



# ECONOMIC IMPACT ANALYSIS



2013 Study Conducted by:



**MARQUETTE**  
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# INTRODUCTION

Cultural festivals are an important part of the city of Milwaukee. In fact, Milwaukee is recognized throughout the world as the “City of Festivals” mostly due to the large, ethnic celebrations hosted at Henry W. Maier Festival Park each summer. Ethnic festivals like Milwaukee Irish Fest, Festa Italiana, Polish Fest, German Fest, Mexican Fiesta and Indian Summer attract hundreds of thousands of people to Milwaukee’s lakefront and surrounding communities. The economic impact is profound.

In 2013, United Ethnic Festivals hired the University of Wisconsin-Whitewater’s Fiscal and Economic Research Center (FERC) and Marquette University to help quantify the economic impact of Milwaukee’s ethnic festivals. As part of the study, researchers examined a variety of individual festivals, including Milwaukee Irish Fest – the largest celebration of Irish heritage and culture in the North America.

The FERC developed a survey questionnaire with input from Milwaukee Irish Fest organizers to gauge spending habits of attendees, including items such as money

spent on refreshments, music, apparel, food and other goods at the festival.

It also looked at money spent on gasoline, groceries and hotels outside the festival grounds. A total of 703 festival attendees were chosen at random and asked a series of questions by a researcher. FERC then used a standard algorithm to interpret the results and produce a report about the direct and indirect economic impact of Milwaukee Irish Fest on the city of Milwaukee and surrounding communities. The following pages detail the results of the study.

## CONTRIBUTORS

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# FESTIVAL ECONOMIC IMPACT

	<i>Employment</i>	<i>Labor Income</i>	<i>Output</i>
<i>Direct Effect</i>	 <b>189.5</b>	 <b>\$4,352,445</b>	 <b>\$11,221,478</b>
<i>Indirect Effect</i>	 <b>33.2</b>	 <b>\$1,671,345</b>	 <b>\$4,496,993</b>
<i>Induced Effect</i>	 <b>40.5</b>	 <b>\$1,759,100</b>	 <b>\$4,987,901</b>
<b>TOTAL</b>	<b>263.2 People</b>	<b>\$7,782,890</b>	<b>\$20,706,372</b>

**Direct Effect:** The jobs created or spending brought about by visitors to the festival.

**Indirect Effect:** Refers to the secondary impact caused by changing input needs of directly affected industries; i.e. the positive impact on festival suppliers.

**Induced Effect:** Changes in household spending due to the additional employment generated by direct and indirect effects.

**Output:** The total of goods and services produced by the festival.



# TOP INDUSTRIES AFFECTED

	<i>Employment</i>	<i>Labor Income</i>	<i>Output</i>
<i>Food Services and Drinking Places</i>	103.8	\$2,041,450	\$5,663,326
<i>Retail Stores - Miscellaneous</i>	38.3	\$721,874	\$1,571,206
<i>Hotels and Motels (Casino Hotels Included)</i>	26.9	\$745,778	\$2,676,305
<i>Civic, Social, Professional and Similiar Organizations</i>	19.4	\$630,829	\$928,151
<i>Other Personal Services</i>	6.9	\$261,718	\$670,102
<i>Real Estate Establishments</i>	4.9	\$58,939	\$570,767
<i>Employment Services</i>	3.9	\$110,607	\$153,060
<i>Services to Buildings and Dwellings</i>	3.0	\$78,217	\$174,464
<i>Private Hospitals</i>	2.5	\$149,529	\$327,614

*“Irish Fest has a social, cultural and financial impact on the Milwaukee region. It serves as an attraction to the lakefront and is a magnet for visitors who wish to celebrate both the culture of Ireland and the beauty of Milwaukee’s natural resources. Irish Fest creates 263 full time equivalent jobs every year and contributes more than \$20 million to the Milwaukee economy.”*

*– Russell Kashian, PhD  
University of Wisconsin-Whitewater*

## TAX IMPACT

### TOTAL LOCAL AND STATE TAXES

**\$1,213,338**



Milwaukee Irish Fest is North America’s largest celebration of Irish, Irish American and Celtic music and culture. The four-day festival in August showcases more than 100 entertainment acts on 16-stages at Henry W. Maier Festival Park on Milwaukee’s lakefront. More than just a festival, the Milwaukee Irish Fest organization is passionately committed to igniting a love of Irish, Irish American and Celtic culture in all people. With the help of more than 4,000 volunteers, Milwaukee Irish Fest shares Irish and Celtic music, dance, drama, sports, culture, children’s activities and genealogy through year-round programming. For more information, visit [www.irishfest.com](http://www.irishfest.com).

 Milwaukee Irish Fest  @MKEIrishFest