



ECONOMIC IMPACT OF THE ANNUAL EASTERN BAND OF CHEROKEE INDIAN POWWOW IN NORTH CAROLINA

Preliminary Results

The EBCI Powwow contributes an estimated **\$900,200** dollars to the growth of the North Carolina economy each year. The event supports 10 jobs annually across the state with wages of **\$285,900**.

Impact Type	Employment	Wages	Economic Growth
Direct Effect	6	\$146,800	\$459,200
Indirect Effect	2	\$66,000	\$204,400
Induced Effect	2	\$73,100	\$236,500
Total Effect	10	\$285,900	\$900,200
Multiplier	1.54	1.95	1.96

Source: NCGrowth analysis using IMPLAN, July 2018. Inputs were obtained from onsite surveys and the 2018 event budget.

Primary Drivers of Economic Impacts

Number of overnight visitors

Current estimates show that the event attracts approximately 1,900 overnight visitors. Attracting more overnight visitors to the event will increase the event's impact on the local and regional economy.

Visitor spending (hotels, food, gas)

The average individual overnight visitor spends \$283 during their trip. The average individual day visitor spends \$96. Offering visitors additional experiences or products that complement their powwow visit will increase the event's impact.

Spending at locally-owned businesses

Spending at local-owned businesses, versus chain stores, has a higher per-dollar impact on the local economy because more of their employees and suppliers are also local. Encouraging powwow visitors to visit local businesses for lodging, meals, gifts and other spending will increase the impact of the event.



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NCGrowth is an EDA University Center at UNC Chapel Hill that helps businesses and communities create good jobs and equitable opportunities through applied research and technical assistance.

A photograph of a Native American powwow. In the foreground, a dancer in a vibrant red and yellow regalia with a large feathered headdress is captured in motion. In the background, other dancers and spectators are visible under a white tent structure. The scene is set outdoors on a grassy area.

NCGROWTH'S TRIBAL PARTNERSHIPS

Lumbee Powwow Economic Analysis and Visitor Survey

NCGrowth is estimating the economic impact of the Lumbee Tribe's annual powwow on the North Carolina economy based on data collected in onsite surveys and analysis of past year's event budgets. In addition, NCGrowth will be analyzing visitor surveys to provide customer information that can help the tribe market the event and draw in more visitors.

Lumbee Welcome Center Market Analysis

NCGrowth is supporting the Lumbee Tribe in developing plans for a welcome center through market analysis and design.

EBCI Powwow Economic Impact Analysis

In the summer of 2018 NCGrowth will conduct an economic impact analysis of the Eastern Band of Cherokee Indians annual powwow event.

Coharie Business Development

Over the summer of 2017 NCGrowth partnered with the Coharie Tribe and the UNC American Indian Center to conduct research on the certification process for the Small Business Administration's 8A Business Development Program. Following this, NCGrowth provided a business plan for the Tribe to formalize its river cleanup efforts into a for-profit business and expand its services into river tourism.

Waccamaw-Siouan Business Development

The Waccamaw Siouan Tribal Daycare is committed to providing affordable, quality childcare to families in the area, serving children ages 0 - 4 years old. In the spring of 2017 the WST Daycare enlisted the assistance of NCGrowth to develop a roadmap for growing in size and profitability. The growth strategy included creative ways of increasing revenues without burdening families, an evaluation of how the daycare can meet premium daycare licensing criteria, and an assessment of the costs and benefits of expanding into additional building space.

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