

Enigma Research Corporation®

RESEARCH PROPOSAL

2023 State Fair of West Virginia Economic Impact Study



Summary

Enigma Research Corporation®, North America's leading event research firm, proposes to undertake an economic impact study at the 2023 State Fair of West Virginia. The main objective of the research will be to demonstrate the economic benefits the event brings to the region. Secondary objectives will collect other important event-related data to assist with sponsorship, marketing, programming, and operations. Deliverables include a choice of basic or designer report and unlimited consultation.

Research objectives

Main objectives

- To estimate economic impact and demonstrate the benefits the event brings to the region. Impact estimates will include direct, indirect, and induced output as well as employment supported and taxes generated.
- To collect other tourism marketing information (room nights, sources of event info, other attractions visited)

Proposed secondary objectives

- To measure sponsorship recall (top 3 unaided)
- To determine attitudes towards sponsors (brand loyalty, recognition of experience enhancement)
- To measure product use characteristics of attendees (major category ownership, big-ticket items, everyday purchases)
- To measure visitor satisfaction (variety, quality, food/beverage, web site, etc.)
- To measure visitor demographics (age, gender, occupation, family status, household income)
- To collect any other information required by event organizers or other stakeholders

Methodology

With over 1200 event-related surveys conducted since 1993, Enigma's proven techniques employ robust survey methodologies and top-grade economic modeling. Enigma's recommended methodology is as follows:

- **Visitor surveys.** Large on-site surveys of event attendees will be conducted at the event. Clients may choose to engage Enigma's on-site teams to conduct surveys or employ their own staff using training and materials provided by Enigma.
- **Tourism spending economic modeling.** Visitor expenditure estimates will be entered into Enigma's *Special Event Economic Impact Model* (or any other modeling system provided by the client) to estimate the economic impact in the region as a result of the events. Modeling output includes economic impact, employment supported, and taxes generated at three levels of government.
- **Operational spending economic modeling.** Event-related operational expenses will be reviewed and entered into a similar model, resulting in a separate operational-expense derived impact estimate.

Deliverables

The proposed deliverables are as follows:

- **Reports.** Enigma's designer reports present results using colorful graphics and vivid photographs. Reports are suitable for individual use, group meetings, and high-profile presentations. A sample was provided with this proposal.
- Economic modeling employing Enigma's *Special Event Economic Impact Model*.
- **Actionable recommendations** by leading experts in event-related research.
- **Unlimited consultation.** Even years later, additional analysis and interpretation is included at no charge. This includes preparing briefs for sponsorship proposals, government officials, press releases, or other funding requests.

Pricing

Recommended packages are outlined in the table below:

	Description	Sample size	Cost
Package 1	On-site surveys conducted Enigma's team	1000	\$29,750
Package 2	On-site surveys conducted Enigma's team	600	\$24,250
Package 3	Client team collects data using supports from Enigma	1000	\$16,750
Package 4	Client team collects data using supports from Enigma	600	\$14,500

Pricing notes:

- Larger and smaller projects can be quoted upon request.
- Pricing is all-inclusive. There will be no additional charges for travel, accommodations, printing, economic modeling, or other incidentals. Pricing is in local currency and applicable taxes will be added.
- Enigma typically invoices 75% upon engagement and 25% upon the client's complete satisfaction with deliverables.

Client references

David Eads, Chief Executive Officer

Pasadena Tournament of Roses

391 South Orange Grove Boulevard, Pasadena, CA 91184

Telephone: 626-449-4100

John Saboor, Senior VP of Special Events

World Wrestling Entertainment

121 S. Orange Avenue, Suite 1500, Orlando, FL 32801

Telephone: 407-377-6854

Danaeya Johnson, Senior Director of Events

MLS Soccer

420 5th Avenue, 7th Floor, New York, NY 10018

Telephone: 626-449-4100

Steve Hogan, Chief Executive Officer

Florida Citrus Bowl

One Citrus Bowl Place, Orlando, FL 32805

Telephone: 407-423-2476 x131

Todd Matthews, Event Marketing Manager

Progressive Insurance

300 North Commons Blvd, Mayfield Village, OH 44143

Telephone: 440-395-0674

Kathleen Bohan, SVP Research

Univision Communications Inc.

605 Third Avenue, 12th Floor, New York, NY

Telephone: 212-455-5387

Many more client references can be provided upon request

About Enigma Research Corporation®

Established in 1993, Enigma Research Corporation® is North America's leader in event-related research. Enigma has conducted research at more than 1200 events, including sports events, festivals, fairs, consumer shows, and business conferences.

Enigma's event experience ranges from category leaders such as the Pasadena Tournament of Roses and WrestleMania to important regional events like the Pro Football Hall of Fame Enshrinement Festival and the Dublin Irish Festival.

Enigma is committed to the special event industry and supports many event-related trade associations through memberships, sponsorships, and speaking engagements.