



For Immediate Release

Media Contact: Julie L. Heckman, Executive Director
American Pyrotechnics Association
(301) 907-8181
jheckman@americanpyro.com

American Pyrotechnics Association Says Independence Day Fireworks Displays Create an Economic Boom for Local Communities

Bethesda, MD, July 1, 2013 – Annually the skies over the nation are graced with over 14,000 Independence Day fireworks displays that bring communities together and help the local economies. Communities large and small benefit from Fourth of July festivals, parades, and fireworks. Small towns like Tipton, Pennsylvania, and Addison, Texas, to larger cities such as Columbus, Ohio, and San Diego, California, as well as the big Granddaddy of them all, New York City, reap significant economic benefit from the spectacular fireworks displays that cap off Independence Day celebrations.

According to APA's Executive Director, Julie L. Heckman, local businesses, including hotels, retail shops, cruise firms, boat rental operations and restaurants within close proximity to fireworks displays make millions of dollars due to the large gathering of residents and travelers who flock to areas surrounding planned fireworks displays. "During the Fourth of July holiday period, many of these local businesses might otherwise be empty or have slow business periods, however, add a signature fireworks display to the area and *BAM* business is booming!" said Heckman.

Firework displays help support the local economy in many ways. In the small town of Tipton, Pennsylvania, DelGrosso's theme park entertains typically 5,000 guests on a daily basis but on the Fourth of July that figure swells to 20,000 – 25,000, with an additional 35,000 spectators parked along the surrounding area to enjoy the fireworks display. Amy Mearkle, Director of Marketing for DelGrosso's says, "the Fourth of July holiday is the number one single business day for the park." And she credits the evening's fireworks display for that sharp boost in business.

"Addison Kaboom Town! generates over \$2.5 million in restaurant revenue alone for the Town of Addison, Texas," explained Barbara Kovacevich, Special Events Director for the Town of Addison. "That's a conservative 10:1 ROI. The economic impact could easily double if revenue generated by tourism, services and retail businesses were included."

Amanda Leeman, Communications Manager, Red White & Boom!, Columbus, Ohio, says "the annual July 3rd fireworks display has an \$11 million impact on the city of Columbus and draws over 250,000 people downtown and an additional 150,000 spectators to the outlying areas and this fireworks event is good for our local restaurants and businesses."

According to a study recently completed by the Fermanian Business & Economic Institute of Point Loma Nazarene University, the annual Fourth of July fireworks show on San Diego Bay, called the “Big Bay Boom”, creates over \$10.6 million for the local economy. The boost to local economies from fireworks displays have helped preserve dozens of Independence Day celebrations that might otherwise have been cancelled due to the down economy. But Heckman says, “private donors and corporate sponsors have stepped up in recent years to fund displays in cash strapped communities because they recognize it’s good for the local economy and continues the American tradition of celebrating Independence Day as a community.” This is true for non-Independence Day celebrations as well. According to Heckman, “many major & minor league baseball teams offer a Friday Fireworks night to attract larger crowds and generate higher revenues for the local stadium and surrounding community; extra dollars that would be missed, otherwise.”

The professional fireworks display industry takes great pride in entertaining millions of Americans and helping the country celebrate its pride, patriotism and freedom on Independence Day. This Fourth of July, when you “*ooh and aahh*” over those bombs bursting in air, remember to thank the fireworks industry for not only helping you celebrate your independence and freedom, but for boosting the local economy as well.

About the American Pyrotechnics Association

The APA is the leading trade association of the fireworks industry. The APA supports and promotes safety standards for all aspects of fireworks. The APA has a diverse membership including regulated and licensed manufacturers, importers, distributors, wholesalers, retailers and professional public display companies. Additional information about the fireworks industry, fact & figures, history of fireworks, state laws, and safety tips can be found on APA’s website at www.americanpyro.com

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