

YOUR EVENT HAS **IMPACT...** **SHOW IT!**

Commission Your IFEA Economic Impact Analysis Today



Leverage Cost & Credibility

IFEA's cost effective, industry credible program brings a critical tool within financial reach and provides reliable results from a trusted and recognized resource.



Quantify & Articulate Value

Understand and communicate the impact your event brings to your local economy and local tax revenue.



Gain Support & Increase Funding

Demonstrate how your event benefits area businesses and your city at large, convey the need for public and private assistance, and secure additional financial support.



Enhance Participation

Increase business participation, recruit additional vendors, and strengthen stakeholder commitment.



Improve Operations

Incorporate a data-driven approach to evaluate and make adjustments to your event or program each year.

READY TO GET STARTED?

Find Out More on our **IFEA Professional Products & Services Web Page** or Contact

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ECONOMIC IMPACT ANALYSIS

CHOOSE THE PACKAGE THAT'S RIGHT FOR YOU:

	Basic Visitor Profile and Economic Impact Analysis		Standard Economic and Fiscal Impact Analysis		Comprehensive Analysis and Communication Support	
	IFEA Member \$6,500	Non-Member \$8,000	IFEA Member \$9,000	Non-Member \$10,500	IFEA Member \$13,750*	Non-Member \$15,250*
Visitor Profile Analysis <i>Visitor composition, spending patterns, marketing channel, and perceptions</i>	✓		✓		✓	
Economic Impact <i>Sales generate by business type</i>	✓		✓		✓	
Fiscal Impact <i>Job creation, indirect and induced impact, tax revenues including permits, fees, sales tax, and corporate/personal income tax</i>			✓		✓	
Business Perceptions & Testimonials <i>Qualitative and quantitative feedback from local businesses</i>					✓	
Communications Package <i>Create social media graphics, press release, and website page to leverage findings</i>					✓	
Visitor Intercept Surveys <i>IFEA to create and provide visitor intercept surveys and train event organizer staff and/or volunteers how to conduct the surveys.</i>	Visitor intercept surveys conducted by event organizer staff/volunteers		Visitor intercept surveys conducted by event organizer staff/volunteers		Full service: Intercept surveys, business testimonials and communications package conducted by IFEA.	
Report Doubles as an Engaging Marketing & Fundraising Brochure <i>50 printed copies summarizing key findings in a ready-to-go marketing piece. Additional copies may be ordered at an additional cost.</i>	✓		✓		✓	

* Includes flight, hotel, ground transportation, and meal per diem expenses for IFEA Project Manager to be onsite – as mutually agreed upon with client and event organizer.

The above prices may vary based on your specific needs and the size, scope, and duration of your festival or event. Listed prices assume visitor and/or business surveys will be conducted by the client or community volunteers.