

# Economic Contribution and Value of Oregon's Heritage Resources

How can you use this report to support your heritage organization?

## Share the report with your community.

This report highlights the economic contribution and economic value that heritage organizations provide to their surrounding community. Share this report with other organizations, officials, and people in your community who are most likely to appreciate the findings, support your organization and/or support county/city-wide efforts to uplift heritage organizations. This includes:

- Organizations that facilitate heritage traditions.
- Tourism organizations: Travel Oregon, local and regional tourism organizations
- Business organizations: Chamber of Commerce
- Volunteer and Service organizations: Rotary, Lions, Kiwanis, etc.
- Elected officials: city council, county commission, state and federal legislators, mayors, governor, etc.
- Local government: city, county
- Membership of your organization
- Board of your organization

## Think about what economic contributions your organization brings to the community.

Your organization's economic contributions include the following:

- Your **economic footprint** - the economic output produced by the labor you support, volunteer hours you receive, and revenue you generate.
- Your **economic impact** - the visitor and tourism activity that your organization generates through activities/ events.

Don't fret if some of these impacts don't apply to you! Focus on the ones that do because we promise you have an economic impact in at least one of these categories.

Economic Footprint		
Impact	Our Report Findings	Questions for Your Organization
Supporting labor income in the state	Heritage organizations directly supported more than 2,100 jobs and generated nearly \$200 million in economic output.	How many jobs did your organization support this year? What does that look like in labor income provided? <i>Tools to answer these questions: Have your treasurer or accountant pull a report on workforce expenditures.</i>

Economic Impact		
	Our Report Findings	Questions for Your Organization
Attracting grant revenues to the region	Donations, grants, and in-kind contributions underwrote \$56 million in heritage organizational activity.	How many donations, grants, and in-kind contributions did your organization receive this year? <i>Tools to answer these questions: Have your treasurer or accountant pull a report showing the different revenue sources.</i>
Engagement through volunteerism	Volunteers contributed \$8.5 million in-kind labor and 300,000 hours of time to heritage organizations in 2019.	How many volunteer hours did your organization receive this year? <i>Tools to answer these questions: Be sure to track volunteer hours by implementing a process and procedures. Could be a paper or digital tracking process.</i>
Bringing visitors to the community	Heritage organizations and events attracted nearly three million visitors in 2019.	How many visitors did your organization see this year? <i>Tools to answer these questions: Pull admission reports. If you don't charge admission have a volunteer keep track of visitors or have a visitor log book that you encourage visitors to sign. Let them know that signing it helps your organization illustrate impact.</i>
Increasing tourism spending	Heritage visitors spent \$77 million in 2019.	How much did visitors spend at your organization this year? <i>Tools to answer these questions: Have your treasurer or accountant pull a report on workforce expenditures.</i>
Supporting tourism jobs	Heritage tourism supported more than 1,325 jobs and contributed \$55.2 million in labor income.	How did your organization contribute to the tourism economy this year? <i>Tools to answer these questions: Create a survey asking visitors how they got to your organization, if they enjoyed a meal on their trip, if they are staying in local lodging, if they visited their local downtown and shopped.</i>

## Think about the economic and social value your organization brings to the community.

Your organization may contribute economic and intangible value to the community in many ways that are difficult to measure. Still, you may be able to collect written and verbal feedback from visitors and community members about how they might experience the social, spiritual, historic, cultural, or aesthetic value that your organization brings when they participate in your activities and events.

What intangible values does your organization provide?	
Social Value	Does your organization bring people together in shared purpose and identity? How do your visitors experience this?
Spiritual Value	Does your heritage organization incorporate spiritual experiences, practices, or narratives? How do your visitors experience this?
Historic Value	Does your organization convey, embody, or stimulate a relation with or reaction to the past? How do your visitors experience this?
Cultural/Symbolic Value	Does your organization foster cultural affiliation, whether political, ethnic, or related to activities such as work/crafts? How do your visitors experience this?
Aesthetic Value	Does your organization contribute to the visual qualities of the surrounding area or on-site, whether through its built qualities or the programming/events it provides? How do your visitors experience this?

# Communicate the value of your work by developing messages.

Your organization can use the findings of this report in tandem with any measurable data you have on your organization's economic contributions and written/verbal feedback on the economic and intangible value your organization brings to the community. Using the information above related to your economic footprint combined with stories you have gathered of the intangible value of your work, start messaging it and spread the word!

The [Value of Heritage Message Platform](#) can help you with structuring the stories you tell that help you illustrate the value of your work. Below are examples related to the different categories of messaging found in the Value of Heritage Message Platform.

## Opening Message

- Heritage Organizations support Economic Activity throughout Oregon
- Heritage Activities support Tourism
- Heritage Tourism is an Important Contributor for Local Economic Development
- Heritage Activities are Valuable Community Assets

## Impact Messages

- Heritage organizations directly supported more than 2,100 jobs and generated nearly \$200 million in economic output. Our organization supported \$ \_\_\_\_ of this economic stimulus in labor income.
- Donations, grants, and in-kind contributions underwrote \$56 million in heritage organizational activity. Our organization has brought in \$ \_\_\_\_ in grant revenues to the local economy from outside the region.
- Statewide, Volunteers contributed \$8.5 million in-kind labor and 300,000 hours of time to heritage organizations in one year. Our amazing volunteers have contributed \$ \_\_\_\_ in in-kind labor to this organization.
- Heritage organizations and events brought in 3 million visitors who contributed \$77 million in heritage tourism spending. Our organization attracted \_\_\_\_ visitors and helped support local tourism jobs through visitor spending.

## Approach messages

- The important work we do and your support not only impacts the culture of our community, but also the economy.
- Oregon traditions brings together the community and contribute to the local economy.
- Your membership supports our organization's operations which stimulates the economy through grant revenues we have brought into the community, labor income we support, heritage tourism spending, and volunteerism.
- Your financial support multiplies in the community because our organization contributes to heritage tourism spending, local labor income, and other economic stimulus.
- Your volunteer contribution helped us bring in \_\_\_\_ visitors to celebrate our community during the (insert Heritage Tradition name) who in turn spent money, supporting local jobs in our community.

### Opening Messages

- Grab attention
- Connect to broad values
- Set the stage

### Impact Messages

- Create excitement
- Demonstrate value
- Make your case

### Approach Messages

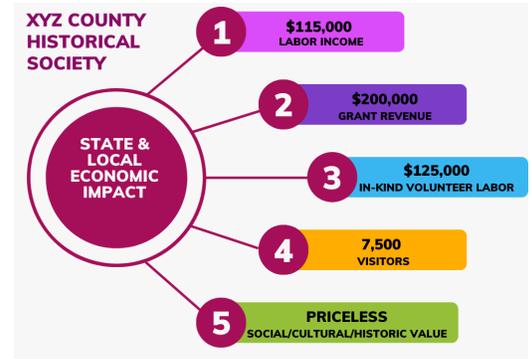
- Explain "how"
- Share project goals
- Synthesize mission

# Communicate the value of your work in a variety of ways.



## One-Pager

You may produce a one-page document with charts and graphs that highlight some of the statewide report findings about volunteer hours, grants received, labor supported, and visitor and tourism spending, alongside your own measurements of these factors for your organization. Use the information to outline your organization's economic footprint. Consider joining with other heritage organizations and Heritage Tradition events in your region to create a one-pager for your region.



## Example: Social Media Post

"Not only do we have social/cultural/historical value, but we contribute to the state and local economy too! In 2019 Heritage organizations and events attracted nearly three million visitors who spent over \$77 million. Our local heritage passport, a partnership between 10 heritage organizations, helps contribute towards this heritage tourism impact!"



## Example: Newsletter or County Council Testimony

"Our community and visitors values[historical, spiritual, cultural etc.] programs, and it shows!"

A recent study by the Oregon Heritage Commission demonstrates the economic contributions and values that heritage organizations bring to the community. Heritage organizations and events attracted nearly three million visitors in 2019 who spent around \$137 million in our Oregon communities. In 2019, we had \_\_\_visitors that contributed to that spending in our community.

We were able to provide these services with the \$\_\_\_ in grants, donations, and in-kind contributions we received from [important donor names]. We would not have been able to put our funds to good use without our incredibly talented employees and volunteers, who spent over \_\_\_ hours providing the valuable expertise and assistance needed for [your organization] to serve the community.

We are incredibly grateful for our employees and volunteers, as well as those who fund our efforts, as this is critical for us to achieve our mission of [insert mission]. We are so happy that we get to provide a place for our volunteers, visitors, and tourists to engage in our community's [history, culture, etc.], provide a positive impact, make friends, and preserve and share local history."

Keeping track of visitors:

- Admissions report
- Volunteer tracks visitors
- Visitor sign in book
- Ask for their zip code to determine how many out of town visitors you are attracting who are spending money in the community

This money, especially grant revenue, is money that you are attracting from out of the region that will then be spent locally. Had you not applied and received those grants, that money would not contribute to the local economy.

If you have employees you can add up their salaries for the labor income you contribute to the community. If you have volunteers you can track their hours and in-kind contribution to the organization.

## Consider regional networking to amplify your regional and statewide impact.

Not only does networking with other heritage organizations in your region facilitate partnerships and program opportunities, but it can also help to band together to broaden your economic impact in a larger region and illustrate that to decision makers.

The generators of this report came up with a formula to help your organizations or group of organizations tap into what piece of the statewide economic impact you can claim. This formula would be most impactful if you think at the regional level and join with others doing heritage preservation work such as museums, historical societies, main street organizations, historic cemeteries, preservation organizations, regional archives, genealogical societies and anyone else in the business of heritage preservation.

For example, consider this scenario:

A group of 10 heritage organizations in a region get together to figure out their collective impact to bring to decision makers in their region. The group includes:

- 2 historic cemeteries
- 5 collecting organizations
- 1 genealogical society
- 2 Main Street towns

Their total gross revenue is \$500,000. Their total state contribution that they can bring to decision makers is:

Type of Effect	Total State Contribution
Jobs	11
Labor Income	\$400,000
Value Added	\$590,000
Output	\$1,005,000

### How to calculate your economic contribution to Oregon's economy

Using the multipliers developed for this study, your organization can estimate the economic contribution to the statewide economy. To perform this calculation, divide your gross revenues for the current fiscal year by \$1 million and multiply the total by each of the economic multipliers.

For example, an organization with \$2.1M in gross revenue would multiply 2.1 by 22 to get the total number of direct and secondary jobs (46). See below for a completed table.

Gross Revenue (in millions of \$)      \$2.1

Type of Effect	Multiplier (per million)	Total State Contribution
Jobs	22	46
Labor Income (\$M)	\$0.80	\$1.67
Value Added (\$M)	\$1.18	\$2.47
Output (\$M)	\$2.01	\$4.23

The report also breaks down some of the data by region in the state which can add the regional story you can tell by partnering with other heritage organizations

Now, just plug that into some of the communication vehicles and messaging recommendations noted earlier in this document and you have another tool to add to your communication toolkit along with other regional partnerships!