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# The Economic Impact of the MSU Pavilion for Agriculture and Livestock Education

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July 2019

## Abstract and Introduction

We estimate the economic impact of the MSU Pavilion for Agriculture and Livestock Education. The MSU Pavilion is a state of the art, multi-arena, indoor and outdoor exhibit and sports facilities on the MSU campus in East Lansing, MI. It's main arena seats 2,000 and has over 23,000 square feet of floor space. It also houses a 364 seating auditorium, a 77,000 square foot exhibit space, on-site campgrounds amongst other features. The last assessment of the economic impact of the MSU Pavilion was undertaken in 2008. This report, applying different approaches to estimation and assumptions updates those estimates and finds that the MSU Pavilion is a significant source of economic activity in the Lansing-East Lansing metropolitan area, contributing about 93 jobs to the regional economy and generating some \$5.7 million in net earnings. Over the 27 years of operations, we assert the Pavilion has contributed just under \$160 million in business and household earnings in this region. Using interviews with event hosts, we assert that the current facilities limit the size and number of events hosted at the Pavilion. The planned expansion of the MSU facilities would likely result in an immediate increase in visits by some 25 percent.

## **Introduction**

The MSU Pavilion for Agriculture and Livestock Education, or as commonly known as the MSU Pavilion, was built in 1996 as part of Michigan's investment in the Animal Agriculture Initiative to buoy Michigan's livestock industry. The initial 1993 initiative, made up of a collaboration between the state's animal agriculture industries and MSU, continues today under the name Michigan Alliance for Animal Agriculture to support industry needs and to advance the science and industry of Michigan's animal agriculture. One of those investments was the establishment of the MSU Pavilion.

The MSU Pavilion's impact extends well beyond the traditional impacts of public investment in higher education and research typical of land grant universities in that the Pavilion hosts events with broad public appeal. These hosted events include livestock shows and auctions, educational opportunities like the MSU Exploration Days, spectator sporting events like the Spartan Stampede Rodeo, trade shows like the Lansing Annual Home and Garden shows, and others. These events have broad appeal and attract visitors to the Lansing-East Lansing area with the potential to contribute to the economic growth of the region.

The contributions of the MSU Pavilion to the East Lansing community will be 23 years in the making this year. Throughout this 23-year history, there has been no major renovations or expansion of the Pavilion, aside from the installation of the South Barn, which added 140 stalls to the facility, the main Pavilion facilities largely remain unchanged since 1996. The South Barn was added in 1999 through funding provided by donations, including \$80,000 from the Michigan Horse Council and \$75,000 from the Michigan Quarter Horse Association, amongst other notable contributions.

The MSU Department of Animal Science has proposed a 40,000 square foot addition to the east side of the Pavilion to meet the needs of Michigan's agricultural community. The proposal is to encompass the outdoor arena space within a permanent cover and has an expected cost of \$3 million. Funding for this expansion will be sought through donations from industry and individuals.

The proposed expansion will facilitate increased number and size of shows and public events held at the Pavilion. This expansion is expected to increase the size and scope of currently hosted events and to attract new events to the MSU Pavilion (Rancour 2019). More specifically, hosts of larger events held at the MSU Pavilion have indicated that they can attract more participants at their events if the Pavilion had more covered space. This expansion will also allow the Pavilion to play host to more simultaneously-held events, where space is a limiting factor. It is not uncommon for more than one event to be hosted at a given time and broadening the footprint of the Pavilion will improve the logistics of and ability to host simultaneous events.

This report reviews the sources of economic impact the MSU Pavilion provides, develops an approach for measuring those impacts and provides baseline estimates of the ongoing economic impact of the MSU

Pavilion on the four-county region making up the Lansing-East Lansing metropolitan statistical area (MSA).<sup>1</sup> It concludes with an estimate of the post-expansion impacts based on interviews of event hosts.

## **Background**

The MSU Pavilion largely comprises a single structure encompassing a 2,000 person Arena with over 23,000 square foot of floor space, a 364-person auditorium and over 77,000 square foot of exhibit space. It also houses in-facility and an on-site barn for housing livestock. It houses four meeting rooms entailing some 13,000 square feet of meeting space. The grounds host an outdoor arena and just under 100 camp-site connections. The site is conveniently located just off of Michigan 127 with ample lodging to facilitate non-camping overnight guests.

The MSU Pavilion hosts some 96 events a year, attracting over 920,000 people to the facility, each year. These events cover a wide swath of event types and sizes but are generally events that benefit from the open space afforded by the MSU Pavilion. Notable events include the Spartan Stampede Rodeo, the Michigan Beef Expo, the Michigan Great Lakes International Draft Horse Show and numerous horse shows sponsored by the Michigan Quarter Horse Association and the Michigan Horse Council. In addition to these events, the MSU Pavilion is host to the annual Lansing Family RV Show and the Lansing Home and Garden Show. These and other events attract visitors from inside and outside the local region and generate measurable contributions to the regional economy.

## **Methods and findings**

Two sources of impacts are modeled. The first is that which arise from the operations and maintenance (O&M) of the MSU Pavilion. O&M impact estimates are justified in that these expenditures do not supplant other expenditures that would have taken place in the Lansing-East Lansing area in the absence of the MSU Pavilion. The assumption of no substitution may overstate the impacts to the extent that events hosted at the Pavilion would have been hosted at other Lansing-East Lansing area sites in the absence of the Pavilion. For some events, like the Home and Garden Show or the RV show, alternative venues may exist. Even for livestock-related events, there may be alternative facilities, like the Ingham County Fairgrounds that can provide substitute venues. However, as indicated with interviews of Pavilion event hosts, much of the draw of hosting events at the Pavilion is the facilities itself. We assert, by assumption, that these events likely would not take place in the absence of the pavilion and hence earnings required to support O&M would also not be generated. The second source of impact is from participants that travel to the area to participate in hosted events.

We identified 77 distinct events, defined across multiple categories scheduled for 2019 (Table 1). Other events may be added as the year progresses, but these events represent the cornerstone events with long lead times for planning. Events were categorized into one of six categories, where one event escapes categorizing. Most events fall into the category of horse-related events. Horse shows and auctions are somewhat legendary in the amount of expenditures they generate in the local economy (Rephann 2011). The Pavilion is also expected to host 15 livestock-related events in 2019. Livestock shows include livestock competitions and auctions and can generate significant participation. They exclude small animal shows that include dog and rabbit shows attracting both spectators and contestants. Spectator events include

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<sup>1</sup> Currently defined as Clinton County, Eaton County, Ingham County and Shiawassee County

contests and have a general audience draw, while trade shows and meets have a mixed draw of enthusiasts, as in the train show and the the RV and Home and Garden shows.

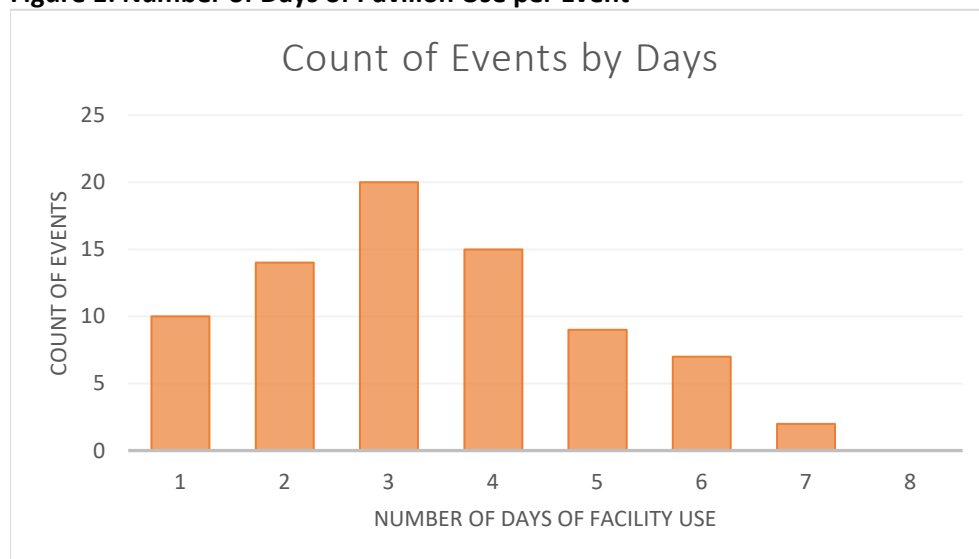
Event Type	Count	Share
Educational	3	3.9%
Horse	40	51.9%
Livestock	15	19.5%
Small Animals	9	11.7%
Spectator	4	5.2%
Trade show/Meet	5	6.5%
NA	1	1.3%
<b>Total</b>	<b>77</b>	<b>100.0%</b>

**Table 1: 2019 Scheduled Events**

Most events scheduled to be hosted at the MSU Pavilion occupy the facilities for 3 or fewer days (Figure 1). The single largest category is those events that occupy three days. While not universal, most of these occur in a Friday to Sunday sequence. The next largest category is those that occupy the facilities for 4 days. This is followed by those limited to two days. At the extremes, two events occupy the Pavilion for 7 days – the Annual Home & Garden Show and the MGLI Draft Horse Show, while ten events occupy a single day. In some cases, there are setup and teardown days added before and after the event.

Because the Pavilion is enclosed, it hosts events all year-round. Figure 2 is a graphical representation of the itinerary of 77 scheduled events for 2019, where the left side is January 1 and the right side is December 31, 2019. The absence of a seasonal effect is indicated by the continuity of events throughout the year. Also evident in Figure 1 is that events often overlap or coincide with other events. Consider that the MSU Polo Match occurs during the MAP Horse Show between January 11 and 12.<sup>2</sup> The horizontal width of the bars in Figure 1 shows how long the event occupies the Pavilion.

**Figure 1: Number of Days of Pavilion Use per Event**



<sup>2</sup> The full table of scheduled events in this assessment is presented in the appendix

Our economic impact assessment will use the number of days and stalls leased for assessing visitor impacts on the local economy. In this, events that occupy more days and more stalls, costs more money to host. Because they are more costly to host, the event must impart more participation to cover the higher hosting costs. Hence, the more days and stalls the event occupies the larger the visitation and the associated economic impact, holding all else constant.

Other factors go into the calculation, including the type of event being hosted. A livestock or horse show generally require expenditures for hauling and housing animals relative to spectator events. However, since most events entail some level of farm animal activity, most events will generate some level of expenditure for transporting and housing animals.

To use event days and event types for estimating the economic draw, we survey a random sample of event hosts to gather minimal baseline data. Interviews were conducted between May 2 and June 6 of 2019. These informal telephone interviews follow the discussion questions shown in Appendix B. This simple instrument is designed to be unobtrusive and short to encourage candid responses. At the core of the impact estimates is how many individuals traveled to the Lansing-East Lansing area to attend the hosted event. Hence, we ask about the attendance and perception of the geographic extent of event participants. We also inquire whether the event host resides in the local economy and what expenditures the hosts made in the local economy during the event.

Once completing the telephone surveys, a model of visitor counts by event type and number of days is created do extrapolate

**Figure 2: 2019 Calendar of Pavilion Events**



across other events for which an interview was not conducted. The surveyed counts of attendance and visitors, along with that from extrapolation are then aggregated to estimate total number of visitors draws to the MSU Pavilion for these 77 events.

Understanding the economic impacts of expenditures requires understanding and categorizing expenditures visitors make while attending the MSU Pavilion events. We are careful to only designate expenditures by visitors and not include those of local residents attending events, because the local expenditures made by local residents are likely to simply supplant other expenditures in the local economy in the absence of the hosted event. Site studies with visitor expenditure are used to generate expenditure profiles by event type per visitor day used in this assessment (Flanders, Wolfe et al. 2006, Barta, Anderson et al. 2010, Penn State Center for Economic & Community Development 2014, Rephann 2014, Consulting 2017). That is, each visitor party is assigned an expenditure profile depending on the type of event and whether an overnight stay is anticipated for that visitor party. Estimates of the infusion of economic activity from all visitor parties is estimated as the aggregate of the estimated expenditures of all visitor parties over the calendar year.

Basing the economic impact of hosted events on visitor expenditures risks underestimating the economic contribution of such events. Efforts will be made to assign hosting expenditures in the local economy, as discussed above, but estimating other economic benefits would require a detailed analysis that is largely outside the scope of this work. Such sources of economic impacts may include the amount of expenditures from local residents captured in the region because the resident does not need to travel outside the local region to participate in the attended event. Livestock producers in Eaton County, for example, are able to stay local when attending livestock auctions at the MSU Pavilion, thereby increasing their budgets for other expenditures. Hence, the expenditures they would have made in another region, should that auction take place outside the region, would be considered captured by the MSU Pavilion. Ascertaining a basis for estimating local expenditures captured would require extensive on-site surveying and therefore, are not approximated in these estimates. In addition, “stemming from effects” which arise because of the Pavilion but not of the Pavilion, will not be considered. Stemming from effects may include the development of industry connections in the local economy or business formation drawn to the local economy because of or through exposure with the Pavilion. A hypothetical example may clarify. Consider a Michigan livestock producer association that exists in Michigan. Since they host their annual show at the Pavilion, they may be drawn to the Lansing-East Lansing area to establish a branch office or to headquarter their operations. In addition, the presence of their annual show may spark interest in local producers take up this commodity production. Similar potential impacts may arise through other types of events, but largely remain outside the scope of this study.

Economic impacts of new expenditures are modeled using an IMPLAN Pro. 3.1 model specified for the three-county Lansing-East Lansing metropolitan area.<sup>3</sup> IMPLAN is a commonly applied economic impact simulation model for estimating the economic impacts of changes in expenditures and reports how direct changes in expenditures drive secondary transactions as dollars recirculate throughout the economy. That is, as one party makes an expenditure, the receiving business gains revenues. Part of those revenues will be spent in the local economy as wages, for business services (like printing, accounting, etc.), utilities, rent and possibly for inventory for future sales. The size of the multipliers is an expression of the extent to

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<sup>3</sup> Includes Clinton, Eaton and Ingham Counties.

which dollars re-circulate within the local economy and vary by industry, but specific to the modeling region.

The IMPLAN model provides multiple measures of economic impact, including sales, employment, labor income and contributions to gross regional product (GRP: a measure of total regional income). GRP includes labor income, proprietors' income (profits) and indirect business taxes earned. All impacts are derived from estimates of sales, including all secondary transactions that arise through dollars circulating throughout the economy. Non-sales impacts are estimated using fixed ratios of averages to the value of sales. For example, if the industry average employment to sales ratio is 1 job for every \$1 million in sales, then increase in sales of \$10 million will provide an employment impact of 10 jobs. These fixed ratios are industry-specific and specific to the modeling region.

## Findings

we assert that revenues generated at the MSU Pavilion contributes to the overall economic impacts of these facilities. The annual operating budget of the Pavilion is about \$789,000. Of that over half of that expense is tied to payroll, about \$76,000 is for the purchase of new equipment and maintenance and repair of the facilities. The remainder is operations and includes the purchase of agricultural inputs, including bedding, that is sold to event hosts and participants, utilities and other expenditures required in the course of operating these facilities.

It is difficult to verify the estimates of the number of visitors attending Pavilion-hosted events. We compare our estimates against those of similar facilities (Flanders, Wolfe et al. 2006, Barta, Anderson et al. 2010, Penn State Center for Economic & Community Development 2014, Rephann 2014, Consulting 2017), but because the mix and expanse of events hosted at such events differ across multiple studies, we can only assert whether our visitation counts are reasonable. The share of visitors visiting from outside the region was assessed by event type using interviews and ranged significantly depending on the event. Averages were used by event type and checked against the expansive survey of visitors at the Farm Show Complex & Expo Center survey for validation. Because only expenditures from visitors arriving from outside the Lansing area are asserted to generate an economic impact, we attribute visitor expenditure impacts only to those not residing in the Lansing-East Lansing area.

In total, we estimate that the Pavilion creates 68,000 visitor days in the Lansing-East Lansing area and just under 34,000 visitor overnight stays. We assert that most stays are accommodated with hotel stays, but that a sizable share also use the on-site campgrounds or other accommodations. We assert that average lodging costs per visitor night is \$79 per party (average party size is assumed 2.5 persons), while meals and other expenditures total \$25 per person-day.<sup>4</sup> Total estimated expenditures from out of town visitors is estimated to be \$4,378,795 per year. This excludes expenditures by local residents.

Adding these expenditures to the IMPLAN Pro. 3.1 economic impact simulation model for the three-county area, breaking out visitor expenditures into lodging based on visitor night estimates and distributing meals and other expenditures based using survey data from a similar facility (Penn State Center for Economic & Community Development 2014) provides our final estimates of the overall

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<sup>4</sup> Non-meal expenditures making up the per-person expenditures that are spent on retail purchases apply margins to net out the cost of goods sold. That is, if a visitor purchases a t-shirt, the cost of acquiring that t-shirt for sale is subtracted, as the t-shirt was likely not produced in the local economy.



economic impacts of the MSU Pavilion. The findings show that once accounting for all secondary transactions, the MSU Pavilion generates about \$5.7 million in earnings for Lansing-East Lansing businesses. This includes earnings paid to labor, proprietors, and profits to firms. Of this, about \$3.4 million is payments to labor, covering some 93 area jobs.

A similar study, employing a different approach to estimating economic impacts of the MSU Pavilion, was performed in 2008 by the MSU Center for Economic Analysis, concluding that the Pavilion contributed just over \$5 million in earnings for the Lansing-East Lansing businesses. Conjecturing a linear trend between the 2008 and today, an exponential growth from zero in 1993 (year of establishment), we estimate that the MSU Pavilion has contributed about \$128 million in nominal regional earnings over the current life of the Pavilion. Measured in today's dollars, that estimate is \$160.7 million in regional earnings over the 27-years of operations.

During interviews with event hosts, we asked respondents if expansion of the number of stalls and the show space at the MSU Pavilion would encourage them to 1) expand their existing show and 2) consider adding another event to at the Pavilion. The responses largely suggest that many of the hosts of larger events feel the Pavilion's current limitation constrains the size of their events, and that expanding the Pavilion size would allow them to increase the draw of their events. Others lamented that they compete with other shows hosted in congruence with their show, where species may not be compatible. By adding additional space between shows, they project the expansion will improve their show attendance. Of the smaller shows, an expansion may not impact the shows currently hosted, but multiple respondents suggested that expansion of the facilities may free up capacity to add additional shows. To be sure, many of the Pavilion event hosts indicated hosting more than one event a year at the Pavilion and on many weekends, more than one show takes place. For both small and large event hosts, there was expressed interest in adding additional shows should new slots at the MSU Pavilion be available. Based on these discussions, we conjecture that the Pavilion's total impact may increase by about 25 percent, should the planned expansion be implemented. That is, should the Pavilion undertake the planned expansion, the annual contribution to the Lansing-East Lansing economy would be to support some 116 jobs with annual salaries of \$4.2 million and contributing \$7.2 million to regional earnings.

## **Conclusions**

Economic impact estimates provided here reflect the influx of revenue from outside of the region because of the MSU Pavilion for Agriculture and Livestock Education. Visitors from outside the region bring in outside revenues that are spent in the local economy, while local businesses re-spend these earnings to generate a larger regional economic impact. This report details the expected economic impacts of earnings generated by the MSU Pavilion.

The approach of delineating direct impacts by where visitors travel from has the potential to underestimate the true impacts of Pavilion events. Expenditures by local patrons are netted out to maintain consistency in tracing visitor spending. However, Pavilion events may attract local attendees who may otherwise travel outside of the region in the absence of the Pavilion. Hence, the Pavilion also has the potential to capture local dollars that would have been spent outside the state. This report does not attempt to incorporate such local expenditures captured by Pavilion events, nor conjecture how the Pavilion has changed the mix and expanse of Lansing-East Lansing commercial activities. The impact estimates relate to some 77 events hosted at the MSU Pavilion, showing that the Pavilion supports some 93 regional jobs and \$5.7 million to regional earnings. Over the 27-year span of operations, this amounts

to just under \$161 million to business and household earnings in the Lansing-East Lansing metropolitan area. The Pavilion seeks to expand the facilities by adding stalls and a covered arena. As the Pavilion hosts events year-round, adding this covered space has potential to increase its draw in the wintertime, where the current outdoor arena is exposed to the elements. This addition would also provide needed space for larger events that are currently constrained by the current facilities, as indicated with interviews of event hosts. We conjecture that the proposed expansion will result in about a 25 percent increase in visitation and use of the MSU Pavilion, such that the post-expansion impact would support some 116 regional jobs with about \$7.2 million in regional earnings.

## Appendix A

### List of 2019 Events

Event	Start	End	Days	Type
MI Horseshoers Clinic and Contest	01/02/19	01/05/19	4	Horse
Spartan Puppy Match	01/05/19	01/06/19	2	Small Animals
MSU Polo Match	01/11/19	01/11/19	1	Spectator
MAP Horse Show	01/11/19	01/12/19	2	Horse
MSU Horsemen's Clinic	01/11/19	01/13/19	3	Horse
RV Show	01/17/19	01/20/19	4	Trade show/Meet
4-H Rabbit & Cavy Expo	01/25/19	01/26/19	2	Small Animals
Green & White Hog Show	01/25/19	01/27/19	3	Livestock
IHSA Horse Show	01/27/19	01/27/19	1	Horse
MQHA Horse Show	01/31/19	02/03/19	4	Horse
MQHYA Tack Swap	02/01/19	02/02/19	2	Horse
4-H Benefit Clinic	02/01/19	02/02/19	2	Educational
MAP Horse Show	02/08/19	02/09/19	2	Horse
AGR Beef Preview Show	02/08/19	02/10/19	3	Livestock
Spartan Stampede Rodeo	02/12/19	02/17/19	6	Spectator
S. MI Paint & Qtr. Horse Auction	02/22/19	02/24/19	3	Horse
Quiet Water Symposium & MI State Rabbit Breeders	03/01/19	03/02/19	2	Small Animals
MI State Rabbit Breeders Show	03/02/19	03/03/19	2	Small Animals
Stallion Expo	03/05/19	03/10/19	6	Horse
Annual Home & Garden Show	03/11/19	03/17/19	7	Trade show/Meet
Spring Dairy Show & Sale	03/19/19	03/23/19	5	Livestock
4-H/FFA Horse Judging Contest & Equine Expo	03/24/19	03/24/19	1	Horse
MI Beef Expo	03/26/19	03/31/19	6	Livestock
Pattern-O-Rama Horse Clinic/Hairy Horse Show	04/05/19	04/06/19	2	Horse
FFA AG Skills Contest	04/12/19	04/12/19	1	Spectator
Small Animal's Day	04/13/19	04/13/19	1	Small Animals
MQHYA Easter Extravaganza	04/16/19	04/21/19	6	Horse
MQHYA Spartan Spectacular Horse Show	04/25/19	04/28/19	4	Horse
All Arabian Horse Show	04/30/19	05/05/19	6	Horse
Great Lakes Quarter Horse Show	05/09/19	05/12/19	4	Horse
Apple Blossom Classic Horse Show	05/17/19	05/19/19	3	Horse
All Morgan Horse Show	05/22/19	05/26/19	5	Horse
Half Arabian Horse Show	05/29/19	06/02/19	5	Horse
Junior Beef Show	06/07/19	06/09/19	3	Livestock
Jr Sheep Show	06/07/19	06/09/19	3	Livestock
GL Buckskin Horse Show	06/07/19	06/09/19	3	Horse
Junior Swine Show	06/14/19	06/15/19	2	Livestock
Open Swine Show	06/16/19	06/16/19	1	Livestock
Exploration Days	06/19/19	06/21/19	3	Educational
State 4-H Goat Show	06/21/19	06/22/19	2	Livestock
MI Arab Assoc Show	06/21/19	06/23/19	3	Horse
POA East World Show	06/27/19	06/30/19	4	Horse
Apple Blossom Classic	07/05/19	07/07/19	3	Horse
MI Livestock Expo	07/10/19	07/14/19	5	Livestock
4-H/FFA Livestock Judging Contest	07/12/19	07/12/19	1	Livestock
4-H Dairy Days & Dairy Expo	07/15/19	07/19/19	5	Livestock
Go Show Midwest Horse Show	07/19/19	07/21/19	3	Horse
Arabian Horse Show	07/24/19	07/28/19	5	Horse
MAPHA Sizzler Horse Show	08/02/19	08/04/19	3	Horse
4-H State Dog Show	08/09/19	08/10/19	2	Small Animals
State 4-H Horse Show	08/15/19	08/18/19	4	Horse
MAPHA Classic Horse Show	08/21/19	08/25/19	5	Horse
DALMAC	08/26/19	08/29/19	4	Educational
Llamafest	08/30/19	09/01/19	3	Livestock
GL Buckskin Horse Show	08/30/19	09/01/19	3	Horse

## Appendix A

<b>Event</b>	<b>Start</b>	<b>End</b>	<b>Days</b>	<b>Type</b>
MI Morgan Breeders Futurity	09/04/19	09/08/19	5	Horse
MQHA Futurity	09/10/19	09/15/19	6	Horse
B & B Little I	09/17/19	09/22/19	6	NA
MSU Polo Match	09/19/19	09/19/19	1	Spectator
Apple Blossom Classic	09/20/19	09/22/19	3	Horse
MQHA Horse Show	09/26/19	09/29/19	4	Horse
Buckskin Congress	10/02/19	10/06/19	5	Horse
ASHAM Horse Show	10/09/19	10/12/19	4	Horse
MGLI Draft Horse Show	10/14/19	10/20/19	7	Horse
Paint Horse Show	10/24/19	10/27/19	4	Horse
MHSA Horse Show	10/31/19	11/03/19	4	Horse
Autumnfest	11/08/19	11/09/19	2	Trade show/Meet
MSU Horseman's Association Green & White Horse Show	11/10/19	11/10/19	1	Horse
Model Train Show	11/10/19	11/10/19	1	Trade show/Meet
So. MI Paint & Quarter Horse Sale	11/15/19	11/17/19	3	Horse
Michigan Rabbit Breeders State Show	11/22/19	11/24/19	3	Small Animals
Cowboy Christmas	11/22/19	11/24/19	3	Horse
Specialty Dog Show	11/27/19	11/29/19	3	Small Animals
Ingham Kennel Club Dog Show	11/30/19	12/01/19	2	Small Animals
Winter Beef Show	12/05/19	12/08/19	4	Livestock
ShoMe Holiday ShoDown Horse Show	12/12/19	12/15/19	4	Horse
Holiday Harvest Dairy Sale	12/16/19	12/19/19	4	Trade show/Meet

**Interview Instrument**

- 1 What is the attendance at your event?
  - a Who are the primary attendees? (Sellers, exhibitors, contestants, spectators)
  - b If counting by number of visitors, about how many people attend in a party
- 2 Do you have a good perception of where attendees travel from to get to your event?
  - a Can you conjecture the share that travel from outside of the Ingham, Eaton, Clinton area?
- 3 Does participation in your event require or encourage participation over multiple days?
- 4 Who pays admission to your event (if any)?
- 5 Where is your organization located?
- 6 Can you provide a rough estimate of the amount of money your organization spends in the Lansing-East Lansing area while hosting this event?
  - a Goods and services for the event
  - b personal expenditures while attending to the event.

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