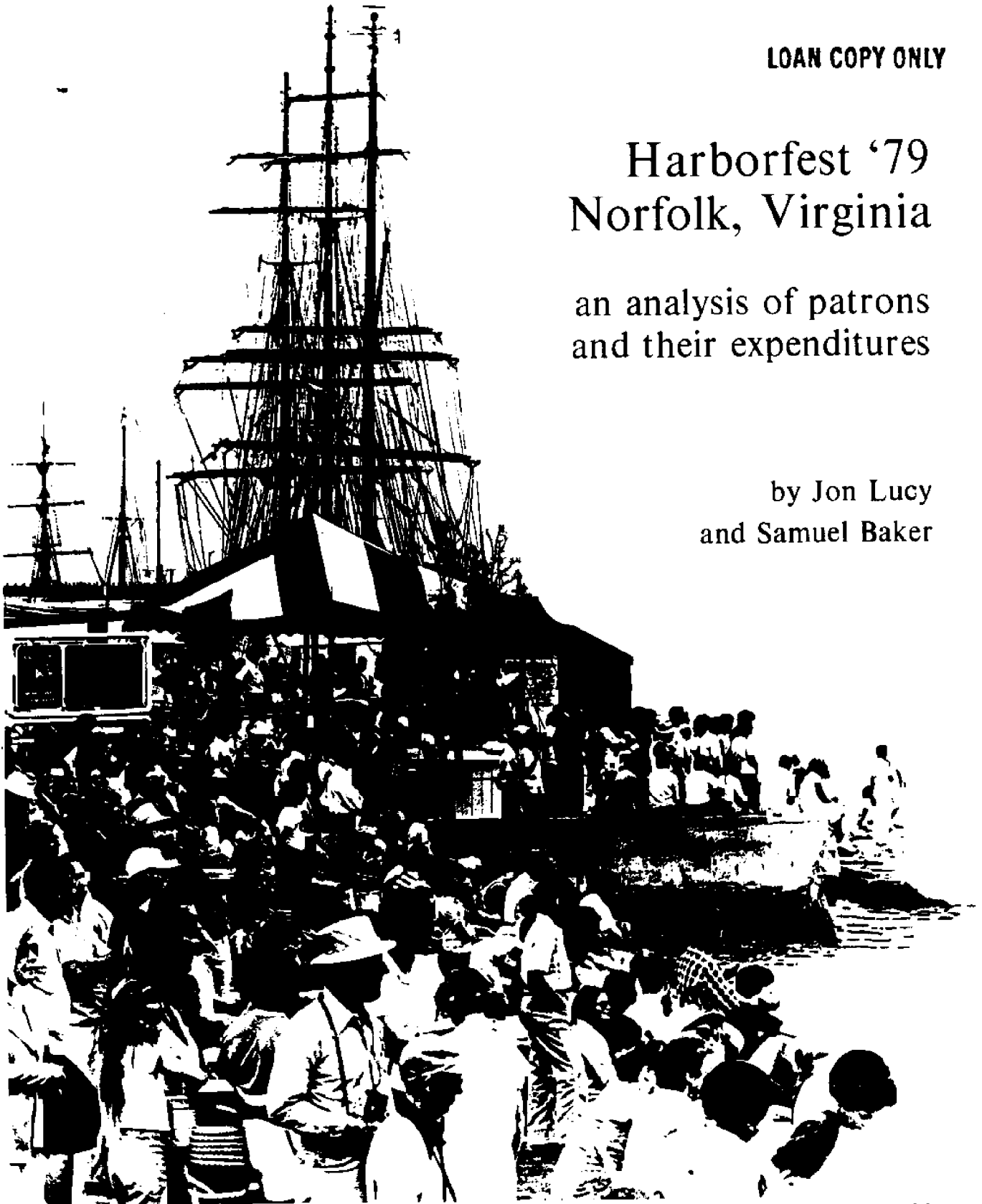


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Harborfest '79 Norfolk, Virginia

an analysis of patrons
and their expenditures

by Jon Lucy
and Samuel Baker



SPECIAL REPORT IN APPLIED MARINE SCIENCE AND OCEAN ENGINEERING NO. 226
SEA GRANT PROGRAM , Virginia Institute of Marine Science of the College of William and Mary

Harborfest '79
Norfolk, Virginia

An Analysis of Patrons and
Their Expenditures

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TABLE OF CONTENTS

Acknowledgements.	iii
Summary	v
Introduction	1
Methodology	2
Results and Discussion	4
Patron Characteristics	4
Estimates of Attendance and Expenditures	9
Estimated Overall Economic Effects	14
Application of Results.	16
Appendices	18

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SUMMARY

Conducted for the City of Norfolk and the Harborfest Planning Committee at no cost, the Harborfest study describes Harborfest '79 patron characteristics and provides an assessment of certain economic aspects of the festival. The study was carried out by Sea Grant Marine Advisory Services of the Virginia Institute of Marine Science of the College of William and Mary.

Total attendance at Harborfest '79 was estimated to be 185,000 with an additional 25,000 persons estimated to have observed the Saturday evening fireworks display from the Portsmouth waterfront. Harborfest attracted 19% of Norfolk's total population, 17% of Virginia Beach's residents, and correspondingly lower percentages of the total populations of Tidewater cities as travel time and expenses increased. Of the patrons arriving by land, 17% were out-of-state residents while 26% of those arriving by boat were non-Virginians.

Harborfest '79 patrons spent an estimated \$2.1 million dollars in downtown Norfolk and other Tidewater areas. The largest component of these expenditures was food and beverage purchases which totaled over \$1 million dollars. Lodging expenses accounted for approximately \$454,000 and miscellaneous expenses for an additional \$360,000. The City of Norfolk received revenues from concessionaire fees, parking, Pirates Ball tickets, etc. of over \$19,000 plus estimated maximum sales tax receipts of over \$21,000 for a total maximum Harborfest income of over \$40,000.

INTRODUCTION

At the request of the City of Norfolk and the Harborfest Planning Committee, the Virginia Institute of Marine Science (VIMS) of the College of William and Mary conducted a study of Harborfest '79. Done at no cost to Norfolk, the study was planned and implemented by VIMS Sea Grant Marine Advisory Services. The study's twofold purpose was to determine pertinent characteristics of Harborfest patrons and to assess certain economic aspects of the festival.

The interest of VIMS in this study was first, to assist Norfolk with its need to evaluate the annual celebration's contribution to the City, its merchants and residents of the Tidewater area. Secondly, VIMS wished to establish an information base from which to advise other waterfront communities interested in either establishing or expanding their own water-oriented recreational events.

Harborfest, in its third year, evolved from the 1975 visit of Norway's 238 foot Christian Radich and the City's hosting of "tall ships" during its Op Sail '76 bicentennial celebration. The public response to these activities stimulated a group of Norfolk citizens and City officials to consider using their redeveloping waterfront area for an annual maritime celebration. In 1977 the first Harborfest was held, outstripping the estimated Op Sail '76 attendance (50,000 persons) by 30,000 people. Last year's Harborfest drew an estimated 120,000 people to Norfolk's downtown waterfront. Harborfest '79

seemed to be an opportune time to assess the celebration's progress as well as its future.

Harborfest '79 was held Friday June 15 through Monday June 18 with the major events occurring between Friday afternoon and Sunday afternoon. The schedule of events included visitation aboard the Coast Guard Eagle and four additional tall ships, music (steel bands, the Norfolk Symphony Orchestra, and others), children's activities (Norfolk Police K-9 demonstrations, balloon race, and others), an open house at the Norfolk School of Boatbuilding, water ski shows, Coast Guard air-sea rescue demonstrations, and a fireworks display. A full schedule of events appears in Appendix A. All events with the exception of the Pirate Battle Regatta, the Pirate Costume Ball, and the Mayors Cup Race were free and open to the public.

METHODOLOGY

A patron survey was conducted using two questionnaires, one for patrons arriving by land and one for those arriving by water (Appendices B and C). Questionnaires were completed by directly interviewing patrons and by placing questionnaires at locations where the patrons themselves could conveniently fill out the forms and deposit them in collection boxes provided.

Additional information on patron expenditures was obtained by mailing 175 questionnaires (Appendices D and E) to business firms primarily located in Norfolk's downtown waterfront area bound by Waterfront Drive, Boush Street, Brambleton Avenue and Saint Paul's

Boulevard. A few additional restaurants and motels were surveyed outside this area and along the Portsmouth waterfront across the harbor.

Total land-arrival attendance was estimated by making a random telephone survey of Virginia Beach residents. Nearly 300 households were contacted yielding 141 usable responses.

To estimate daytime changes in crowd size and boat densities, vertical aerial photographs were taken bracketing the entire harbor and Norfolk waterfront from the Omni Hotel to the Harborfest anchorage at Kingfisher Berth. Federal Aviation Agency (F.A.A.) restrictions prohibited flights in the area lower than 1,500 feet. Therefore, flights were made at altitudes of 1,500 feet for crowd estimates and 4,000 feet for boat number estimates, weather permitting. Low cloud cover and occasional rain cancelled one of two flyovers scheduled for Sunday afternoon. Flyovers were made Friday (5:00 p.m.), Saturday (11:30 a.m. and 3:00 p.m.) and Sunday (4:30 p.m.). Photographs were taken using twin Hasselblad EL-500 cameras mounted in the floor of VIMS plane, a de Havilland Beaver. Color and black and white photographs were taken simultaneously using 70 millimeter Ektachrome 200 (200 ASA) and Kodak Plus-X pan (125 ASA) film.

The aerial photography schedule was supplemented by a schedule of high level oblique photos taken from the roof of the four story Litton Office Products building bordering Waterfront Drive opposite Town Point. Photos bracketing the waterfront area from the Omni Hotel to

Town Point were taken every two to three hours during the course of major Harborfest events Friday through Sunday using 35 millimeter Ektachrome 200 (200 ASA) film.

RESULTS AND DISCUSSION

Patron Characteristics

The effectiveness of the Harborfest Committee's advertising campaign was examined. Patrons arriving by land most frequently indicated that they had found out about Harborfest from newspapers, followed by television, radio, all media, word of mouth, and previous attendance. Patrons arriving by water indicated that their prime source of information was radio, followed by all media and word of mouth (of equal frequency), newspapers and previous attendance, (of equal frequency) and television (Table I).

Table I. How Patrons Found Out About Harborfest

<u>Source of Information</u>	<u>Percent of Land Arrival Sample^a</u>	<u>Percent of Water Arrival Sample^b</u>
Newspapers	30.7%	11.8%
Television	18.3%	10.5%
Radio	15.4%	19.7%
All Media	13.6%	15.8%
Word of Mouth	12.0%	15.8%
Previous Attendance	2.8%	11.8%
Signs of Buses	0.8%	0.0%
Harborfest Committee	0.2%	1.3%
Other	6.2%	13.3%

a. Based on 1326 responses

b. Based on 76 responses.

The geographic distribution of Harborfest patrons was examined, according to their places of residence (Table II). Norfolk residents represented 29.4% of the patrons arriving by land and 25.0% of those arriving by water, or in boats. Virginia Beach residents were the next most frequent patrons in attendance, constituting 22.4% of those arriving by land and 14.7% of those arriving by boat. More water-arrival patrons (26.5%) were from out-of-state than land-arrivals (17.4%). Other places of residence represented by significant proportions of land-arrival patrons were Chesapeake (5.6%), Portsmouth (4.9%), Hampton (3.9%), and Newport News (3.8%). Comparable water-arrival patron residences were York County (8.8%), Portsmouth (5.9%), Chesapeake (4.4%), and Newport News (4.4%).

Table II. Place of Residence of Harborfest Patrons

<u>Place of Residence</u>	<u>Percentage of Land-Arrival Sample^a</u>	<u>Percentage of Water-Arrival Sample^b</u>
Norfolk	29.4%	25.0%
Virginia Beach	22.4%	14.7%
Out-of-State	17.4%	26.5%
Chesapeake	5.6%	4.4%
Portsmouth	4.9%	5.9%
Hampton	3.9%	1.5%
Newport News	3.8%	4.4%
Gloucester County	1.3%	1.5%
Williamsburg	1.3%	1.5%
Suffolk	1.1%	0.0%
York County	0.6%	8.8%
Other Virginia Localities	8.3%	5.8%

a. Based on 1081 responses

b. Based on 68 responses

The distribution of major places of residence of out-of-state Harborfest patrons appears in Table III. For the land-arrival sample

over 75% of the total out-of-state patrons were from four states: North Carolina (25.8%), New York (23.7%), Pennsylvania (17.5%), and Maryland (11.3%). The same states, except for New York, accounted for 75% of the water-arrival out-of-state patrons: Maryland (31.2%), Pennsylvania (18.8%), Florida (12.5%), and North Carolina (12.5%). The significant attendance level of out-of-state patrons at Harborfest can likely be attributed to the presence of the Omni International Hotel on the waterfront and a special promotional effort by Norfolk in New York City for travel writers during early spring.

Table III. Place of Residence of Harborfest Patrons from Out-of-State

<u>Land-Arrival Sample^a</u>		<u>Water-Arrival Sample^b</u>	
Place of Residence	Percentage	Place of Residence	Percentage
North Carolina	25.8%	Maryland	31.2%
New York	23.7%	Pennsylvania	18.8%
Pennsylvania	17.5%	Florida	12.5%
Maryland	11.3%	North Carolina	12.5%
New Jersey	10.3%	Texas	12.5%
Florida	9.3%	Delaware	6.3%
Other	2.1%	South Carolina	6.2%

a. Based on 188 responses

b. Based on 18 responses

Constructive criticism of Harborfest was also sought during the patron survey. Patrons were asked what were the most desirable and least desirable features of Harborfest. The results (Table IV) indicate that for land-arrival patrons, the tall ships were the most popular attraction by a substantial margin. The next most popular item was "all attractions". Because the majority of patron interviews were conducted Friday and Saturday prior to the Norfolk Symphony

presentation, fireworks display and Pirate Battle, these major events rated low in survey responses. Interestingly, 39.5% of the land-arrival sample indicated that there were no least desirable features of Harborfest. Of those people mentioning undesirable features, the most frequent responses were parking (14.0%), lines (10.8%), condition of grounds (6.2%), and restroom facilities (4.9%).

Table IV. Responses by Patrons Arriving by Land: Desirable and Undesirable Features of Harborfest

QUESTION: What were the most desirable features of Harborfest?

<u>Responses</u>	<u>Percentage^a</u>
Tall Ships	39.2%
All Attractions	23.5%
All Boats	6.0%
Water Shows	5.9%
Fireworks	5.2%
Music	4.7%
Food	2.5%
Pirate Battle Regatta	2.1%
Beer	2.1%
Norfolk Symphony	2.0%
Parade of Sail	0.5%
Other	6.3%

QUESTION: What were the least desirable features of Harborfest?

<u>Responses</u>	<u>Percentage^b</u>
None	39.5%
Parking	14.0%
Lines	10.8%
Condition of Grounds	6.2%
Restroom Facilities	4.9%
Unavailability of Food and Drink	3.0%
Lack of Organization	2.6%
Too Commercialized	2.2%
Concession Prices	1.7%
Other	15.1%

a. Based on 1162 responses

b. Based on 1260 responses

Water-arrival patrons also ranked most highly "all attractions", the "tall ships", and "all boats" as the most desirable Harborfest features (Table V). No undesirable features were indicated by 36.0% of the boat arrivals. When mentioned, the most frequent undesirable features included scarcity of docking space (13.3%), lack of organization (9.3%), and restroom facilities (6.7%). Therefore, as expected by City officials, parking and dock space proved to be the major problem areas overall.

Table V. Responses by Patrons Arriving by Water: Desirable and Undesirable Features of Harborfest

QUESTION: What were the most desirable features of Harborfest?

<u>Response</u>	<u>Percentage^a</u>
All Attractions	37.3%
Tall Ships	9.3%
All Boats	9.3%
Water Shows	6.7%
Public Boat Dock	5.3%
Pirate Battle Regatta	5.3%
Music	5.3%
Fireworks	4.0%
Brings People Downtown	4.0%
Food	2.7%
Norfolk Symphony	2.7%
Other	8.1%

QUESTION: What was the least desirable feature of Harborfest?

<u>Response</u>	<u>Percentage^a</u>
None	36.0%
Scarcity of Docking Space	13.3%
Lack of Organization	9.3%
Restroom Facilities	6.7%
Long Walks	5.2%
Food ^b	5.2%
Condition of Grounds	4.0%
Lines	4.0%
Loud Music	2.0%
Other	14.3%

a. Based on 75 responses

b. Undesirable characteristics of food included availability, price, quality, and variety.

Data were also collected on the average number of days patrons attended Harborfest. Land-arrival patrons attended Harborfest an average of 1.2 (1.21) days while water-arrival patrons attended an average of 2.6 (2.59) days. Land-arrival patrons stayed at Harborfest an average of 5.0 (4.9) hours per day.

Estimates of Attendance and Expenditures

Crowd size measures the number of persons present at a given time while attendance refers to the total number of persons who came to Harborfest over the three day period. The distribution of average daylight crowd size and average boat density in the harbor (Table VI) provides an indication of the crowd-drawing capacity of scheduled daytime events (see Appendix A). For example, the percent of average daytime crowd size at 7:30 p.m. Saturday equals the aerial count at that time divided by the average crowd size for the day. At 7:30 p.m. relative crowd size reached its highest value (220%) for the period during which counts were being made, indicating that the events around that time (the Pirate Battle Regatta, New Orleans Steel Drum Band, Norfolk Symphony Orchestra and fireworks display) were the greatest attractions for the day.

On Friday the largest crowd-drawing event was the welcoming ceremony at 12:30 p.m., however, no crowd counts were made during the major events of the evening because darkness prevented the taking of photographs. On Sunday the biggest attractions were the tall ships and water ski show scheduled from 1:30 to 2:30 p.m. The distribution of daytime boat density in the harbor indicated that the Saturday water ski show was the major daylight attraction for boat patrons.

Table VI. Distribution of Average Daylight Crowd Size and Average Boat Density in Harbor*

Day	Time	Percent of Avg. Daytime Crowd Size	Percent of Avg. Daytime Boat Density in Harbor
Friday	12:30 p.m.	61%	7%
	2:30 p.m.	20%	21%
	4:30 p.m.	20%	18%
Saturday	10:30 p.m.	86%	132%
	2:45 p.m.	175%	190%
	4:45 p.m.	143%	176%
	7:30 p.m.	220%	132%
Sunday	2:15 p.m.	141%	80%
	4:15 p.m.	112%	69%
	5:30 p.m.	78%	—**

*Based on aerial and high level oblique photographs

**Data not available

Total land-arrival attendance was estimated using a random telephone survey of Virginia Beach households. An average of 0.49 residents attended Harborfest per household. Since there are 84,000 households with telephones in Virginia Beach, the number of Virginia Beach residents who attended Harborfest was estimated to be 41,160 ($0.49 \times 84,000$). Since results of the Harborfest patron survey indicated that 22.4% of the patrons were Virginia Beach residents, total Harborfest land-arrival attendance was estimated to be 183,750 ($41,160 \div 0.224$).

In Table VII estimated land-arrival attendance from various cities is divided by the population of each of these localities to obtain the respective percent of residents attending Harborfest. Norfolk had the highest percentage (19.3%) of residents attending

Harborfest, followed by Virginia Beach (17.0%), Chesapeake (9.1%), Portsmouth (8.3%), Hampton (5.8%), Newport News, (4.9%), and Suffolk (4.3%). These varying percentages of localities' residents attending Harborfest are largely explained by the distance of the population of each locality from Harborfest. These results are consistent with the public in these localities being uniformly well informed about Harborfest and tending to patronize the event in greater numbers as the time and expense of traveling to Harborfest decreased.

Table VII. Percent of City Residents Attending Harborfest

City	Population ^a (1978)	Estimated Attendance From Each City	Percent of Residents Attending
Norfolk	280,200	54,022	19.3%
Virginia Beach	242,000	41,160	17.0%
Chesapeake	112,500	10,290	9.1%
Portsmouth	107,900	9,004	8.3%
Hampton	124,300	7,166	5.8%
Newport News	143,700	6,982	4.9%
Suffolk	46,900	2,021	4.3%

^aSource: 1978 Tayloe Murphy Institute Population Estimates, Charlottesville, Va.

An estimate of the number of patrons arriving by water was based on the water-arrival patron survey and overhead and oblique aerial photographs of vessels during the celebration. The operator of the only marina in the waterfront area encompassed by Harborfest was also interviewed concerning his patron's participation in Harborfest. Party size for the patrons arriving by boat averaged 3.7 (3.67) persons. Since the average length of stay for the sample was 2.6 (2.59) days, indicating that boating parties tended to stay for practically the entire schedule of events, total water-arrival

attendance (760) was estimated as average boat party size times the average (207) daily density of vessels in both the harbor and berthed at the Kingfisher dock. In addition, there were 200 crew members on board the Eagle.

Portsmouth officials estimated that an additional 25,000 people watched the fireworks display from the Portsmouth side of the Elizabeth River. Therefore, total estimated Harborfest attendance, including persons observing fireworks from Portsmouth, equaled 209,710 ($183,750 + 760 + 200 + 25,000$) with 184,710 persons attributed primarily to the Norfolk waterfront area.

In Table VIII expenditures by Harborfest patrons arriving by land and by water are reported. For patrons arriving by land, expenditures on food and beverages equaled \$1,067,700 and were calculated as average expenses per party (\$15.77) divided by the number of persons per party (2.714) times total land arrival attendance (183,750). Food and beverage expenses include purchases from concessionaires on the downtown Norfolk waterfront as well as other meal expenditures in the Tidewater area. Lodging expenses (\$453,924) and miscellaneous expenses (\$359,511) were calculated using the same method. The lodging expense calculation was based on an average expense per person of \$2.47. Miscellaneous expenditures (gifts, shopping, entertainment) were calculated based on an average miscellaneous expense per party of \$5.31.

Expenditures by patrons arriving by water (\$38,969) equal the average number of vessels (207) times the average expenditures per vessel for the entire Harborfest stay. Expenditures (\$7,696) by the 200 Eagle crew members are based on a survey completed by 65 crew members. Total estimated expenditures by all Harborfest patrons equaled \$1,927,800.

Table VIII. Expenditures by Harborfest Patrons Arriving by Land and by Water.

Expenditures of Patrons Arriving by Land

Food and Beverages	\$1,067,700
Lodging	453,924
Other Expenses	359,511
Subtotal	1,881,135

Expenditures of Patrons Arriving by Water

Food and Beverages	\$ 19,522
Marine Supplies	6,761
Fuel	4,442
Other Expenses	6,898
Moorage	1,346
Subtotal	38,969

Expenditures of Eagle Crew Members

Food and Beverages	\$ 3,666
Other Expenses	4,030
Subtotal	7,696

TOTAL	\$1,927,800
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Concerning the questionnaires mailed to downtown Norfolk businesses, a 15% response rate indicated that restuarants in the downtown Norfolk area experienced an increase in business during Harborfest, as well as privately operated parking facilities and some retailers. Motels and hotels on the average experienced only a slight increase in occupancy rates since they normally operate near capacity in mid-June.

Estimated Overall Economic Effects

The expenditure estimates just mentioned do not represent the total economic effect of Harborfest. Tourist expenditures represent a net increase in purchases within the local economy and recipients of these direct or first round expenditures make further purchases. Also, firms and individuals receiving these monies also engage in further purchases. This results in an expenditure multiplier effect.

An expenditure multiplier is the ratio of the total direct and induced expenditures to direct tourist expenditures. For example, \$1 million of additional tourist spending forms \$1 million of direct revenue to business within a region. A portion of these dollars remains in the area, generating additional revenues and employment. Establishments pay wages and salaries to their local employees, and some of their stocks are obtained from local wholesalers and manufacturers. To meet this additional demand, extra employees may be taken on and/or higher wages paid to existing employees. As the initial round of spending makes its way through the local economy, final sales to consumers rise by an amount larger than the first round expenditures.

While little research has been done in Virginia to determine tourist expenditure multipliers, the work of Archer and Owen¹ indicates a multiplier of 1.25 to be reasonable for the area. This

¹B. H. Archer and Christine Owen, "Towards a Tourist Regional Multiplier," Regional Studies 5, No. 4 (Dec. 1971): 289-94.

multiplier implies that for every dollar of tourist expenditures an additional \$.25 of expenditures is generated within the local economy.

For the purposes of this study the local economy is considered to be the Norfolk Standard Metropolitan Statistical Area (Norfolk, Virginia Beach, Portsmouth, Suffolk, Chesapeake and a portion of northeastern North Carolina). Based on Tables II and III, 36.6% of the land-arrival patrons and 50.0% of the water arrival patrons came from outside the Norfolk SMSA. Combining this information with that in Table VIII, total tourist expenditures were estimated to be \$715,675 (\$688,495 of the land-arrival patron expenditures plus \$19,484 of the water-arrival patron expenditures plus \$7,696 from the expenditures by Eagle crew members). Estimated total local expenditures resulting from these tourist expenditures equal the expenditure multiplier (1.25) times tourist expenditures or \$894,594. Therefore, the total economic impact of tourist expenditures exceeds total tourist expenditures by \$178,919 (\$894,594 - \$715,675). Total expenditures associated with Harborfest then equal direct expenditures by Harborfest patrons (\$1,927,800) plus the multiplier effect (\$178,919) for a total of \$2,106,719.

The total economic effect of Harborfest also includes revenues received by local governments and organizations running Harborfest events. The City of Norfolk received \$9,500 from concessionaires selling food, beverages, and merchandise at Harborfest. Parking receipts at city lots were \$3,400 higher than average receipts for the weekend before and the weekend after Harborfest. The sale of flags

for the Pirate Battle Regatta raised \$1,310, Pirate Costume Ball tickets equaled \$4,813 and entry fees for the Norfolk-Baltimore Mayors Cup race totaled \$320. The sum of the above receipts equaled \$19,343.

Norfolk also received the largest share of additional sales tax receipts derived from Harborfest expenditures. Although respective localities' shares of increased sales tax receipts cannot be precisely identified, a maximum estimate of total Norfolk receipts equals \$21,067 ($0.01 \times \$2,106,719$). This is a maximum estimate since local residents may have spent dollars at Harborfest that they would have spent elsewhere in the local area, thereby not increasing local sales tax receipts. Therefore, the City of Norfolk, is considered to have received an estimated \$40,410 in revenues from Harborfest '79 activities. This is a conservative figure considering that Norfolk's 3.0% local tax revenues from food and lodging expenditures are not included in the estimate. However, the conservative bias is at best partially balanced by the fact that the sales tax revenues value used in making the estimate is a maximum value.

APPLICATION OF RESULTS

The information derived from the study of Harborfest '79 should be of use to numerous persons. The Harborfest Planning Committee can use the study to prioritize issues and problems that need addressing for the festival to continue in its role as a growing Norfolk attraction. The City of Norfolk and the Harborfest Committee can utilize the patron expenditure data to better evaluate

cost-effectiveness of the celebration. Downtown merchants also should be able to better assess the impact future Harborfests can have on their businesses, while potential concessionaires can better decide the value of their participation in the event. Finally, waterfront communities can apply the methodology used in the study, and the study's findings, to evaluations of their own public waterfront festivities.

Appendix A. Announced Schedule of 1979 Harborfest Events

Friday, June 15

10:00 a.m.	Marshalling off Ft. Monore of character vessels and welcoming fleet for Parade of Sail to downtown waterfront.
10:30 a.m. - 12:00 NOON	Parade of Sail - Tall Ships, military vessels and pleasure craft led by the Coast Guard Barque <u>Eagle</u> (from Hampton Roads anchorage to downtown Norfolk waterfront.
11:45 a.m. - 12:15 p.m.	Arrival of <u>Eagle</u> and other tall ships to downtown Norfolk waterfront.
12:30 p.m.	Welcoming ceremony.
3:00 p.m. - 7:00 p.m.	Public visitation aboard <u>Eagle</u> .
6:00 p.m. - 11:00 p.m.	WTAR Carribbean Music Carnival - food, fun, Steel Band, Jamacian Dance Contest, fresh seafood and other food specialties; U.S. Navy Harbor Clearance Unit Two - diving demonstrations and displays.

Featured Music:

6:00 p.m. - 7:00 p.m.	Air Force "Final Approach" Jazz Ensemble.
7:00 p.m. - 7:45 p.m.	Charlotte Steel Drum Band (Courtesy of Home Federal Savings and Loan).
7:45 p.m. - 8:30 p.m.	The Bill Clement Orchestra - Big Band Sound.
8:30 p.m. - 9:15 p.m.	Tommy Gwaltney and the Dixie Land All Stars (Appearance Co-sponsored by Musicians Performance Trust Fund).
9:15 p.m. - 10:00 p.m.	Charlotte Steel Drum Band (Courtesy of Home Federal Savings and Loan).
10:00 p.m. - 11:00 p.m.	Jam Session - Bill Clement Orchestra and Tommy Gwaltney and the Dixie Land All Stars.

Appendix A (continued)

Saturday, June 16

9:00 a.m.	Harborfest Fun Run. (A one mile run through downtown Norfolk).
9:30 a.m.	Harborfest '79 10,000 meter run.
10:30 a.m. - 12:00 NOON	Special Harborfest '79 Children's Activities - clowns, magic show, Fuzz and Stuffing Puppet Show, mime, music, make-up booth, Norfolk Police K-9 demonstration, and Pirate Story Tellers aboard <u>MEKA II</u> .
10:30 a.m.	Balloon Race and Pigeon Race: Balloons contain names of area youngsters: the first name returned to Harborfest Committee is recipient of prize.
10:00 a.m. - 7:00 p.m.	Public visitation aboard <u>Eagle</u> .
10:00 a.m. - 9:00 p.m.	Public visitation aboard <u>Gazela Primeiro</u> and other character sailing vessels.
10:30 a.m. - 10:00 p.m.	U. S. Navy Harbor Clearance Unit Two - diving exhibitions and displays.
10:30 a.m. - 10:00 p.m.	Food and drink concessions: Fresh seafood, pizza, watermelon, ice cream, etc.
11:00 a.m. - 5:00 p.m.	Open house, Norfolk School of Boatbuilding.
10:30 a.m. - 11:30 a.m.	Jet Ski-Wet Bike demonstration.
11:00 a.m. - 4:00 p.m.	Model Sailboat Regatta at the Hague, Sponsored by the Tidewater Sailboat Club.
11:00 a.m. - 4:00 p.m.	Kite flying contest aboard pleasure craft at anchorage.
11:00 a.m. - 4:00 p.m.	Canoe demonstrations by Tidewater Girl Scouts.
11:30 a.m. - 12:00 NOON	Jet Boat demonstrations.
12:00 NOON - 12:30 p.m.	Tugboat Face-off.
12:15 p.m. - 1:00 p.m.	Continental Army Command Band.

Appendix A (continued)

1:00 p.m. - 1:30 p.m.	Karate demonstration.
1:30 p.m. - 2:15 p.m.	"Stetson" (country & western music)
1:30 p.m. - 2:30 p.m.	Colonial Water Ski Show
2:15 p.m. - 3:00 p.m.	"Hermin's Hermits"
3:00 p.m. - 3:30 p.m.	Coast Guard Air-Sea Rescue demonstration.
3:30 p.m. - 4:00 p.m.	U. S. Marine Drill Team.
4:00 p.m. - 5:00 p.m.	Kenny Harman and H.M.S.
5:00 p.m. - 5:30 p.m.	Tug-o-war: U. S. Army UDT Teams vs. U. S. Marines.
6:00 p.m. - 7:30 p.m.	Pirate Battle Regatta
7:15 p.m. - 8:15 p.m.	U. S. Navy New Orleans Steel Drum Band
8:30 p.m. - 9:45 p.m.	The Norfolk Symphony Orchestra in Concert Under the Stars climaxed by a rendition of the 1812 Overture, accompanied by cannons and fireworks.
9:45 p.m.	Fireworks.
9:00 p.m. - 2:00 a.m.	Pirate Costume Ball
Sunday, June 17	
11:00 a.m. - 4:00 p.m.	Model Sailboat Regatta
11:00 a.m. - 12:00 NOON	Eastern Virginia Medical School Raft Races.
12:00 NOON - 5:00 p.m.	Open House at Norfolk School of Boatbuilding.
12:00 NOON - 7:00 p.m.	Food and Drink concessions open to public.
12:00 NOON - 1:00 p.m.	"Hobart Cable Car Company"
12:30 p.m. - 1:30 p.m.	U. S. Coast Guard buoy set and recovery demonstration.
1:00 p.m. - 3:00 p.m.	Public visitation aboard <u>Eagle</u> and other tall ships.

Appendix A (continued)

1:30 p.m. - 2:30 p.m.	Colonial Water Ski Show.
2:30 p.m. - 3:30 p.m.	"Tropix" Jazz
2:30 p.m. - 3:00 p.m.	Hydroplane demonstration.
3:00 p.m. - 3:45 p.m.	U. S. Navy high speed patrol craft demonstration - Navy underwater demolition team.
3:30 p.m. - 4:15 p.m.	U. S. Navy New Orleans Steel Drum Band.
4:00 p.m. - 5:00 p.m.	"Mid-Eastern Hareem"
4:00 p.m. - 5:00 p.m.	Bass Club Casting Demonstration.
4:30 p.m. - 5:30 p.m.	Mobrey Arch Group - jazz/rock.
5:00 p.m. - 6:00 p.m.	Parade of Sail boat parade and blessing of the fleet - open to all pleasure craft.
6:00 p.m.	Sky jump demonstration.
Monday, June 18	
9:00 a.m.	Departure of <u>Eagle</u> from Downtown waterfront - Parade of Sail of tall ships and race participants to marshalling area off Ft. Monroe.
12:00 NOON	Marshalling off Ft. Monroe for Norfolk-Baltimore Mayors Cup Race.

Appendix B. Questionnaire for Persons Arriving at Harborfest by Car
or by Plane.

The Virginia Institute of Marine Science of the College of William and Mary is conducting a study of the Harborfest activities for the Harborfest Committee and the City of Norfolk. We would like to ask you a few questions regarding your visit. Please place your completed questionnaire in the box on this table.

1. What is your place of residence?

City _____ State _____ Zip _____

2. How many hours do you expect to spend at Harborfest today? _____

3. How did you find out about the Harborfest celebration ? (Radio, T. V., etc.) _____

4. What are the most desireable features of Harborfest? _____

5. What are the least desirable features of Harborfest? _____

Please answer the following questions on a total (not daily) basis for the (No.) _____ people for whom you are bearing expenses and for the (No.) _____ days you will visit Harborfest.

6. Are you staying in a hotel or motel? Yes (); No ()

If yes, how much will you spend on lodging for your party? \$ _____

7. How much do you expect to spend at Harborfest on food and beverages for your party? \$ _____

8. What other expenses do you expect to have at Harborfest for your party (for gifts, other shopping, or entertainment)? \$ _____

9. Today is: Fri. _____ Sat. _____ Sun. _____ (Please check)
Time: _____

Appendix C. Questionnaire for Persons Arriving at Harborfest by Water

The Virginia Institute of Marine Science of the College of William and Mary is conducting a study of the Harborfest activities for the Harborfest Committee and the City of Norfolk. We would like to ask you a few questions regarding your visit. Please return your completed questionnaire to the Crew Information Booth located near your docking area.

1. What is your place of residence?

City _____ State _____ Zip _____

2. How did you find out about the Harborfest celebration ? (Radio, T. V., etc.) _____

3. What are the most desireable features of Harborfest? _____

4. What are the least desirable features of Harborfest? _____

Please answer the following questions on a total (not daily) basis for the (No.) _____ people for whom you are bearing expenses and for the (No.) _____ days you will be here.

5. How much do you expect to spend at Harborfest on food and beverages for your party? \$ _____
6. How much do you expect to spend in the Norfolk area on moorage? \$ _____; fuel? \$ _____; and marine supplies? \$ _____
7. What other expenses do you expect to have at Harborfest for your party (for gifts, other shopping, or entertainment)? \$ _____
9. Today is: Fri. _____ Sat. _____ Sun. _____ (Please check)
Time: _____

Appendix D. Business Questionnaire for Harborfest

The Virginia Institute of Marine Science of the College of William and Mary is conducting a study of the Harborfest activities for the Harborfest Committee and the City of Norfolk. Please fill out this questionnaire and return it in the addressed envelope (Marine Advisory Services, Virginia Institute of Marine Science, Gloucester Point, Virginia 23062).

1. Name and address of business

2. Type of primary business

_____ (1) lodging

_____ (2) food

_____ (3) merchandise

3. What were your total receipts for Friday, Saturday, and Sunday of the week preceeding Harborfest? \$ _____

4. What were your receipts during the Friday, Saturday, and Sunday of Harborfest? \$ _____

5. During Harborfest, your store was open (check one):

_____ a. Friday, Saturday, and Sunday

_____ b. Friday and Saturday

_____ c. Friday

6. Normally during this month your store is open (check one):

_____ a. Friday, Saturday, and Sunday

_____ b. Friday and Saturday

_____ c. Friday

7. What would you estimate your gross sales to be that are directly attributable to Harborfest? \$ _____

Appendix E. Hotel-Motel Questionnaire for Harborfest

The Virginia Institute of Marine Science of the College of William and Mary is conducting a study of the Harborfest activities for the Harborfest Committee and the City of Norfolk. Please fill out this questionnaire and return it in the addressed envelope (Marine Advisory Services, Virginia Institute of Marine Science, Gloucester Point, Virginia 23062).

1. Name and address of business

2. What were your total sales during Friday, Saturday, and Sunday of the week preceding Harborfest for these categories:

lodging (\$_____); meals (\$_____); other (\$_____)?

3. What were these sales during the Friday, Saturday, and Sunday of Harborfest:

lodging (\$_____); meals (\$_____); other (\$_____)?

4. What would you estimate your sales to be that are directly attributable to Harborfest? \$ _____

