

Hickory Knoll Combined Driving Event Community Economic Impact Statement

In 2004 Hickory Knoll and Frostwood Farms LLC first hosted an American Driving Society sanctioned Horse Driving Trial. In 2004 the event was a single day event. For 2006 the event expanded to two days. In 2008 we are expanding again by increasing the size of the venue, the number of competitors we can host and have become a Combined Driving Event. We attracted drivers from seven states, and as far away as New York and Pennsylvania. With an increase in national advertising and a growing reputation as an enjoyable event, we hope to grow to our maximum size of sixty competitors in 2008 and begin to install infrastructure for more spectators.

The economic impact figures that follow are based on survey data we compiled and calculation guidelines provided by the PA Department of Tourism for analyzing such events. Last year we projected the 2007 economic impact to be \$45,624. The analysis results are \$46,862. Some items were a bit higher and other lower, but the total economic impact came in very close to projections. The 2008 projection is nearly \$54,000.

The restaurant guide provided by the Chamber was very successful. Groups of competitors dined at Fitchburg restaurants and reported back with compliments as to quality and service. Saturday nights is "dine in Fitchburg night" where we encourage competitors to dine in town. Contact information for our hotels is provided with the Prize List so that competitors make their reservations locally.

To promote and fund the event, community sponsorships are essential as the entry fees cover only about a third of the cost of hosting the event. Significant support was provided in 2007 by Morton Buildings, Jon Lancaster, Gary & Mallory Gorman, Judy and Jeff Raymond, and Ron and Joann Swenson. Additional support was provided by Quivey's Grove, Oak Bank, Horse Gifts.com, The Chamber of Commerce, The City of Fitchburg and the McGibbon family.

Hickory Knoll Combined Driving Event 2007 Impact and Estimate for 2008

	2007	2008 Estimate
Competitor Attendance		
Total:	54	60
Iowa:	2	
Missouri:	1	
New York:	1	
Pennsylvania:	1	
Illinois:	10	
Minnesota:	32	
Dane County:	7	
Wisconsin:	26	
Out of area total:	47	52

Support crew		
Total:	71	85
Dane County:	12	
Out of area total:	48	55

Transportation:

Each competitor transports one to four horses and one to three carriages with one to three vehicles

Large horse van:	1	2
Gooseneck trailer 20'+:	27	25
Stock trailer:	21	25
Enclosed carriage trailer:	1	2
Total tow vehicles:	50	54
Ancillary cars:	30	40
Total vehicles related to competitors:	80	94
Gas purchase 80 x 75% x 35 gal:	2100 gal	2850 gal
At \$2.85/gal gas/diesel mean:	\$5,985	\$6,853

Days at event

Each competitor spends three days at the event and requires the following:

Accommodations

Hotel rooms booked:	48	56
Hotel room nights:	130	150
Cost at \$ 80.00 per room:	\$10,400	\$12,000

Meals

Dinners:	150	160
Cost at \$16.00 per person:	\$2,400	\$2,560
Lunches:	550	600
Cost at \$7.00 per person:	\$3,750	\$4,200
Breakfast:	100	120
Cost at \$7.00 per person:	\$700	\$840
Sub-Total:	\$17,250	\$19,600

Local event expenditures

Catering/hospitality:	\$3,857	\$4,000
Course construction:	\$2,938	\$2,500
Office supplies and printing:	\$1,695	\$1,600
Promotion/signage:	\$1,450	\$1,500
Grounds /equipment:	\$2,163	\$3,500
Tent rentals/toilets:	\$2,552	\$2,800
Stall rental/bedding:	\$2,365	\$3,400
Awards:	\$770	\$800
Labor hired:	\$2,800	\$2,800
Miscellaneous:	\$237	\$400
Sub-Total:	\$20,867	\$24,300

Volunteer and spectators

Volunteers:	60	60
Volunteer cars:	30	30
Spectators:	150	200
Spectator cars:	50	60
Gas purchase: 80 x 50% x 20 gal	800	900
At \$2.85/gal:	\$2,280	\$2,565
Meal purchases:	60	80
Meal purchases at \$8.00 @:	\$480	\$640
Sub-total:	\$2,760	\$3,206

Competitor and event local spending summary

Transportation:	\$5,985	\$6,853
Accommodation & meals:	\$17,250	\$1,960
Local event expenditure:	\$20,867	\$24,300
Volunteer and spectators:	\$2,760	\$3,206
Totals:	\$46,862	\$53,959