

By Doug Taylor

The Economic Benefit of Fireworks Events

- The budget for the Vancouver Celebration of Light is \$4 million and the economic benefit is \$37 million.
- At Baltimore's New Year's Eve Spectacular in 2010, 73.2% of survey respondents indicated that 'fireworks at midnight' are the primary reason for visiting Inner Harbour/downtown.

Though these events are large national or international events, the same potential benefit can accrue to the communities in which we live and work. Fireworks events can serve as "a unique marketing and branding opportunity for a city (or) region." Collecting the data locally to confirm your success will build more support.

The World Fireworks Championship Limited 2011 has graciously agreed that we can distribute the economic impact study to the readers of the *ie* magazine. Please forward an email containing your complete contact information to zambelli@zambellifireworks.com requesting your electronic copy. It would help us if you would include "economic impact study" in the subject line.

If you have fireworks questions you would like us to address in our column, please email me, Doug Taylor, President/CEO Zambelli Fireworks at doug.taylor@zambellifireworks.com.

Proudly known as the "First Family of Fireworks," **Zambelli** is one of the oldest and largest American fireworks companies. Today, the family name is synonymous with quality, creativity and safety.

The magic of **Zambelli** pyrotechnics has been televised around the world, on "MSNBC Investigates", the Odyssey Network, the Discovery Channel, The Learning Channel and the British Broadcasting Company.

Blending tradition with innovation, **Zambelli Fireworks** can convert any concept or theme into an unforgettable fireworks extravaganza that leaves a memorable impression on everyone who sees it.



We were lucky to recently receive a July 2011 white paper commissioned by the *World Fireworks Championship, Limited 2011* that compiled data from numerous sources about the economic benefit of fireworks events to the community. This brings together the information that event planners need to convince communities and sponsors of the benefit beyond the enjoyment of the spectators. I will share a few data points cited in the paper:

- "Where the data is available, it is clear that firework events can generate more direct income than the cost of organizing the event."
- The Loto-Quebec International Fireworks Competition generates at least \$12 million in economic spin-offs for the greater Montreal/Quebec City area.
- Thunder over Louisville fireworks alone contributes \$31 million to the local economy.