



In uncertain times we must often take steps to blow our own horn and remind those whose support we depend upon, of the important economic and social value that our festivals and events bring to the communities we serve. Economic Impact Studies have been available for many years, but have taken on a new importance in today's market. Having a credible and current economic impact study can:

- Increase perceived value and credibility by all stakeholders
- Provide valuable and quantified data that can be shared with sponsors and other supporters
- Provide reliable data on which to base future marketing and programming decisions
- Provide benchmark data from which to track the long range changes and economic health of your event.

Unfortunately, this critical resource, especially with credible credentials, is often financially out of reach for most events even in a good economic environment. Recognizing this challenge, the IFEA has created a cost effective, industry credible program to provide Economic Impact Studies at a budget-accessible investment.

Easy, Complete and Credible

IFEA will work with your event to compile pertinent data necessary to interpret local data; create on-site survey instruments to collect information directly pertinent to the study and helpful to other critical programs and efforts by your event; determine appropriate sample sizes; develop guidelines, schedules and oversee volunteer survey team training; supervise and monitor on-site data collection during your event; compile and analyze the collected data; and provide a written Economic Impact Summary Report within 5 weeks of your event's conclusion.

The final report will be provided under the banner of the International Festivals & Events Association (IFEFA), lending the credibility and weight of "The Premiere Association Supporting and Enabling Festival and Event Professionals Worldwide" to your results.

Program Investment

The investment for an IFEA Economic Impact Study is \$5,000, plus any direct (and approved) travel and study related expenses. Special circumstances, multiple events, etc. may affect the final investment.

Getting Started

For more information about this IFEA program, please contact one of our Business Development Directors:

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