



CHMURA
Economics & Analytics

The Economic Impact of Historic Garden Week in Virginia and its Regions

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1. Executive Summary

Historic Garden Week (HGW) is a Virginia tradition that has been organized by the Garden Club of Virginia (GCV) for over 80 years. Every spring, this event draws visitors to cities and towns across Virginia and brings significant economic impact to the state.

Based on data collected via multiple surveys in 2014, the annual economic impact of Historic Garden Week in Virginia was estimated to be \$11.0 million.

- Chmura's survey of homeowners indicates that they spent a total of \$3.8 million in 2014 to prepare for the event, including spending on home renovation, landscaping, and interior design. In addition, GCV and local garden clubs also spent over \$460,000 to organize the event.
- It was estimated that spending activities to prepare for HGW generated a total economic impact (including direct, indirect, and induced impacts) of \$6.9 million in Virginia in 2014, supporting 82 annual Virginia jobs for the year 2014.¹
- An estimated 25,579 visitors attended Historic Garden Week in 2014. Chmura's intercept survey and online visitor survey indicated that an average visitor spent \$72 per day in Virginia. Total HGW visitor spending was estimated at \$2.0 million. Visitor spending was allocated among food, shopping, transportation, and entertainment.
- The total economic impact (direct, indirect, and induced impacts) of spending by Historic Garden Week visitors was estimated at \$3.2 million in Virginia in 2014, which could support 33 annual jobs in the state.
- The proceeds of HGW are used to support restoration and preservation of historic gardens and landscapes in Virginia. Data from 2009 to 2014 showed that GCV awarded close to \$0.5 million per year as gifts to various recipients. The total economic impact of gift spending could reach \$0.8 million in 2014, supporting 7 annual Virginia jobs.
- When combining event preparation, visitor spending, and gift expenditure, the total annual economic impact of Historic Garden Week was estimated at \$11.0 million in Virginia in 2014, which could support 122 annual state jobs.
- The state of Virginia also benefited fiscally from Historic Garden Week. When adding tax revenue from event preparation, visitor spending, and gift expenditure, the total state tax revenue was \$176,676 in 2014.

¹ The number of jobs estimated in this report is annual jobs, meaning job that will last for one year. For illustrative purpose, if 12 jobs are supported for one month, it will translate into one annual job, assuming the person will work full year.

- Table 1.1 summarizes the economic impact of Historic Garden Week in Virginia.

Table 1.1: Economic Impact of HGW in Virginia 2014

		Direct Impact (\$Million)	Total Impact (\$Million)	State Tax Revenue (\$)
Event Preparation	Spending	\$4.2	\$6.9	\$70,672
	Employment	60	82	
Visitor Spending	Spending	\$2.0	\$3.2	\$95,594
	Employment	24	33	
Gift Expenditure	Spending	\$0.5	\$0.8	\$10,410
	Employment	4	7	
Total Impact	Spending	\$6.7	\$11.0	\$176,676
	Employment	89	122	

Source: Chmura Economics & Analytics

The economic impact of Historic Garden Week in six regions of Virginia is summarized as follows:

- In Central Virginia, total economic impact of HGW (event preparation, visitor spending, and gift expenditure) was estimated at \$2.2 million in 2014, which could support 27 annual regional jobs. Local governments could receive \$15,142 in tax revenue from HGW.
- In Shenandoah Valley, total economic impact of HGW (event preparation, visitor spending, and gift expenditure) was estimated at \$2.2 million in 2014, which could support 25 annual regional jobs. Local governments could receive \$12,962 in tax revenue from HGW.
- In the Chesapeake Bay region, total economic impact of HGW (event preparation, visitor spending, and gift expenditure) was estimated at \$1.6 million in 2014, which could support 21 annual regional jobs. Local governments could receive \$16,649 in tax revenue from HGW.
- In Southern Virginia, total economic impact of HGW (event preparation, visitor spending, and gift expenditure) was estimated at \$1.0 million in 2014, which could support 12 annual regional jobs. Local governments could receive \$4,799 in tax revenue from HGW.
- In Northern Virginia, total economic impact of HGW (event preparation, visitor spending, and gift expenditure) was estimated at \$1.2 million in 2014, which could support 13 annual regional jobs. Local governments could receive \$5,882 in tax revenue from HGW.
- In the Hampton Roads region, total economic impact of HGW (event preparation, visitor spending, and gift expenditure) was estimated at \$1.5 million in 2014, which could support 17 annual regional jobs. Local governments could receive \$24,962 in tax revenue from HGW.
- Table 1.2 summarizes the economic impact of Historic Garden Week in Virginia's six regions.

Table 1.2: Economic Impact of HGW in Virginia's Regions (2014)

		Direct Impact (\$Million)	Total Impact (\$Million)	Local Tax Revenue (\$)
Central Virginia	Spending	\$1.4	\$2.2	\$15,142
	Employment	20	27	
Shenandoah Valley	Spending	\$1.4	\$2.2	\$12,962
	Employment	18	25	
Chesapeake Bay	Spending	\$1.1	\$1.6	\$16,649
	Employment	16	21	
Southern Virginia	Spending	\$0.6	\$1.0	\$4,799
	Employment	9	12	
Northern Virginia	Spending	\$0.8	\$1.2	\$5,882
	Employment	10	13	
Hampton Roads	Spending	\$1.0	\$1.5	\$24,962
	Employment	13	17	

Source: Chmura Economics & Analytics

Historic Garden Week also generates additional benefits for the Virginia economy and GCV partners.

- From 1969 to 2014, the cumulative economic impact of Historic Garden Week was roughly estimated to have been \$413 million, measured in 2014 dollars. The annual economic impact of HGW averaged \$9.0 million per year in 2014 dollars during that period.
- Chmura's survey of gift recipients shows that GCV funding was crucial to their garden restorations. Without the gifts, many preservation projects would be put on hold or remain incomplete. GCV gifts are also important to recipients' annual budgets.
- In Chmura's survey of gift recipients, respondents stressed that a relationship with the GCV has provided value in many other ways, such as exposure in the GCV guidebook and on websites.

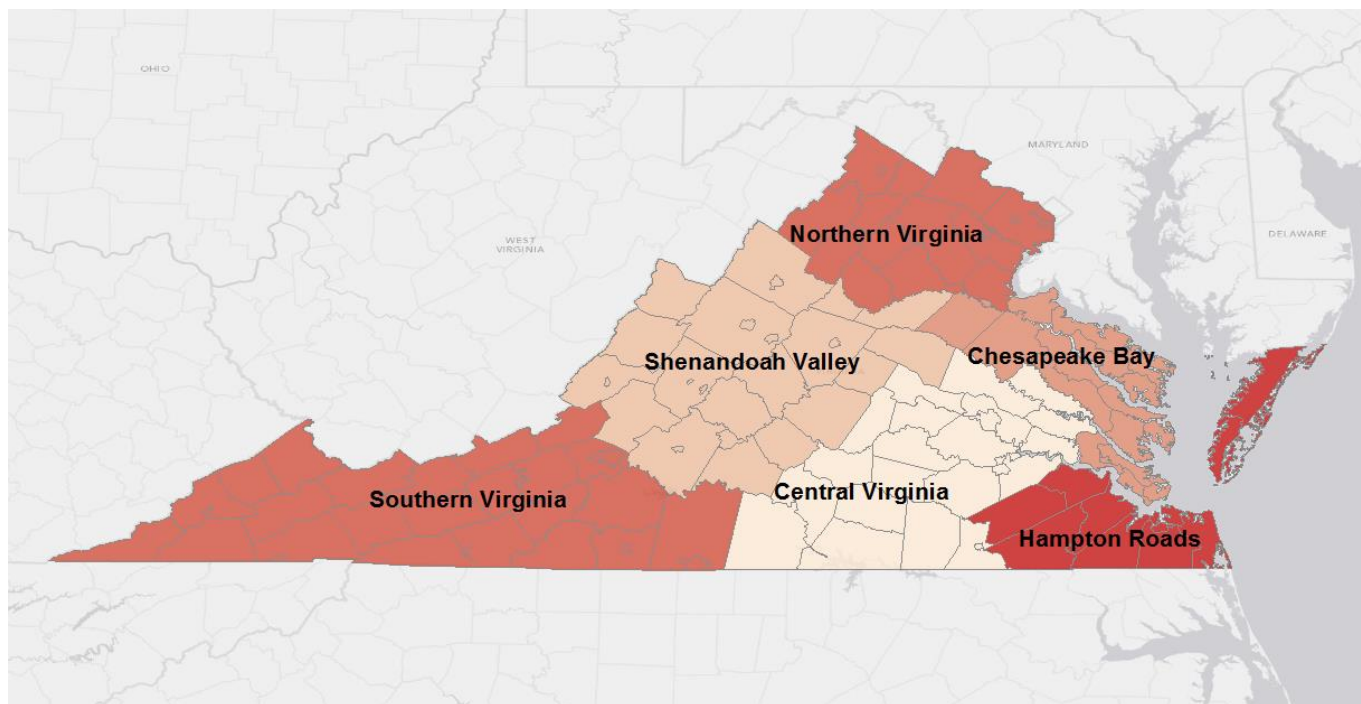
2. Background

The Garden Club of Virginia (GCV) is an active association of 47 garden clubs around the state, whose members collectively form a group of more than 3,300 civic leaders in their communities. The Garden Club of Virginia, which has been in existence for 93 years, held its first Historic Garden Week in 1927.² Not only was it the first Historic Garden Week (HGW) in the country, but Virginia remains the only state that holds annual statewide house and garden tours.

Historic Garden Week, which typically takes place during the last week of April, occurs across the state. Over the past 3 years, HGW attracted an average 30,000 visitors each year to approximately 200 homes and gardens.³ The net proceeds from Historic Garden Week go toward the restoration of historic gardens at public properties. Since 1969, HGW generated an estimated \$425 million in economic impact (in 2014 dollars) in Virginia. The 2013 Historic Garden Week netted \$622,000 for historic restorations.

HGW also draws visitors to cities and towns across Virginia. Those visitors bring economic benefit to Virginia communities. The Garden Club of Virginia commissioned Chmura Economics & Analytics (Chmura) to estimate the economic impact of Historic Garden Week in 2014 on the Virginia economy and its regions (see Figure 2.1).⁴

Figure 2.1 Six GCV Regions



² Source: Historic Garden Week website, available at: <http://www.vagardenweek.org/about.cfm>.

³ Source: Garden Club of Virginia.

⁴ Appendix 2 has a list of cities and counties in each region.

The rest of this report is organized as follows:

- Section 3 explains the study methodology, including data collection and economic impact analysis
- Section 4 examines the economic impact of Historic Garden Week in Virginia for 2014
- Section 5 summarizes the 2014 economic impact of Historic Garden Week in six regions in Virginia
- Section 6 discusses the cumulative economic impact of HGW in Virginia over the past four decades and the value it brings to its partners
- Appendices present the detailed regional impact, as well as various survey reports—visitor intercept survey, online visitor survey, homeowner survey, and gift recipient survey

3. Methodology

The economic impact of Historic Garden Week was measured from the following three sources:

- **Preparation.** In preparation for HGW, homeowners of the properties on the HGW tour spend a considerable amount of money to prepare their homes for the event. In addition, the Garden Club of Virginia and its member clubs incur costs for the event. The costs include items such as marketing, event logistics, and security. Many local and state businesses were hired to organize the event, generating benefits for state and local economies.
- **Visitor spending.** Historic Garden Week attracts thousands of visitors each year. Those visitors spend a significant amount of money in Virginia and local communities.
- **Restoration.** Over the years, the Garden Club of Virginia has made millions of dollars of funding available to historic sites in Virginia for restoration of gardens and landscapes. Those dollars go to local businesses such as landscape architects or workers, which benefit state and local economies.

Data collection and economic impact methodologies are designed to measure the above three dimensions of economic impact.

3.1. Data Collection Methodology

Event budget data provided by GCV allowed Chmura to estimate the economic impact of spending by the Garden Club of Virginia to prepare for the event. Chmura also carried out a mail survey of all property owners whose homes were on tour during Historic Garden Week in 2012 and 2014⁵. This survey collected data on their individual spending to prepare their homes for Historic Garden Week. Over 300 homeowners who hosted the Garden Tour in 2012 and 2014 were contacted via mail, and 124 of them completed the survey. Appendix 6 has detailed homeowner survey reports.

A visitor intercept survey was conducted in the cities of Alexandria, Fredericksburg, Richmond, Roanoke, Fairfax, and Yorktown during Historic Garden Week. This survey was designed to gather data on visitor spending in the state of Virginia. Intercept surveys were conducted among visitors during the week of April 26 - May 3, 2014 in the above six cities. A total of 540 intercept surveys were completed. In mid-May, Chmura also conducted an online survey for visitors who purchased tickets online with a valid email address. The purpose of the online visitor survey was to gather expanded information, especially for visitors to regions without intercept surveys. A total of 374 completed online surveys were collected. Appendices 4 and 5 have detailed visitor intercept and online survey reports.

Finally, Chmura also implemented a mail survey of Virginia organizations receiving restoration grants from the Garden Club of Virginia. This survey collected data on how they view their partnership with the

⁵ 2013 homeowner addresses were not available.

Garden Club of Virginia and how important gifts from GCV have been to their operation and preservation efforts. Appendix 7 has a detailed survey report on this information.

3.2. Economic Impact Methodology

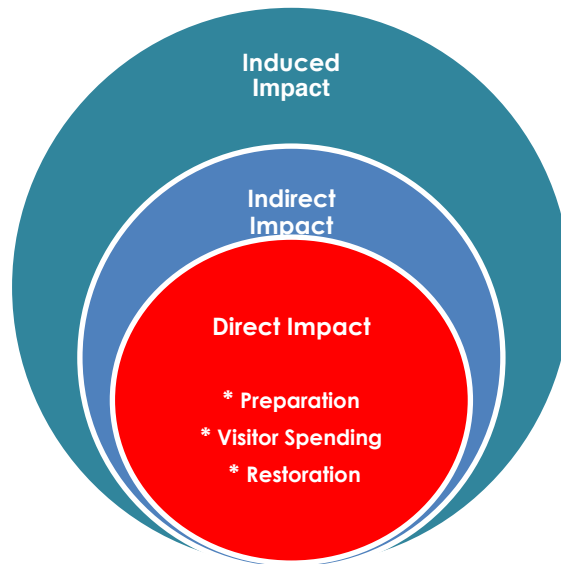
As noted earlier in this report, the economic impact of Historic Garden Week was measured from the following three sources: (1) preparation for Historic Garden Week, (2) visitor spending in Virginia and its regions during Historic Garden Week, and (3) historic restoration from the spending activities of GCV gifts and grants.

The three components above constitute the direct economic impact of Historic Garden Week in Virginia and its regions. Total economic impact also includes economic ripple effects from the direct impact. Ripple effects, categorized as indirect and induced impacts (see Appendix 1 for definitions), measure the secondary benefits generated by event preparation activities, visitor spending, and gift expenditure. These effects include benefits for the many local businesses supporting Historic Garden Week, such as suppliers for local restaurants and retail shops. They also include benefits to local businesses that cater to workers in the tourism industry.

The indirect and induced impacts were estimated with IMPLAN Pro⁶ software after the direct impacts were determined. Different event staging and visitor spending items were input into IMPLAN model sectors to estimate the indirect and induced impacts for each spending item. Those impacts were eventually aggregated to reach the estimated overall economic impact of Historic Garden Week in Virginia and its six regions. Figure 3.1 illustrates the economic impact framework.

⁶ *IMPLAN Professional* is an economic impact assessment modeling system developed by Minnesota IMPLAN Group that is often used by economists to build models that estimate the impact of economic changes on local economies.

Figure 3.1: Economic Impact Analysis Framework



This study also estimates the fiscal benefit of Historic Garden Week to local and state governments. Since Historic Garden Week was held in various locations in each region, Chmura used average local tax rates in each region to estimate fiscal revenue of event preparation, visitor spending, and gift expenditure for local governments. The local tax revenue includes sales, meals, and lodging as well as business, professional, and occupational license (BPOL) tax. The Virginia state government can benefit from sales, individual, and corporate income tax from event preparation, visitor spending, and gift expenditure.

4. Economic Impact of Historic Garden Week in Virginia, 2014

This section presents the economic impact of HGW in Virginia, using 2014 as a benchmark. Detailed economic impact for each region is summarized in Section 5 and listed in Appendix 3.⁷

4.1. Economic Impact of HGW Preparation

Historic Garden Week is a statewide program that requires a large number of individuals to organize it. Not only does GCV devote significant staff and resources for the effort, but individuals who choose to open their homes for the tour also spend a considerable amount of money and time preparing for the event. Spending items include repair and renovation of buildings and other facilities, landscaping services, interior decoration, and cleaning services.

Chmura's survey shows that in 2014, each homeowner averaged 401 hours of work in preparation for HGW. More than 40% of those hours were spent by homeowners, family members, and friends. The remaining work was accomplished by paid contractors—including an average of 112 hours of construction, 84 hours of landscaping, and 18 hours of cleaning per homeowner. With 164 homeowners in 2014, the total time for HGW preparation was estimated at 65,737 hours—equivalent to 31.6 full-time equivalent jobs.⁸

Chmura's survey indicates that each homeowner spent an average of \$18,485 to prepare for HGW. The top three spending items were home renovation (\$7,958), landscaping and gardening (\$5,173), and interior decoration (\$3,305). Most homeowner spending during HGW benefits local businesses, as 87% is spent locally—defined as within the county of residence and surrounding counties.

Table 4.1: Average Homeowner Spending (2014)

	Total Spending	Local Spending	% Spent Locally
Home Renovation	\$7,958	\$6,634	83%
Landscaping/ Gardening	\$5,173	\$4,787	93%
Interior Decoration	\$3,305	\$2,823	85%
Cleaning	\$441	\$380	86%
Retail Merchandise	\$990	\$814	82%
Other	\$619	\$589	95%
Total	\$18,485	\$16,026	87%

Source: Chmura Economics & Analytics

⁷ District impact in Appendix 3 is presented without text.

⁸ A full-time equivalent worker is assumed to work for 2080 hours per year.

The total cost of preparing for Historic Garden Week by homeowners was estimated to be over \$3.8 million in 2014. This figure includes cash spending by homeowners to pay contractors and retail merchants. It also includes the value of work completed by family members and friends, even though no cash transactions occurred.⁹ The value of unpaid labor for family and friends (who are more likely to help with landscaping or home repairs) was included because they will purchase supplies in the region—thus generating economic impact.

Outside homeowner expenditure, the Garden Club of Virginia as well as local garden clubs also spent \$467,786 in 2014 to organize HGW. This figure was added to homeowner spending. As a result, the total expenditure to prepare for the event was estimated at \$4.2 million in 2014.

Table 4.2 presents the estimated economic impact of preparing for HGW in Virginia in 2014. It was estimated that spending activities generated a total economic impact (including direct, indirect, and induced impacts) of \$6.9 million in the state, supporting 77 annual Virginia jobs in 2014¹⁰. Of the total impact, \$4.2 million was the estimated direct spending in Virginia, which could support annual 60 jobs in the state.¹¹ The estimated indirect impact totaled \$1.2 million, supporting 9 annual jobs. The induced impact in the state was estimated at \$1.5 million, supporting 12 annual jobs. The beneficiaries of the induced impact were mostly consumer-service related businesses, such as retail shops, restaurants, and healthcare providers.

Table 4.2: Economic Impact of HGW Preparation Spending (2014)

	Direct	Indirect	Induced	Total Impact
Spending (\$Million)	\$4.2	\$1.2	\$1.5	\$6.9
Employment	60	9	12	82

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

4.2. Economic Impact of Visitor Spending in Virginia

4.2.1. Estimating Direct Visitor Spending in Virginia

Each year, Historic Garden Week attracts tens of thousands of visitors from Virginia, states across the country, and other countries. Those visitors spend a significant amount of money in the state. Every individual visited one of the HGW open houses is considered a visitor in this study. When estimating total visitor spending, Chmura differentiated between visitors based on their primary trip motivation. If a visitor's

⁹ This is why the impact was \$3.8 million rather than \$3.0 million= (\$18,485*164).

¹⁰ The number of jobs estimated in this report is annual jobs, meaning job that will last for one year. For illustrative purpose, if 12 jobs are supported for one month, it will translate into one annual job, assuming the person will work full year.

¹¹ The jobs estimated by the IMPLAN model include both full-time and part-time workers. A large percentage of construction and landscaping workers are part-time. So, the employment number estimated in Table 4.2 is smaller than the full-time equivalent job number.

primary trip motivation was Historic Garden Week, all their spending in the state during the trip was counted as induced by HGW. For those visitors whose primary purposes were not HGW, Chmura allocated only a portion of their trip spending in Virginia as attributable to this event.

To estimate economic impact of visitor spending, two key numbers were needed: (1) number of visitors, and (2) average spending per visitor in Virginia. Based on data compiled by the Garden Club of Virginia, the total number of visitors during HGW in 2014 was 25,579.¹² Visitors came from more than thirty states as well as other countries.

Chmura implemented two surveys to estimate spending patterns of HGW visitors. Chmura conducted a visitor intercept survey during Historic Garden Week in six cities—Alexandria, Fairfax, Fredericksburg, Richmond, Roanoke, and Yorktown. In the weeks after HGW, Chmura also conducted an online survey for visitors who purchased tickets online with a valid email address. Altogether, more than 900 surveys were completed. The two surveys show similar results in terms of demographics, traveling party, and spending patterns. Consequently, results from those two surveys were combined in this section to estimate direct visitor spending.¹³

Chmura's intercept survey indicated the average visitor spent \$72.00 per person per day in Virginia. Survey data indicated that 95% of visitors reported that HGW was their primary trip motivation, and their average spending per person per day was estimated to be \$70.90. Visitors whose primary trip purpose was not HGW spent more—at \$90.50 per person per day—primarily because they spent more on lodging.

Table 4.3: Estimated Direct Visitor Spending in Virginia (2014)

Category	Average Spending per Person per Day	Total Spending
Food	\$14.50	\$398,538
Shopping	\$12.20	\$333,808
Lodging	\$15.60	\$427,688
Transportation	\$6.80	\$185,120
HGW Ticket Sales	\$19.20	\$525,791
Recreation	\$2.90	\$79,285
Other	\$0.80	\$20,895
Total	\$72.00	\$1,971,124

Source: Chmura Economics & Analytics

Total visitor spending in Virginia attributable to Historic Garden Week was estimated to have been \$2.0 million in 2014. Of this, the largest spending item was HGW ticket sales at \$525,791, followed by lodging at

¹² Source: Garden Club of Virginia. This number is the total head count of all people who visited HGW, and does not represent unique visitors. For example, a visitor who attended HGW tours in both Richmond and Alexandria were counted twice in that figure.

¹³ Please see Appendix 4 and Appendix 5 for detailed survey reports.

\$427,688, and food at \$398,538. The rest of visitor spending was on shopping, transportation, recreation, and other areas.

4.2.2. Total Economic Impact of Visitor Spending in Virginia

Direct HGW visitor spending in Virginia can also generate ripple economic impacts throughout the state. Total economic impact (direct, indirect, and induced impacts) of HGW visitor spending was estimated to have been \$3.2 million in the state, which supported 33 state jobs in 2014 (Table 4.4). Of this impact, direct visitor spending in the state attributable to Historic Garden Week was estimated at \$2.0 million, supporting 24 annual jobs, mostly in the state's tourism businesses such as hotels, restaurants, and retail establishments. The indirect impact was estimated at \$0.6 million that supported 4 annual jobs in the state. The induced impact was estimated at \$0.6 million and 5 annual jobs in the state.

Table 4.4: Economic Impact of Historic Garden Week Visitor Spending in Virginia (2014)

		Direct	Indirect	Induced	Total Impact
Food	Spending (Million)	\$0.4	\$0.1	\$0.1	\$0.7
	Employment	7	1	1	9
Shopping	Spending (Million)	\$0.3	\$0.1	\$0.1	\$0.5
	Employment	6	0	1	7
Lodging	Spending (Million)	\$0.4	\$0.2	\$0.1	\$0.7
	Employment	4	1	1	6
Transportation	Spending (Million)	\$0.2	\$0.1	\$0.1	\$0.3
	Employment	2	1	1	3
HGW Ticket Sales	Spending (Million)	\$0.5	\$0.2	\$0.1	\$0.8
	Employment	4	1	1	6
Recreation	Spending (Million)	\$0.1	\$0.0	\$0.0	\$0.1
	Employment	1	0	0	1
Other	Spending (Million)	\$0.0	\$0.0	\$0.0	\$0.0
	Employment	0	0	0	0
Total	Spending (Million)	\$2.0	\$0.6	\$0.6	\$3.2
	Employment	24	4	5	33

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

Among all tourism-related sectors, the largest impact involves the Garden Club of Virginia, as the total economic impact from ticket sales was estimated at \$0.8 million, with 6 annual state jobs supported. Visitor spending on lodging generated \$0.7 million in economic impact and supported 7 annual jobs in the state, and spending on food generated \$0.7 million in economic impact and supported 9 annual jobs in the state. More jobs are supported in the food sector due to lower prevailing wages than in the lodging industry.

4.3. Economic Impact of Gift Spending

The net proceeds from Historic Garden Week are used toward the restoration of historic gardens and landscapes in Virginia. Many of Virginia's treasured historic landmarks have been recipients of this grant,

including presidential home sites of Monticello, Mount Vernon, and Montpelier; public parks such as Lewis Ginter Botanical Garden and Maymont in Richmond; and the Burwell-Morgan Mill in Shenandoah Valley. Many other historic churches and schools are also recipients of such funding.

Data compiled by GCV showed that for the five-year period from June 2009 to June 2014, GCV spent a total of \$2.5 million on gift recipients.¹⁴ Of this amount, \$909,347 was paid to landscape architectural firms and \$121,948 was paid to fellowship recipients who conducted research in historic gardens and landscapes. The largest amount (\$1.4 million) was paid to restore historic properties, which included landscaping; repair of fences, walkways, and gates; and contract work from stonemasons, electricians, and carpenters.

Since spending on gift recipients for 2014 is yet to be completed, Chmura used the average of the past five years to estimate the economic impact of gift spending in 2014. It was estimated that spending can generate a total economic impact (including direct, indirect, and induced impacts) of \$846,086, supporting 7 Virginia jobs (Table 4.5). Of the total impact, \$494,782 was the estimated direct spending in Virginia, which supported 4 jobs. The indirect impact in the state was estimated to have been \$131,503, supporting one job in Virginia. The induced impact in the state was estimated at \$219,800, supporting 2 annual jobs in the state.

Table 4.5: Economic Impact of GCV Gift Spending (2014)

	Direct	Indirect	Induced	Total Impact
Spending	\$494,782	\$131,503	\$219,800	\$846,086
Employment	4	1	2	7

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

4.4. Economic Impact Summary in Virginia

Combining the three components of total economic impact, Historic Garden Week generated an estimated \$11.0 million in Virginia in 2014 along with 122 annual jobs (Table 4.6). Of the total impact, \$6.9 million (63%) came from HGW spending preparation. Nearly one-third (29%) originated from visitor spending, which was \$3.2 million. The remaining 8% came from restoration project spending by gift recipients.

¹⁴ GCV does not award fixed grant amounts to gift recipients. Instead, gift recipients submit projects to be considered for restoration, and GCV hires contractors and pays expenses.

Table 4.6: Economic Impact Summary of HGW in Virginia (2014)

		Direct	Indirect	Induced	Total Impact
Events Preparation	Spending (\$Million)	\$4.2	\$1.2	\$1.5	\$6.9
	Employment	60	9	12	82
Visitor Spending	Spending (\$Million)	\$2.0	\$0.6	\$0.6	\$3.2
	Employment	24	4	5	33
Gift/Budget Spending	Spending (\$Million)	\$0.5	\$0.1	\$0.2	\$0.8
	Employment	4	1	2	7
Total	Spending (\$Million)	\$6.7	\$1.9	\$2.4	\$11.0
	Employment	89	15	18	122

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

4.5. Fiscal Impact for State Government

HGW event preparation, visitor spending, and gift spending can generate tax revenue for the Virginia state government.¹⁵ Chmura estimated the following three major tax categories for the state: sales, individual income, and corporate income tax. In order to be conservative, only tax revenue from the direct impact was estimated.¹⁶

Money spent by homeowners in preparation for HGW can result in state tax revenue from labor income and corporate profits from businesses involved in those activities. In addition, spending to purchase supplies will be subject to state sales tax. Moreover, spending by the Garden Club of Virginia also supports the payroll expenditure of its staff members, which is subject to individual income tax. As a result, individual income tax was estimated to have been \$50,334, and corporate income tax for the state government was estimated at \$13,353 in 2014. To arrive at this assessment, Chmura first used the IMPLAN Pro model to estimate the percentage of event preparation expenditure paid as labor cost and profits. Chmura applied those percentages to total event preparation spending, before applying an individual income tax rate of 5% and corporate income tax rate of 6%.¹⁷ For sales tax, Chmura applied a 4.3% sales tax rate on retail merchandise spending.¹⁸

¹⁵ Tax revenue for local governments is analyzed in Section 5.

¹⁶ This approach is recommended by Burchell and Listokin in *The Fiscal Impact Handbook*.

¹⁷ Source: Virginia Tax Department.

¹⁸ Virginia has a 5.3% tax rate: 1% goes to local governments and 4.3% goes to the state government. Sales tax for selected localities in Northern Virginia and Hampton Roads are higher, at 6.0%.

Table 4.7: Tax Revenue for Virginia State Government from HGW (2014)

	Preparation	Visitor Spending	Gifts Spending	Total
Sales Tax	\$6,985	\$49,881		\$56,866
Income Tax-Individual	\$50,334	\$35,277	\$9,592	\$95,204
Income Tax-Corporate	\$13,353	\$10,435	\$818	\$24,606
Total	\$70,672	\$95,594	\$10,410	\$176,676

Source: Chmura

HGW visitor spending generated sales, individual income, and corporate income tax revenue for the state government. To calculate sales tax revenue, Chmura applied the state sales tax rate to the estimated total sales of retail, lodging, and food within Virginia. It was estimated that total visitor spending generated \$49,881 in sales tax for the state government. The state government also benefited from individual income tax as a result of new jobs created by visitor spending. Individual income tax was estimated to be \$35,277. In addition, corporate income tax for the state government was estimated at \$10,435.

Using the same methodology, the state government collected an estimated \$10,410 in 2014 from CGV gift spending; \$9,592 came from individual income tax and \$818 from corporate income tax. All components combined, Historic Garden Week provided tax revenue totaling \$176,676 to the state government in 2014.

5. Economic Impact of Historic Garden Week in Virginia Regions, 2014

Chmura utilized the same methodology to estimate the economic impact of Historic Garden Week in six regions in Virginia. This section compares regional impacts in a summary format, while Appendix 3 lists detailed tables for each region.

5.1. Summary of Regional Impact in Event Preparation

Based on data collected through the homeowner survey, it was estimated that homeowners in Central Virginia spent a total of \$0.87 million in 2014 in the region to prepare for HGW—the highest among all 6 regions (Table 5.1). This is partially due to the fact that Central Virginia had the highest number of houses on tour. Hampton Roads had the second-highest number of homes on tour, yet the survey indicated that only 67% was local expenditure, as opposed to 99% for Shenandoah Valley and 95% for Chesapeake Bay. As a result, actual local spending in the Hampton Roads region (\$0.49 million) was smaller than in both Shenandoah Valley (\$0.65 million) and Chesapeake Bay (\$0.61 million). Southern Virginia had the lowest expenditure amount for event preparation.

Table 5.1: Estimated Direct Spending in Virginia Regions (2014)

Region	Number of Homes On Tour	Estimated Homeowner Spending Within Region (Million)
Central Virginia	43	\$0.87
Shenandoah Valley	28	\$0.65
Chesapeake Bay	22	\$0.61
Southern Virginia	18	\$0.31
Northern Virginia	19	\$0.43
Hampton Roads	34	\$0.49
Virginia	164	\$3.76

Note: Virginia spending is statewide spending amount

Source: Chmura Economics & Analytics

After adding spending by GCV and local clubs, Table 5.2 presents the estimated economic impact of HGW preparation in Virginia's six regions. Using Central Virginia as an example, its event preparation activities resulted in an estimated \$1.0 million direct spending in the region, supporting 14 annual jobs. Spending activities generated a total economic impact (including direct, indirect, and induced impacts) of \$1.5 million in Central Virginia, supporting 19 annual jobs. The total economic impact in regions such as Shenandoah Valley and Chesapeake Bay also reached over \$1.0 million in 2014.

Table 5.2: Economic Impact of Event Preparation in Virginia Regions

		Direct	Indirect	Induced	Total
Central Virginia	Spending (\$Million)	\$1.0	\$0.2	\$0.3	\$1.5
	Employment	14	2	3	19
Shenandoah Valley	Spending (\$Million)	\$0.7	\$0.2	\$0.2	\$1.2
	Employment	11	2	2	15
Chesapeake Bay	Spending (\$Million)	\$0.7	\$0.2	\$0.2	\$1.0
	Employment	11	1	2	14
Southern Virginia	Spending (\$Million)	\$0.4	\$0.1	\$0.1	\$0.5
	Employment	6	1	1	7
Northern Virginia	Spending (\$Million)	\$0.5	\$0.1	\$0.1	\$0.7
	Employment	7	1	1	9
Hampton Roads	Spending (\$Million)	\$0.6	\$0.2	\$0.2	\$0.9
	Employment	9	1	1	11
State Impact	Spending (\$Million)	\$4.2	\$1.2	\$1.5	\$6.9
	Employment	60	9	12	82

Note: The sum of regional impact does not sum to statewide impact due to the fact that state multipliers are larger than regional ones. Numbers may not sum due to rounding.

Source: Chmura and IMPLAN Pro 2012

5.2. Summary of Regional Impact of Visitor Spending

Based on attendance data from GCV and spending data collected through intercept and online visitor surveys, total direct HGW visitor spending is distributed into six regions according to both the number of visitors and average visitor spending in each region. In terms of visitor count, tours in Shenandoah Valley attracted an estimated 5,699 visitors, followed by 5,230 in Central Virginia, and 4,796 in Chesapeake Bay. In terms of spending, HGW visitors spent \$0.41 million in both Central Virginia and Shenandoah Valley. This was followed by Chesapeake Bay (\$0.38 million), Hampton Roads (\$0.36 million), and Northern Virginia (\$0.24 million). Southern Virginia had the lowest amount of HGW spending, at \$0.17 million (Table 5.3).

Table 5.3: Estimated Direct Spending in Virginia Regions (2014)

Region	Estimated Visitors	Estimated Spending (Million)
Central Virginia	5,230	\$0.41
Shenandoah Valley	5,699	\$0.41
Chesapeake Bay	4,796	\$0.38
Southern Virginia	2,674	\$0.17
Northern Virginia	3,246	\$0.24
Hampton Roads	3,935	\$0.36
Virginia	25,579	\$1.97

Source: Chmura Economics & Analytics and GCV

Direct visitor spending also generated ripple economic impacts in those regions. As Table 5.4 shows, the regional economic impact from HGW visitors depends on direct visitor spending in each week. The largest economic impact, in terms of spending, occurred in Shenandoah Valley, estimated at \$0.7 million.

This was followed by Central Virginia, Hampton Roads, and Chesapeake Bay, each at \$0.6 million. In terms of jobs supported, 7 annual jobs are supported in both Central Virginia and Shenandoah Valley due to visitor spending, followed by 5 annual jobs in Chesapeake Bay region.

Table 5.4: Economic Impact of Visitor Spending in Virginia Regions (2014)

		Direct	Indirect	Induced	Total
Central Virginia	Spending (Million)	\$0.4	\$0.1	\$0.1	\$0.6
	Employment	5	1	1	7
Shenandoah Valley	Spending (Million)	\$0.4	\$0.1	\$0.1	\$0.7
	Employment	5	1	1	7
Chesapeake Bay	Spending (Million)	\$0.4	\$0.1	\$0.1	\$0.6
	Employment	5	1	1	6
Southern Virginia	Spending (Million)	\$0.2	\$0.0	\$0.0	\$0.3
	Employment	2	0	0	3
Northern Virginia	Spending (Million)	\$0.2	\$0.1	\$0.1	\$0.4
	Employment	3	0	0	4
Hampton Roads	Spending (Million)	\$0.4	\$0.1	\$0.1	\$0.6
	Employment	4	1	0	5
State Impact	Spending (Million)	\$2.0	\$0.6	\$0.6	\$3.2
	Employment	24	4.3	5	33

Note: The sum of regional impacts do not sum to total statewide impact since state multipliers are larger than regional ones. Numbers may not sum due to rounding

Source: Chmura and IMPLAN Pro 2012

5.3. Summary of Regional Impact of Gift Spending

Data from GCV showed that during the five-year period from July 2009 to June 2014, GCV spent \$2.5 million on gifts in the form of restoration spending and research fellowship. Among the six regions, organizations in Shenandoah Valley received over 40% of all gift spending, reaching \$1.0 million in five years. Southern Virginia ranked second, with \$0.5 million in gift spending in five years (Table 5.5).

Table 5.5: Estimated Direct Spending in Virginia Districts (2009-2014)

Region	Total July 2009- June 2014	Annual Average
	(Million)	(Million)
Central Virginia	\$0.29	\$0.06
Shenandoah Valley	\$1.03	\$0.21
Chesapeake Bay	\$0.22	\$0.04
Southern Virginia	\$0.53	\$0.11
Northern Virginia	\$0.28	\$0.06
Hampton Roads	\$0.12	\$0.02
Virginia	\$2.47	\$0.49

Source: Chmura Economics & Analytics

Table 5.6 presents the estimated economic impact of gift spending in Virginia's six regions. Using Shenandoah Valley as an example, it was estimated that GCV dispensed an annual average of \$0.2 million in the region to restore historic landscapes as well as toward research fellowships, supporting 2 annual direct jobs in the region. Spending activities in this region generated a total economic impact (including direct, indirect, and induced impacts) of \$0.4 million in Shenandoah Valley. The total economic impact in other regions can be interpreted similarly.

Table 5.6: Economic Impact of Gift Spending in Virginia Regions (2014)

		Direct	Indirect	Induced	Total
Central Virginia	Spending (Million)	\$0.1	\$0.0	\$0.0	\$0.1
	Employment	1	0	0	1
Shenandoah Valley	Spending (Million)	\$0.2	\$0.1	\$0.1	\$0.4
	Employment	2	0	1	3
Chesapeake Bay	Spending (Million)	\$0.0	\$0.0	\$0.0	\$0.1
	Employment	0	0	0	1
Southern Virginia	Spending (Million)	\$0.1	\$0.0	\$0.0	\$0.2
	Employment	1	0	0	2
Northern Virginia	Spending (Million)	\$0.1	\$0.0	\$0.0	\$0.1
	Employment	1	0	0	1
Hampton Roads	Spending (Million)	\$0.0	\$0.0	\$0.0	\$0.0
	Employment	0	0	0	0
State Impact	Spending (Million)	\$0.5	\$0.1	\$0.2	\$0.8
	Employment	4	1	2	7

Note: The sum of regional impacts do not sum to total statewide impact since state multipliers are larger than regional ones. Numbers may not sum due to rounding

Source: Chmura and IMPLAN Pro 2012

5.4. District Economic Impact Summary

Combining the three components of event preparation, visitor spending and gift expenditure, Table 5.7 summarizes the overall economic impact of Historic Garden Week in Virginia's six regions in 2014. The overall economic impact was estimated to have been over \$2.0 million in both Central Virginia and Shenandoah Valley. That is followed by \$1.6 million in Chesapeake Bay and \$1.5 million in Hampton Roads. The economic impact in Northern Virginia and Southern Virginia was estimated to have been \$1.2 million and \$1.0 million, respectively.

Table 5.7: HGW Economic Impact Summary in Virginia Districts

		Direct	Indirect	Induced	Total
Central Virginia	Spending (\$Million)	\$1.4	\$0.3	\$0.4	\$2.2
	Employment	20	3	4	27
Shenandoah Valley	Spending (\$Million)	\$1.4	\$0.4	\$0.4	\$2.2
	Employment	18	3	4	25
Chesapeake Bay	Spending (\$Million)	\$1.1	\$0.3	\$0.3	\$1.6
	Employment	16	2	2	21
Southern Virginia	Spending (\$Million)	\$0.6	\$0.2	\$0.2	\$1.0
	Employment	9	2	1	12
Northern Virginia	Spending (\$Million)	\$0.8	\$0.2	\$0.2	\$1.2
	Employment	10	1	2	13
Hampton Roads	Spending (\$Million)	\$1.0	\$0.3	\$0.3	\$1.5
	Employment	13	2	2	17
State Impact	Spending (\$Million)	\$6.7	\$1.9	\$2.4	\$11.0
	Employment	89	15	18	122

Note: The sum of regional impact does not sum to statewide impact due to the fact that state multipliers are larger than regional ones. Numbers may not sum due to rounding

Source: Chmura and IMPLAN Pro 2012

5.5. Fiscal Impact for Local Governments

HGW preparation spending, visitor spending, and gift spending generate tax revenue for local governments in Virginia. Since there are many localities in each region, and spending cannot be allocated to any individual locality, Chmura chose to use the regional average tax rates to estimate tax revenue to local governments in those regions.

During HGW, local governments can collect business, professional, and occupational license (BPOL) tax from various categories of spending. For example, spending on construction contracting is assessed at different tax rates than spending on interior designers and professional services. Outside BPOL tax, local sales tax was generated as homeowners purchased retail merchandise. It was estimated that during 2014 HGW preparation, local governments in Virginia could benefit from \$7,215 in tax revenue (Table 5.8).¹⁹

¹⁹ Appendix 3 has detailed tax revenue for each region.

Table 5.8: Tax Revenue for Local Governments from HGW (2014)

	Preparation	Visitor Spending	Gifts Spending	Total
Central Virginia	\$1,847	\$13,193	\$102	\$15,142
Shenandoah Valley	\$1,301	\$11,043	\$618	\$12,962
Chesapeake Bay	\$1,178	\$15,362	\$109	\$16,649
Southern Virginia	\$409	\$4,303	\$86	\$4,799
Northern Virginia	\$866	\$4,892	\$124	\$5,882
Hampton Roads	\$1,614	\$23,270	\$78	\$24,962
All Local Governments	\$7,215	\$72,064	\$1,117	\$80,396

Source: Chmura

For visitor spending in each region, local governments typically receive sales, meals, lodging, admission, and BPOL tax from various types of visitor spending. Those are the largest income sources for local governments from HGW. It was estimated that visitor spending generated an estimated \$72,064 in local tax from visitor spending in 2014.

Similarly, BPOL tax can be collected for a variety of gift spending items. Local tax revenue from gift spending was estimated at \$1,117 in 2014.

Together, HGW contributed an estimated \$80,396 in tax revenue to all local governments in Virginia in 2014. Local governments in Hampton Roads would receive \$24,962 in tax revenue, followed by Chesapeake Bay (\$16,649) and Central Virginia (\$15,142).

6. Other Perspectives of HGW

6.1. Cumulative Impact of Historic Garden Week

Historic Garden Week has been staged in Virginia for over 80 years, and it has contributed to the state and regional economy since its beginning. To quantify the cumulative economic impact throughout its history is a challenging task, as both the population and economy of Virginia have undergone great transformation in the past eight decades. Historic records from GCV concerning revenue only go back to 1969, and records on GCV expenses only go back to 1990. Several assumptions are used to estimate the historic impact of HGW from 1969 to 2014. For example, it was estimated that both visitor volume and event preparation spending will grow at the same rate as the growth of receipts. Gift expenditure will grow at the same rate as net receipts from 1990.

It was estimated that from 1969 to 2014, the cumulative economic impact of Historic Garden Week could reach \$425 million, measured in 2014 dollars. The annual economic impact of HGW averaged \$9.2 million per year in 2014 dollars. The impact has been fairly consistent over the years (Figure 6.1).

**Figure 6.1: Estimated Impact of HGW
(1969-2014, Million 2014 Dollars)**

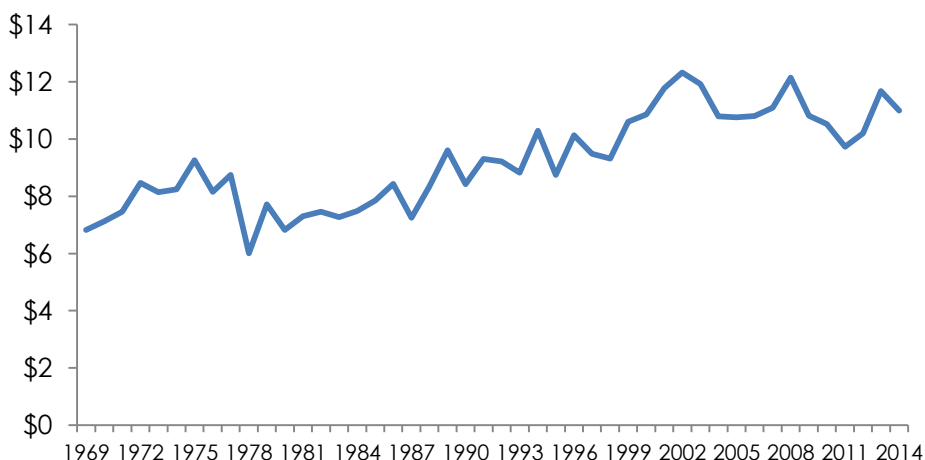


Table 6.1 presents the estimated historic economic impact of HGW in Virginia's six regions. The overall economic impact was estimated to be over \$80.0 million in both Central Virginia and Shenandoah Valley from 1969 to 2014. That is followed by more than \$63.6 million in Chesapeake Bay and \$58.4 million in Hampton Roads. The economic impact in Northern Virginia and Southern Virginia was estimated to have been \$45.9 million and \$37.9 million, respectively.

**Table 6.1: Estimated Impact of HGW in Virginia Regions
(1969-2014, 2014 Dollars)**

Region	Economic Impact (\$Million)
Central Virginia	\$83.8
Shenandoah Valley	\$85.3
Chesapeake Bay	\$63.6
Southern Virginia	\$37.9
Northern Virginia	\$45.9
Hampton Roads	\$58.4
Statewide Impact	\$424.6

Note: The sum of regional impact does not sum to statewide impact

Source: Chmura and IMPLAN Pro 2012

6.2. Value to Historic Garden Week Partners

Chmura's survey of gift recipients showed that GCV funding was crucial to their garden restoration projects. Without gifts from the Garden Club of Virginia, 54% of respondents said that their organization's restoration efforts would stop. Another 38% of respondents said their restoration projects would be on a delayed schedule. Overall, 92% of respondents' restoration projects would be delayed or incomplete without funding from GCV.

When asked to estimate the importance of GCV gifts to their organization's budget, ranking from 1 to 5 (where 5 is "extremely important"), 85% selected either a 4 or 5 for an average score of 4.42—very important. About half of respondents (46%) reported that the volume of visitors increased following the completion of their renovations, boosting visitor volume by 12.3% on average. Based on estimates from respondents on the number of visitors annually and admission fees charged, this increase in visitors added an estimated \$78,100 in admissions revenue annually for respondent organizations. Statements such as "[GCV] gifts have encouraged matching support from other private foundations" and "[gifts] not only assisted our fundraising, they are a strong marketing statement" were echoed among nearly every respondent.

Respondents also stressed that a relationship with the GCV had provided value in many other areas.. They stated that their association with the Garden Club of Virginia raised visibility of their organization, aided marketing and fundraising, increased media coverage, increased hits on their organizations' websites, and raised awareness and credibility. As two respondents summarized, "the GCV is a powerful statement about the merits and significance of a historic site" and "we claim it with pride whenever possible."

Appendix 1: Impact Study Glossary

IMPLAN Professional is an economic impact assessment modeling system. It allows the user to build economic models to estimate the impact of economic changes in states, counties, or communities. It was created in the 1970s by the Forestry Service and is widely used by economists to estimate the impact of specific event on the overall economy.

Input-Output Analysis—an examination of business-business and business-consumer economic relationships capturing all monetary transactions in a given period, allowing one to calculate the effects of a change in an economic activity on the entire economy (impact analysis).

Direct Impact—economic activity generated by a project or operation. For construction, this represents activity of the contractor; for operations, this represents activity by tenants of the property.

Overhead—construction inputs not provided by the contractor.

Indirect Impact—secondary economic activity that is generated by a project or operation. An example might be a new office building generating demand for parking garages.

Induced (Household) Impact—economic activity generated by household income resulting from the direct and indirect impact.

Multiplier—the cumulative impacts of a unit change in economic activity on the entire economy.

Appendix 2: Regional Definitions

Regional Definitions

FIPS Code	Locality	Region Number	Region Name
51007	Amelia	1	Central Virginia
51025	Brunswick	1	Central Virginia
51036	Charles City	1	Central Virginia
51037	Charlotte	1	Central Virginia
51041	Chesterfield	1	Central Virginia
51049	Cumberland	1	Central Virginia
51053	Dinwiddie	1	Central Virginia
51075	Goochland	1	Central Virginia
51081	Greensville	1	Central Virginia
51083	Halifax	1	Central Virginia
51085	Hanover	1	Central Virginia
51087	Henrico	1	Central Virginia
51101	King William	1	Central Virginia
51111	Lunenburg	1	Central Virginia
51117	Mecklenburg	1	Central Virginia
51127	New Kent	1	Central Virginia
51135	Nottoway	1	Central Virginia
51145	Powhatan	1	Central Virginia
51147	Prince Edward	1	Central Virginia
51149	Prince George	1	Central Virginia
51570	Colonial Heights City	1	Central Virginia
51595	Emporia City	1	Central Virginia
51670	Hopewell City	1	Central Virginia
51730	Petersburg City	1	Central Virginia
51760	Richmond City	1	Central Virginia
51003	Albemarle	2	Shenandoah Valley
51005	Alleghany	2	Shenandoah Valley
51009	Amherst	2	Shenandoah Valley
51011	Appomattox	2	Shenandoah Valley
51015	Augusta	2	Shenandoah Valley
51017	Bath	2	Shenandoah Valley
51019	Bedford	2	Shenandoah Valley
51023	Botetourt	2	Shenandoah Valley
51029	Buckingham	2	Shenandoah Valley
51031	Campbell	2	Shenandoah Valley
51065	Fluvanna	2	Shenandoah Valley
51079	Greene	2	Shenandoah Valley
51091	Highland	2	Shenandoah Valley
51109	Louisa	2	Shenandoah Valley

Regional Definitions

51125	Nelson	2	Shenandoah Valley
51137	Orange	2	Shenandoah Valley
51163	Rockbridge	2	Shenandoah Valley
51165	Rockingham	2	Shenandoah Valley
51515	Bedford City	2	Shenandoah Valley
51530	Buena Vista City	2	Shenandoah Valley
51540	Charlottesville City	2	Shenandoah Valley
51580	Covington City	2	Shenandoah Valley
51660	Harrisonburg City	2	Shenandoah Valley
51678	Lexington City	2	Shenandoah Valley
51680	Lynchburg City	2	Shenandoah Valley
51790	Staunton City	2	Shenandoah Valley
51820	Waynesboro City	2	Shenandoah Valley
51033	Caroline	3	Chesapeake Bay
51057	Essex	3	Chesapeake Bay
51073	Gloucester	3	Chesapeake Bay
51095	James City	3	Chesapeake Bay
51097	King and Queen	3	Chesapeake Bay
51099	King George	3	Chesapeake Bay
51103	Lancaster	3	Chesapeake Bay
51115	Mathews	3	Chesapeake Bay
51119	Middlesex	3	Chesapeake Bay
51133	Northumberland	3	Chesapeake Bay
51159	Richmond	3	Chesapeake Bay
51177	Spotsylvania	3	Chesapeake Bay
51193	Westmoreland	3	Chesapeake Bay
51199	York	3	Chesapeake Bay
51630	Fredericksburg City	3	Chesapeake Bay
51650	Hampton City	3	Chesapeake Bay
51700	Newport News City	3	Chesapeake Bay
51735	Poquoson City	3	Chesapeake Bay
51830	Williamsburg City	3	Chesapeake Bay
51021	Bland	4	Southern Virginia
51027	Buchanan	4	Southern Virginia
51035	Carroll	4	Southern Virginia
51045	Craig	4	Southern Virginia
51051	Dickenson	4	Southern Virginia
51063	Floyd	4	Southern Virginia
51067	Franklin	4	Southern Virginia
51071	Giles	4	Southern Virginia
51077	Grayson	4	Southern Virginia
51089	Henry	4	Southern Virginia

Regional Definitions

51105	Lee	4	Southern Virginia
51121	Montgomery	4	Southern Virginia
51141	Patrick	4	Southern Virginia
51143	Pittsylvania	4	Southern Virginia
51155	Pulaski	4	Southern Virginia
51161	Roanoke	4	Southern Virginia
51167	Russell	4	Southern Virginia
51169	Scott	4	Southern Virginia
51173	Smyth	4	Southern Virginia
51185	Tazewell	4	Southern Virginia
51191	Washington	4	Southern Virginia
51195	Wise	4	Southern Virginia
51197	Wythe	4	Southern Virginia
51520	Bristol City	4	Southern Virginia
51590	Danville City	4	Southern Virginia
51640	Galax City	4	Southern Virginia
51690	Martinsville City	4	Southern Virginia
51720	Norton City	4	Southern Virginia
51750	Radford City	4	Southern Virginia
51770	Roanoke City	4	Southern Virginia
51775	Salem City	4	Southern Virginia
51013	Arlington	5	Northern Virginia
51043	Clarke	5	Northern Virginia
51047	Culpeper	5	Northern Virginia
51059	Fairfax	5	Northern Virginia
51061	Fauquier	5	Northern Virginia
51069	Frederick	5	Northern Virginia
51107	Loudoun	5	Northern Virginia
51113	Madison	5	Northern Virginia
51139	Page	5	Northern Virginia
51153	Prince William	5	Northern Virginia
51157	Rappahannock	5	Northern Virginia
51171	Shenandoah	5	Northern Virginia
51179	Stafford	5	Northern Virginia
51187	Warren	5	Northern Virginia
51510	Alexandria City	5	Northern Virginia
51600	Fairfax City	5	Northern Virginia
51610	Falls Church City	5	Northern Virginia
51683	Manassas City	5	Northern Virginia
51685	Manassas Park City	5	Northern Virginia
51840	Winchester City	5	Northern Virginia
51001	Accomack	6	Hampton Roads

Regional Definitions

51093	Isle of Wight	6	Hampton Roads
51131	Northampton	6	Hampton Roads
51175	Southampton	6	Hampton Roads
51181	Surry	6	Hampton Roads
51183	Sussex	6	Hampton Roads
51550	Chesapeake City	6	Hampton Roads
51620	Franklin City	6	Hampton Roads
51710	Norfolk City	6	Hampton Roads
51740	Portsmouth City	6	Hampton Roads
51800	Suffolk City	6	Hampton Roads
51810	Virginia Beach City	6	Hampton Roads

Source: Chmura and GCV

Appendix 3: Detailed District Impact

A3.1. Central Virginia

Economic Impact Summary of HGW in Central Virginia (2014)

		Direct	Indirect	Induced	Total Impact
Events Preparation	Spending (\$Million)	\$1.0	\$0.2	\$0.3	\$1.5
	Employment	14	2	3	19
Visitor Spending	Spending (\$Million)	\$0.4	\$0.1	\$0.1	\$0.6
	Employment	5	1	1	7
Gift/Budget Spending	Spending (\$Million)	\$0.1	\$0.0	\$0.0	\$0.1
	Employment	1	0	0	1
Total	Spending (\$Million)	\$1.4	\$0.3	\$0.4	\$2.2
	Employment	20	3	4	27

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

Tax Revenue for Local Governments from HGW (2014)-Central Virginia

	Preparation	Visitor Spending	Gifts Spending	Total
Sales Tax	\$398	\$2,643		\$3,041
Meal Tax		\$1,226		\$1,226
Lodging Tax		\$7,123		\$7,123
Admission Tax		\$1,509		\$1,509
BPOL Tax	\$1,449	\$693	\$102	\$2,244
Total	\$1,847	\$13,193	\$102	\$15,142

Source: Chmura

A3.2. Shenandoah Valley

Economic Impact Summary of HGW in Shenandoah Valley (2014)

		Direct	Indirect	Induced	Total Impact
Events Preparation	Spending (\$Million)	\$0.7	\$0.2	\$0.2	\$1.2
	Employment	11	2	2	15
Visitor Spending	Spending (\$Million)	\$0.4	\$0.1	\$0.1	\$0.7
	Employment	5	1	1	7
Gift/Budget Spending	Spending (\$Million)	\$0.2	\$0.1	\$0.1	\$0.4
	Employment	2	0	1	3
Total	Spending (\$Million)	\$1.4	\$0.4	\$0.4	\$2.2
	Employment	18	3	4	25

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

Tax Revenue for Local Government from HGW (2014)-Shenandoah Valley

	Preparation	Visitor Spending	Gifts Spending	Total
Sales Tax	\$274	\$2,249		\$2,523
Meal Tax		\$3,559		\$3,559
Lodging Tax		\$3,384		\$3,384
Admission Tax		\$1,200		\$1,200
BPOL Tax	\$1,026	\$651	\$618	\$2,295
Total	\$1,301	\$11,043	\$618	\$12,962

Source: Chmura

A3.3. Chesapeake Bay

Economic Impact Summary of HGW in Chesapeake Bay (2014)

		Direct	Indirect	Induced	Total Impact
Events Preparation	Spending (\$Million)	\$0.7	\$0.2	\$0.2	\$1.0
	Employment	11	1	2	14
Visitor Spending	Spending (\$Million)	\$0.4	\$0.1	\$0.1	\$0.6
	Employment	5	1	1	6
Gift/Budget Spending	Spending (\$Million)	\$0.0	\$0.0	\$0.0	\$0.1
	Employment	0	0	0	1
Total	Spending (\$Million)	\$1.1	\$0.3	\$0.3	\$1.6
	Employment	16	2	2	21

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

Tax Revenue for Local Government from HGW (2014)-Chesapeake Bay

	Preparation	Visitor Spending	Gifts Spending	Total
Sales Tax	\$206	\$2,141		\$2,347
Meal Tax		\$3,568		\$3,568
Lodging Tax		\$4,789		\$4,789
Admission Tax		\$4,091		\$4,091
BPOL Tax	\$971	\$773	\$109	\$1,854
Total	\$1,178	\$15,362	\$109	\$16,649

Source: Chmura

A3.4. Southern Virginia

Economic Impact Summary of HGW in Southern Virginia (2014)

		Direct	Indirect	Induced	Total Impact
Events Preparation	Spending (\$Million)	\$0.4	\$0.1	\$0.1	\$0.5
	Employment	6	1	1	7
Visitor Spending	Spending (\$Million)	\$0.2	\$0.0	\$0.0	\$0.3
	Employment	2	0	0	3
Gift/Budget Spending	Spending (\$Million)	\$0.1	\$0.0	\$0.0	\$0.2
	Employment	1	0	0	2
Total	Spending (\$Million)	\$0.6	\$0.2	\$0.2	\$1.0
	Employment	9	2	1	12

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

Tax Revenue for Local Government from HGW (2014)-Southern Virginia

	Preparation	Visitor Spending	Gifts Spending	Total
Sales Tax	\$137	\$966		\$1,103
Meal Tax		\$1,370		\$1,370
Lodging Tax		\$1,205		\$1,205
Admission Tax		\$602		\$602
BPOL Tax	\$272	\$160	\$86	\$518
Total	\$409	\$4,303	\$86	\$4,799

Source: Chmura

A3.5. Northern Virginia

Economic Impact Summary of HGW in Northern Virginia (2014)

		Direct	Indirect	Induced	Total Impact
Events Preparation	Spending (\$Million)	\$0.5	\$0.1	\$0.1	\$0.7
	Employment	7	1	1	9
Visitor Spending	Spending (\$Million)	\$0.2	\$0.1	\$0.1	\$0.4
	Employment	3	0	0	4
Gift/Budget Spending	Spending (\$Million)	\$0.1	\$0.0	\$0.0	\$0.1
	Employment	1	0	0	1
Total	Spending (\$Million)	\$0.8	\$0.2	\$0.2	\$1.2
	Employment	10	1	2	13

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

Tax Revenue for Local Government from HGW (2014)-Northern Virginia

	Preparation	Visitor Spending	Gifts Spending	Total
Sales Tax	\$179	\$1,462		\$1,641
Meal Tax		\$539		\$539
Lodging Tax		\$2,038		\$2,038
Admission Tax		\$422		\$422
BPOL Tax	\$688	\$431	\$124	\$1,243
Total	\$866	\$4,892	\$124	\$5,882

Source: Chmura

A3.6. Hampton Roads

Economic Impact Summary of HGW in Hampton Roads (2014)

		Direct	Indirect	Induced	Total Impact
Events Preparation	Spending (\$Million)	\$0.6	\$0.2	\$0.2	\$0.9
	Employment	9	1	1	11
Visitor Spending	Spending (\$Million)	\$0.4	\$0.1	\$0.1	\$0.6
	Employment	4	1	1	6
Gift/Budget Spending	Spending (\$Million)	\$0.0	\$0.0	\$0.0	\$0.0
	Employment	0	0	0	0
Total	Spending (\$Million)	\$1.0	\$0.3	\$0.3	\$1.5
	Employment	13	2	2	17

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2012 and Chmura

Tax Revenue for Local Government from HGW (2014)-Hampton Roads

	Preparation	Visitor Spending	Gifts Spending	Total
Sales Tax	\$227	\$2,088		\$2,315
Meal Tax		\$3,573		\$3,573
Lodging Tax		\$6,955		\$6,955
Admission Tax		\$9,777		\$9,777
BPOL Tax	\$1,387	\$877	\$78	\$2,343
Total	\$1,614	\$23,270	\$78	\$24,962

Source: Chmura

Appendix 4: Visitor Intercept Survey Report

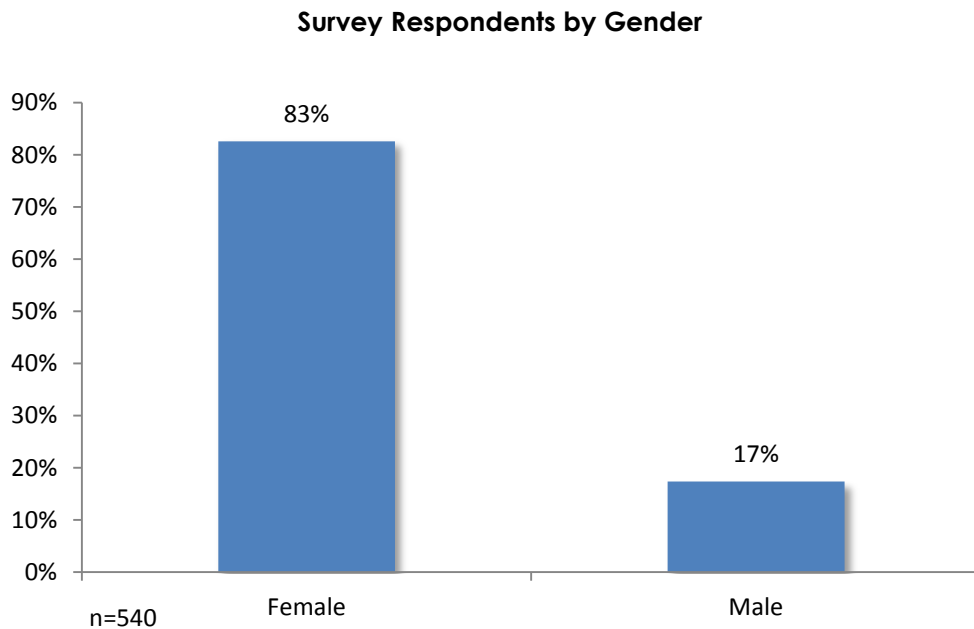
A4.1. Methodology

A visitor intercept survey was conducted in the cities of Alexandria, Fredericksburg, Richmond, Fairfax, and Yorktown during Historic Garden Week. The visitor intercept survey was designed to gather data on visitor spending at both the event and in the state of Virginia. Intercept surveys were conducted among visitors during the week of April 26 to May 3, 2014. Five hundred forty responses to the survey were collected and analyzed.

A4.2. Results

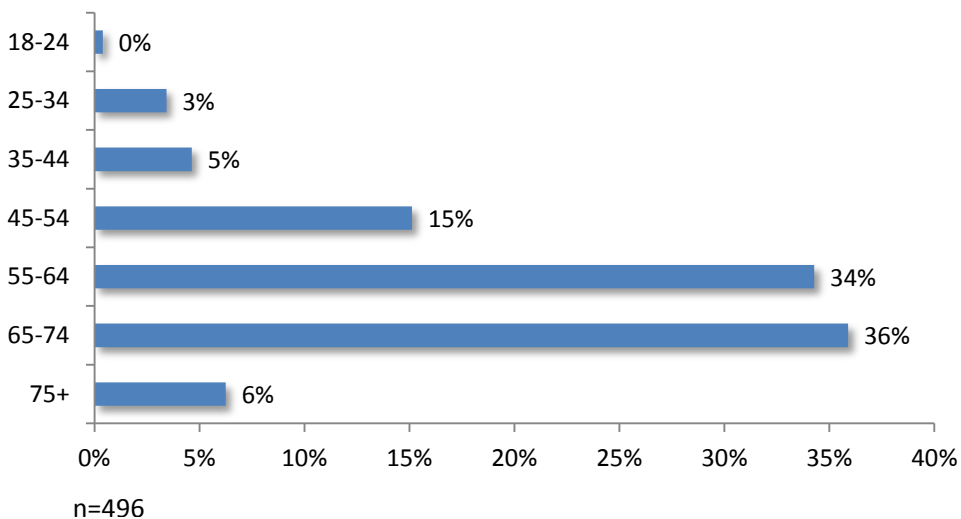
A4.2.1. Demographics

By gender, females outweighed males heavily by nearly a five-to-one ratio as seen by the following graph. Females represented 83% of the entire respondent group, while males constituted only 17%.



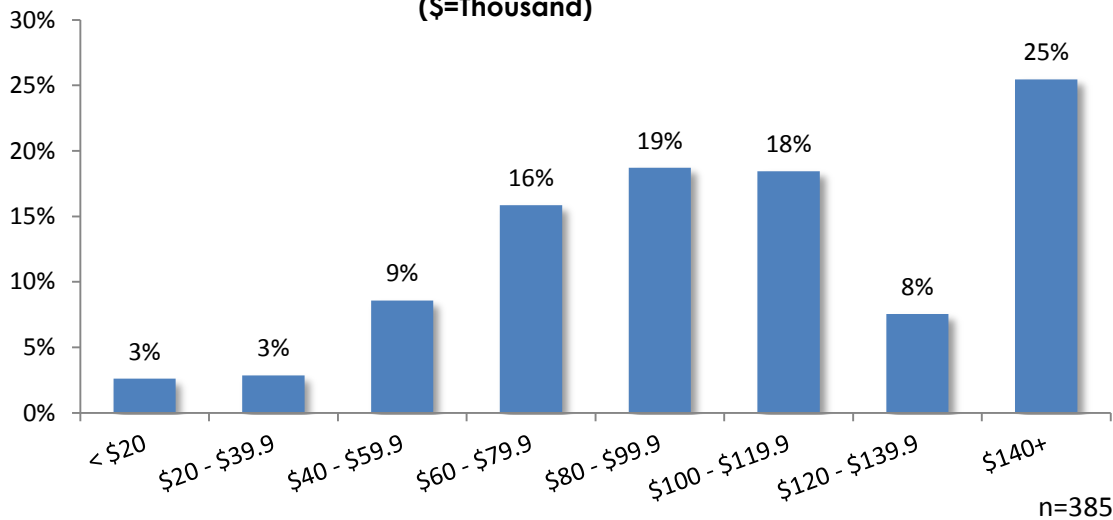
The vast majority of Historic Garden Week attendees were between the two age groups of 55-64 and 65-74, which constituted 34% and 36%, respectively, of the entire respondent population. Another large percentage belongs to the age demographic of 45-54 (15%). No respondents belonged to the youngest age group, which was 18 – 24.

Survey Respondents by Age

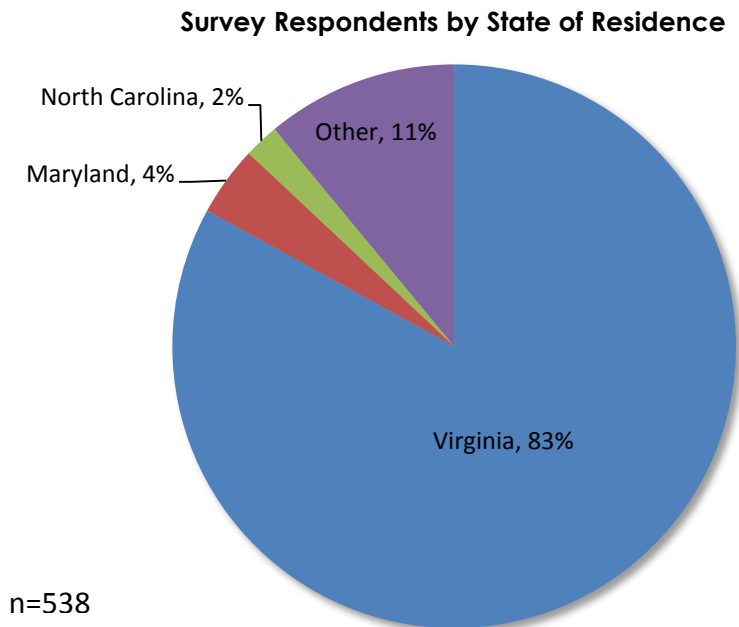


In terms of household income, about 71% of total respondents reported this data. The highest percentage of respondents made over \$140,000—25% of the total. The income bracket of \$60,000 – \$79,999 comprised 16% of respondents. There were 19% of respondents in the \$80,000 – \$99,999 range, and 18% in the \$100,000 – \$119,999 range. Perhaps surprisingly, a disproportionately low percentage of respondents (8%) belonged to the second-highest income group of \$120,000 - \$139,999.

Survey Respondents by Annual Household Income (\$=Thousand)



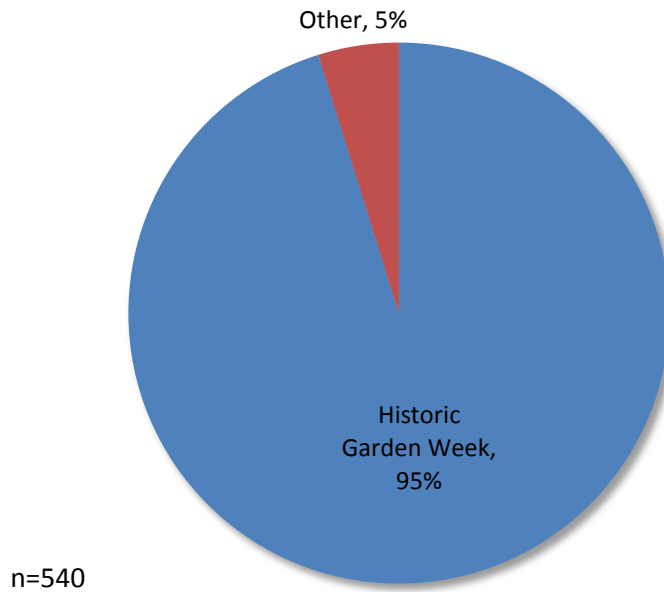
Per the survey results, the vast majority (over 80%) of all Historic Garden Week attendees were from Virginia, with a mix of other states constituting the next-largest geographic category. Only Maryland and North Carolina were the other states from which a sizable number of visitors came.



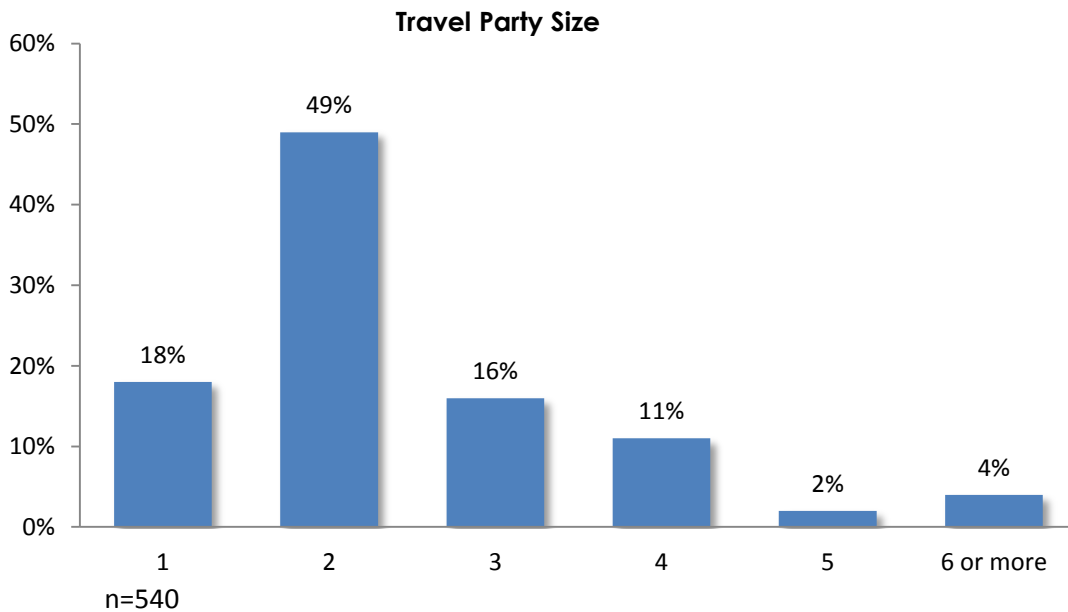
A4.2.2 Traveling Patterns

The vast majority of those surveyed (95%) claimed that Historic Garden Week was the primary motivation for their trip to the area.

Primary Trip Motivation

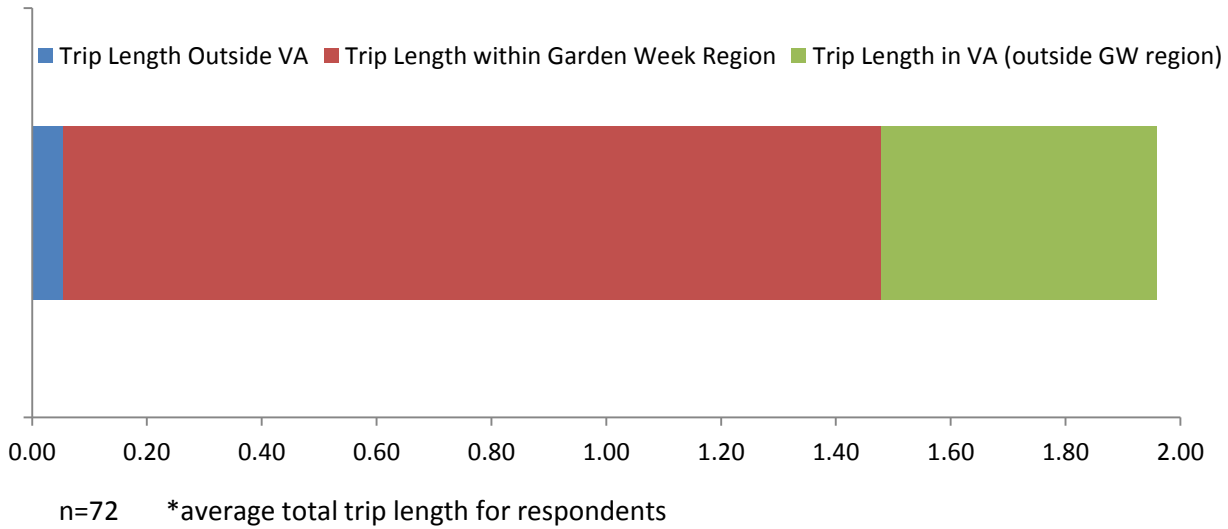


The average party size of visitors during Historic Garden Week is shown in the chart below. The average travel party size among respondents was approximately 2.44. Only 7 of the 540 respondents reported having their respective travel party change in size during the duration of Historic Garden Week. By far, the largest party size reported by the most respondents was 2, with nearly half (49%) the group belonging to that category. Respondents traveling alone or traveling with two other companions constituted nearly identical percentages, with 18% in the former category and 16% in the latter.



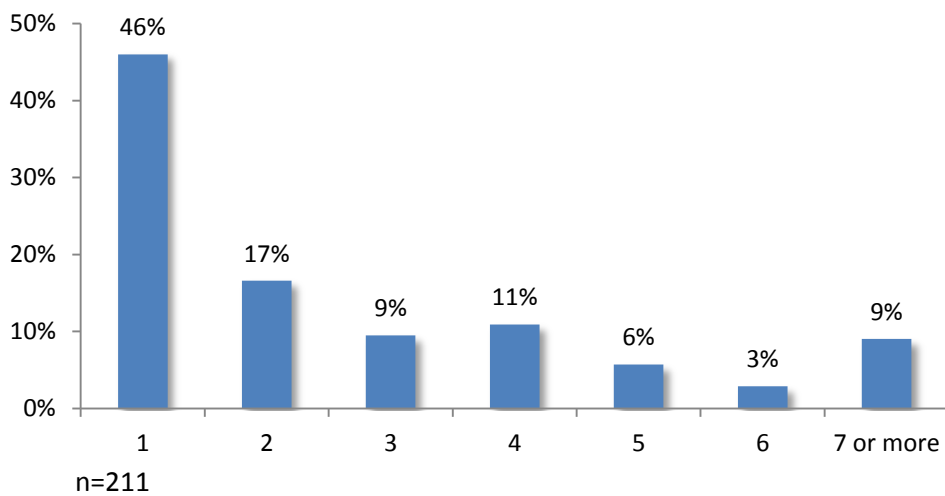
The average total trip length of respondents was nearly two days. Trip length specifically for Historic Garden Week attendees is broken down into three main categories in the chart below: trip length outside the Commonwealth; trip length within one of the designated Historic Garden Week regions; and trip length in the Commonwealth but outside one of the six regions. The majority of those days were spent within Historic Garden Week regions.

Average Trip Length by Respondents* (in days)



Fully 46% of the respondents spent exactly one day of their trip visiting Historic Garden Week. Eleven percent of respondents spent 4 days of their trip visiting Historic Garden Week. Also, a rather large proportion of the respondents (9%) reported spending seven or more days of their trip visiting HGW.

Trip Length in Days for HGW Attendees



A4.2.3. Spending Patterns

Spending patterns during Historic Garden Week are denoted as spending per person per trip for an average attendee. The following table summarizes the spending averages by region (the numbers for the Shenandoah Valley were filled in with spending numbers for Southern Virginia as a proxy, as no data was collected for the Shenandoah Valley region for the intercept survey). Historic Garden Week attendees in Hampton Roads spent the largest amount of money of all regions, followed closely by Central Virginia.

Across all regions, the largest expense category was ticket sales for Historic Garden Week, with the state average being \$18.67. Respondents in the Hampton Roads region spend the most in this category (or any category, for that matter) with an average expenditure of \$20.71. Transportation and entertainment both received a proportionally small amount of spending among all respondents across the regions, with statewide averages of \$3.61 and \$2.06, respectively.

Spending Averages for Historic Garden Week Regions

Spending Categories	Central Virginia	Shenandoah Valley	Chesapeake Bay	Southern Virginia	Northern Virginia	Hampton Roads	State Average
Food & Drink	\$15.45	\$15.05	\$15.44	\$15.05	\$12.81	\$15.73	\$14.42
Shopping	\$14.80	\$6.48	\$7.31	\$6.48	\$13.75	\$10.61	\$10.58
Lodging	\$18.13	\$10.90	\$11.08	\$10.90	\$10.80	\$18.97	\$13.92
Transportation	\$4.32	\$3.21	\$4.38	\$3.21	\$2.90	\$3.25	\$3.61
HGW Tickets	\$14.89	\$19.23	\$18.70	\$19.23	\$19.16	\$20.71	\$18.67
Entertainment	\$2.34	\$0.18	\$3.41	\$0.18	\$0.15	\$4.17	\$2.06
Other	\$0.11	\$1.67	\$1.45	\$1.67	\$1.20	\$0.53	\$1.06
Totals	\$70.04	\$56.72	\$61.77	\$56.72	\$60.76	\$73.98	\$64.34

Source: Chmura Economics & Analytics

A4.3. Intercept Survey Instrument

Hello, I'm _____. We are conducting a survey of visitors for the Garden Club of Virginia. All of your answers will be kept strictly confidential.

SCREENER

1. Are you taking or have you taken a Historic Garden Week tour today? **IF NOT, THANK & TERMINATE**
2. **(SKIP IF OBVIOUS)** We are only supposed to interview people 18 years or older. Are you 18 or older?
IF NO, THANK & TERMINATE

MAIN QUESTIONNAIRE

3. How many days of Garden Week tours in total have you attended this year or do you plan to attend? _____ **(IF NOT SURE, ASK WHAT'S MOST LIKELY; IF ANSWER IS TWO OR MORE, SKIP TO Q6)**

4. Including yourself, how many people are in your traveling party, that is, *the group with whom you share expenses*? _____ **(IF THE # IS VERY LARGE, BE SURE THEY UNDERSTAND THE DEFINITION)**
5. Is your Garden Week tour today part of a daytrip, or will you (most likely) be staying somewhere overnight? **(IF THEY ARE UNSURE, ASK FOR THE MOST LIKELY CASE)**
 01 Daytrip → **IF DAYTRIP, JUMP TO Q15**
 02 Overnight → **JUMP TO Q10**
6. Will your traveling party—the group with whom you share expenses—be the same size each day that you attend a Garden Week tour? _____
 01 YES
 02 NO → **SKIP TO Q8**
7. Including yourself, how many people are in your traveling party? _____ **(IF THE # IS VERY LARGE, BE SURE THEY PROPERLY UNDERSTAND THE DEFINITION)**
 → **JUMP TO Q9**
8. What are your best estimates for how many people will be in your traveling party for each day of a Garden Week Tour? **(ASK FOR THEIR BEST ESTIMATES IS THEY ARE UNSURE; IF THE # IS VERY LARGE, BE SURE THEY PROPERLY UNDERSTAND THE DEFINITION; # OF ANSWERS SHOULD = # IN Q3)**
 _____/ _____/ _____/ _____/ _____/ _____/ _____
9. Is each of your Garden Week tours a daytrip? Or because of these tours, are you staying overnight away from home at least once? **(ASK FOR MOST LIKELY CASE IF THEY ARE UNSURE)**
 01 All daytrips → **IF ALL DAYTRIPS, SKIP TO Q15**
 02 Includes overnight
10. In conjunction with your Garden Week visit(s), what is the total length of your trip in days and nights? **(COUNT AT LEAST ONE DAY FOR EACH DAY OF TOURS)**
 _____ 01 days & _____ 02 nights 99 DK/REF
11. How many of those days will be spent in Virginia?
 _____ days 99 DK/REF
12. How many of those days will be spent in the “xxx” region? **(xxx=Richmond, Fredericksburg, Alexandria, Fairfax, Yorktown, or Roanoke...whatever is the place of intercepting. If they ask for a definition of the region, it is xxx and “the surrounding counties.”)**
 _____ days 99 DK/REF
13. How many of those nights will be spent in Virginia?
 _____ nights 99 DK/REF

14. For your entire trip, how much will your party spend on lodging? **(IT IS OK IF THEY ESTIMATE. ROUND TO NEAREST DOLLAR. INCLUDE ALL COSTS ASSOCIATED WITH THE ROOM – E.G., ROOM, TAXES, INCIDENTALS, ETC. DO NOT INCLUDE MEALS CHARGED TO THE ROOM.)**

01 Total \$ _____ OR 02 Per Night \$ _____

99 DK/REF

ASK EVERYONE:

Now I'm going to ask you questions about your "trip," which refers to [today's daytrip / all the daytrips you are taking for Garden Week taken together / all your trips taken together that are associated with Garden Week].

15. Was Historic Garden Week the primary motivator for your trip?

01 YES 02 NO 99 DK/REF

16. For the entire trip, how much do you estimate you will spend [on average per day] [for your entire party] for...? **(ROUND TO NEAREST DOLLAR, USE 9999 FOR DK/REF; SAY "ON AVERAGE PER DAY" IF A 2+ DAY TRIP; SAY "FOR YOUR ENTIRE PARTY" IF 2+ SIZED PARTY)**

a) Food & Drink \$ _____

b) Local Transportation (e.g. car rental, taxi, gas) \$ _____

→ b2) IF \$0 on local transportation, ask if they drove their own car; if yes, about how many miles both ways TOTAL for the trip:²⁰ _____

17. [For your traveling party,] how much do you estimate you will spend in total for the entire trip for...?

(ROUND TO THE NEAREST DOLLAR, USE 9999 FOR DK/REF; SAY "FOR YOUR...PARTY" IF 2+ SIZED PARTY)

a) Shopping (gifts, clothing, personal items) \$ _____

b) Garden Week Admissions \$ _____

c) Entertainment and attractions (museums, etc. but NOT including Garden Week admissions)

\$ _____

d) Any other expenses \$ _____

I have a few final questions about yourself.

18. What state do you live in? **(DO NOT READ LIST, ACCEPT ONLY ONE RESPONSE)**

01 _____ → What is your zip code? _____ 99999 DK/REF

96 If no state, specify country: _____

99 DK/REF

²⁰ This is so we can estimate their gasoline expenditures (and yes, if we estimate this way, we will estimate for the total trip rather than the average per day).

19. Which category does your age fall into? **(SHOW CARD²¹)**

- 01 A) 18-24 04 D) 45-54 07 G) 75+
- 02 B) 25-34 05 E) 55-64 99 DK/REF
- 03 C) 35-44 06 F) 65-74

20. Which of these categories includes your total household income before taxes last year? **(SHOW CARD)** Include your own income plus all members of your household living with you.

- 01 H) Less than \$20,000 04 K) \$60,000 - \$79,999 07 N) \$120,000 - \$139,999
- 02 I) \$20,000 - \$39,999 05 L) \$80,000 - \$99,999 08 O) \$140,000+
- 03 J) \$40,000 - \$59,999 06 M) \$100,000 - \$119,999 99 DK/REF

Those are all the questions I have. Thank you very much for your participation!

RECORDED BY INTERVIEWER

21. **GENDER OF RESPONDENT:** 01 Female 02 Male

22. **WHEN SURVEY WAS COMPLETED:** a) Hour of day for survey: __ __ 01 AM 02 PM
b) Date _____

23. **LOCATION OF SURVEY:** _____

24. **INTERVIEWER:** _____

²¹ The categories for age and income will be labeled with capital letters so the respondent can indicate an answer via the letter (to lessen hesitancy to respond).

AGE	HOUSEHOLD INCOME
A: 18-24	H: Less than \$20,000
B: 25-34	I: \$20,000 - \$39,999
C: 35-44	J: \$40,000 - \$59,999
D: 45-54	K: \$60,000 - \$79,999
E: 55-64	L: \$80,000 - \$99,999
F: 65-74	M: \$100,000 - \$119,999
G: 75+	N: \$120,000 - \$139,000
	O: \$140,000+

Appendix 5: Visitor Online Survey Report

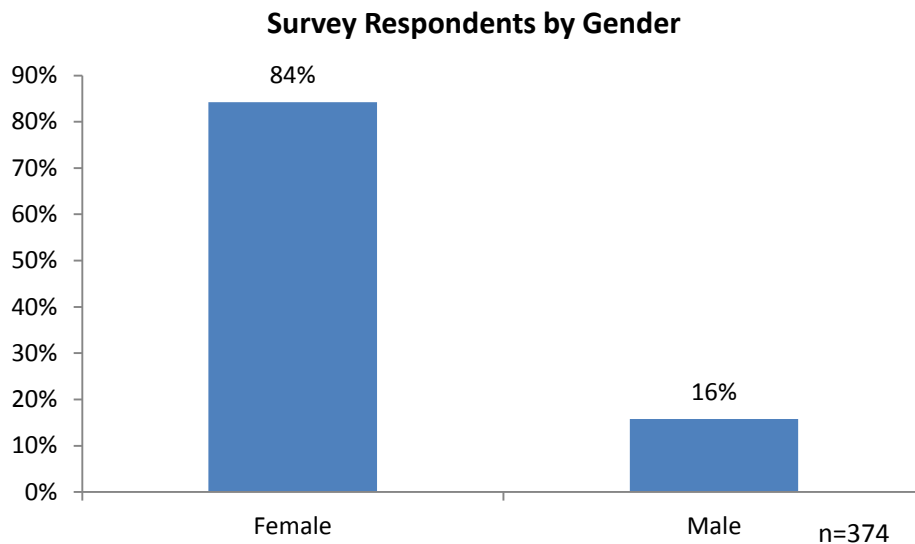
A5.1. Methodology

A survey was emailed to 1,256 visitors who purchased online tickets for 2014 Historic Garden Week. A total of 374 surveys were completed, representing about 30% of the visitors who were asked to participate in the survey.

A5.2. Results

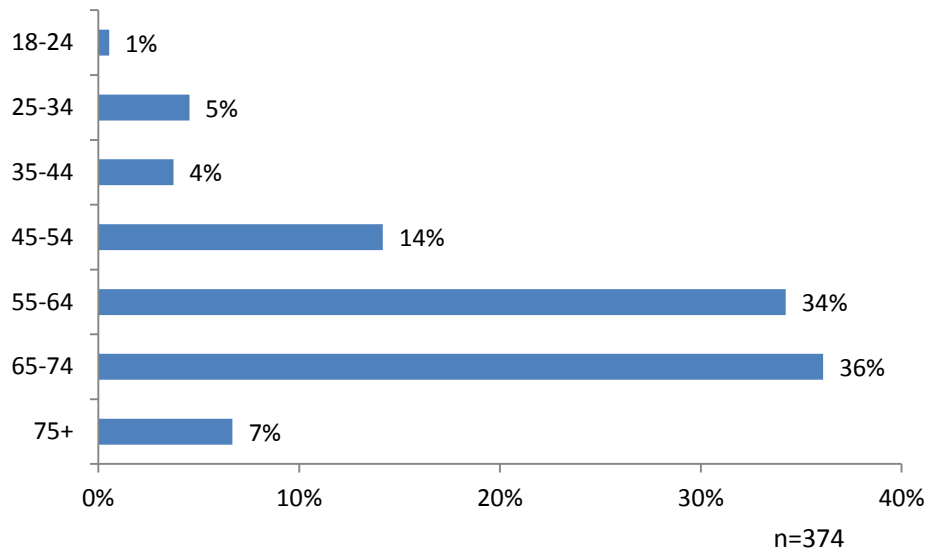
A5.2.1. Respondent Characteristics

The respondent demographics align closely with the demographics of the intercept survey. By gender, females accounted for 84% of respondents, compared with 83% of the intercept survey respondents.



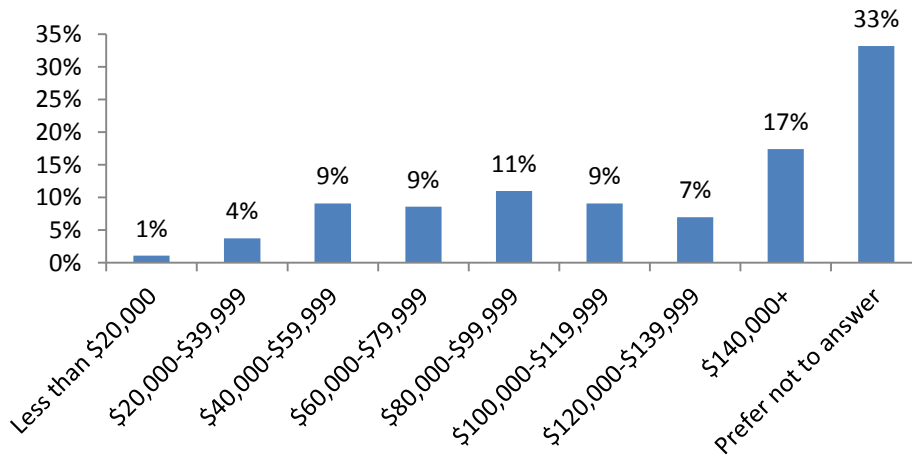
The average age of online survey respondents was 60.6 years, with the largest percentage of respondents (36%) falling into the range of 65-74 years old, followed closely by 34% of respondents in the 55-64 age range. The median respondent age was 63.

Survey Respondents by Age



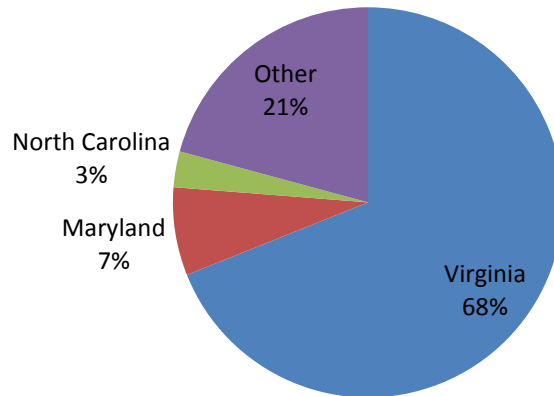
Approximately a third of respondents (33%) were unwilling to provide information about their household income, but reported respondent incomes were skewed towards higher brackets. Among respondents willing to disclose their annual household incomes, 17% reported incomes of more than \$140,000 per year, with only 1% of respondents earning less than \$20,000 annually. The average annual household income of respondents was estimated to be \$97,400.

Figure A1.3 Survey Respondents by Annual Household Income



Unsurprisingly the majority of respondents to the online survey were Virginia residents, but almost a third (32%) visited from some other state. Aside from Virginia, the two largest states in terms of visitors to HGW were Maryland and North Carolina, accounting for 7% and 3% of respondents, respectively. No other single state accounted for more than 1% of respondents, but a total of 24 states and the District of Columbia were represented in the survey sample.

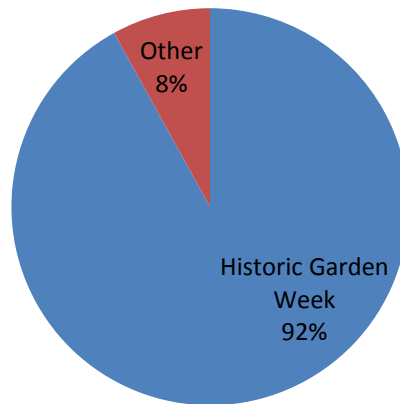
Survey Respondents by State of Residence



A5.2.2. Trip Characteristics

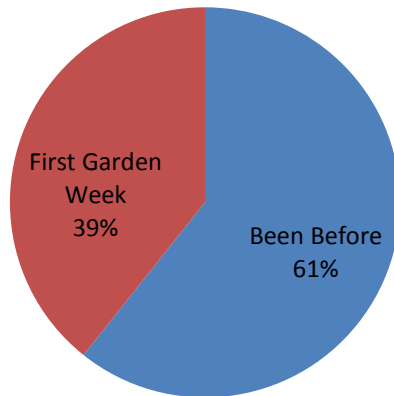
Respondents were asked to answer a series of questions regarding their motivations and planning for their “trip,” which refers to all of their trips taken together that are associated with Historic Garden Week. For almost all respondents, Historic Garden Week was not something added on to another planned trip—in fact, HGW was the primary motivator for 92% of respondents.

Primary Trip Motivation



Historic Garden Week attracted a mix of new and returning visitors in 2014. About two-thirds (61%) of survey respondents had attended Historic Garden Week in at least one previous year, but 39% of respondents indicated that this year was their first time attending Historic Garden Week. Among those who had previously attended HGW, the average respondent had attended just over 6 years.

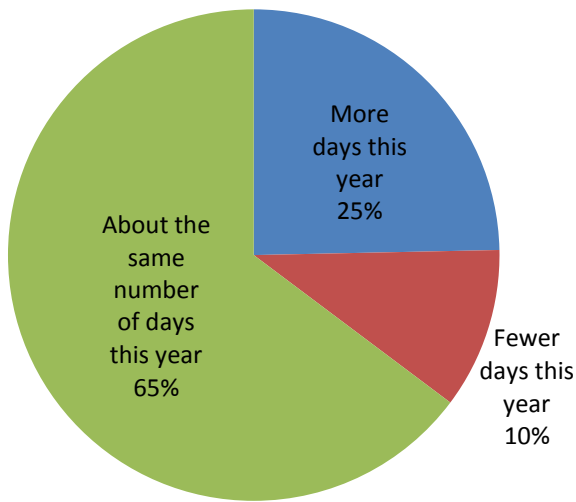
Attendance in Previous Years



n=374

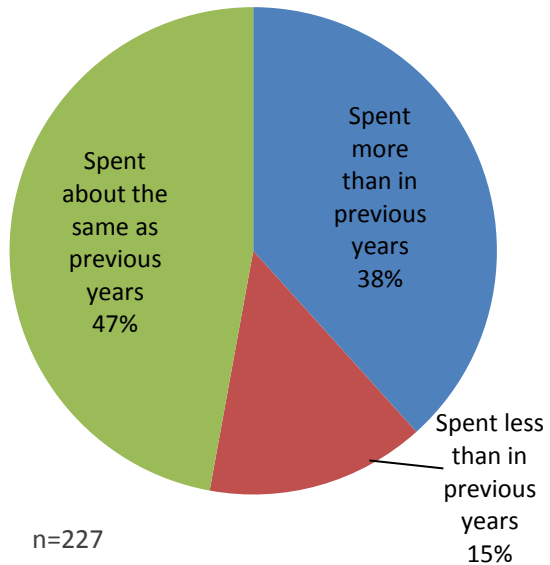
Respondents who had attended HGW in previous years were asked to compare their trip this year with previous years on the basis of number of days and amount spent. In general, most (65%) spent about the same number of days at HGW in 2014 compared with previous years. A quarter of respondents actually spent more days this year than in previous years. When asked about spending, a little less than half of respondents (47%) said they spent about the same amount this year as in previous years, while 38% spent more in 2014 compared with spending in previous years.

Days Spent at HGW Compared to Previous Year(s)



n=227

Spending at HGW Compared to Previous Year(s)



n=227

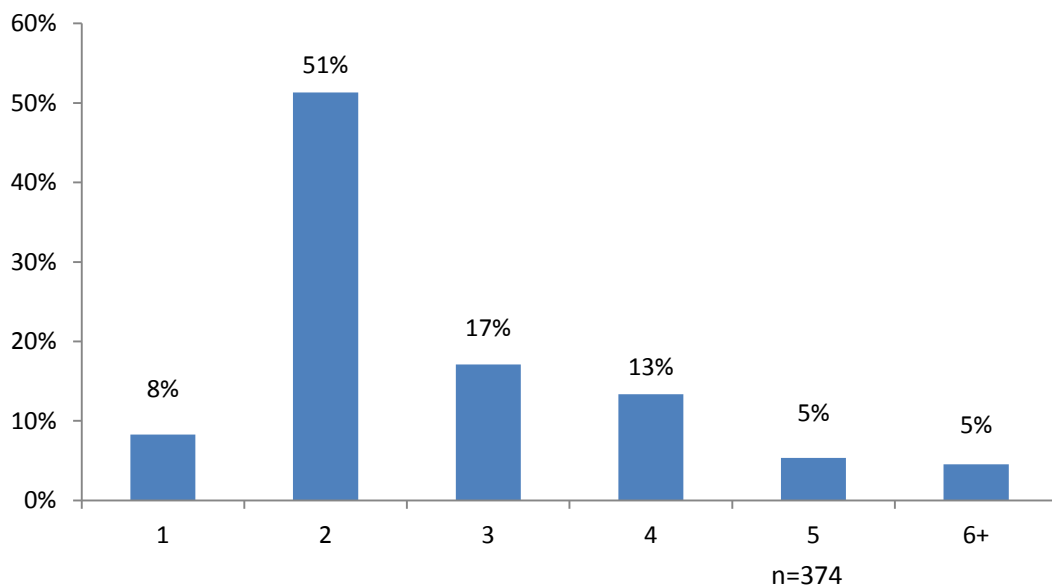
Most respondents stayed in Virginia for a little less than 2 days, but trip length varied by the regions of Virginia visited. The average total length of a trip among respondents was 1.92 days, almost all of which (1.89 days on average) was spent within Virginia and the Historic Garden Week region. The Chesapeake Bay region drew visitors for the longest stay of 2.88 days on average in Virginia and 2.03 days within the region. Visitors' stays were slightly shorter than average in both the Northern Virginia region (1.29 days) and Hampton Roads region (1.30) likely due to larger populations living there that could visit and return home in the same day. Overall, 75% of respondents indicated that their HGW tour was part of a day trip, with 25% staying somewhere overnight.

Average Trip Length (Days) by Respondents

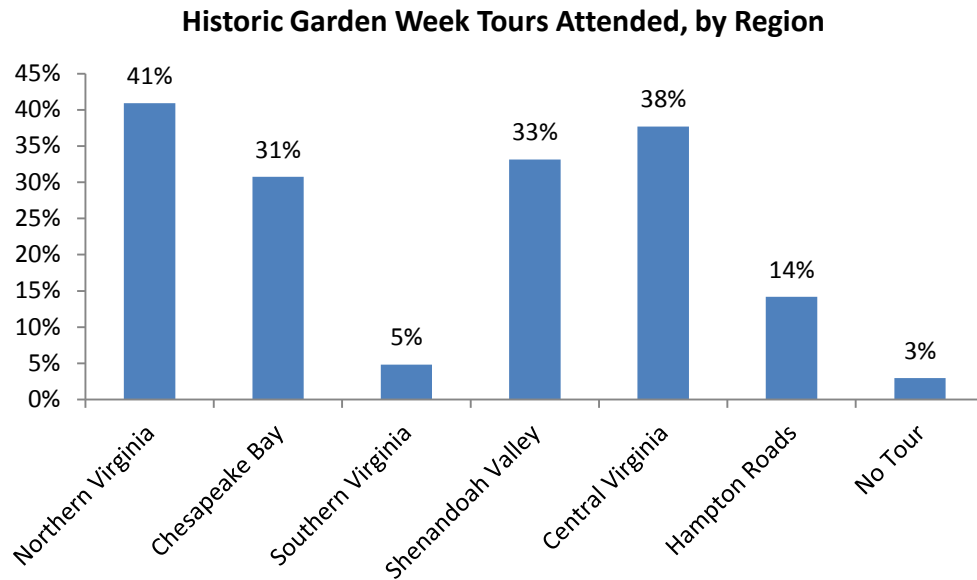
Region	Total Length	Trip Length Outside VA	Trip Length in VA	Trip Length within Historic Garden Week Region
Virginia	1.92	0.03	1.89	1.89
Northern Virginia	1.92	0.11	1.81	1.29
Chesapeake Bay	3.02	0.14	2.88	2.03
Southern Virginia	2.75	0.38	2.38	1.50
Shenandoah Valley	2.55	0.08	2.47	1.49
Central Virginia	2.47	0.01	2.46	1.58
Hampton Roads	2.60	0.00	2.60	1.30

Travel parties among survey respondents ranged in size of groups up to 26, with an average of 2.8 people traveling together for Historic Garden Week. Though there was some variation within groups traveling together over multiple days, 51% of respondents were in an average travel party of 2 people. Another 5% were in a group of 6 or more. Average travel party size and trip length are used in the calculations in section A1.5 to estimate average spending per person per day.

Average Travel Party Size

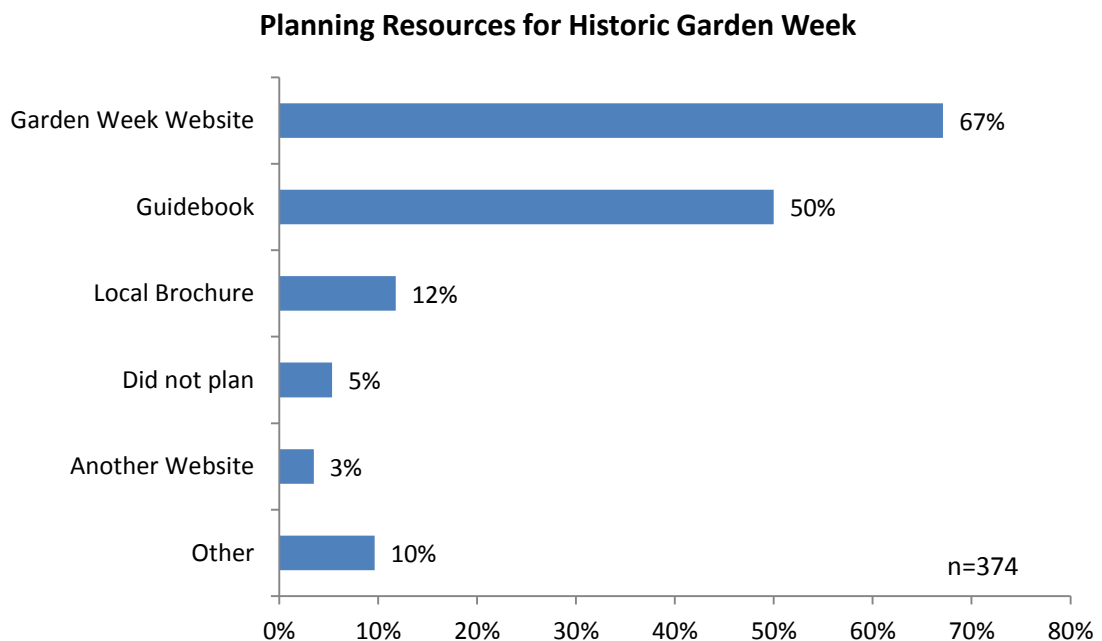


By region, most respondents attended tours in Northern Virginia (41%) and Central Virginia (38%). Tours in Shenandoah Valley (33%) and Chesapeake Bay (31%) were close behind in attendance of respondents. Fourteen percent toured Hampton Roads, 5% visited Southern Virginia, and 3% of respondents indicated they did not attend a tour.



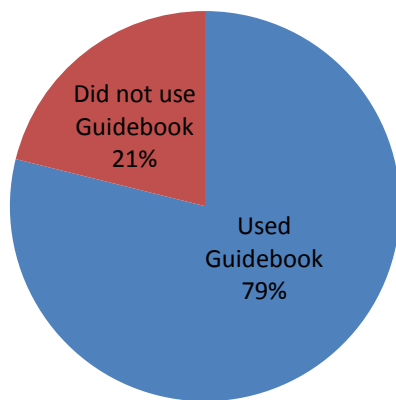
A5.2.3. Trip Planning

The most popular resources among respondents for planning their Historic Garden Week trip were the HGW website and HGW Guidebook. Twelve percent of respondents used local brochures to plan their trip, while only 5% did not plan at all.



When asked more specifically about the HGW Guidebook, 79% of respondents said that they used the Guidebook at some point before, during, or after the trip. Only 21% said that they did not use the Guidebook at all.

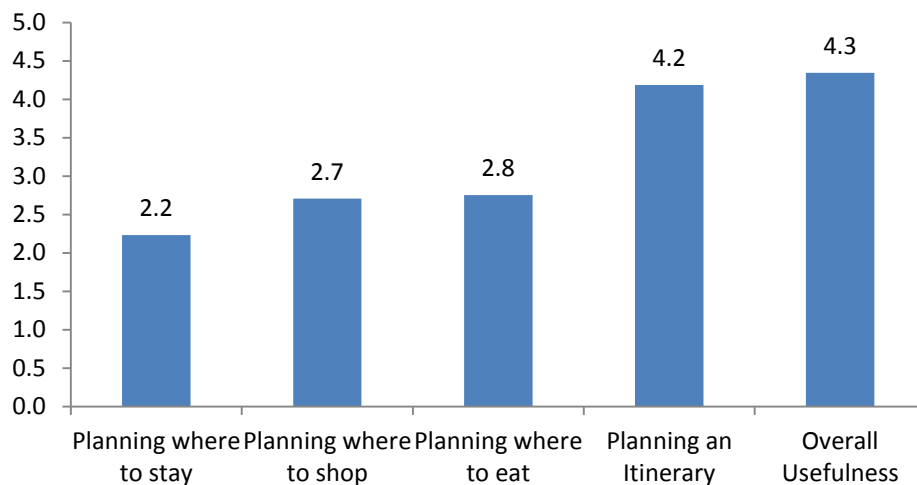
Use of Guidebook Before, During, or After Trip



n=374

In terms of usefulness, respondents gave the HGW Guidebook an average ranking of 4.3 out of 5 on overall usefulness. Based on rankings where 1 means "not useful" and 5 means "very useful," the Guidebook was most useful when planning an itinerary (average score of 4.2), followed by planning where to eat (2.8), planning where to shop (2.7) and planning where to stay (2.2).

Usefulness of Guidebook



n=374

A5.2.4. Spending During Historic Garden Week

Respondents were asked to estimate the amount their travel party spent in various categories including food and drink, transportation, shopping, HGW admissions, entertainment and attractions (not including HGW), and lodging. Overall, average spending per person per day related to HGW in Virginia was \$84.62, with the highest spending concentrated in the Hampton Roads and Chesapeake Bay regions and lower

spending in the Southern Virginia region. For most respondents, HGW tickets were the largest expense, though this was displaced by spending on lodging in both the Hampton Roads and Chesapeake Bay regions. Transportation cost was highest in the Southern Virginia region, while respondents spent more on shopping in Northern Virginia. Data presented in the table below were used as inputs in the economic impact model to estimate ripple effects of regional spending.

Average Spending Per Person Per Day, by Region and Category of Spending

	Northern Virginia	Chesapeake Bay	Southern Virginia	Shenandoah Valley	Central Virginia	Hampton Roads	Virginia
Food & Drink	\$14.69	\$14.64	\$16.31	\$11.56	\$12.84	\$15.12	\$15.75
Shopping	\$18.33	\$15.97	\$6.96	\$11.05	\$14.56	\$14.38	\$15.31
Lodging	\$17.08	\$26.74	\$10.65	\$18.07	\$19.58	\$25.75	\$17.79
Transportation	\$6.35	\$5.76	\$11.22	\$7.36	\$5.14	\$7.55	\$6.68
Mileage	\$2.63	\$8.83	\$1.25	\$5.91	\$3.36	\$9.66	\$4.86
HGW Tickets	\$21.29	\$16.51	\$18.94	\$22.18	\$19.67	\$19.62	\$19.41
Recreation	\$2.86	\$4.91	\$ -	\$4.01	\$4.97	\$7.32	\$4.58
Other	\$0.25	\$0.17	\$0.21	\$0.17	\$0.21	\$0.26	\$0.23
Total	\$83.47	\$93.52	\$65.54	\$80.31	\$80.34	\$99.66	\$84.62

The table above is broken into two tables below for respondents whose primary motivation in visiting the region was Historic Garden Week (Table A1.3) and respondents who had some other primary motivation (Table A1.4). On average, respondents with some primary motivation other than HGW spent about \$20 more, driven primarily by higher average spending on shopping and lodging. The results are also likely skewed by the dearth of data from the relatively low percentage of respondents who visited certain regions and were not primarily motivated by a HGW tour.

**Average Spending Per Person Per Day,
Historic Garden Week Was Primary Motivator for Trip**

	Northern Virginia	Chesapeake Bay	Southern Virginia	Shenandoah Valley	Central Virginia	Hampton Roads	Virginia
Food & Drink	\$14.29	\$11.77	\$17.06	\$11.16	\$11.91	\$15.51	\$14.65
Shopping	\$13.63	\$15.55	\$7.36	\$10.99	\$14.34	\$15.01	\$13.83
Lodging	\$16.85	\$24.69	\$11.18	\$18.51	\$19.07	\$26.58	\$16.92
Transportation	\$6.46	\$5.72	\$11.22	\$7.43	\$4.87	\$7.54	\$6.77
Mileage	\$2.90	\$8.83	\$0.58	\$5.64	\$3.42	\$7.50	\$4.46
HGW Tickets	\$22.30	\$17.58	\$19.24	\$22.59	\$19.76	\$19.90	\$20.43
Recreation	\$2.56	\$3.81	\$ -	\$4.21	\$4.59	\$6.52	\$3.93
Other	\$0.28	\$0.18	\$0.17	\$0.18	\$0.21	\$0.25	\$0.24
Total	\$79.29	\$88.12	\$66.81	\$80.71	\$78.16	\$98.82	\$81.23

**Average Spending Per Person Per Day,
Historic Garden Week Was Not Primary Motivator for Trip**

	Northern Virginia	Chesapeake Bay	Southern Virginia	Shenandoah Valley	Central Virginia	Hampton Roads	Virginia
Food & Drink	\$32.66	\$ -	\$21.46	\$53.57	\$17.50	\$ -	\$16.38
Shopping	\$54.35	\$18.09	\$ -	\$12.50	\$21.43	\$11.67	\$27.61
Lodging	\$22.86	\$37.20	\$ -	\$7.00	\$42.86	\$ -	\$27.13
Transportation	\$5.78	\$5.96	\$ -	\$5.25	\$17.08	\$5.25	\$6.07
Mileage	\$1.78	\$ -	\$3.33	\$8.75	\$2.63	\$11.67	\$5.86
HGW Tickets	\$11.70	\$10.00	\$25.00	\$12.29	\$15.00	\$47.00	\$11.26
Recreation	\$4.06	\$10.00	\$ -	\$ -	\$14.29	\$ -	\$7.21
Other	\$0.09	\$0.09	\$0.50	\$0.14	\$0.33	\$0.50	\$0.15
Total	\$133.27	\$81.32	\$50.28	\$99.51	\$131.11	\$76.08	\$101.68

A5.3. Online Visitor Survey Instrument and Email

A5.3.1. Introductory Email

Subject: "Your Feedback Needed for The Garden Club of Virginia"

Dear _____,

The Garden Club of Virginia (GCV) has commissioned Chmura Economics & Analytics (Chmura) to study the economic impact of the Historic Garden Week (HGW) in Virginia and its regions. To assist in this goal, please click here to be taken to a brief survey: LINK

The survey should take no more than 5 minutes to complete and is completely confidential. The information you provide will not be shared with any other individuals or organizations. Your replies will only be used in aggregation with other responses to create an economic model to analyze the impact of HGW in Virginia. For any questions you cannot answer exactly, please provide your best estimate.

We greatly appreciate your time and consideration for this project. Your responses are vital to the success of this research and can be submitted anytime between now and June 6. Please click on the following link to be taken directly to the secure, online questionnaire: LINK

Thank you for your time. If you have any questions or would like additional information about this survey, please contact Chmura Economics & Analytics at surveys@chmuraecon.com.

Chmura Economics & Analytics

A5.3.2. Survey Instrument

Instructions for completing this survey:

- This survey can be completed in about 5 minutes.
- For most questions, simply click your response.
- If you mistakenly skip a question, the next screen will highlight the unanswered question(s).
- If you are unable to complete this survey in one sitting, close the window with the survey. When you are ready to continue, re-start the survey as you did before; with your previous answers recorded, you can proceed through the survey to the point where you left off and complete the survey then.
- Once you have completed the survey, the link will no longer be active, so you will not be able to review your answers or take the survey again.

Thank you for your time. If you have any questions or would like additional information about this survey, please contact Chmura Economics & Analytics at surveys@chmuraecon.com.

SCREENER

1. Did you take a Historic Garden Week tour this year (2014)?
 - a. Yes **IF NOT, THANK & TERMINATE**
 - b. No
2. Did you answer a survey while at the Historic Garden Week this year? **IF YES, THANK & TERMINATE**
 - a. Yes
 - b. No
3. What is your age? __ __ years **(TERMINATE IF NOT 18 OR OLDER)**

MAIN QUESTIONNAIRE

4. Which Garden Week tours did you attend this year?

Northern Virginia

- a. Old Town Alexandria
- b. Middleburg
- c. Fairfax County
- d. Clarke County-Winchester

Chesapeake Bay

- e. Williamsburg
- f. Northern Neck
- g. Norfolk
- h. Middle Peninsula
- i. Gloucester
- j. Westover Plantation

Southern Virginia

- k. Martinsville
- l. Danville
- m. Smith Mountain Lake

- n. Lake Gaston
- o. Roanoke
- p. Boydton
- q. Chatham

Shenandoah Valley

- r. Orange
- s. Albemarle-Charlottesville
- t. Lynchburg
- u. Harrisonburg
- v. Morven
- w. Lexington
- x. Staunton: Waynesboro/ Stuarts Draft

Central Virginia

- y. Fredericksburg
- z. Petersburg
- aa. Richmond/ Historic Byrd Park
- bb. Richmond/ Glenbrooke Hills
- cc. Richmond/ Hampton Gardens
- dd. Ashland-Western Hanover
- ee. Tuckahoe Plantation

Hampton Roads

- ff. Eastern Shore
- gg. Franklin
- hh. Portsmouth
- ii. Virginia Beach
- jj. Yorktown

No Tour

- kk. I did not attend a tour, I visited one garden
- ll. I did not attend a tour, I visited two or more gardens

(IF TWO OR MORE SELECTED, OR IF LL SELECTED, SKIP TO Q7)

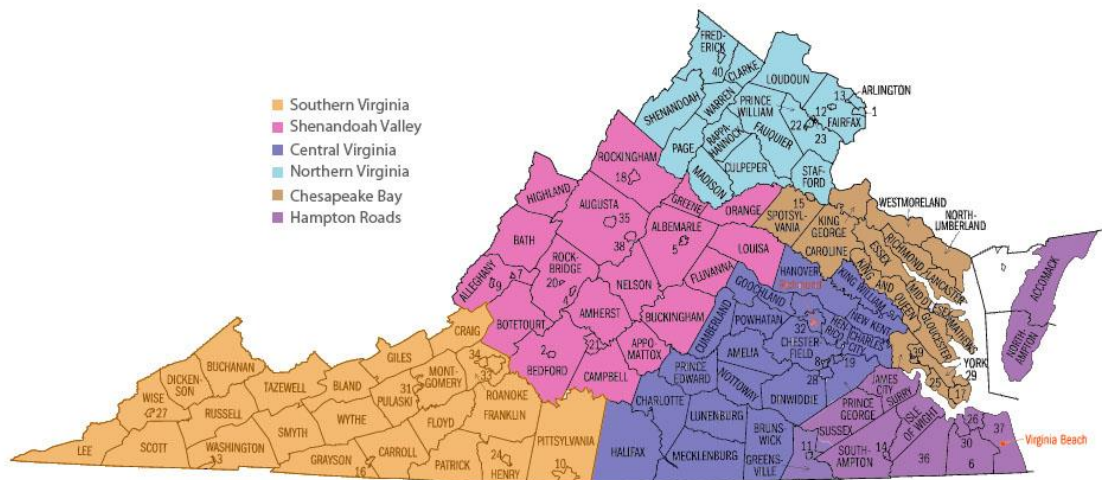
5. Including yourself, how many people were in your traveling party, that is, *the group with whom you shared expenses*? _____

6. Was your Garden Week tour part of a daytrip, or did you stay somewhere overnight?

- a. Daytrip → **IF DAYTRIP, JUMP TO Q16**
- b. Overnight → **JUMP TO Q11**

7. Was your traveling party—the group with whom you share expenses—the same size each day that you attended a Garden Week tour? _____
- a. Yes
- b. No **→ SKIP TO Q9**
8. Including yourself, how many people were in your traveling party? _____
- JUMP TO Q10**
9. What are your best estimates for how many people were in your traveling party for each day of a Garden Week tour? If you are unsure, please provide your best estimates. **(# OF ANSWERS SHOULD = # IN Q5)**
- _____, _____, _____, _____, _____, _____, _____
10. Were each of your Garden Week tours a daytrip? Or because of these tours, did you stay overnight away from home at least once?
- a. All daytrips **→ IF ALL DAYTRIPS, SKIP TO Q16**
- b. At least one overnight stay
11. In conjunction with your Garden Week visit(s), what was the total length of your trip in days and nights?
- a. _____ days
- b. _____ nights
- c. Don't know or do not wish to answer
12. How many of those days were spent in Virginia?
- _____ days
- a. Don't know or do not wish to answer
13. How many of those days were spent in each of the following regions? The regions are defined in the map below.
- a. _____ days in Central Virginia (Richmond, Fredericksburg, and surrounding counties)
- b. _____ days in Northern Virginia (Alexandria, Fairfax, and surrounding counties)
- c. _____ days in Chesapeake Bay (Williamsburg, Northern Neck, and surrounding counties)
- d. _____ days in Hampton Roads (Virginia Beach and surrounding counties)
- e. _____ days in Shenandoah Valley (Charlottesville, Albemarle, and surrounding counties)
- f. _____ days in Southern Virginia (Roanoke and surrounding counties)

g. Don't know or do not wish to answer



14. How many of those nights were spent in Virginia?

- a. _____ nights
- b. Don't know or do not wish to answer

15. For your entire trip, how much did your party spend on lodging? It is ok if you estimate. Please include all costs associated with the room, including room, taxes, incidentals, etc. Do NOT include meals charged to the room.

- a. Total \$ _____
- OR** b. Per Night \$ _____
- c. Don't know or do not wish to answer

Now are some questions about your "trip," which refers to all your trips taken together that are associated with Garden Week.

16. Was Historic Garden Week the primary motivator for your trip?

- a. Yes
- b. No
- c. Don't know or do not wish to answer

17. For the entire trip, how much do you estimate you spent on average per day for your entire party for...?

- a) Food & Drink \$ _____
- b) Local Transportation (e.g. car rental, taxi, gas) \$ _____ [if 0, continue to Q18, else skip to Q19]

18. **[IF \$0 on local transportation (b)]** Did you drive your own car?
- Yes... Please estimate about how many miles both ways TOTAL for the trip:²² _____
 - No
19. For your traveling party, how much do you estimate you spent in total for the entire trip for...?
- Shopping (gifts, clothing, personal items) \$ _____
 - Garden Week Admissions \$ _____
 - Entertainment and attractions (museums, etc. but NOT including Garden Week admissions) \$ _____
 - Any other expenses \$ _____
20. Have you attended Historic Garden Week in previous years?
- Yes. How many years? _____ **(OPEN-ENDED)**
 - No → **SKIP TO Q23**
21. How did the number of days you spent at Historic Garden Week this year compared to previous years?
- More days this year
 - Fewer days this year
 - About the same number of days this year
22. How does the amount you spent this year compared to previous years?
- Spent more than in previous years
 - Spent less than in previous years
 - Spent about the same as previous years
23. How did you plan your Historic Garden Week trip? Please select all that apply.
- Using the Historic Garden Week Guidebook (a picture of the cover is shown below for reference)
 - Using the Historic Garden Week website
 - Using another website
 - Using a local brochure
 - Other _____ **(OPEN-ENDED)**
 - I did not plan my trip

²² This is so we can estimate gasoline expenditure (and was estimated for the total trip rather than the average per day).



24. Did you use the Historic Garden Week Guidebook before, during, or after your trip this year? A picture of the cover is shown below for reference.
- Yes
 - No **[skip to question 26]**



25. How useful was the guidebook for each of the following when planning your trip this year? Please use a scale of 1 to 5, where "1" means "not useful" and "5" means "very useful".

[show scales of 1 to 5]

- Overall usefulness

- b. Planning an itinerary
- c. Planning where to shop
- d. Planning where to eat
- e. Planning where to stay

I have a few final questions about yourself.

26. Where do you live?

- a. **(drop down of 50 states)** and what is your zip code? _ _ _ _ _
- b. If no state, please specify country: _____
- c. Don't know or do not wish to answer

27. What is your gender?

- a. Female
- b. Male

28. Which of these categories includes your total household income before taxes last year? Include your own income plus all members of your household living with you.

- a. Less than \$20,000
- b. \$20,000 - \$39,999
- c. \$40,000 - \$59,999
- d. \$60,000 - \$79,999
- e. \$80,000 - \$99,999
- f. \$100,000 - \$119,999
- g. \$120,000 - \$139,999
- h. \$140,000+
- i. Don't know or do not wish to answer

Thank you very much for your participation!

Appendix 6: Homeowner Survey Report

A6.1. Methodology

A survey was mailed to 324 homeowners who participated in Historic Garden Week at least once in 2012, or 2014. Unfortunately the 2013 list of homeowners was unavailable. A total of 130 responses were mailed back. The 6 respondents who said they would have done the work on their house and grounds even if they did not participate in Historic Garden Week were excluded from the analysis. The 124 completed responses represent about 38% of the homeowners who were asked to participate in the survey.

A6.2. Survey Results

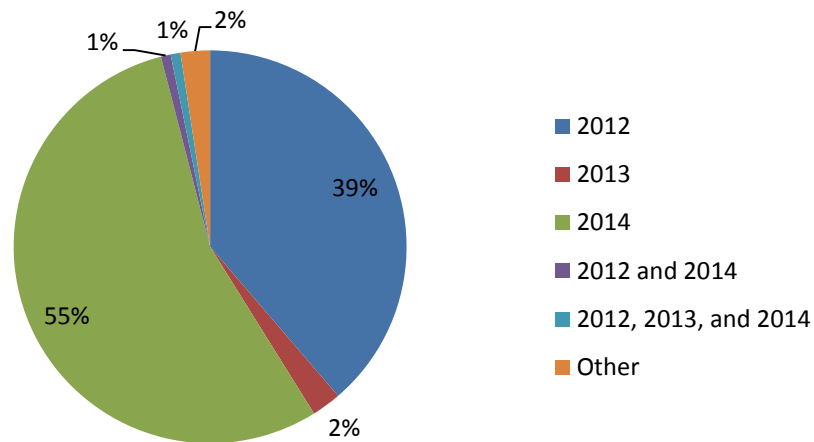
A6.2.1. Respondent Characteristics

By region, Central Virginia had the largest percentage of homes that received and responded to the survey. Given the sample size, the differences between surveys sent to each region and the corresponding percentage of respondents shown in the following table are relatively small and do not necessitate any modification for a regional analysis.

	Mailing List	Respondents
Central Virginia	21%	33%
Chesapeake Bay	16%	11%
Hampton Roads	17%	16%
Northern Virginia	12%	7%
Shenandoah Valley	17%	20%
Southern Virginia	16%	11%
Prefer not to answer		1%
	n=164	n=124

Almost all respondents (94%) participated in Historic Garden Week in 2014 and/or 2012, though homeowners typically began preparing their homes in the year prior. The low number of respondents who participated in 2013 may reflect some combination of errors in the records used to construct the mailing list, confusion among respondents who showed their home one year but began preparing a year or more earlier, or data entry error as mailed responses were input into a computer spreadsheet. As data are not broken out by year in this study, this does not affect the calculations of the economic impact.

Respondent Participation by Year



A6.2.2. Homeowner Spending for Historic Garden Week

Respondents were asked to estimate the number of workers and number of hours worked per person on their house and grounds for Historic Garden Week. Routine landscaping or cleaning services were not included, nor was any other work that would have been done even if the homeowners were not participating in Historic Garden Week. The number of workers was multiplied by the number of hours to calculate total work hours in each category, and then divided by a typical 40-hour work week (2,080 hours annually) to approximate the number of full-time equivalent workers supported by HGW, by region given by respondent, and total for the state. These data, presented in the following table, were used as inputs in the economic impact model to estimate annual wages and ripple effects.

Number of Full-Time Equivalent Workers (Survey)

	Construction Workers	Landscapers/ Gardeners	Cleaners	Professionals	Yourself/ Household Members/ Friends	Others	Total
Central Virginia	2.27	1.10	0.15	0.14	2.26	0.07	6.00
Chesapeake Bay	0.50	0.28	0.06	0.03	2.81	0.00	3.67
Hampton Roads	1.44	1.06	0.22	0.10	0.72	0.00	3.54
Northern Virginia	0.31	1.50	0.03	0.44	0.80	0.00	3.08
Shenandoah Valley	0.45	0.66	0.46	0.03	2.47	0.00	4.07
Southern Virginia	1.69	0.42	0.16	0.05	0.86	0.12	3.29
Prefer not to answer	0.00	0.00	0.00	0.00	0.24	0.00	0.25
Virginia	6.66	5.02	1.08	0.79	10.16	0.19	23.90

Respondents were also asked to estimate any expenses incurred to prepare their house and grounds for Historic Garden Week in categories such as home renovation (including additions or interior/exterior repair), landscaping/gardening, and interior decoration. If a range was given, the average of that range was used to estimate spending. To estimate local spending (where "local" means resident county and surrounding counties), respondents were asked to estimate what percentage of their expenses was spent locally. The percentages given were applied to certain categories if specified by the respondent or else

applied equally to the total expenses in every category. The results are presented in the following two tables.²³

Total Expenses Incurred to Prepare for Historic Garden Week

	Home Renovations	Landscaping/ Gardening	Interior Decoration	Cleaning	Retail Merchandise	Other	Total
Central Virginia	\$ 226,831.00	\$ 97,451.00	\$ 106,450.67	\$ 13,350.00	\$ 20,940.00	\$ 31,035.00	\$ 496,057.67
Chesapeake Bay	\$ 78,635.00	\$ 32,670.00	\$ 31,250.00	\$ 3,660.00	\$ 17,400.00	\$ 675.00	\$ 164,290.00
Hampton Roads	\$ 340,108.00	\$ 92,230.00	\$ 114,506.00	\$ 14,155.00	\$ 23,675.00	\$ 18,400.00	\$ 603,074.00
Northern Virginia	\$ 152,700.00	\$ 249,350.00	\$ 90,850.00	\$ 6,325.00	\$ 14,350.00	\$ 12,250.00	\$ 525,825.00
Shenandoah Valley	\$ 131,382.00	\$ 137,541.00	\$ 23,184.00	\$ 11,775.00	\$ 34,600.00	\$ 850.00	\$ 339,332.00
Southern Virginia	\$ 55,000.00	\$ 31,550.00	\$ 43,500.00	\$ 5,250.00	\$ 11,700.00	\$ 13,500.00	\$ 160,500.00
Prefer not to answer	\$ 2,100.00	\$ 615.00	\$ 40.00	\$ 200.00	\$ 150.00	-	\$ 3,105.00
Virginia	\$ 986,756.00	\$ 641,407.00	\$ 409,780.67	\$ 54,715.00	\$ 122,815.00	\$ 76,710.00	\$ 2,292,183.67

Local Expenses Incurred to Prepare for Historic Garden Week

	Home Renovations	Landscaping/ Gardening	Interior Decoration	Cleaning	Retail Merchandise	Other	Total
Central Virginia	\$ 216,389.80	\$ 90,386.00	\$ 93,695.67	\$ 11,725.00	\$ 20,680.00	\$ 30,960.00	\$ 463,836.47
Chesapeake Bay	\$ 75,430.00	\$ 30,742.40	\$ 28,730.00	\$ 3,528.00	\$ 16,475.00	\$ 615.00	\$ 155,520.40
Hampton Roads	\$ 213,206.40	\$ 77,464.00	\$ 80,956.80	\$ 10,244.75	\$ 7,750.00	\$ 17,220.00	\$ 406,841.95
Northern Virginia	\$ 144,200.00	\$ 236,850.00	\$ 86,850.00	\$ 5,975.00	\$ 13,715.00	\$ 11,250.00	\$ 498,840.00
Shenandoah Valley	\$ 130,557.55	\$ 135,870.10	\$ 22,545.60	\$ 11,671.25	\$ 34,405.00	\$ 785.00	\$ 335,834.50
Southern Virginia	\$ 40,700.00	\$ 21,705.00	\$ 37,250.00	\$ 3,800.00	\$ 7,700.00	\$ 12,150.00	\$ 123,305.00
Prefer not to answer	\$ 2,100.00	\$ 615.00	\$ 40.00	\$ 200.00	\$ 150.00	-	\$ 3,105.00
Virginia	\$ 822,583.75	\$ 593,632.50	\$ 350,068.07	\$ 47,144.00	\$ 100,875.00	\$ 72,980.00	\$ 1,987,283.32

²³ Please note that the total amount is different from what was reported in Section 4 and 5, because the tabulation in the survey report only includes survey respondents.

A6.3. Survey Letter and Instrument

A6.3.1. Letter to Homeowners

Dear _____,

Thank you for participating in Historic Garden Week (HGW) recently. Since 1928, Historic Garden Week tour proceeds have underwritten the Garden Club of Virginia's restoration of nearly 50 of Virginia's most precious historic landscapes and gardens. Your generosity and hard work have contributed to this legacy and made this event a great success year after year.

The Garden Club of Virginia has commissioned Chmura Economics & Analytics to study the economic impact of Historic Garden Week in Virginia and its regions. This study is important for us to understand the multiple benefits of Historic Garden Week--not only showcasing and preserving Virginia's historic landscapes and gardens, but also generating economic impact in Virginia.

By opening your home to the tour, you also contributed to the economy of local communities by employing local workers and purchasing items to get your home ready for HGW. This brief survey will help us understand the extent of such efforts.

The survey is completely confidential. The information you provide will not be shared with any other individuals or organizations. Your replies will only be used in aggregation with other responses to create an economic model that analyzes the impact of HGW.

We realize your time is valuable, so the survey will take only a few minutes. Despite this brevity, the information you supply is critical for understanding the economic impacts of HGW, so please take the time to carefully complete this questionnaire and return it to the Garden Club of Virginia in the enclosed envelop before May 30. For any questions you cannot answer exactly, provide your best estimate; or if someone else in your household is better suited to answering these questions, please give this survey to them.

We greatly appreciate your time and consideration. If you have any questions regarding this survey, please contact me at the Garden Club of Virginia. Our phone number is 804-643-4137 and my email is lmccashin@gcvirginia.org.

Sincerely,
Lynn McCashin

Executive Director
Garden Club of Virginia

A6.3.2. Survey Instrument

- 1) Did you participate in Historic Garden Week for which of the following years?
 - a) 2012 _____

- b) 2013 _____
- c) 2014 _____

2) For the year you participated, when did you start getting your home ready for Historic Garden Week?
 Month _____ Year _____

3) Please tell us about any workers you hired to prepare your house and grounds for Garden Week. Please include only the work you had done specifically for Garden Week. (For example, your routine landscaping or cleaning services should not be included, but extra work done this year should be. Use your best estimate if you don't know the exact figures.)

a) Construction Workers (example: roofers, painters, general contractors, stone masons, etc.)

Workers _____ # Hours worked per person _____

b) Landscapers/Gardeners # Workers _____ # Hours worked per person _____

c) Cleaners # Workers _____ # Hours worked per person _____

d) Professionals (example: interior designers, architects, etc.)

Workers _____ # Hours worked per person _____

e) Yourself/Household Members/Friends # Workers _____ # Hours worked per person _____

f) Others, please specify _____
 # Workers _____ # Hours worked per person _____

g) None

4) Please tell us about any expenses you incurred to prepare your house and grounds for Garden Week. Please report the total amount for each category (including labor and materials). Feel free to give a range of the expenses (like \$100-\$200) if the exact amount is not known.

a) Home Renovations (including additions, interior or exterior repair) \$ _____

b) Landscaping/Gardening \$ _____

c) Interior Decoration \$ _____

d) Cleaning \$ _____

e) Retail Merchandise (additional merchandise you bought that was not included in the above service work)
 \$ _____

f) Other expenses, please specify _____ \$ _____

g) None

5) Roughly what percentage of the above expenses was spent locally? ("Local" means your resident county and surrounding counties as opposed to farther away—including goods bought and workers hired.)

% _____

6) Finally, a few questions about your home:

a) What city/town do you live in? _____

b) What is your zip code?

Thank you very much for your participation!

Appendix 7: Gift Recipients Survey Results

A7.1. Methodology and Results

Invitations to an online survey were sent to 22 recipients of funding from the Garden Club of Virginia (GCV) for garden restoration projects around Virginia. Chmura received 13 responses, for an overall response rate of 59%. By region, Hampton Roads and Northern Virginia were slightly underrepresented among the completed surveys, while Southern Virginia and Central Virginia accounted for a higher percentage of responses. Given the small sample size, results are presented for Virginia as a whole.

Among respondents, it is clear that GCV funding was crucial to their garden restorations. Without the gifts from the Garden Club of Virginia, 54% of respondents said that their organization's restoration efforts would not be done. Another 38% of respondents said the projects would be done on a delayed schedule—overall, 92% of respondents' restoration projects would be delayed or not completed without funding from GCV.

When asked to estimate the importance of GCV gifts on their organization's budget, ranking from 1 to 5 (where 5 is "extremely important"), 85% selected either a 4 or 5 for an average score of 4.42—very important. About half of respondents (46%) saw the volume of visitors increase following the completion of their renovations, boosting visitor volume by 12.3% on average.

Given estimates from respondents on the number of visitors annually and admission fees charged, this increase in visitors added an estimated \$78,100 in admissions annually for respondent organizations.

Respondents also stressed that a relationship with the GCV has provided value in many other areas. Statements such as "[GCV] gifts have encouraged matching support from other private foundations" and "[gifts] not only assisted our fundraising, they are a strong marketing statement" were echoed among nearly every respondent. Respondents stated that their association with the Garden Club of Virginia raises visibility of their organization, aids marketing and fundraising, increases media coverage, increases hits on the organization's website, and raises awareness and credibility—as two respondents summarized, "the GCV is a powerful statement about the merits and significance of a historic site" and "we claim it with pride whenever possible."

A7.2. Survey Letter and Instrument

A7.2.1. Introductory Email Sent by GCV Prior to Launch

Dear ____,

The Garden Club of Virginia has commissioned Chmura Economics & Analytics (Chmura) to study the economic impact the Historic Garden Week (HGW) in Virginia and its regions. This study is important for us to understand the multiple benefits of the Historic Garden Week—not only showcasing and preserving Virginia's historic landscapes and gardens, but also generating economic impact in Virginia.

Historically, the receipts from the Historic Garden Week are gifted to organizations like yours toward the restoration of gardens at public properties. Since 1929, Historic Garden Week tour proceeds have

underwritten the Garden Club of Virginia's restoration of nearly 50 of Virginia's most precious historic landscapes and gardens. This is an important function of the Garden Club of Virginia, and we are keen to understand how those gifts benefit your organizations and local communities.

As a recipient of such gifts in the past, your organization is invited to participate in a brief survey that will help us understand the extent of such benefits. In a few days, you will receive an email invitation from Chmura which will direct you to this online survey. The survey is completely confidential. The information you provide will not be shared with any other individuals or organizations. Your replies will only be used in aggregation with other responses to create an economic model to analyze the impact of HGW in Virginia.

We greatly appreciate your time and consideration. If you have any questions regarding this endeavor, please contact me at the Garden Club of Virginia. Our phone number is 804-643-4137 and my email is lmccashin@gcvirginia.org.

Sincerely,
Lynn McCashin

Executive Director
Garden Club of Virginia

A7.2.2. Email with Links to Online Survey

Dear _____,

As you may be aware, the Garden Club of Virginia has commissioned Chmura Economics & Analytics (Chmura) to study the economic impact the Historic Garden Week (HGW) in Virginia and its regions. A few days ago, you received an email from GCV inviting you to an upcoming survey administered by Chmura. This email provides instruction on how to complete the survey.

The survey is completely confidential. The information you provide will not be shared with any other individuals or organizations. Your replies will only be used in aggregation with other responses to create an economic model to analyze the impact of HGW in Virginia. For any questions you cannot answer exactly, provide your best estimate; or if someone else in your organization is better suited to answering these questions, please forward this survey to them.

We realize your time is valuable, so the entire survey will take only a few minutes. This survey can be completed anytime between now and March 30. Please click on the following link to be taken directly to the secure, online questionnaire: [LINK](#)

Thank you for your time. If you have any questions or would like additional information about this survey, please contact Chmura Economics & Analytics at surveys@chmuraecon.com.

Chmura Economics & Analytics



A7.2.3. Survey Instrument

Online Instructions for completing this survey:

- This survey can be completed in less than 5 minutes.
- If you mistakenly skip a question, the next screen will highlight the unanswered question(s).
- If you are unable to complete this survey in one sitting, close the window with the survey. When you are ready to continue, re-start the survey as you did before; with your previous answers recorded, you can proceed through the survey to the point where you left off and complete the survey then.
- Once you have completed the survey, the link will no longer be active, so you will not be able to review your answers or take the survey again.

Thank you for your time. If you have any questions or would like additional information about this survey, please contact Chmura Economics & Analytics at surveys@chmuraecon.com.

- 1) Without the gifts from the Garden Club of Virginia, what would happen to the restoration efforts of your organization? Please select one that best fits your situation.
 - c) It would be done with funds from elsewhere, on the same schedule
 - d) It would be done with funds from elsewhere, but on a delayed schedule
 - e) It would not be done at all
 - f) Other, please specify: _____

- 2) To the best of your knowledge, please estimate the importance of GCV gifts on your organization's budget. Please rank the importance on a scale of 1-5, with 5 being extremely important, and one being not important at all.
 - a. _____
 - b. Don't know or prefer not to answer

- 3) Do you think the restoration efforts enabled by the gifts from GCV changed the visitor volume to your organization?
 - a. Yes, volume has increased; if so, by about what percentage? %_____
 - b. Yes, volume has decreased; if so, by about what percentage? %_____
 - c. No change
 - d. Don't know

- 4) Have the restoration efforts with the gifts from GCV impacted your organization in other ways, such as fund raising, marketing, or media exposure? Please describe such effects.

- 5) To the best of your knowledge, please estimate the marketing value of your association with Historic Garden Week, specifically, the appearance of your organization in the HGW Guidebook (distribution 75,000 copies) and online promotions.
- a. The appearance in print media (HGW Guidebook) is equivalent to the value of \$_____
 - i. Don't know or prefer not to answer
 - b. The appearance in online media is equivalent to the value of _____ \$
 - i. Don't know or prefer not to answer

6) Overall, has the association with HGW and GCV impacted your organization in other ways?

- 7) Finally, a few questions about your organization.
- a. In what city/town is your organization located?

 - b. What is your zip code?

 - c. What is the average annual number of visitors to your organization?

 - d. Do you charge admission fee to visitors?
 - i. Yes ____, and how much per person? \$_____
 - ii. No ____
 - e. How many employees are in your organization now? Full-time_____ Part-time

 - f. What is your average annual budget in the past three years?
\$_____

Thank you very much for your participation!