



**CHMURA**  
Economics & Analytics

# The Economic Impact of the American Civil War Sesquicentennial Commemoration in Virginia

Prepared for Virginia Sesquicentennial of  
the American Civil War Commission

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# 1. Executive Summary

The Virginia Sesquicentennial Commemoration of the American Civil War began in 2007 and continued through 2015, culminating in the Sesquicentennial Finale Concert during Memorial Day Weekend 2015. The Virginia Sesquicentennial of the American Civil War Commission (the Commission) was established in 2006 for the purpose of planning the 150<sup>th</sup> anniversary of Virginia's part in the Civil War. Prior to 2011, considerable effort and expense was put into planning and organizing the events. The Signature Conference Series kicked off in 2009. Commemorative activities became more comprehensive in 2011, with major programs starting, such as HistoryMobile, An American Turning Point: The Civil War in Virginia Exhibition, and the Civil War 150 Legacy Project; the commemoration culminated with the May 2015 Finale Concert. Outside of Commission-organized events, local communities also staged many commemorative events.

Commemoration spending to organize those events, as well as visitor spending in Virginia related to the Commemoration, contributed positively to the Commonwealth's economy in terms of sales, jobs, and tax revenue. The economic impact of Civil War Sesquicentennial (CWS) Commemoration events is summarized below:

**The following major events and programs are included in this economic impact analysis:**

- Signature Conference Series
- HistoryMobile
- Finale Concert
- An American Turning Point Exhibition
- Legacy Project-Document Scanning
- Walk in Their Footsteps Database
- Tourism Marketing Grant Program
- Local Sesquicentennial Programs

**More than 3.7 million people participated in Civil War Sesquicentennial Commemoration events and activities in Virginia from 2007 to 2015.**

- An estimated 3.4 million people participated in local sesquicentennial programs in Virginia.
- An American Turning Point Exhibition received 187,775 visitors in different Virginia cities.
- HistoryMobile attracted 176,538 cumulative Virginia visitors over the years.
- In total, 6,254 individuals attended Signature Conferences and 697 enjoyed the Finale Concert.

**Commemoration spending to organize CWS Commemoration events generated an estimated \$35.1 million in economic impact (direct, indirect, and induced) in Virginia from 2007 to 2015.**

- The estimated total expenditure on Civil War Sesquicentennial events and programs was \$18.4 million. Of that total, \$7.4 million came from the Virginia Sesquicentennial of the American Civil War Commission, \$9.3 million came from spending by local communities, and \$1.7 million came from other sources including nonprofit organizations and corporate foundations.

- The total estimated economic impact of commemoration spending was estimated to be \$35.1 million. This includes direct spending, as well as indirect and induced spending values. This spending supported 319 cumulative Virginia jobs from 2007 to 2015.

**Spending by visitors to CWS Commemoration events generated an estimated \$255.3 million in economic impact (direct, indirect, and induced) in Virginia from 2007 to 2015.**

- An estimated 3.7 million people attended events and programs associated with the CWS Commemoration from 2007 to 2015. They directly spent \$147.4 million in Virginia on these events and programs.

Including direct visitor spending, the total economic impact of CWS Commemoration events was estimated to be \$255.3 million from 2007 to 2015. Visitor spending supported 3,168 cumulative Virginia jobs (direct, indirect, and induced).

**Combining commemoration spending and visitor spending, the total economic impact of CWS Commemoration programs and events was estimated to be \$290.3 million (direct, indirect, and induced), supporting 3,488 cumulative Virginia jobs from 2007 to 2015.**

- The economic impact figures estimated in this report are conservative, as the local programs only include those localities reporting data to the Commission. Only half of Virginia's localities reported data, accounting for over 1,500 local events. There are more than 3,500 local events on the Commission event calendar.
- On average, from 2007 to 2015, CWS Commemoration events were estimated to generate an economic impact of \$32.3 million (direct, indirect, and induced) that supported 388 Virginia jobs per year.
- The state received an estimated \$8.4 million in cumulative tax revenue from CWS Commemoration events from 2007 to 2015. Local government tax revenue amounted to an estimated \$5.0 million.

Table 1.1 summarizes the economic and fiscal impact of the CWS Commemoration in Virginia.

**Table 1.1: Summary Economic Impacts of Civil War Commission Commemoration in Virginia**

	Virginia Attendance	Direct Spending (\$Million)	Total Economic Impacts (\$Million)	State Tax Revenues	Local Tax Revenues
Visitor Spending					
Signature Conference Series	6,254	\$2.1	\$3.7	\$106,280	\$98,600
HistoryMobile	176,578	\$0.4	\$0.8	\$24,589	\$13,613
VHS "A Turning Point" Exhibition	187,775	\$7.6	\$13.2	\$416,874	\$338,746
Finale Concert	697	\$0.03	\$0.05	\$1,547	\$1,576
Local Events	3,381,317	\$137.1	\$237.5	\$7,506,788	\$4,471,137
<b>Total Visitor Spending</b>	<b>3,752,620</b>	<b>\$147.4</b>	<b>\$255.3</b>	<b>\$8,056,079</b>	<b>\$4,923,671</b>
<b>Commemoration Spending</b>		<b>\$18.4</b>	<b>\$35.1</b>	<b>\$386,627</b>	<b>\$42,630</b>
<b>Total Civil War Commemoration</b>	<b>3,752,620</b>	<b>\$165.7</b>	<b>\$290.3</b>	<b>\$8,442,706</b>	<b>\$4,966,301</b>

Source: Civil War Commission and Chmura Economics & Analytics

## 2. Background

### 2.1. Study Background and Organization

The American Civil War (1861-1865) was a watershed moment in American history, and the country changed forever thereafter. During the Civil War, Virginia served as one of the main theaters of the conflict, with numerous Civil War battlefields and historic sites scattered across the state. To commemorate the 150<sup>th</sup> anniversary of this historic conflict, the General Assembly of Virginia created the Virginia Sesquicentennial of the American Civil War Commission (the Commission) in 2006 to organize a series of events commemorating the 150<sup>th</sup> anniversary of Virginia's participation in the American Civil War.<sup>1</sup>

The sesquicentennial commemoration in Virginia is a comprehensive statewide initiative that began in 2009 with programs examining the causes of the Civil War<sup>2</sup>. The commemoration culminated in the Sesquicentennial Finale Concert on Memorial Day Weekend in 2015.<sup>3</sup> Programs in the commemoration included annual signature Civil War conferences starting in 2009 at several Virginia universities, major museum exhibitions that traveled around the state, as well as the HistoryMobile—a mobile exhibition that travels to Virginia's schools, parks, cities, towns, and out-of-state locations. Outside of those major events organized by the Commission, other organizations and communities around Virginia also staged their own events for the sesquicentennial commemoration of the Civil War. Those events are referred to as local sesquicentennial programs.

Even though economic paybacks were not the main focus of Civil War Sesquicentennial (CWS) Commemoration activities, these events brought visitors to Virginia and benefited the Commonwealth of Virginia. To evaluate the economic impact of the commemoration events of the Civil War Sesquicentennial in Virginia, Chmura Economics & Analytics (Chmura) was contracted to conduct an economic impact study.<sup>4</sup>

The report is organized as follows:

- Section 2 summarizes the background of the study, including a list of CWS Commemoration events included in this study
- Section 3 describes the approach and methodology used; Commission-organized events and local sesquicentennial programs required different approaches for evaluating their impacts
- Section 4 analyzes the economic impact of commemoration spending and visitor spending

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<sup>1</sup> Source: The Commission Website, available at: <http://www.virginiacivilwar.org/commission.php>.

<sup>2</sup> Commemoration expenditures for planning and organizing those events started in 2007.

<sup>3</sup> "Civil War Sesquicentennial in Virginia: Impact at the Halfway Mark," Written by the Commonwealth of Virginia to the Governor and the General Assembly of Virginia, Report Document No. 417, 2012, opening letter.

<sup>4</sup> This report is a technical paper and is not intended for public relation (PR) purposes. A separate PR summary can be drafted with information obtained from this report.

- Section 5 analyzes tax revenue from CWS Commemoration events
- Section 6 identifies other and non-quantified benefits of the Civil War Sesquicentennial Commemoration
- Section 7 provides a summary
- The Appendix provides a detailed survey report

## 2.2. Civil War Sesquicentennial Commemoration Events in Virginia

The Civil War Sesquicentennial Commemoration in Virginia includes a series of events spanning multiple years made possible by the Commission, which was established in 2006. Prior to 2011, considerable effort was made in planning and organizing the events. The Signature Conference Series launched in 2009. Activities and programs increased starting in 2011 with yearly events. The end of the Commemoration occurred with the Finale Concert in May 2015. Outside of the Commission-organized events, local communities also staged many CWS events. In this study, commemoration events in Virginia are classified into the following two categories:

- 1) Commission-organized events: high-profile events organized by the Commission
- 2) Local sesquicentennial programs: staged across the Commonwealth by local governments and other organizations such as museums, parks, and historical societies

Table 2.1 lists Civil War Sesquicentennial Commemoration events in Virginia that were included in this study. For Commission-organized events, the first category is the annual Signature Conference Series that started in 2009 at the University of Richmond, and ended in 2015 at the University of Virginia. Many other universities around the state also hosted the conferences, including: Norfolk State University, Virginia Tech, Virginia Military Institute, University of Mary Washington, College of William and Mary, and George Mason University. Those conferences emphasized different aspects of the Civil War such as race and slavery, military strategy, and leadership. Each of those conferences attracted hundreds of attendants.

Another major Commission initiative is the HistoryMobile project. The HistoryMobile is an interactive Virginia history museum on wheels, which presents stories of the Civil War and emancipation in Virginia through the use of innovative digital learning tools. Each year, the HistoryMobile makes dozens of stops at schools, festivals, and at other events in Virginia. It has also made out-of-state visits to Maryland, West Virginia, and Georgia, among others. Over the years, well over a hundred thousand individuals have visited the HistoryMobile.



**Table 2.1: Civil War Sesquicentennial Commemoration Events**

<b>Events</b>	<b>Location</b>	<b>Time</b>
<b>Commission-Organized Events</b>		
Signature Conference Series		
America on the Eve of the Civil War	University of Richmond	2009
Race, Slavery and the Civil War: The Tough Stuff of American History	Norfolk State University	2010
Military Strategy in the American Civil War	Virginia Tech	2011
Leadership and Generalship in the American Civil War	Virginia Military Institute	2012
A Fireside Chat: Looking at the Emancipation Proclamation	University of Mary Washington	2012
The American Civil War at Home	College of William & Mary	2013
The American Civil War in a Global Context	George Mason University	2014
Causes Won and Lost: The End of the Civil War	University of Virginia	2015
HistoryMobile	State-wide	2011-15
Finale Concert	Richmond	May 2015
An American Turning Point: The Civil War in Virginia Exhibition		
Initial Exhibit	Richmond	2011-12
Traveling Exhibit	Roanoke Winchester Abingdon Lynchburg Quantico Hampton Appomattox	
Small Panel Exhibit	20 small venues state-wide	
Legacy Project: Document Scanning	State-wide	2011-15
Walk in Their Footsteps Database	Online	2011-15
Tourism Marketing Grant Program	State-wide	2011-15
<b>Local Sesquicentennial Programs</b>	<b>State-wide</b>	<b>2011-15</b>

Source: Civil War Commission

The Commission also organized a major exhibit—An American Turning Point: the Civil War in Virginia. Curated by the Virginia Historical Society (VHS) in partnership with the Commission and the National Endowment for the Humanities, the 3,000-square-foot gallery exhibition premiered in Richmond in February 2011. After its stay in Richmond, the exhibit traveled to museums in Winchester, Roanoke, Abingdon, Lynchburg, Hampton, and Appomattox. In addition, there is a companion small panel exhibit that traveled to over 30 small venues around the state.

Another signature event was the Sesquicentennial Finale Concert, featuring the Roanoke Symphony Orchestra, held on Memorial Day weekend at the state capitol. This concert signaled the end of the CWS Commemoration in Virginia.

Outside of the above events which attracted a large number of visitors, the Commission also launched the Civil War 150 Legacy Project, in partnership with the Library of Virginia. The aim of this project is to identify, scan, and catalog documents located in Virginia that are related to the Civil War.<sup>5</sup> The Commission also created a website featuring an online calendar and Walk in their Footsteps. In addition, the Commission also established the Sesquicentennial Tourism Marketing Grant Program, administered by the Virginia Tourism Corporation. Funds were provided to local communities to promote Civil War-related tourism.<sup>6</sup> While those events do not attract direct visitors, they help to increase awareness of CWS events and may help Virginia tourism in general.

Local communities throughout Virginia participated in the commemoration effort. The Commission maintained a calendar that includes over 3,500 events. This study only includes over 1,500 sesquicentennial programs from 62 localities that provided data on local sesquicentennial programs.<sup>7</sup> Those events included neighborhood festivals, lectures, battlefield tours, education, and other projects that will have a lasting impact on their citizens. Over the past several years, those local events have drawn over three millions visitors.

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<sup>5</sup> Virginia Sesquicentennial of the American Civil War Commission, 2014 Annual Report.

<sup>6</sup> Sesquicentennial Tourism Marketing Grant Program-Funding Summary, from Virginia Sesquicentennial of the American Civil War Commission.

<sup>7</sup> All 134 localities in Virginia were sent a survey on local programs; 62 of them completed the survey.

## 3. Methodology

In this study, the economic impact of the Civil War Sesquicentennial Commemoration was estimated mostly from spending in two categories. The first category is spending specifically related to staging the commemorative events, and the second category is spending of visitors attending the hundreds of events across Virginia.

In this analysis, the economic impact is presented in two categories—direct spending and ripple effects.<sup>8</sup> The following sections will detail first the methodology to estimate direct impact (Section 3.1), followed by methodology to estimate the ripple economic impact (Section 3.2), and data collection method (Section 3.3).

### 3.1. Estimating the Direct Impact of Civil War Sesquicentennial Commemoration

#### 3.1.1. Direct Impact of Commemoration Spending

Spending on event staging refers to the cost associated with planning, organizing, and carrying out an event. These activities include, but are not limited to, setting up event sites, transporting equipment, contracting, setting up food vendors and other retailers, as well as installing stages for performances and presentations. Concession sales are not counted with event staging, but as part of visitor spending. Additional spending such as marketing and advertising are also included as part of the expenditure on event staging.

#### 3.1.1. Direct Visitor Spending

The main source of economic impact in Virginia will be measured as visitor spending in Virginia. Accurately estimating the economic impact of visitor spending is complicated by several factors. The first step is to determine what type of visitor spending can be attributed to the Civil War Sesquicentennial Commemoration.

The purpose of this study is to evaluate the economic impact of the Civil War Sesquicentennial Commemoration on the Commonwealth of Virginia. As a result, commemoration events organized outside Virginia are excluded. For example, the HistoryMobile has traveled to the states of Maryland, West Virginia, Georgia, and South Carolina. This study does not attempt to evaluate the economic impact of those events.

Similarly, the economic impact of events that occurred primarily over the internet or television is not measured, even though they reach a wide national or international audience. One such event was the “Walk in Their Footsteps” program. Despite being popular on the internet and attracting a great number of website visitors, it is difficult to estimate the number of individuals who actually visit Virginia as a result of the website.

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<sup>8</sup> Appendix 1 provides a glossary of these terms.

For visitors to Civil War Commemoration events, direct spending measures the actual dollar amount visitors spent due to attending events. Spending includes purchasing food and souvenirs at the event, as well as spending during the trip, which includes transportation to and from the events, lodging, and food. To calculate direct spending that can be attributed to the Civil War Sesquicentennial Commemoration, this study distinguishes between three types of visitors: (1) day trippers, (2) overnight visitors, whose primary purpose was to attend commemoration events, and (3) overnight visitors, whose primary visiting purpose was other than commemoration events. As a result, the following visitor spending items were defined as attributable to the Civil War Sesquicentennial Commemoration:

- 1) Total daily spending by day trippers
- 2) All visitor spending within Virginia for overnight visitors whose primary visiting purpose was to attend CWS Commemoration events
- 3) A proportion of spending in Virginia for visitors whose primary visiting purpose was other than attending the CWS Commemoration events

The proportions for the last group were determined by comparing the time visitors spent at CWS Commemoration events with the total time they spent in Virginia.

### 3.2. Estimating Total Economic Impact

The two components identified in Section 3.1 (commemoration spending and visitor spending) constitute the direct economic impact of the CWS Commemoration events in Virginia. The total economic impact also includes the economic ripple effects from the direct impact.

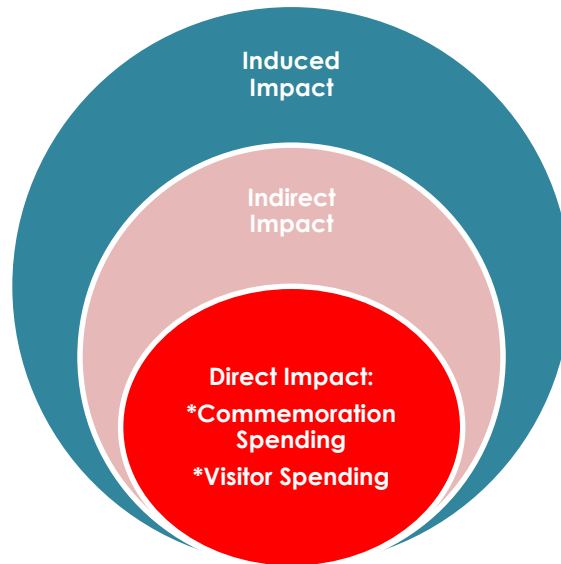
Ripple effects, categorized as indirect and induced effects, measure the benefits of commemoration and visitor spending for businesses outside the tourism industry. Indirect effects are those benefiting the many industries supporting commemoration and visitor spending. The induced effect occurs when more people are hired by organizations to plan CWS Commemoration events, and these newly-hired workers spend their income, thus injecting more money into the regional economy.

Ripple effects of both commemoration and visitor spending are estimated with IMPLAN Pro<sup>9</sup> software, which is a model often used by economists to measure the economic impact of events. Different commemoration spending and visitor spending items are input into IMPLAN model sectors to estimate the indirect and induced impacts for each sector. Those impacts are eventually aggregated to reach the estimates of the overall economic impact of the CWS Commemoration events in Virginia. Figure 3.1 illustrates the economic impact framework.

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<sup>9</sup> *IMPLAN Professional* is an economic impact assessment modeling system developed by Minnesota IMPLAN Group that is often used by economists to build models that estimate the impact of economic changes on local economies.

**Figure 3.1: Economic Impact Analysis Framework**



This study also estimates the fiscal benefit of CWS Commemoration events to local and state governments. For visitor spending, local taxes include sales, lodging, meals, and business professional and occupation license (BPOL) tax. For commemoration spending, BPOL tax can be collected by local governments. If the location of the event is known, the tax rate of that locality is used to estimate the local tax. For state-wide events, the average tax rate for all localities is used to estimate tax benefits for local governments. The state government typically can benefit from sales, individual, and corporate income taxes from both commemoration and visitor spending.

### 3.3. Data Collection

Both primary and secondary data sources were combined to evaluate commemoration and visitor spending of CWS Commemoration events. Total attendance figures for all Commission-organized events were provided by the Commission. Commemoration spending for different events was also provided by the Commission.

The primary data collection focuses on visitor spending patterns as well as their trip purposes and arrangements. Of the Signature Conference Series, Chmura conducted a visitor survey at the 2015 conference at the University of Virginia. The survey instrument was distributed to all conference participants as part of the conference package, and participants were encouraged to complete the survey. Of 578 participants of the conference, 83 completed surveys were collected.

Two intercept surveys were conducted in 2015: one at the HistoryMobile visit to the National Park Service event at Appomattox on April 9, 2015, and the second was conducted at the Finale Concert in Richmond on May 25, 2015. There were 225 surveys collected at Appomattox, and 129 surveys were collected in Richmond. Combined, those three surveys enabled Chmura to obtain reliable estimates of direct spending for these three events. For the other Commission-organized events in Virginia, where no visitor surveys were conducted, the information collected at the three surveyed events is used to estimate spending per visitor.

For local sesquicentennial programs, the Commission conducted a survey in the second half of 2014 of all localities in Virginia. The survey was sent to 134 localities in Virginia, and 62 of them completed the survey. This survey collected information about local sesquicentennial programs as well as their attendance figures and commemoration spending. Data from those 62 Virginia communities recorded over 1,500 local Civil War Commemoration events. To be conservative, this study only includes the economic impact for those local events. The actual number of local events could be much larger. For example, the Commission maintained an events calendar which registered over 3,500 local events. Even this calendar does not include every local event in the state. Spending patterns of visitors at the three surveyed events was used as an assumption for spending at local sesquicentennial programs.

The Commission also provided its budgetary spending over the years that detailed the money spent on organizing different events. This spending also included the funds of the Tourism Marketing Grant Program. For commemoration spending of both Commission-organized and local events, Chmura paid considerable attention to funding from the Commission and other sources, so as not to double count the commemoration spending. The estimated numbers are by no means exhaustive and should be considered conservative.

## 4. Economic Impact of CWS Commemoration

### 4.1. Economic Impact of Commemoration Spending

After its establishment in 2006, the Commission, along with local jurisdictions and other institutions, has spent millions of dollars to improve facilities and to stage a series of events commemorating the Civil War Sesquicentennial. This commemoration spending generated economic impact for Virginia.

#### 4.1.1. Economic Impact of Commemoration Spending for Commission-Organized Events

State, local, and non-profit funding sources were used to organize different events and programs to commemorate the Civil War Sesquicentennial. Even for Commission-sponsored events such as the Signature Conference Series, HistoryMobile, the exhibition, and the Tourism Marketing Grant Program, the Commission actively sought funding from non-profit foundations, and even private funding sources to organize the events. For example, the Tourism Marketing Grant Program required at least 1:1 matching funds for any recipients of the grant. HistoryMobile received a major grant from National Endowment for the Humanities. This program also received grants from major corporations including Altria Group, Norfolk Southern, Walmart, and Visa. By leveraging funding from non-profit and private organizations, the CWS Commemoration programs were able to reach a larger audience and generate a larger economic impact.

Table 4.1 presents the estimated total expenditures to organize the Commission programs. From 2007 to 2015, the Commission spent \$7.4 million for all programs, as well as for the daily operation of the Commission. Funding from other sources reached \$1.7 million, bringing total commemoration spending to \$9.1 million.<sup>10</sup>

**Table 4.1: Civil War Sesquicentennial Commemoration Spending**

	Commission Spending	Other Funding Sources	Total
HistoryMobile	\$1,309,349	\$472,371	\$1,781,720
VHS Exhibition	\$3,155,000	\$800,310	\$3,955,310
Legacy Project	\$462,226	\$25,000	\$487,226
Marketing Grant	\$300,000	\$343,790	\$643,790
Signature Conference Series	\$514,175	\$48,954	\$563,129
Other Operations	\$1,620,907	\$0	\$1,620,907
<b>Total</b>	<b>\$7,361,657</b>	<b>\$1,690,425</b>	<b>\$9,052,082</b>

Source: Civil War Commission

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<sup>10</sup> This number is conservative. The Commission budget only goes back to Fiscal Year 2008. In this study, Chmura estimated the economic impact based on calendar year rather than fiscal year. Commemoration spending for the Finale Concert is included in Other Operations funding.

Program costs for events included hiring staff members, hiring vendors to provide food and entertainment, purchasing materials and supplies, transporting goods and supplies, and producing marketing and promotional materials.

The following subsections present the economic impact of commemoration spending. For programs where detailed transaction records are available such as the Tourism Marketing Grant Program, HistoryMobile, and Commission operations, Chmura provides separate subsections with detailed descriptions of commemoration spending and its impact in Virginia. For programs where only total expenditure amounts are available, for programs such as the exhibition, Signature Conference Series, and the Legacy Project, Chmura only provides an economic impact summary table for those programs.

In addition, all impacts presented in this section are cumulative over the span of the program. Due to the fact that programs have different start and end times, annual average impacts are not estimated for each individual program.

#### **4.1.1.1. Sesquicentennial Tourism Marketing Grant Program**

The Commission created the Sesquicentennial Tourism Marketing Grant Program, administered by the Virginia Tourism Corporation (VTC). Funds were established on a 1:1 match basis with a maximum award of \$5,000. By spring 2015, the Commission had awarded \$253,642, which was matched by local partners for another \$343,790 to fund projects related to sesquicentennial activities. Around the state, 71 projects benefited from the program. In addition, the Commission gave \$46,358 to Virginia Tourism Corporation for Civil War-related marketing. As a result, total Commission spending on marketing totaled \$300,000.<sup>11</sup>

Adding Commission awards and partner funding, the program spent a total of \$643,790 in Virginia to promote Civil War tourism. From 2009 to 2015, annual spending averaged about \$90,000 per year. Detailed program data indicate that this specific funding was spent to install historic markers or signs (37% of total funding), to develop Civil War-related websites or mobile apps (14%), to print brochures, maps and other materials (13%), to purchase marketing and advertising services (29%), and to install exhibits (6%).

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<sup>11</sup> Sesquicentennial Tourism Marketing Grant Program-Funding Summary, from Virginia Sesquicentennial of the American Civil War Commission.



**Table 4.2: Tourism Marketing Grant Program**

Year	Number of Awards	Commission Funding	Matching Fund	Total Amount
2009	10	\$33,300	\$84,525	\$117,824
2010	9	\$35,150	\$50,775	\$85,925
2011	10	\$41,145	\$48,295	\$89,439
2012	13	\$44,346	\$53,149	\$97,495
2013	18	\$62,546	\$65,866	\$128,412
2014	9	\$30,744	\$31,769	\$62,513
2015	2	\$52,771	\$9,413	\$62,183
<b>Total</b>	<b>71</b>	<b>\$300,000</b>	<b>\$343,790</b>	<b>\$643,790</b>

Note: \$46,358 of Commission funding was given to VTC for Civil War marketing

Source: Civil War Commission

Spending in different categories was input in various IMPLAN model sectors to estimate total economic impact of the program (Table 4.3). It was estimated that spending activities of the Tourism Marketing Grant Program generated a total economic impact (direct, indirect, and induced) of \$1.2 million from 2009 to 2015. Of the total impact, \$0.6 million was direct spending in Virginia from the program. The indirect impact in the state was estimated to be \$0.2 million while the induced impact in the state was estimated at \$0.3 million. The beneficiaries of the induced impact were mostly consumer-service related businesses such as retail shops, restaurants, and healthcare providers.

**Table 4.3: Estimated Economic Impact of the Tourism Marketing Grant Program in Virginia**

2009-2015 (7-Year Total)	Spending (\$Million)	Direct	Indirect	Induced	Total
		\$0.6	\$0.2	\$0.3	\$1.2

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2013, Civil War Commission, and Chmura

#### 4.1.1.2. Economic Impact of HistoryMobile Commemoration Spending

One of the most popular CWS commemoration programs is the HistoryMobile. From 2008 to 2015, a total of \$1.8 million has been spent on this program. While the HistoryMobile received grants from the National Endowment for the Humanities and private foundations, the Commission also spent \$1.3 million on the program.

Detailed program data indicate that this funding was used to pay other state agencies (Virginia Tourism Corporation and Virginia Department of Motor Vehicles) for staff salary and reimbursement for travel expenses (58%).<sup>12</sup> Other major expense categories include design and installation of the exhibition (24% of total funding), and vehicle purchase and maintenance (15%).

<sup>12</sup> The HistoryMobile was staffed with VTC and DMV employees, who travel with the exhibit.

By the end of May 2015, HistoryMobile made a total 252 visits since 2011. Seven of those visits were to out-of-state locations in Maryland, West Virginia, and Georgia. As a result, travel expenses to those locations were excluded in the impact analysis.

Spending in different categories was input in various IMPLAN model sectors to estimate the total economic impact of the program (Table 4.4). It was estimated that spending activities of the HistoryMobile program generated a total economic impact (direct, indirect, and induced) of \$3.2 million from 2008 to 2015. Of the total impact, \$1.8 million was direct commemoration spending in Virginia. The indirect impact in the state was estimated to be \$0.8 million while the induced impact in the state was estimated at \$0.6 million.

**Table 4.4: Estimated Economic Impact of HistoryMobile Program Expenditures in Virginia**

		Direct	Indirect	Induced	Total
2008-2015 (8-Year Total)	Spending (\$Million)	\$1.8	\$0.8	\$0.6	\$3.2

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2013, Civil War Commission, and Chmura

#### 4.1.1.3. Other Commemoration Spending

Chmura obtained high-level commemoration spending, as well as Commission spending data, on the Signature Conference Series, Virginia Historical Society’s Exhibition, and the Legacy Project program.<sup>13</sup> Since detailed spending data are not available, Chmura presents its economic impact in a summary form in Table 4.5.

**Table 4.5: Estimated Economic Impact of Spending on Other Commission Programs in Virginia (2009-2015, 7-Year Total)**

		Direct	Indirect	Induced	Total
Signature Conference Series	Spending (\$Million)	\$0.6	\$0.4	\$0.2	\$1.2
An American Turning Point Exhibition	Spending (\$Million)	\$4.0	\$2.2	\$1.7	\$7.9
Legacy Project	Spending (\$Million)	\$0.5	\$0.1	\$0.1	\$0.7

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2013, Civil War Commission, and Chmura

Of those programs, “An American Turning Point” Exhibition generated the largest economic impact from its program expenditure. A total of \$4.0 million was spent to design and install the exhibition. Spending activities generated a total economic impact (direct, indirect, and induced) of \$7.9 million. Commemoration spending on the Signature Conference Series generated \$1.2 million in economic impact (direct, indirect, and induced) in Virginia. Finally, commemoration spending on the Legacy Project generated \$0.7 million in economic impact (direct, indirect, and induced) in Virginia.

<sup>13</sup> Commemoration spending for the Finale Concert was included in overall Commission operational spending analyzed in Section 4.1.4.

#### 4.1.1.4. Other Commission Spending

In addition to expenditures on a variety of programs analyzed above, as of the second quarter of 2015, the Commission also spent \$1.6 million on other programs and operations.<sup>14</sup> Detailed transaction data indicate this funding was spent on staff payroll and benefits, staff travel, office equipment and supplies, as well as different professional services such as consulting, media, and public relations. .

**Table 4.6: Estimated Economic Impact of Commission Operational Spending in Virginia**

		<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
2007-2015 (9-Year Total)	Spending (\$Million)	\$1.6	\$0.4	\$0.7	\$2.8

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2013, Civil War Commission, and Chmura

Spending in different categories was input in various IMPLAN model sectors to estimate the total economic impact of Commission operational expenditures (Table 4.6). It was estimated that Commission operational expenditures generated a total economic impact (direct, indirect, and induced) of \$2.8 million from 2007 to 2015.

#### 4.1.2. Local Sesquicentennial Programs Expenditure

Data provided by the Commission to Chmura contained 1,545 local events. Among them, over 20 events were held in cities and towns outside Virginia, including Maryland, Pennsylvania, North Carolina, and West Virginia. Excluding those events, more than 60 localities in Virginia staged 1,522 events from 2009 to 2015, covering a wide range of activities such as lectures, exhibitions, battlefield tours, and performances.

Local communities in Virginia spent millions of dollars to stage those events, and spending by local communities helped create jobs in Virginia. Data concerning costs for local sesquicentennial programs came from two sources. First, the Commission distributed a survey to over 100 Virginia communities.<sup>15</sup> By the time this economic analysis was conducted, cost figures were reported for 469 events. Based on the reported data, Chmura calculated the average cost for each type of event, and used it to estimate the program cost of events where data were not reported. On average, the staging cost for each event was over \$6,800. Chmura estimated that total commemoration expenditures for all Virginia local sesquicentennial programs were about \$9.3 million. This is the estimated total local spending for reported events only, and does not include events in localities where no reports were available.

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<sup>14</sup> This number excludes Commission spending on programs such as HistoryMobile, Tourism Marketing Grant Program, and Signature Conference Series, the Exhibition, and the Legacy Project.

<sup>15</sup> See Appendix 2.4 for the community survey instrument.

**Table 4.7: Virginia Local Sesquicentennial Program Costs (2009-2015)**

	Number of Events	Estimated Commemoration Spending
Battlefield tour	275	\$61,788
Document digitization	43	\$7,753
Exhibit	128	\$73,977
HistoryMobile visit	51	\$24,968
Lecture	411	\$111,033
Media production	48	\$3,217,878
Other	101	\$195,867
Performance	57	\$100,457
Special event	389	\$5,505,925
Unknown	19	\$0
<b>Total</b>	<b>1,522</b>	<b>\$9,299,647</b>

Source: Civil War Commission and Chmura

Spending on local sesquicentennial programs was input into the IMPLAN model to estimate the total economic impact of the programs (Table 4.8). It was estimated that spending activities of local sesquicentennial programs generated a total economic impact (direct, indirect, and induced) of \$18.2 million from 2009 to 2015, supporting 170 cumulative jobs in Virginia. Of the total impact, \$9.3 million was direct spending in Virginia. The indirect impact in the state was estimated to be \$4.5 million while the induced impact in the state was estimated at \$4.4 million.

**Table 4.8: Estimated Economic Impact of Local Sesquicentennial Commemoration Expenditures in Virginia**

		Direct	Indirect	Induced	Total
2009-2015 (7-Year Total)	Spending (\$Million)	\$9.3	\$4.5	\$4.4	\$18.2

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2013, Civil War Commission, and Chmura

#### 4.1.3. Civil War Sesquicentennial Commemoration Expenditure Summary

In summary, Table 4.9 presents the economic impact of total commemoration spending on Commission-organized CWS Commemoration events, as well as the local programs. Direct spending by the Commission, its partner organizations, and local program organizers in the state was estimated to be \$18.4 million from 2007 to 2015. In terms of ripple effects, CWS commemoration expenditures were estimated to generate \$8.7 million in indirect spending and \$8.0 million in induced spending in Virginia. The CWS Commemoration events also supported 319 cumulative jobs in Virginia with 189 jobs created by direct spending, while 130 jobs were supported by ripple spending effects. Every \$97,000 in commemoration spending can support one direct Virginia job.

**Table 4.9: Economic Impacts of Commemoration Spending in Virginia (2007-2015)**

		Direct	Indirect	Induced	Total
Tourism Marketing Grant Program	Spending (\$Million)	\$0.6	\$0.2	\$0.3	\$1.2
HistoryMobile	Spending (\$Million)	\$1.8	\$0.8	\$0.6	\$3.2
Signature Conference Series	Spending (\$Million)	\$0.6	\$0.4	\$0.2	\$1.2
VHS "Turning Point" Exhibition	Spending (\$Million)	\$4.0	\$2.2	\$1.7	\$7.9
Legacy Project	Spending (\$Million)	\$0.5	\$0.1	\$0.1	\$0.7
Commission Operation	Spending (\$Million)	\$1.6	\$0.4	\$0.7	\$2.8
Local Sesquicentennial Programs	Spending (\$Million)	\$9.3	\$4.5	\$4.4	\$18.2
<b>2007-2015 (9-Year Total)</b>	<b>Spending (\$Million)</b>	<b>\$18.4</b>	<b>\$8.7</b>	<b>\$8.0</b>	<b>\$35.1</b>
	<b>Employment</b>	<b>189</b>	<b>64</b>	<b>66</b>	<b>319</b>

Source: Chmura Economics & Analytics

Note: Numbers may not sum up due to rounding

## 4.2. Economic Impact of CWS Visitor Spending

This section provides a detailed economic impact analysis of visitor spending at CWS Commemoration events held in Virginia, including Commission-organized events, as well as local events where visitor information is available.

### 4.2.1. Commission-Organized Events

For Commission-organized events, Chmura conducted surveys on three of them—2015 Signature Conference Series held at University of Virginia, the HistoryMobile at Appomattox in April, and the Finale Concert in Richmond in May. The economic impact for those events is analyzed separately. For other Commission-sponsored events and programs, Chmura estimated the summary economic impact utilizing data from those three surveys.

#### 4.2.1.1. Signature Conference Series

The Signature Conference Series is a Commission-organized annual academic conference that started in 2009 at the University of Richmond and ended in 2015 at the University of Virginia. Many other universities around the state also hosted conferences during this time period, including Norfolk State University, Virginia Tech, Virginia Military Institute, University of Mary Washington, College of William and Mary, and George Mason University. Those conferences emphasized different aspects of the Civil War such as race and slavery, military strategy, and leadership (Table 4.10).

Data from the Civil War Commission indicated a total of 6,254 individuals attended those conferences. An estimated 41% were locals (living within 50 miles), 43% were from localities throughout Virginia, and 16% were from out of state.

**Table 4.10: Signature Conference Series Participants**

<b>Conference</b>	<b>Year</b>	<b>Location</b>	<b>Participants</b>
America on the Eve of the Civil War	2009	University of Richmond	1,964
Race, Slavery and the Civil War: The Tough Stuff of American History	2010	Norfolk State University	1,321
Military Strategy in the American Civil War	2011	Virginia Tech	1,003
Leadership and Generalship in the Civil War	2012	Virginia Military Institute	371
A Fireside Chat: Looking at the Emancipation Proclamation	2012	University of Mary Washington	231
The American Civil War at Home	2013	College of William & Mary	414
The American Civil War in a Global Context	2014	George Mason University	372
The End of the Civil War	2015	University of Virginia	578
<b>Total</b>			<b>6,254</b>

Source: Civil War Commission

As mentioned in Section 3, Chmura estimated visitor spending resulting from the Signature Conference Series in the following ways:

- 1) Day trippers: all their daily spending in Virginia was counted as a result of the event
- 2) Overnight visitors who came to Virginia primarily for the event: all their spending in Virginia was attributed to the event
- 3) Overnight visitors who were in the area for other purposes but took a side trip to the Conference Series: only one day of their spending was counted as attributable to the event

Based on Chmura's survey at the University of Virginia conference, 23% of visitors were day trippers with the rest of the visitors staying overnight in the area. For overnight visitors, 93% stated that they came to Virginia primarily for the conference. Overnight visitors spent an average of 2.8 days in Virginia, compared with 1 day for day trippers. Chmura used this assumption for all conferences over the years.

Regarding visitor spending, Chmura's survey showed that overnight visitors spent more than day trippers. While daily spending for overnight visitors amounted to \$152.30 per day per person in Virginia, day trippers only spent \$74.90 per person per day to attend the conferences.<sup>16</sup>

It was estimated that the Signature Conference Series has generated \$2.1 million in direct visitor spending in Virginia. The spending also had ripple effects throughout the state. The overall economic impact (direct, indirect, and induced) was estimated to have been \$3.7 million from 2009 to 2015 (Table 4.11). Of this, \$2.1 million was direct spending on food, lodging, transportation, and other services. Another \$1.6 million was derived from indirect and induced effects.

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<sup>16</sup> The intercept survey report, found in the Appendix, provides more detailed information.

**Table 4.11: Estimated Economic Impact of Conference Series Visitor Spending in Virginia**

		Direct	Indirect	Induced	Total
2009-2015 (7-Year Total)	Spending (\$Million)	\$2.1	\$0.8	\$0.8	\$3.7

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2013, Civil War Commission, and Chmura

#### 4.2.1.2. HistoryMobile Visitor Impact

HistoryMobile is a popular initiative that reaches a wide range of audiences. The HistoryMobile is an interactive Virginia History museum on wheels, which presents stories of the Civil War and emancipation in Virginia. Each year, the HistoryMobile makes dozens of stops to schools, festivals, and other events in Virginia; it also has made out-of-state visits to Maryland, West Virginia, and Georgia. Over the years, HistoryMobile has made 200 visits.<sup>17</sup>

From its inception in 2011 to 2015 (note: visitors from June 2015 onward were estimated), the HistoryMobile attracted a total of 190,765 visitors.<sup>18</sup> Available data implies that 7.5% of visitors are visitors to the 11 HistoryMobile events held outside of Virginia. In calculating the economic impact of visitor spending in Virginia, Chmura excluded visitors for those out-of-state events. In addition, the HistoryMobile made dozens of visits to public schools. While those visits served important educational purposes, it is unlikely that public school students would incur spending like visitors do. As a result, Chmura also excluded student visitors when estimating economic impact.

**Table 4.12: HistoryMobile Visitors**

Year	Number of HM Visits	Total Visitors	Student Visitors	Visitors to Virginia Events
2011	24	18,355	2,402	17,760
2012	53	37,673	15,235	34,867
2013	41	48,937	18,949	45,987
2014	45	30,076	12,854	25,334
2015	37	55,724	16,363	52,630
<b>Total</b>	<b>200</b>	<b>190,765</b>	<b>65,803</b>	<b>176,578</b>

Source: Virginia Civil War Commission

Total visitor spending is based on non-student visitors. Based on the Chmura survey of visitors to HistoryMobile at Appomattox and the Finale Concert in Richmond, it was estimated that 56% of visitors were day trippers and 44% of visitors stayed overnight in the area. Since visits to the HistoryMobile are usually part of visits to other Civil War events, such as Appomattox National Historic Park or the Finale Concert in Richmond, it will be overestimating the economic impact if Chmura counts all visitor spending

<sup>17</sup> This includes planned HistoryMobile visits in the second half of 2015.

<sup>18</sup> This includes estimated visitors for future HistoryMobile visits scheduled in the second half of 2015.

for the whole day as attributable to the HistoryMobile.<sup>19</sup> On average, visitors spent around 28 minutes at the HistoryMobile. As a result, Chmura allocated about 6% of total daily visitor spending to the HistoryMobile, for an average of \$3.87 per person. Chmura estimated that total visitor spending attributable to the HistoryMobile would reach \$441,301 from 2011 to 2015.

The overall economic impact of HistoryMobile visitor spending was estimated to be \$0.7 million from 2011 to 2015 (Table 4.13). Of this, \$0.4 million is direct spending on food, lodging, transportation, and other services and about \$0.4 million is derived from indirect and induced effects.

**Table 4.13: Estimated Economic Impact of HistoryMobile Visitor Spending in Virginia**

		Direct	Indirect	Induced	Total
2011-2015 (5-Year Total)	Spending (\$Million)	\$0.4	\$0.2	\$0.2	\$0.8

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2013, Civil War Commission, and Chmura

#### 4.2.1.3. *Finale Concert in Capitol Square*

The Finale Concert was held on Memorial Day (May 25, 2015) at Capitol Square in Richmond, and marked the end of Virginia's Civil War Sesquicentennial Commemoration. The total attendance of this concert was 697.

Chmura conducted an intercept survey during the event. The survey indicated that 80% of visitors made a day trip to the event and 20% were overnight visitors. For overnight visitors, 90% stated that they came to the area primarily for the Finale Concert. On average, attendants to the concert spent 1.6 days in Virginia. Regarding daily spending, Chmura's survey showed that while day trippers spent around \$16.00 per person per day in Virginia, overnight visitors spent \$76.80 per person per day in Virginia. As a result, the Finale Concert event was estimated to have generated \$28,270 in visitor spending in Virginia.

#### 4.2.1.4. *An American Turning Point Exhibition*

The Commission organized the major exhibit "An American Turning Point" which attracted thousands of visitors. Curated by the Virginia Historical Society in partnership with the National Endowment for the Humanities, the 3,000-square-foot gallery exhibition premiered in Richmond in February 2011. After its stay in Richmond, the exhibit traveled to museums in Winchester, Roanoke, Abingdon, Lynchburg, Hampton, and Appomattox. Altogether, seven cities in Virginia hosted this major exhibition. An enhanced panel exhibition was displayed in Fredericksburg. In addition, there is a companion small panel exhibit that

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<sup>19</sup> This approach is different from the approach used to estimate visitor spending of the Signature Conference Series or local sesquicentennial programs, where the average daily spending per person is used, rather than a portion of it.



traveled to over 30 small venues around the state. Overall, an estimated 187,775 individuals viewed the exhibit from 2011 to 2015.<sup>20</sup>

**Table 4.14: Estimated Visitors to An American Turning Point Exhibition**

	Venues	Visitors
Enhanced Panel Exhibition	1	10,500
Small Panel	38	43,171
Surviving War	7	119,244
Waging War	7	14,859
<b>Total</b>		<b>187,775</b>

Note: For three venues, Waging War was displayed simultaneously with Surviving War, thus visitations were counted in Surviving War

Source: Civil War Commission

Since no survey was conducted at any venues of the exhibition, Chmura used the Richmond Finale Concert surveys to estimate visitor demographics and average spending.<sup>21</sup> The exhibition was estimated to result in \$7.6 million in direct visitor spending in Virginia from 2011 to 2015. The overall economic impact (direct, indirect, and induced) of exhibition visitor spending was estimated to be \$13.2 million (Table 4.15). Of this, \$7.6 million was the estimated direct spending and \$5.6 million was derived from indirect and induced effects.

**Table 4.15: Estimated Economic Impact of An American Turning Point Visitor Spending in Virginia**

	Spending (\$Million)	Direct	Indirect	Induced	Total
2011-2015 (5-Year Total)		\$7.6	\$2.7	\$2.9	\$13.2

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2013, Civil War Commission, and Chmura

#### 4.2.2. Economic Impact of Visitor Spending at Local Sesquicentennial Programs

Data provided by the Commission contained 1,545 local events. Among them, over 20 events were in cities and towns outside Virginia—including Maryland, Pennsylvania, North Carolina and West Virginia. Excluding those events, more than 60 localities in Virginia staged 1,522 events from 2009 to 2015. Altogether, close to 3.7 million participants attended those events. As Table 4.16 shows, local sesquicentennial programs cover a wide range of events, including battlefields tours, lectures, exhibitions, and performances such as concerts and plays.

<sup>20</sup> While visitor counts were provided for major exhibitions, some venues did not report visitor numbers for small panel exhibitions. For those, Chmura estimated the visitor number based on the average of all reported small panel exhibitions.

<sup>21</sup> Since the event at Appomattox is a National Park Service event, and the event at University of Virginia is an academic conference, Chmura choose to use the Finale Concert survey in the analysis.

**Table 4.16: Virginia Local Sesquicentennial Program Event Attendance**

	<b>Number of Events</b>	<b>Estimated Number in Attendance</b>
Battlefield tour	275	30,546
Document digitization	43	77,161
Exhibit	128	2,613,044
HistoryMobile Visit	51	37,693
Lecture	411	61,795
Media production	48	203,155
Other	101	58,525
Performance	57	15,129
Special event	389	589,452
Unknown	19	12,825
<b>Total</b>	<b>1,522</b>	<b>3,699,326</b>

Source: Civil War Commission and Chmura

Data concerning visitor figures and spending for local sesquicentennial programs came from two sources. First, the Commission distributed a survey to many Virginia communities.<sup>22</sup> They reported attendance numbers for 941 events. Based on reported data, Chmura calculated the average attendance for each type of event and used it to estimate the attendance for events where data were not reported. For example, average attendance for all events was 2,073, averaging 15,933 for exhibits, but averaging 102 for battlefield tours and 135 for lecture events. Chmura estimated that total attendance to all Virginia local sesquicentennial programs was about 3.7 million. This estimate is based on the local events whose data were reported to the Commission and does not include many other events where data are not available.

In estimating the economic impact of visitor spending in Virginia, Chmura excluded attendance related to HistoryMobile visits reported by local programs, as those are already included in the HistoryMobile impact. Chmura also excluded the participants for document digitization and media production, as participants in those programs include visits to websites and online media, and are not physical visitors to Virginia communities. Excluding those, Chmura included 3.4 million visitors to all local sesquicentennial programs.

Since no survey was conducted at any venue of local events, once again, Chmura used the Richmond Finale Concert survey to estimate visitor demographics and average spending.<sup>23</sup> Total direct visitor spending that can be attributed to local sesquicentennial programs was estimated to be \$137.1 million from 2009 to 2015. In terms of ripple effects, local sesquicentennial events were estimated to generate an additional \$49.0 million in indirect spending and \$51.4 million in induced spending in Virginia.

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<sup>22</sup> See Appendix 2.4 for community survey methodology and instrument.

<sup>23</sup> Since the event at Appomattox is a National Park Service event, and the event at University of Virginia is an academic conference, Chmura choose to use the Finale Concert survey in the analysis.

**Table 4.17: Estimated Economic Impact of Visitor Spending at Local Sesquicentennial Programs in Virginia**

		Direct	Indirect	Induced	Total
2009-2015 (7-Year Total)	Spending (\$Million)	\$137.1	\$49.0	\$51.4	\$237.5

Note: Numbers may not sum due to rounding

Source: IMPLAN Pro 2013, Civil War Commission, and Chmura

### 4.2.3. CWS Commemoration Visitor Spending Summary

In summary, Table 4.18 presents the economic impact of total visitor spending in Virginia for CWS Commemoration events. The events attracted over 3.7 million visitors to Virginia, attending conferences, viewing exhibitions, and attending other local programs. They directly spent \$147.4 million in Virginia from 2007 to 2015, supporting 2,406 direct jobs. One Virginia job is created for every \$61,200 in visitor spending<sup>24</sup>. In terms of ripple effects, total visitor spending was estimated to have brought about \$52.7 million in indirect spending that supported 328 cumulative Virginia jobs. Induced impact was estimated to total \$55.3 million and 434 cumulative state jobs.<sup>25</sup>

**Table 4.18: Economic Impacts of Visitor Spending in Virginia (2007-2015)**

		Direct	Indirect	Induced	Total
Signature Conference Series	Spending (\$Million)	\$2.1	\$0.8	\$0.8	\$3.7
HistoryMobile	Spending (\$Million)	\$0.4	\$0.2	\$0.2	\$0.8
VHS "Turning Point" Exhibition	Spending (\$Million)	\$7.6	\$2.7	\$2.9	\$13.2
Finale Concert	Spending (\$Million)	\$0.0	\$0.0	\$0.0	\$0.0
Local Sesquicentennial Programs	Spending (\$Million)	\$137.1	\$49.0	\$51.4	\$237.5
<b>2007-2015 (9-Year Total)</b>	<b>Spending (\$Million)</b>	<b>\$147.4</b>	<b>\$52.7</b>	<b>\$55.3</b>	<b>\$255.3</b>
	<b>Employment</b>	<b>2,406</b>	<b>328</b>	<b>434</b>	<b>3,168</b>

Source: Chmura Economics & Analytics

Note: Numbers may not sum up due to rounding

### 4.3. CWS Economic Impact Summary

Combining commemoration spending and visitor spending, Table 4.19 presents the economic impact of CWS Commemoration events in Virginia. The direct impact of the commemoration is estimated to be \$165.7 million in Virginia from 2007 to 2015, supporting 2,595 cumulative direct jobs. In terms of ripple effects, CWS Commemoration events are estimated to bring about \$61.4 million in indirect spending that could support 393 cumulative Virginia jobs. Induced impact is estimated to total \$63.2 million and 500 cumulative state jobs. The 9-year total economic impact can reach \$290.3 million that can support 3,488 cumulative jobs in Virginia.

<sup>24</sup> The job is not a full-time-equivalent (FTE) job, but includes both full- and part-time jobs.

<sup>25</sup> The estimated jobs include both full- and part-time jobs. They are not full-time-equivalent (FTE) jobs.

**Table 4.19: Economic Impacts of CWS Commemoration in Virginia (2007-2015 9-Year Total)**

		Direct	Indirect	Induced	Total
Commemoration Spending	Spending (\$Million)	\$18.4	\$8.7	\$8.0	\$35.1
	Employment	189	64	66	319
Visitor Spending	Spending (\$Million)	\$147.4	\$52.7	\$55.3	\$255.3
	Employment	2,406	328	434	3,168
<b>CWS Impact</b>	<b>Spending (\$Million)</b>	<b>\$165.7</b>	<b>\$61.4</b>	<b>\$63.2</b>	<b>\$290.3</b>
	<b>Employment</b>	<b>2,595</b>	<b>393</b>	<b>500</b>	<b>3,488</b>

Source: Chmura Economics & Analytics

## 5. Fiscal Benefits

The Civil War Sesquicentennial Commemoration also generated tax revenue for the Commonwealth of Virginia and localities hosting the events. The state benefits from the following three main tax streams: sales tax, individual income tax, and corporate income tax. For local governments, major tax revenue from CWS Commemoration visitor and commemoration spending includes sales tax; meals tax; lodging tax; admissions tax; and business, professional and occupational licenses tax (BPOL). To be conservative, only tax revenue from the direct impact was estimated.<sup>26</sup>

### 5.1. State Fiscal Benefits

For the state government, the primary source of tax revenue comes from visitor spending. The Commonwealth of Virginia benefits from tax on corporate income, individual income, and retail sales tax for businesses serving visitors. From commemoration spending, the state collects individual income tax and corporate income tax from profits made by businesses engaged in event staging.

State tax revenue was estimated based on information found in Sections 4 and 5 which identify total commemoration spending and visitor spending. For state sales tax, a 4.3% tax rate is applied on total visitor spending in the following spending categories: shopping, lodging, and food. For corporate and individual income tax estimates, the IMPLAN model provides profit margin and proportion of employment compensation in total visitor and commemoration spending. For example, for an average Virginia restaurant business, IMPLAN shows that profit accounts for 10% of total sales, while employment compensation accounts for 40%. For retail establishments, those two percentages are 9% and 39%, respectively. Based on the above information, Chmura estimated total profit and wages attributed to visitor spending in restaurants and retail shops, before applying the state corporate income tax rate of 6% and average state personal income tax rate of 5%.<sup>27</sup>

Table 5.1 presents the estimated tax revenue for the state government from commemoration expenditures and visitor spending. The state will receive an estimated \$8.4 million in tax revenue from the Civil War Sesquicentennial Commemoration. The largest tax revenue item for the state government is sales tax from visitor spending, amounting to \$4.8 million, or 57% of total state tax revenue. That is followed by individual income tax, estimated at \$2.8 million. Individual income tax comes from the thousands of new jobs created by the CWS Commemoration. These jobs are primarily in the tourist service businesses. Corporate income tax was estimated at \$0.9 million.

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<sup>26</sup> This approach is recommended by Burchell and Listokin in *The Fiscal Impact Handbook*. Source: Burchell, R.W. and Listokin, D. 1978. *The Fiscal Impact Handbook: Estimating Local Costs and Revenues of Land Development*. Center for Urban Policy Research, New Brunswick, NJ; Rutgers, The State University of New Jersey.

<sup>27</sup> Virginia has a progressive state income tax system where higher income individuals pay higher percentages of their income as income tax. The rate is 4.9% for an individual with \$30,000 taxable income, and 5.2% for an individual with \$50,000 taxable income. As a result, 5% is a reasonable assumption as many of those jobs pay low wages.

**Table 5.1: Estimated State Fiscal Benefits**

	State Sales Tax	Corporate Income Tax	Personal Income Tax	Total State Tax
Tax Revenues from Visitor Spending				
Signature Conference Series	\$57,904	\$13,491	\$34,886	<b>\$106,280</b>
HistoryMobile	\$14,911	\$2,446	\$7,233	<b>\$24,589</b>
VHS "A Turning Point" Exhibition	\$248,108	\$42,031	\$126,735	<b>\$416,874</b>
Finale Concert	\$921	\$156	\$470	<b>\$1,547</b>
Local Events	\$4,467,763	\$756,858	\$2,282,167	<b>\$7,506,788</b>
<b>Tax Revenue from Visitor Spending</b>	<b>\$4,789,607</b>	<b>\$814,981</b>	<b>\$2,451,491</b>	<b>\$8,056,079</b>
Tax Revenue from Commemoration Spending		\$51,917	\$334,710	<b>\$386,627</b>
<b>Total Civil War Commission Commemoration</b>	<b>\$4,789,607</b>	<b>\$866,897</b>	<b>\$2,786,201</b>	<b>\$8,442,706</b>

Source: Civil War Commission and Chmura

## 5.2. Local Fiscal Benefits

Spending on event staging and visitor spending can generate tax revenue for local governments as well. While local sales tax is 1% of total receipts for all localities, different jurisdictions in Virginia have different meals, lodging, admissions, and BPOL tax rates. If an event took place in a single location, such as the Finale Concert in Richmond, the tax rate for that jurisdiction was used to estimate local tax revenue. If an event took place in multiple Virginia locations, such as the exhibition, Chmura first calculated the average local tax rate for that event using visitor volume as weights. The estimated tax revenue should be interpreted as the sum of total local tax for all localities involved. For statewide programs where a large number of localities are involved (HistoryMobile), as well as over 1,000 local events, Chmura calculated the state average meals, lodging, admissions, and BPOL tax rates and estimated local tax revenue with state average tax rates.<sup>28</sup>

In estimating local tax revenue, sales tax rate was applied to the following spending categories: shopping, food, and lodging. The meals tax rates were applied to visitor spending on food while the lodging tax rates were applied to visitor spending on hotels and motels. The admissions tax rates were applied to visitor spending on entertainment. BPOL tax was applied to all visitor spending categories, with different BPOL tax rates applied to retail and services. BPOL tax was also applied to commemoration spending, and for organization and staging of events.

The Civil War Sesquicentennial Commemoration was estimated to generate \$5.0 million in tax revenue for all local governments involved (Table 5.2). The largest revenue source was meals tax, totaling \$2.1 million, followed by lodging (\$1.3 million), and local sales tax (\$1.1 million). The vast majority of local tax revenue came from visitor spending, reaching \$4.9 million.

<sup>28</sup> The source of local tax rates is from the Survey of Local Tax Rates, published by Weldon Cooper Center for Public Service, University of Virginia.

**Table 5.2: Estimated Local Fiscal Impacts**

	Sales Tax	Meal Tax	Lodging Tax	Admission Tax	BPOL Tax	Total Local Tax
Tax Revenues from Visitor Spending						
Signature Conference Series	\$13,466	\$26,981	\$43,473	\$10,107	\$4,573	<b>\$98,600</b>
HistoryMobile	\$3,468	\$5,101	\$3,749	\$601	\$693	<b>\$13,613</b>
VHS "A Turning Point" Exhibition	\$57,700	\$169,347	\$78,739	\$18,252	\$14,708	<b>\$338,746</b>
Finale Concert	\$214	\$818	\$384	\$93	\$68	<b>\$1,576</b>
Local Events	\$1,039,015	\$1,852,495	\$1,209,664	\$151,370	\$218,593	<b>\$4,471,137</b>
<b>Tax Revenue from Visitor Spending</b>	<b>\$1,113,862</b>	<b>\$2,054,743</b>	<b>\$1,336,009</b>	<b>\$180,422</b>	<b>\$238,635</b>	<b>\$4,923,671</b>
<b>Tax Revenue from Commemoration Spending</b>					<b>\$42,630</b>	<b>\$42,630</b>
<b>Total Civil War Commission Commemoration</b>	<b>\$1,113,862</b>	<b>\$2,054,743</b>	<b>\$1,336,009</b>	<b>\$180,422</b>	<b>\$281,265</b>	<b>\$4,966,301</b>

Source: Civil War Commission and Chmura

## 6. Other Economic Impact

Spending on event staging and visitor spending at CWS commemoration events, though constituting a major part of the economic impact in Virginia, do not capture all the economic benefits resulting from the Civil War Sesquicentennial Commemoration. In this section, Chmura discusses the potential impact of these activities, some of which could not be quantified.

The CWS Commemoration focused a tremendous amount of national and international attention on Virginia. It also allowed communities around Virginia to showcase their rich culture and history. Data collected from around Virginia indicated that people from all 50 states and many foreign countries participated in different events. Numerous news reports were written on the CWS Commemoration activities in Virginia. Based on the record kept by the commission, there are over 1,300 print media articles written related to the CWS commemoration. As Table 6.1 shows, there are 509 articles written on Local Sesquicentennial Programs, 293 articles on HistoryMobile, and 246 articles on An American Turning Point Exhibit. In addition of print media articles, the online presence of CWS commemoration is much wider. A Google search of “Virginia Civil War 150” yields 14.5 million results and 30,700 news stories. Similarly, a Google search of “Civil War Sesquicentennial Virginia” generates 361,000 results and 1,630 news stories. As a result, the CWS Commemoration increased media exposure of Virginia and its tourism attractions.

**Table 6.1: Selected Print Media Articles**

Subject	Number of Articles
Local Sesquicentennial Programs	509
HistoryMobile	293
An American Turning Point	246
Legacy Project	146
Signature Conference Series	123
Virginia Sesquicentennial of the American Civil War Commission	54

Source: Civil War Commission

The CWS Commemoration can also boost state tourism. As a result of attending Commemoration events, many individuals also visited other tourist attractions in Virginia that are not related to the Civil War, boosting the state tourism industry. The economic impact of increased visitors to other Virginia attractions are not included in this study, but tourism in other communities in Virginia and the state as a whole can benefit from the Civil War Sesquicentennial Commemoration for years to come.



## 7. Summary

This study estimated that the economic impact of the Civil War Sesquicentennial Commemoration amounted to \$290.3 million from 2007 to 2015. The economic impact from these events was derived from visitor spending as well as spending on organizing the events. The study estimated that 3.7 million visitors participated in the CWS Commemoration. Collectively, they directly spent \$147.4 million in Virginia as a result of attending the events. Commemoration spending (Commission funding and other funding resources) were estimated to be \$18.4 million. Direct commemoration and visitor spending was estimated to generate \$35.1 million in total economic impact in Virginia. The CWS Commemoration was estimated to generate \$8.4 million in tax revenue for the state and \$5.0 million in tax revenue for local governments involved. Table 7.1 summarizes the total economic impact of CWS Commemoration.

**Table 7.1: Summary Economic Impacts of Civil War Commission Commemoration in Virginia**

	Virginia Attendance	Direct Spending (\$Million)	Total Economic Impacts (\$Million)	State Tax Revenues	Local Tax Revenues
Visitor Spending					
Signature Conference Series	6,254	\$2.1	\$3.7	\$106,280	\$98,600
HistoryMobile	176,578	\$0.4	\$0.8	\$24,589	\$13,613
VHS "A Turning Point" Exhibition	187,775	\$7.6	\$13.2	\$416,874	\$338,746
Finale Concert	697	\$0.03	\$0.05	\$1,547	\$1,576
Local Events	3,381,317	\$137.1	\$237.5	\$7,506,788	\$4,471,137
<b>Total Visitor Spending</b>	<b>3,752,620</b>	<b>\$147.4</b>	<b>\$255.3</b>	<b>\$8,056,079</b>	<b>\$4,923,671</b>
<b>Commemoration Spending</b>		<b>\$18.4</b>	<b>\$35.1</b>	<b>\$386,627</b>	<b>\$42,630</b>
<b>Total Civil War Commemoration</b>	<b>3,752,620</b>	<b>\$165.7</b>	<b>\$290.3</b>	<b>\$8,442,706</b>	<b>\$4,966,301</b>

Source: Civil War Commission and Chmura Economics & Analytics

CWS Commemoration events also created job opportunities in Virginia. The events were estimated to generate 3,488 cumulative jobs in Virginia from 2007 to 2015, averaging 388 jobs per year. Moreover, the events and media attention generated by the CWS Commemoration has greatly increased the exposure and visibility of Virginia in general, boosting state tourism.

## Appendix 1: Impact Study Glossary

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

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

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

*Overhead*—construction inputs not provided by the contractor.

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

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

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

# Appendix 2: Survey Reports of the Civil War Sesquicentennial

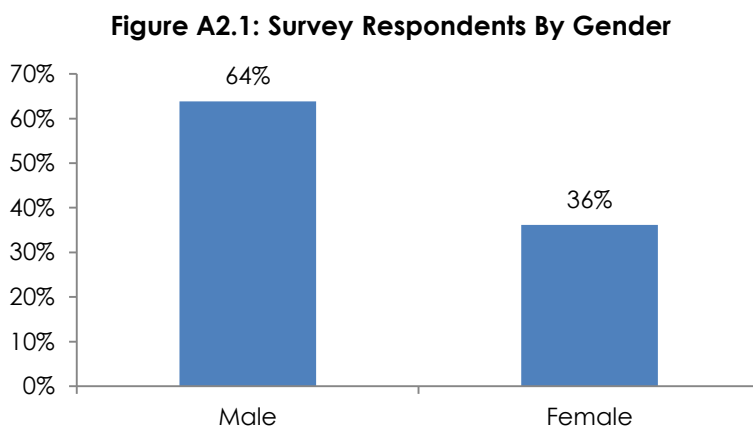
## A2.1. Survey at Signature Conference at UVa

### A2.1.1 Methodology

A survey was conducted at the Civil War Sesquicentennial Signature Conference at University of Virginia (UVa) in Charlottesville, Virginia. The survey was designed to collect data on visitor spending at this event and throughout the state of Virginia. Paper surveys were included in conference attendees' folders and placed in a drop box upon completion on April 18, 2015, the day of the event. Eighty-three responses to the survey were collected and analyzed.

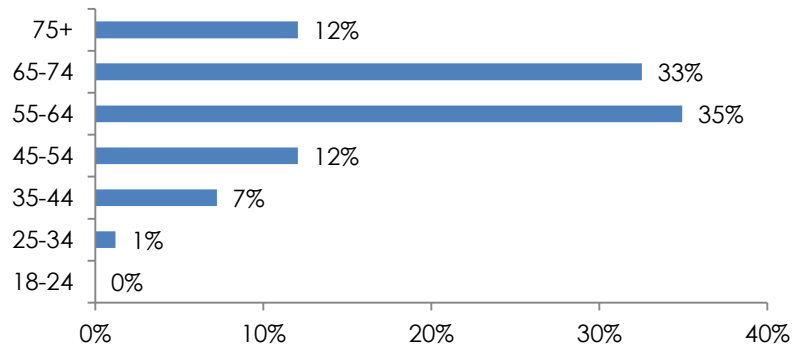
### A2.1.2 Demographics

By gender, males outweighed females by nearly a 2:1 ratio, demonstrated in the chart below. Males made up 64% of the survey respondents, while females only constituted 36%.



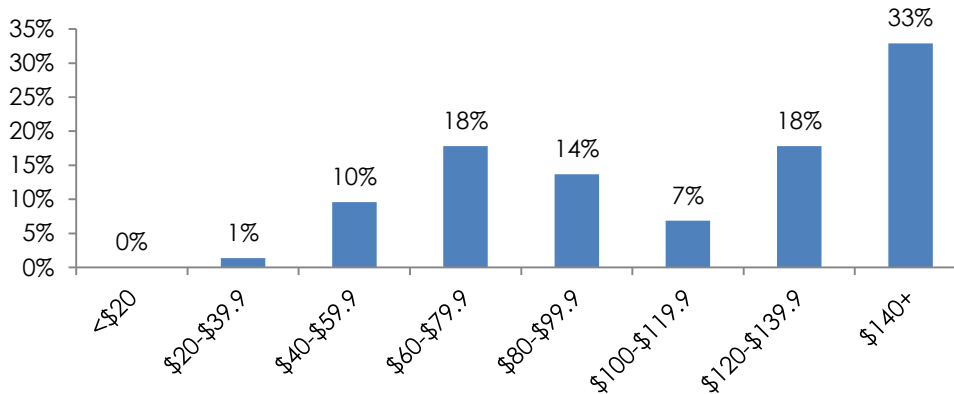
The median age of Civil War Sesquicentennial Signature Conference attendees was 63 years old. The majority of attendees were within the age groups of 55-64 and 65-74, which together represented 68% of the entire respondent population (35% and 33%, respectively). Two other age demographics were decently represented as well: 45-54 (12%) and 75+ (12%). No respondents were younger than 25 years old.

**Figure A2.2: Survey Respondents by Age**



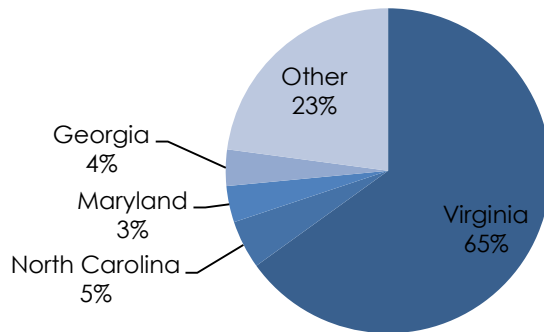
Regarding household income, 88% of total respondents reported this data. The highest percentage of respondents made over \$140,000, constituting 33% of the total respondent population. The income cohorts of \$60,000-\$79,999 and \$120,000-\$139,999 each comprised 18% of the respondents. There were 14% of respondents in the \$80,000-\$99,999 range, while 10% fell in the \$40,000-\$59,999 cohort. Perhaps unusually, a low percentage of respondents (7%) belonged to the third-highest income cohort of \$100,000-\$119,999.

**Figure A2.3: Survey Respondents by Annual Household Income (\$=Thousand)**



The majority (65%) of all CWS Conference attendees were from Virginia, with a mix of other states constituting the next-largest category of almost a quarter of all survey respondents. North Carolina, Georgia, and Maryland each had significant representation as well.

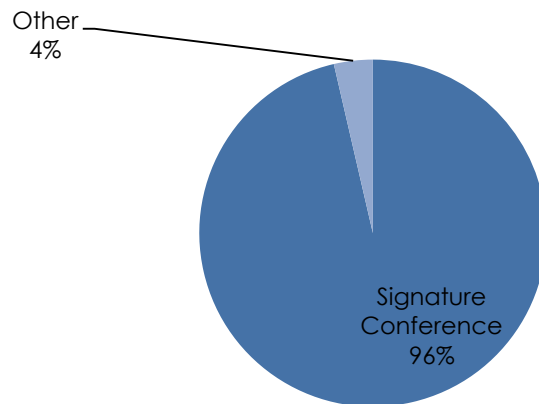
**Figure A2.4: Survey Respondents by State of Residence**



### A2.1.3 Traveling Arrangements

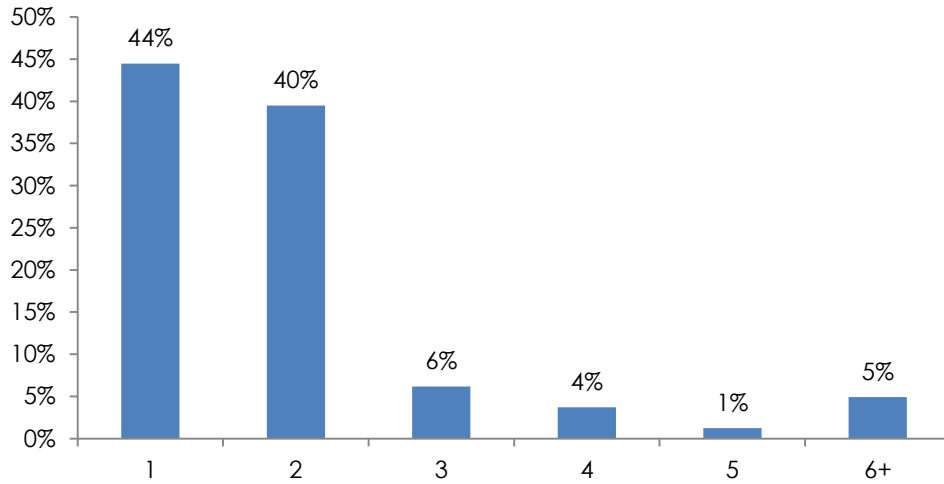
The vast majority of respondents (96%) indicated that the Civil War Sesquicentennial Signature Conference was the primary motivation for their trip to the area.

**Figure A2.5: Primary Trip Motivation**



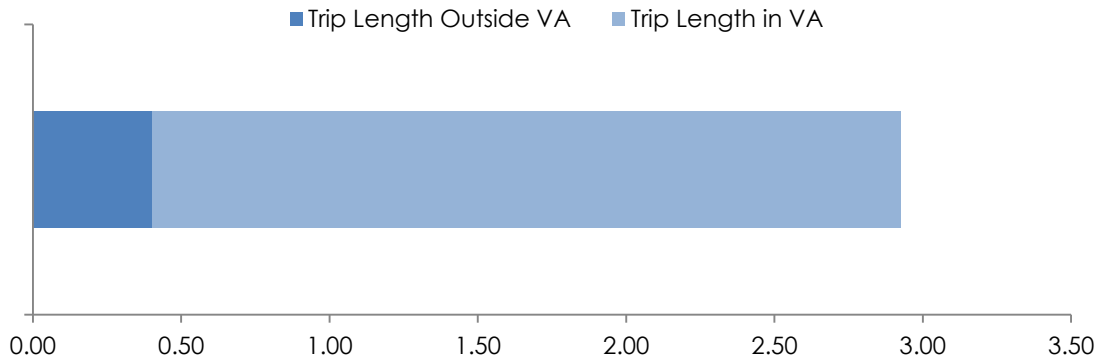
The average travel party size among respondents was approximately 2.05. The party size reported by the most respondents was one (44%), though it was closely followed by a party size of two (40%). Together, party sizes of one and two made up the vast majority of survey respondents. Respondents traveling with three or more people constituted 16% of respondents.

**Figure A2.6: Travel Party Size**



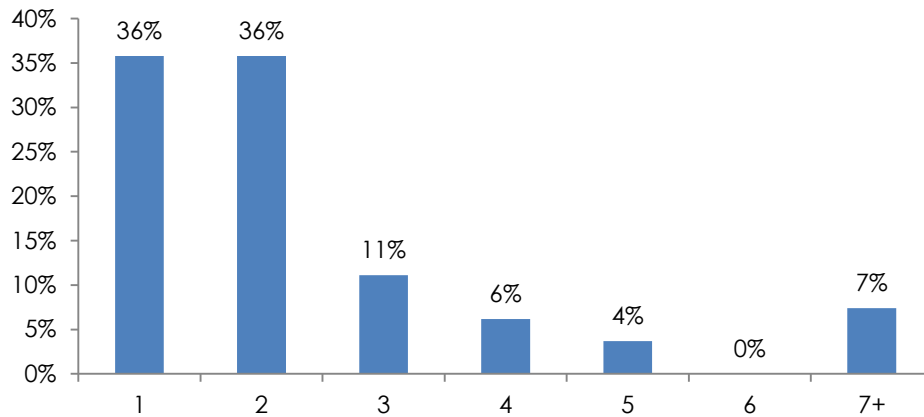
The average total trip length of respondents was 2.93 days. In the chart below, the average total trip lengths by respondents are broken into two categories: trip length in Virginia and trip length outside of Virginia. The vast majority of days were spent in Virginia.

**Figure A2.7: Average Respondent Trip Length in Days**



The majority of survey respondents spent one or two days on their trip, with an equal percentage (36% each) of trips lasting one and two days. The median trip length was 2.4 days. Attendees with trips lasting 3 days constituted 11% of those surveyed. No respondents indicated that their trip lasted six days, though the trips of 7% of respondents lasted for 7 days or more.

**Figure A2.8: Trip Length in Days for Signature Conference Series Attendees**



#### A2.1.4 Spending Data

Spending patterns for the Civil War Sesquicentennial Signature Conference are denoted as spending per person per day. Local transportation includes car rentals, taxis, parking, etc. The largest expense category for all respondents at the conference was food and drink, with an average of \$31.78 spent per person per day. There were 70% of respondents who took an overnight trip, and those 57 respondents spent on average \$64.74 per person per night on lodging. Local transportation and shopping were the next-largest spending categories, with \$14.24 and \$11.08 per person per day averages, respectively. Entertainment received a proportionally small amount of spending among respondents, with an average of only \$6.62 per person per day.

**Table A2.1: Spending by Signature Conference Series Visitors**

Spending Categories	Average Per Person Per Day
Food and Drink	\$31.78
Shopping	\$11.08
Lodging*	\$64.74*
Local Transportation	\$14.24
Entertainment	\$6.62
CWS Events	\$8.36
Other	\$8.14

\*Lodging is on a per person per night basis for respondents who took an overnight trip

#### A2.1.5. Survey Instrument





Shopping (gifts, clothing, personal items)	\$ _____
Civil War Sesquicentennial Events/Admissions	\$ _____
Entertainment & attractions <b>not</b> related to Civil War Sesquicentennial events	\$ _____
Any other expenses	\$ _____

12. What is your gender?

- a. Female
- b. Male

13. What state (or country, if not the US) do you live in? \_\_\_\_\_

14. What is your ZIP code? \_\_\_\_\_

15. Which category does your age fall into?

- a. 18-24
- b. 25-34
- c. 35-44
- d. 45-54
- e. 55-64
- f. 65-74
- g. 75+

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

- a. Less than \$20,000
- b. \$20,000 - \$39,000
- c. \$40,000 - \$59,999
- d. \$60,000 - \$79,999
- e. \$80,000 - \$99,999
- f. \$100,000 - \$119,999
- g. \$120,000 - \$139,999
- h. \$140,000+

Thank you very much for your participation! **Please return this survey to the yellow box on the CW150 information table in the lobby.**

## A2.2. Appomattox Intercept Survey

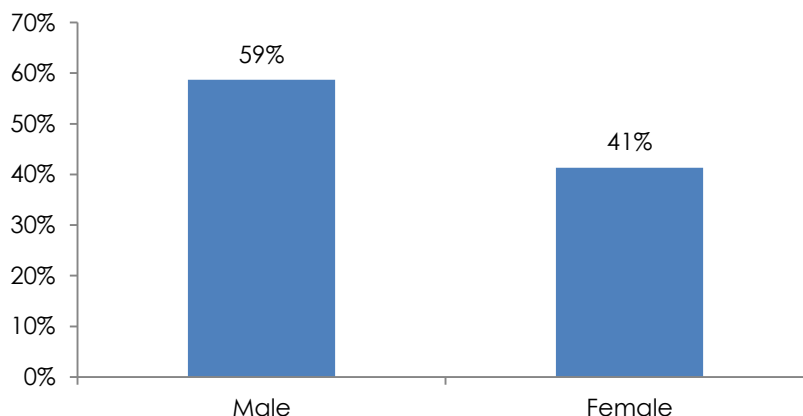
### A2.2.1 Methodology

A visitor intercept survey was conducted at the site of the Museum of the Confederacy in the town of Appomattox, Virginia on April 9, 2015, during Civil War Sesquicentennial events. The date was chosen to coincide with the 150th anniversary of General Lee's surrender at the Appomattox Court House, which marked the end of the American Civil War. The National Park Service and other local organizations hosted a series of events on that weekend. The survey was intended to gather data on visitor spending both at the event and in the state of Virginia. Two hundred twenty-five responses were collected and analyzed.

### A2.2.2. Demographics

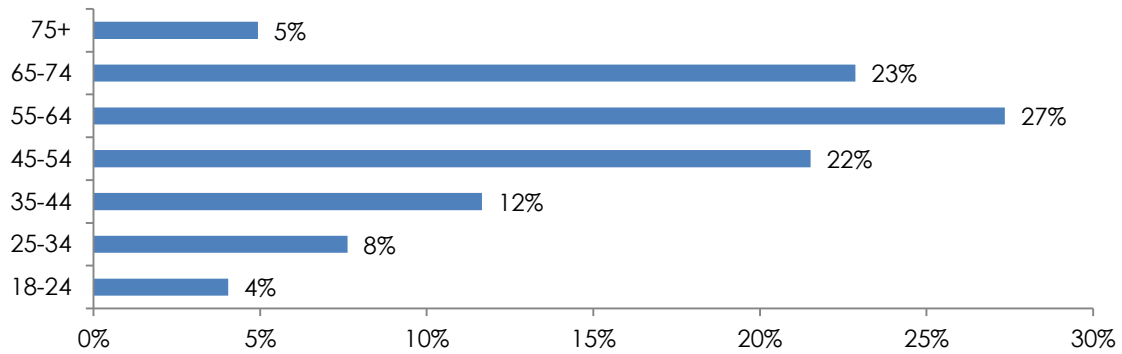
By gender, males outweighed females by a nearly 3:2 ratio. Males constituted 59% of the respondent group, while females represented 41%.

**Figure A2.2.1: Survey Respondents by Gender**



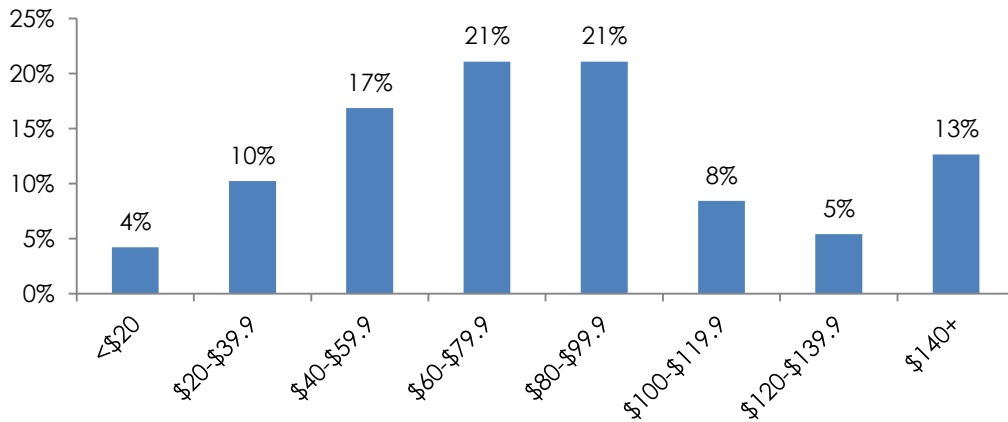
The graph below visually demonstrates the diversity of age representation at CWS events at Appomattox. The age group of 55-64 contained the most respondents, constituting 27% of the respondent population. Age groups 65-74 and 45-54 fell shortly behind, with 23% and 22% respectively. The other four age groups each had significant representation, with 18-24 as the least-represented group, making up 4% of the respondent population.

**Figure A2.2.2: Survey Respondents by Age**



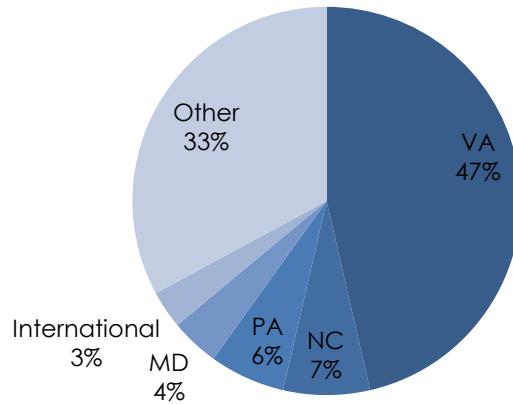
Regarding household income, 74% of respondents reported this data. The highest percentages of respondents reported earning within the cohorts of \$60,000-\$79,999 and \$80,000-\$99,999, each encompassing 21% of the respondent population. Close behind was the \$40,000-\$59,999 cohort with 17% of respondents. There were 13% of respondents who reported earning over \$140,000, while the next-two-highest cohorts of \$120,000-\$139,999 and \$100,000-\$119,999 were proportionally less represented, with 5% and 8%, respectively.

**Figure A2.2.3: Survey Respondents by Annual Household Income (\$=Thousand)**



Though Virginia expectedly boasted the largest representation of any state at 47% of all respondents, a conglomeration of other states constituted a third of all respondents. North Carolina, Pennsylvania, and Maryland also had significant representation within the survey population of 7%, 6%, and 4% respectively.

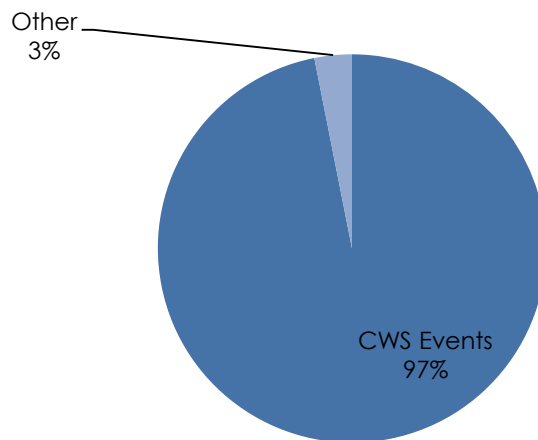
**Figure A2.2.4: Survey Respondents by State of Residence**



### A2.2.3 Traveling Arrangements

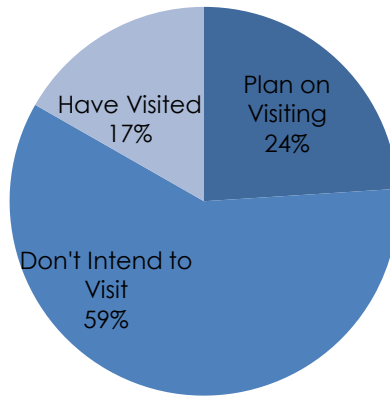
A vast majority of attendees' primary motivation for their trip to the area was the Civil War Sesquicentennial events in Appomattox. Only 3% of respondents were not in the area primarily for the events.

**Figure A2.2.5: Primary Trip Motivation**



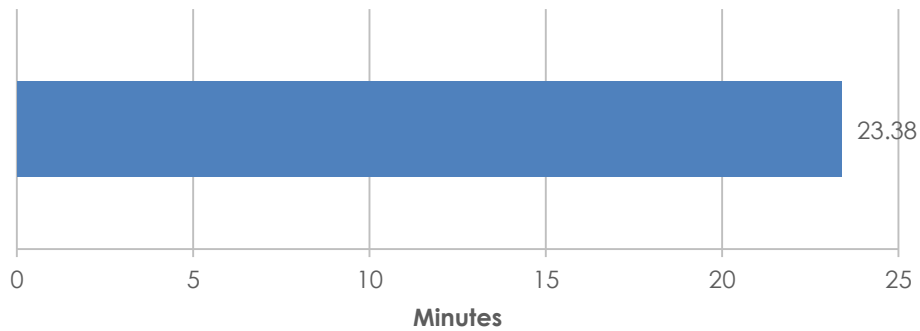
Over half of survey respondents (59%) indicated that they had not and did not intend to visit the HistoryMobile. Of those surveyed, 24% planned on visiting the HistoryMobile, while 17% had already visited.

**Figure A2.2.6: HistoryMobile**



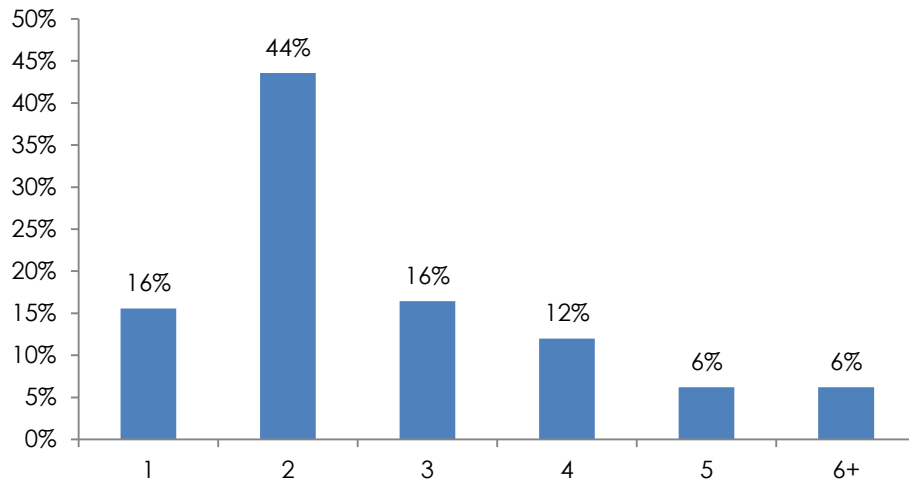
The average HistoryMobile visitation time for those who had already visited was 23.38 minutes. The average travel party size for those who had visited the HistoryMobile was 2.65 people, slightly lower than the 2.88 overall average.

**Figure A2.2.7: Average Time Spent in the HistoryMobile**



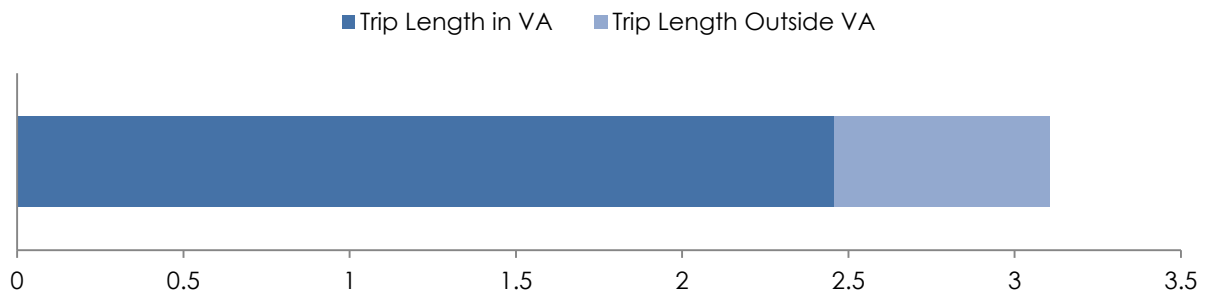
The average travel party size among respondents was approximately 2.88. The party size reported by the most respondents was two (44%). Party sizes of one and three each constituted 16% of the respondent population. Those traveling with a party size of four made up 12% of respondents.

**Figure A2.2.8: Travel Party Size**



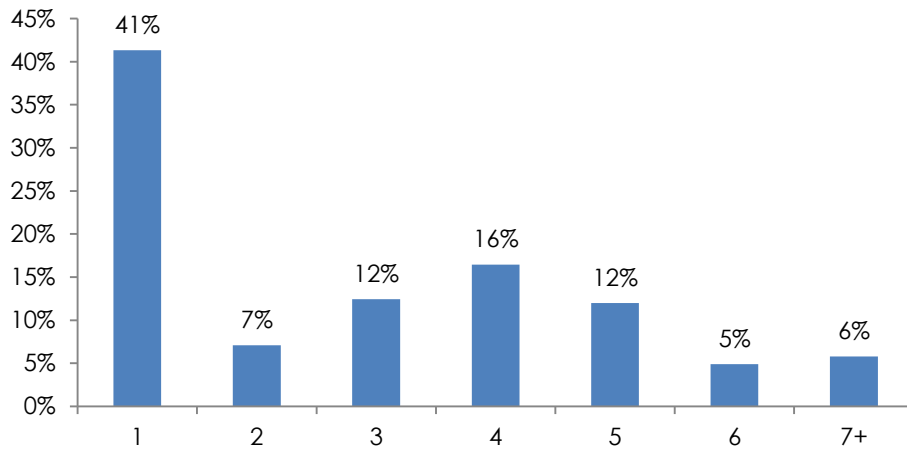
The average total trip length of respondents was 3.11 days. Trip length for CWS visitors is broken down below into two categories: trip length in Virginia and trip length outside of Virginia. The average trip length outside of Virginia was only 0.65 days, while the average trip length within Virginia was 2.46 days.

**Figure A2.2.9: Average Trip Length by Respondents (in days)**



The highest percentage of survey respondents (41%) reported spending only one day on their trip to CWS events in Appomattox. Besides the high percentage of those spending one day on their trip, the rest of the percentages were fairly close. There were 16% of respondents who spent four days on their trip, while equal percentages of respondents spent 3 and 5 days on their trip (each 12% of surveyed population).

**Figure A2.2.10: Trip Length in Days for CWS Event Attendees**



#### A2.2.4 Spending Data

Spending patterns for the Civil War Sesquicentennial events in Appomattox are denoted as average spending per person per day. The largest expense category for all respondents was food and drink, with an average per person per day total of \$44.05. There were 60% of respondents who took an overnight trip, and those 135 respondents spent on average \$38.48 per person per night on lodging. Local transportation and shopping were the next largest spending categories, with \$23.52 and \$15.33 per person per day averages, respectively.

**Table A2.2.1: Spending by Appomattox Event Visitors**

Spending Categories	Average Per Person Per Day
Food and Drink	\$44.05
Shopping	\$15.33
Lodging*	\$38.48*
Local Transportation	\$23.52
CWS Tickets	\$4.39
Entertainment	\$0.62
Other	\$0.70

\*Lodging is on a per person per night basis for respondents who took an overnight trip

#### A2.2.5. Survey Instrument

**Civil War Sesquicentennial in Appomattox, Virginia. April 9, 2015. Intercept Survey**

Hello. I'm \_\_\_\_\_. We are conducting a three minute survey of visitors to understand the economic impact of the Civil War Sesquicentennial Commemoration in Virginia. All of your answers will be kept strictly confidential. Do you mind answering some of our questions?

**SCREENER**

1. **(SKIP IF OBVIOUS)** We are only supposed to interview people 18 years or older. Are you 18 or older?  
**IF NO, THANK & TERMINATE**

**MAIN QUESTIONNAIRE**

2. Were today's Civil War Sesquicentennial events in Appomattox the primary motivators for your trip?  
01 YES            02 NO            99 DK/REF
3. Do you plan to visit any other Civil War Sesquicentennial events during your trip, excluding those in Appomattox? If so, how many?  
01 YES, I plan to visit \_\_\_ **[NUMBER]** other events  
02 NO
4. Have you visited, or do you plan to visit, the HistoryMobile today?  
01 YES, I have visited to the HistoryMobile today  
02 YES, I plan to visit the HistoryMobile today → **JUMP TO Q6**  
02 NO → **JUMP TO Q6**  
99 DK/REF → **IF DK/REF, JUMP TO Q6**
5. How much time did you spend at the HistoryMobile today? **(IT IS OK IF THEY ESTIMATE)**  
\_\_\_\_\_ minutes
6. Including yourself, how many people are in your traveling party, that is, *the group with whom you share expenses?* \_\_\_\_\_ **(IF THE # IS VERY LARGE, BE SURE THEY UNDERSTAND THE DEFINITION)**
7. Is your visit today part of a daytrip, or will you (most likely) be staying somewhere overnight? **(IF THEY ARE UNSURE, ASK FOR THE MOST LIKELY CASE)**  
01 Daytrip → **IF DAYTRIP, JUMP TO Q10**  
02 Overnight
8. What is the total length of your trip in days and nights?  
\_\_\_\_\_ 01 days & \_\_\_\_\_ 02 nights            99 DK/REF
9. How many of those days and nights will be spent in Virginia?  
\_\_\_\_\_ 01 days & \_\_\_\_\_ 02 nights            99 DK/REF



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

01 Total \$ \_\_\_\_\_ OR 02 Per Night \$ \_\_\_\_\_  
 99 DK/REF

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

a) Food & Drink \$ \_\_\_\_\_  
 b) Local Transportation (e.g. car rental, taxi, gas, parking) \$ \_\_\_\_\_

**→ b2) IF \$0 on local transportation, ask if they drove their own car; if yes, about how many miles both ways TOTAL for the trip:<sup>29</sup> \_\_\_\_\_**

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

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

a) Shopping (gifts, clothing, personal items) \$ \_\_\_\_\_  
 b) Civil War Sesquicentennial Events/Admissions \$ \_\_\_\_\_  
 c) Entertainment and attractions NOT related to Civil War Sesquicentennial Events \$ \_\_\_\_\_  
 d) Any other expenses \$ \_\_\_\_\_

*I have a few final questions about yourself.*

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

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

96 If no state, specify country: \_\_\_\_\_

99 DK/REF

14. Which category does your age fall into? **(SHOW CARD<sup>30</sup>)**

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

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

<sup>29</sup> This is so we can estimate their gasoline expenditures (and yes, if we estimate this way, we will estimate for the total trip rather than the average per day).

<sup>30</sup> The categories for age and income will be labeled with capital letters so the respondent can indicate an answer via the letter (to lessen hesitancy to respond).

01 H) Less than \$20,000  
02 I) \$20,000 - \$39,999  
03 J) \$40,000 - \$59,999

04 K) \$60,000 - \$79,999  
05 L) \$80,000 - \$99,999  
06 M) \$100,000 - \$119,999

07 N) \$120,000 - \$139,999  
08 O) \$140,000+  
99 DK/REF

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

**RECORDED BY INTERVIEWER**

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

17. **WHEN SURVEY WAS COMPLETED:** Hour of day for survey: \_\_\_ \_\_\_            01 AM 02 PM

18. **LOCATION OF SURVEY:** \_\_\_\_\_

19. **INTERVIEWER:** \_\_\_\_\_

**RECORDED BY RESPONDENT**

**AGE**

A: 18-24

B: 25-34

C: 35-44

D: 45-54

E: 55-64

F: 65-74

G: 75+

**HOUSEHOLD INCOME**

H: Less than \$20,000

I: \$20,000 - \$39,999

J: \$40,000 - \$59,999

K: \$60,000 - \$79,999

L: \$80,000 - \$99,999

M: \$100,000 - \$119,999

N: \$120,000 - \$139,000

O: \$140,000+

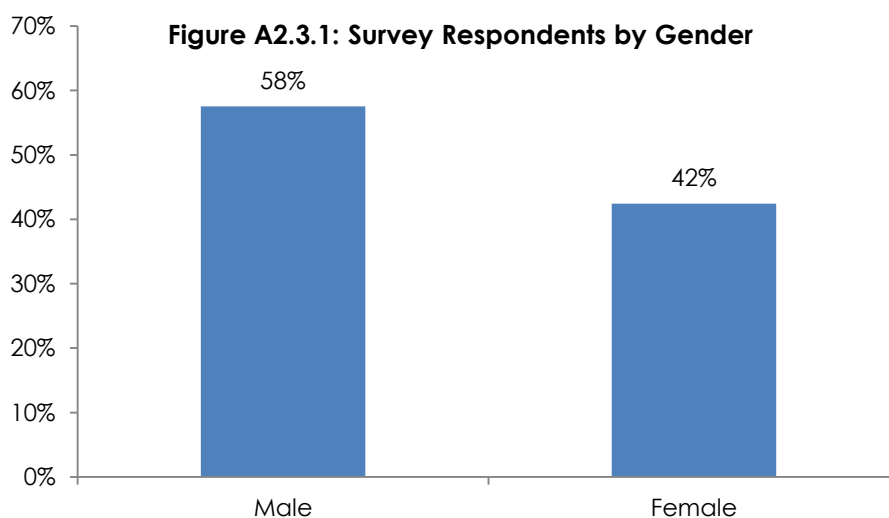
## A2.3. Finale Concert Intercept Survey

### A2.3.1 Methodology

An intercept survey was conducted at the Civil War Sesquicentennial Finale Concert in Richmond, VA. The survey was designed to gather data on visitor spending both at the event and in the state of Virginia. The survey was conducted on May 25, 2015, and 139 responses were collected and analyzed.

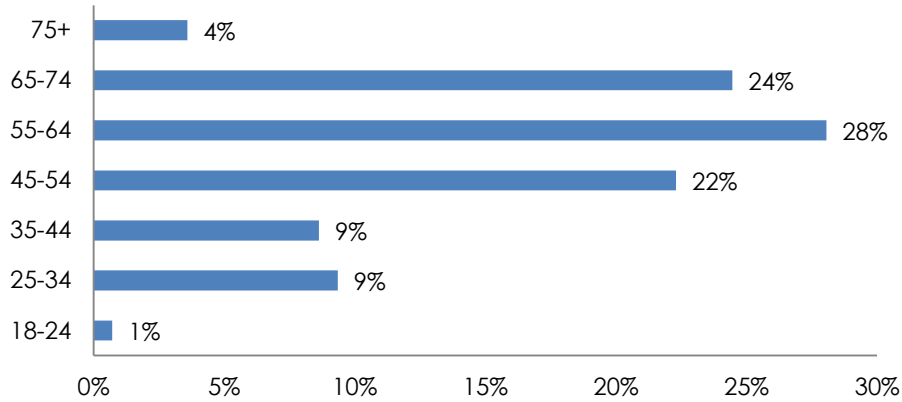
### A2.3.2 Demographics

A majority of survey respondents were male, as depicted in the chart below. Males made up approximately 58% of survey respondents, while females constituted approximately 42%.



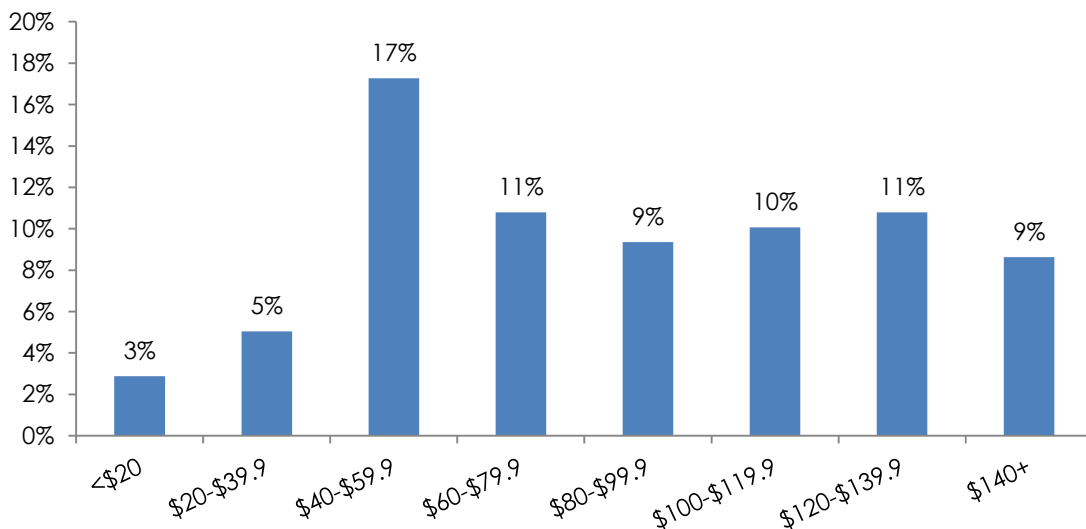
The median age of respondents was 58 years old. A majority of attendees were within the age groups of 55-64 and 65-74, which together represented 52% of the entire respondent population, 28% and 28% respectively. The age demographics 25-34 and 35-44 represented a total of 18% of the respondents, with 9% each. The categories of 18-24 and 75+ only garnered a total of 5% of the respondent population. In order to participate in the survey, respondents had to be at least 18 years old.

**Figure A2.3.2: Survey Respondents by Age**



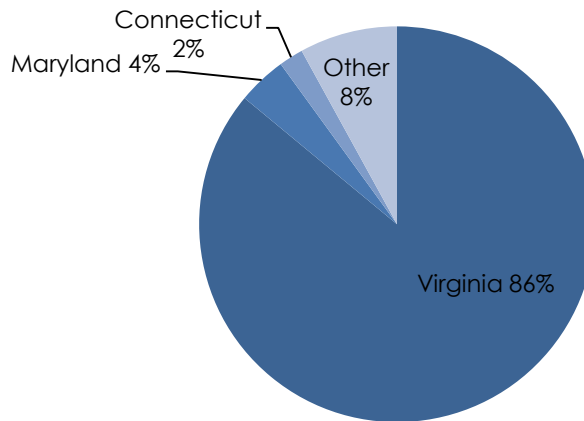
There were 75% of respondents who reported their household income. The income cohort with the largest representation among respondents was the \$40,000-\$59,999 category, at 17% of the respondent population. The income cohorts of \$60,000-\$79,999 and \$120,000-\$139,999 corresponded to 11% of respondents each. There were 10% of respondents who fell in the \$100,000-\$119,999 range. Only 9% of respondents had a household income larger than \$140,000 and only 3% made less than \$40,000.

**Figure A2.3.3: Survey Respondents by Annual Household Income (\$=Thousand)**



The majority (86%) of CWS Finale Concert attendees were from Virginia. There were 4% of respondents who came from Maryland and 2% were from Connecticut. The remaining 8% were from various other states (Georgia, Washington DC, Texas, Vermont, New Jersey, New York, and Pennsylvania) and outside of the US.

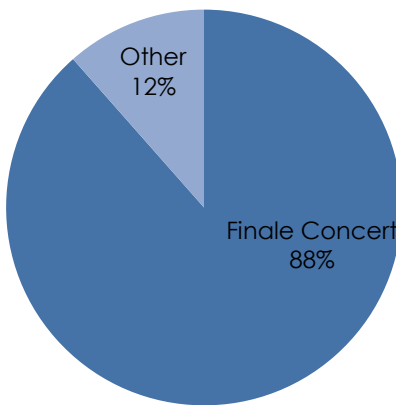
**Figure A2.3.4: Survey Respondents by State of Residence**



### A2.3.3 Traveling Arrangements

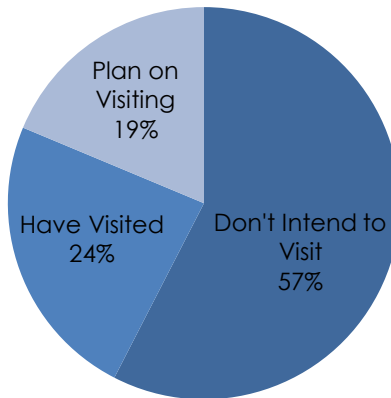
The vast majority of respondents (88%) reported that the Civil War Finale Concert was the primary motivation for their trip.

**Figure A2.3.5: Primary Trip Motivation**



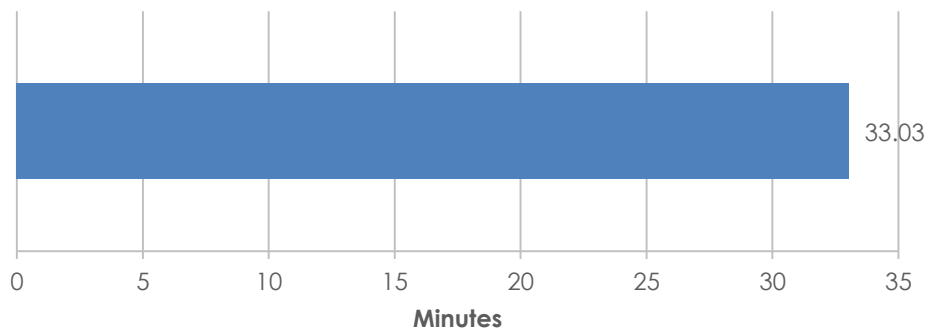
There were 57% of respondents who indicated that they had not and did not intend to visit the HistoryMobile. Those who had already visited made up 24%, and the final 19% planned on visiting the HistoryMobile later in the afternoon.

**Figure A2.3.6: HistoryMobile**



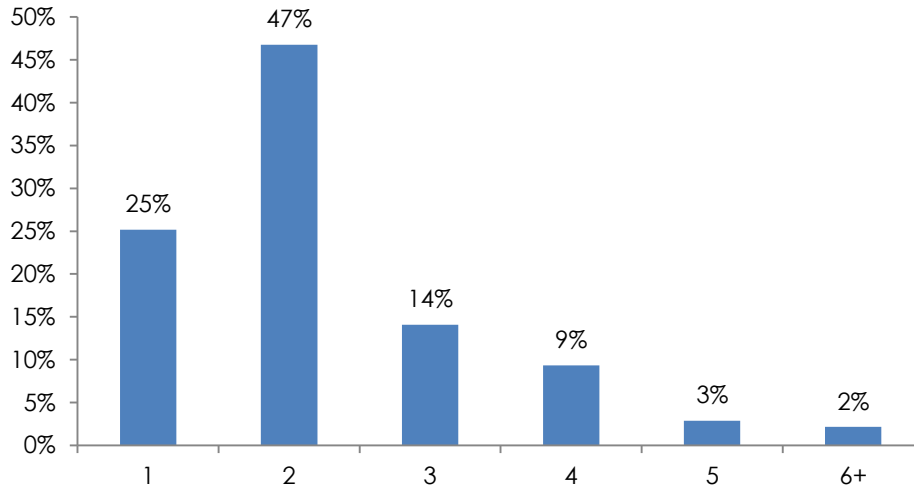
The average HistoryMobile visitation time for those who had already visited was 33.03 minutes. The average travel party size for those who had visited the HistoryMobile was 2.15 people, slightly lower than the 2.27 overall average.

**Figure A2.3.7: Average Time Spent in the HistoryMobile**



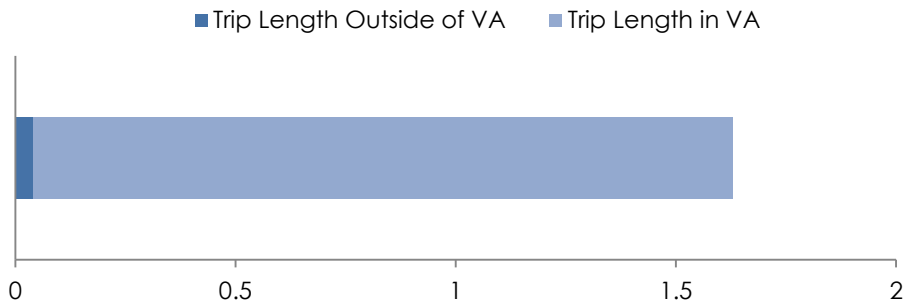
The average travel party size was approximately 2.27. The travel party size most reported by respondents was two (47%). A travel party size of one was the second most-responded choice (25%), followed by three (14%), and four (9%). Travel party sizes of five and larger only made up 5% of the data.

**Figure A2.3.8: Travel Party Size**



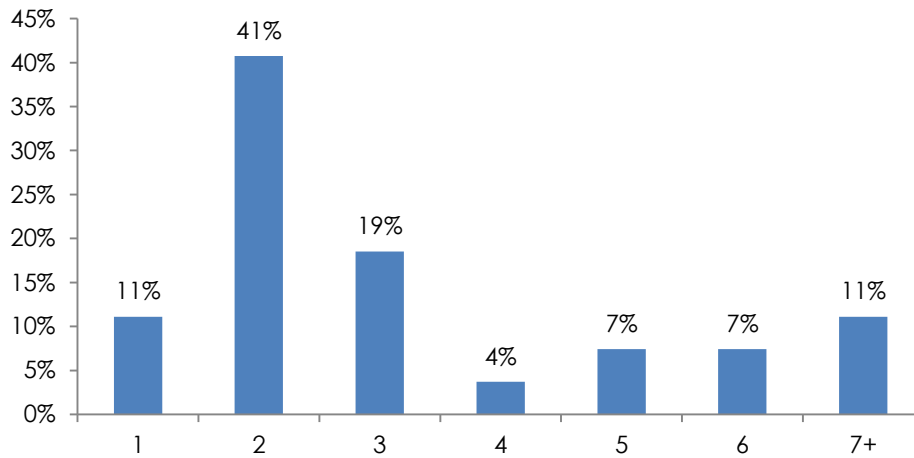
Respondents were asked to indicate whether they were on a day trip or not. There were 81% of respondents who were on a daytrip. The average total trip length of all respondents was 1.63 days. Most respondents spent almost all of their time in Virginia as the average time spent in Virginia was 1.59 days.

**Figure A2.3.9: Average Trip Length of Respondents (in Days)**



Two-day trips were the most common among respondents' answers (41%), followed by three-day trips (19%). Trips lasting one day and trips lasting seven or more days each made up 11% of the responses. The median trip length was two days.

**Figure A2.3.10: Trip Length in Days for Non-Daytrip  
Finale Concert Attendees**



#### A2.3.4 Spending Data

Spending patterns for the Civil War Sesquicentennial Finale Concert are denoted as spending per person per day. Local transportation includes car rentals, taxis, parking, etc. Lodging includes room, taxes, incidentals, etc. Meals charged to the room are not included. The largest expense category for all respondents was food and drink, with an average per person per day total of \$23.32. There were 19% of respondents who took an overnight trip, and those 26 respondents spent on average \$32.35 per person per night on lodging. Local transportation and shopping were the next-largest spending categories, with \$7.92 and \$4.71 per person per day averages, respectively.

**Table A2.3.1: Spending by Finale Concert Attendees**

Spending Categories	Average Per Person Per Day
Food and Drink	\$23.32
Shopping	\$4.71
Lodging*	\$32.35*
Local Transportation	\$7.92
Entertainment	\$2.20
CWS Events	\$0.06
Other	\$0.53

\*Lodging is on a per person per night basis for respondents who took an overnight trip

#### A2.3.5. Survey Instrument



## Civil War Sesquicentennial Finale Concert. May 25, 2015. Intercept Survey

Hello. I'm \_\_\_\_\_. We are conducting a three minute survey of visitors to understand the economic impact of the Civil War Sesquicentennial Commemoration in Virginia. All of your answers will be kept strictly confidential. Do you mind answering some of our questions?

### SCREENER

1. **(SKIP IF OBVIOUS)** We are only supposed to interview people 18 years or older. Are you 18 or older?

**IF NO, THANK & TERMINATE**

### MAIN QUESTIONNAIRE

2. Was today's Civil War Sesquicentennial Finale Concert the primary motivator for your trip?  
01 YES            02 NO            99 DK/REF

3. Have you visited, or do you plan to visit, the HistoryMobile today?

01 YES, I have visited to the HistoryMobile today

02 YES, I plan to visit the HistoryMobile today → **JUMP TO Q5**

02 NO → **JUMP TO Q5**

99 DK/REF → **IF DK/REF, JUMP TO Q5**

4. How much time did you spend at the HistoryMobile today? **(IT IS OK IF THEY ESTIMATE)**  
\_\_\_\_\_ minutes

5. Including yourself, how many people are in your traveling party, that is, *the group with whom you share expenses?* \_\_\_\_\_ **(IF THE # IS VERY LARGE, BE SURE THEY UNDERSTAND THE DEFINITION)**

6. Is your visit today part of a daytrip, or will you (most likely) be staying somewhere overnight? **(IF THEY ARE UNSURE, ASK FOR THE MOST LIKELY CASE)**

01 Daytrip → **IF DAYTRIP, JUMP TO Q10**

02 Overnight

7. What is the total length of your trip in days and nights?

\_\_\_\_\_ 01 days & \_\_\_\_\_ 02 nights            99 DK/REF

8. How many of those days and nights will be spent in Virginia?

\_\_\_\_\_ 01 days & \_\_\_\_\_ 02 nights            99 DK/REF

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

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

99 DK/REF

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

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

a) Food & Drink \$ \_\_\_\_\_

b) Total Transportation (e.g. plane, train, bus, car rental, taxi, gas, parking) \$ \_\_\_\_\_

→ **b2) Ask if they drove their own car; if yes, about how many miles both ways TOTAL for the trip:**<sup>31</sup>

c) Shopping (gifts, clothing, personal items) \$ \_\_\_\_\_

d) Civil War Sesquicentennial Events/Admissions \$ \_\_\_\_\_

e) Entertainment and attractions NOT related to Civil War Sesquicentennial Events \$ \_\_\_\_\_

f) Any other expenses \$ \_\_\_\_\_

*I have a few final questions about yourself.*

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

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

96 If no state, specify country: \_\_\_\_\_

99 DK/REF

12. Which category does your age fall into? **(SHOW CARD<sup>32</sup>)**

01 A) 18-24    04 D) 45-54    07 G) 75+

02 B) 25-34    05 E) 55-64    99 DK/REF

03 C) 35-44    06 F) 65-74

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

01 H) Less than \$20,000    04 K) \$60,000 - \$79,999    07 N) \$120,000 - \$139,999

02 I) \$20,000 - \$39,999    05 L) \$80,000 - \$99,999    08 O) \$140,000+

03 J) \$40,000 - \$59,999    06 M) \$100,000 - \$119,999    99 DK/REF

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

RECORDED BY INTERVIEWER

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

<sup>31</sup> This is so we can estimate their gasoline expenditures (and yes, if we estimate this way, we will estimate for the total trip rather than the average per day).

<sup>32</sup> The categories for age and income will be labeled with capital letters so the respondent can indicate an answer via the letter (to lessen hesitancy to respond).

15. **WHEN SURVEY WAS COMPLETED:** Hour of day for survey: \_\_ \_\_ 01 AM 02 PM

16. **LOCATION OF SURVEY:** \_\_\_\_\_

17. **INTERVIEWER:** \_\_\_\_\_

**RECORDED BY RESPONDENT**

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

## A2.4. Community Survey Instrument<sup>33</sup>

# VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION



## Sesquicentennial Leadership Recognition Award

*The work of local sesquicentennial committees and partners will be recognized at special ceremony to be held Memorial Day 2015 (Monday, May 25) at the Virginia State Capitol. Complete the application below and submit by **February 17, 2015** for award consideration. Recipients of the Sesquicentennial Leadership Recognition Award will be notified by early May.*

### I. Background information

Local sesquicentennial committee or organization: \_\_\_\_\_  
(Name as it should appear on certificate)

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please provide list of local sesquicentennial committee members, noting affiliation and contact information, and local government resolution or other documentation creating or recognizing the group.

### II. Sesquicentennial Programs and Events

\_\_\_\_\_

<sup>33</sup> This survey was implemented by the Commission.

Describe events and programs held to mark the 150th anniversary of the Civil War and emancipation. List each event separately, including the following:

- a) Name of event
- b) Location/address where event was held
- c) Date(s) of the event
- d) Describe the event and ancillary activities
- e) Attendance (and how did attendance compare with previous years, if applicable)
- f) Visitor demographics, to the extent recorded (gender, age, where they traveled from, etc.)
- g) Visitor comments and feedback
- h) What is the estimated budget to stage the event? What is the breakdown of funding sources (local government, state agency, other sources including federal, non-profit, or private sources)?
- i) Describe media coverage (include copies of articles, if applicable)
- j) Include photographs, if available
- k) Other comments - What else would you like to report about the event? How do you hope that it is remembered?

### **III. Success Stories and Preservation Efforts**

1. Numbers don't convey the whole story, so describe your success stories. For example, what are some indicators that your organization's Civil War 150 programs were successful? How did attendance compare with previous years? Did you reach new audiences, and if so, how? What was new and different? How was it received?
2. Describe battlefield preservation in your area during the sesquicentennial - were new sites preserved or interpreted? Which organizations did you work with (e.g., Civil War Trust, Shenandoah Valley Battlefield Foundation, Central Virginia Battlefields Trust, Civil War Trails)

### **IV. Participation in CW150 Commission Programs**

1. Did your locality or organization receive a Sesquicentennial Tourism Marketing Grant? If so, list the project, amount of award and match, and describe the outcome of the project.
2. Did your locality or organization host the Civil War 150 HistoryMobile? If so, please provide event location, dates, visitor attendance, and feedback from the event.
3. Did your locality or organization host the gallery or panel exhibits, *An American Turning Point: The Civil War in Virginia*? If so, please provide location, dates, visitor attendance, and feedback from the event.

4. Did your locality or organization host or participate in the document scanning program, *Civil War 150 Legacy Project: Document Digitization and Access*? If so, please provide information about the scanning event, including number of participants, community feedback, etc.
5. Describe any other ways in which your locality or organization participated in, supported, or expanded the efforts of the Virginia Sesquicentennial of the American Civil War Commission (e.g., participation in Signature Conference series, special events, partnership collaborations, etc.)

## V. Lasting Impact

1. In your opinion, what will be the lasting impacts of the sesquicentennial in your area, and why are they important?
2. What are the top three things your organization would like to be remembered for when generations to come look back at the sesquicentennial?
3. What advice would you give to those planning similar activities in the future?

Application packets must be received by **February 17, 2015**. If your locality or organization has sesquicentennial programs planned after that date, please send a description of the upcoming programs by the due date, and then report the final outcome as soon after completion as possible. Material submitted in application packet may be used by the Virginia Sesquicentennial of the American Civil War Commission for reporting purposes. Send application packets to:

Cheryl Jackson, Executive Director  
Virginia Sesquicentennial of the American Civil War Commission  
201 North 9th Street  
General Assembly Building, 2nd floor  
Richmond, VA 23219  
Office: (804) 786-3591, ext. 276  
Fax: (804) 692-0625  
cjackson@dls.virginia.gov