



# ECONOMIC IMPACT REPORT 2023



[www.JerseyCityPride.com](http://www.JerseyCityPride.com)

# **DISCOVER JERSEY CITY PRIDE: A CELEBRATION OF UNITY AND DIVERSITY**

Welcome to Jersey City Pride, an annual beacon of diversity, inclusivity, and LGBTQ+ celebration. This festival extends beyond a single day, with activities and initiatives throughout the year, particularly in August, recognized as Jersey City LGBTQ+ Pride Month. Attracting a diverse crowd, Jersey City Pride is not only a festive gathering but also a symbol of unity and equality.

This vibrant event features a march, music, performances, and advocacy, creating a festive yet purposeful atmosphere. It's a place for the LGBTQ+ community and allies to celebrate identities and achievements while advocating for equal rights. More than just a celebration, it's a platform for visibility, education, and community building.

Whether you're part of the LGBTQ+ community, an ally, or simply interested in a culturally enriching experience, Jersey City Pride is an open and welcoming space. For more information on events and participation, visit [JerseyCityPride.com](http://JerseyCityPride.com). Join us in this celebration of love, diversity, and the spirit of the LGBTQ+ community.

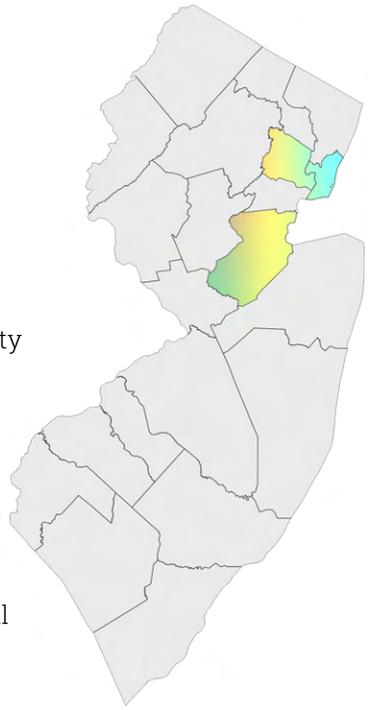
**- Eddie Baez and Joseph Cameron  
Co-Producers, Jersey City Pride**



# ATTENDANCE

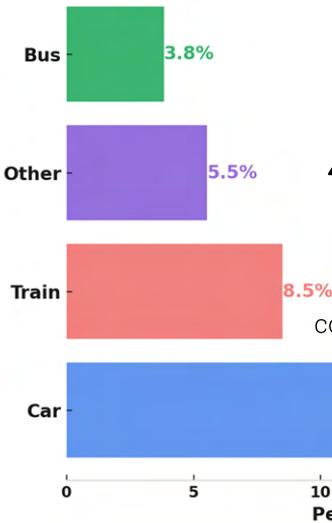
An estimated **20,000** people attended the 2023 Pride Festival!

The majority of attendees at the Jersey City LGBTQ+ Pride Festival hail from **Hudson, Essex, and Middlesex Counties** in New Jersey, reflecting the festival's strong local appeal and community roots. However, the festival's reach extends far beyond these areas, attracting a significant number of visitors from **New York City, Central New Jersey**, and other regions, showcasing its broad appeal and growing influence.



# TRAVEL TRENDS

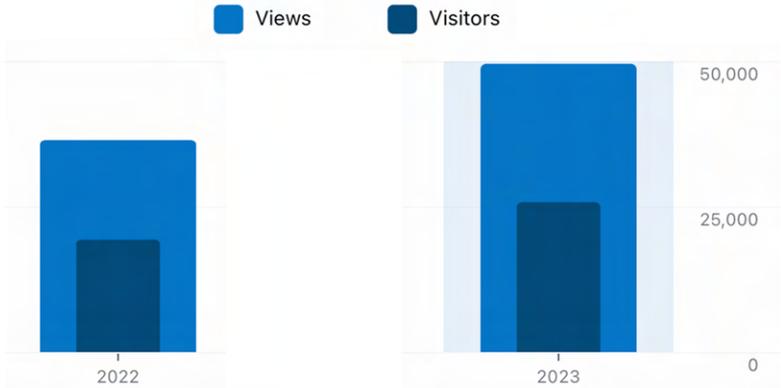
Based on the data provided, 42.5% of the total attendees traveled to the festival:



- 1. Car: 65% of the traveling attendees** (approximately 27.6% of all attendees)
- 2. Train: 20% of the traveling attendees** (8.5% of all attendees)
- 3. Bus: 9% of the traveling attendees** (approximately 3.8% of all attendees)
- 4. Other: 13% used other modes of transportation** (5.5% of the total attendees)

Notably, the car was the predominant choice for festival-goers who traveled, indicating its convenience or accessibility for this particular event.

# WEBSITE GROWTH



2022	
👁 Views	36,445
👤 Visitors	19,329
> Views Per Visitor	1.89

2023	
👁 Views	49,560
👤 Visitors	25,734
> Views Per Visitor	1.93

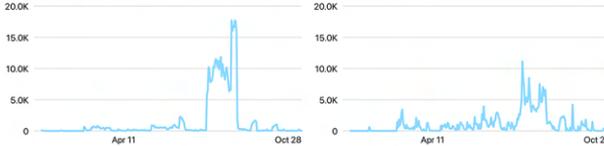
**Website Views: +36.0%   Visitors: +33.1%   Views Per Visitor: +2.12%**

# SOCIAL GROWTH

## Reach

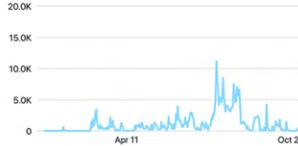
### Facebook reach

152,589 ↑ 147.9%



### Instagram reach

86,335 ↑ 26.2%



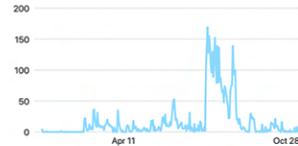
## Paid reach ⓘ

153,295 ↑ 249%

## Interaction

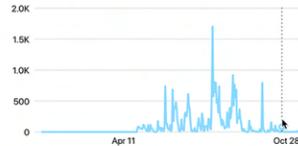
### Facebook content interactions

5,380 ↑ 49%



### Instagram content interactions

28,118 ↑ 100%



## Paid impressions ⓘ

644,011 ↑ 368.2%

**\$3,909.53**

**SPENT ON PAID FACEBOOK & INSTAGRAM ADS FOR 54 OFFICIAL JERSEY CITY PRIDE EVENTS IN 2023.**

# OUR ECONOMIC IMPACT

# \$1,485,035.92

## CONTRIBUTED TO THE U.S. GDP

+ \$138,847.52 IN COMBINED TAX REVENUES

+10 JOBS CREATED

### Economic Indicators by Impact

Impact	Employment	Labor Income	Value Added	Output
1 - Direct	8.67	\$349,221.06	\$628,832.49	\$978,622.24
2 - Indirect	1.37	\$155,130.96	\$214,493.54	\$344,595.56
3 - Induced	0.75	\$62,081.65	\$105,970.79	\$161,818.11
Totals	10.80	\$566,433.66	\$949,296.82	\$1,485,035.92

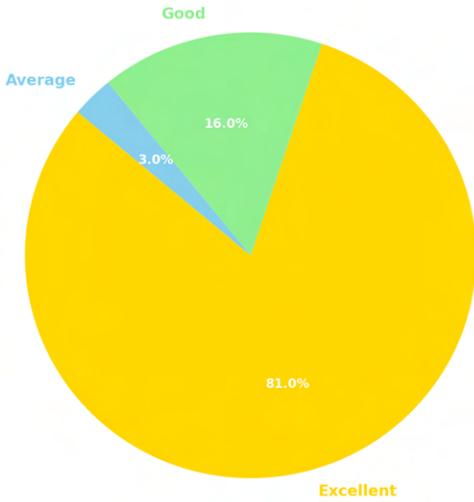
### Tax Results

Impact	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	\$(2,313.67)	\$(475.10)	\$(799.25)	\$10,587.68	\$68,071.13	\$75,070.79
2 - Indirect	\$4,967.34	\$1,020.02	\$1,715.95	\$9,384.68	\$25,141.23	\$42,229.22
3 - Induced	\$3,717.60	\$763.39	\$1,284.23	\$6,077.27	\$9,705.02	\$21,547.51
Totals	\$6,371.27	\$1,308.31	\$2,200.93	\$26,049.63	\$102,917.38	\$138,847.52

### Industries by Impact

Impact	1 - Direct	2 - Indirect	3 - Induced	Total
<b>Industry Display</b>	<b>Output</b>	<b>Output</b>	<b>Output</b>	<b>Output</b>
1 509 - Full-service restaurants	\$588,563.05	\$2,277.28	\$2,940.34	\$593,780.67
2 413 - Retail - Nonstore retailers	\$216,024.23	\$1,325.76	\$4,474.35	\$221,824.34
3 499 - Independent artists, writers, and perfo...	\$62,402.00	\$815.27	\$103.89	\$63,321.15
4 504 - Other amusement and recreation indu...	\$62,402.00	\$35.61	\$111.06	\$62,548.67
5 447 - Other real estate	\$0.00	\$54,641.17	\$5,077.25	\$59,718.42
6 469 - Management of companies and enterp...	\$0.00	\$48,106.18	\$2,409.22	\$50,515.40
7 408 - Retail - Gasoline stores	\$32,145.17	\$72.78	\$474.07	\$32,692.02
8 449 - Owner-occupied dwellings	\$0.00	\$0.00	\$22,789.22	\$22,789.22
9 438 - Internet publishing and broadcasting a...	\$0.00	\$16,596.59	\$2,054.86	\$18,651.45
10 507 - Hotels and motels, including casino ho...	\$17,085.80	\$5.60	\$3.61	\$17,095.01

# SATISFACTION



Overall, the chart conveys a **highly successful event**, with the majority of attendees expressing a high level of satisfaction and **no instances of negative ratings**.

Notably, the chart excludes the categories 'Poor' and 'Very Poor' as no attendees rated the festival in these lower tiers. This absence underscores the overall positive reception of the event.

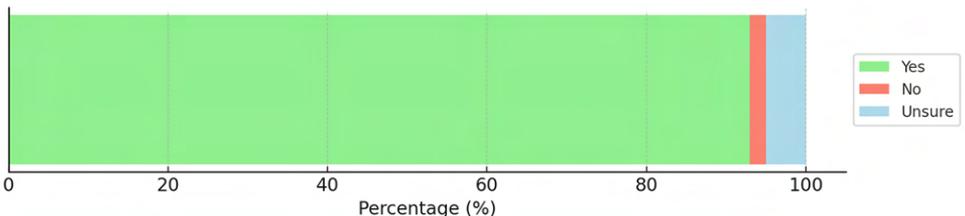
# 99%

**SAID THEY WOULD ATTEND THIS EVENT AGAIN IN THE FUTURE.**

## “DO YOU BELIEVE THIS EVENT HAS A POSITIVE IMPACT ON THE COMMUNITY?”

A significant majority, **93%**, believe that the event has a **positive economic impact on the local community**. Only a minimal 2% do not see a positive economic impact, while 5% are unsure.

The ways in which such festivals can positively impact the local community include: **Boosting Local Economy, Creating Employment Opportunities, Cultural Exchange and Community Building, Increased Visibility for LGBTQ+ Issues, and Tourism Development.**



# METHODOLOGY

IMPLAN

This economic impact report of the Jersey City LGBTQ+ Pride Festival was meticulously crafted in partnership with Implan, a renowned provider of economic impact data and analytical tools. Implan is recognized for their extensive experience and credibility in the field, notably partnering with the Port Authority of New York and New Jersey for their economic impact reports. Our collaborative effort with Implan was essential in ensuring the accuracy and reliability of our findings.

To evaluate the economic impact of the festival, we employed a comprehensive methodology:

**1. Data Collection:** The primary data was collected through surveys. We conducted surveys with a sample size of 106 individuals who attended the festival. These respondents were selected to represent a diverse cross-section of attendees, including locals, visitors from outside Jersey City, and participants in various festival events. The survey aimed to gather detailed information on spending patterns, demographics, and other economic activities related to the festival.

**2. Implan Analysis:** Utilizing Implan's sophisticated modeling software, we translated the survey data into an economic impact analysis. Implan's tools are adept at interpreting local and regional economic data, allowing us to estimate the direct, indirect, and induced impacts of the festival on Jersey City's economy. Their model incorporates various economic indicators, including employment, output, and value-added impacts, providing a holistic view of the festival's economic contributions.

**3. Comparative Analysis:** To contextualize our findings, we also examined similar studies and reports, particularly those conducted by Pride Toronto. This comparison helped in benchmarking our results against other significant events and understanding the unique economic footprint of the Jersey City LGBTQ+ Pride Festival.

**4. Quality Assurance:** Throughout the process, multiple checks were performed to ensure data integrity and accuracy. This included validation of survey data, cross-referencing with secondary sources, and continuous consultation with Implan experts.

The methodology adopted for this report underscores our commitment to presenting a transparent, comprehensive, and accurate analysis of the economic impact of the Jersey City LGBTQ+ Pride Festival. For more detailed information about Implan's methodology and tools, please visit <https://www.implan.com>.

This report aims to provide stakeholders, including community members, sponsors, and policymakers, with valuable insights into the economic significance of the Jersey City LGBTQ+ Pride Festival and its role in supporting the local economy.



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