



# **ECONOMIC IMPACTS OF WILTON MANORS STONEWALL PRIDE PARADE AND STREET FESTIVAL, 2022**

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## 1.0 Introduction

The City of Wilton Manors and WMEG Inc. hosts the annual Stonewall Pride Parade and Street Festival (Stonewall Pride). This is the largest LGBTQ+ Pride event held in the greater Fort Lauderdale area. The event has been held annually since 1999. The Stonewall Pride Parade and Street Festival commemorates the Stonewall Protests of 1969. These demonstrations were staged by New York City's gay community on June 27, 1969, in protest of police harassment. Each year, the City of Wilton Manors joins communities across the country to hold events commemorating the 1969 events and to celebrate the importance of acceptance, pride and inclusivity, in a safe space for everyone to enjoy.

Stonewall Pride participant and attendee surveys were undertaken during the course of this year's event. The survey collected demographic information regarding participants and attendees, such as income and place of residence. Survey data also includes event spending amounts, overnight lodging and length of stay both at the event and in the region. These data are used in this report to help estimate total event attendance and the economic impact and contributions of the event itself. More than 1,000 surveys were collected from event participants and attendees and are approximately representative of the overall event profile.

This report details the attendance levels, spending and economic impacts associated with Stonewall Pride.

## 2.0 Stonewall Pride Parade and Street Festival

### 2.1 Parade Event Attendance

The 2022 Stonewall Pride event starts at 3pm with street vendor openings. The parade begins at 7pm lasting until approximately 10pm and the street festival continues until 11 pm. Thereafter celebrations continue throughout the City, primarily along parade route establishments and bars, until closing time at approximately 3am.

The parade route is along Wilton Drive and is approximately three-fourths of a mile long, extending from NE 20<sup>th</sup> Street to NE 26<sup>th</sup> Street. Wilton Drive is closed to all vehicular traffic throughout the duration of Stonewall Pride.

Figure 1 shows a street map of the Stonewall Pride route and corridor. Figure 2 shows an aerial drone photograph of the 2022 event in progress. This year Stonewall Pride was very well attended.

Figure 1 Stonewall Parade and Street Festival Event Route

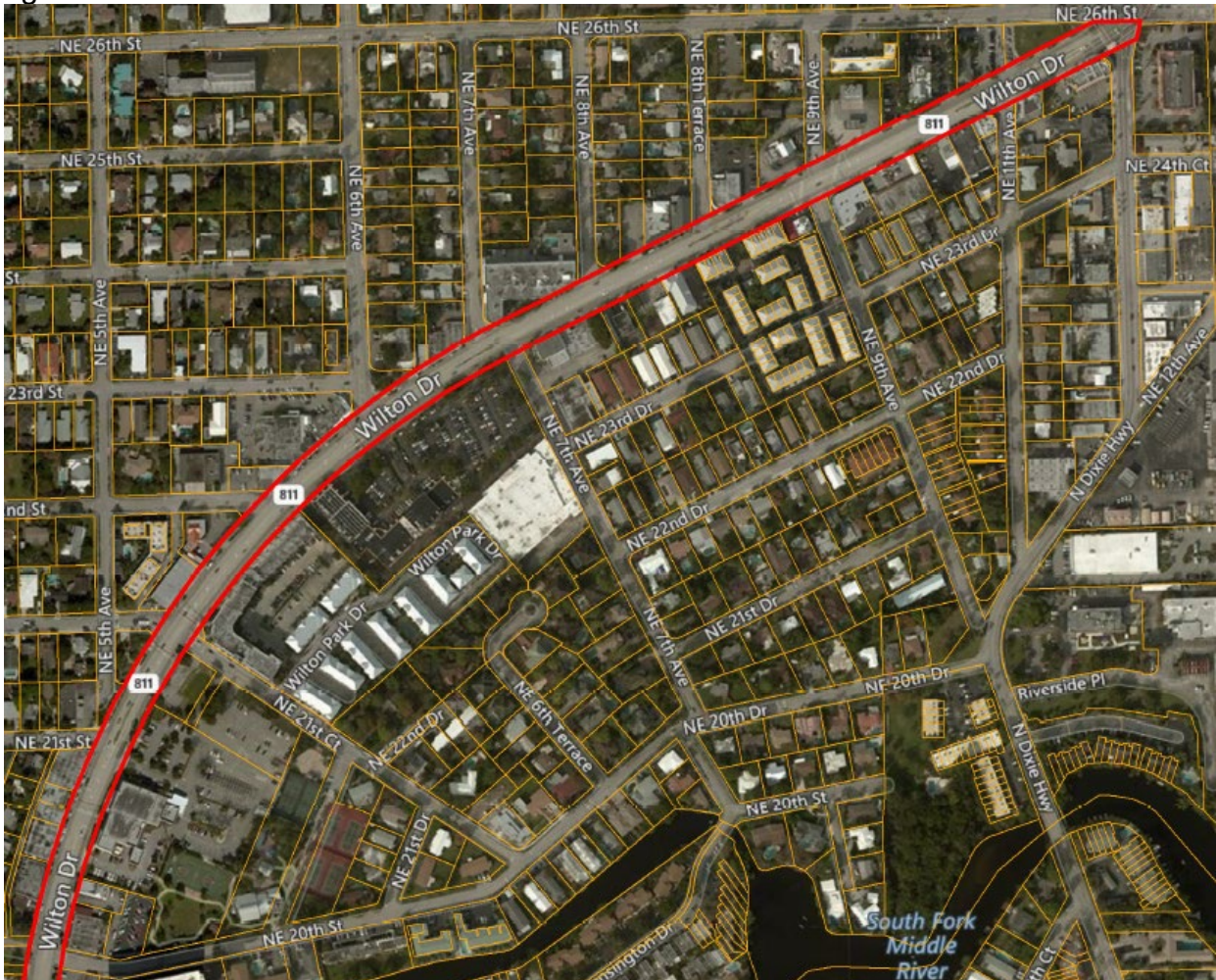




Figure 2 Stonewall Pride Parade and Street Festival 2022 Aerial Drone Photograph



Attendance at Stonewall Pride has been estimated using crowd estimate algorithms, route characteristics and aerial drone video footage.

More than a dozen drone videos were provided by Wilton Manors Police Department. These videos were taken over a nearly five-hour period, providing crowd concentration and movement data.

Crowd estimates were based on the video footage using the Jacobs Method of crowd estimation<sup>1</sup>. This method allows for approximate crowd estimations using the following formula: crowd count (persons) = area (sq ft) x density (persons per sq ft); where, in the case of Stonewall Pride the parade area has been broken into two areas: 1) high crowd density along the fence line viewing area and 2) lower density within the viewing area beginning 20 feet back from the fence. In addition to parade event crowd estimates, the number of parade participants was added, as well as estimates for portions of the bar crowd. Since Stonewall Pride was approximately 12 hours in duration, attendee survey data was used to apply a turnover rate to the crowd. The average duration of attendees stays during Stonewall Pride, according to the participant survey, was reported to be 4.1 hours, creating a total event crowd turnover rate of 2.8 times. Crowd estimates were further corrected for double counting and participation mix by adjusting/lowering the turnover rate as attendees transitioned between high density and low-density viewing areas, as well as from parade viewing and participation areas to adjacent establishments. It may also be reasonable to

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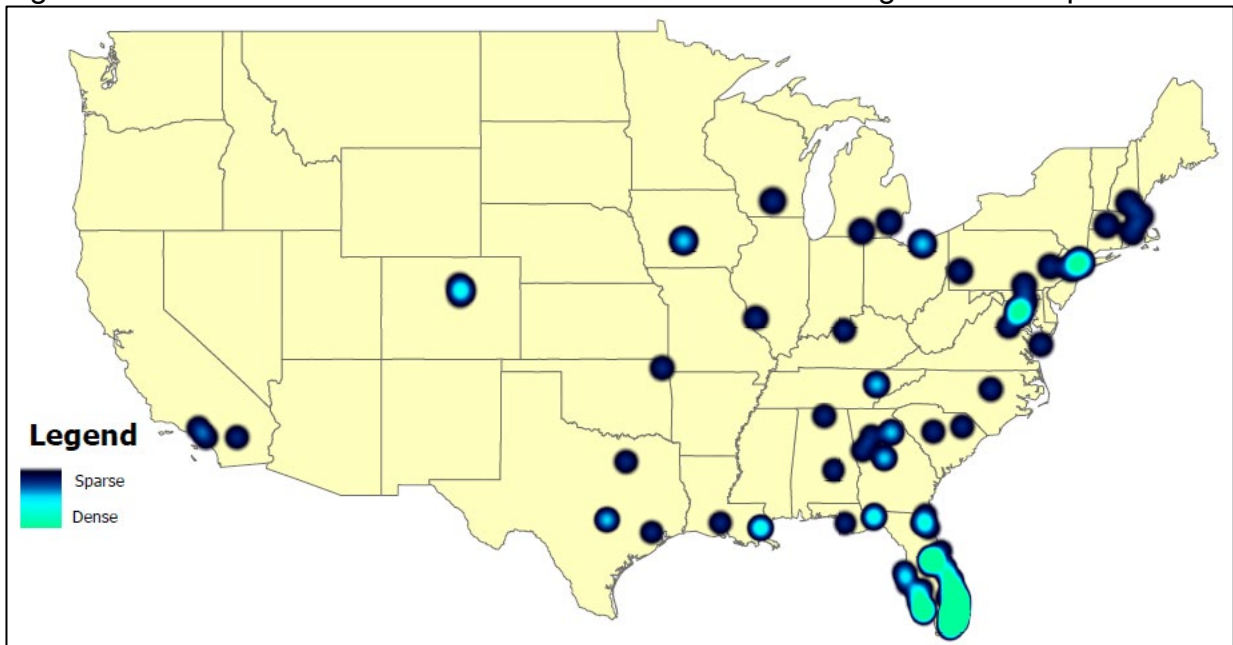
<sup>1</sup> <http://course1.winona.edu/eeerthum/math395/CapstoneReport2.pdf> and <https://www.sciencedirect.com/science/article/pii/S1877705815010358/pdf?md5=0bc38a3fe12937e0ad15289c1868d9ed&pid=1-s2.0-S1877705815010358-main.pdf>

assume a significant portion of survey respondents reporting a stay at the Event in excess of 5 hours stayed for the entire Event duration and thus there was no turnover among that group, which also lowers the overall turnover rate for the purposes of crowd estimation.

Using the crowd estimate technique as described above, the Stonewall Pride is estimated to have hosted 50,000 persons over the duration of the event. Event attendance for the 2022 event is higher than the 2017 crowd estimate of 35,000 persons.

While largely a South Florida event, attendees at the Festival also came from throughout the United States. At least 25 separate states are represented (including Florida and the District of Columbia) as shown in Figure 3 Attendance Heat Map. Just over two-thirds of festival goers were “local”, from either Wilton Manors or elsewhere in Broward County. An additional 19% attended from adjacent Miami-Dade or Palm Beach Counties and 6% from elsewhere in Florida. Out-of-state visitors comprise 7% of attendees, including Texas, California, and Colorado. States located east of the Mississippi River including Georgia, the Carolinas, Pennsylvania, New York and New England, among other locations comprise 80% of out-of-state attendees. The breadth of geographic attendance represents a meaningful national draw for a comparatively short duration event consisting of a three-hour parade and associated street fair.

Figure 3 Stonewall Parade and Street Festival Attendance Origins Heat Map



Source: PFM; Event Attendance Survey zip code of origin data

Table 1 Stonewall Pride - Visitors by Location of Origin

Visitor Origins	Number	Percent
Wilton Manors/Broward County	33,962	68%
Palm Beach County	5,377	11%
Miami-Dade County	4,151	8%
Other Florida	2,925	6%
Outside Florida	3,585	7%
<b>Total Participation</b>	<b>50,000</b>	<b>100%</b>

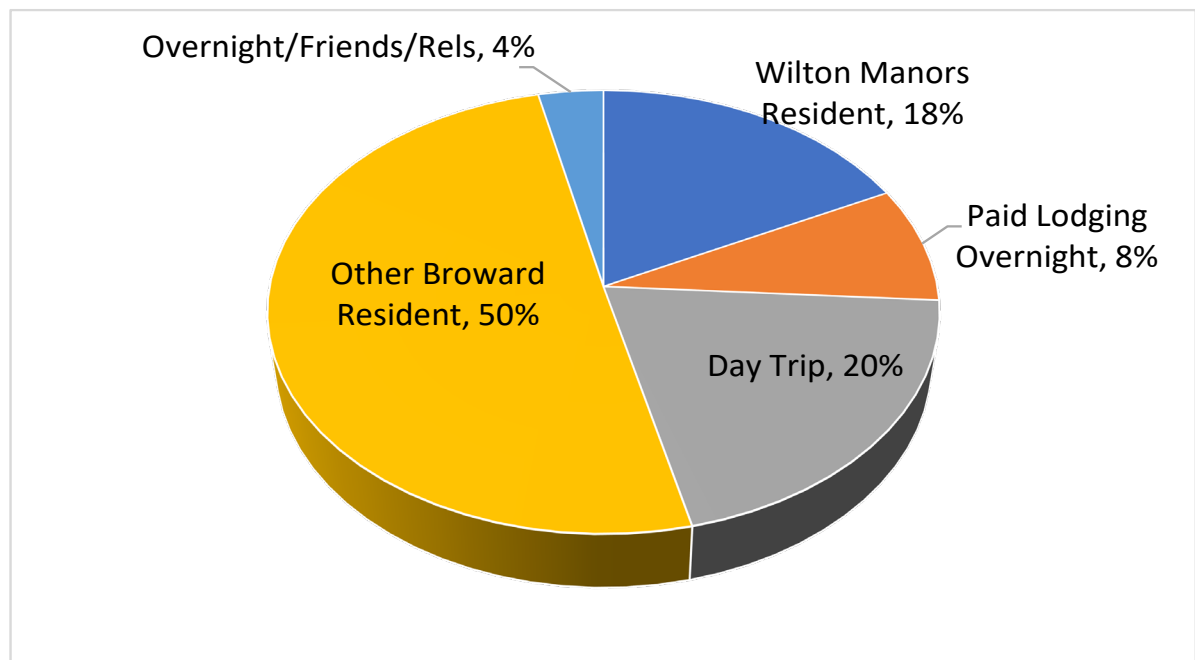
Source: PFM; Event Survey Data

## 2.2 Day Trip, Overnight Visitors and Local Resident Participants and Attendees

For the purposes of estimating economic impacts, local resident attendees from either the City of Wilton Manors or from elsewhere in Broward County are excluded from the analysis. This is because Economic Impacts measure only new dollars flowing into the community from outside the local economy. Only attendees from elsewhere in Florida (non-City and non-Broward residents) and those from out of state comprise the source of the Economic Impacts of the event. Those from out-of-market included in the analysis represent 32% of the Stonewall Pride participants and attendees.

Figure 4 illustrates the composition of attendees for the purposes of estimating Economic Impacts. The attendance and origins data are determined from analysis of the survey data results of 1,044 surveys conducted over the course of the 2022 event.

Figure 4 Type of Stonewall Pride Attendees



Source: PFM; Event Attendance Survey data

Table 1 illustrates the number and percent of participants and attendees based on the survey data and crowd estimation. Survey data and crowd estimates imply a high percentage of City of Wilton Manors residents attended Stonewall Pride. The high attendance rate of City residents may be overstated as a result of survey error. Possible reasons for this include zip code of residency responses which are reported as City, where portions of the zip lie outside the City; or due to survey respondents answering in solidarity with Stonewall Pride or the City through positive response to the residency question; or respondents claiming primary residency with a second owned home in the City, but not primarily domiciled in the City; or other survey bias.

Table 1 Stonewall Pride - Visitors by Type

Visitor Type	Number	Percent
Day Trip Visitors*	10,109	20%
Wilton Manors Residents**	8,787	18%
Other Broward Co. Residents	25,147	50%
Paid Overnight Visitors*	4,208	8%
Friends/Relatives/Overnight*	1,749	4%
<b>Total Participation and Attendance</b>	<b>50,000</b>	<b>100%</b>

\* Day trip and overnight visitors represent the source of economic impacts; overnights exclude City or Broward County residents

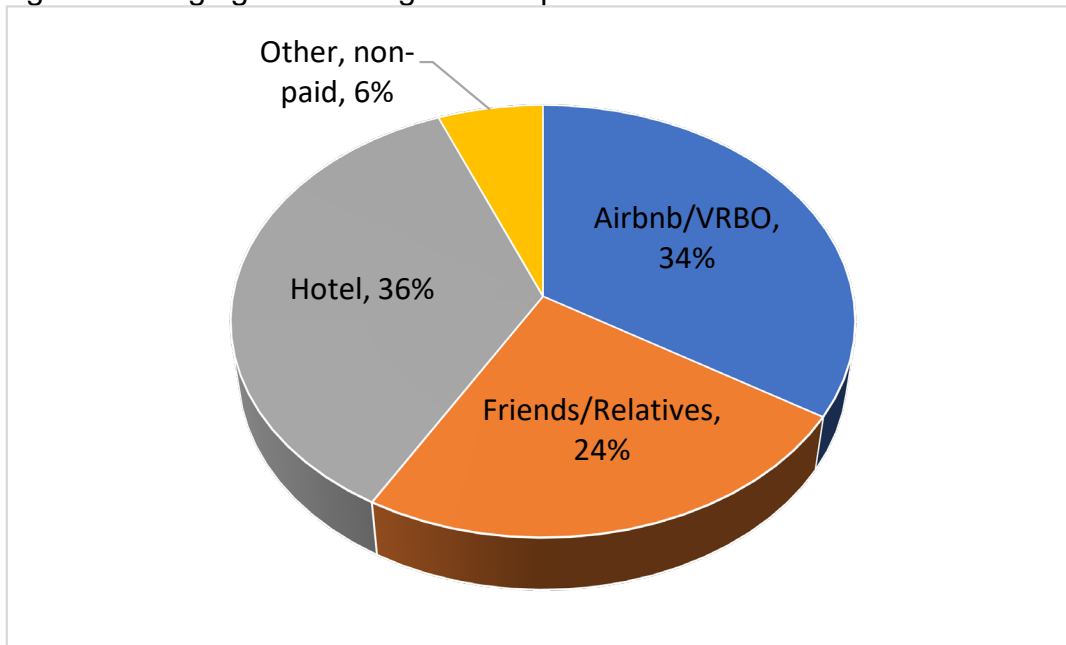
\*\* note: survey responses may overstate Wilton Manors resident attendees due to self-identification, zip code distinctions or other factors; the effect of this reduces estimated economic impacts of the event since local residents do not contribute "new dollars" to the economy and are discounted from standard economic impact analysis calculations

Source: PFM; Event Survey Data

Among all Overnight Visitors, survey data also revealed the share staying in paid lodging or with Friends/Relatives. Overnight guests with paid lodging include the share staying in hotels/motels and AirBnB/VRBO's. Of those staying overnight in the region, 70% stayed in paid lodging.



Figure 5 Lodging for Overnight Participants and Attendees



Source: PFM; Event Survey Data

### 3.0 Economic Impact Analysis

An analysis of economic impact examines the changes in the level and composition of economic output that result from a particular event or activity, in this case the Stonewall Pride Parade and Street Festival event. These impacts appear as changes in employment, income and economic output. Economic Impacts are separate and distinct from government budget oriented fiscal impacts, such as tax revenues to state or local government.

Economic impacts occur when event participants (those marching in the parade and vendor participants) and attendees/festival goers spend money in the local economy. This spending is defined as the Direct Economic Impact. Spending by supporting businesses as a result of the event is defined as Indirect Impacts and household income spending by employees of those businesses is defined as Induced Impacts.

Direct expenditures in this instance take the form of money spent at restaurants, hotels, retail shops, recreational facilities, and transportation. Indirect and Induced expenditures occur as a result of the dollars spent by local business owners hiring local employees and locally purchasing supplies for products and services utilized by residents, employees, and hotel guests. Indirect and induced expenditures are the ripple effects of Direct expenditures. Direct expenditures represent initial demand for additional goods and services attributable to Stonewall Pride. Indirect and Induced expenditures are spent and “re-spent” in the community. This ripple effect or “re-spending” is defined as the multiplier effect.

The Total Economic Impact is described as and includes the number of jobs, spending, trade and industry output generated throughout the local economy, as a result of the Direct (Stonewall Pride) event spending activity taking place in the

market, in addition to the multiplier effect (Indirect and Induced effect) of local “re-spending” of these new dollars, which have entered into and remain in the local economy.

### 3.1 Visitor Spending Profile and Direct Spending by Stonewall Pride Participants and Attendees

The City of Wilton Manors in coordination with WMEG, Inc. conducted a survey of Stonewall Pride participants and attendees. A copy of the survey questionnaire is provided in Appendix 2. There were 1,044 completed surveys providing demographic and spending data for Stonewall Pride participants and attendees. These data included the type of visitor, origins, amount of spending, lodging and accommodations, length of stay both at the event (hours) and the number of nights stay for overnight visitors staying in the region.

The Survey data was analyzed, with results applied to the visitor spending profile, and calibrated to the spending by visitor type, as reported in the Survey data. The results of this analysis are shown in Table 2 which details the spending per person by visitor type at Stonewall Pride.

Table 2 Spending Profiles Per Visitor by Visitor Type

			Stonewall Event Spending Per Person			
			Day Trip Visitors	Wilton Manors Residents	Other Broward Residents	Overnight Visitors
Lodging/night	\$150				\$152.56	
Transportation	\$54	15%	\$40.84	\$10.00	\$22.67	\$81.68
Food & Bev.	\$156	42%	\$154.60	\$259.95	\$157.21	\$235.95
Retail	\$60	16%	\$53.97	\$90.75	\$56.62	\$90.75
Recreation	\$80	22%	\$37.07	\$121.00	\$64.04	\$121.00
Airfare	\$20	5%				\$30.25
NON-LODGING	\$370	100%	\$286.49	\$481.71	\$300.54	\$559.63
ALL DIRECT SPEND	\$520		\$286.49	\$481.71	\$300.54	\$712.19

Source: PFM; Event Survey Data; CoStar

The survey data, demographic information and type of visitor, as applied to the estimated event attendance from Table 1, are used to estimate both Economic Contribution and Economic Impacts. The Economic Contribution of Stonewall Pride is \$20 million. Economic Contribution differs significantly from the Economic Impacts of the event. Economic Contribution includes attendee and participant spending at Stonewall Pride by City and County residents as well as out of town visitors. City and County spending or “resident spending” is not included in Economic Impacts since these funds already reside within the local economy.

Because local resident dollars already reside in the local market, economic impact theory assumes these dollars would be spent locally, regardless of whether or not Stonewall Pride takes place and therefore local resident spending does not expand or increase the size of the local economy.

To determine Economic Impacts and the degree to which the Stonewall Event increases the size of the local economy, only new money brought into the local economy, from outside the market area, is considered Direct Spending for the purposes of estimating the multiplier effect and Total Economic Impacts. Economic Contribution has been calculated in this study for informational purposes only. This analysis determines only the Economic Impact of Stonewall Pride.

The Direct Economic Impacts from out-of-market visitors at Stonewall pride includes spending by Day Trip visitors, Overnight Visitors staying at paid lodging and Overnight Visitors staying with friends and relatives. Direct Impact spending is \$6.1 million. Direct Impact spending also reflects adjustments to account for the portion of spending from out-of-market visitors which remains in the local market, correcting for portions of direct spending which occurs outside the local market due to economic leakages. Direct Impact spending is the driver of Indirect and Induced Economic Impacts. The sum of Direct, Indirect and Induced impacts comprises the Total Economic Impact. Table 3 illustrates the spending components by visitor segments of Stonewall Pride participants and attendees for Direct Economic Impact spending.

Table 3 Stonewall Event – Economic Contribution and Direct Economic Impact Spending

Total Spending							Direct Economic Impact*
	Day Trip Visitors*	Wilton Manors Residents	Other Broward Residents	Paid Overnight Visitors*	Friends/Relatives Overnight*	All Attendees Economic Contribution	Local Spending
<b>Lodging</b>				\$1,945,209		\$1,945,209	\$1,653,428
<b>Local Trans</b>	\$412,844	\$87,869	\$570,107	\$343,665	\$142,822	\$1,557,306	\$359,732
<b>Food &amp; Bev</b>	\$1,562,912	\$2,284,181	\$3,953,535	\$992,809	\$412,596	\$9,206,033	\$2,374,654
<b>Retail</b>	\$545,622	\$797,421	\$1,423,869	\$381,850	\$158,691	\$3,307,453	\$706,006
<b>Recreation</b>	\$374,796	\$1,063,228	\$1,610,419	\$509,133	\$211,588	\$3,769,165	\$985,965
<b>Airfare</b>				\$127,283	\$52,897	\$180,180	\$45,045
<b>All NON-LODGING</b>	\$2,896,175	\$4,232,699	\$7,557,929	\$2,354,740	\$978,593	\$18,020,137	\$4,471,403
<b>TOTAL SPENDING</b>	\$2,896,175	\$4,232,699	\$7,557,929	\$4,688,991	\$978,593	\$19,965,346	\$6,124,831

Source: PFM; Event Survey Data. \* Note: Direct Impact Local Spending is adjusted for purchases reflecting economic leakage resulting from out of market expenditures of direct dollars and includes only spending by Day Trip and all Overnight Visitors. Economic Contribution includes spending from all visitors whether local residents or from out of area.

Based on the \$1.7 million in direct hotel spending, out-of-town overnight visitors generate 10,838 paid hotel roomnights, with an average daily room rate of \$152.56, and room occupancy of 1.2 persons per room. Paid overnight hotel stays resulting

from the Stonewall Event generates \$99,206 in Broward County Hotel Tourist Development Tax (TDT) revenues, at the current 6% TDT tax rate.

### 3.2 Multiplier Effect and Total Economic Impact

The Economic Impact analysis presented illustrates the Direct, Indirect and Induced economic impacts of Stonewall Pride. Economic impacts of this event are largely one-time, lasting for the duration of the event. As a result, the wages paid are short-term, occurring primarily over the course of the event weekend. Employment resulting from the wages paid is described by IMPLAN as an annual employment figure, as if the wages paid fund a full-time equivalent job. In reality, the employment supported by the event is likely a larger number than shown, however, the duration of most of the supported jobs covers a much shorter time span. In this way the jobs number shown is only a representative way to illustrate the employment effects of the Event and true one-time employment over the course of the weekend is not fully known. Still, it should be noted, significant planning and preparation takes place over the course of the year and so some of the employment and business spending supports jobs which are Event related and last throughout the year.

The Stonewall Parade and Street Festival contributes approximately \$5.8 million in one-time Direct Economic Impacts to the Broward County economy (adjusting the \$6.1 million for direct spending leakages out of market). Total Economic Impact includes both Labor and Value Added components for the Indirect and Induced spending created by the Direct Impact multiplier effects. Value Added components represent the difference between Output and the cost of Intermediate Inputs (such as the work and use of materials) over the course of the Event period. When including Indirect and Induced output effects, **the Total Economic Impact of Stonewall Pride 2022 reaches \$9.4 million**. The associated wages paid are \$3.3 million with estimated annual employment, for illustrative purposes, reaching 113 supported jobs.

Industries within the economy that are experiencing the largest impacts include restaurants, local transportation services, amusement and recreation, hotels and retail establishments. Table 4 summarizes the Total Economic Impacts of Stonewall Pride. Table 5 details the key industries benefitting from this activity.

There are some notable comparisons between the 2017 and the 2022 events. Attendance increased in 2022 by 48%; from 33,700 persons in 2017 to 50,000 persons in 2022. Total Economic Impact increased 365% from \$2.0 million to \$9.4 million, almost five-fold. The sharp increase in total economic impact is as a result of both the increased attendance as noted, as well as higher spending per person, which increased by more than 100%. Overnight lodging revenue was estimated to reach \$731,800 in 2017 and \$1.7 million in 2022, an increase of just under \$1 million in overnight lodging expenditures. In 2017, the 5-to-7-year cumulative economic impact of the Stonewall event was estimated to be \$10 million. In 2022, the \$9.4 million in economic impacts nearly reached this level in just one single year.

**Table 4. Economic Impact – Stonewall Pride Parade and Street Festival**

Impact	Direct	Indirect	Induced	Total
Employment	91	12	10	113
Labor Income	\$2,223,525	\$602,150	\$464,908	\$3,290,584
Value Added	\$3,363,228	\$1,007,906	\$924,972	\$5,296,105
<b>Total Output</b>	<b>\$5,780,668</b>	<b>\$2,023,073</b>	<b>\$1,568,499</b>	<b>\$9,372,240</b>

Source: PFM; IMPLAN;

**Table 5. Top Industries by Impact – Stonewall Pride Parade and Street Festival**

Industry	Direct	Indirect	Induced	Total
Restaurants and Bars	\$2,374,654	\$22,160	\$50,056	\$2,446,870
Hotels and Motels	\$1,653,428	\$133	\$265	\$1,653,826
Amusement and Recreation	\$985,965	\$376	\$1,455	\$987,796
Real estate	\$0	\$470,162	\$72,725	\$542,888
Retail Clothing and Accessories	\$361,844	\$79	\$17,327	\$379,250
All Else	\$404,777	\$1,530,163	\$1,426,670	\$3,361,611
<b>Total Output</b>	<b>\$5,780,668</b>	<b>\$2,023,073</b>	<b>\$1,568,499</b>	<b>\$9,372,240</b>

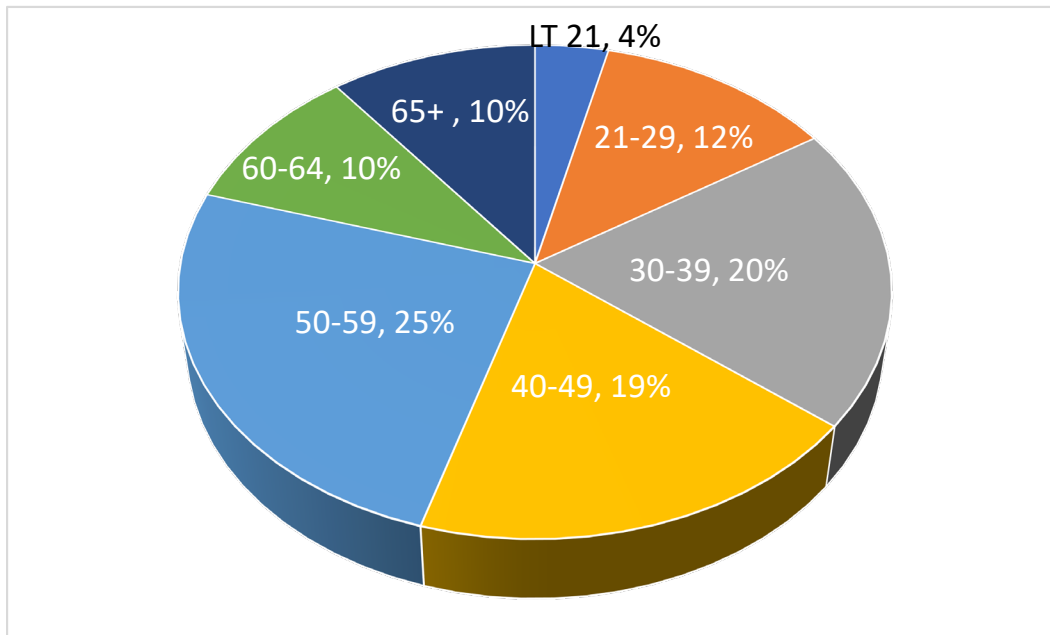
Source: PFM; IMPLAN;

#### 4.0 Demographics of Stonewall Pride Parade and Street Festival Participants and Attendees

Attendees range in age from 17 years old to 65+. More than half (55%) of the participants and attendees are 49 and under with the remaining 45% age 50 years or older. Of those few persons under 21 years of age, most reported attending as a festival participant, such as marching with a religious group or community group.



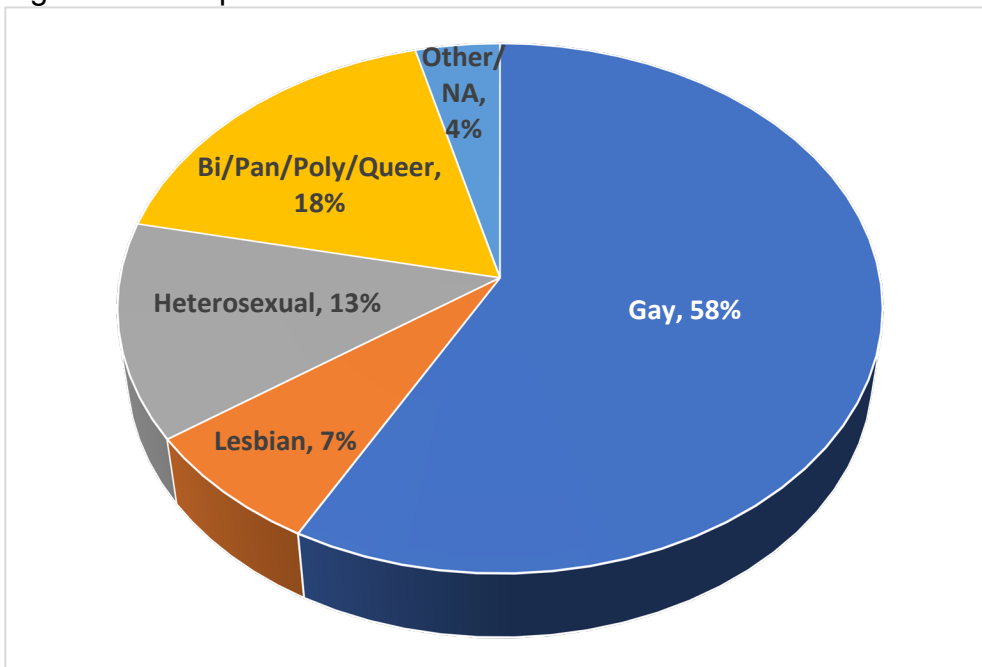
Figure 5 Age of Participants and Attendees



Source: PFM; Event Survey Data

As a Pride event, attendees are diverse in their self-identified sexual orientation as shown in Figure 6, and self-identified gender, as shown in Figure 7.

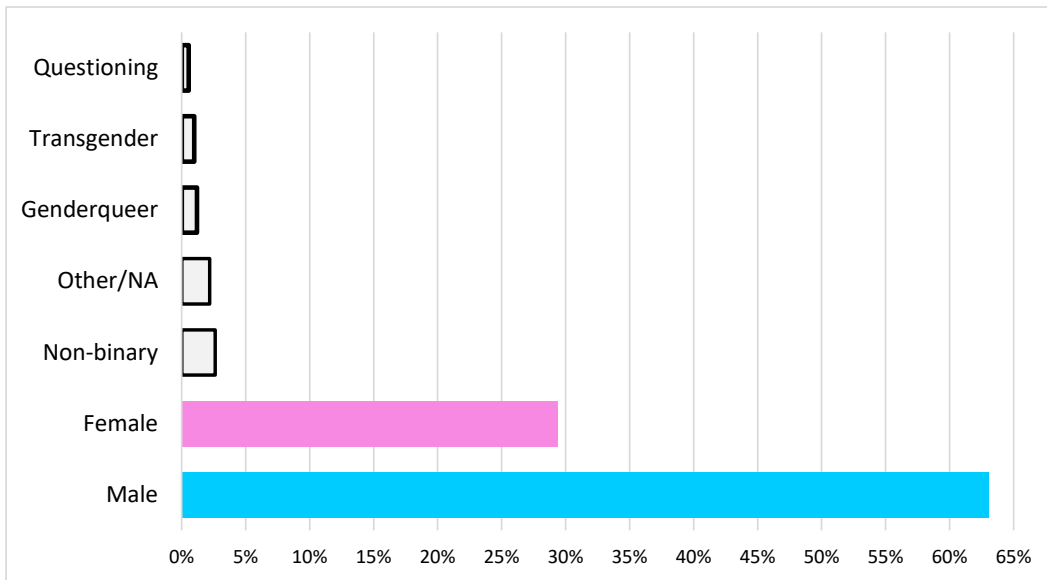
Figure 6 Participant and Attendee Self-Identified Sexual Orientation



Source: PFM; Event Survey Data

Note: Hetero and Bi/Pan...persons may be of any gender. Gay is primarily identified as male gender; Lesbian is primarily identified as female gender

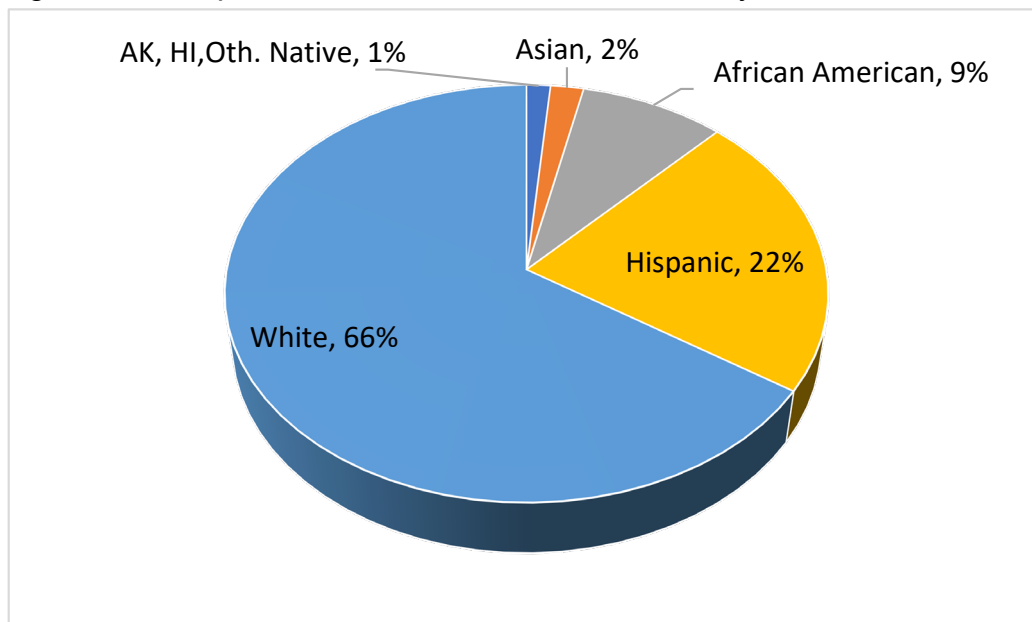
Figure 7 Participant and Attendee Self-Identified Gender



Source: PFM; Event Survey Data

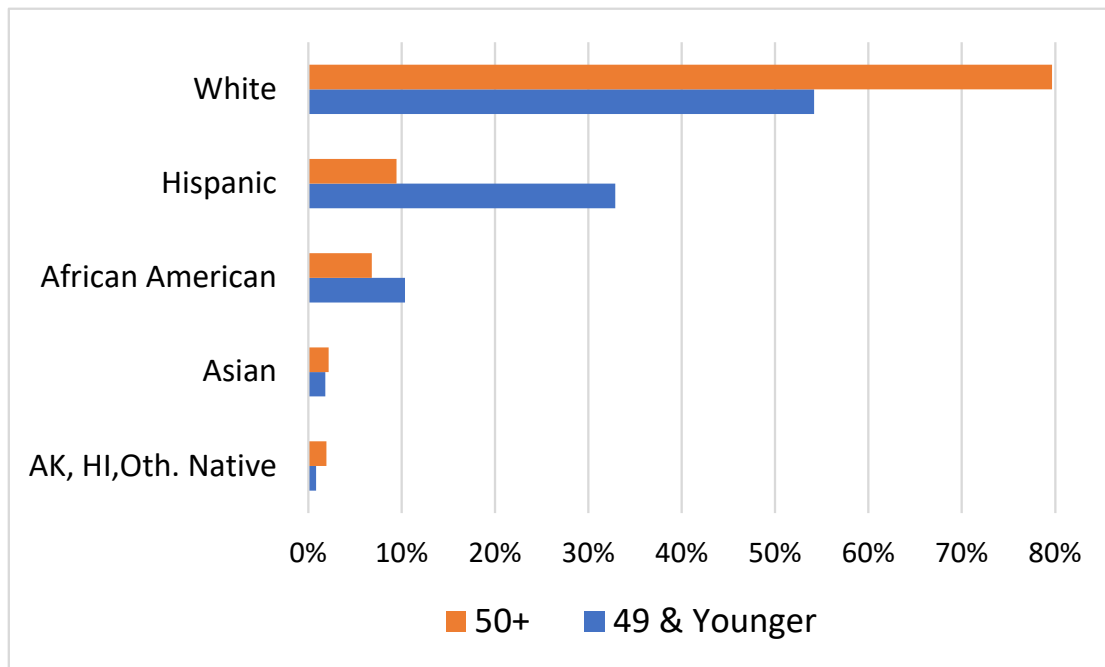
The racial and ethnic makeup of attendees is 66% white as shown in Figure 8. However, the racial and ethnic diversity was markedly different according to age, as shown in Figure 9. Three fourths of the ethnic and racial diversity was concentrated in those age 49 years and younger. And overall, the 49 and under segment was larger than the 50+ group.

Figure 8 Participant and Attendee Race and Ethnicity



Source: PFM; Event Survey Data

Figure 9 Participant and Attendee Race and Ethnicity by Age



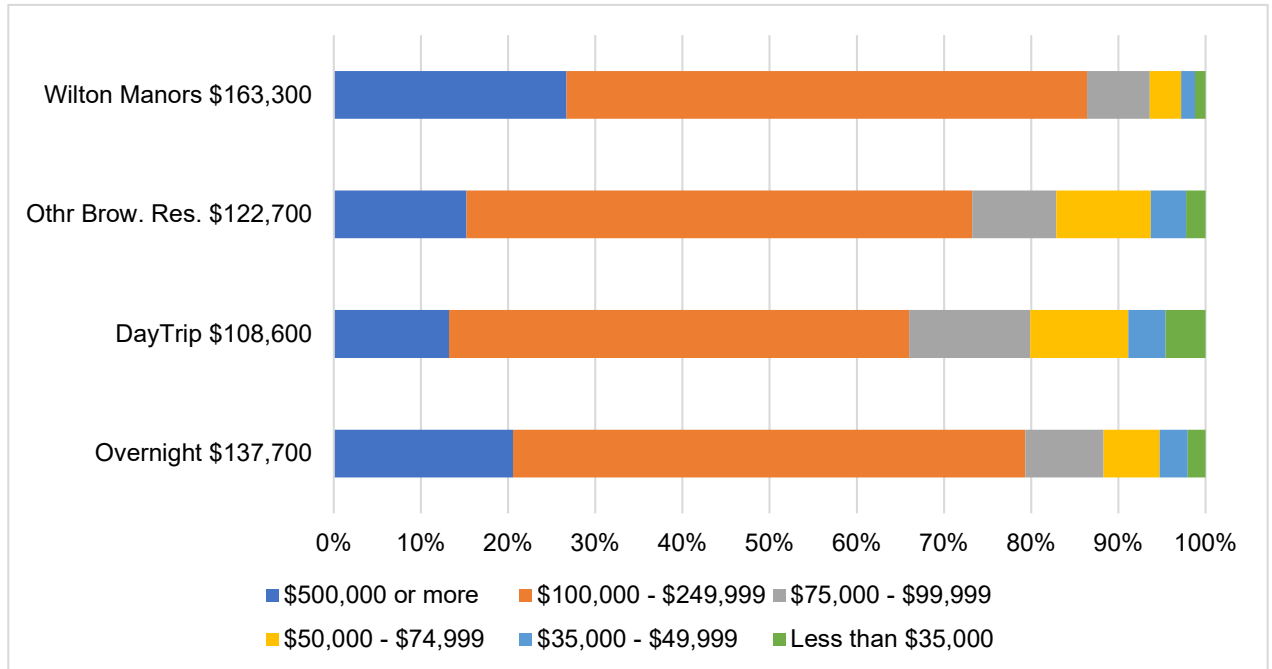
Source: PFM; Event Survey Data

Average Household incomes among Stonewall Pride participants and attendees is \$115,600 and is higher than the Broward County average household income and very similar to City-wide income. The average household income in Broward County is \$102,000 and \$117,700 in the City of Wilton Manors<sup>2</sup>. Among Stonewall Pride participants and attendees who are Wilton Manors residents, average household income is \$163,300. Among other Broward (non-City resident) participants and attendees, average household income is \$122,700. Average household income for Day Trip visitors is \$108,600 and for Overnight Visitors \$137,700. Stonewall Pride participants and attendees are generally higher than average income householders. Figure 10 illustrates the income cohort composition of attendees. Household incomes in excess of \$100,000 make up from 65% to 85% of all sets of attendee groups<sup>3</sup>.

<sup>2</sup> City and County household income, 2022, provided by ESRI, Market Profile Reports;

<sup>3</sup> Event participant/attendee and subgroup household incomes are determined from event survey data

Figure 10 Average Household Incomes of Stonewall Pride Participants and Attendees



Source: PFM; Event Survey Data

## 5.0 Conclusion

The 2022 Stonewall Pride Parade and Street Festival attracted 50,000 participants and attendees. Stonewall Pride generated \$9.4 million in Total Economic Impact to the Broward County economy. Of this amount \$3.3 million is paid in local wages, with FTE employment in excess of 100 jobs. Overnight visitors generated 10,838 paid hotel/AirBnB roomnights; with an average length of stay of 3.6 nights, resulting in \$99,206 in Tourist Development tax (TDT) paid.

South Florida is the origin of just over two thirds of participants and attendees. In total, 25 States are represented by those attending, including Florida and the District of Columbia.

The Stonewall Parade and Street Festival has been a yearly event since 1999. The Event has garnered a loyal following with 68% having attended at least once before in prior years and 28% having attended 5 or more years. This year 32% were first-time attendees.

The City of Wilton Manors benefits directly from the attendee and participant spending due to Stonewall Pride. The City receives a large share of the \$9.4 million in economic impacts generated by Stonewall Pride. This spending occurs primarily in local restaurants and bars, as well as in the paid overnight accommodations, among the licensed short term rental units consisting of guesthouses, resort spas and Airbnb units. With more than 10,000 paid roomnights generated by the event, it

is expected nearly all available short term rental units throughout the City are occupied during the weekend of Stonewall Pride. Additional overnight stays are accommodated outside the city, primarily throughout the rest of Broward County.

To the extent there is media coverage of Stonewall Pride, the City of Wilton Manors receives favorable and valuable reputational publicity and top of mind awareness.



## APPENDIX 1 - Economic Impact Methodology - IMPLAN

The economic impact methodology utilized to determine the multiplier effects is IMPLAN (IMpact Analysis for PLANning).

To estimate the Total Economic Impact of the Stonewall Parade and Street Festival on the local economy, PFM utilized the IMPLAN modeling system. An analysis of local level economic impacts is essential for effective planning in the public and private sectors and for building an understanding of the contributions of the event. Minnesota IMPLAN Group, Inc. (MIG, Inc.) is the sole-source provider of the IMPLAN® (IMpact analysis for PLANning) economic impact modeling system. IMPLAN is used to create complete, extremely detailed multi-regional Social Accounting Matrices (SAMs) and Multiplier Models of economies ranging from national to state, county, or ZIP-Code levels. MIG, Inc. provides software tools, region-specific data, and outstanding technical support to enable users to make in-depth examinations of state, multi-county, county, sub-county, and metropolitan regional economies. MIG, Inc. has been developing complex localized databases, conducting IMPLAN training workshops and distributing IMPLAN software to public and private organizations since 1993. The impact models used to estimate the Economic Impacts of the Stonewall Parade and Street Festival are specifically calibrated to the Event and to Broward County.

IMPLAN's Social Accounting Matrices (SAMs) capture the actual dollar amounts of all business transactions taking place in a regional economy as reported each year by businesses and governmental agencies. SAM accounts are a better measure of economic flow than traditional input-output accounts because they include "non-market" transactions. Examples of these transactions would be taxes and unemployment benefits.

### Multipliers

Social Accounting Matrices can be constructed to show the effects of a given change on the economy of interest. These are called Multiplier Models. Multiplier Models study the impacts of a user-specified change in the chosen economy for 440 different industries. Because the Multiplier Models are built directly from the region-specific Social Accounting Matrices, they will reflect the region's unique structure and trade situation.

Multiplier Models are the framework for building impact analysis questions. Derived mathematically, these models estimate the magnitude and distribution of economic impacts, and measure three types of effects which are displayed in the final report. These are the direct, indirect, and induced changes within the economy. Direct effects are determined by the Event as defined by the user (i.e., a \$10 million dollar order is a \$10 million dollar direct effect). The indirect effects are determined by the amount of the direct effect spent within the study region on supplies, services, labor, and taxes. Finally, the induced effect measures the money that is re-spent in the study area as a result of spending from the indirect effect. Each of these steps recognizes an important leakage from the economic study region spent on purchases outside of the defined area. Eventually these leakages will stop the cycle.

## APPENDIX 2 – Survey Questionnaire

## Wilton Manors Stonewall Pride Parade and Street Festival 2022- Economic Impa Study Survey

The City of Wilton Manors and the Wilton Manors Entertainment Group (WMEG) thank you for attending and supporting this year's Stonewall Pride Parade and Street Festival. By answering these short survey questions, your feedback will help us make the event safer, more inclusive, and more successful in the future. Thank you for your input!

1. Are you a resident of Wilton Manors?

- Yes
- No

2. In what zip code do you live?

3. How did you travel to this year's Stonewall Pride Parade and Street Festival?

- Car
- Bus
- Bicycle
- Walk
- Taxi
- Uber/Lyft
- Other

4. Are you staying overnight in the area?

- Yes
- No

## Wilton Manors Stonewall Pride Parade and Street Festival 2022- Economic Impa Study Survey

5. What type of lodging will you stay in?

- Hotel
- Airbnb/VRBO
- Friends/relatives
- Other (please specify)

Wilton Manors Stonewall Pride Parade and Street Festival 2022- Economic Impa  
Study Survey

6. How many nights will you stay in the area?

Wilton Manors Stonewall Pride Parade and Street Festival 2022- Economic Impa  
Study Survey

7. Excluding lodging, how much money will you spend during your visit to the area?

- 0-\$499  
 \$500-\$999  
 \$1,000-\$1,499  
 \$1,500+

8. How many hours will you stay at the event?

- 1 hour  
 2 hours  
 3 hours  
 4 hours  
 5 hours +

9. Have you attended the Wilton Manors Stonewall Pride Parade and Street Festival or  
celebration events in prior years?

- Yes  
 No

10. How many Wilton Manors Stonewall Pride Parade and Street Festivals have you attended  
before?

11. Is this event the main reason for your visit to the area?

12. What is your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60-64
- 65 or older

13. What is your household income?

- Less than \$35,000
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$249,999
- \$500,000 or more

14. What is your gender?

- Agender
- Genderqueer
- Male
- Non-binary
- Questioning
- Transgender
- Female
- Prefer Not to Say
- Other (please specify)

15. What is your ethnicity?

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White



16. What is your relationship status?

- Single
- In a Relationship
- Married
- Divorced
- Widowed
- Open Relationship
- Prefer Not to Say
- Other (please specify)

17. What is your sexual orientation?

- Asexual
- Bisexual
- Gay
- Lesbian
- Heterosexual
- Queer
- Pansexual
- Polysexual
- Prefer Not to Say
- Other (please specify)

18. How many people are in your household?

- 1 – 2 people
- 3 – 4 people
- 5+ people