effect	\$7,630,100	\$3,967,500	\$2,001,100	77.9

Growth over Time

Year	Output	Jobs	Output growth
2013	\$5,132,300	66.5	--
2014	\$5,729,900	67.8	11.60%
2015	\$6,316,200	67.7	10.20%
2016	\$7,630,100	77.9	20.80%

Bottom Line

- Capturing 72.5% of person-days
- Direct Spending = \$5.6 million
- Impacts
 - ▣ Output = \$7.6 million
 - ▣ Value Added (GDP) = \$4.0 million
 - ▣ Labor Income = \$2.0 million
 - ▣ Employment = 77.9 jobs



TEXAS A&M
AGRILIFE
EXTENSION

Rebekka Dudensing, PhD

rmdudensing@tamu.edu

(979) 845-1719



[@rmdudensing](https://twitter.com/rmdudensing)

[@AgEcoExt](https://twitter.com/AgEcoExt)

Dog Shows

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$20,100	\$7,700	\$4,600	0.2
Indirect Effect	\$3,700	\$1,900	\$1,100	0
Induced Effect	\$3,400	\$1,900	\$1,000	0
Total Effect	\$27,300	\$11,400	\$6,700	0.3

Miscellaneous Spectator Events

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$192,100	\$70,900	\$45,500	2.3
Indirect Effect	\$32,900	\$16,400	\$9,600	0.3
Induced Effect	\$33,100	\$18,600	\$9,900	0.3
Total Effect	\$258,100	\$106,000	\$64,900	2.8

Trade Shows

Impact Type	Output	Value Added	Labor Income	Jobs
Direct Effect	\$169,100	\$75,500	\$39,800	1.8
Indirect Effect	\$29,500	\$14,700	\$8,700	0.2
Induced Effect	\$29,200	\$16,400	\$8,700	0.2
Total Effect	\$227,800	\$106,500	\$57,200	2.3

