

Economic Impact Study



NATIONAL HERITAGE AREA

Executive Summary

Economic Driver

Through cultural heritage tourism to the partner sites and attractions that uphold the mission of the MDNHA, as well as the operations and grantmaking of the MDNHA, **\$677.4 million** in economic impact was generated in the Mississippi Delta in FY17.

Employment Generator

Heritage tourism to the partner sites and attractions within the MDNHA, as well as the operations and grantmaking of the MDNHA, generated a total employment impact of **10,088 jobs** in the Mississippi Delta in FY17.

Government Revenue Supporter

State and local government revenues attributable to cultural heritage tourism throughout the MDNHA and the operations and grantmaking of the MDNHA totaled **\$52.1 million** in FY17.

Tourist Attraction

In FY17, over **5.1 million** tourists visited the partner heritage sites and attractions throughout the MDNHA and contributed **\$676.7 million** to the Delta economy.

The MDNHA has the third largest economic impact of all National Heritage Areas for which Tripp Umbach has conducted an economic impact study.

The MDNHA and HERITAGE PARTNERS:

GENERATES **\$677.4 MILLION** IN ECONOMIC IMPACT



SUPPORTS **10,088** JOBS



GENERATES **\$52.1 MILLION** IN TAX REVENUE.

METHODOLOGY

An independent third party, Tripp Umbach, was hired to conduct the economic impact study for The Mississippi Delta NHA. Tripp Umbach is the nation's leading provider of economic impact research and has completed close to 30 economic impact studies for National Heritage Areas since 2012.

To complete this study, Tripp Umbach collected primary data from the MDNHA, as well as its visitors and heritage partner sites. Data included operational expenditures, visitor spending, and visitor counts. Tripp Umbach used IMPLAN (input-output modeling software) methodology to determine the FY17 impacts.



OVERVIEW OF THE MISSISSIPPI DELTA NHA

The Mississippi Delta National Heritage Area works to preserve and promote the Mississippi Delta's unique cultural offerings. Designated by Congress in 2009, the MDNHA is a partnership between the people of the Mississippi Delta and the National Park Service with the mission of fostering preservation, perpetuation, and celebration of the Mississippi Delta's heritage.

Since 2009, the MDNHA and heritage partner sites promote and preserve the Mississippi Delta's cultural and heritage - making a significant impact on the region, creating community and economic development, driving tourism, and bridging the history of the region with a sustainable future.