



September 15, 2005

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The Center is located in the Southeast Louisiana Business Center on Martens drive two blocks west of the main campus. The Business Research Center is a proud member of the Association of University Business and Economic Research (AUBER) (www.auber.org). This association is dedicated to the advancement and dissemination of applied business and economic research.

The following study or analysis was conducted by Dr. A.M. M. Jamal, Professor of Management, Southeastern Louisiana University, using generally accepted research methods, models and techniques. Research projects are often commissioned and paid for by business and industry. Federal, state, or local government grants are also utilized to fund research projects.

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Sincerely,

A handwritten signature in black ink that reads 'William Joubert'. The signature is written in a cursive style with a long, sweeping tail on the letter 't'.

William Joubert
Director
Business Research Center

Economic Impact of the Mandeville Seafood Festival 2005

Introduction

Established in 1978, the Mandeville Seafood Festival has been a Louisiana tradition for 28 years. The festival is held annually during the first weekend in July and attracts over 10,000 people per day. The festival provides visitors with a wide array of activities including: arts and craft booths, children's entertainment, live music and vast amounts of fresh Louisiana seafood. The event takes place at the Mandeville Lakefront Harbor allowing attendants to launch personal boats and other watercrafts. Admission to the festival is nominal with a large sum of proceeds being donated to various charities in the area.

Input- Output Method

According to the Input- Output method each product or service is comprised of inputs from other industries, which provides the goods and services needed to produce the item. The product or service of each industry also serves as inputs to other industries. As a result of this intertwined relationships, each economic activity produces a ripple effect throughout the entire economy. The U. S. Department of Commerce has developed tables that estimate the impact of the expenditure of each dollar on a product or service, which incorporate all direct and indirect economic activities that ensue from the initial purchase. These data are available at the national, state and regional level. This analysis uses the Input- Output table for the Northshore parishes, which include St. Tammany Parish, to estimate economic impact of the Seafood Festival.

The Analysis

Visitors spend most of their money on food/drinks, souvenirs, transportation, etc. In order to estimate the total expenditures at the festival we sought an estimate of the total number of those who attended the festival and the average amount spent by each individual.

The organizers of the Mandeville Seafood Festival estimated that approximately 25,000 visitors participated in the festival in 2005.

A survey of 2,244 individuals revealed that each person spent an average of \$21.73 in addition to admission tickets for the festival. The organizers collected a total of \$271,585 from ticket sales and other sources. The economic impact of these expenditures is summarized in Table 1.

It is estimated that the visitors and the sponsors spent a total of \$814,835 during the festival. According to the Input- Output method, each dollar of direct expenditure generates additional expenditures throughout the economy. Based on our research, the assumed expenditure among food, lodging, gifts, gasoline and other categories the multiplier is estimated to be approximately 1.8. In other words, each dollar spent at the festival produced a 1.8-dollar of economic activity in the region. This resulted in a total economic impact of \$1,466,703 from the first round of expenditures.

Another measure of the impact of an economic activity is the amount of income generated in the community as a consequence of the initial expenditure. We estimated the earnings impact to be \$448,159

Conclusion

Our analysis shows that the Mandeville Seafood Festival produced a significant impact on the area economy. Rainy weather restricted the number people participating this year which to some extent dampened the economic impact. The impact is likely to grow as attendance increases.

Economic Impact of the Seafood Festival	
A. Total Expenditures by Visitors	\$814,835
B. Total Economic Impact based on Direct and Indirect Expenditures	\$1,466,703
C. Total Earnings Impact	\$448,159