

2025

Accommodations Tax Funds Request Application

Organization Name: Hilton Head Island St. Patrick's Day Parade

Project/Event Name: Hilton Head Island St. Patrick's Day Parade

Executive Summary

An ATAX Effectiveness Measurement form has been attached to this application.

Our effectiveness is measured by the reviews we receive publicly and privately. A safe, entertaining community event is our goal and we have repeatedly achieved that goal.

2025 Accommodations Tax Funds Request Application

Date Received: 09/06/2024

Time Received: 02:27 PM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on September 6, 2024

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: Hilton Head Island St. Patrick's Day Parade

Project/Event Name: Hilton Head Island St. Patrick's Day Parade

Contact Name: Kim Capin

Title: Past Chair

Address: PO Box 5428, Hilton Head Island, SC 29938

Email Address:

kimberly.capin@gmail.com

Contact Phone: 843-384-4035

Event Date: 3/15/25 - 3/16/25

Event Location: Celebration Community Park - Pope Ave

Total Budget: \$125,496.00

Grant Requested: \$80,000.00

Provide a brief summary on the intended use of the grant and how the money would be used. (100 words or less)

The Hilton Head Island St. Patrick's Day Parade is an annual event drawing thousands of participants and spectators to our Island. The 2025 Event will mark our 3rd year of Hilton Head Irishfest which incorporates the historic parade and the third annual Irish music concert. This will be our 40th Parade!! Funds requested will be used to secure additional entertainment to enhance the experience of spectators; increase our marketing efforts with a professional presence and assist with the cost to provide mandatory Beaufort County Sheriff's support with traffic, crowd control and facilities needed to control and provide for the crowd.

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? (100 words or less)

The Hilton Head Island St. Patrick's Day Parade highlights the beginning of spring on the Island. By offering a family oriented experience we attract tourists wanting to celebrate St. Patrick's Day in a safe, fun environment. The visibility to participating organizations and business unlike any

other offered in our community. For the businesses along the parade route, it marks the single largest day of the year for them in revenue.

A. Total Number of Physical Tourists Served: 14000

A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island.

B. Total Number of Physical Visitors Served: 8000

A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island.

C. Total Number of Physical Residents Served: 12000

A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.

D. Total Number of Physical Patrons Served (A+B+C=D): 34000

How was the Number of Visitors/Tourists Documented? (250 words or less)

In prior years we have conducted surveys of the crowd and in 2019 we hired a professional to conduct an economic study of the parade which is included in this application. In response to this committee's request for increased efforts to substantiate the percentage of visitors we implemented a plan to capture a wider selection of attendee information. Beginning with the 2023 parade we had a team of volunteers distribute business cards with a QR code urging attendees to "enter to win". We successfully captured more information than prior surveys conducted by USCB however were hampered by the weather. For the 2024 event we returned to a roving survey and greatly increased the number of volunteers which resulted in better results.

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization. (250 words or less)

The Hilton Head Island St. Patrick's Day Parade is celebrating our 40th Parade after celebrating the 37th for three years according to "covid math". Hilton Head Irishfest 2025 will incorporate Irish Heritage with the welcoming of spring in the lowcountry while offering a weekend of arts and entertainment for residents and visitors alike. We historically hold our event the Sunday before St. Patrick's Day to avoid competing with Savannah's parade which is always on March 17th. Through our excellent reputation as the oldest St. Patrick's Parade in South Carolina we have become the destination for the best of the best Pipe and Drum bands.

2. Describe in detail how the requested grant funding would be used? (250 words or less)

The accommodation tax funds we are requesting would be used for expenses related to participation by marching bands, Irish dancers and the cost of the traffic control provided by the Beaufort County Sheriff's Department. The request is based on the estimated percentage of tourists from the past USCB survey. 41% of budgeted cost for these two categories are requested to be funded by ATAX. We have also created a marketing plan with Triad Design Group which would be 100% funded by ATAX funds.

All funds are used for the purpose of producing the event with no paid employees. The only overhead expenses are website hosting, phone, post office box and a small storage unit.

\$15,000 ATAX request for a portion of public services (Cat 4)

\$25,000 for marketing (Cat 1)

\$40,000 ATAX request for band/ cultural attendee costs (Cat 2)

We are currently working on obtaining participant commitments and will provide a list at the ATAX interview.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? (100 words or less)

Partial funding could have a negative impact by reducing the amount of entertainment from Pipe and Drum bands from Boston, NY, NJ, Atlanta, Charleston and Myrtle Beach.

If funding were not to be received the committee would need to reach out to local business's for financial support or in kind trades to have the entertainment portion stay intact. Other options would be increase the costs to enter the parade would have a negative effect. The final option would be to reduce the quality and size of the parade an loose the status we have built over the years.

4. What is expected economic impact and benefit to the Island's tourism? (100 words or less)

Per the economic study completed in 2019 starting on page 28 Calculating Economic Impacts: - Total and indirect spending from the parade committee is \$79,200 (based on a 42k budget).

Total Direct and Indirect spending from spectators is \$2.316 million. Page 37 of Economic Study

5. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, **please classify your current grant request into the following authorized categories:**

| | |
|---|--------------|
| 1 - Destination Advertising/Promotion <i>Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.</i> | 31 % |
| 2 - Tourism-Related Events <i>Promotion of the arts and cultural events.</i> | 50 % |
| 3 - Tourism-Related Facilities <i>Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.</i> | 0 % |
| 4 - Tourism-Related Public Services <i>The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourist. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.</i> | 19 % |
| 5 - Tourist Public Transportation <i>Tourist shuttle transportation.</i> | 0 % |
| 6 - Waterfront Erosion/Control/Repair <i>Control and repair of waterfront erosion.</i> | 0 % |
| 7 - Operation of Visitor Information Centers <i>Operating visitor information centers.</i> | 0 % |
| Total: | 100 % |

6. If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or service not otherwise available to visitors to the Town of Hilton Head Island. (250 words or less)

The Hilton Head Island St. Patrick's Day Parade is the largest free event on the island and the oldest St. Patrick's Day Parade in South Carolina. Hotels benefit from guests staying locally to enjoy the festivities. The restaurants and business along the parade route enjoy their largest day of the year in sales. The commercial participants in the parade have a unique marketing opportunity to a crowd of 25,000 plus spectators to promote future visits. The addition of the Irishfest concert in Celebration Park creates exposure for sponsors and entertains the visitors and residents who make it their destination or happy to discover the event by the central location on the south end. We have partnered with the Island Recreation Center for the concert.

Our event has the unique ability to showcase Hilton Head Island as businesses can participate and gain exposure which can increase return visits by spectators.

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Our event has the unique ability to showcase Hilton Head Island as businesses can participate and gain exposure which can increase return visits by spectators.

7. Additional comments. (250 words or less)

Over the years the Parade Committee has worked diligently to continue the tradition of this parade and grow the entertainment value and spectators while keeping it family friendly. In 2023 we greatly expanded the value to the community with the creation of Hilton Head Irishfest. It was well attended and will continue to grow as we promote the performers and will become one the best destination events in the area. We pride ourselves on the fact that The Pipe and Drum entertainment will be the best ensemble ever for a Parade. These groups would rather be here to celebrate than in any other area hosting St. Patrick's Day Parade.

C. FUNDING:

1. Please describe how the organization is currently funded. (100 words or less)

The parade is funded through entry fees, sponsorships and town ATAX funding.

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

| | | | |
|-----------------|--|-----------------|--|
| <u> </u> | Government Sources | <u> </u> | Private Contributions, Donations and Grants |
| 25 | Corporate Support, Sponsors | 63 | Membership, Dues, Subscriptions |
| <u> </u> | Ticket Sales, or Sales and Services | <u> </u> | Other |
| 12 | | | |

3. Has the organization requested other ATAX or any other funding from other public sources or organizations?

Yes No

If so, please list top 3 sources and amounts.

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: **January** End Month: **December**

Financial Statement Requirements:

1. The upcoming fiscal year's **operating budget** for the organization.

Budget Provided: **Yes**

2. The previous two fiscal years and current year-to-date **profit and loss reports** for the organization.

Current fiscal year Profit Loss Report Provided: **Yes**

Previous fiscal year Profit Loss Reports Provided:

2022- Previous FY 1

2023- Previous FY 2

3. The previous two fiscal years and current year-to-date **balance sheets**.

Current fiscal year Balance Sheet Provided: **Yes**

Previous fiscal year Balance Sheets Provided:

2021 - Previous FY 1

2023 - Previous FY 2

4. The previous two years and current year **IRS Form 990 or 990T**.

Current year IRS Form 990 or 990T Provided: **Yes**

Previous IRS Form 990 or 990T Years Provided:

2022 - Previous FY 1

2021 - Previous FY 1

E. FINANCIAL GUARANTEES AND PROCEDURES:

1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.

An official set of minutes have been attached to this application.

2. Indicate whether your organization follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditure of ATAX grant funds.

- Follow Town procurement guidelines
- Utilize and follow organization's own procurement guidelines
- Our organization does not have or follow procurement guidelines

F. MEASURING EFFECTIVENESS:

If you received 2023 or 2024 HHI ATAX funds

1. List any ATAX award amounts received in 2023 and/or 2024.

| | | |
|------|-------------|---|
| 2022 | \$41,235.00 | Hilton Head Island St. Patrick's Day Parade |
| 2023 | \$71,704.00 | Hilton Head Irishfest |
| 2024 | \$74,065.00 | HHI ST Patrick's Day Parade |

2. How were the ATAX funds used? To what extent were the objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)

Funds were used to attract additional pipe and drum bands and marching bands. A portion of the funds were used for crowd control to pay the Beaufort Sheriff's Department overtime.

3. What impact did this have on the success of the organization/event and how did it benefit the community? (200 words or less)

We were able to attract superior bands to participate in the parade. Especially the pipe and drum bands which add to the cultural aspect of our event. A parade is not a parade without quality bands.

BCSO's support is critical to the safety and success of our event. Traffic and crowd control enables us to hold the event on public roads.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? (200 words or less)

Our effectiveness is measured by the reviews we receive publicly and privately. A safe, entertaining community event is our goal and we have repeatedly achieved that goal.

G. EXECUTIVE SUMMARY

Provide an executive summary using the "ATAX Effectiveness Measurement" form provided via the link on the left, or by utilizing the text area provided below to report uses of the organization's prior ATAX grant, if applicable. If creating your own format, please refer to the "ATAX Effectiveness Measurement" form and use the criteria as a guideline in developing your executive summary below. (1300 words or less)

An ATAX Effectiveness Measurement form has been attached to this application.

Our effectiveness is measured by the reviews we receive publicly and privately. A safe, entertaining community event is our goal and we have repeatedly achieved that goal.

Signature: Kim Capin

Title/Position: Past Chair

Mailing Address: PO Box 5428, Hilton Head Island, SC 29938

Email Address: kimberly.capin@gmail.com

Office Phone Number: 843-384-4035

Home Phone Number:

ATAX EFFECTIVENESS MEASUREMENT

Please refer to the *SAMPLE ATAX Effectiveness Measurement Form* for examples. When completing this form, please expand, contract, or add to the sections as needed (but contain the form to a total of approximately 2 pages). You may choose to use your own format instead of this form, and if doing so, please use the criteria below as a guideline. Regardless of format, **each applicant should choose how they measure degree of success. Applicants need to explain why this is an effective measurement technique that reflects results and how that relates to the objective.**

| TOPIC | THE PLAN | BUDGET | ACTUAL SPENT | RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i> |
|---------------------------------------|---|--------------|--------------|--|
| Tourism Advertising/ Promotion | | | | |
| | <p>Increase our marketing to other areas to drive attendance and participation of superior bands.</p> <p>We partnered with Triad Design Group to redesign the website, update our logo and brand recognition.</p> <p>We partnered with Triad Design Group to redesign the website, update our logo and brand recognition.</p> | | | <p>We gained additional bands due to the increased awareness. New Haven County Firefighters Emeral Society Pipe and Drums as well as Brian Boru Pipes & Drums are confirmed.</p> <p>We used geotargeting regionally for similar cultural events.</p> |
| | | \$ 16,294.00 | \$ 16,910.00 | |

| | | | | |
|--|---------------|--------------|--------------|---|
| Tourism Related Public Services | | | | |
| | BCSO Overtime | | | <p>There were no arrests/ incidents reported by BCSO specifically related to the event. BCSO support was excellent and the communication and cooperation with our committee was highly effective.</p> |
| Total | | \$ 16,295.00 | \$ 16,295.00 | |

| | | | | |
|-------------------------------|---|--|--|--|
| Tourism Related Events | | | | |
| | <p>Band accommodations</p> <p>Travel</p> <p>Honorariums</p> | | | |

ECONOMIC IMPACTS
ASSOCIATED WITH THE 2019
HILTON HEAD ST. PATRICK'S
DAY PARADE,
HILTON HEAD, S.C.

entrepreneurial efficient dynamic versatile responsive trusted creative progressive visionary

PRESENTED BY:

Don Klepper-Smith
Chief Economist & Director of Research
DataCore Partners LLC
(860) 922-5967

December 2020

Don Klepper-Smith, 12 Tall Pines Rd, Hilton Head SC

-) Chief Economist and Director of Research, DataCore Partners, Inc., a consulting firm specializing in economic & demographic analysis, market research, and fiscal impact analysis (1996-present)
-) Economic Advisor, Liberty Bank, Middletown CT (2018 to present)
-) Long-Term Economics Commentator With Media, WTNH Television, New Haven (2000 to present), Wall Street Journal, Bloomberg, Boston Globe, Hartford Courant, New Haven Register, New London Day
-) SNET's Corporate Economist, specializing in economic analysis, economic modeling, demographics & forecasting- 1982-1996
-) Over 35 years of experience as a professional economist involving issues of economic importance to CT, having been involved with multiple economic impact analyses, specializing in consumer fundamentals, telecommunications, electric utilities and retail. Fiscal impact analyses. 1982-present
-) Chairman, CT Governor M. Jodi Rell's Council of Economic Advisors, State of Connecticut, (2007-2010)
-) Economic Advisor to Governor of State of Connecticut (Rell and Weicker Administrations)
-) Past President: Southern CT Business Economists, Hartford Area Business Economists, longtime member of NABE, 1984-2006
-) Represented State of CT before multiple Bond Rating agencies on Wall Street, trying to improve State's bond rating- 1996
-) MPA from S.U.N.Y at Stony Brook focusing on economics, econometric modeling, statistics & forecasting theory-1978. B.S. in Applied Mathematics from S.U.N.Y at Stony Brook- 1975
-) Clients now include AT&T, CBIA, United Illuminating, Liberty Bank, Farmington Bank, CERC, State of CT, CT Development Authority, The Workforce Alliance, U.S Small Business Admin., and many CT municipalities.

ANALYSIS OVERVIEW:

-) 1. INTRODUCTION**
-) 2. BACKGROUND: MACROECONOMIC ASSESSMENT OF THE U.S. AND HILTON HEAD/BEAUFORT COUNTY AREA ECONOMIES**
-) 3. IDENTIFYING PRIMARY ECONOMIC DRIVERS WITHIN THE HILTON HEAD/BEAUFORT COUNTY AREA ECONOMIES**
-) 4. RIMS II ECONOMIC MULTIPLIERS FROM THE U.S. BUREAU OF ECONOMIC ANALYSIS AND HOW THEY WORK**
-) 5. THE HILTON HEAD ST. PATRICK'S DAY PARADE: THE FOUR PRIMARY SOURCES OF DIRECT ECONOMIC IMPACTS**
-) 6. TOTAL ECONOMIC IMPACTS: SPENDING AND JOB CREATION**
-) 7. SUMMARY AND CONCLUSIONS**
-) 8. APPENDIX- SUPPORTING DATA**

1. INTRODUCTION:

The following study sets out to estimate the direct and indirect economic effects associated with the Hilton Head St. Patrick's Day Parade, a premier event held each March on Hilton Head Island, South Carolina, that has an illustrious 38-year history. Over the years, both residents and non-residents have come to see the parade, creating a unique social and economic history.

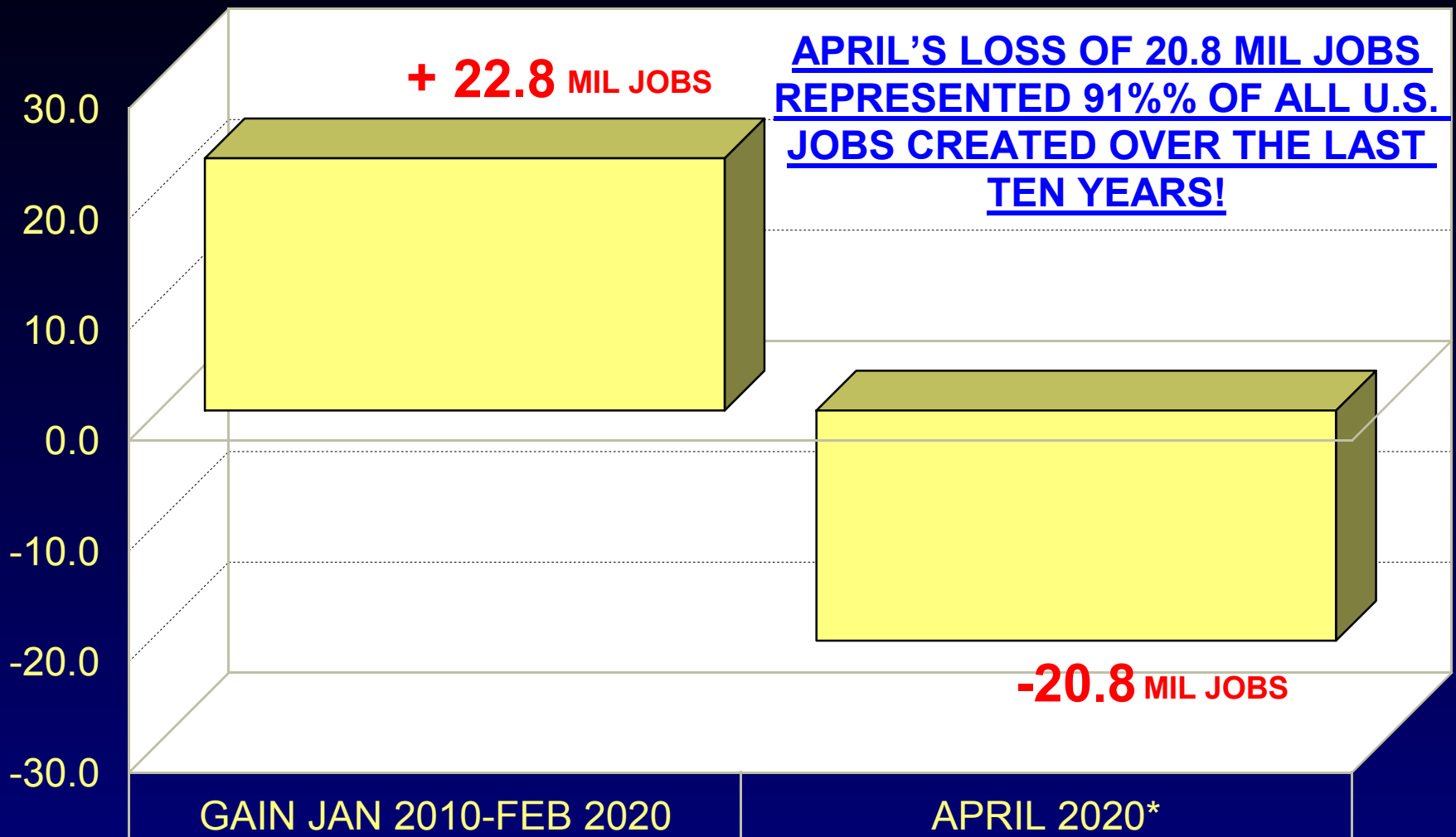
The study year is 2019, roughly one year before the emergence of Covid-19, and comes at the tail end of the longest economic expansion in post-war history, which officially dated between February 2010 and February 2020 according to the National Bureau of Economic Research (NBER).

Specifically, this analysis sets out to quantify the direct and indirect economic impacts associated with both planning and actually staging the event, which takes place along a one-mile parade route on Pope Avenue. Over the years, the event has garnered much attention, and is now seen as a “high-profile event with national reach”. In the process, the regional Beaufort County/Hilton Head economy has clearly benefited due to direct investments made by the Parade Committee itself, the generous donations of local and national sponsors, the dedication of many volunteers who devote untold hours, and personal consumption from the estimated 35,000 spectators who attend.

2. BACKGROUND: MACROECONOMIC
ASSESSMENT OF THE U.S. AND
HILTON HEAD/BEAUFORT COUNTY
AREA ECONOMIES

THE U.S. ECONOMY
ENCOUNTERS
A COVID-INDUCED
RECESSION

U.S. TOTAL NON-FARM JOBS GAINED OVER 10-YR PERIOD vs ONE-MONTH LOSS IN APRIL 2020, (MILLIONS JOBS)



SOURCE: U.S. BUREAU OF LABOR STATISTICS
* ONE MONTH JOB LOSS

2019 MACROECONOMIC ASSESSMENT OF THE U.S., SOUTH CAROLINA, AND HILTON HEAD/ BEAUFORT COUNTY ECONOMIES

“ In 2019, the U.S., South Carolina, and Beaufort County area economies were enjoying one of the best economic environments since WWII. The business expansion was nine years in at the time, almost twice the length of the average post-war recovery. Consumers were benefiting from record low unemployment, all-time highs in the stock market, and a robust labor market that eventually created over 22 million jobs.

However, since that time the U.S economy formally went into recession in early 2020, the result of a Covid-induced economic downturn, what economists refer to as an “exogenous shock”. I have been a professional economist for over 40 years now and the economic developments seen thus far in the U.S. And regional economies are far beyond the scope of any previous recession I've studied. The degree of economic weakness and displacement has been mind-boggling with numbers I never thought I'd see. In fact, I believe this pronounced erosion in economic activity has been underappreciated by most people.

I mention this because consumer fundamentals have been challenged like never before, and I expect that it will take some time to return to the overall level of economic health enjoyed in 2019, thereby affecting economic impacts from future parades in coming years”.

**- Don Klepper-Smith
Chief Economist and Director of Research
DataCore Partners**

THE HILTON HEAD/BEAUFORT COUNTY AREA ECONOMIES

The good news is that the Hilton Head/Bluffton Labor Market area (LMA) has held up very well in recession thus far, outperforming every other LMA in South Carolina, both in absolute and relative terms! Over the last twenty years, the region has created nearly 22,000 new jobs. In the process, its employment base has surged rather dramatically, up 35%.

DataCore has been evaluating labor markets all over the country for clients, and these are very strong numbers, speaking to pronounced in-migration, housing growth, and concerted economic development initiatives.

To put this performance in context, data just released by the U.S. Census Bureau shows that as of 2019, the State of South Carolina was adding 1,020 each week due to domestic net migration. In sharp contrast, Connecticut is now losing 424 people on a net basis each week to other states.

DEMOGRAPHIC SHIFTS:

In late 2020, the Census Bureau released 2019 data on state by state migration, speaking to numbers of parade attendees.

Good news! The data for 2019 shows that South Carolina now has the 4th highest rate of domestic net in-migration per capita of all fifty states. Specifically, the new data shows that South Carolina added a total of 53,034 people on a net basis between July 1, 2018 to July 1, 2019, or 1,020 people per week. The 2019 total population base was reported at 5,092,727.

Continued net in-migration will clearly benefit South Carolina's tax base in coming years. The data released by the Census Bureau also shows that 367,227 people have come to South Carolina from other states for the period between April 1, 2010 and July 1, 2019.

DataCore monitors State to State migration data because it represents the flow of people, jobs, and tax revenue, which lies at the core of fiscal health. The data is produced by the U.S. Census Bureau and is reported on a lagged basis. Population change in the aggregate also factors in two other components: foreign migration and net births, or births minus deaths.

EMPLOYMENT COMPARISON BY SOUTH CAROLINA LABOR MARKET AREA, % CHANGE, OCT 2019-OCT 2020

HILTON HEAD LMA

GREENVILLE LMA

SOUTH CAROLINA

COLUMBIA LMA

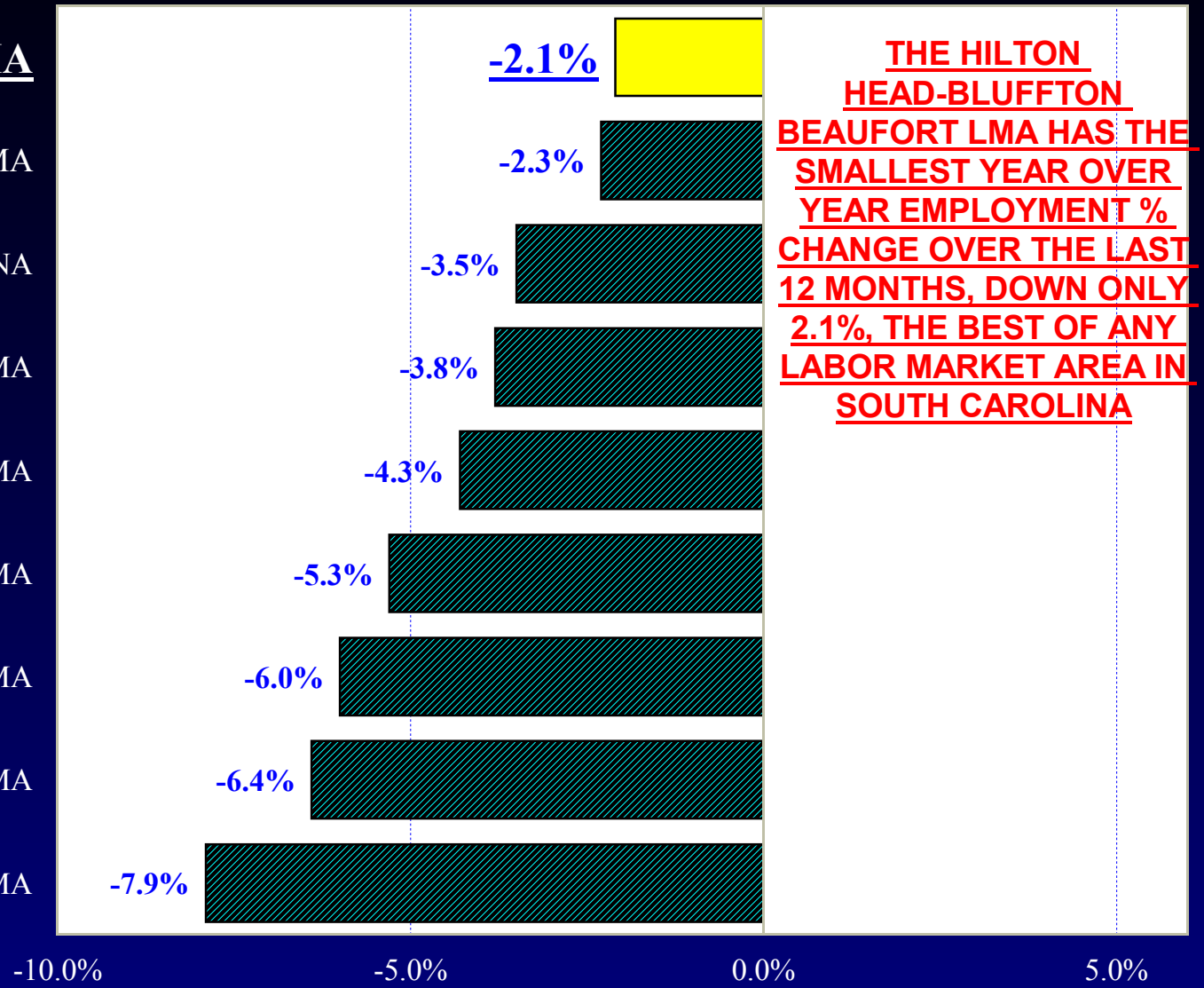
FLORENCE LMA

SUMTER LMA

CHARLESTON LMA

SPARTANBURG LMA

MYRTLE BEACH LMA



Sources: BLS

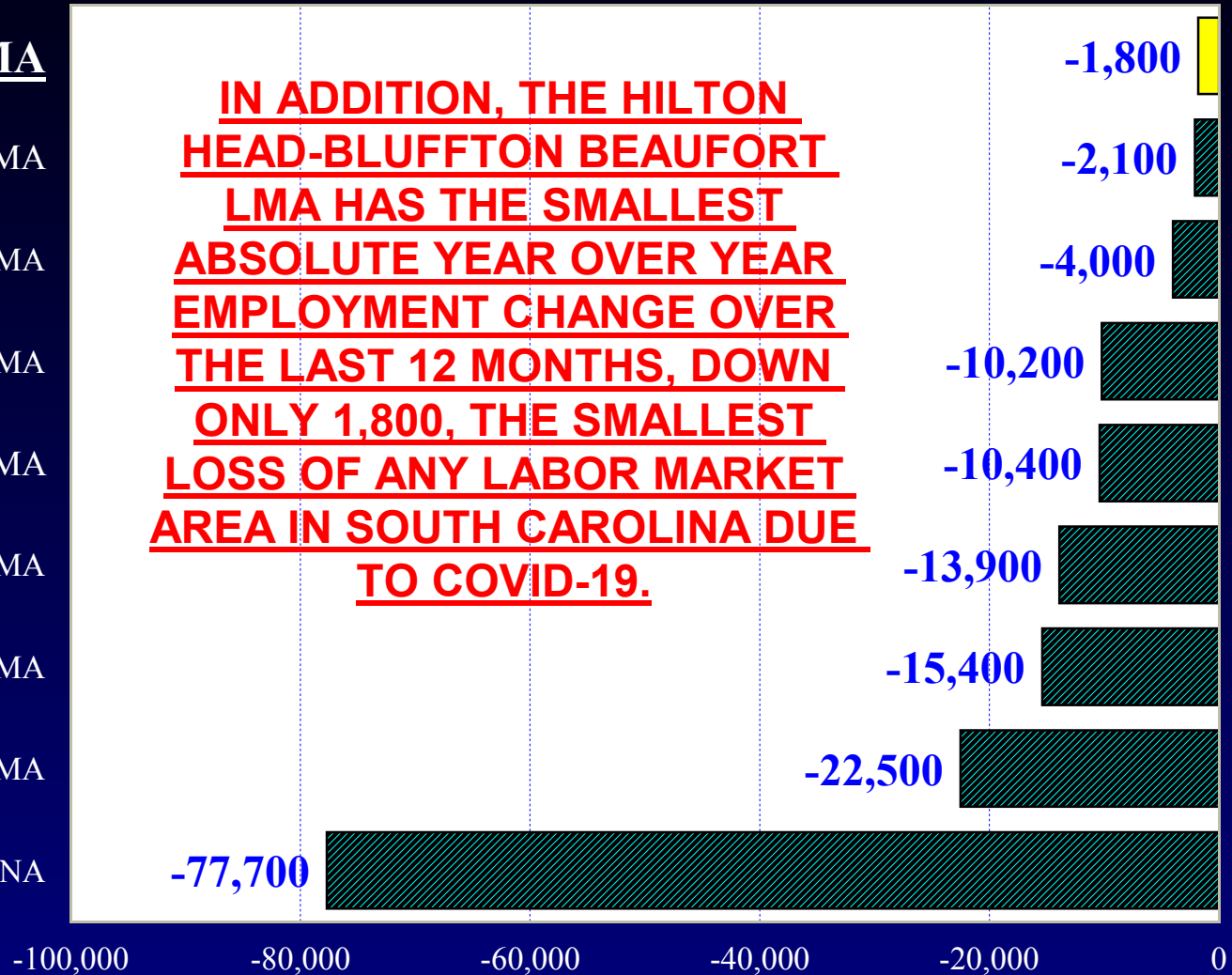
Note: seasonally adjusted data

EMPLOYMENT COMPARISON BY SOUTH CAROLINA LABOR MARKET AREA, ABSOLUTE CHANGE (JOBS), OCT 2019-OCT 2020

HILTON HEAD LMA

- SUMTER LMA
- FLORENCE LMA
- GREENVILLE LMA
- SPARTANBURG LMA
- MYRTLE BEACH LMA
- COLUMBIA LMA
- CHARLESTON LMA
- SOUTH CAROLINA

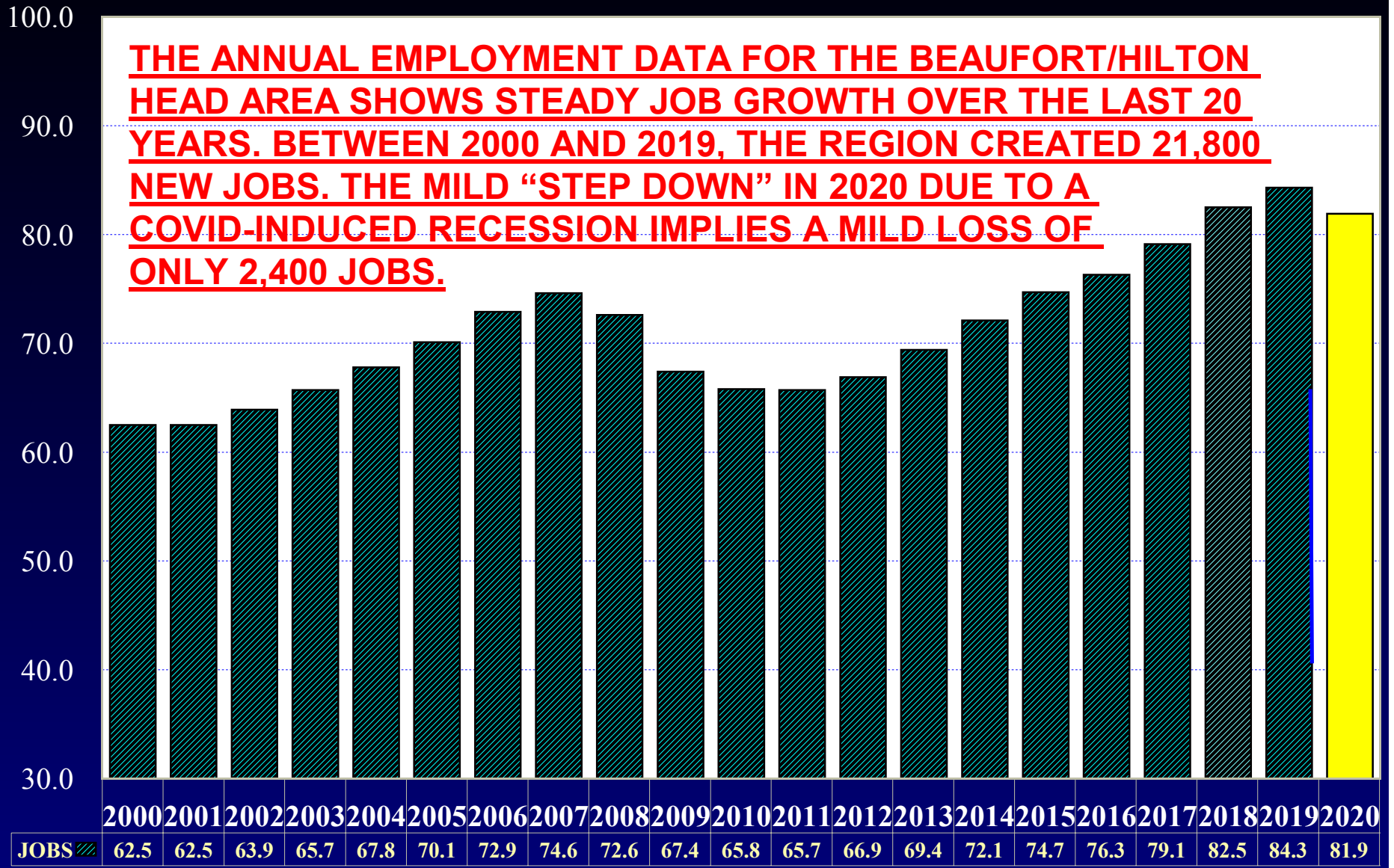
IN ADDITION, THE HILTON
HEAD-BLUFFTON BEAUFORT
LMA HAS THE SMALLEST
ABSOLUTE YEAR OVER YEAR
EMPLOYMENT CHANGE OVER
THE LAST 12 MONTHS, DOWN
ONLY 1,800, THE SMALLEST
LOSS OF ANY LABOR MARKET
AREA IN SOUTH CAROLINA DUE
TO COVID-19.



Sources: BLS

Note: Non-seasonally adjusted data

TOTAL NON-FARM EMPLOYMENT LEVELS WITHIN THE BEAUFORT/HILTON HEAD LMA (000, 2000-2020)

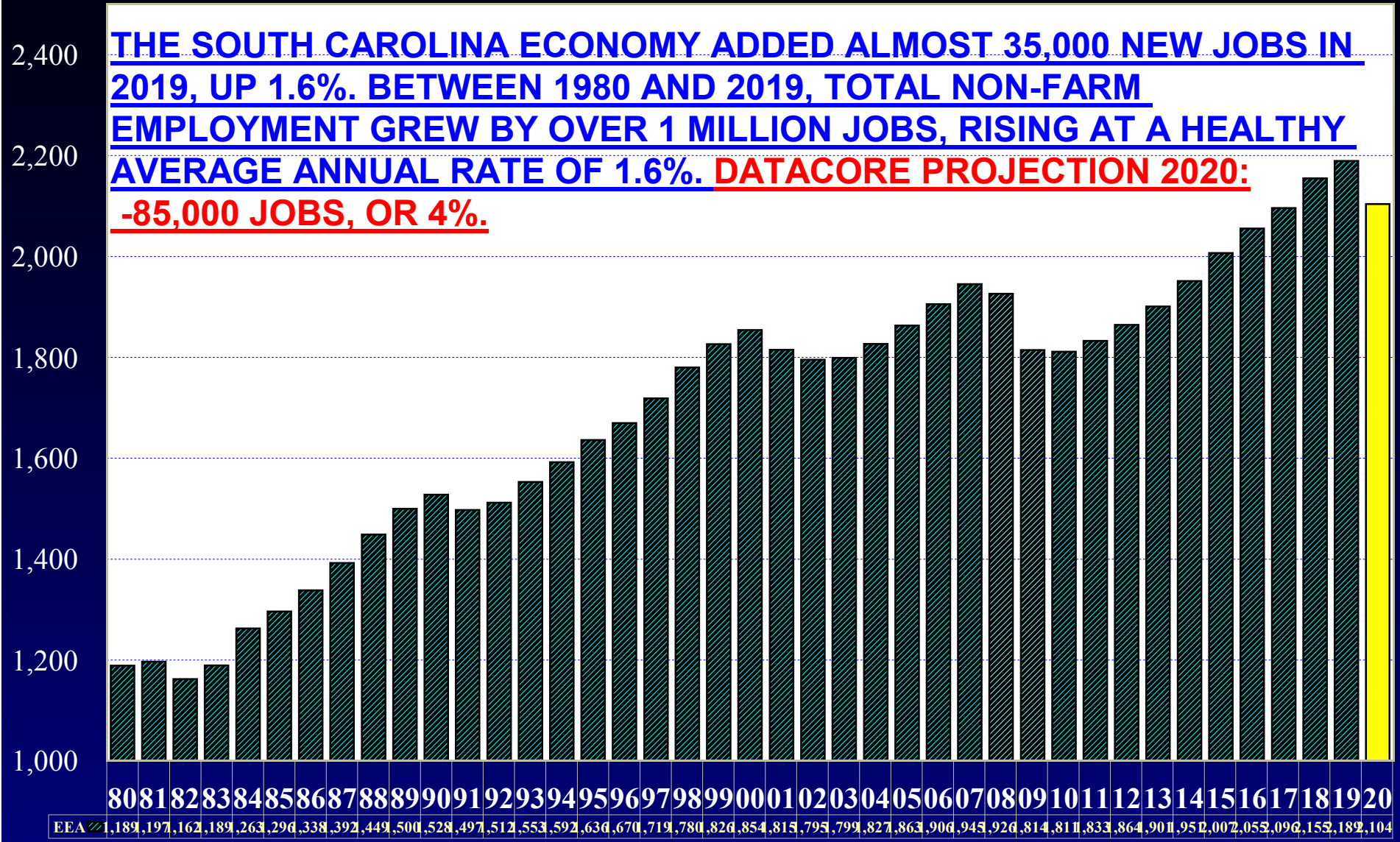


Source: BLS

2020 Projections from DataCore Partners LLC, assuming Oct 2020 job levels held constant

SOUTH CAROLINA TOTAL NON-FARM EMPLOYMENT ANNUAL LEVELS, (THOUSANDS, 1980-2020)

THE SOUTH CAROLINA ECONOMY ADDED ALMOST 35,000 NEW JOBS IN 2019, UP 1.6%. BETWEEN 1980 AND 2019, TOTAL NON-FARM EMPLOYMENT GREW BY OVER 1 MILLION JOBS, RISING AT A HEALTHY AVERAGE ANNUAL RATE OF 1.6%. DATACORE PROJECTION 2020: -85,000 JOBS, OR 4%.



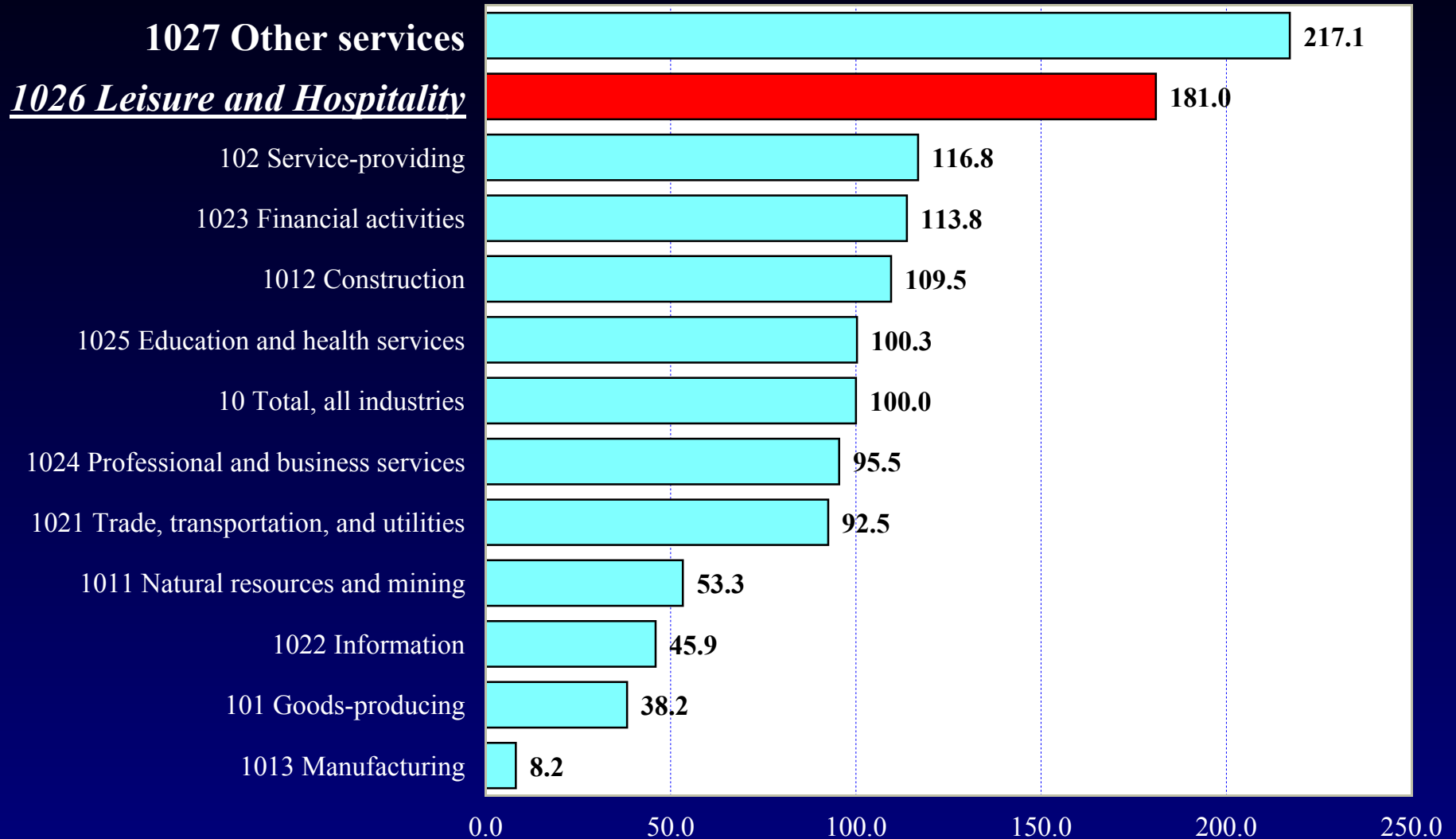
Source: BLS, 2020 projection from DataCore Partners LLC

3. IDENTIFYING PRIMARY ECONOMIC
DRIVERS WITHIN THE HILTON
HEAD/BEAUFORT COUNTY AREA
ECONOMIES

LOCATION QUOTIENTS DEFINED:

-) LOCATION QUOTIENTS (LQ) ARE MATHEMATICAL TOOLS THAT HELP DETERMINE “KEY ECONOMIC DRIVERS” FOR ANY GIVEN REGION. THEY REPRESENT THE LOCAL EMPLOYMENT SHARE OF ANY GIVEN INDUSTRY SEGMENT RELATIVE TO A STATE OR NATIONAL AVERAGE, AND SPEAK TO ABOVE-AVERAGE OR BELOW-AVERAGE CONCENTRATIONS OF EMPLOYMENT.
-) A LQ ABOVE 100.0 IMPLIES GREATER RELATIVE SHARES OF LOCAL EMPLOYMENT, WHILE A LQ BELOW 100.0 DENOTES LESSER SHARES OF LOCAL EMPLOYMENT.
-) FOR INSTANCE, A REGION WITH AN LQ OF 120.0 FOR A GIVEN INDUSTRY SEGMENT MEANS THAT THE LOCAL SHARES OF EMPLOYMENT ARE 120% OF BENCHMARK EMPLOYMENT SHARES ESTABLISHED AT EITHER THE STATE OR NATIONAL LEVEL.
-) *Q: SO GIVEN THIS REGIONAL EMPLOYMENT DATA FROM THE BUREAU OF LABOR STATISTICS, WHAT ARE THE REGION’S “PRIMARY ECONOMIC DRIVERS?”*

ORDERED LOCATION QUOTIENTS
ALL NAICS SECTORS
HILTON HEAD/BLUFFTON LMA VS
SOUTH CAROLINA (MARCH 2019)



SOURCE: DATACORE PARTNERS LLC, BUREAU OF LABOR STATISTICS

THE HILTON HEAD ST. PATRICK'S DAY PARADE SUPPORTS THE REGION'S TOP ECONOMIC DRIVER!

"DataCore strongly suspects that Hilton Head leaders and area businesses have known about the importance of the Hilton Head St. Patrick's Day Parade to the local economy for many years, even though those economic benefits had not been formally quantified prior to today.

These "economic injections" generated by the Parade are important because they feed and support the largest economic driver in the region, namely Leisure & Hospitality, with a documented location quotient of 181.

Bottom line: More Parades means continued health within Leisure and Hospitality, which in turn supports other sectors of the economy, such as retail trade, housing, and construction to name a few, because of economic multipliers".

*Don Klepper-Smith
Chief Economist, DataCore Partners*

4. RIMS II ECONOMIC MULTIPLIERS
FROM THE U.S. BUREAU OF
ECONOMIC ANALYSIS AND HOW
THEY WORK

UNDERSTANDING ECONOMIC IMPACTS: DATACORE'S APPROACH TO RIMS II ECONOMIC MULTIPLIERS

-) IN ORDER TO UNDERSTAND THE PROCESS OF HOW ECONOMIC IMPACTS ARE ASSESSED, IT HAS BEEN DATACORE'S EXPERIENCE THAT FIRST HAVING A FUNDAMENTAL KNOWLEDGE OF THE ECONOMIC CONCEPTS OF "INJECTIONS AND LEAKAGES" IS OFTEN HELPFUL.
-) "INJECTIONS": REPRESENT LEVELS OF SPENDING AND ASSOCIATED ECONOMIC ACTIVITY DERIVED FROM CONSUMERS, BUSINESSES, & GOVERNMENTS THAT ARE ADDED OR INTRODUCED INTO A LOCAL ECONOMY FROM OUTSIDE A GIVEN REGION.
-) "LEAKAGES": CORRESPOND TO LEVELS OF SPENDING AND ASSOCIATED ECONOMIC ACTIVITY DERIVED FROM CONSUMERS, BUSINESSES AND GOVERNMENTS THAT ARE LOST OR SUBTRACTED FROM THE LOCAL ECONOMY AS THEY ARE REDIRECTED ELSEWHERE OUTSIDE A GIVEN REGION.

UNDERSTANDING ECONOMIC IMPACTS: DATACORE'S APPROACH TO RIMS II ECONOMIC MULTIPLIERS

-) GENERALLY SPEAKING, WHEN THE SUM TOTAL OF INJECTIONS IN A GIVEN ECONOMY EXCEEDS THE SUM TOTAL OF LEAKAGES, THERE IS A NET INCREASE IN THE LEVEL OF OVERALL ECONOMIC ACTIVITY. CONVERSELY, WHEN THE SUM TOTAL OF LEAKAGES EXCEEDS INJECTIONS, THERE IS A NET LOSS.
-) ONCE INJECTIONS AND LEAKAGES AND HOW THEY COME TO BEAR ON LOCAL ECONOMIES ARE UNDERSTOOD, WE REALIZE THAT THERE ARE NOT ONLY DIRECT ECONOMIC IMPACTS TO CONSIDER, BUT ECONOMIC MULTIPLIERS AROUND SPENDING AND JOB CREATION TO CONSIDER AS WELL.
-) IMPORTANTLY, THESE SECONDARY OR INDIRECT IMPACTS CAN BE SIGNIFICANT AND VARY CONSIDERABLY ACROSS INDUSTRY SEGMENTS. THIS IS WHY ECONOMISTS OFTEN TOUT THE OVERALL BENEFITS OF GROWTH IN SECTORS SUCH AS MANUFACTURING OR CONSTRUCTION, BECAUSE OF THE HIGH MULTIPLIERS AND POSITIVE INDIRECT EFFECTS THAT RESULT.

UNDERSTANDING ECONOMIC IMPACTS: DATACORE'S APPROACH TO RIMS II ECONOMIC MULTIPLIERS

-) OVER THE YEAR DATACORE HAS SUCCESSFULLY USED RIMS II ECONOMIC MULTIPLIERS ISSUED BY THE U.S. BUREAU OF ECONOMIC ANALYSIS IN ALL OF ITS ECONOMIC IMPACT STUDIES.
-) THESE MULTIPLIERS ARE STATE-SPECIFIC AND HELP ECONOMISTS ASSESS DIRECT AND INDIRECT ECONOMIC IMPACTS EMANATING FROM SPENDING, JOB CREATION, AND DOLLAR OUTPUT.
-) IMPORTANTLY, DATACORE HAS ALWAYS TAKEN A CONSERVATIVE APPROACH IN THE APPLICATION OF ECONOMIC MULTIPLIERS BECAUSE IT IS OUR STRONG BELIEF THAT CONSERVATIVE ESTIMATES ARE BEST USED FOR PLANNING PURPOSES.
-) OVER THE YEARS, DATACORE HAS: 1) EMPHASIZED QUALITY CONTROLS, AND 2) SIMPLIFIED DATA CONVENTIONS WHERE POSSIBLE, WHICH HELPS IN REACHING THE BROADEST POSSIBLE AUDIENCE. THEREFORE, THIS STUDY FOCUSES ON "TOTAL ECONOMIC IMPACTS AROUND JOB CREATION AND SPENDING", WHICH CARRY THE GREATEST IMPORTANCE IN ANY ECONOMIC IMPACT STUDY.

TWO TYPES OF RIMS II MULTIPLIERS: FINAL DEMAND AND DIRECT EFFECT

-) FINAL DEMAND MULTIPLIERS: RATIOS OF A TOTAL CHANGE IN ECONOMIC ACTIVITY TO A DOLLAR OR MILLION DOLLAR CHANGE IN FINAL DEMAND. THESE MULTIPLIERS CAN BE USED TO ESTIMATE TOTAL CHANGES IN OUTPUT, VALUE-ADDED, EARNINGS, AND EMPLOYMENT.**
-) DIRECT EFFECT MULTIPLIERS: FOR EARNINGS AND WAGES, THE RATIO OF THE TOTAL CHANGE IN HOUSEHOLD EARNINGS PER DOLLAR CHANGE IN HOUSEHOLD EARNINGS IN THE FINAL DEMAND INDUSTRY. FOR EMPLOYMENT, THE RATIO OF TOTAL CHANGE IN JOBS PER CHANGE IN JOB IN THE FINAL DEMAND INDUSTRY.**

) Source: Definitions per RIMS II Users Guide, Regional Input-Output Modeling System

UNDERSTANDING ECONOMIC IMPACTS: DATA CORE'S APPROACH TO RIMS II ECONOMIC MULTIPLIERS

-) RIMS II MULTIPLIERS SPECIFIC TO THE STATE OF SOUTH CAROLINA AND THE INDIVIDUAL SECTORS WITHIN "LEISURE AND HOSPITALITY" WERE USED IN THIS STUDY.
-) IN REVIEWING THE MULTIPLIERS USED IN THIS STUDY, DATA CORE FINDS THEM TO BE BOTH REASONABLE AND CONSERVATIVE, AND IN LINE WITH MULTIPLIERS USED BY DATA CORE AND OTHERS IN SIMILAR STUDIES.

UNDERSTANDING ECONOMIC IMPACTS: DATACORE'S APPROACH TO RIMS II ECONOMIC MULTIPLIERS

-) “LEISURE AND HOSPITALITY” INCLUDE:
 -) Performing arts, spectator sports, museums, and related activities
 -) Accommodation services
 -) Food services and drinking places
-) AN AVERAGE OF ECONOMIC MULTIPLIERS FROM EACH OF THESE THREE CATEGORIES WAS USED IN THIS STUDY AND APPEAR TO BE “CONSERVATIVE ESTIMATES” WHEN IT COMES TO CALCULATING INDIRECT EFFECTS.
-) **BOTTOM LINE: ACCORDING TO RIMS II MULTIPLIERS, FOR EACH DOLLAR DIRECTLY SPENT IN THESE AREAS, THERE IS ANOTHER 82 CENTS SPENT ELSEWHERE IN THE LOCAL ECONOMY. ADDITIONALLY, FOR EACH FTE JOB DIRECTLY CREATED, THERE ARE ANOTHER .58 JOBS CREATED IN THE LOCAL ECONOMY. IN DATACORE'S ESTIMATION, THESE REPRESENT CONSERVATIVE ESTIMATES OF INDIRECT EFFECTS.**

5. THE HILTON HEAD ST. PATRICK'S
DAY PARADE: THE FOUR PRIMARY
SOURCES OF DIRECT ECONOMIC
IMPACTS

CALCULATING ECONOMIC IMPACTS:

We believe that every study we do for our clients provides us with a learning experience as well. Our clients have included national developers and Fortune 500 companies, but this is the first chance that DataCore Partners LLC has had to assess economic impacts associated with a parade.

In the process of conducting this study, it became apparent that most people probably lack a full appreciation for just how much TIME and EFFORT go into the making of this one event that lasts just a few hours. It requires the commitment of thousands of people and over 22,000 man-hours to produce. Without question, the Parade is a one-of-a-kind event that makes Hilton Head a better place to live and produces economic benefits that are impressive given its size.

Don Klepper-Smith
Chief Economist, DataCore Partners

ASSUMPTIONS:

-) PARADE COMMITTEE, 11 MEMBERS, PLANNING THROUGHOUT THE YEAR: 1500 HOURS**
-) VOLUNTEERS, 40 TOTAL, AVERAGING 7 HOURS EACH, INCLUDING SECURITY: 280 HOURS**
-) PARADE PARTICIPANTS DURING THE DAY OF THE PARADE (2000 PEOPLE AT 5 HOURS EACH):10,000 HOURS**
-) TRAVEL TIME & PRACTICE FROM PARADE PARTICIPANTS (2000 AT 5 HOURS EACH): 10,000 HOURS**
-) SPONSORS AND DONATED TIME, 16 PRIMARY SPONSORS AT 2 HOURS EACH: 32 HOURS**
-) FLOAT DESIGN AND CONSTRUCTION, 120 ENTRIES, WITH 8 HOURS EACH: 960 HOURS**
-) 35%-40% OF SPECTATORS FROM OUTSIDE HILTON HEAD (NON-RESIDENTS)**
-) FULL-TIME EQUIVALENTS: 40 HOURS A WEEK FOR 50 WEEKS: 2000 HOURS**

PARADE COMMITTEE MEMBERS

-) Alan Perry-----Co-Chair
-) Gabrielle Muething ---- Co-Chair
-) Kim Capin ----- Past Chairman
-) Laura Reilley----- Treasurer
-) Jim Laferriere----- Marching Band Chair
-) Erin Reilley Booth---- Band Co- Chair
-) Lynne Hummel-----Media
-) Mike Taylor---- MC
-) Dana Millen---Volunteers
-) Brad Hanna----Parade operations

2019 DIRECT SPONSORSHIPS:
PARADE SPONSORS DONATED \$12,800 WITH
\$6,700 MORE IN "IN-KIND" CONTRIBUTIONS

-)) Carolina Coffee
-)) Coligny Merchants
-)) Crab Group
-)) ERA Evergreen
-)) Fish Restaurant
-)) HH Ice Cream
-)) Hinchey's Restaurant
-)) Its Classics
-)) Lee Distributors
-)) Mortgage Network
-)) Pepsi
-)) Reichenbach Chevy
-)) Sand Bar Restaurant
-)) South State Band
-)) Southern Eagle
-)) TD Bank

THE FOUR PRIMARY SOURCES OF DIRECT ECONOMIC IMPACTS:

-) **COMMITTEE SPENDING** : including direct expenses for security, safety, insurance, travel and accommodations for parade participants, and other expenses involved in the planning and staging of the parade itself. The region's Accommodations Tax (ATAX) is a source of revenue for the Parade Committee and is allocated on a need basis.
-) **DIRECT SPONSORSHIPS** : including financial and non-financial contributions made directly from parade sponsors to support parade activities, including floats, advertising, etc. These sponsorship funds get allocated by the Parade Committee as needed.
-) **CONSUMER SPENDING FROM PARADE ATTENDEES OR SPECTATORS**: direct expenses associated with social activities the day of the parade, including meals at restaurants, area retailers, local hotels, souvenirs and other miscellaneous expenses incurred within the local business community.
-) **PAYMENTS IN KIND**: These are primarily contributions of time made by volunteers who support the parade planning process and the staging of the event itself. This includes time donated by members of the Parade Committee with 11 members, volunteers who donate time the day of the parade, parade participants themselves, and those who help with float design and construction.

IN-KIND CONTRIBUTIONS FROM SPONSORS AND VOLUNTEERS

DataCore has been conducting fiscal impact and economic studies for over 41 years, and there are often strict protocols that one needs to adhere to. This is particularly true in fiscal impact studies for municipalities, which are designed to assess the net impact of municipal tax revenues and municipal expenses on any given proposed residential or commercial development. Double-counting often becomes a problem, as does the inclusion of indirect economic impacts.

That said, when it comes to “in-kind contributions”, there is no clear consensus as to what constitutes a direct vs indirect economic effect. In fact, in the Journal of Regional Analysis, a 2007 article entitled “Determining Economic Contributions and Impacts”, it is argued that economic benefits are defined as a “net increase in total social welfare that can be market or non-market values”.

Therefore, DataCore argues that in-kind contributions from sponsors and volunteers constitute real and tangible economic value as they relate to total dollar economic output and job creation. They are there considered to be direct economic impacts for the purposes of this study. (NOTE: In recommended RIMS II methods, in-kind impacts are specifically excluded.)

DIRECT SPENDING BY THE PARADE COMMITTEE:

| | <u>AMOUNT</u> |
|--|--------------------|
| OPENING BALANCE | \$1,527.59 |
| SPONSORS | \$12,800.00 |
| ENTRY FEES | |
| FLOATS, VEHICLES | \$7,895.70 |
| ATAF FUNDS RECEIVED (2018) | \$7,708.01 |
| ATAF FUNDS RECEIVED (2019) | \$10,788.00 |
| ATAF FUNDS RECEIVED (2019) | \$751.75 |
| TOTAL INCOME | \$41,471.05 |
| EXPENSES-DEBITS | \$154.00 |
| PO BOX RENTAL | \$754.00 |
| ADVERTISING POSTERS, ETC | \$1,527.00 |
| INSURANCE | \$9,603.00 |
| TOWN OF HILTON HEAD (TRAFFIC/CROWD CONTROL) | \$2,446.00 |
| PORTABLE TOILET RENTALS | \$471.70 |
| VOLUNTEER SHIRTS | \$458.19 |
| GM SASH | \$1,956.00 |
| PUBLIC STORAGE RENTAL | \$2,447.84 |
| REVIEWING STAND (SET UP, BREAK DOWN) | \$1,390.00 |
| PRODUCTION SERVICES (MC, SOUND, MIKES) | \$2,353.90 |
| F&B (DIGNITARIES AND VOLUNTEERS) | \$3,338.16 |
| F&B (BANDS) | \$2,541.00 |
| BAND ACCOMMODATIONS | \$9,540.00 |
| BAND HONORARIUMS AND PERFORMANCE FEES | \$872.63 |
| COMMITTEE MEMBERS PARADE JACKETS | \$326.00 |
| GOLF CARTS AND FLYOVER | \$500.00 |
| COASTAL SECURITY | \$255.50 |
| PHONE | \$613.75 |
| CREDIT CARD FEES | \$533.11 |
| MISCELLANEOUS FEES AND EXPENSES | |
| TOTAL EXPENSES | \$42,081.78 |
| TOTAL CREDIT BALANCE | (\$610.73) |

SOURCE: HILTON HEAD PARADE COMMITTEE

ECONOMIC IMPACTS FROM SPENDING BY THE PARADE COMMITTEE:

EMPLOYING RIMS II MULTIPLIERS ON DIRECT SPENDING BY THE PARADE
COMMITTEE FOR THE 2019 HH PARADE, THE CALCULATIONS SHOW A TOTAL
OF \$42,100 IN DIRECT SPENDING AND ANOTHER \$37,100 IN INDIRECT
SPENDING

TOTAL DIRECT & INDIRECT SPENDING FROM
PARADE COMMITTEE: \$79,200

6. TOTAL ECONOMIC IMPACTS: **SPENDING AND JOB CREATION**

CONSUMER SPENDING FROM PARADE ATTENDEES/SPECTATORS:

DataCore was able to employ secondary research on consumer spending at other St. Patrick's Day parades from around the U.S. We then developed a mathematical algorithm to account for income differentials that were present in the Hilton Head/Bluffton area, as well as inflation to derive proxys for TOTAL DIRECT SPENDING PER ADULT SPECTATOR.

THE CALCULATIONS FOR THE 2019 HH PARADE, WHICH ACCOUNTED FOR INFLATION-ADJUSTED LODGING, FOOD AND BEVERAGES, GIFTS, SOUVENIRS, GROCERY ITEMS, RECREATION AND ENTERTAINMENT, SHOW THAT ADULTS OVER THE AGE OF 18 SPENT AN AVERAGE OF \$46.79 PER CAPITA.

EMPLOYING DATA ON THE 18+ YEARS OF AGE COHORT GROUP, AND ASSUMING THAT 95% OF ALL ECONOMIC IMPACTS TOOK PLACE WITHIN SOUTH CAROLINA, IT WAS ESTIMATED THAT THE TURNOUT OF 35,000 TOTAL SPECTATORS GENERATED \$1.273 MILLION IN DIRECT CONSUMER SPENDING AND ANOTHER \$1.043 MILLION IN INDIRECT SPENDING.

TOTAL DIRECT & INDIRECT SPENDING FROM SPECTATORS: \$2.316 MILLION

JOB CREATION RESULTING FROM THE PARADE:

DataCore was also able to employ secondary research on job creation resulting from consumer spending at other St. Patrick's Day parades from around the U.S. We developed a mathematical algorithm to calculate direct and indirect job growth on a FULL-TIME EQUIVALENT BASIS (FTE).

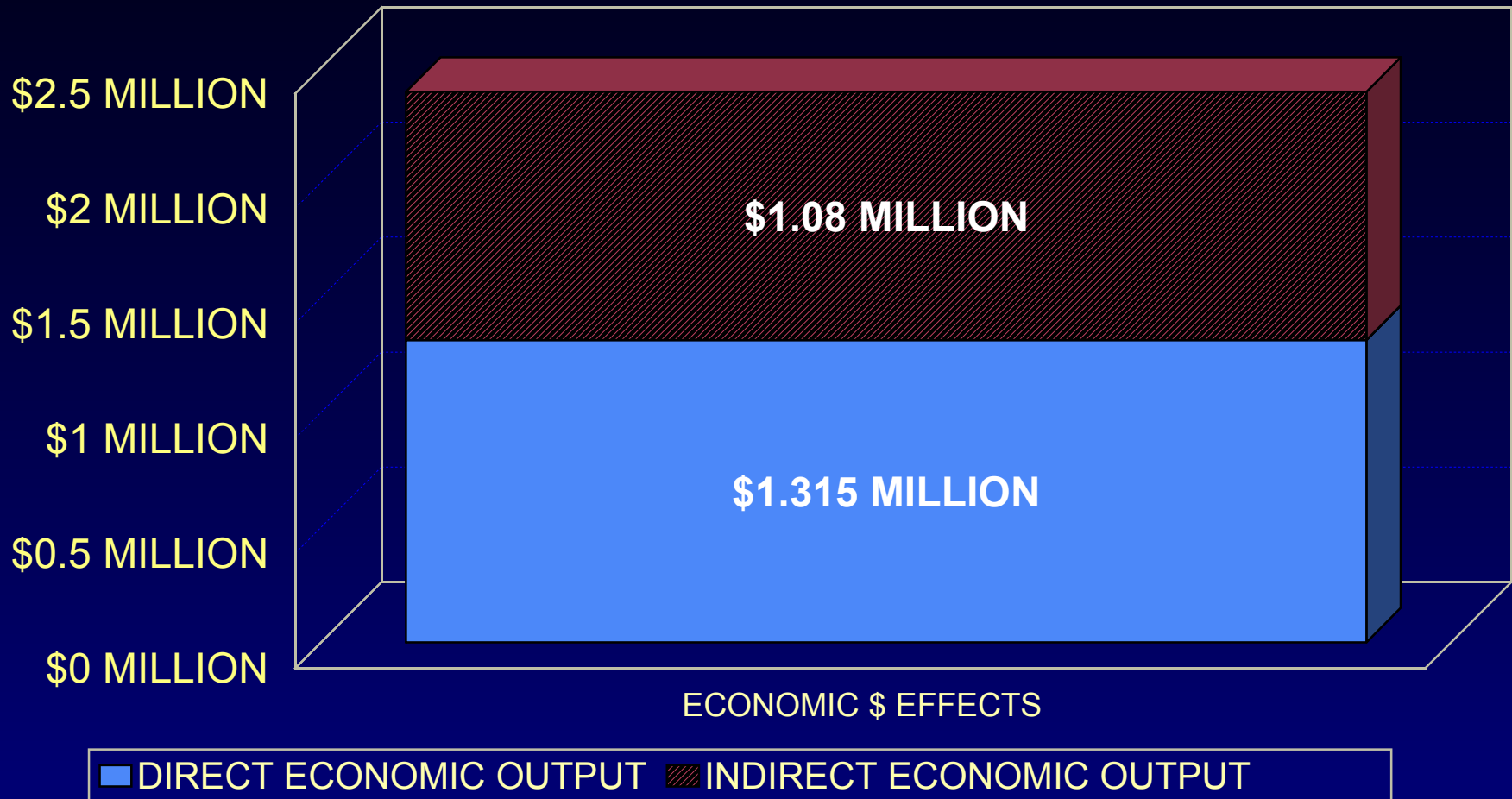
THE CALCULATIONS FOR THE 2019 HH PARADE SHOW THAT CONSUMER SPENDING IN THE LOCAL ECONOMY GENERATED 18 DIRECT JOBS AND ANOTHER 10 INDIRECT JOBS. TOTAL JOBS DERIVED FROM CONSUMER SPENDING BY SPECTATORS: 28 JOBS.

VOLUNTEER HOURS WERE ALSO IMPORTANT IN JOB CREATION. THE 22,700 HOURS CONTRIBUTED IN-KIND REPRESENTS 11 DIRECT FTE JOBS AND ANOTHER 7 INDIRECT JOBS DUE TO MULTIPLIERS. TOTAL OF 18 JOBS

TOTAL DIRECT & INDIRECT JOBS FROM SPECTATORS, PARADE COMMITTEE, & IN-KIND VOLUNTEER HOURS:
46 TOTAL FTE JOBS

Note: totals may not add due to rounding

**TOTAL DOLLAR ECONOMIC IMPACTS ASSOCIATED WITH
THE 2019 HILTON HEAD ST. PATRICK'S DAY PARADE:
\$2.395 MILLION (BOTH DIRECT AND INDIRECT EFFECTS,
2019 DOLLARS**



Source: DataCore Partners LLC

**TOTAL DIRECT AND INDIRECT FTE JOBS ASSOCIATED
WITH THE 2019 HILTON HEAD ST. PATRICK'S DAY PARADE:
46 FTE POSITIONS**



Source: DataCore Partners LLC

THE PARADE BENEFITED FROM “WEALTH EFFECTS” IN 2019

"There are basically two types of wealth effects, namely those associated with gains in the stock market, and secondly, those associated with home appreciation. According to Moody's economy.com, for every dollar gained in portfolio value, consumers will spend \$0.05 in the near-term economy as a result. In addition, every dollar in home appreciation results in an additional \$0.07 due to increased home equity and perceived wealth.

Bottom line: the 2019 Hilton Head St. Patrick's Day parade benefits from wealth effects on both these fronts, and therefore boosted consumption from parade attendees, as well as contributions from sponsors because of the "primed economic environment".

*Don Klepper-Smith
Chief Economist, DataCore Partners*

7. SUMMARY & CONCLUSIONS: **MACROECONOMIC CONTEXT**

-) In 2019, the U.S., South Carolina, and Beaufort County area economies were enjoying one of the best economic environments since WWII. The business expansion was nine years in at the time, almost twice the length of the average post-war recovery. Consumers were benefiting from record low unemployment, all-time highs in the stock market, and a robust labor market that eventually created over 22 million jobs.**
-) However, since that time the U.S economy formally went into recession in early 2020, the result of a Covid-induced economic downturn, what economists refer to as an "exogenous shock". I have been a professional economist for over 40 years now and the economic developments seen thus far in the U.S. And regional economies are far beyond the scope of any previous recession I've studied. The degree of economic weakness and displacement has been mind-boggling with numbers I never thought I'd see. In fact, I believe this pronounced erosion in economic activity has been underappreciated by most people.**
-) I mention this because consumer fundamentals have been challenged like never before, and I expect that it will take some time to return to the overall level of economic health enjoyed in 2019, thereby affecting economic impacts from future parades in coming years.**

SUMMARY & CONCLUSIONS: **MACROECONOMIC CONTEXT**

-) The good news is that the Hilton Head/Bluffton Labor Market area (LMA) has held up very well in recession thus far, outperforming every other LMA in South Carolina, both in absolute and relative terms! Over the last twenty years, the region has created nearly 22,000 new jobs. In the process, its employment base has surged rather dramatically, up 35%.***
-) DataCore has been evaluating labor markets all over the country for clients, and these are very strong numbers, speaking to pronounced in-migration, housing growth, and concerted economic development initiatives.***
-) To put this performance in context, data just released by the U.S. Census Bureau shows that as of 2019, the State of South Carolina was adding 1,020 each week due to domestic net migration. In sharp contrast, Connecticut is now losing 424 people on a net basis each week to other states.***

SUMMARY & CONCLUSIONS: MACROECONOMIC CONTEXT

-) THE HILTON HEAD-BLUFFTON BEAUFORT LMA HAS THE SMALLEST YEAR OVER YEAR EMPLOYMENT % CHANGE OVER THE LAST 12 MONTHS, DOWN ONLY 2.1%, THE BEST OF ANY LABOR MARKET AREA IN SOUTH CAROLINA.
-) IN ADDITION, THE HILTON HEAD-BLUFFTON BEAUFORT LMA HAS THE SMALLEST ABSOLUTE YEAR OVER YEAR EMPLOYMENT CHANGE OVER THE LAST 12 MONTHS, DOWN ONLY 1,800, THE SMALLEST LOSS OF ANY LABOR MARKET AREA IN SOUTH CAROLINA DUE TO COVID-19.
-) THE ANNUAL EMPLOYMENT DATA FOR THE BEAUFORT/HILTON HEAD AREA SHOWS STEADY JOB GROWTH OVER THE LAST 20 YEARS. BETWEEN 2000 AND 2019, THE REGION CREATED 21,800 NEW JOBS. THE MILD “STEP DOWN” IN 2020 DUE TO A COVID-INDUCED RECESSION IMPLIES A MILD LOSS OF ONLY 2,400 JOBS.
-) THE SOUTH CAROLINA ECONOMY ADDED ALMOST 35,000 NEW JOBS IN 2019, UP 1.6%. BETWEEN 1980 AND 2019, TOTAL NON-FARM EMPLOYMENT GREW BY OVER 1 MILLION JOBS, RISING AT A HEALTHY AVERAGE ANNUAL RATE OF 1.6%. DATACORE PROJECTION 2020: -85,000 JOBS, OR 4%.

SUMMARY & CONCLUSIONS:

-) FOR THIS STUDY, IN ORDER TO UNDERSTAND THE PROCESS OF HOW ECONOMIC IMPACTS ARE ASSESSED, IT HAS BEEN DATACORE'S EXPERIENCE THAT FIRST HAVING A FUNDAMENTAL KNOWLEDGE OF THE ECONOMIC CONCEPTS OF "INJECTIONS AND LEAKAGES" IS OFTEN HELPFUL.
-) "INJECTIONS": REPRESENT LEVELS OF SPENDING AND ASSOCIATED ECONOMIC ACTIVITY DERIVED FROM CONSUMERS, BUSINESSES, & GOVERNMENTS THAT ARE ADDED OR INTRODUCED INTO A LOCAL ECONOMY FROM OUTSIDE A GIVEN REGION.
-) "LEAKAGES": CORRESPOND TO LEVELS OF SPENDING AND ASSOCIATED ECONOMIC ACTIVITY DERIVED FROM CONSUMERS, BUSINESSES AND GOVERNMENTS THAT ARE LOST OR SUBTRACTED FROM THE LOCAL ECONOMY AS THEY ARE REDIRECTED ELSEWHERE OUTSIDE A GIVEN REGION.
-) ONCE WE UNDERSTAND THE CONCEPTS OF INJECTIONS AND LEAKAGES AND HOW THEY COME TO BEAR ON LOCAL ECONOMIES, WE REALIZE THAT THERE ARE NOT ONLY DIRECT ECONOMIC IMPACTS TO CONSIDER, BUT ECONOMIC MULTIPLIERS AROUND SPENDING AND JOB CREATION TO CONSIDER AS WELL.

SUMMARY & CONCLUSIONS:

-) OVER THE YEAR DATACORE HAS SUCCESSFULLY USED RIMS II ECONOMIC MULTIPLIERS ISSUED BY THE U.S. BUREAU OF ECONOMIC ANALYSIS IN ALL OF ITS ECONOMIC IMPACT STUDIES.
-) THESE MULTIPLIERS ARE STATE-SPECIFIC AND HELP ECONOMISTS ASSESS DIRECT AND INDIRECT ECONOMIC IMPACTS EMANATING FROM SPENDING AND JOB CREATION.
-) IMPORTANTLY, DATACORE HAS ALWAYS TAKEN A CONSERVATIVE APPROACH IN THE APPLICATION OF ECONOMIC MULTIPLIERS BECAUSE IT IS OUR STRONG BELIEF THAT CONSERVATIVE ESTIMATES ARE BEST USED FOR PLANNING PURPOSES.
-) OVER THE YEARS, DATACORE HAS: 1) EMPHASIZED QUALITY CONTROLS, AND 2) SIMPLIFIED DATA CONVENTIONS WHERE POSSIBLE, WHICH HELPS IN REACHING THE BROADEST POSSIBLE AUDIENCE. THEREFORE, THIS STUDY FOCUSES ON “TOTAL ECONOMIC IMPACTS AROUND JOB CREATION AND SPENDING”, WHICH CARRY THE GREATEST IMPORTANCE IN ANY ECONOMIC IMPACT STUDY.

SUMMARY & CONCLUSIONS: **FOUR PRIMARY SOURCES OF** **ECONOMIC IMPACTS**

-) **COMMITTEE SPENDING** : including direct expenses for security, safety, insurance, travel and accommodations for parade participants, and other expenses involved in the planning and staging of the parade itself. The region's Accommodations Tax (ATAX) is a source of revenue for the Parade Committee and is allocated on a need basis.
-) **DIRECT SPONSORSHIPS** : including financial and non-financial contributions made directly from parade sponsors to support parade activities, including floats, advertising, etc. These sponsorship funds get allocated by the Parade Committee as needed.
-) **CONSUMER SPENDING FROM PARADE ATTENDEES OR SPECTATORS**: direct expenses associated with social activities the day of the parade, including meals at restaurants, area retailers, local hotels, souvenirs and other miscellaneous expenses incurred within the local business community.
-) **PAYMENTS IN KIND**: These are primarily contributions of time made by volunteers who support the parade planning process and the staging of the event itself. This includes time donated by members of the Parade Committee with 11 members, volunteers who donate time the day of the parade, parade participants themselves, and those who help with float design and construction.

SUMMARY & CONCLUSIONS: **IN-KIND CONTRIBUTIONS**

DataCore has been conducting fiscal impact and economic studies for over 41 years, and there are often strict protocols that one needs to adhere to. This is particularly true in fiscal impact studies for municipalities, which are designed to assess the net impact of municipal tax revenues and municipal expenses on any given proposed residential or commercial development. Double-counting often becomes a problem, as does the inclusion of indirect economic impacts.

That said, when it comes to “in-kind contributions”, there is no clear consensus as to what constitutes a direct vs indirect economic effect. In fact, in the Journal of Regional Analysis, a 2007 article entitled “Determining Economic Contributions and Impacts”, it is argued that economic benefits are defined as a “net increase in total social welfare that can be market or non-market values”.

Therefore, DataCore argues that in-kind contributions from sponsors and volunteers constitute real and tangible economic value as they relate to total dollar economic output and job creation. They are there considered to be direct economic impacts for the purposes of this study, even though RIMS II multipliers and associated methods typically exclude them.

SUMMARY & CONCLUSIONS: BOTTOM LINE

-) USING “CONSERVATIVE MULTIPLIERS” AROUND SPENDING AND JOB CREATION, DATACORE CALCULATIONS FOR THE 2019 HH PARADE, WHICH ACCOUNTED FOR INFLATION-ADJUSTED LODGING, FOOD AND BEVERAGES, GIFTS, SOUVENIRS, GROCERY ITEMS, RECREATION AND ENTERTAINMENT, SHOW THAT ADULTS OVER THE AGE OF 18 SPENT AN AVERAGE OF \$46.79 PER CAPITA.
-) EMPLOYING DATA ON THE 18+ YEARS OF AGE COHORT GROUP, AND ASSUMING THAT 95% OF ALL ECONOMIC IMPACTS TOOK PLACE WITHIN SOUTH CAROLINA, IT WAS ESTIMATED THAT THE TURNOUT OF 35,000 TOTAL SPECTATORS GENERATED \$1.273 MILLION IN DIRECT CONSUMER SPENDING AND ANOTHER \$1.043 MILLION IN INDIRECT SPENDING.
-) EMPLOYING RIMSII MULTIPLIERS ON DIRECT SPENDING BY THE PARADE COMMITTEE FOR THE 2019 HH PARADE, THE CALCULATIONS SHOW A TOTAL OF \$42,100 IN DIRECT SPENDING AND ANOTHER \$37,100 IN INDIRECT SPENDING
-) TOTAL DIRECT & INDIRECT SPENDING FROM ALL SOURCES: \$2.395 MILLION

SUMMARY & CONCLUSIONS: **BOTTOM LINE**

-) **THE CALCULATIONS FOR THE 2019 HH PARADE SHOW THAT CONSUMER SPENDING IN THE LOCAL ECONOMY GENERATED 18 DIRECT JOBS AND ANOTHER 10 INDIRECT JOBS. TOTAL JOBS DERIVED FROM CONSUMER SPENDING BY SPECTATORS: 28 JOBS.**
-) **VOLUNTEER HOURS WERE ALSO IMPORTANT IN JOB CREATION. THE 22,700 HOURS CONTRIBUTED IN-KIND REPRESENTS 11 DIRECT FTE JOBS AND ANOTHER 7 INDIRECT JOBS DUE TO MULTIPLIERS. TOTAL OF 18 JOBS**
-) **TOTAL DIRECT & INDIRECT JOBS FROM SPECTATORS, PARADE COMMITTEE, & IN-KIND VOLUNTEER HOURS: 46**
TOTAL FTE JOBS

SUMMARY & CONCLUSIONS:

-) **THERE ARE LARGER ST. PATRICK DAY PARADES ACROSS THE U.S., BUT THE DATA HERE SHOWS THAT NONE ARE MORE IMPORTANT TO THEIR LOCAL ECONOMY THAN THE HILTON HEAD ST. PATRICK'S DAY PARADE.** *DataCore strongly suspects that Hilton Head leaders and area businesses have known about the importance of the Hilton Head St. Patrick's Day Parade to the local economy for many years, even though those economic benefits had not been formally quantified prior to today.*

These “economic injections” generated by the Parade are important because they feed and support the largest economic driver in the region, namely Leisure & Hospitality, with a documented location quotient of 181.

-) **In conducting this study, it became apparent that most people probably lack a full appreciation for just how much TIME and EFFORT go into the making of this one event that lasts just a few hours.** *It requires the commitment of thousands of people and over 22,000 man-hours to produce. Without question, the Parade is a one of a kind event that produces economic benefits that are impressive given its size.*
-) **Continued support for the Parade in turn supports other sectors of the economy, such as retail trade, real estate, housing, & construction to name a few, because of economic multipliers on spending and job creation”.**

BOTTOM LINE ON TOTAL ECONOMIC IMPACTS:

"The data is pretty conclusive: The Hilton Head St. Patrick's Day Parade provides tangible and considerable economic benefits for the local economy, creating \$2.4 million in total dollar impacts and 46 FTE jobs in aggregate economic activity. These are conservative estimates and represent direct and indirect economic impacts not only within the Hilton Head/Beaufort County region, but throughout portions of South Carolina, with residual benefits even being realized up and down the Eastern Seaboard because of multipliers.

These "economic injections" are important because they feed and support the largest economic driver in the region, namely Leisure & Hospitality, with a documented location quotient of 181.

Therefore, the parade promotes economic vitality for the region at large, while also providing a stronger sense of community and higher quality of life. This is particularly important given the backdrop of a U.S. recession, which officially began in Feb 2020. Going forward, these numbers strongly suggest that funding for future parades is of critical importance if the Hilton Head/Beaufort County economy is to reach its full potential in the long run".

*Don Klepper-Smith
Chief Economist, DataCore Partners*

8. APPENDIX- SUPPORTING DATA

Not Seasonally Adjusted

State: South Carolina

Area: Hilton Head Island-Bluffton-Beaufort, SC

Supersector: Total Nonfarm

Industry: Total Nonfarm

Data Type: All Employees, In Thousands

| Year | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Annual |
|------|------|------|------|------|------|------|------|------|------|------|------|------|--------|
| 2000 | 58.6 | 59.8 | 61.8 | 63.7 | 65 | 66.3 | 62 | 62.3 | 62.4 | 62.7 | 62.5 | 62.4 | 62.5 |
| 2001 | 59.5 | 60.3 | 61.6 | 62.6 | 63.4 | 64.3 | 63.7 | 64.8 | 63.5 | 62.9 | 62.3 | 61.7 | 62.5 |
| 2002 | 59.9 | 60.5 | 62.3 | 64.4 | 65.5 | 66.5 | 64.9 | 65.9 | 65.1 | 64.3 | 64 | 63.9 | 63.9 |
| 2003 | 62.4 | 63 | 64.2 | 66 | 67.1 | 67.7 | 67.6 | 67.6 | 66.2 | 65.5 | 65.3 | 65.2 | 65.7 |
| 2004 | 63.5 | 64.2 | 65.8 | 68.1 | 68.9 | 70 | 69.5 | 69.7 | 69.1 | 68.4 | 68.5 | 68.4 | 67.8 |
| 2005 | 66.4 | 67.3 | 68.1 | 70.7 | 71.3 | 72.1 | 71.5 | 72.9 | 71.5 | 70.1 | 70 | 69 | 70.1 |
| 2006 | 69.2 | 69.6 | 70.2 | 73.3 | 74.4 | 74.7 | 73.8 | 75.3 | 74.3 | 73.3 | 73.2 | 73.1 | 72.9 |
| 2007 | 71.5 | 71.9 | 73.6 | 74.8 | 75.4 | 77.2 | 75.4 | 76.5 | 75.1 | 74.7 | 74.7 | 73.9 | 74.6 |
| 2008 | 71.5 | 71.6 | 73 | 73.9 | 74.6 | 74.9 | 73 | 73.9 | 72.4 | 71.5 | 70.8 | 69.5 | 72.6 |
| 2009 | 66.1 | 66.1 | 66.9 | 68.2 | 69 | 69.6 | 68.7 | 68.5 | 67.1 | 66.9 | 66 | 65.3 | 67.4 |
| 2010 | 63.1 | 63.5 | 64.7 | 66.8 | 68.1 | 66.7 | 68.1 | 67.8 | 66.2 | 65 | 64.9 | 64.3 | 65.8 |
| 2011 | 62.3 | 62.9 | 64.3 | 66.3 | 67.1 | 68 | 67.9 | 67.7 | 66.3 | 65.5 | 65.3 | 65 | 65.7 |
| 2012 | 64 | 64.4 | 65.9 | 67.2 | 67.8 | 69.2 | 68.7 | 68.3 | 66.9 | 66.9 | 66.9 | 66.5 | 66.9 |
| 2013 | 64.9 | 65.4 | 67 | 69.5 | 70.5 | 71.7 | 71.7 | 71.4 | 70.1 | 70.3 | 70.3 | 70.1 | 69.4 |
| 2014 | 68.2 | 69 | 70.4 | 72 | 73.3 | 74.4 | 74.1 | 73.8 | 72.6 | 72.6 | 72.5 | 72.5 | 72.1 |
| 2015 | 71 | 71.7 | 73 | 74.4 | 75.6 | 76.8 | 77.2 | 76.6 | 75.2 | 74.9 | 74.9 | 74.6 | 74.7 |
| 2016 | 73 | 73.8 | 75.1 | 76.4 | 77.5 | 78.5 | 78.8 | 78.4 | 77.2 | 74.4 | 76.4 | 76.5 | 76.3 |
| 2017 | 75.8 | 76.6 | 78 | 79.2 | 80.3 | 81.5 | 81.4 | 81 | 77.9 | 79.2 | 79.5 | 78.5 | 79.1 |
| 2018 | 78.7 | 79.5 | 80.4 | 83 | 83.8 | 85.1 | 84.5 | 84.3 | 82.1 | 82.8 | 83.1 | 82.3 | 82.5 |
| 2019 | 80.9 | 81.4 | 82.6 | 84.1 | 84.9 | 86.1 | 86.2 | 86.1 | 84.3 | 85.3 | 85 | 84.6 | 84.3 |
| 2020 | 83.9 | 84.5 | 85.2 | 72.5 | 76.8 | 82.4 | 81 | 84 | 81.9 | 83.6 | 83.6 | 83.6 | 81.9 |

P : Preliminary

Series Id: SMU450000000000000001

Not Seasonally Adjusted

State: South Carolina

Area: Statewide

Supersector: Total Nonfarm

Industry: Total Nonfarm

Data Type: All Employees, In Thousands

| Year | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Annual |
|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|
| 2000 | 1817.4 | 1830.7 | 1856.4 | 1862.7 | 1880.9 | 1893.3 | 1840.7 | 1845.6 | 1845.9 | 1855.4 | 1858.5 | 1860.4 | 1854 |
| 2001 | 1799.9 | 1809.1 | 1825.3 | 1829.5 | 1834.4 | 1832.1 | 1810.2 | 1816.1 | 1815.7 | 1801.5 | 1803.7 | 1800.5 | 1814.8 |
| 2002 | 1750 | 1762.5 | 1783.9 | 1802.9 | 1814.1 | 1818.7 | 1790 | 1802.8 | 1804.3 | 1805.3 | 1805.1 | 1805 | 1795.4 |
| 2003 | 1766.2 | 1780.3 | 1797.1 | 1803.8 | 1813.2 | 1811.3 | 1791.4 | 1801.4 | 1805.5 | 1805.4 | 1805.5 | 1808.9 | 1799.2 |
| 2004 | 1770.7 | 1781.3 | 1806.5 | 1827.2 | 1839.4 | 1842.2 | 1824.9 | 1834.4 | 1839.8 | 1847.2 | 1853.1 | 1853.3 | 1826.7 |
| 2005 | 1815.5 | 1830.4 | 1843.2 | 1863.8 | 1874.4 | 1862.9 | 1863 | 1874.7 | 1874.5 | 1881.9 | 1890.5 | 1880 | 1862.9 |
| 2006 | 1856.6 | 1875.7 | 1896.2 | 1913.5 | 1922.6 | 1902.4 | 1890.7 | 1899.5 | 1908.2 | 1929.1 | 1933.1 | 1940.4 | 1905.7 |
| 2007 | 1903.2 | 1914.8 | 1938.4 | 1946.2 | 1959.2 | 1966.2 | 1939 | 1948.6 | 1955.7 | 1953.7 | 1958.7 | 1956.5 | 1945 |
| 2008 | 1916.5 | 1927.8 | 1942.9 | 1946.6 | 1960.3 | 1953.2 | 1918.7 | 1919.8 | 1923.4 | 1912.5 | 1905 | 1888.8 | 1926.3 |
| 2009 | 1826.4 | 1822.4 | 1826.6 | 1830.3 | 1834.7 | 1825.7 | 1802.6 | 1803.9 | 1801.1 | 1800.6 | 1802.7 | 1795.7 | 1814.4 |
| 2010 | 1760 | 1771.1 | 1789.5 | 1816.5 | 1837.4 | 1832.4 | 1816.6 | 1821.1 | 1817.8 | 1822 | 1826.1 | 1825.2 | 1811.3 |
| 2011 | 1779.2 | 1798.9 | 1819.5 | 1842.5 | 1851.3 | 1850.8 | 1833.8 | 1839.5 | 1841 | 1840.4 | 1847.4 | 1846.1 | 1832.5 |
| 2012 | 1813.6 | 1830 | 1851.6 | 1866 | 1877.6 | 1881.9 | 1859.9 | 1866.9 | 1870.4 | 1874.8 | 1891 | 1887.4 | 1864.3 |
| 2013 | 1844.4 | 1860.5 | 1878.2 | 1897 | 1911.5 | 1917.2 | 1899.7 | 1906.2 | 1912.8 | 1919 | 1932.7 | 1933 | 1901 |
| 2014 | 1891.7 | 1898.9 | 1928.9 | 1951.2 | 1966.5 | 1968 | 1945.9 | 1953.3 | 1960.9 | 1972.6 | 1987.9 | 1990 | 1951.3 |
| 2015 | 1944.8 | 1960.1 | 1979.2 | 1998.3 | 2016.7 | 2021.1 | 2008.6 | 2014.7 | 2016.7 | 2031 | 2042.7 | 2046.4 | 2006.7 |
| 2016 | 1997.4 | 2015 | 2033.4 | 2057 | 2068.2 | 2068.8 | 2058.8 | 2063.3 | 2068.3 | 2063 | 2084.5 | 2085.5 | 2055.3 |
| 2017 | 2046.4 | 2064 | 2080.5 | 2093.8 | 2107.4 | 2114.2 | 2098.6 | 2098.4 | 2093.3 | 2107.8 | 2125 | 2124.5 | 2096.2 |
| 2018 | 2105.5 | 2123.8 | 2135.8 | 2158.4 | 2170.2 | 2176.7 | 2155.1 | 2160.2 | 2147.8 | 2164.7 | 2181.9 | 2179 | 2154.9 |
| 2019 | 2142.9 | 2155.1 | 2168.3 | 2187.1 | 2199.6 | 2202.9 | 2189.8 | 2196.8 | 2191.6 | 2204.1 | 2217.4 | 2217.4 | 2189.4 |
| 2020 | 2182.2 | 2195.8 | 2190 | 1930.1 | 2002.7 | 2081 | 2078 | 2096 | 2108.3 | 2128.4(P) | Ä | Ä | Ä |

P : Preliminary

CALCULATED LOCATION QUOTIENTS
QCEW REGIONAL ECONOMIC PROFILE
BEAUFORT COUNTY/ SOUTH CAROLINA

Private, High-Level Industries, Beaufort County, South Carolina
 2019 First Quarter, All establishment sizes

Source: Quarterly Census of Employment and Wages - Bureau of Labor Statistics

PREPARED BY: Don Klepper-Smith, Chief Economist and Director of Research, DataCore Partners LLC, (860) 922-5967

UPDATED AS OF:

November 19, 2020

| <u>Beaufort County Employment by High-Level Industry</u> | <u>Beaufort County March 2019 Employment</u> | <u>Beaufort County % share</u> | <u>South Carolina March 2019 Employment</u> | <u>South Carolina % share</u> | <u>Calculated Location Quotient-Mar 2019</u> |
|--|--|--------------------------------|---|-------------------------------|--|
| 10 Total, all industries | 57,349 | 100.0 | 1,752,237 | 100.0 | 100.0 |
| 102 Service-providing | 52,848 | 91.8 | 1,376,653 | 78.6 | 116.8 |
| 101 Goods-producing | 4,701 | 8.2 | 375,584 | 21.4 | 38.2 |
| 1011 Natural resources and mining | 213 | 0.4 | 12,206 | 0.7 | 53.3 |
| 1012 Construction | 3,800 | 6.6 | 106,007 | 6.0 | 109.5 |
| 1013 Manufacturing | 688 | 1.2 | 257,371 | 14.7 | 8.2 |
| 1021 Trade, transportation, and utilities | 12,166 | 21.2 | 401,923 | 22.9 | 92.5 |
| 1022 Information | 407 | 0.7 | 27,119 | 1.5 | 45.9 |
| 1023 Financial activities | 3,711 | 6.5 | 99,630 | 5.7 | 113.8 |
| 1024 Professional and business services | 9,221 | 16.1 | 295,144 | 16.8 | 95.5 |
| 1025 Education and health services | 7,753 | 13.5 | 236,276 | 13.5 | 100.3 |
| 1026 Leisure and hospitality | 15,548 | 27.1 | 262,479 | 15.0 | 181.0 |
| 1027 Other services | 3,842 | 6.7 | 54,082 | 3.1 | 217.1 |
| TOTALS | 57349 | 100.0 | 1,752,237 | 100.0 | |

RANK ORDERED LOCATION QUOTIENTS
QCEW REGIONAL ECONOMIC PROFILE
BEAUFORT COUNTY/ SOUTH CAROLINA

Private, High-Level Industries, Beaufort County, South Carolina
2019 First Quarter, All establishment sizes

Source: **Quarterly Census of Employment and Wages - Bureau of Labor Statistics**

PREPARED BY: Don Klepper-Smith, Chief Economist and Director of Research, DataCore Partners LLC, (860) 922-5967

UPDATED AS OF: November 19, 2020

| <u>Beaufort County Employment by High-Level Industry</u> | <u>Beaufort County Calculated Location Quotient-Mar 2019</u> |
|---|---|
| 1027 Other services | 217.1 |
| 1026 Leisure and hospitality | 181.0 |
| 102 Service-providing | 116.8 |
| 1023 Financial activities | 113.8 |
| 1012 Construction | 109.5 |
| 1025 Education and health services | 100.3 |
| 10 Total, all industries | 100.0 |
| 1024 Professional and business services | 95.5 |
| 1021 Trade, transportation, and utilities | 92.5 |
| 1011 Natural resources and mining | 53.3 |
| 1022 Information | 45.9 |
| 101 Goods-producing | 38.2 |
| 1013 Manufacturing | 8.2 |

**DATACORE ESTIMATES OF DIRECT EXPENSES FOR ALL PARADE ATTENDEES
BASED ON SECONDARY RESEARCH FROM UMASS DONAHUE INSTITUTE**

UPDATED AS OF: DECEMBER 2020
PREPARED BY: DATACORE PARTNERS LLC

| | AMOUNT |
|---|--------------|
| <u>1. 2011 INCOME PER CAPITA (BEAUFORT COUNTY, SC)</u> | \$43,207 |
| <u>2. 2011 INCOME PER CAPITA (HAMPDEN COUNTY, MA)</u> | \$40,933 |
| <u>3. 2011 INCOME RATIO (BEAUFORT COUNTY/HAMPDEN COUNTY)</u> | 1.0556 |
| <u>4. TOTAL 2011 ESTIMATE OF DIRECT PARADE EXPENDITURES (MASS) *</u> | \$12,174,083 |
| <u>5. TOTAL 2011 ESTIMATED DIRECT PARADE EXPENDITURES PER ATTENDEE AT PARADE (MASS)*</u> | \$39.00 |
| <u>6. U.S. CONSUMER PRICE INDEX (CPI-U, 1982-84=100.0) 2011 ANNUAL AVERAGE</u> | 224.939 |
| <u>7. U.S. CONSUMER PRICE INDEX (CPI-U, 1982-84=100.0) 2019 ANNUAL AVERAGE</u> | 255.657 |
| <u>8. INFLATION CALCULATION, 2011 TO 2019, % CHANGE</u> | 13.66 |
| <u>9. TOTAL ESTIMATED DIRECT EXPENDITURES PER PARADE ATTENDEE AT HILTON HEAD ST PATRICK'S DAY PARADE (2011 DOLLARS BASED ON INCOME RATIOS) *</u> | \$41.17 |
| <u>9. TOTAL ESTIMATED DIRECT EXPENDITURES PER PARADE ATTENDEE AT HILTON HEAD ST PATRICK'S DAY PARADE (2019 - INFLATION ADJUSTED & BASED ON INCOME RATIOS) *</u> | \$46.79 |
| <u>10. TOTAL ESTIMATED ATTENDANCE OF 2019 HILTON HEAD ST. PATRICKS(NON-PARTICIPANTS)</u> | 35,000 |
| <u>11. ESTIMATED SHARE OF ATTENDANCE OVER 18 YEARS OF AGE (ADULTS)</u> | 81.8% |
| <u>12. ESTIMATED NUMBER OF PARADE ATTENDEES IN 2019 OVER 18 YEARS OF AGE</u> | 28,630 |
| <u>13. TOTAL ESTIMATED DIRECT SPENDING FROM ADULT ATTENDEES, 2019 PARADE</u> | \$1,339,552 |
| <u>14. ASSUMED % OF BENEFITS TAKING PLACE IN SOUTH CAROLINA ONLY (NOT OUT OF STATE)</u> | 95% |
| <u>15. TOTAL ESTIMATED DIRECT SPENDING FROM ADULT ATTENDEES, 2019 PARADE, IN-STATE SPENDING ONLY)</u> | \$1,272,574 |
| <u>16. RIMS II DIRECT EFFECT SPENDING MULTIPLIER</u> | 1.820 |
| <u>17. TOTAL ESTIMATED DIRECT AND INDIRECT SPENDING FROM ADULT ATTENDEES, 2019 PARADE, (SOUTH CAROLINA, TOTAL DOLLAR ECONOMIC IMPACTS FROM PARADE ATTENDEES)</u> | \$2,316,085 |
| <u>18. TOTAL ESTIMATED INDIRECT SPENDING FROM ADULT ATTENDEES, 2019 PARADE, (SOUTH CAROLINA, TOTAL DOLLAR ECONOMIC IMPACTS FROM PARADE ATTENDEES)</u> | \$1,043,511 |

* note: calculation of direct parade expenditures include lodging, food and beverages, gifts and souvenirs, grocery convenienc, recreation and entertainment, and other shopping expenses per UMASS Donahue Institute

ESTIMATES OF DIRECT REVENUES & EXPENSES
HILTON HEAD ST. PATRICK'S DAY PARADE

UPDATED AS OF:
 PREPARED BY:

DECEMBER 2020
 HILTON HEAD PARADE COMMITTEE

| | AMOUNT |
|--|--------------------|
| OPENING BALANCE | \$1,527.59 |
| SPONSORS | \$12,800.00 |
| ENTRY FEES | |
| FLOATS, VEHICLES | \$7,895.70 |
| ATAX FUNDS RECEIVED (2018) | \$7,708.01 |
| ATAX FUNDS RECEIVED (2019) | \$10,788.00 |
| ATAX FUNDS RECEIVED (2019) | \$751.75 |
| TOTAL INCOME | \$41,471.05 |
| EXPENSES-DEBITS | \$154.00 |
| PO BOX RENTAL | \$754.00 |
| ADVERTISING POSTERS, ETC | \$1,527.00 |
| INSURANCE | \$9,603.00 |
| TOWN OF HILTON HEAD (TRAFFIC/CROWD CONTROL) | \$2,446.00 |
| PORTABLE TOILET RENTALS | \$471.70 |
| VOLUNTEER SHIRTS | \$458.19 |
| GM SASH | \$1,956.00 |
| PUBLIC STORAGE RENTAL | \$2,447.84 |
| REVIEWING STAND (SET UP, BREAK DOWN) | \$1,390.00 |
| PRODUCTION SERVICES (MC, SOUND, MIKES) | \$2,353.90 |
| F&B (DIGNITARIES AND VOLUNTEERS) | \$3,338.16 |
| F&B (BANDS) | \$2,541.00 |
| BAND ACCOMMODATIONS | \$9,540.00 |
| BAND HONORARIUMS AND PERFORMANCE FEES | \$872.63 |
| COMMITTEE MEMBERS PARADE JACKETS | \$326.00 |
| GOLF CARTS AND FLYOVER | \$500.00 |
| COASTAL SECURITY | \$255.50 |
| PHONE | \$613.75 |
| CREDIT CARD FEES | \$533.11 |
| MISCELLANEOUS FEES AND EXPENSES | |
| TOTAL DIRECT EXPENSES | \$42,081.78 |
| TOTAL CREDIT BALANCE | (\$610.73) |
| RIMS II SPENDING MULTIPLIER | 1.882 |
| TOTAL DIRECT & INDIRECT SPENDING | \$79,197.91 |
| TOTAL INDIRECT SPENDING | \$37,116.13 |

DATACORE ESTIMATES OF JOBS CREATED AND VOLUNTEER HOURS INVOLVED IN THE PLANNING AND PRODUCTION OF THE HILTON HEAD ST. PATRICK DAY

UPDATED AS OF: DECEMBER 2020
 PREPARED BY: DATACORE PARTNERS LLC

PART 1. DATACORE ESTIMATES OF DONATED HOURS SPENT IN PLANNING AND STAGING THE PARADE (CONTRIBUTIONS IN-KIND AND VOLUNTEER HOURS)

| | TOTAL HOURS |
|---|--------------------|
| 1. PARADE COMMITTEE, 11 MEMBERS, PLANNING THROUGHOUT THE YEAR | 1500 |
| 2. VOLUNTEERS, 40 TOTAL, AVERAGING 7 HOURS EACH, INCLUDING SECURITY | 280 |
| 3. PARADE PARTICIPANTS DURING THE DAY OF THE PARADE (2000 PEOPLE AT 5 HOURS EACH) | 10000 |
| 4. TRAVEL TIME & PRACTICE FROM PARADE PARTICIPANTS (2000 AT 5 HOURS EACH) | 10000 |
| 5. SPONSORS AND DONATED TIME, 16 PRIMARY SPONSORS AT 2 HOURS EACH | 32 |
| 6. FLOAT DESIGN AND CONSTRUCTION, 120 ENTRIES, WITH 8 HOURS EACH | 960 |

| | |
|---|--------------|
| TOTALS: SUM OF ALL HOURS IN PLANNING & STAGING THE HH ST. PATRICK'S DAY PARADE | 22772 |
|---|--------------|

| | |
|---|-------|
| 7. FULL-TIME EQUIVALENT EMPLOYEES (FTE) AT 40 HOURS A WEEK FOR 50 WEEKS | 2000 |
| 8. ESTIMATED NUMBER OF FTE EQUIVALENTS, DIRECT JOB CREATION | 11 |
| 9. RIMS II JOBS MULTIPLIER FOR THE STATE OF SOUTH CAROLINA | 1.582 |

| | |
|--|-----------|
| TOTAL ESTIMATE OF DIRECT & INDIRECT JOB CREATION EMANATING FROM TIME DONATED BY THE PARADE COMMITTEE, VOLUNTEERS & PARADE PARTICIPANTS, CONTRIBUTIONS IN KIND (typically not included in RIMS methods) | 18 |
|--|-----------|

PART 2. DATACORE ESTIMATES OF JOBS CREATED THROUGH CONSUMER SPENDING BY SPECTATORS/ATTENDEES

| | |
|--|-------------|
| 10. ESTIMATED DIRECT JOB CREATION DUE TO DIRECT CONSUMER SPENDING AMOUNT OF CONSUMER SPENDING REQUIRED TO PRODUCE 1 DIRECT FTE JOB PER UMASS STUDY OF HOLYOKE ST PATRICKS DAY PARADE IN 2011 | \$63,407 |
| 11. INFLATION ADJUSTMENT: 2011 TO 2019 | 13.66 |
| 12. ESTIMATED DIRECT JOB CREATION DUE TO DIRECT CONSUMER SPENDING AMOUNT OF CONSUMER SPENDING REQUIRED TO PRODUCE 1 DIRECT FTE JOB PER UMASS STUDY OF HOLYOKE ST PATRICKS DAY PARADE IN 2019 | \$72,068 |
| 13. DATACORE ESTIMATE OF DIRECT SPENDING FROM ALL SPECTATORS/ATTENDED, 2019 HH PARADE | \$1,272,574 |
| 14. DATACORE ESTIMATE OF DIRECT JOB CREATION DUE TO CONSUMER SPENDING | 18 |
| 15. RIMS II JOBS MULTIPLIER FOR THE STATE OF SOUTH CAROLINA | 1.582 |

| | |
|--|-----------|
| TOTAL ESTIMATE OF DIRECT & INDIRECT JOB CREATION EMANATING FROM SPECTATORS/ATTENDEES: | 28 |
|--|-----------|

PART 3. DATACORE ESTIMATES OF TOTAL DIRECT AND INDIRECT JOBS CREATED, INCLUDING VOLUNTEER HOURS

| | |
|--|-----------|
| TOTAL ESTIMATE OF ALL DIRECT JOBS: | 29 |
| TOTAL ESTIMATE OF ALL INDIRECT JOBS: | 17 |
| TOTAL JOB IMPACT, DIRECT AND INDIRECT, FROM ALL ABOVE SOURCES | 46 |

NOTE TOTALS MAY NOT ADD DUE TO ROUNDING

* Note: DataCore Study differs from 2011 UMass Study in that DataCore study accounts for and quantifies in-kind contributions made from volunteers as they have economic value without formal compensation

| | |
|-----------------------------|-------------|
| Opening Balance | \$1,527.59 |
| Sponsors | \$12,800.00 |
| Entry Fees: | |
| Floats, vehicles | \$7,895.70 |
| ATax Funds received (2018) | \$7,708.01 |
| ATax Funds received (2019) | \$10,788.00 |
| ATax Funds received (2019) | \$751.75 |

| | |
|---------------------|--------------------|
| Total Income | \$41,471.05 |
|---------------------|--------------------|

Expenses - Debits

| | |
|--|------------|
| PO Box Rental | \$154.00 |
| Advertising Posters, etc. | \$754.00 |
| Insurance(Gen. Liability, Participants) | \$1,527.00 |
| Town of HH (Traffic and Crowd Control) | \$9,603.00 |
| Portable Toilets Rentals | \$2,446.00 |
| Volunteer Shirts | \$471.70 |
| GM Sash (make shift and gift) | \$458.19 |
| Public Storage rental | \$1956.00 |
| Reviewing Stand (set up, break down etc..) | \$2,447.84 |
| Production Services. (MC,Sounds Radios Mics) | \$1,390.00 |
| F&B (Dignitaries & Volunteers) | \$2,353.90 |
| F&B (bands) | \$3,338.16 |
| Band Accommodations | \$2,541.00 |
| Band Honorariums and performance fees | \$9,540.00 |
| Committee Members Parade Jackets | \$872.63 |
| Golf Carts & Flyover | \$326.00 |
| Coastal Security | \$500.00 |
| Phone | \$255.50 |
| Credit Card fees | \$613.75 |
| Misc. Fees and expenses | \$533.11 |
| Amazon, Staples, Paypal, Grayco | |

| | |
|-----------------------|--------------------|
| Total Expenses | \$42,081.78 |
|-----------------------|--------------------|

| | |
|-----------------------------|-------------------|
| Total Credit Balance | \$ -610.73 |
|-----------------------------|-------------------|

ESTIMATES OF TOTAL ECONOMIC IMPACTS
HILTON HEAD ST. PATRICK'S DAY PARADE
TOTAL DOLLAR IMPACTS & FTE JOB CREATION

UPDATED AS OF: DECEMBER 2020
 PREPARED BY: HILTON HEAD PARADE COMMITTEE

PART 1. TOTAL DOLLAR IMPACTS

| <u>PARADE COMMITTEE</u> | <u>AMOUNT</u> |
|--|----------------------|
| DIRECT SPENDING | \$42,082 |
| INDIRECT SPENDING | \$37,116 |
| <u>SPECTATORS</u> | |
| DIRECT SPENDING | \$1,272,574 |
| INDIRECT SPENDING | \$1,043,511 |
| <u>TOTALS</u> | |
| DIRECT SPENDING | \$1,314,656 |
| INDIRECT SPENDING | \$1,080,627 |
| TOTAL DOLLAR IMPACTS FROM ALL SOURCES | \$2,395,283 |

PART 2. JOBS CREATED

| <u>PARADE COMMITTEE & VOLUNTEERS, PARTICIPANTS</u> | <u>AMOUNT</u> |
|---|----------------------|
| DIRECT JOBS | 11 |
| INDIRECT JOBS | 7 |
| <u>SPECTATOR SPENDING</u> | |
| DIRECT JOBS | 18 |
| INDIRECT JOBS | 10 |
| <u>TOTALS</u> | |
| DIRECT JOBS | 29 |
| INDIRECT JOBS | 17 |
| TOTAL JOB CREATION FROM ALL SOURCES (FTE) | 46 |

Note: totals may not add due to rounding

NOTE: In recommended RIMS II methods, in-kind impacts are specifically excluded.

Table 2.5 Total Multipliers - industry aggregations
Region: State (Type II)
Series: 2012 U.S. Benchmark I-O data and 2018 Regional Data
SOUTH CAROLINA

| | Final-demand multipliers | | | Direct-effect multipliers | | |
|---|--------------------------|-------------------------|------------------------|---------------------------|-------------------------|------------------------|
| | Output 1 (dollars) | Earnings 2 (dollars) | Employment 3 (jobs) | Value-Added (dollars) | Earnings 4 (dollars) | Employment 5 (jobs) |
| 1 Farms | 2.1651 | 0.5155 | 20.0388 | 0.9801 | 2.423 | 1.7046 |
| 2 Forestry, fishing, and related activities | 2.1522 | 0.8074 | 23.8903 | 1.3294 | 1.8202 | 1.7425 |
| 3 Oil and gas extraction | 1.6328 | 0.4391 | 6.9935 | 0.9727 | 1.7144 | 2.8371 |
| 4 Mining (except oil and gas) | 1.7949 | 0.376 | 6.0603 | 0.8714 | 2.4726 | 2.8471 |
| 5 Support activities for mining | 1.9036 | 0.5372 | 11.3452 | 1.0576 | 2.0422 | 2.4609 |
| 6 Utilities* | 1.5764 | 0.3178 | 5.8898 | 0.9182 | 2.2168 | 4.1639 |
| 7 Construction | 2.2213 | 0.7546 | 16.7596 | 1.1895 | 1.8307 | 2.1294 |
| 8 Wood product manufacturing | 2.3918 | 0.564 | 13.6767 | 1.0608 | 3.3059 | 3.79 |
| 9 Nonmetallic mineral product manufacturing | 2.0982 | 0.4877 | 10.2774 | 1.0085 | 2.4567 | 2.9621 |
| 10 Primary metal manufacturing | 2.1497 | 0.4361 | 6.3639 | 0.808 | 2.9015 | 4.2468 |
| 11 Fabricated metal product manufacturing | 2.1632 | 0.5255 | 10.9834 | 0.9779 | 2.3343 | 2.7685 |
| 12 Machinery manufacturing | 2.0506 | 0.4356 | 6.6028 | 0.8993 | 2.5991 | 3.3671 |
| 13 Computer and electronic product manufacturing | 1.6521 | 0.4772 | 6.6505 | 1.0652 | 1.7085 | 2.3191 |
| 14 Electrical equipment, appliance, and component manuf | 2.0611 | 0.449 | 6.9506 | 0.9441 | 2.4272 | 3.0013 |
| 15 Motor vehicles, bodies and trailers, and parts manufac | 2.2859 | 0.4606 | 9.2159 | 0.8224 | 3.0777 | 3.9523 |
| 16 Other transportation equipment manufacturing | 1.9074 | 0.3983 | 7.4129 | 0.8996 | 2.4046 | 3.5241 |
| 17 Furniture and related product manufacturing | 2.2994 | 0.5597 | 13.8161 | 0.9952 | 2.6002 | 2.3784 |
| 48 Miscellaneous manufacturing | 2.0165 | 0.5011 | 11.17 | 1.0547 | 2.1736 | 2.3895 |
| 19 Food and beverage and tobacco product manufacturing | 2.2098 | 0.4534 | 11.6745 | 0.8244 | 3.0017 | 3.793 |
| 20 Textile mills and textile product mills | 2.3603 | 0.5011 | 11.5875 | 0.974 | 2.873 | 3.0452 |
| 21 Apparel, leather, and allied product manufacturing | 2.1001 | 0.7197 | 23.5563 | 1.1209 | 1.7636 | 1.5265 |
| 22 Paper manufacturing | 2.3066 | 0.4798 | 9.5357 | 0.9429 | 3.1489 | 4.7543 |
| 23 Printing and related support activities | 2.1244 | 0.5577 | 13.8035 | 1.0602 | 2.1925 | 2.2616 |
| 24 Petroleum and coal products manufacturing | 1.5679 | 0.2993 | 5.4182 | 0.981 | 2.0446 | 3.0126 |
| 25 Chemical manufacturing | 2.0677 | 0.4118 | 7.9124 | 0.8282 | 2.7319 | 3.6756 |
| 26 Plastics and rubber products manufacturing | 2.2479 | 0.4504 | 9.2961 | 0.9262 | 2.9384 | 3.5285 |
| 27 Wholesale trade | 1.8686 | 0.5104 | 10.4929 | 1.1084 | 2.0576 | 2.9488 |
| 28 Motor vehicle and parts dealers | 1.8704 | 0.6489 | 15.4814 | 1.2266 | 1.8365 | 1.8014 |
| 29 Food and beverage stores | 1.9829 | 0.6443 | 22.9106 | 1.2015 | 1.765 | 1.4986 |
| 30 General merchandise stores | 1.8893 | 0.582 | 20.835 | 1.1506 | 1.817 | 1.4977 |
| 31 Other retail | 1.9524 | 0.623 | 21.5284 | 1.1913 | 1.7833 | 1.535 |
| 32 Air transportation | 1.6987 | 0.3867 | 8.7972 | 0.846 | 2.2693 | 3.0073 |
| 33 Rail transportation | 1.8577 | 0.4607 | 8.3431 | 0.997 | 2.2412 | 3.8529 |
| 34 Water transportation | 1.9837 | 0.461 | 10.8342 | 0.8326 | 3.1139 | 4.0772 |
| 35 Truck transportation | 2.0722 | 0.6446 | 15.3161 | 1.0443 | 2.0264 | 2.3115 |
| 36 Transit and ground passenger transportation* | 1.9961 | 0.6396 | 39.5268 | 0.9382 | 1.8131 | 1.2244 |
| 37 Pipeline transportation | 2.1606 | 0.8955 | 15.4918 | 1.3652 | 1.6617 | 2.5765 |
| 38 Other transportation and support activities* | 2.1372 | 0.7363 | 18.2958 | 1.1717 | 1.88 | 1.9934 |
| 39 Warehousing and storage | 2.2458 | 0.6018 | 17.2692 | 1.1474 | 2.2343 | 2.0993 |
| 40 Publishing industries (except internet) | 1.7962 | 0.5142 | 11.0631 | 1.142 | 1.8972 | 2.3366 |
| 41 Motion picture and sound recording industries | 1.5022 | 0.3481 | 12.3585 | 0.9249 | 1.7485 | 1.503 |
| 42 Broadcasting (except internet) and telecommunications | 1.8561 | 0.4274 | 9.2235 | 1.002 | 2.4538 | 3.4068 |
| 43 Data processing, hosting, and other information services | 1.9217 | 0.4842 | 10.5178 | 1.012 | 2.6191 | 3.595 |
| 44 Monetary Authorities-central bank, credit intermediation | 1.7301 | 0.4909 | 9.4813 | 1.1191 | 1.9363 | 2.6601 |
| 45 Securities, commodity contracts, and other financial inv | 2.0675 | 0.7329 | 23.487 | 1.1237 | 1.815 | 1.5682 |
| 46 Insurance carriers and related activities | 1.9377 | 0.4848 | 10.3159 | 1.0342 | 2.1141 | 2.5332 |
| 47 Funds, trusts, and other financial vehicles | 1.6616 | 0.4176 | 12.4484 | 0.9914 | 2.8013 | 2.4758 |
| 48 Real estate | 1.5959 | 0.329 | 12.812 | 1.0947 | 2.185 | 1.573 |
| 49 Rental and leasing services and lessors of nonfinancial | 1.9085 | 0.5013 | 11.4186 | 1.1094 | 2.1499 | 2.5546 |
| 50 Professional, scientific, and technical services | 2.0294 | 0.7931 | 16.328 | 1.272 | 1.6735 | 2.1037 |
| 51 Management of companies and enterprises | 1.9467 | 0.6954 | 12.7583 | 1.1959 | 1.6931 | 2.4333 |
| 52 Administrative and support services | 2.0434 | 0.8061 | 25.5079 | 1.2603 | 1.6552 | 1.5175 |
| 53 Waste management and remediation services | 1.9773 | 0.5206 | 10.8789 | 1.0665 | 2.1616 | 2.9009 |
| 54 Educational services | 1.6276 | 0.7316 | 25.2269 | 1.2423 | 1.6657 | 1.4259 |
| 55 Ambulatory health care services | 2.0756 | 0.8329 | 17.147 | 1.2915 | 1.626 | 2.0385 |
| 56 Hospitals | 2.1053 | 0.7321 | 15.78 | 1.208 | 1.8388 | 2.2936 |
| 57 Nursing and residential care facilities | 2.0939 | 0.7739 | 24.1438 | 1.2469 | 1.6939 | 1.5972 |
| 58 Social assistance | 2.1361 | 0.7403 | 28.4309 | 1.2118 | 1.7605 | 1.4504 |
| 59 Performing arts, spectator sports, museums, and relate | 1.8155 | 0.6126 | 23.8468 | 1.1889 | 1.6591 | 1.4206 |
| 60 Amusement, gambling, and recreation industries | 1.9963 | 0.6118 | 26.0779 | 1.1881 | 1.667 | 1.4196 |
| 61 Accommodation | 1.8461 | 0.5302 | 14.296 | 1.0894 | 1.9108 | 1.8766 |
| 62 Food services and drinking places | 1.962 | 0.5905 | 23.3357 | 1.0891 | 1.8912 | 1.4473 |
| 63 Other services* | 2.0706 | 0.6798 | 19.1574 | 1.1667 | 1.8696 | 1.7656 |
| 64 Households | 1.1821 | 0.3528 | 10.0486 | 0.6649 | 0 | 0 |
| LEISURE AND HOSPITALITY | | | | | | |
| 59 Performing arts, spectator sports, museums, and relate | 1.8155 | 0.6126 | 23.8468 | 1.1889 | 1.6591 | 1.4206 |
| 61 | 1.8461 | 0.5302 | 14.296 | 1.0894 | 1.9108 | 1.8766 |
| 62 Food services and drinking places | 1.962 | 0.5905 | 23.3357 | 1.0891 | 1.8912 | 1.4473 |
| AVERAGES | | | | | | |
| | 1.882 | 0.578 | 20.683 | 1.122 | 1.820 | 1.582 |

* Includes Federal Government enterprises.

1. Each entry in column 1 measures the total dollar change in output in all row industries that results from a \$1 change in output delivered to final demand by the industry corresponding to the entry.
2. Each entry in column 2 measures the total dollar change in earnings of households employed by all row industries that results from a \$1 change in output delivered to final demand by the industry corresponding to the entry.
3. Each entry in column 3 measures the total change in number of jobs in all row industries that results from a \$1 million change in output delivered to final demand by the industry corresponding to the entry. Because the employment multiplier is based on a \$1 million change in output, the multiplier is scaled by 1,000.
4. Each entry in column 4 measures the total dollar change in earnings of households employed by all row industries that results from a \$1 change in earnings paid directly to households employed by the industry corresponding to it.
5. Each entry in column 5 measures the total change in number of jobs in all row industries that results from a change of one job in the industry corresponding to the entry.

St. Patrick's Day Parade 2014: Top 10 Largest Parades; Schedules And Route Maps For New York, Boston, Chicago And More

By Nadine DeNinno, @nadinedeninno, 03/14/14 AT 9:58 AM

link:

<https://www.ibtimes.com/st-patricks-day-parade-2014-top-10-largest-parades-schedules-route-maps-new-york-boston-chicago-more>

St. Patrick was known for centuries in Europe as the "Apostle of Ireland," but his legacy grew even larger in the U.S. after waves of mass immigration to America from Ireland began in the 1600s. Today, nearly 35 million Americans list their heritage as Irish, according to 2010 Census data, which is seven times the population of Ireland itself.

Out of a total U.S. population of 309 million, those who identify as having Irish ancestry comprise 11 percent of the population, making Irish-Americans the second largest group of Americans based on nationality or ancestry. German-Americans, who number nearly 48 million, are the largest such group of Americans.

However, for one day in March, the numbers above don't apply, because on St. Patrick's Day, "everyone's Irish," as the saying goes.

Mass celebration of St. Patrick's Day as a holiday has become a ritual in the U.S., and today the holiday celebrates not only the patron saint of Ireland, Saint Patrick, who was known for bringing Christianity to the country, but Ireland itself, including its rich history and culture.

Celebrating St. Patrick's Day is something that many Irish-Americans don't do lightly. According to Time, St. Patrick's Day is credited as the "drunkest holiday" in the U.S. after New Year's Eve. One theory that attempts to explain the connection between alcohol and St. Patrick's Day posits that, among his many other accomplishments, Saint Patrick brought the wonders of distillation to the Emerald Isle.

Perhaps the drinking associated with the holiday has something to do with the history of the masses of people who congregate at the many St. Patrick's Day parades that take place across the country. Parades are held in every major city, especially in urban areas with large Irish-American populations, such as Boston, which is in Massachusetts, a state where 23% of its residents claim Irish ancestry.

Boston has hosted its annual St. Patrick's Day Parade, the nation's longest-running public parade, since 1737. The second oldest annual St. Patrick's Day Parade is held in New York City, which had its first St. Patrick's Day Parade in 1762 (fourteen years before the Declaration of Independence.), and Philadelphia, which had its first in 1771.

While virtually every state, city, town and bar hosts its own St. Patrick's Day celebration, we've compiled data to determine the 10 largest parades based on attendance and city population. As a bonus, we've also included the date, time and route map for cities like New York, Boston, Chicago and more.

#1. New York, N.Y.

It's the most populous U.S. city, so it comes as no surprise that the Big Apple takes the cake on for hosting the country's largest St. Pat's celebration, even though only about 5 percent of its 8 million people are of Irish descent. Parade Website: <http://nycstpatricksparade.org>

First Parade: 1762

Spectators: Over 2 million

City Population: 8,175,133

Date And Time: Monday, March 17, 2014; 11:00 a.m.

#2. Chicago, Ill.

The parade is only one part of the big celebration for the Irish-themed weekend in Chicago; The city is famous for Dyeing The River, an event whose participants add dye to the Chicago River to temporarily turn it green.

Website: <http://www.chicagostpatricksparade.com>

First Parade: 1843

Spectators: 1 million

City Population: 2,695,598

#3. Boston, Mass.

With nearly one-quarter of its population claiming Irish ancestry, the "Southie" parade, named for its location in South Boston, should not be missed if you're a St. Patrick's Day enthusiast. It's also the oldest city parade in America, as it was first held in 1737. It has been held annually in its current form since 1901.

Website: <http://www.southbostonparade.org>

First Parade: 1737
Spectators: 600,000 to 1 million
City Population: 617,594

#4. Savannah, Ga.

Measuring parade size by number of spectators relative to a city's population, Savannah would home to the largest St. Patrick's Day parade in the U.S., with 750,000 estimated attendees.

Website: <http://savannahsaintpatricksdays.com>

First Parade: 1824
Spectators: 750,000
City Population: 136,286

#5. Kansas City, Mo.

Irish population in 19th century Kansas City exploded, so the parade on March 17 became a staple, as it continues to be today.

Website: <http://kcirishparade.com>

First Parade: 1973
Spectators: 200,000
City Population: 459,787

#6. Scranton, Pa.

A Scranton-native, I can attest the parade held in The Electric City, which bills itself as the country's second largest based on attendance to resident ratio, is quite the festival.

Website: <http://www.stpatparade.com>

First Parade: 1962
Spectators: 110,000
City Population: 76,089

#7. San Francisco, Calif.

Despite being more than 5,000 miles away from Ireland, the Irish population in the Bay Area as well as California is high, making St. Patrick's Day one of the biggest parades in the state.

Website: <http://uissf.org>

First Parade: 1852
Spectators: 105,000
City Population: 805,235

#8. Philadelphia, Pa.

The parade in Philadelphia is older than the nation itself, having been first celebrated five years before the Declaration of Independence was signed.

Website: <http://www.philadelphiastpatsparade.com>

First Parade: 1771
Spectators: 100,000
City Population: 1,526,006

#9. Syracuse, N.Y.

It may not be the size of the New York City parade, but the Syracuse parade service the 2 million Irish-Americans in the state of New York.

Website: <http://www.syracusestpatrickspatrade.org>

First Parade: 1982
Spectators: at least 30,000
City Population: 145,170

#10. Hot Springs, Ark.

It may be known as the "Annual World's Shortest St. Patrick's Day Parade," but that doesn't mean it's the country's smallest at number 10. This year, Jim Belushi will be in attendance, too.

Website: <http://www.shortteststpats.com>

First Parade: 2004
Spectators: 30,000
City Population: 35,193

Let's do the numbers on St. Patrick's Day

<https://www.marketplace.org/2019/03/15/lets-do-numbers-st-patricks-day/>

Danielle Chiriguayo, Mar 15, 2019

Spectators dressed as leprechauns attend St. Patrick's Day parade in Dublin on March 17, 2014. PETER MUHLY/AFP/Getty Images

Grab yourself a pint of Guinness and a shot of Jameson — St. Patrick's Day is on the horizon.

The annual holiday brings in troves of beer drinkers and enthusiasts alike to local pubs around the world, including Doyle's Cafe in Boston. First opened in 1882, the bar has grown from a one-room establishment to a three-room bar. St. Patrick's Day is such a popular holiday for the bar, it won't be taking reservations for Sunday because revelers will "fill the joint," according to Chester Smith, a maitre d' at Doyle's.

Bars and restaurants across the country will be celebrating St. Patrick's Day, from hosting Guinness glass engraving events to celebrating the holiday with ... tiki drinks?

No matter how you're spending the holiday, how about we do the numbers, again, on St. Patrick's Day?

American consumers are expected to spend \$5.6 billion on the holiday — approximately \$40.1 per person — lower than last year's record-breaking spending of \$5.9 billion. Americans will spend money on items such as food, beverages and apparel.

Who plans to celebrate? Seventy-two percent of 18- to 34-year-olds, 56 percent of 25- to 54-year-olds, and 41 percent of those 55 and older, according to a survey by the National Retail Federation.

If you're braving the crowds this holiday, do you plan on drinking? If so, how much? According to the Centers for Disease Control and Prevention, excessive drinking cost the United States \$249 billion in 2010. Lost workplace productivity accounted for 72 percent of the total cost, while health care, criminal justice expenses and losses from car crashes account for the rest.

More than 32 million Americans claim Irish ancestry. Broken down, the largest populations of Irish-Americans reside in New Hampshire and Massachusetts as of 2015.

Greeting card company Hallmark expects to sell about 7 million St. Patrick's Day-themed cards. The holiday ranks as the ninth-largest card-sending holiday in the United States, according to the Greeting Card Association.

St. Patrick's Day is a holiday heavily associated with green novelty items, including disposable top hats and beads. In an effort to reduce waste, Dublin's Irish Emigration Museum, the EPIC, is celebrating St. Patrick's Day, where the museum will give visitors one free ticket to the museum in exchange for hats, glasses, beards and other festive items. The museum will then recycle the items and donate proceeds to ReCreate, an organization who reuses products from local businesses.

And you can't have a party without music. Every year as the holiday approaches, Irish artists on YouTube experience a spike in views. According to data from 2018, songs from Irish folk band The Dubliners receive a 1,504 percent rise in views, while Celtic punk band Flogging Molly receives a 1,460 percent bump.

If you're hungry for more, check out the other numbers we crunched last year.

Let's do the numbers: St. Patrick's Day edition

Ireland invests in US St. Patrick's celebrations

Retail beer sales are up but that's not cutting it for many craft breweries

Running a mall, in a time of social distancing

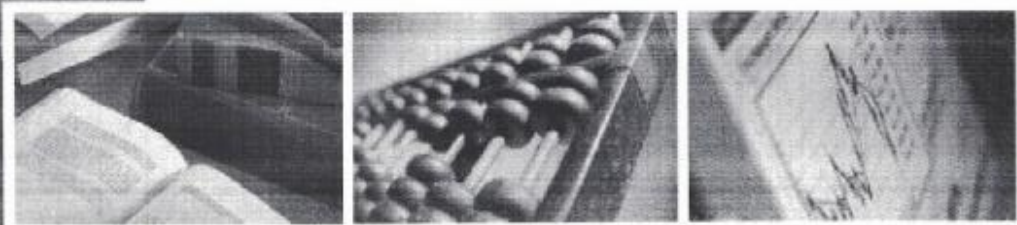


UMASS DONAHUE INSTITUTE

**Economic Contribution Analysis of the
2011 Holyoke St. Patrick's Parade**

February 2012

Raija Vaisanen and Hinlan Wong



Executive Summary

Every March, the Holyoke St. Patrick's Parade attracts hundreds of thousands of honorary guests, participants, visitors and spectators to the City of Holyoke and the region to participate in the festivities and celebrate Irish heritage. In 2011, 335 diverse groups, organizations, local businesses, musical acts and honorary guests marched in the parade that attracted over 400,000 spectators. From the expenditures of the committees on floats and parade coordination, to events like the Grand Colleen Pageant and the road race; and the spending of spectators and visitors in hotels, restaurants, pubs and other concessions, the parade makes significant contributions to the regional economy each year.

This economic contribution analysis, conducted by the UMass Donahue Institute (UMDI), confirms that the Holyoke St. Patrick's Parade contributes considerably to the local economy in a variety of ways. In 2011, committees from over half a dozen towns in Hampden and Hampshire Counties fundraised and spent well over a half million dollars to produce the parade, which in turn, along with the spending of spectators, generated a total contribution of \$20,507,149 in local economic activity.

- The Holyoke St. Patrick's Parade Committees spent \$574,389 on fundraising and promotional events leading up to the parade.
- In 2011, this includes spending by sixteen groups who designed and built floats for the parade at an estimated average cost of \$3,475 per float.
- Parade committees spent nearly \$58,000 to sponsor thirty-six local and world renowned bands to perform at the parade.
- In 2011 nearly 140 Holyoke Police and Western Massachusetts Auxiliary Police officers worked on parade day. The Road Race alone utilized an additional 73 officers, for a combined total of nearly \$86 thousand worth of in-kind support by local cities and towns.
- On average, an estimated 400,000 spectators attend the Holyoke St. Patrick's Parade each year.
- Spectators to the Holyoke St. Patrick's Parade spent an estimated total of \$12,174,083 or an average of \$39 per adult spectator on the day of the parade.
- The direct spending of parade committees and spectators generated more than \$7.7 million in additional indirect economic activity by businesses and households in the Hampden and Hampshire County region.

- Businesses who benefit from spectator spending include an estimated 246 businesses located along a one-block radius of the parade route, including 27 restaurant and beverage establishments.
- Parade committee and spectator spending also contribute to employment in the region. An estimated 254 jobs in the Hampden and Hampshire County region were supported by the spending associated with the parade.

Using approximations derived from similar events, UMDI estimates \$12.2 million was spent directly by spectators to the Holyoke St. Patrick's Parade in 2011, including \$1.3 million by overnight visitors (see Table 1). Spectator spending generated an additional \$7.4 million in indirect economic activity in the Hampshire and Hampden Counties of Massachusetts. This spending directly supported 192 jobs in local retail and food service industries and indirectly supported 54 jobs in other industries in the immediate and surrounding region. In total, spectators to the parade contributed \$19.6 million to the area.

Table 6: Spectator Spending Economic Contributions

| | Direct Effects | Indirect Effects | Total |
|----------------------------|----------------|------------------|--------------|
| Spectator Spending Effects | \$12,174,083 | \$7,440,644 | \$19,614,728 |
| Employment Effects | 192 | 54 | 246 |

Source: Data from Holyoke St. Patrick's Parade Committees, Bernardia, Marilynne, & Daniel, 2010, Ofstedal & Schneider, 2011, 2010 Decennial Census, UMDI Analysis, IMPLAN.

Total Economic Contribution

The total economic contribution of the Holyoke St. Patrick's Parade, including spending by the parade committees and spectators was more than \$20.5 million dollars in the Hampden and Hampshire Counties. This economic activity supported more than 250 jobs throughout the region in 2011.

Table 7: Total Economic Contributions of 2011 Holyoke St. Patrick's Parade

| | Direct Effects | Indirect Effects | Total |
|--------------------------|----------------|------------------|--------------|
| Total Economic Effects | \$12,748,473 | \$7,758,676 | \$20,507,149 |
| Total Employment Effects | 198 | 56 | 254 |

Source: Data from Holyoke St. Patrick's Parade Committees, Bernardia, Marilynne, & Daniel, 2010, Ofstedal & Schneider, 2011, 2010 Decennial Census, UMDI Analysis, IMPLAN.

BEAUFORT COUNTY, S.C., DEMOGRAPHIC PROFILE, JULY 2019

Source: United States Census Bureau

Beaufort County, South Carolina

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Beaufort County, South Carolina

People Population

Population estimates, July 1, 2019, (V2019) 192,122

Population estimates base, April 1, 2010, (V2019) 162,219

Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019) 18.4%

Population, Census, April 1, 2010 162,233

Age and Sex

Persons under 5 years, percent 5.0%

Persons under 18 years, percent 18.2%

Persons 65 years and over, percent 28.0%

Female persons, percent 51.0%

White alone, percent 78.2%

Black or African American alone, percent(a) 17.9%

American Indian and Alaska Native alone, percent(a) 0.4%

Asian alone, percent(a) 1.5%

Native Hawaiian and Other Pacific Islander alone, percent(a) 1.9%

Hispanic or Latino, percent(b) 11.1%

White alone, not Hispanic or Latino, percent 68.5%

Population Characteristics

Veterans, 2014-2018 18,418

Foreign born persons, percent, 2014-2018 8.3%

Housing

Housing units, July 1, 2019, (V2019) 102,705

Owner-occupied housing unit rate, 2014-2018 71.6%

Median value of owner-occupied housing units, 2014-2018 \$288,900

Median selected monthly owner costs -with a mortgage, 2014-2018 \$1,645

Median selected monthly owner costs -without a mortgage, 2014-2018 \$536

Median gross rent, 2014-2018 \$1,157

Building permits, 2019 2,311

Families & Living Arrangements

Households, 2014-2018 70,607

Persons per household, 2014-2018 2.51

Living in same house 1 year ago, percent of persons age 1 year+, 2014-2018 82.0%

Language other than English spoken at home, percent of persons age 5 years+, 2014-2018 11.5%

Computer and Internet Use

Households with a computer, percent, 2014-2018 92.7%

Households with a broadband Internet subscription, percent, 2014-2018 84.7%

Education

High school graduate or higher, percent of persons age 25 years+, 2014-2018 92.9%

Bachelor's degree or higher, percent of persons age 25 years+, 2014-2018 40.3%

Health

With a disability, under age 65 years, percent, 2014-2018 9.1%

Persons without health insurance, under age 65 years, percent 14.3%

Economy

In civilian labor force, total, percent of population age 16 years+, 2014-2018 52.2%

In civilian labor force, female, percent of population age 16 years+, 2014-2018 49.4%

Total accommodation and food services sales, 2012 (\$1,000)(c) 656,606

Total health care and social assistance receipts/revenue, 2012 (\$1,000)(c) 661,251

Total manufacturers shipments, 2012 (\$1,000)(c) 82,216

Total merchant wholesaler sales, 2012 (\$1,000)(c) 295,582

Total retail sales, 2012 (\$1,000)(c) 2,090,475

Total retail sales per capita, 2012(c) \$12,440

Transportation

Mean travel time to work (minutes), workers age 16 years+, 2014-2018 22.8


Income & Poverty

| | |
|--|----------|
| Median household income (in 2018 dollars), 2014-2018 | \$63,110 |
| Per capita income in past 12 months (in 2018 dollars), 2014-2018 | \$36,306 |
| Persons in poverty, percent | 10.9% |

Businesses

| | |
|---|-----------|
| Total employer establishments, 2018 | 5,400 |
| Total employment, 2018 | 56,489 |
| Total annual payroll, 2018 (\$1,000) | 2,043,840 |
| Total employment, percent change, 2017-2018 | 2.8% |
| Total nonemployer establishments, 2018 | 17,222 |
| All firms, 2012 | 16,653 |
| Men-owned firms, 2012 | 8,833 |
| Women-owned firms, 2012 | 5,512 |
| Minority-owned firms, 2012 | 2,346 |
| Nonminority-owned firms, 2012 | 13,688 |
| Veteran-owned firms, 2012 | 2,366 |
| Nonveteran-owned firms, 2012 | 12,996 |
| Geography | |
| Population per square mile, 2010 | 281.5 |
| Land area in square miles, 2010 | 576.28 |
| FIPS Code | 45013 |

Estimates are not comparable to other geographic levels due to methodology differences that may exist between different data sources.

Some estimates presented here come from sample data, and thus have sampling errors that may render some apparent differences between geographies statistically indistinguishable. Click the Quick Info  icon to the left of each row in TABLE view to learn about sampling error.

The vintage year (e.g., V2019) refers to the final year of the series (2010 thru 2019). Different vintage years of estimates are not comparable.

Fact Notes

- (a) Includes persons reporting only one race
- (b) Hispanics may be of any race, so also are included in applicable race categories
- (c) Economic Census - Puerto Rico data are not comparable to U.S. Economic Census data

Value Flags

-Either no or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest or upper interval of an open ended distribution.

D Suppressed to avoid disclosure of confidential information

F Fewer than 25 firms

FN Footnote on this item in place of data

N Data for this geographic area cannot be displayed because the number of sample cases is too small.







NA Not available

SS Suppressed; does not meet publication standards

X Not applicable

Z Value greater than zero but less than half unit of measure shown

QuickFacts data are derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits.

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**DOMESTIC NET MIGRATION, 2019, PER CENSUS BUREAU AND
DOMESTIC NET MIGRATION PER AS % OF RESIDENT POPULATION**

DATE: NOV 17, 2020

PREPARED BY: Don Klepper-Smith, Chief Economist and Director of Research, DataCore Partners LLC, (866) 922-5967

SOURCES: <https://www.census.gov/topics/population/migration/data/tables.html>

census per:

https://en.wikipedia.org/wiki/List_of_U.S._states_and_territories_by_net_migration

<https://www.census.gov/data/tables/time-series/demo/popest/2010s-state-total.html>

| | 2019 RESIDENTIAL POPULATION | 2019 DOMESTIC NET MIGRATION | 2019 DOMESTIC NET MIGRATION PER CAPITA | 2019 DOMESTIC NET MIGRATION PER WEEK |
|----------------------------|--|--|---|---|
| United States ² | 324,665,523 +/- 30,094 | | | |
| 1 Alabama | 4,849,509 +/- 3,840 | Alabama 9,387 | 0.1936 | Alabama 181 |
| 2 Alaska | 722,063 +/- 1,360 | Alaska (9,482) | -1.3132 | Alaska (182) |
| 3 Arizona | 7,200,620 +/- 6,015 | Arizona 91,017 | 1.2640 | Arizona 1,750 |
| 4 Arkansas | 2,989,054 +/- 2,800 | Arkansas 2,515 | 0.0841 | Arkansas 48 |
| 5 California | 39,084,048 +/- 10,760 | California (203,414) | -0.5205 | California (3,912) |
| 6 Colorado | 5,701,658 +/- 4,038 | Colorado 31,335 | 0.5496 | Colorado 603 |
| 7 Connecticut | 3,531,986 +/- 2,874 | Connecticut (22,059) | -0.6245 | Connecticut (424) |
| 8 Delaware | 964,817 +/- 1,555 | Delaware 6,961 | 0.7215 | Delaware 134 |
| 9 District of Colu | 697,556 +/- 1,657 | District of Colu (2,203) | -0.3158 | District of Colu (42) |
| 10 Florida | 21,269,409 +/- 9,193 | Florida 133,910 | 0.6296 | Florida 2,575 |
| 11 Georgia | 10,499,808 +/- 6,442 | Georgia 49,680 | 0.4732 | Georgia 955 |
| 12 Hawaii | 1,396,819 +/- 2,070 | Hawaii (13,817) | -0.9882 | Hawaii (266) |
| 13 Idaho | 1,764,327 +/- 2,658 | Idaho 27,360 | 1.5507 | Idaho 526 |
| 14 Illinois | 12,536,539 +/- 5,997 | Illinois (104,986) | -0.8374 | Illinois (2,019) |
| 15 Indiana | 6,656,971 +/- 4,247 | Indiana 3,997 | 0.0600 | Indiana 77 |
| 16 Iowa | 3,121,385 +/- 2,383 | Iowa (5,011) | -0.1605 | Iowa (96) |
| 17 Kansas | 2,879,518 +/- 2,733 | Kansas (12,357) | -0.4291 | Kansas (238) |
| 18 Kentucky | 4,421,512 +/- 3,469 | Kentucky (1,541) | -0.0349 | Kentucky (30) |
| 19 Louisiana | 4,595,111 +/- 4,260 | Louisiana (26,045) | -0.5668 | Louisiana (501) |
| 20 Maine | 1,331,656 +/- 1,983 | Maine 6,613 | 0.4966 | Maine 127 |
| 21 Maryland | 5,979,602 +/- 4,528 | Maryland (23,665) | -0.3958 | Maryland (455) |
| 22 Massachusetts | 6,826,110 +/- 4,238 | Massachusetts (30,274) | -0.4434 | Massachusetts (582) |
| 23 Michigan | 9,880,758 +/- 5,117 | Michigan (23,670) | -0.2396 | Michigan (455) |
| 24 Minnesota | 5,575,235 +/- 3,626 | Minnesota 65 | 0.0012 | Minnesota 1 |
| 25 Mississippi | 2,943,737 +/- 2,940 | Mississippi (10,740) | -0.3648 | Mississippi (207) |
| 26 Missouri | 6,069,697 +/- 3,822 | Missouri -710 | -0.0117 | Missouri (14) |
| 27 Montana | 1,056,994 +/- 1,671 | Montana 6,024 | 0.5699 | Montana 116 |
| 28 Nebraska | 1,910,711 +/- 2,177 | Nebraska (4,220) | -0.2209 | Nebraska (81) |
| 29 Nevada | 3,048,602 +/- 3,454 | Nevada 43,207 | 1.4173 | Nevada 831 |
| 30 New Hampshir | 1,350,155 +/- 1,461 | New Hampshi 4,469 | 0.3310 | New Hampshire 86 |
| 31 New Jersey | 8,791,672 +/- 5,050 | New Jersey (48,946) | -0.5567 | New Jersey (941) |
| 32 New Mexico | 2,073,628 +/- 2,569 | New Mexico (2,136) | -0.1030 | New Mexico (41) |
| 33 New York | 19,240,920 +/- 8,850 | New York (180,649) | -0.9389 | New York (3,474) |
| 34 North Carolina | 10,371,906 +/- 6,477 | North Carolina 67,338 | 0.6492 | North Carolina 1,295 |
| 35 North Dakota | 750,501 +/- 1,733 | North Dakota (1,267) | -0.1688 | North Dakota (24) |
| 36 Ohio | 11,556,037 +/- 5,443 | Ohio (12,916) | -0.1118 | Ohio (248) |
| 37 Oklahoma | 3,907,258 +/- 3,062 | Oklahoma 3,822 | 0.0978 | Oklahoma 74 |
| 38 Oregon | 4,178,578 +/- 4,124 | Oregon 25,821 | 0.6179 | Oregon 497 |
| 39 Pennsylvania | 12,670,245 +/- 5,785 | Pennsylvania (19,588) | -0.1546 | Pennsylvania (377) |
| 40 Rhode Island | 1,050,602 +/- 1,636 | Rhode Island (3,215) | -0.3060 | Rhode Island (62) |
| 41 South Carolina | 5,092,727 +/- 4,254 | South Carolin 53,034 | 1.0414 | South Carolina 1,020 |
| 42 South Dakota | 872,708 +/- 1,720 | South Dakota 964 | 0.1105 | South Dakota 19 |
| 43 Tennessee | 6,754,461 +/- 5,775 | Tennessee 36,009 | 0.5331 | Tennessee 692 |
| 44 Texas | 28,642,658 +/- 11,223 | Texas 125,660 | 0.4387 | Texas 2,417 |
| 45 Utah | 3,162,102 +/- 3,623 | Utah 15,588 | 0.4930 | Utah 300 |
| 46 Vermont | 617,999 +/- 1,139 | vermont -664 | -0.1109 | vermont (13) |
| 47 Virginia | 8,439,982 +/- 5,417 | Virginia (9,136) | -0.1082 | Virginia (176) |
| 48 Washington | 7,527,366 +/- 5,600 | Washington 37,476 | 0.4979 | Washington 721 |
| 49 West Virginia | 1,773,280 +/- 1,883 | West Virginia (7,073) | -0.3989 | West Virginia (136) |
| 50 Wisconsin | 5,760,481 +/- 3,237 | Wisconsin (1,438) | -0.0250 | Wisconsin (28) |
| 51 Wyoming | 572,684 +/- 1,076 | Wyoming (1,012) | -0.1767 | Wyoming (19) |

2024 Parade Survey

| Zip | # | Parade Y/N |
|-------|---|------------|
| 1701 | 3 | Y |
| 1757 | 2 | N |
| 2056 | 2 | Y |
| 11501 | 3 | Y |
| 13031 | 1 | Y |
| 13685 | 2 | Y |
| 14223 | 2 | Y |
| 14850 | 1 | Y |
| 15065 | 2 | Y |
| 15065 | 4 | Y |
| 15065 | 4 | Y |
| 15065 | 3 | Y |
| 16143 | 3 | N |
| 17112 | 2 | Y |
| 17522 | 3 | N |
| 18330 | 2 | Y |
| 19610 | 2 | Y |
| 20990 | 5 | Y |
| 21157 | 3 | Y |
| 22150 | 2 | N |
| 22906 | 2 | Y |
| 24015 | 4 | Y |
| 27302 | 4 | Y |
| 27612 | 3 | Y |
| 27703 | 5 | Y |
| 27801 | 2 | N |
| 27926 | 3 | Y |
| 28216 | 2 | N |
| 28227 | 2 | Y |
| 29036 | 3 | Y |
| 29053 | 2 | Y |
| 29059 | 1 | Y |
| 29072 | 2 | Y |
| 29072 | 2 | Y |
| 29204 | 6 | Y |
| 29204 | 3 | Y |
| 29319 | 2 | N |
| 29323 | 2 | Y |
| 29323 | 1 | Y |
| 29340 | 2 | Y |
| 29349 | 3 | Y |
| 29401 | 4 | Y |
| 29407 | 4 | Y |
| 29407 | 4 | Y |
| 29485 | 2 | N |

| Zip | # | Parade Y/N |
|-------|-----------|------------|
| 29910 | 1 | Y |
| 29910 | 5 | Y |
| 29910 | 2 | Y |
| 29910 | 3 | Y |
| 29910 | 2 | Y |
| 29910 | 4 | Y |
| 29910 | 2 | Y |
| 29910 | 1 | Y |
| 29910 | 2 | Y |
| 29910 | 1 | Y |
| 29910 | 3 | Y |
| 29910 | 4 | Y |
| 29910 | 2 | Y |
| 29910 | 3 | Y |
| 29910 | 1 | Y |
| 29925 | 1 | Y |
| 29926 | 2 | Y |
| 29926 | 1 | Y |
| 29926 | 2 | Y |
| 29926 | 3 | Y |
| 29926 | 2 | Y |
| 29926 | 2 | Y |
| 29926 | 2 | Y |
| 29926 | 1 | Y |
| 29926 | 2 | Y |
| 29926 | 2 | Y |
| 29926 | 2 | Y |
| 29926 | 3 | Y |
| 29926 | 2 | Y |
| 29926 | 4 | Y |
| 29926 | 2 | Y |
| 29926 | 2 | Y |
| 29926 | 3 | N |
| 29926 | 2 | Y |
| 29928 | 2 | Y |
| 29928 | 1 | Y |
| 29928 | 2 | Y |
| 29928 | 4 | Y |
| 29928 | 2 | Y |
| 29928 | 6 | Y |
| 29928 | 2 | Y |
| 29928 | 1 | Y |
| 29928 | 1 | Y |
| 29928 | 4 | Y |
| | | |
| | 94 | |
| | | |

| | | |
|-------|---|---|
| 29486 | 1 | Y |
| 29631 | 2 | Y |
| 29650 | 4 | Y |
| 29651 | 2 | N |
| 29702 | 2 | Y |
| 29803 | 2 | Y |
| 29901 | 4 | Y |
| 29901 | 2 | Y |
| 29902 | 4 | Y |
| 29906 | 6 | Y |
| 29906 | 2 | Y |
| 29906 | 2 | Y |
| 29907 | 2 | Y |
| 29912 | 1 | Y |
| 29916 | 3 | Y |
| 29927 | 2 | Y |
| 29927 | 2 | Y |
| 29927 | 1 | Y |
| 29927 | 3 | Y |
| 29927 | 5 | Y |
| 29927 | 2 | Y |
| 29929 | 4 | Y |
| 29936 | 2 | Y |
| 29945 | 3 | Y |
| 29990 | 2 | Y |
| 29990 | 4 | Y |
| 30066 | 2 | Y |
| 30082 | 2 | Y |
| 30101 | 4 | Y |
| 30417 | 2 | Y |
| 30458 | 3 | Y |
| 30909 | 3 | N |
| 31021 | 2 | N |
| 31313 | 1 | Y |
| 31322 | 6 | Y |
| 31322 | 3 | Y |
| 31324 | 1 | Y |
| 31324 | 2 | Y |
| 31326 | 3 | Y |
| 31401 | 2 | Y |
| 31403 | 2 | Y |
| 31407 | 3 | Y |
| 31407 | 4 | Y |
| 31408 | 4 | Y |
| 31409 | 2 | Y |
| 31418 | 2 | Y |

Total surveyed

Local 29910; 29928; 29926

Outside

| | | |
|--------|---|---|
| 31418 | 6 | Y |
| 31419 | 2 | N |
| 31499 | 2 | Y |
| 32003 | 2 | Y |
| 32003 | 2 | Y |
| 32202 | 3 | Y |
| 32207 | 2 | Y |
| 32259 | 2 | Y |
| 32931 | 2 | Y |
| 32931 | 2 | Y |
| 32932 | 2 | Y |
| 34228 | 2 | N |
| 37801 | 2 | Y |
| 43015 | 2 | Y |
| 43026 | 4 | N |
| 43081 | 3 | Y |
| 43123 | 2 | Y |
| 44280 | 2 | Y |
| 44643 | 2 | Y |
| 44859 | 2 | N |
| 45011 | 2 | Y |
| 45013 | 2 | N |
| 45865 | 1 | Y |
| 46795 | 2 | Y |
| 46805 | 4 | N |
| 47006 | 4 | Y |
| 48329 | 2 | Y |
| 48858 | 2 | N |
| 49892 | 3 | Y |
| 53029 | 3 | Y |
| 53142 | 3 | Y |
| 54481 | 3 | Y |
| 54720 | 4 | Y |
| 55309 | 2 | Y |
| 60030 | 2 | N |
| 60047 | 2 | Y |
| 60622 | 1 | Y |
| 61550 | 3 | Y |
| 61554 | 3 | N |
| 61604 | 2 | Y |
| 61614 | 2 | Y |
| 63304 | 2 | Y |
| 79870 | 1 | Y |
| 85020 | 3 | Y |
| 14C769 | 3 | Y |
| 178L4 | 2 | Y |
| K0814 | 2 | Y |

| | | |
|--------|---|---|
| N314A8 | 2 | Y |
| | | |
| | | |

358

452

94

358

Hilton Head Island St. Patrick's Parade
2025 Proposed Budget

| EXPENSES | |
|--------------------------|----------------------|
| | |
| Golf Carts | \$ 600.00 |
| GM Sash & Awards | \$ 750.00 |
| Signs/ Banners | \$ 1,000.00 |
| Insurance | \$ 4,000.00 |
| Performance Fees | \$ 10,000.00 |
| Accommodations & Travel | \$ 19,000.00 |
| Bands - F&B | \$ 12,000.00 |
| Dignitaries - F&B | \$ 3,000.00 |
| Storage Rental | \$ 2,640.00 |
| Port-O-Lets | \$ 4,000.00 |
| BCSO | \$ 15,000.00 |
| Security | \$ 1,000.00 |
| Volunteer Expenses | \$ 1,000.00 |
| Reviewing Stand Expenses | \$ 2,000.00 |
| Audio & Broadcasting | \$ 1,750.00 |
| PO Box | \$ 256.00 |
| Marketing | \$ 25,000.00 |
| Concert | \$ 15,000.00 |
| Accounting | \$ 1,000.00 |
| MISC | \$ 1,500.00 |
| Fence rental | \$ 5,000.00 |
| | |
| Total | \$ 125,496.00 |
| | |
| | |
| | |
| INCOME | |
| | |
| Sponsorships | \$ 25,000.00 |
| Entries | \$ 15,000.00 |
| ATAX | \$ 80,000.00 |
| Concert | \$ 6,000.00 |
| | |
| Total | \$ 126,000.00 |
| | |
| | |

Hilton Head Island St. Patrick's Day Parade
Balance Sheet 2024

Income - Credits 01/01/2024

| | |
|-------------------|--------------|
| Opening Balance | \$ 4,580.39 |
| Parade Sponsors | \$26,100.00 |
| Entry Fees Rec'd | \$13,962.38 |
| A-Tax Funds Rec'd | \$47,526.71 |
| | |
| Total Income | \$ 92,169.48 |

Expenses:

| | |
|--------------------------------------|--------------|
| BCSD | \$13,033.84 |
| Parade Insurance | \$ 3,889.00 |
| Portable Toilets | \$ 3,973.56 |
| Band Transportation Fee | \$ 1,000.00 |
| Reilley's Sash Presentation | \$ 1,233.50 |
| Band Honorariums and Fees | \$ 9,950.00 |
| Band Hotel Cost | \$15,840.56 |
| Band Food & Beverages | \$ 11,562.31 |
| Printing & Banners | \$ 3,424.87 |
| Audio Visual Production | \$ 6,675.00 |
| Video Production | \$ 2,500.00 |
| Grand Marshal Sash | \$ 450.00 |
| Dignitary Brunch | \$ 2,061.17 |
| Volunteer Shirts | \$ 932.38 |
| Materials and Labor (reviewing stnd) | \$ 3,205.48 |
| Advertising | \$14,610.00 |
| Office Supplies | \$ 2204.00 |
| Misc. | \$ 932.00 |
| Video Production | \$2,500.00 |
| | |
| Total Expenses | \$99,991.56 |
| | |
| Current Balance | \$7,822.56 |

Hilton Head Island St. Patrick's Parade

as of 7/31/2023

Balance Sheet

| <i>ASSETS</i> | |
|-----------------------------|-----------------|
| Truist Bank | \$21,112 |
| AR | \$35,000 |
| TOTAL CURRENT ASSETS | \$56,112 |

TOTAL ASSETS **\$56,112**

| <i>LIABILITIES</i> | |
|--------------------------|-----------------|
| Loan (MM) | \$15,000 |
| AP | \$35,000 |
| TOTAL LIABILITIES | \$50,000 |

Hilton Head Island St.Patrick's Day Parade

Balance Sheet
01/21-12/21

Income - Credits 01/01/2021

| | |
|--|--------------------|
| Opening Balance | \$6,570.51 |
| BCSO (Refund from CXL 2020 Parade due to Covid) | \$9,603.00 |
| Sponsors | \$6,600.00 |
| Total Income | \$22,773.51 |

Expenses - Debits

| | |
|-----------------------|-------------------|
| Economic Impact Study | \$1,500.00 |
| Public Storage | \$2,606.00 |
| US Postal Service | \$ 204.00 |
| I Promote U | \$ 591.98 |
| Signs/Banners | \$ 36.51 |
| HHI Chamber | \$ 170.00 |
| Total Expenses | \$5,090.49 |

Total Balance **\$17,683.02**

Hilton Head Island St. Patrick's Day Parade Foundation

Profit and Loss Statement January 1st, 2024- August 31, 2024

| INCOME | | |
|--|-------------|---------------------|
| Parade Sponsorships | \$26,100.00 | |
| Non-cash (in-kind) donations | \$0.00 | |
| Parade Entry Fees | \$13,962.00 | |
| Fundraising events | \$0.00 | |
| Fees; revenues from sales; etc. | \$0.00 | |
| Accounts Receivable | \$29,753.79 | |
| Accomodations Tax | \$47,526.71 | |
| TOTAL INCOME | | \$117,342.50 |
| EXPENSES | | |
| Grants & Charitable Contributions - cash | \$0.00 | |
| Grants & Charitable Contributions - non-cash (items given out) | \$0.00 | |
| Sash Presentation | \$1,233.00 | |
| Dignitary Brunch | \$2,061.00 | |
| Contracted Labor - Beaufort County Sheriff Department | \$13,034.00 | |
| Printing & Publications | \$3,425.00 | |
| Postage & Shipping | \$0.00 | |
| Rent & Rental deposits (storage) | \$2,360.00 | |
| Utilities (portable toilets) | \$3,974.00 | |
| Brochures & Promotion expenses | \$14,610.00 | |
| Insurance | \$3,889.00 | |
| Office Supplies | \$2,204.00 | |
| State's filing fees | \$50.00 | |
| Taxes and Licenses | \$0.00 | |
| Contract & Professional fees for Bands | \$9,950.00 | |
| Accounting | \$75.00 | |
| Business fees (video production) | \$2,500.00 | |
| Paypal fees | \$0.00 | |
| Supplies | \$393.00 | |
| Meals for contracted bands, first responders & military | \$11,562.00 | |
| Audio Visual Production | \$6,675.00 | |

| | | |
|-------------------------------|-------------|--------------------|
| Interest expense | \$0.00 | |
| Travel for contracted bands | \$15,841.00 | |
| Conferences, meetings | \$393.08 | |
| Material and contract labor | \$3,205.48 | |
| Dues & Subscriptions | \$175.00 | |
| Grand Marshall Sash | \$450.00 | |
| Vehicle expenses | \$1,000.00 | |
| Misc. | \$932.00 | |
| | | |
| | | |
| TOTAL EXPENSES | | \$99,991.56 |
| | | |
| 2024 PROFIT/LOSS TOTAL | | \$17,350.94 |

Hilton Head Island St. Patrick's Day Parade Foundation

Profit and Loss Statement

January 1st, 2023 - December 31st, 2023

| | | |
|--|-------------|--------------------|
| INCOME | | |
| Parade Sponsorships | \$19,614.85 | |
| Non-cash (in-kind) donations | \$0.00 | |
| Parade Entry Fees | \$15,529.00 | |
| Fundraising events | \$0.00 | |
| Fees; revenues from sales; etc. | \$0.00 | |
| Investment income (interest, tax-exempt bond proceeds) | \$0.00 | |
| Misc. income (refunds, etc.) | \$0.00 | |
| Accomodations Tax | \$64,248.57 | |
| TOTAL INCOME | | \$99,392.42 |
| EXPENSES | | |
| Grants & Charitable Contributions - cash | \$0.00 | |
| Grants & Charitable Contributions - non-cash (items given out) | \$0.00 | |
| Fundraising events' expenses | \$0.00 | |
| Compensation of Officers / Owners | \$0.00 | |
| Salaries | \$0.00 | |
| Payroll Tax | \$0.00 | |
| Contracted Labor - Beaufort County Sheriff Department | \$9,603.00 | |
| Printing & Publications | \$501.74 | |
| Postage & Shipping | \$248.00 | |
| Rent & Rental deposits (storage) | \$3,365.00 | |
| Utilities (portable toilets) | \$4,154.00 | |
| Brochures & Promotion expenses | \$18,934.41 | |
| Insurance | \$3,639.00 | |
| Office Supplies | \$220.42 | |
| State's filing fees | \$1,000.00 | |
| Taxes and Licenses | \$0.00 | |
| Contract & Professional fees for Bands | \$1,550.00 | |
| Accounting | \$0.00 | |
| Business fees | \$0.00 | |
| Paypal fees | \$0.00 | |

| | | |
|---|-------------|--------------------|
| Supplies | \$438.84 | |
| Meals for contracted bands, first responders & military | \$22,010.69 | |
| Entertainment (performance fees) | \$6,704.00 | |
| Interest expense | \$0.00 | |
| Travel for contracted bands | \$22,764.00 | |
| Conferences, meetings | \$393.08 | |
| Repairs & Maintenance | \$0.00 | |
| Dues & Subscriptions | \$175.00 | |
| Telephone | \$0.00 | |
| Vehicle expenses | \$0.00 | |
| Misc. | \$103.09 | |
| | | |
| | | |
| TOTAL EXPENSES | | \$95,804.27 |
| | | |
| 2023 PROFIT/LOSS TOTAL | | \$3,588.15 |

Hilton Head Island St. Patrick's Day Parade
Profit and Loss Statement

| Revenue | 01/22 - 09/22 2022 | 01/21 - 012/21 2021 | 01/20 - 12/20 2020 |
|---|-----------------------|------------------------|-----------------------|
| Gross Contributions, gifts, etc. | \$44,528.37 | \$22,773.51 | \$28,442.70 |
| Gross amounts derived from Activities related to exempt purposes..... (t-shirt sales) | \$ 2,080.00 | | |
| Gross Amounts From unrelated business activities | | | |
| Investment Income | | | |
| Other Revenue (Loans to be paid back) | \$18,500.00 | | |
| Total Revenue | \$65,108.37 | \$22,773.51 | \$28,442.70 |
| Expenses | | | |
| Expenses attributable to activities related to organization's exempt purposes | \$70,863.53 | \$17,683.02 | \$24,219.50 |
| Expenses attributable to unrelated business activities | | | |
| Contributions, gifts, grants.... | | | |
| Disbursements to or for benefit of members | | | |
| Compensation of officers | | | |
| Interest | | | |
| Total expenses | \$70,863.53 | \$17,683.02 | \$24,219.50 |
| Excess of revenue over expenses | -\$5755.16 | \$5,090.49 | \$4,223.20 |

Client 57090535 - Hilton Head Island St Patricks Day EIN: 57-0905350
US Ext. Even Return.....\$0

Activity

Extension - Federal Extension

US - ACCEPTED 05/07 (Current Status)
Submission ID: 58073820241280av8npy

Previous Activity

- 05/07 Sent to the IRS
 - 05/07 Received at Lacerte
 - 05/07 Sent to Lacerte
 - 05/07 Ready to Send
 - 05/07 Passed Validation
-



Department of the Treasury
Internal Revenue Service
Ogden, UT 84201-0074

| | |
|--------------------|--------------------|
| Notice | CP211A |
| Tax period | December 31, 2023 |
| Notice date | May 27, 2024 |
| Employer ID number | 57-0905350 |
| To contact us | Phone 877-829-5500 |

Page 1 of 1

190720.585140.150441.16901 1 AB 0.547 372



HILTON HEAD ISLAND ST PATRICKS DAY
REILLEY THOMAS D TTEE
16 NAUTILAS RD
HILTON HEAD SC 29928-3017

190720

Important information about your December 31, 2023, Form 990

We approved your Form 8868, Application for Automatic Extension of Time To File an Exempt Organization Return

We approved the Form 8868 for your December 31, 2023, Form 990, Return of Organization Exempt From Income Tax. Your new due date is November 15, 2024.

What you need to do

File your December 31, 2023, Form 990 by November 15, 2024, electronically. The IRS will not accept Form 990 filed on paper for tax years ending on or after July 31, 2020. You may use software offered by visiting [IRS.gov/eomefproviders](https://www.irs.gov/eomefproviders).

Additional information

- Visit [IRS.gov/cp211a](https://www.irs.gov/cp211a).
- Go to [IRS.gov/charities](https://www.irs.gov/charities) or call 877-829-5500 to learn more about electronic filing requirements.
- Keep this notice for your records.

DISTRICT DIRECTOR
C - 1130
ATLANTA, GA 30301

Date: MAY 20 1993

THE HILTON HEAD ISLAND ST PATRICKS
DAY PARADE FOUNDATION
C/O ROCKWELL O SHEILL
19 TIMBER LN MOSS CREEK PLANTATION
HILTON HEAD ISLAND, SC 29926-1080

Employer Identification Number:
57-0905350

Contact Person:
STEPHONIE HOUSTON

Contact Telephone Number:
(404) 331-0169

Internal Revenue Code
Section 501(c)(4)

Accounting Period Ending:
December 31

Form 990 Required:
Yes

Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth