

THE ECONOMIC IMPACT OF THE CIRCLEVILLE PUMPKIN SHOW

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Executive Summary¹

Researchers at the Ohio University's Voinovich School of Leadership and Public Service were asked to conduct an economic impact analysis of the Circleville Pumpkin Show. The analysis relied on surveying patrons, vendors, and businesses to tailor the analysis to the Pumpkin Show in particular. Using IMPLAN, researchers calculated the impact of operations of the Circleville Pumpkin Show, visitor spending, and vendor spending. It is important to note that this impact is felt over the course of the five days of the Pumpkin Show, but that similar impacts should be expected each year the event is held.

The following are key terms for understanding economic impact analysis:

1. Employment: number of jobs-this is split between full-time, part-time, and seasonal jobs based upon standards for each industry in the analysis
2. Labor Income: the wages and benefits received by employees.
3. Value Added: the contribution to the local, regional, or state gross product, or what is contributed to the economy.
4. Output: the value of production including the intermediary costs that go into producing the product or service
5. Direct Effects: impact of the jobs and income created directly by operations of the event or through visitor and vendor spending over the course of the event.
6. Indirect Effects: impact of business-to-business expenditures or otherwise known as supply chain impacts.
7. Induced Effects: impact of household spending resulting from the increase in labor income in the direct and indirect effects.

Table E.S.1 shows the combined impact that the Circleville Pumpkin Show has in Pickaway County. There is a total of \$1.33 million in value added to the economy in Pickaway County. Additionally, the an employment multiplier indicates that for every 10 employees directly employed, another 4.2 employees are supported in the Pickaway County economy. Likewise, a value added multiplier indicates that for every \$1 of value added directly to the local economy by the Pumpkin Show, another 38¢ is added to the Pickaway County economy through indirect or induced effects.

Table E.S.1: Total Economic Contribution of the Circleville Pumpkin Show in Pickaway County

	Employment	Labor Income	Value Added	Output
Direct Effect	16.52	\$491,791	\$1,006,907	\$2,464,293
Indirect Effect	5.72	\$173,573	\$289,970	\$727,610
Induced Effect	1.14	\$43,768	\$95,340	\$169,580
Total	23.38	\$709,132	\$1,392,217	\$3,361,483
Multiplier	1.42	1.44	1.38	1.36

¹ Note there is variance in the table due to rounding. This variance does not exceed \$1.

Table E.S.2 shows the total effect of the Circleville Pumpkin Show in the state of Ohio broken down by region. The analysis was performed using MRIO, Multi-Regional Input Output, modeling. As such the direct event is modeled within Pickaway County, but spillover effects are allowed for both the six counties surrounding Pickaway County, and then the remaining 81 counties in Ohio. Through this modeling, one is able to account for with accommodations outside of Pickaway County as well as the broader impact the Pumpkin Show brings to the entire region. These three regions sum together in the final row of the table to show the total impact in Ohio.

Table E.S.2: Total Effect by Region of the Economic Contribution of the Circleville Pumpkin Show

	Employment	Labor Income	Value Added	Output
Total Impact in Pickaway County	23.37	\$709,131	\$1,392,217	\$3,361,483
Total Impact in 6 Surrounding Counties	5.56	\$350,607	\$615,385	\$1,060,126
Total Impact in Remaining 81 Counties in Ohio	1.15	\$60,385	\$120,860	\$224,743
Total Impact in Ohio	30.08	\$1,120,123	\$2,128,462	\$4,646,352

Table E.S.3 shows the direct, indirect, and induced effects combined at the state level. This table shows the impact of the Pumpkin Show not just on Pickaway County but on the state as a whole. As shown by the higher multipliers, the Pumpkin Show has a broader impact than just within Pickaway County. For example, a employment multiplier of 1.72 shows that for every 10 jobs directly employed, another 7.2 jobs are supported in the Ohio economy. Likewise, the value added multiplier indicates that for every \$1 directly added to economy, another 95¢ is added to the GSP, Gross State Product, for Ohio.

Table E.S.3: Total Economic Contribution of the Circleville Pumpkin Show in the State of Ohio

	Employment	Labor Income	Value Added	Output
Direct Effect	17.5	\$540,428	\$1,092,895	\$2,592,917
Indirect Effect	8.79	\$383,988	\$652,843	\$1,401,675
Induced Effect	3.79	\$195,707	\$382,725	\$651,760
Total	30.08	\$1,120,123	\$2,128,463	\$4,646,352
Multiplier	1.72	2.07	1.95	1.79

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Introduction

The George Voinovich School of Leadership and Public Service (GVS) was first contacted in the Spring of 2024 by the PR/Media Committee Trustee for the Circleville Pumpkin Show, Nanisa Osborn. After discussing the project with her, GVS began working on an economic impact analysis to demonstrate the impact the Pumpkin Show has on the Circleville community and Pickaway County. In order to make the analysis accurate and specific the Circleville Pumpkin Show, GVS designed three surveys over the summer of 2024: one for visitors or patrons, one for vendors who set up just for the Pumpkin Show, and one for the permanent businesses in the area. During the Pumpkin Show, GVS Staff as well as graduate and undergraduate student workers at the Voinovich School collected survey responses from patrons and vendors. Permanent businesses were contacted after the show was over. Patrons were given the opportunity to complete the survey through the Pumpkin Show's website. Vendors and permanent businesses were also given the opportunity to complete the survey through email blasts from the Circleville Pumpkin Show. GVS researchers used the data collected to perform input-output analysis using IMPLAN to estimate the impact of the show. This project was funded by the Circleville Pumpkin Show and the US Economic Development Administration's University Center program.

Circleville Pumpkin Show Background

The Circleville Pumpkin Show is a highly beloved festival that takes place every autumn in Circleville, Ohio. In 1810, Circleville was established as the seat of Pickaway County.² Just under one hundred years later, in 1903, Circleville hosted its first Pumpkin Show. The Pumpkin Show began thanks to Circleville's Mayor, George R. Haswell, who had the idea to display agriculture, such as corn fodder and pumpkins in a small exhibit. In the following years, the exhibition continued to grow, in interest, attendance, and participation. Since the first Pumpkin Show in 1903, there have been only four years without it – one year during World War I, two years during World War II, and one year during the COVID-19 Pandemic.³ The purpose of the Pumpkin Show is to facilitate maintaining and promoting a positive relationship between

² Ohio Exploration Society. (n.d.). *Historical – Circleville*. Ohio Exploration Society. <https://www.ohioexploration.com/miscellaneous/historical-circleville/>

³ Paschal, B. M. (2023, October 16). *Circleville Pumpkin Show 2023: What you need to know from parking to parades*. The Columbus Dispatch. <https://www.dispatch.com/story/entertainment/events/2023/10/16/what-to-know-if-you-plan-to-go-to-the-2023-circleville-pumpkin-show/71202976007/>

residents and visitors to the community. Furthermore, displays of grain, fruits, vegetables, and other displays are awarded to encourage and promote agricultural pursuit.⁴

The Pumpkin Show always occurs during the 3rd Wednesday through Saturday of October, making the festival four days and four nights.⁵ The attractions and events that take place are at varying locations in downtown Circleville.⁶ The Pumpkin Show attracts visitors from all 50 states, and even some from other countries. The attractions that draw people in include the giant pumpkins, several different parades, craft demonstrations, entertainment, contests, and the pumpkin flavored delicacies. Some specifics include the Giant Pumpkin Weigh-In and live music performances.

Over time, it has become the sixth largest festival in the United States, with attendance of over 400,000 people.⁷ Furthermore, the Circleville Pumpkin Show boasts the slogan: “THE GREATEST FREE SHOW ON EARTH”. However, since there is no admission fee, thus no tickets to track attendance, it is more difficult to assess the exact number of attendees.⁸ It is undeniable that the Pumpkin Show has demonstrated significant growth since its humble beginnings in 1903. In 1908, the Columbus Dispatch reported that 5,000 people attended on Friday, while 10,000 attended on Saturday.⁹ In the 1950s, attendance was estimated around 202,000. Finally, in 2010, there was an estimated 100,000 attendees a day expected, making the total around 400,000 people.

Eventually, the Pumpkin Show gained enough attention and prestige to warrant the creation of The Circleville Pumpkin Show, Inc., a nonprofit formed in 1946. It was formed not only to facilitate the operation of the Pumpkin Show, but also to use some of the profits for the betterment of Circleville citizens.¹⁰ The nonprofit is described in the Third Article of the Constitution which says, "The purpose or purposes for which said corporation is formed are: To provide for and hold an annual Pumpkin Show upon the streets of Circleville, Ohio, and to promote and encourage fellowship among patrons, visitors, and citizens of the community, and to promote the general welfare of agriculture, manufacturing, and mercantile

⁴ Circleville, Ohio Pumpkin Show. (n.d.). *History of the Pumpkin Show*. The Official Circleville Pumpkin Show Website. <https://www.pumpkinshow.com/history/>

⁵ Circleville, Ohio Pumpkin Show. (n.d.). *Schedule of Events*. The Official Circleville Pumpkin Show Website. <https://www.pumpkinshow.com/schedule/>

⁶ Circleville, Ohio Pumpkin Show. (n.d.). *Schedule of Events*.

⁷ Circleville, Ohio Pumpkin Show. (n.d.). *History of the Pumpkin Show*.

⁸ Circleville, Ohio Pumpkin Show. (n.d.). *History of the Pumpkin Show*.

⁹ Staff Writer. (2010, October 21). *Another day, another pumpkin: The Circleville Pumpkin Show*. The Columbus Dispatch. <https://www.dispatch.com/story/news/2010/10/21/another-day-another-pumpkin-circleville/23429846007/>

¹⁰ Circleville, Ohio Pumpkin Show. (n.d.). *History of the Pumpkin Show*.

interests of the City and surrounding territory and to demonstrate the resources of Pickaway County, and for such other purposes as may be incident to and to all things reasonably necessary and proper to carry out said purposes."¹¹

The Circleville Pumpkin Show is a highly anticipated and beloved event that brings hundreds of thousands of people to the small community of approximately 14,000 people. From parades, to food, to the giant pumpkin competition – there is truly something to entertain everybody.

Literature Review

1. Input-Output Analysis

The economy is a complex system composed of multiple independent sectors and industries that rely on each other or inputs. Simply put, one industry's output will later become raw materials to support another industry. For example, the agriculture sector provides raw materials to manufacturing, which, in turn, supplies machinery and tools back to agriculture. These connections are crucial because they illustrate how changes in one industry or sector can affect the entire economy. Understanding these relationships is crucial for evaluating the impacts of changes in one sector on the economy as a whole.

In the 1930s, Wassily Leontief developed Input-output (I-O) analysis, a quantitative economic modeling technique used to analyze inter-industry relationships within an economy (Leontief, 1936). This framework provides a systematic approach to analyzing how different sectors of an economy are interdependent. I-O analysis quantifies the flow of goods and services between industries. The framework enables researchers and policymakers to evaluate the economic impacts of various activities, such as new policies, business developments, or regional events.

One of the most well-known tools for conducting regional input-output analysis is **IMPLAN** (**IM**pact Analysis for **PLAN**ning), an economic modeling software and database. IMPLAN leverages input-output frameworks to estimate the direct, indirect, and induced effects of regional economic activities. For example, it can be used to evaluate how a local cultural event, such as a music festival or traditional fair, impacts the local economy (e.g., Tohmo, 2005; Wilson, 2006; Walo et al., 1996; Saayman & Saayman, 2004).

¹¹ Circleville, Ohio Pumpkin Show. (n.d.). *History of the Pumpkin Show*.

2. Studies using input-output analysis to estimate the economic impacts of local events on regional economies

Input-output analysis has been widely used to measure the economic impacts of local events, both large and small, providing a comprehensive understanding of how event-related spending affects local economies. For instance, Aydogus et al. (2015) employed regional input-output analysis to evaluate the potential economic impact of hosting the EXPO in Izmir, Turkey. They found that hosting such a mega event would substantially contribute to the regional economy, particularly in terms of employment and regional GDP. Similarly, Hughes (2000) employed input-output analysis to estimate the economic impacts of Edinburgh Festivals. They concluded that these events significantly boost the economy by attracting tourists from outside the area, which enhances the tourism sector.

Crompton and McKay (1994) examined regional sports events and how spending from participants and spectators impacts local economies. Their findings showed that local sports events also contribute significantly to the host regions. Wilson (2006) extended this analysis to smaller sporting events like swimming competitions. They found that while the impacts of small-scale events are less pronounced compared to large-scale events, these smaller events still deliver measurable economic benefits when aligned with local resources.

For small cultural events, Tohmo (2005) studied the Kaustinen Folk Music Festival in Finland. Their findings illustrated how visitor spending stimulates local economies, particularly in rural areas with fewer economic drivers. Similarly, Saayman and Saayman (2004) highlighted the importance of cultural events in generating direct spending opportunities for local businesses and indirect benefits through supplier networks. Kim and Dombrosky's (2016) analysis of the Canfield Fair further affirms that small-scale events can create significant economic effects when they are well-integrated with local businesses. Lastly, Walo et al. (1996) found that smaller local events helped to retain revenue within the community because they often rely on labor and existing resources.

These studies illustrate input-output analysis's versatility in measuring events' economic impacts across scales. They emphasize that large and small events are essential in boosting local economies.

Surveying Methodology

To document the effects of the Circleville Pumpkin Show we needed relevant information on a variety of topics surrounding the show's impact monetarily. The goal was to find as much information as we could surrounding the different people at the show itself. Working with the wants of the Show's management, surveys were created via Qualtrics to administered to three separate groups of people attending or operating at the Show itself. The three groups that were surveyed were: Patrons (those who attended as visitors), Vendors (those operating booths) and Permanent businesses located within Pickaway County. Each survey was designed with a series of questions to be administered both online and in-person if needed. Varying on size and length of these surveys were created by the team the Voinovich school by student researchers and faculty members. The Surveys were designed and curated by the team to allow the individuals taking them to skip any questions they deemed uncomfortable or unknowledgeable of. To allow for transparency, no question was required and anyone the taker was not willing to answer was left blank.

Initially the team traveled to Circleville the week before the Show to determine the outcomes desired from the management team, and how the Voinovich school could be of assistance. The management noted that different people attended the show on different dates, and it was suggested we gather information multiple times to ensure more relevant data could be collected. It was assumed that more local populations would attend at earlier dates in the week and more visitors would attend during the later days of the Show on the weekend. Three of the five days of operation were chosen based on team availability as on-site survey days: (Wed. Oct.16th), (Fri. Oct. 18th), (Sat. Oct 19th).

The Patron survey was designed to be administered mainly in-person but online as well, on topics such as party size, income, estimated money spent, and accommodation. This survey was the most detailed of the three and was the one with the largest number of respondents at 304. As with the previous statements on the optionality of questions, not all responses were usable in the format needed, and not all questions were answered in an interpretable way. After initial cleaning the number of usable responses was 288.



GVS Graduate Assistant, Bozeman Koonce, conducting a survey at the Circleville Pumpkin Show. Photo taken by GVS Graduate Assistant, Madeline Daley.

The Vendor survey was designed to be more oriented at income and monetary success compared to the patrons. This survey asked questions such as how much money was spent in preparation for the Show, how much income was expected from the Show and how important the operation of the Show was to the monetary goals of the vendor present. The total number of respondents was 175. After initial cleaning the number of usable responses was 148. Of these vendors, there were a variety of businesses, we did our best to survey entities that were fee paying businesses on city property and those who were non-fee payers on private property. There was a higher success rate amongst official businesses, compared to unofficial vendors, and certain vendors were much more likely to respond based on their product type and management structure. the vendors surveyed were a mix of either smaller businesses who operated their own practices and those in larger organizations that operated from permanent establishments in the area. It was noted that smaller vendors that were unaffiliated from chain or larger companies were more likely to respond due to their ownership being present, and their rules being less strict in-terms of sharing monetary information. Vendors such as the carnival rides were unlikely to answer as their business was not owned by the employees and their incentives to make money were confined by time.

The Permanent Business survey was designed similar to the Vendor survey with an emphasis on income and monetary success of the business during the Pumpkin Show. The total number of respondents was 80. After initial cleaning the number of usable responses was 60. Permanent businesses were asked to complete the survey during the show, through email, and through phone calls after the show had concluded. Permanent businesses had the highest refusal rate of the three surveys. This high refusal rate limits the usefulness of this piece of the analysis, where many businesses were left out of the data collected. Additionally, the businesses that chose to respond and those that chose not to respond are likely to have created a selection bias in the data. Although the researchers worked with the Pumpkin Show and the Chamber of Commerce to gather support for taking the survey, future work would need a better turnout from the permanent businesses to be the most beneficial for the community to understand their perspective. As it is, the perspective and demographic data of the permanent businesses that did respond can be found later on in this report.

This next section details the experience of collecting survey responses through one of the GVS student worker's eyes.

Student Experience Collecting Survey Responses

To examine the impact of the Pumpkin Show on the community of Circleville, the Voinovich team attended the show on Wednesday, Friday and Saturday to survey vendors and patrons. I attended on Friday and Saturday to help with surveying. On Friday, I started by surveying vendors along Watt Street. I primarily spoke to site supervisors and business owners, and while some were hesitant to answer survey questions about their financial circumstances, many were enthusiastic when it came to talking about their business. Through vendor surveys, I learned that the main goals for most vendors at the show were to sell product or promote themselves to a wide audience by representing nonprofits or selling food and other goods. However, I was also surprised to find that the Pumpkin Show attracted vendors far and wide, particularly the Midwest, with many coming from outside of Ohio to attend the show. Several of these vendors noted that the Pumpkin Show was their most important event of the year, while others described how they or their family had been attending the show for several decades.

Vendors were not the only people to benefit from the business activity brought to Circleville by the Pumpkin Show, as many vendors reported making their own purchases from Ohio-based businesses to prepare for the show, especially food and beverage vendors who bought their ingredients from businesses located within the state. Additionally, many vendors based outside of Pickaway and its surrounding counties spent a portion of their earnings at local restaurants and bars in Circleville or stayed the night in a nearby hotel, while others supported their fellow vendors by purchasing their meals from stands similar to their own.

On Saturday, we finished surveying vendors along Watt Street and began surveying patrons of the show. The show's visitors tended to be a little more hesitant in regard to completing the survey, with many expecting that we would be asking them questions about politics in the weeks before the presidential election. Despite these concerns, many attendees provided valuable insight in regard to those who were visiting Circleville for the Pumpkin Show. Several patrons reported that the Circleville Pumpkin show was an annual tradition for their family dating back many years. They often looked forward to making purchases from the show's vendors, sampling the various pumpkin-themed foods they had to offer. Most of the visitors I surveyed seemed to live around the Columbus metro in Franklin County, and those who attended multiple days of the show typically reported that they returned each night before returning to Circleville the next day, rather than spending the night locally.



GVS Voinovich Scholar, Ryan Humeniuk, conducting a Vendor Survey at the Circleville Pumpkin Show. Photo taken by GVS Graduate Assistant, Madeline Daley.

After Thanksgiving, I began surveying Circleville's permanent businesses about their interactions with the show. Of the three groups we surveyed, I found that the permanent businesses tended to be the least willing to complete our survey, with one business declining our survey, saying that they it was a waste of taxpayers' money. While some respondents discussed how they prepared for the Pumpkin Show each year, what was

most surprising to me was that a handful of businesses reported that they lost money as a result of the Pumpkin Show. These businesses tended to be small, more specialized businesses that may have seen a decline in revenue during the week of the show as residents sought to avoid the show's crowds by delaying their visits to such businesses. However, additional responses would likely be necessary before drawing more substantial conclusions about the show's impact on these businesses.

Our last step in learning about the show was our interview with Circleville's mayor. Through our discussion, we learned a lot about what the show meant for the community of Circleville as well as those who traveled from far and wide to attend the show. While we also learned about the relationship between the city and the nonprofit responsible for the show's programming, what stuck out to me the most was how the show has brought people together for so many years, reuniting former residents, longtime friends, and vendors who crossed paths in Circleville each October. I enjoyed hearing about all that the show did for the community, bringing in money for local organizations and building a sense of pride and identity for the community. I feel lucky to have been part of such an impactful project these past few months, and I look forward to returning to the show in the years to come.

Interview of Circleville Mayor: Michelle Blanton

Two students working with the Voinovich School helped facilitate an interview on Thursday January 23rd, 2025, with the current Mayor of the City of Circleville. The main goal of this interview was to acquire a perspective on the overall impact of the government arm of the city on the Circleville Pumpkin Show. The mayor's office would help provide important qualitative information on how the government operates with the private sector of the community.

The current Mayor of Circleville, Michelle Blanton, has worked in the office of the mayor for a little over a year, having assumed this position in 2024. She served for 6 years in city council before her time as Mayor. She was able to provide us with a variety of information that can be attributed to the Shows operation as well as some background.

Originally, the show was created 100 years ago, as a place for local farmers to bring in and sell fall produce; the event then quickly ballooned into a larger event, drawing in an estimated 400,000 people annually. This larger number of people impacts everything. Mayor Blanton noted that this impact spreads across to the local school districts, as well as Ohio Christian University as the town itself has to shut-down streets and accommodate such an influx of people. "We have a city population of 14,000, so to have 400,000 people come into our city one time, you know, over a four-day period one time a year is pretty substantial," she stated.

The Pumpkin Show organization is a separate entity from the city that operates in conjunction with the city government. As a 501c organization, they work with the government to help organize and contract needed services such as security and road closures. The city also works closely with operations by meeting jointly with the organization at various times in the year to ensure the public partnership does what it needs to ensure success. These meetings are essential to help the show run smoothly. This includes safety meetings, as well as meetings with private property owners who use their own land for parking or booth set-up not on public property. The city also must work with the Federal government on certain issues, especially when high-profile individuals will be in the area for the safety of those attending.

As Mayor Blanton indicates, some of the largest impacted entities of the show are the non-profit within Pickaway County such as the school districts athletic departments and boosters. A large portion of their budgets are made during this Show's operation. Many of them sell items or recruit/disseminate information to the people at the Show. She also noted the large economic effects that come from hosting such a large event. The city also receives a small amount of income tax, but most of the money flow goes to the business, operation costs and services needed to support the show. "And then of course, you have the economic impact of just the vendors, local vendors, vendors who come from out of state.... They are lined up. There are people applying already as vendors to try to get a spot at the Circleville Pumpkin Show just because there is so much opportunity for them to earn revenue for their business."

Local businesses also have substantial impacts that come from the Show. Just as the monetary gains that come to the nonprofit entities within Pickaway County. There is a spillover in the county where people stay, eat and drink outside of the major blocks in which the Pumpkin Show operates. There are restaurants, bars, Airbnb's, and hotels that all fill up with patrons. "You can't go on any given night during Pumpkin Show by one of those places and not have and not see [the] impact". This money then stays in the community being reinvested. "Circleville is still here the other 51 weeks out of the year and our local businesses still need us." What matters is that businesses can sustain themselves through both the direct impact of the money from the Show and the publicity that comes from such. "They know us by the Circleville Pumpkin Show. They don't know us that we're 30 minutes South of Columbus, in between Columbus and Chillicothe." The Show has become a Face of Circleville where people know the town for the event. Despite this large monetary success, she noted that some people in town were not particularly fond of receiving this larger number of visitors. While many people who have grown up in Circleville return during this week, there are also those who leave the city and take a vacation to avoid the large crowds and disrupted services.

On top of direct monetary impacts, Mayor Blanton noted that tourism was one of the largest sectors that benefited from the exposure of Circleville and the region to those not familiar with it. "I think the biggest benefit for the city with the Pumpkin Show is the tourism, the tourism and I would say also the economic".

Circleville see themselves as “The Gateway to the Hocking Hills”, and many people who travel to the Show stay in this region. This then increases awareness of the region to nonresidents and increases the chances of people returning to vacation there. Other local communities can benefit from the show itself in and outside of Pickaway County.

It became apparent that during the Covid-19 pandemic that the Show itself holds great importance to the financial success of the community as well as its culture. Without the Show in 2020, as it was suspended, various businesses struggled to meet their monetary needs. There were no concrete details shared, but without the influx of money from tourism, businesses closed, and people lost their jobs. This cancellation also impacted on the Show for the following year as people had less money to prepare. This included budgeting for products and fees. There was also concern about how the world would operate. No one wanted to invest in something they feared would lose them money, but the problem was no one really knew how behavior could change or if policies and regulations could impact their operation for coming Shows.

The Show also has a large impact on the culture of Circleville. During our interview Mayor Blanton stated multiple times that the people in Circleville are proud of this event. It takes about 200 volunteers, spending hours of their own week setting up and operating the Show. The city itself is covered in the Circleville Pumpkin Show logo, Winky, a smiley pumpkin, on items such as sewer line covers, trashcans and banners. Those who are graduates of the area high schools and OCU return in number to reconnect with their time in Circleville. “People make decisions on coming back to town. They would rather come back during Pumpkin Show, then come back for like a homecoming event.” This event percolates through the city and has become a major part of what the city does and what it represents. This culture also attracts groups of people from out-of-state and international locations. Mayor Blanton noted there was a group of Germans who came this year as part of the media. “I think the sense of place is definitely there”, which adds to the economic impacts to create a vibrant and important part of the city of Circleville.

Mayor Blanton stated the government of Circleville has shifted its connection to the private entity compared to the last administration. The city and government want to open more partnerships and show their collaborative efforts while still maintain the distinction of being two separate entities. “I don't know that that's ever happened with a mayor”, regarding events attended by the office of the mayor that were previous only attended by non-city officials. “We kind of want to break down those walls of the city and the Pumpkin Show but, it's also understanding that they are a private entity, and we are a public entity, so we have to keep, we have to keep those guardrails in place.” The goal is to demonstrate that partnership further amongst the two parties and really put their commitments out there, both for adequate success and community engagement. These changes came naturally through the office of Mayor and the organization last Show and are not known if there is a possibility of continuing. They will operate with what works best of both parties.

Mayor Blanton finished off her discussion by bringing up an important point surrounding the show's operation. "I don't know that we know what we are without the Circleville Pumpkin Show." She noted that the Show has become such an integral part of the identity and success of the City of Circleville that without it, there would be significant issue and the growth the city experienced would be highly diminished. "I think that if the Pumpkin Show were to go away.... I don't know how some of our organizations would survive... What would we do if the Show wasn't here, what is our identity?".

As can be seen from our interview with the mayor herself, the Show is one of, if not the most important events within the city both for its own citizens residing in it and Pickaway County. The reliance on the Show has demonstrated its necessity in the community both as an economic driver and as a cultural entity. There are quantified effects of what the Show does for peoples who live and work around the city. They can work, live and recreate in the area, as the effects help sustain them at a monetary level. Along with this, the cultural elements of the Show create a truly unquantifiable variable, where the people are given an identity that persists through their lives leading to a sense of place that makes people both happier and healthier.

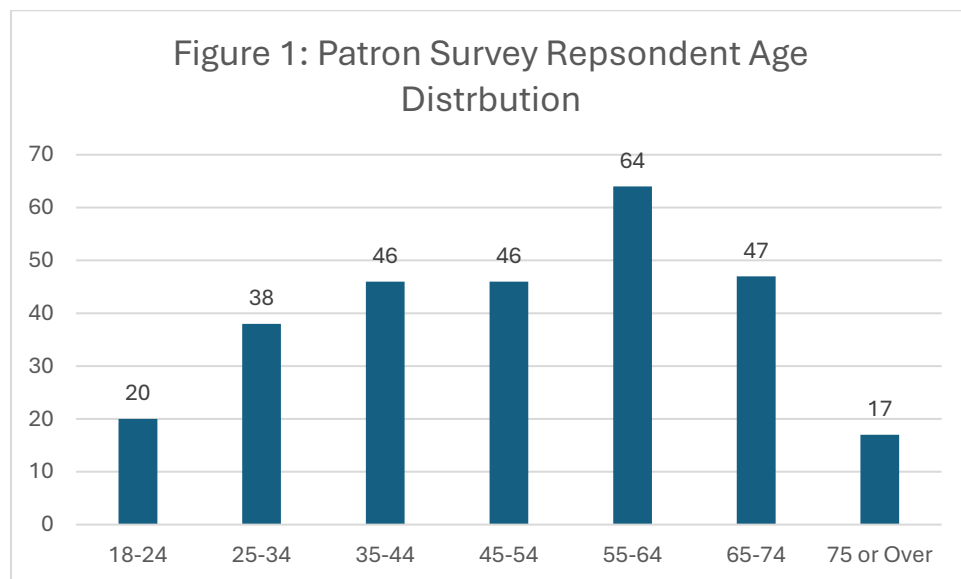
Survey Demographics

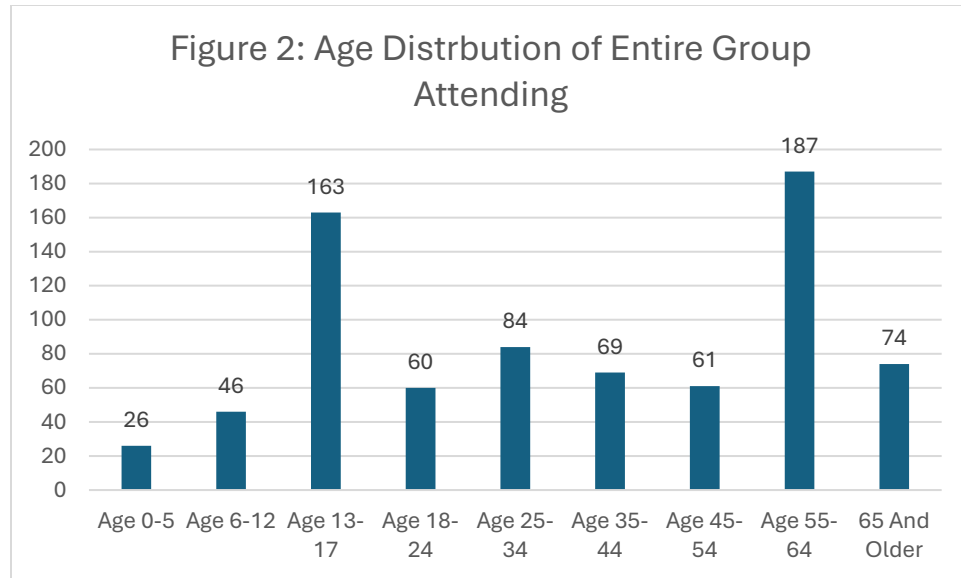
This next sections details the demographic data collected by the surveys to help demonstrate who are the people attending and operating businesses during the Pumpkin Show. Please note that some respondents chose to not answer certain questions, resulting in slightly different totals of responses for each of the following demographic areas.

Patron Demographics

Age Distribution

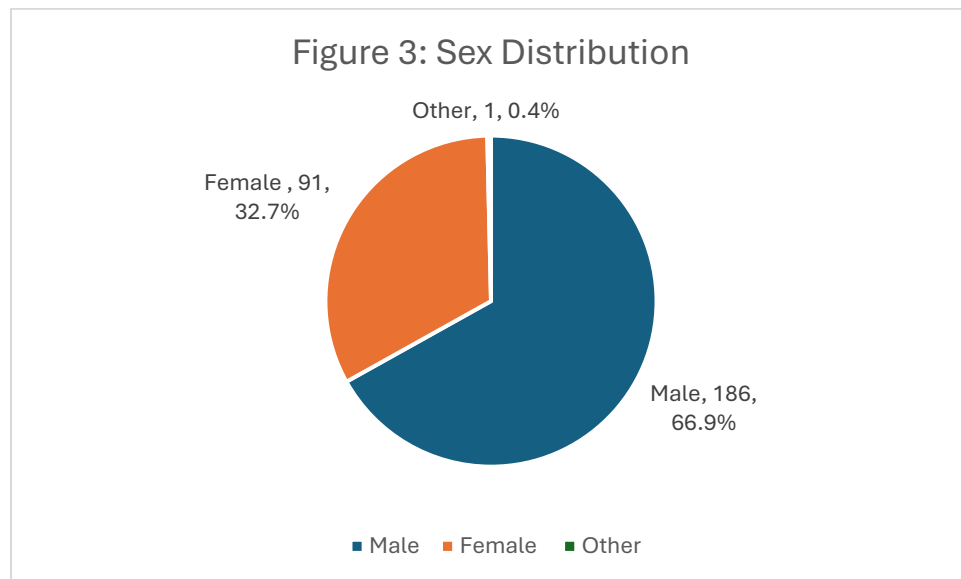
Figure 1 shows that the survey found that the age range “55-64” had the highest response rate to the survey. However, only those over 18 years of age were able to complete the survey. Therefore, Figure 2 adjust the age distribution by asking the respondents to indicate the ages of everyone attending the Pumpkin Show in there group. This shows that there are a significant number of children, especially aged 13-17 that attend the show with adults.





Sex Distribution

Figure 3 shows that the majority of responses to the survey were made by male respondents. As only one person from a group attending this may indicate that males were more likely to answer for a group that contained both males and female attendees, rather than that there were twice as many males attending the show than females.



Place of Residence

Figure 4 shows that almost 93% of respondents lived in the State of Ohio. Of the respondents who lived in Ohio, just over half live in Pickaway county as shown in Figure 5. Table 1 shows the counties of residence for those respondents who live outside of Pickaway County but within the state of Ohio. This shows that Franklin County is the most frequent place of residence following Pickaway County. Likewise, Table 2 shows the state of residence of the respondent if they do not reside in Ohio. This shows the reach of the pumpkin show and its ability to attract patrons from all over the country.

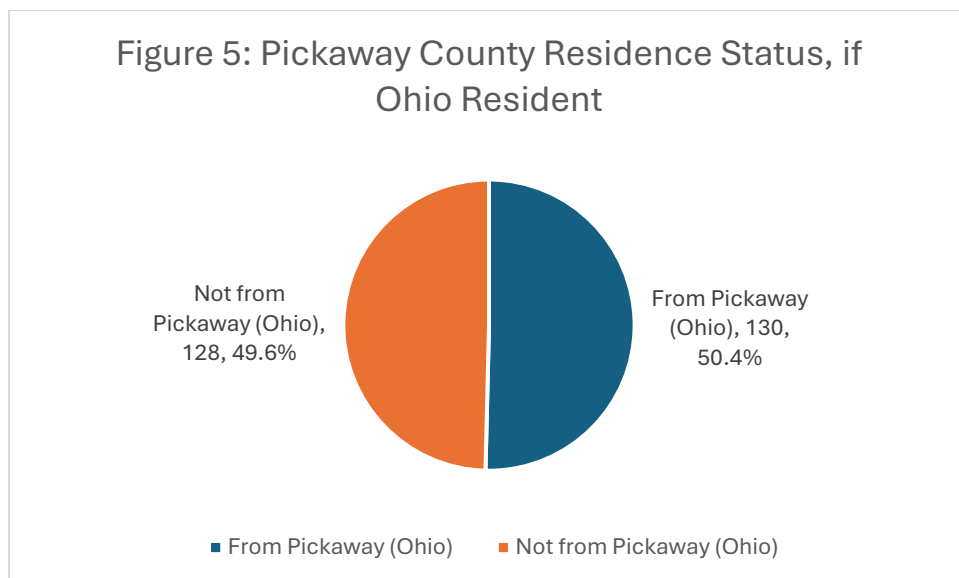
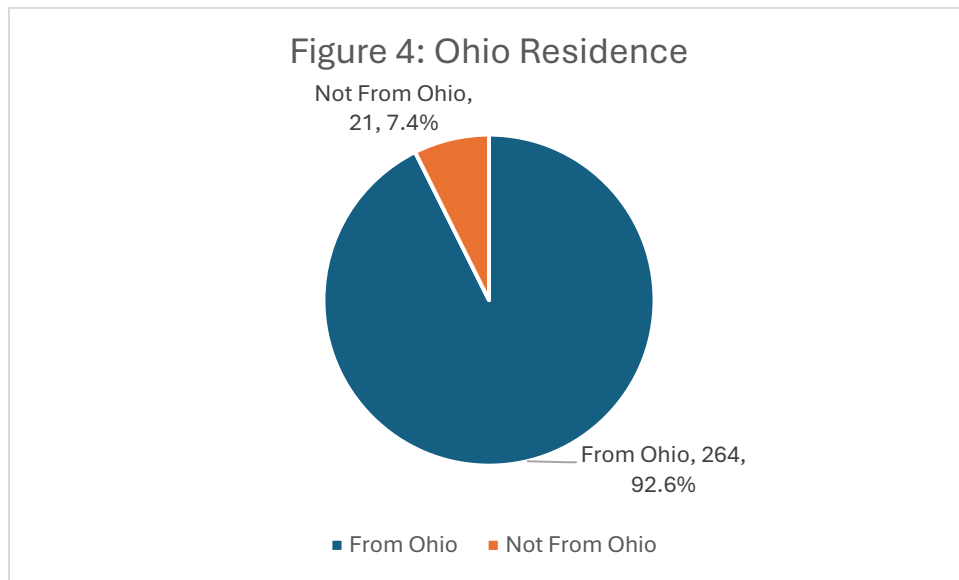


Table 1: County of Residence in Ohio, if not Pickaway County

County	Number of Respondents
Franklin	53
Fairfield	11
Delaware	10
Ross	7
Hocking	7
Athens	4
Licking	4
Greene	3
Scioto	3
Belmont	3
Fayette	2
Union	2
Meigs	1
Cuyahoga	1
Perry	1
Harrison	1
Hamilton	1
Fairfield	1
Miami	1
Vinton	1
Pike	1
Butler	1
Fairfield	1
Tuscarawas	1
Crawford	1
Madison	1
Marion	1
Logan	1

Table 2: State of Residence, if not Ohio

State	Number of Respondents
Indiana	4
Tennessee	3
South Carolina	3
Louisiana	2
Michigan	1
Arkansas	1
West Virginia	1
Florida	1
Illinois	1
Missouri	1
Wisconsin	1
Colorado	1
Alabama	1

Reason for Being in Circleville

Approximately, 68% of respondents indicated that the Pumpkin Show was their main reason for being in Circleville on the day surveyed. An additional 27% indicated that they already lived in Circleville. The remaining 5% of people indicated that they had another reason as to why they were in Circleville at the Pumpkin Show. These reasons included coming for business or shopping, as well as just passing through and decided to stop.

Time Spent at the Pumpkin Show

Figure 6 shows the distribution of respondents by the number of days they attended or planned to attend the 2024 Circleville Pumpkin Show. The majority of respondents, approximately 54%, only planned to attend one day. However, 10% expected to attend all five days of the show. Additionally, Figure 7 shows the numbers of hours respondents expected to attend the show. The majority of respondents expected to attend either 4 or fewer hours or between 5 and 8 hours. Furthermore, over 6.6% of respondents expected to attend the show for 40 or more hours over the course of the show.

Figure 6: Expected Number of Days Attended

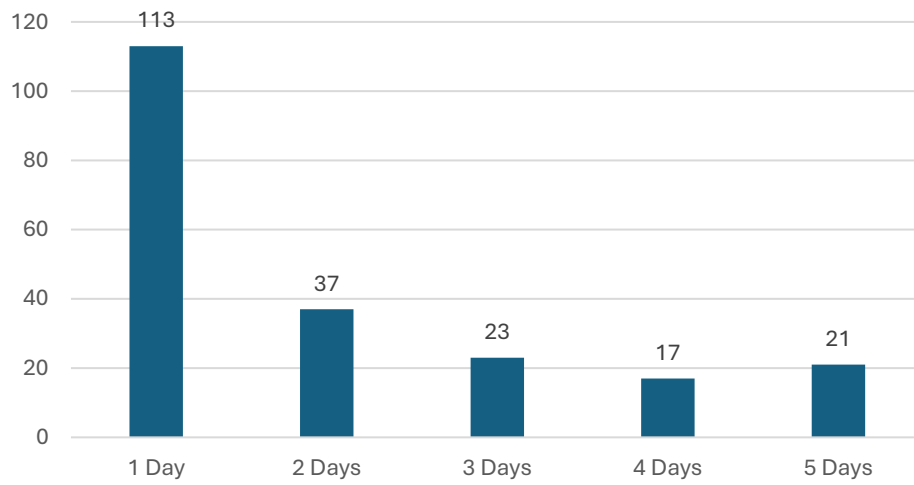
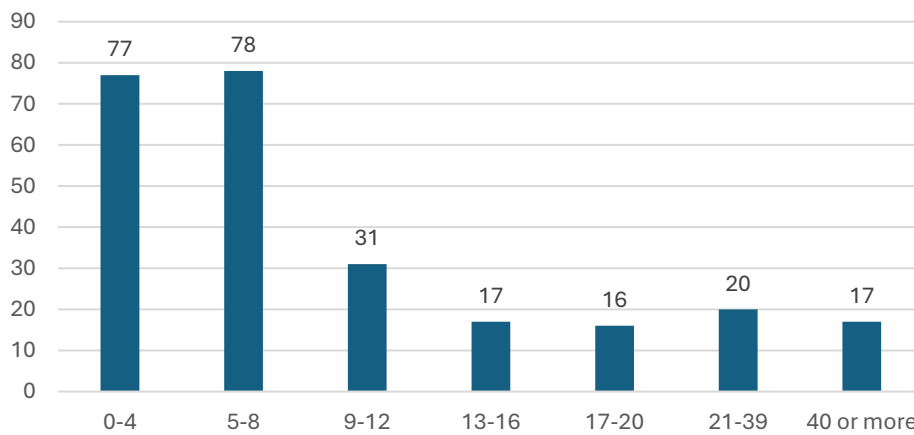
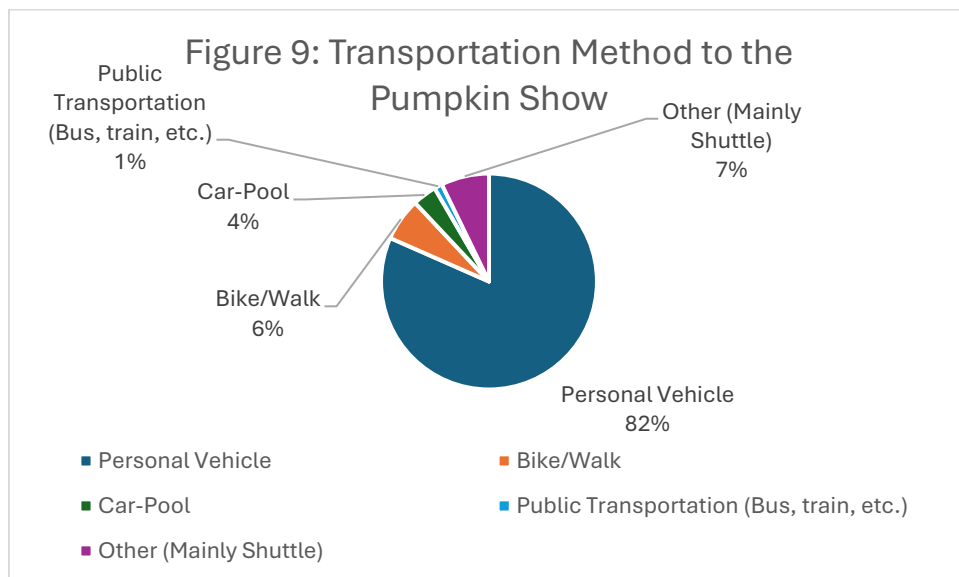
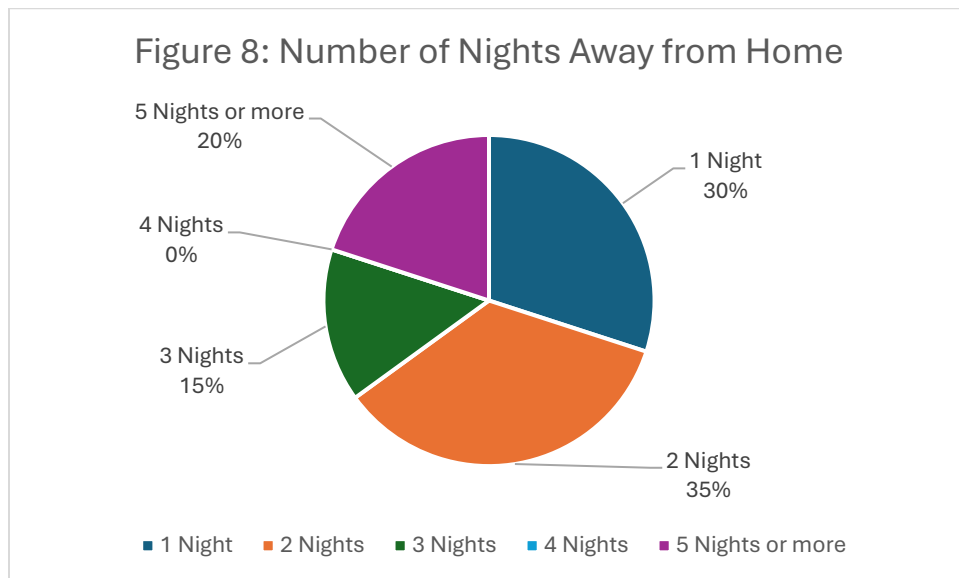


Figure 7: Expected Number of Hours Attending the Pumpkin Show



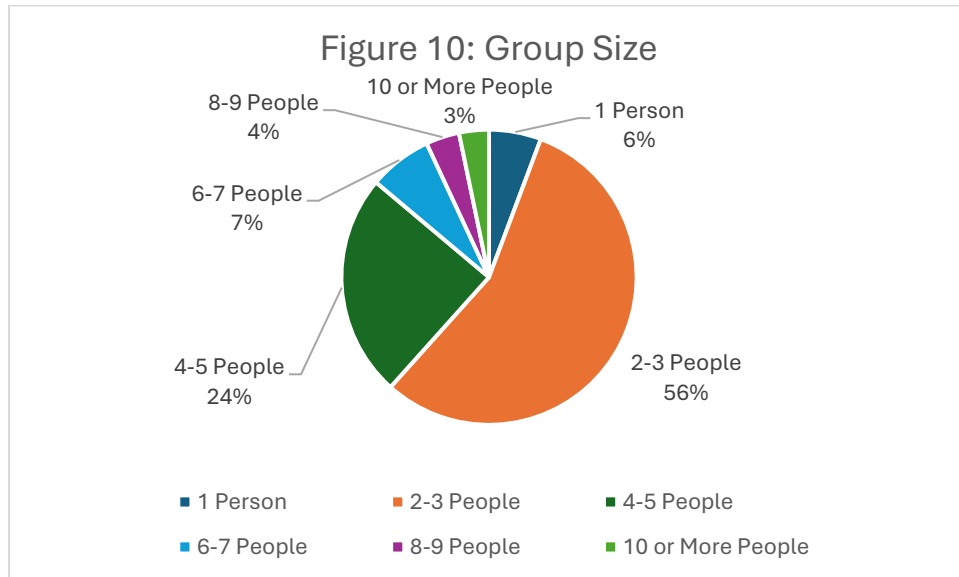
Accommodation and Transportation

Approximately 85.5% of respondents indicated that they would not stay in accommodation and would return home after the Pumpkin Show. Figure 8 shows the number of nights of respondents planned on staying away from home of the remaining 14.5% of respondents that were not returning home. Figure 9 shows the transportation method each respondent used to attend the Pumpkin Show. Approximately 82% of respondents traveled using their personal vehicles.



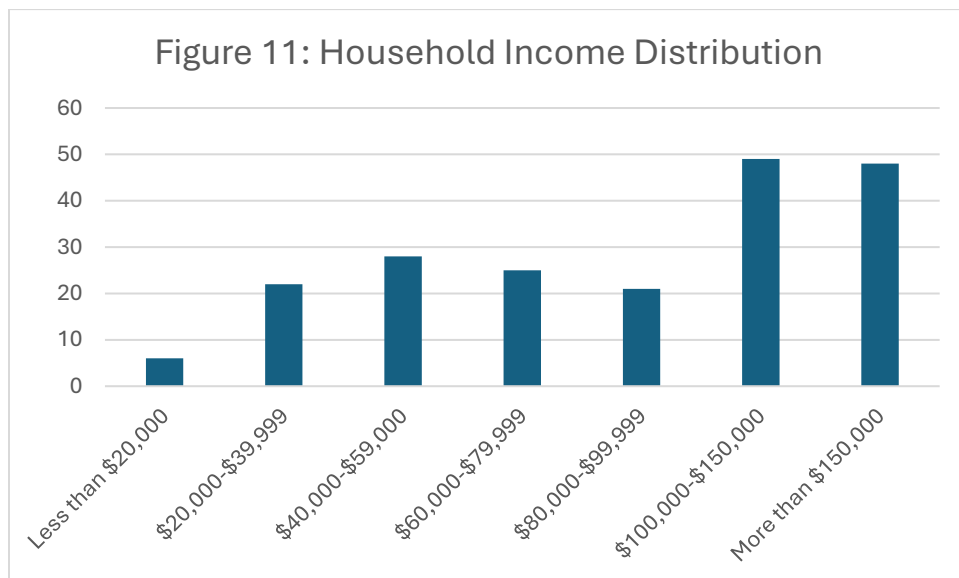
Group Size

Figure 10 shows the size of groups attending the pumpkin show. The majority of respondents (56%) attended in 2-3 person groups. Additionally another 24% of respondents were in 4-5 person groups.



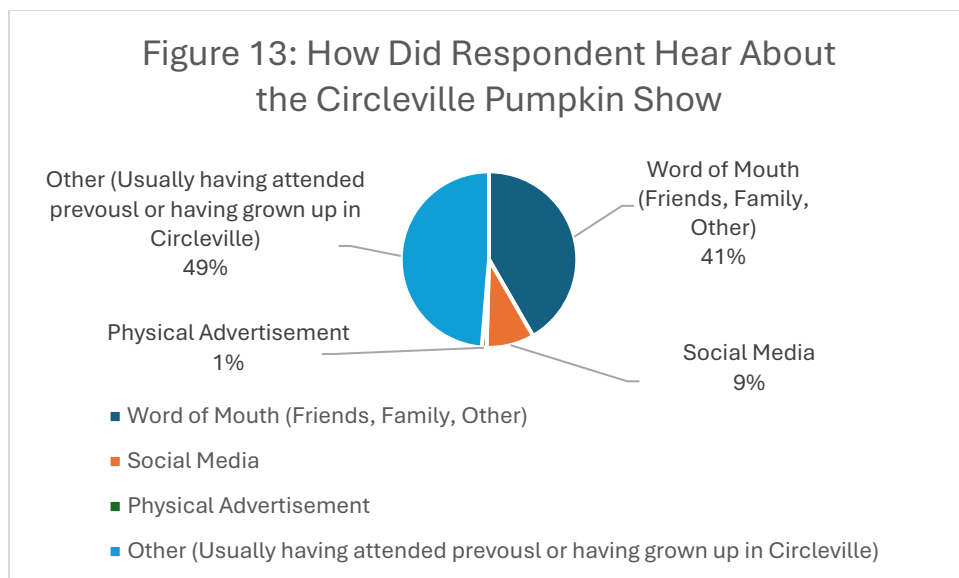
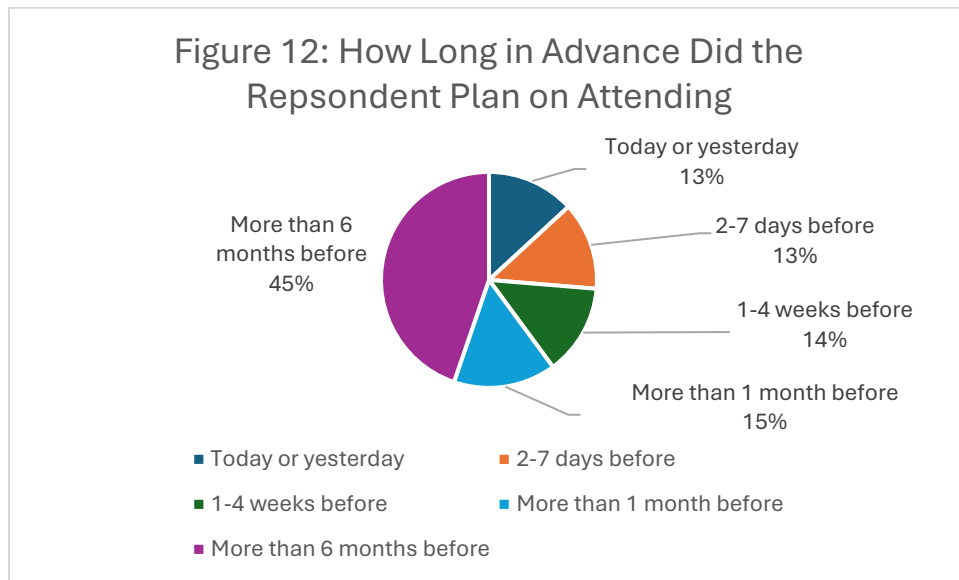
Household Income Distribution

Figure 11 shows the household income distribution of respondents. The majority of respondents reported a household income of \$100,000 or more. Many respondents chose not to answer this question in particular.



Planning to Attend the Pumpkin Show

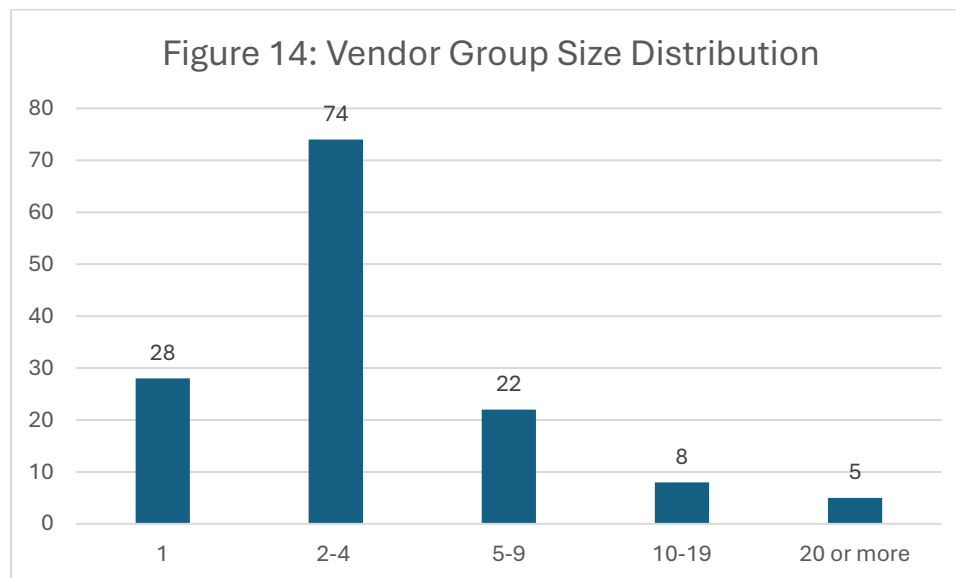
Figure 12 shows how far in advance respondents planned on attending the Circleville Pumpkin Show. Approximately 45% of respondents knew they were attend over 6 months before the show. On the other hand, approximately 26% of respondents decided within a week of the show to attend. Figure 13 shows how respondents heard about the show. 41% of respondents heard through word of mouth. An additional 49% of respondents chose other and the majority specified that they had either attended previous years of the show or had grown up in Circleville.



Vendor Demographics

Vendor Group Size Distribution

Figure 14 shows the distribution of group size of the vendors at the Pumpkin Show. Most vendors brought 2-4 people to operate their business at the show.



Type of Vendor and Purpose

Figure 15 shows the type of business each vendor represented. 43% of vendors indicated that they were sole proprietorships. Another 16% of vendors indicated that they in-home businesses. Additionally, the vendors were asked about their purpose and products sold at the show. Note that vendors were able to select multiple options for these two questions. Figure 16 shows the purpose of the vendors at the show. Most vendors indicated that selling a product was their main purpose for attending the show, but some also noted marketing, creating sales lead, and distributing information as part of their goals. Figure 17 illustrates the types of products being sold at the Pumpkin Show. By far, food and/or drinks were the most common products sold by vendors at the Pumpkin Show. Finally, the vendor was asked about the importance of the Circleville Pumpkin Show to the vender in achieving the goal or purpose identified by the vendor. Figure 18 shows that approximately 70% of vendors said that the Pumpkin Show was very important to them in achieving their goals, while only 5% indicated that it was not at all important.

Figure 15: Type of Vendor

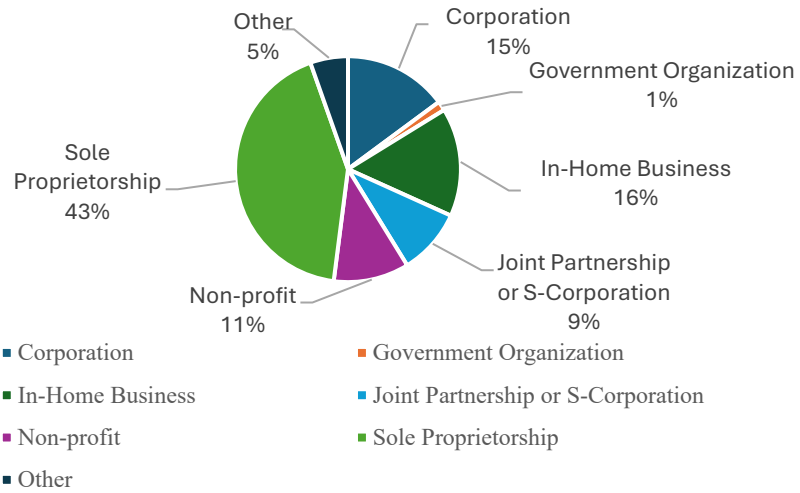


Figure 16: Vendor Purpose at Pumpkin Show

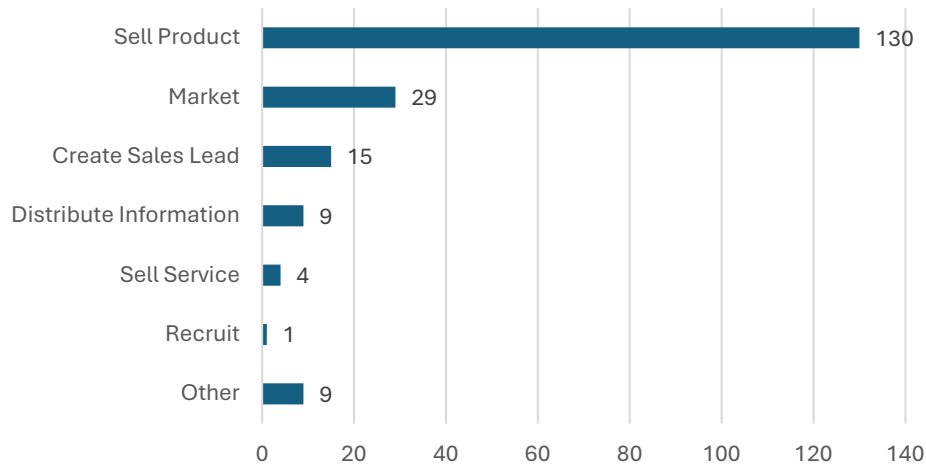


Figure 17: Type of Vendor Products

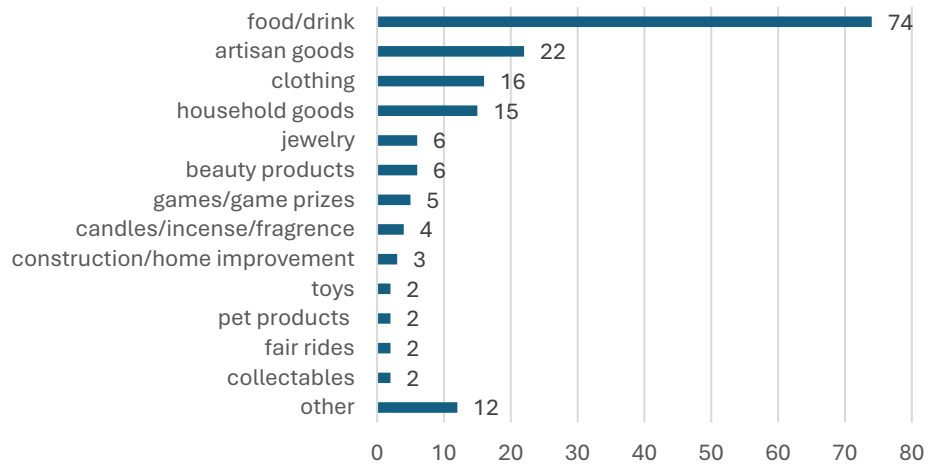
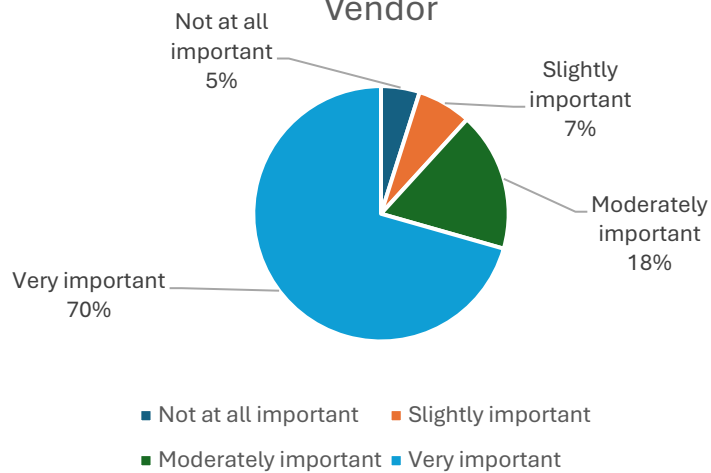
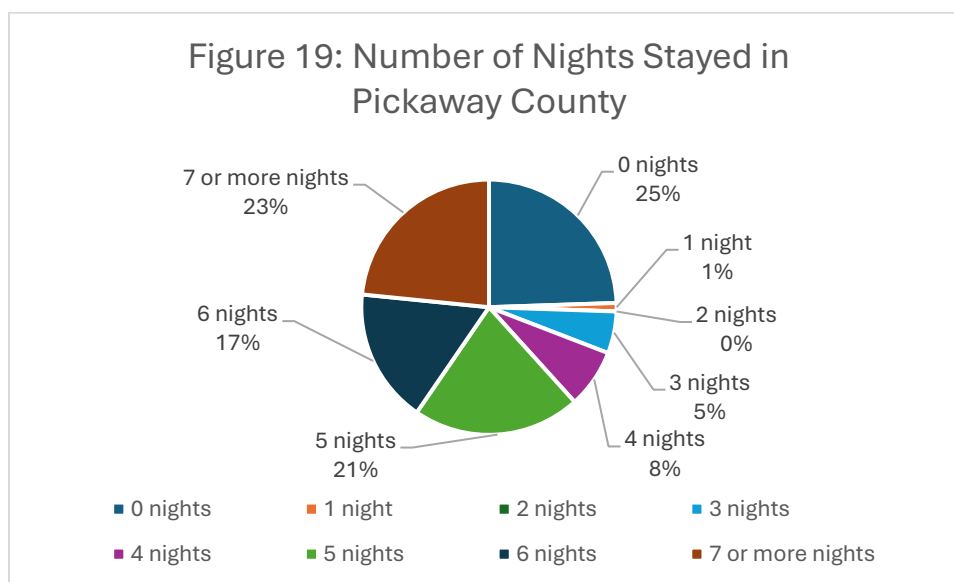


Figure 18: Pumpkin Show's Importance to Vendor



Vendor Location and Nights Spent in Circleville/Pickaway County

Approximately 74.6% of the vendors surveyed were not from Pickaway County. Of those vendors not from the Pickaway County area, Figure 19 shows how many nights they stayed in Circleville or the Pickaway County area. While 25% of vendors indicated that they did not stay in Pickaway County, approximately 63% stay at least 5 nights in the area.



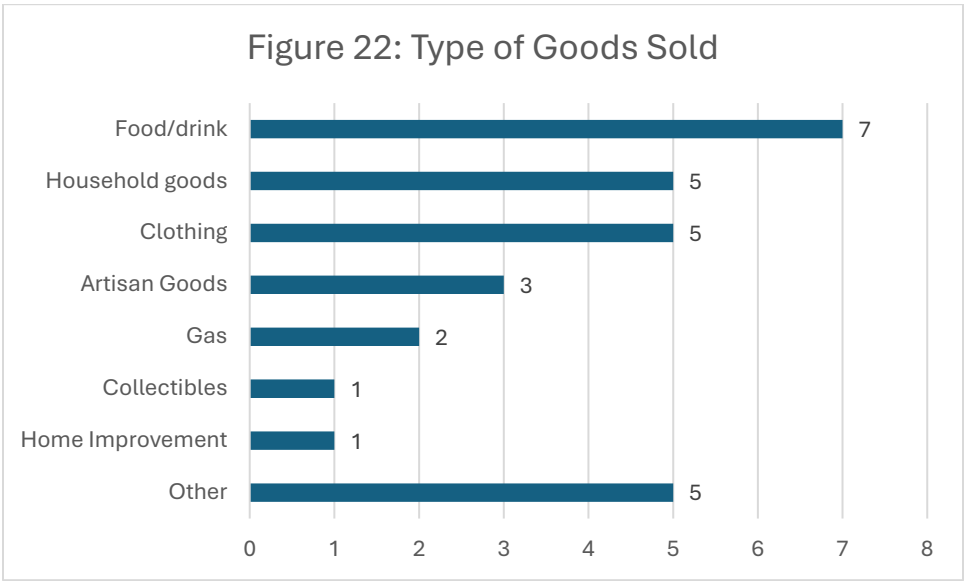
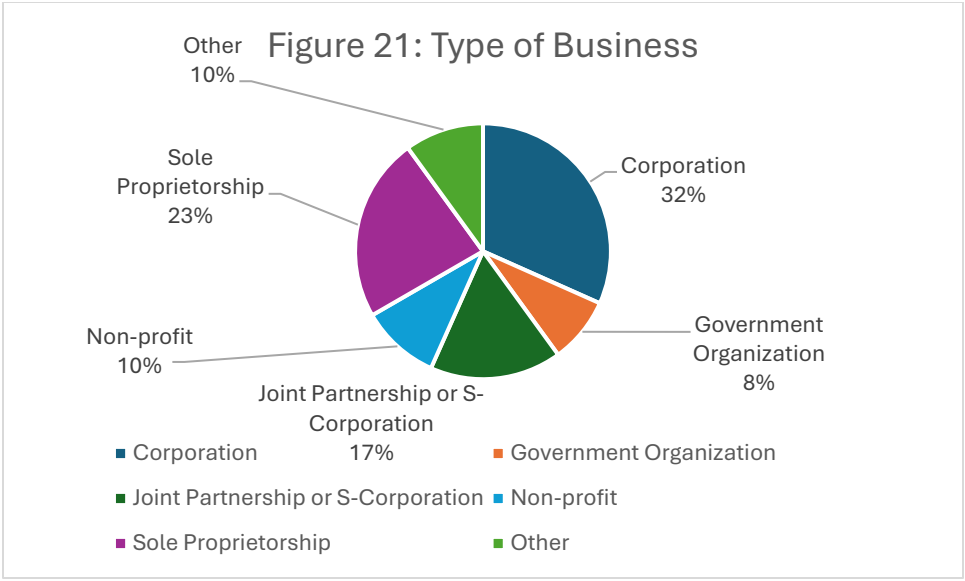
Permanent Businesses Demographics

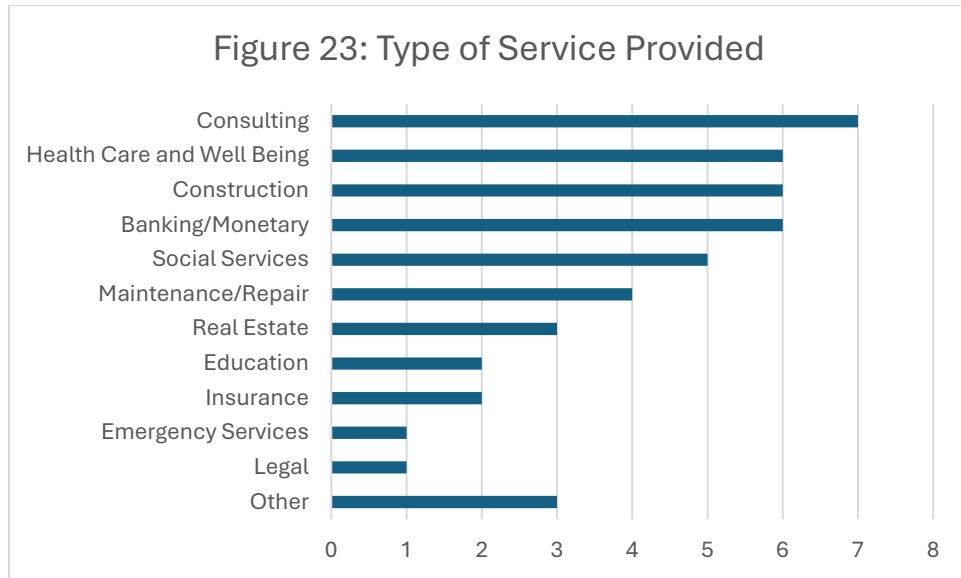
Permanent Businesses' Locations

Figure 20 show the location of the respondent's business within Pickaway county. Approximately, 38% of respondents had businesses within the Pumpkin Show's boundaries, while another 40% of respondents had businesses outside the Pumpkin Show boundaries but still within Circleville. The remaining 22% of respondents had businesses outside of Circleville but within Pickaway County.

Type of Business

Figure 21 represents the type of business of each respondent. Approximately 32% of businesses were corporations, while another 23% were sole proprietorships. Additionally, 34% of businesses sold goods, while 66 provided services. For the businesses selling goods, Figure 22 shows the types of goods being sold. Note that respondents could choose multiple answers. Food and/or drinks was the most common good sold. Likewise, Figure 23 shows the types of services provided. Note that respondents could choose multiple answers. Consulting was the most common service provided.





Importance of Pumpkin Show to Business

Figure 24 shows the response when asked if the Circleville Pumpkin Show affected the business's sales. 56% of respondents said the show did not affect their sales. Additionally, Figure 25 shows the responses when asked how important the Pumpkin Show was for the business to meet financial goals. 65% of respondents indicated that it was not at all important. However, 17% of respondents indicated that the Pumpkin Show was very important for them to reach their monetary goals. Furthermore, during the survey, several businesses indicated that they either lose money or close their business entirely during the Pumpkin Show. However, just as many businesses indicated that they did see a bump in sales.

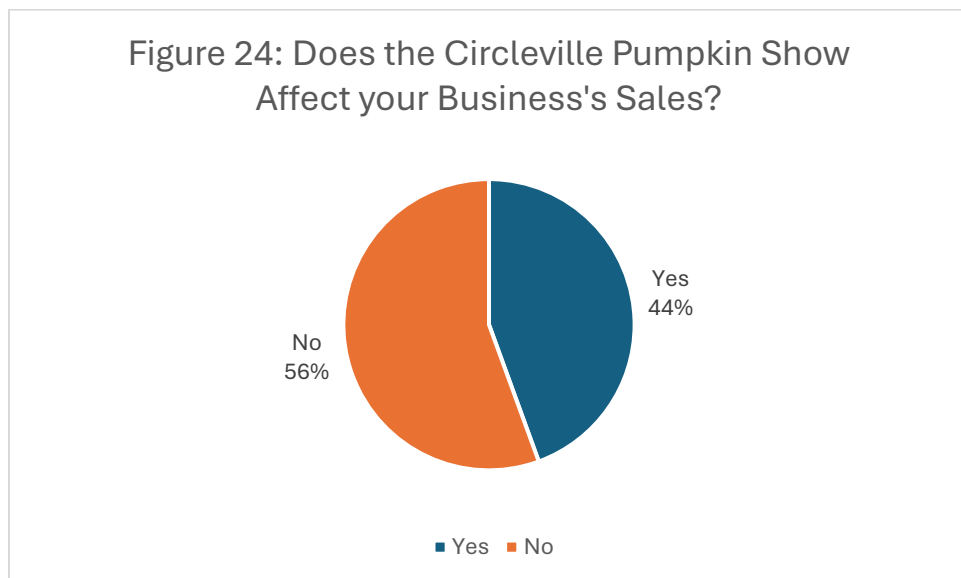
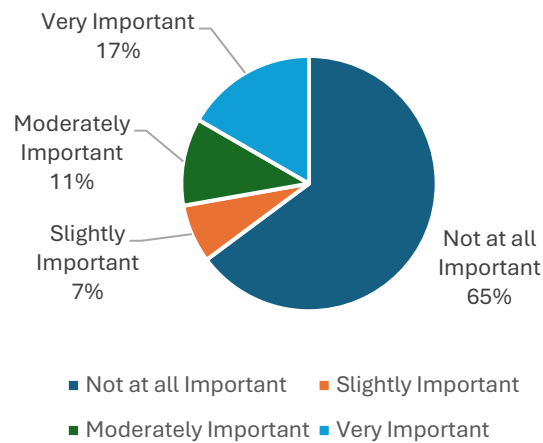


Figure 25: Pumpkin Show's Importance to the Business



Economic Impact Analysis

An economic impact analysis (EIA) seeks to determine the contribution of a business, organization, and/or individual's activities to a defined geographic area. For the EIA of the Circleville Pumpkin Show, the researchers assess this impact from three standpoints. First, the researchers evaluate the impact of operations of the Circleville Pumpkin Show as the non-profit organization hosting the vent each year. Second, the researchers evaluate the impact that visitor spending during the Pumpkin Show. Third, the researchers evaluate the impact of vendor spending during the Pumpkin Show. Note that in order to not to double count the money spent by visitors at vendors and permanent businesses, the revenue of vendors and businesses is not measured a second time. Likewise, the fees vendors pay to have a spot at the Pumpkin Show is included in the operations section of the impact.

EIA examines the three effects that activities have on the economy:

1. Direct effects, or the jobs and income created by a change in activity or policy.
2. Indirect effects, or business to business expenditures, or otherwise known as supply chain impacts
3. Induced effects, or the household spending resulting from the increase in labor income in the direct and indirect effects

Additionally, this report makes use of the term "Value Added" which indicates the contribution to GDP in the specified region and includes tax implications at the federal, state, and local level. The analysis uses 2024 for the dollar year and 2022 for the data year as it is the most current data offered by IMPLAN. All dollar amounts in this report are for 2024. Furthermore, this analysis is run as an MRIO (Multi-Regional Input-Output) analysis which allows for us to better capture the economic impacts in Pickaway County, the surrounding counties, and the state of Ohio.

Impact of Operations

The Circleville Pumpkin Show is a non-profit operating with a board and over 350 volunteers, but no paid employees. As such the “profit” or “revenue” made during the Pumpkin Show is reinvested into hosting the next year’s show. In 2024, the Pumpkin Show had \$616,806 in revenue including donations from sponsors. As such, the researchers model the operations of the Circleville Pumpkin Show as “Festivals Organizers with Facilities” or NAICS code 711310 which corresponds to IMPLAN Code 500. All employment, proprietor income, and taxes were held at 0 to accommodate the Circleville Pumpkin Show’s non-profit, zero employee status. As such, the Circleville Pumpkin Show does not have a direct impact outside of the spending of their revenue on goods and services.

Table 3 shows the contribution of the Circleville Pumpkin Show in Pickaway County in 2024. This table shows that the operations of the Circleville Pumpkin Show support over 3 jobs in supply chain business that they purchase goods and/or services from. Likewise, there is an additional \$123,226 of value added to the local economy in Pickaway County by the indirect or supply chain businesses and the induced spending supported by the operations of the Circleville Pumpkin Show.

Table 4 shows the total effect of the operations of the Circleville Pumpkin Show in the state of Ohio broken down by region. Likewise, Table 5 shows the direct, indirect, and induced effects combined at the state level. These two tables show that operations of the Circleville Pumpkin Show have an impact beyond the Pickaway County border with almost another \$185k value added to the Ohio GDP outside of the county.

Table 3: Contribution of Operations of the Circleville Pumpkin Show in Pickaway County

	Employment	Labor Income	Value Added	Output
Direct Effect	0	\$0	\$0	\$616,806
Indirect Effect	3.11	\$63,038	\$112,462	\$329,576
Induced Effect	0.13	\$4,933	\$10,764	\$19,154
Total	3.24	\$67,971	\$123,226	\$965,536
Multiplier	n/a	n/a	n/a	1.57

Table 4: Total Effect by Region of the Contribution of Operations of the Circleville Pumpkin Show

	Employment	Labor Income	Value Added	Output
Total Effect in Pickaway County	3.24	\$67,971	\$123,226	\$965,536
Total Effect in 6 Surrounding Counties	1.18	\$75,908	\$136,605	\$242,667
Total Effect in Remaining 81 Counties in Ohio	0.50	\$22,662	\$48,358	\$91,141
Total Impact in Ohio	4.91	\$166,540	\$308,190	\$1,299,344

Table 5: Total Contribution of Operations of the Circleville Pumpkin Show in the State of Ohio

	Employment	Labor Income	Value Added	Output
Direct Effect	0	\$0	\$0	\$616,806
Indirect Effect	4.33	\$135,547	\$248,114	\$580,321
Induced Effect	0.59	\$30,994	\$60,076	\$102,217
Total	4.91	\$166,540	\$308,190	\$1,299,344
Multiplier	n/a	n/a	n/a	2.11

Impact of Visitor Spending

To measure the impact of visitors, the researchers first built visitor profiles for day and night visitors based upon the survey work done during the Pumpkin Show. Firstly, people who currently reside in Pickaway county were removed from the survey results. Input-Output analysis assumes that these people would have spent the same amount of time and money in Pickaway County on other entertainment had the Pumpkin Show not happened. Note that individuals are counted separately for each day they attended which contributes to the estimated percentage of attendees from Pickaway County being higher than the number of residents as each patron could be counted up to five times if they attended each day of the Pumpkin Show. It is important to only measure the visitors the Pumpkin Show is able to draw away from other areas. Using the survey results, the researchers estimate the 57% of Pumpkin Show patrons do not reside in Pickaway County. Of those not from Pickaway County, 88% plan to return to their homes after attending the show. The remaining 12% had either paid accommodation (32%) or were staying with family/friends or other no cost accommodation (68%). Table 6 shows the number of Pickaway County attendees, day/return home visitors, night-paid accommodation visitors, and night-no cost accommodation visitors if it is assumed that there are 400,000 total patrons to the Pumpkin Show in 2024.

Table 6: Patron Accommodation Breakdown

	Percentage
Pickaway County Attendees	43%
Day/Return Home Visitors	50.1%
Night/Paid Accommodation Visitors	2.2%
Night/No Cost Accommodation Visitors	4.7%
Total Patrons	100%

Using the data collected from the surveys regarding spending habits, spending profiles were created for the three types of visitors identified above. Tables 7-9 show these spending patterns. Note that in table 8, the researchers do not expect that the visitors have three different accommodations in two different counties. Rather, this is an estimated average spending across all of the “Night/Paid Accommodations Visitors”. These tables demonstrate the value of converting day visitors into night visitors. Additionally, while the two types of night visitors spend approximately similar amounts per person per day, they spend differently in different categories. Notably, those that pay for accommodation, also spend more in transportation costs and less on food and retail.

Table 7: Day/Return Home Visitors

County	type of spending	average per person per day
Pickaway County	food/drinks	\$ 16.74
Pickaway County	retail	\$ 11.48
Pickaway County	transportation	\$ 3.01
	Total Spending	\$ 31.23

Table 8: Night/Paid Accommodations Visitors' Spending Profile

County	type of spending	average per person per day
Franklin County	hotel	\$ 6.19
Franklin County	airbnb	\$ 7.94
Pickaway County	hotel	\$ 10.48
Pickaway County	food/drinks	\$ 41.19
Pickaway County	retail	\$ 14.29
Pickaway County	transportation	\$ 54.76
	Total Spending	\$ 134.84

Table 9: Night/No Cost Accommodations Visitors' Spending Profile

County	type of spending	average per person per day
Pickaway County	food/drinks	\$ 97.83
Pickaway County	retail	\$ 24.01
Pickaway County	transportation	\$ 7.05
	Total Spending	\$ 128.90

Table 10 shows the contribution of visitors to the Circleville Pumpkin Show have in Pickaway County. Over the five days of the Pumpkin Show, visitors who reside outside of Pickaway spend over \$1.76 million directly through accommodation, retail, food and drinks, and transportation related costs with over \$950k being valued added to the local economy. Likewise, there is just over another \$250k of value added through indirect and induced effects in the county. Again, it is important that this does not include any spending by Pickaway County residents, of which made up 43% of all patrons who attended the show.

Table 11 shows the total effect of the visitor spending at the Circleville Pumpkin Show in the state of Ohio broken down by region. Likewise, Table 12 shows the direct, indirect, and induced effects combined at the state level. These two tables show that visitor spending at the Circleville Pumpkin Show has an impact beyond the Pickaway County border with almost another \$668k value added to the Ohio GDP outside of the county.

Table 10: Contribution of Visitor Spending at the Circleville Pumpkin Show in Pickaway County

	Employment	Labor Income	Value Added	Output
Direct Effect	15.74	\$467,419	\$957,923	\$1,761,368
Indirect Effect	2.5	\$105,956	\$170,234	\$381,804
Induced Effect	0.96	\$36,976	\$80,530	\$143,229
Total	19.19	\$610,351	\$1,208,686	\$2,286,401
Multiplier	1.22	1.31	1.26	1.30

Table 11: Total Effect by Region of the Contribution of Visitor Spending at the Circleville Pumpkin Show

	Employment	Labor Income	Value Added	Output
Total Impact in Pickaway County	19.19	\$610,351	\$1,208,686	\$2,286,401
Total Impact in 6 Surrounding Counties	3.44	\$223,102	\$387,610	\$669,513
Total Impact in Remaining 81 Counties in Ohio	0.59	\$34,134	\$65,434	\$120,966
Total Impact in Ohio	23.22	\$867,587	\$1,661,730	\$3,076,880

Table 12: Total Contribution of Visitor Spending at the Circleville Pumpkin Show in the State of Ohio

	Employment	Labor Income	Value Added	Output
Direct Effect	16.15	\$487,912	\$994,153	\$1,815,562
Indirect Effect	4.18	\$231,848	\$377,389	\$766,596
Induced Effect	2.89	\$147,827	\$290,188	\$494,721
Total	23.22	\$867,587	\$1,661,730	\$3,076,880
Multiplier	1.44	1.78	1.67	1.69

Impact of Vendor Spending

Like visitors from outside of Pickaway County, vendors from outside of Pickaway County also spend money on accommodation, retail, food and drinks, and transportation in order to be a vendor throughout the Pumpkin Show. Approximately 75% of the vendors at the Pumpkin Show were from outside of Pickaway County. The EIA assumes an average of 3.2 people per vendor and approximately 250 vendors at the show. Therefore, approximately 600 people are spending approximately \$110.59 a day or \$552.95 over the five days of the Pumpkin Show. Table 13 details the spending pattern of people with vendors per person per day.

Table 13: Vendor Spending Profile

County	type of spending	average per person per day
Franklin County	hotel	\$ 24.81
Pickaway County	hotel	\$ 18.40
Pickaway County	food/drinks	\$ 36.11
Pickaway County	retail	\$ 12.04
Pickaway County	transportation	\$ 19.23
	Total Spending	\$ 110.59

Table 14 shows the contribution of vendors at the Circleville Pumpkin Show have in Pickaway County. Over the five days of the Pumpkin Show, vendors who reside outside of Pickaway spend over \$86k directly through accommodation, retail, food and drinks, and transportation related costs with almost \$49k being valued added to the local economy. Likewise, there is just over another \$11k of value added through indirect and induced effects in the county. Again, it is important that this does not include any spending by vendors who are Pickaway County residents, of which made up 25% of all vendors at the show.

Table 15 shows the total effect of the vendor spending at the Circleville Pumpkin Show in the state of Ohio broken down by region. Likewise, Table 16 shows the direct, indirect, and induced effects combined at the state level. These two tables show that vendor spending at the Circleville Pumpkin Show has an impact beyond the Pickaway County border with just over another \$98k value added to the Ohio GDP outside of the county.

Table 14: Contribution of Vendor Spending at the Circleville Pumpkin Show in Pickaway County

	Employment	Labor Income	Value Added	Output
Direct Effect	0.78	\$24,372	\$48,984	\$86,119
Indirect Effect	0.11	\$4,579	\$7,274	\$16,230
Induced Effect	0.05	\$1,859	\$4,046	\$7,197
Total	0.94	\$30,809	\$60,305	\$109,546
Multiplier	1.21	1.26	1.23	1.27

Table 15: Total Effect by Region of the Contribution of Vendor Spending at the Circleville Pumpkin Show

	Employment	Labor Income	Value Added	Output
Total Impact in Pickaway County	0.94	\$30,809	\$60,305	\$109,546
Total Impact in 6 Surrounding Counties	0.94	\$51,597	\$91,170	\$147,946
Total Impact in Remaining 81 Counties in Ohio	0.06	\$3,589	\$7,068	\$12,636
Total Impact in Ohio	1.94	\$85,996	\$158,543	\$270,129

Table 16: Total Contribution of Vendor Spending at the Circleville Pumpkin Show in the State of Ohio

	Employment	Labor Income	Value Added	Output
Direct Effect	1.35	\$52,516	\$98,742	\$160,549
Indirect Effect	0.28	\$16,593	\$27,340	\$54,758
Induced Effect	0.31	\$16,886	\$32,461	\$54,822
Total	1.94	\$85,996	\$158,543	\$270,129
Multiplier	1.44	1.64	1.61	1.68

Conclusion

As shown by the economic impact analysis results, Visitor Spending has the largest impact to the local economy in Pickaway County with over \$1.2 million of value added to the local GDP. Operations of the Circleville Pumpkin Show and vendor spending have more modest but still significant contributions at approximately \$123k and \$60k value added, respectively. Additionally, when considering the regional and statewide impact of the Pumpkin Show, the contribution to GDP grows significantly from approximately \$1.33 million at the county level to approximately \$2.13 million at the state level. This contribution to GDP exists because of the Pumpkin Show being hosted in Circleville.

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