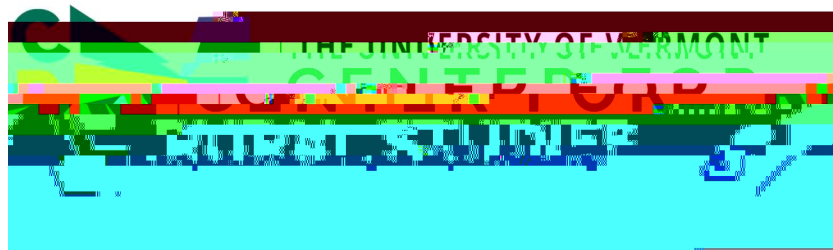


# THE ECONOMIC CONTRIBUTION OF EQUINE EVENTS IN VERMONT



Prepared for:  
**The Vermont Horse Council**  
Prepared By:  
**Kelly Hinshaw and Amy Kelsey**  
**April 2019**



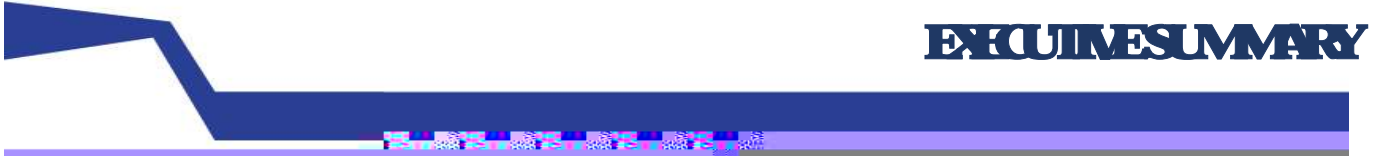


**Visitation Estimates..... 9**  
**Equine Event Participant Spending Impacts..... 10**

## ACKNOWLEDGEMENTS

This study would not have been possible without the generous support of donors, volunteers, and event venues and hosts. The Vermont Horse Council would like to extend its gratitude to the following:

Event/Hosts	Volunteers	Individual Donors	Organizational Donors
Chittenden County Field Days	Jean Ardet	Anonymous (3)	Chittenden County Farm Bureau
Windsor/Connecticut Yield Trial	Jeanette Cole	Rebecca Bailey	Farm Credit Northeast Ag Enhancement Program
Green Mountain Pony Club	Emily Coley	Jennifer Bevilacqua	Green Mountain Horse Association
Green Mountain Horse Association	Anber Discoll	Brenda Brown & Phil Lovely	Green Mountain Horse Association
Windsor Post Farm	Chelle Galardi	Jeanette & Robert Cole	Lanville Grain Company
Windsor Farm	Fin Goggin	John & Elizabeth Fitzhugh	Northeast Equine Alliance • OP



**The Vermont Horse Council, in partnership with the UVM College of Agriculture and Life Sciences (CALIS),**

## INTRODUCTION

Vermont is home to a thriving and diverse equine industry, with horses and ponies a common sight across the rural landscape. Vermont's equine sector is comprised of both agricultural and recreational pursuits, including breeding, training, trail riding, education, and boarding activities, as well as an array of competitive activities. Horses are also routinely put to work in Vermont in traditional ways that may be less common in other parts of the country, such as logging and wagon and sleigh rides.

To gain a deeper understanding of the size of the industry, and its role and impact in the Vermont economy, the Vermont Horse Council, in partnership with the UVM College of Agriculture and Life Sciences (CALS), undertook this contribution analysis of equine events. Vermont hosts competitions for a variety of disciplines—from dressage and eventing to competitive trail riding and combined driving. Venues range from county fair grounds in Addison and Bradford to the Green Mountain Horse Association's grounds in South Woodstock and the Harold Beebe Farm in East Duxbury—offering opportunities for novices and professionals alike. The dollar value of expenditures made by equine event participants is substantial, and the industry's economic impact is significant.

While this particular study focuses specifically on equine events held in the state of Vermont, V-Cen is also conducting a second study to assess the economic contribution of horse ownership and related business activities in the state.

**SIMILAR STUDIES CONDUCTED IN OTHER STATES**

Previous economic contribution studies have focused on equine events in other locales across the country. A 2015 study in Loudoun County, Virginia investigated the spending patterns of in-county, in-state, and out-of-state participants and spectators by surveying over 600 individuals at 12 randomly selected events in 2013. Results found that out of 314 participants (69%) spent an average \$224 on discretionary participation.









	Count	Percentage
Total Number of Events	8	100.00%
Total number of events at which surveys were conducted	2	23.8%
Total Estimated Participant Parties	880	100.00%
Total Non-Resident Participant Parties	633	72.00%
Total Resident Participant Parties	246	28.00%

Tables 3 and 4 summarize party size and visitation length findings. The mean party size for Vermont residents and non-residents attending equine events was 2 people. Vermont residents who spent the night away from their own home for an event spent an median of 2 days and 2 nights away from home. Non-Vermont residents spent an median of 4 days and 3 nights away from home.

	Mean Party Size
Non-Resident	2.1
Resident	1.8

	Median Days in VT Community for Event	Median Nights in VT Community for Event
Non-Resident	4	3
Resident	2	2

### EQUINE EVENT PARTICIPANT SPENDING IMPACTS

Event participants make expenditures on food, lodging, gasoline, shopping activities, and other services during their stay in Vermont. The estimated average spending of resident and non-resident event participants is summarized in Table 5. While some Vermont residents reported an overnight stay away from their own home to attend an event, the average number of nights Vermont residents spent away from their home was 0.44. Therefore, per day expenditures and per trip expenditures are considered to be the same for Vermont residents in this study.

~~Nr. Resident Party~~



**Table 8 illustrates the fiscal impacts of the equine events in Vermont. The State of Vermont receives over \$1.3 million in tax revenue as a result of equine events. This does not include the additional local tax revenue that is generated. The majority of these tax funds come from the businesses supporting events and event participants.**



## KEY FINDINGS & CONCLUSIONS

The equine event industry is clearly an important element of the Vermont economy, and has a particularly strong impact on a handful of communities that support large events throughout the spring, summer, and fall seasons. Spending by out-of-state parties participating in equine events generated a total of \$21,680,891 in





## ABOUT THE CENTER FOR RURAL STUDIES

The Center for Rural Studies (CRS) is a non-profit, faith-based, and research organization that addresses social, economic, and resource-based problems of rural people and communities. Based in the College of Agriculture and Life Sciences at the University of Vermont (UVM), CRS provides consulting and research services in Vermont, the United States, and abroad. The research areas are divided into five main areas: Agriculture, Human Services and Education, Program Evaluation, Rural Community and Economic Development, and 2 fl





DEMOGRAPHIC AND OTHER SURVEY RESULTS

	<b>M</b>	<b>8</b>	<b>32%</b>
	<b>F</b>	<b>5</b>	<b>20%</b>
	<b>N</b>	<b>3</b>	<b>12%</b>
	<b>C</b>	<b>2</b>	<b>10%</b>
	<b>M</b>	<b>14</b>	<b>54%</b>
	<b>PA</b>	<b>8</b>	<b>31%</b>
	<b>H</b>	<b>7</b>	<b>27%</b>
	<b>Quebec</b>	<b>7</b>	<b>27%</b>
	<b>N</b>	<b>6</b>	<b>23%</b>
	<b>Ontario</b>	<b>6</b>	<b>23%</b>
	<b>VA</b>	<b>2</b>	<b>8%</b>
	<b>CA</b>	<b>1</b>	<b>4%</b>
	<b>CC</b>	<b>1</b>	<b>4%</b>
	<b>GA</b>	<b>1</b>	<b>4%</b>
	<b>IA</b>	<b>1</b>	<b>4%</b>
	<b>IL</b>	<b>1</b>	<b>4%</b>
	<b>MI</b>	<b>1</b>	<b>4%</b>
	<b>MO</b>	<b>1</b>	<b>4%</b>
	<b>NC</b>	<b>1</b>	<b>4%</b>
	<b>RI</b>	<b>1</b>	<b>4%</b>



--	--	--	--



**SURVEY INSTRUMENT**


**Hello my name is \_\_\_\_\_ and I am a volunteer with the Vermont Horse Council**

**We are conducting a short survey at a variety of Vermont equine events to better understand the Economic Contribution to the State of Vermont. Even if you are only attending Vermont events like this today, your responses are helpful in our efforts to develop baseline information about the economic impacts of Equine Events on the state of Vermont. Your participation is completely voluntary and no responses will be reported individually.**

- 1. Have you already been asked to answer questions about your participation here at (NAME EVENT) today?**
  - a YES Don't continue**
  - b NO Do you have about 10 minutes to answer some questions? If yes, skip to #2 below**
  - c NO TIME Could I have your email address so we can send you?**

--

--	--

--	--

--	--

<b>Yes</b>	<b>No</b>	

<b>Food &amp; Drink (restaurants, on-site food, grocery &amp; convenience stores)</b>	
<b>Shopping (gifts, souvenirs, other shopping)</b>	
<b>Visiting area attractions (tours, farmer's market, museums, science centers, mini golf)</b>	
<b>Transportation (including maintenance, parking and fuel for personal vehicles)</b>	
<b>Other; please describe</b>	

---



