

An Empirical Assessment of the Economic Impact  
of the 2021 Cruisin' the Coast Special Event on the  
City of Pascagoula, Mississippi

Prepared for:  
Main Street Pascagoula  
Cruisin' the Coast Pascagoula

October 2022



**The Bradley Research Group, LLC**  
An Applied Research and Decision Analytics Firm

# Table of Contents

	<u>Page</u>
Executive Summary	2
Introduction	5
Sampling Methodology	5
Instrumentation	6
Economic Impact	27
Purpose, Scope, and Methodology	27
Impact on Business Revenues	28
Impact on Income	30
Impact on Employment	30
Impact on State and Local Government Taxes	31
Unmeasured Benefits	32
Appendix	
Data Collection Instruments	

## Executive Summary

- The total economic impact of the 2021 Cruisin' the Coast event on the City of Pascagoula was approximately \$364,000.
- The total economic impact of the 2021 Cruisin' the Coast event on the State of Mississippi was approximately \$36.1 million as compared to \$28.6 million in 2016.
- The 2021 Cruisin' the Coast economic impact on the State of Mississippi represents a cumulative increase of approximately 26% over the same measure in 2016. Generally, this equates to an annual economic impact growth rate of the event that outpaced the annual economic growth rates of the nation, state, or region during the same time frame.
- The total economic impact of the 2021 Cruisin' the Coast event on the Mississippi Gulf Coast was approximately \$33.1 million, as compared to \$26.1 million in 2016. This change represents a cumulative increase of almost 27% over the same measure in 2016. Arguably, based on demand and capacity constraints, the increase in impact would continue the same trajectory with additional event days or additional event sites.
- The derived total number of non-local *visit days* from registrants and spectators combined was approximately 286,600, as compared to approximately 260,000 in 2016. Of note, visit days are one of the primary drivers of overall spending relative to the event.
- The most impacted sectors on both the City of Pascagoula and the Mississippi Gulf Coast were as follows:
  - Food services and drinking places
  - Hotels and motels, including casino hotels
  - Amusement parks, arcades, and gambling industries
  - Retail stores - General merchandise
  - Retail stores - Food and beverage
  - Retail stores - Gasoline stations

- Retail stores - Motor vehicle and parts
- Other amusement and recreation industries

It is important to note that some of the benefits of staging Cruisin' the Coast annually are not captured in this study.

- First, it is likely that some of the participants, or other visitors who are attracted to the event as spectators, will return for additional visits at other times of the year.
- Second, we have not included the value of additional goodwill generated by the 2021 Cruisin' the Coast event.
- Third, we know that new participants are likely to return to their places of residence to report positively to their friends and family about both the event and about other area attractions. This word of mouth advertising is exceedingly valuable, yet not captured in this study.
- Also of note, *no local spending* was included in the model although it could be theoretically argued that some local spending was additive and a portion of local disposable income stayed in the local economy because of the event.
- It should be noted that the scope of analysis is different for the City of Pascagoula relative to the Mississippi Gulf Coast (i.e., three coastal counties). Hence, those included in the input-output model were different as well. Specifically, those who reside outside of the city who participated as a registrant or non-registered visitor and visited the Pascagoula event were included in this analysis.
- Conversely, we also do not account for suppressed revenue within certain sectors due to the event. For example, if excessive traffic caused suppressed spending in certain areas of the Mississippi Gulf Coast, this dilutive effect is not accounted for in the cumulative economic impact forecast for this event. **For the City of Pascagoula, there was very likely no suppressed revenue in 2021.**
- There is room for growth. More revenue opportunities at the site in Pascagoula would likely yield a substantially increased economic impact in future years.

## **Introduction**

The primary purpose of this research was to determine, with some degree of certainty, the economic impact of the 2021 Cruisin' the Coast special event on the City of Pascagoula. The event was held on the Mississippi Gulf Coast during the week of October 3rd – 10th. Since the selected area of impact affects the aggregate outcome, the macroeconomic impact assessment of the event was also conducted for the Mississippi Gulf coast and the State of Mississippi.

Prior to determining the impact on any of the three aforementioned areas, primary quantitative probability research was conducted by surveying both event registrants and non-registered visitors (e.g., spectators). The fundamental purpose of the survey research was to infer total expenditures attributable to the event. The result yielded an estimate of the direct, indirect, and induced economic impacts on the primary, secondary, and tertiary areas of impact.

## **Sampling Methodology**

A literature review to identify previous research similar in scope was undertaken. Based on the findings from the secondary research and previous experience in this area, the research was designed as discussed and the data collection instruments for the primary probability research were created by The Bradley Research Group based on the objectives of the research. Please note that separate data collection instruments were created for event registrants and non-registered visitors (please see the Exhibits section).

Event organizers administered the questionnaire distribution and data collection for event registrants. Specifically, a questionnaire was included in the registrant's packet of information that was picked up at the time of registration. Each registrant that completed and returned the survey was eligible for inclusion in a cash drawing of \$1,000. The Bradley Research group subsequently sampled both registrants and non-registrants at each event to determine the ratio of registrants to non-registered visitors. Notably, registered respondents were selected at random from the population of completed questionnaires. The adjusted total sample size for the event was  $n = 1,845$  for non-local registrants. At the 90% confidence level, the proportional margin of error is  $\pm 1.92\%$ .

As discussed, representatives of The Bradley Research Group also administered the questionnaire distribution and data collection for non-registered visitors to the event. Specifically, data for this group were collected randomly at events throughout the week. The adjusted sample size was  $n = 580$ . At the 90% confidence level, the proportional margin of error is  $\pm 3.42\%$  in the worst case.

It should be noted that the scope of analysis is different for the City of Pascagoula relative to the Mississippi Gulf Coast (i.e., three coastal counties). Hence, those included in the input-output model were different as well. Specifically, those who reside outside of the city who participated as a registrant or non-registered visitor and visited the Pascagoula event were included in this analysis. Many of these participants were not included in the Mississippi Gulf Coast analysis due to the difference in scope. The reasoning is that, by **conservative** approach, we assume that those who reside within the scope of analysis would eventually spend those dollars. This **conservative** approach precludes an additive assumption of these expenditures.

## **Instrumentation**

As discussed previously, the primary objective of the probability research was to determine the total amount of expenditures from both registered participants and non-registered visitors whose primary purpose for visiting the Mississippi Gulf Coast was Cruisin' the Coast.

To accomplish this objective, the registrants and non-registered visitors were asked a series of questions to determine the following:

1. The number of adults and children in immediate travel party;
2. The number of days and nights spent on the Mississippi Gulf Coast for the event;
3. The expenditures in several pre-defined categories (e.g., lodging, souvenirs, restaurants and bars, food and drink at local convenience and grocery stores, gasoline diesel, casino gaming, other entertainment, other retail, and other expenses).

## **Economic Impact**

In this section of the report, an assessment of the economic impact of the 2021 Cruisin' the Coast event on the City of Pascagoula economy, on the Mississippi Gulf Coast economy, and on the State of Mississippi economy is presented in detail. The analysis includes an estimate of direct, indirect, and induced impacts. The sum of the components is considered the total economic impact.

The direct impact includes business revenue, income, and employment created by expenditures made to stage the event, and by the expenditures made by the registrants and spectators of the event. The indirect impact is derived from revenue and income created within other public or private sector organizations that either supply products and services to the Cruisin' the Coast organization or sell products and services to registrants and spectators who are drawn to the area for the event. The induced impact includes additional revenue and income generated by consumer spending by those whose incomes are attributable, all or in part, to event activities. These impacts were measured in terms of their effects on business revenue, income, employment, and on state and local government tax revenues.

## **Purpose, Scope, and Methodology**

The purpose of this component of the study is to measure the economic impact of Cruisin' the Coast on (a) the economy of the City of Pascagoula, (b) the economy on the Mississippi Gulf Coast (i.e., Hancock, Harrison, and Jackson counties), and (c) the economy on the State of Mississippi. The impact analysis was conducted utilizing three distinct steps. First, expenditures by the Cruisin' the Coast organization were obtained and allocated to the appropriate industrial sectors recognized by the economic modeling system. Second, spending by registrants and their guests, and other non-registered spectators were estimated by the direct random sample survey conducted by The Bradley Research Group. Finally, regional economic models were built for both the Mississippi Gulf Coast region and the State of Mississippi utilizing the IMPLAN input-output application system.

Through the utilization of IMPLAN model and Type II multipliers, impacts associated with all categories of initial spending were estimated in terms of the effects on revenue,

income and state and local government tax revenues. Type II multipliers capture the original expenditures resulting from the impact, the indirect effects of industries buying from industries, and the induced effects of household expenditures based on information in the social account matrix. Also, they account for Social Security, Federal, and State income tax leakage, institutional savings, commuting, and inter-institutional transfers. Whenever appropriate, the IMPLAN software applies margins to convert purchaser prices to producer prices. The entire analysis was conducted using select industrial sectors appropriate to initial spending sectors.

**Impact on Business Revenues**

The data below in Table 1 depict direct, indirect, induced, and total effects of the 2021 Cruisin’ the Coast event on business revenues, with multipliers, for the Mississippi Gulf Coast and the State of Mississippi economies, respectively.

<b>Table 1 Non-Local Registrants and Spectators Economic Impact of Cruisin’ the Coast on Revenue</b>				
<b>Study Area</b>	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
City of Pascagoula	\$252,614	\$49,321	\$61,883	\$363,818
Mississippi Gulf Coast	\$23,824,364	\$4,465,595	\$4,788,697	\$33,078,656
State of Mississippi	\$23,824,364	\$5,987,063	\$6,313,457	\$36,124,884

Notably, the direct effects represent the actual amounts spent by event organizers and promoters plus estimated expenditures by participants and non-registered visitors relative to the event. These expenditures generated additional revenue for businesses located in the Mississippi Gulf Coast counties. The indirect effects are the changes in sales within businesses that supplied goods and services to tourism-related firms in the region that received those direct expenditures. For example, hotels purchase a variety of goods and services in the local area to produce a night of lodging. Each business that provides goods or services to hotels benefits indirectly from visitor spending in hotels. Referencing Table 1, we note that indirect accounted for additional revenue of \$49,321



for businesses in the City of Pascagoula, \$4,465,595 for businesses on the Mississippi Gulf Coast, and \$5,987,063 for businesses located throughout Mississippi. The figure is higher for the State of Mississippi than for the coastal region and the city because the larger area encompasses a greater number of suppliers of goods and services.

The induced effects are changes in revenue that result from household spending of income earned either directly or indirectly from spending by event organizers and by visitor spending. Employees in firms that benefit directly or indirectly from the event spend their income in the local region creating additional sales and economic activity. For example, owners and employees of restaurants, casinos, retail outlets, and entertainment venues whose incomes are partially attributable to the event, spend for a typical market basket of consumables. Their expenditures create multiple rounds of revenue and income for a wide range of other businesses in the region. Specifically, Table 1 depicts this induced effect to be \$61,883 for the City of Pascagoula, \$4,788,697 for the Mississippi Gulf Coast, and \$6,313,457 for Mississippi.

The total effects are determined by adding direct, indirect, and induced impacts. Thus, for the City of Pascagoula, the 2021 Cruisin' the Coast event generated additional revenue of \$363,818. For the Mississippi Gulf Coast counties, the 2021 Cruisin' the Coast event generated additional revenue of \$33,078,656. For the Mississippi economy, the event had an estimated impact of \$36,124,884.

The revenue multipliers were 1.44 for the City of Pascagoula, 1.39 for the Mississippi Gulf Coast and 1.52 for the State of Mississippi. These multipliers capture the total of direct, indirect, and induced effects. For example, the revenue multiplier of 1.39 for the Mississippi Gulf Coast means that the additional revenue generated by the event is 1.39 times higher than the direct spending attributable to the event. In other words, for each \$1,000 spent by a visitor to the event, we can expect an additional \$390 in spending due to indirect and induced effects. Notably, the effects on Mississippi's economy are greater. Considering the broader area of impact, each additional \$1,000 spent by a visitor to the event is expected to generate an additional \$520 in spending due to indirect and induced effects.

## Impact on Income

Table 2 depicts the economic impact of the 2021 Cruisin’ the Coast event on income. To analyze these results, we utilize the same definitions of direct, indirect, and induced effects given in the previous section of this report.

<b>Table 2</b> <b>Non-Local Registrants and Spectators</b> <b>Economic Impact of Cruisin’ the Coast on Income</b>				
Study Area	Direct	Indirect	Induced	Total
City of Pascagoula	\$84,611	\$14,642	\$15,370	\$114,623
Mississippi Gulf Coast	\$8,369,739	\$1,408,265	\$1,462,596	\$11,240,600
State of Mississippi	\$8,133,710	\$1,680,244	\$1,974,215	\$11,788,169

As depicted in Table 2, for the City of Pascagoula, the event boosted income by almost \$115,000. In other words, direct increases in income of over \$85,000 accounted for over almost \$15,000 in indirect effects and over \$15,000 in additional induced income, to reach that total. Each additional \$1,000 of income attributable to the event accounted for another increment in income of approximately \$354 due to indirect and induced effects.

## Impact on Employment

The data in Table 3 depict the employment effects for the 2021 Cruisin’ the Coast event. Utilizing data for the study region, we estimated jobs to sales ratios for each of the relevant sectors in which spending occurred due to the event. The ratio of jobs to sales is the number of jobs required to produce a specified level of sales. For example, a ratio of 20 jobs per \$1 million in sales in a particular industry would suggest that it would take 20 jobs to produce \$1 million in sales for that sector. We utilized this approach to generate the direct employment effects in Table 3. The indirect and induced effects were generated using standard IMPLAN modeling techniques employed throughout this inquiry.

<b>Table 3</b> <b>Non-Local Registrants and Spectators</b> <b>Economic Impact of Cruisin' the Coast on Employment</b>				
<b>Study Area</b>	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
City of Pascagoula	2.93	.59	.60	4.12
Mississippi Gulf Coast	247	34	35	316
State of Mississippi	263	42	47	352

With reference to Table 3, we estimate that the Cruisin' the Coast event accounted for the equivalent of 4.12 jobs in the City of Pascagoula, 316 additional jobs on the Mississippi Gulf Coast, and 352 additional jobs in the State of Mississippi. It must be noted that much of the work done to stage the event is accomplished using a vast array of unpaid volunteers. That fact undoubtedly reduces the actual direct employment impact to a figure less than that shown in Table 3. However, it is equally important to note that the economic impact of this event is much greater per dollar spent for staging the event, than if all work performed was compensated in some manner. For those entities who financially support the event, the leverage is much larger due to the significant contributions made by volunteers.

## **Unmeasured Benefits**

It is important to note that some of the benefits of staging Cruisin' the Coast annually are not captured in this study. First, it is likely that some of the participants, or other visitors who are attracted to the event as spectators, will return for additional visits at other times of the year. The effects reported in this study do not account for the impact of those repeat trips. Second, we have not included the value of additional goodwill generated by the 2021 Cruisin' the Coast event. We know that the number of event participants has grown continuously since its inception. Additionally, we know that new participants are likely to return to their respective homes to report positively to their friends and family about both the event and about other attractions in the area. Word of mouth advertising is exceedingly valuable in that its actual value cannot be accurately measured within the scope of this inquiry. Thus, although we know it to be a positive amount, it is excluded from the analysis.

It should also be noted that suppressed revenue within certain sectors is also not captured in this study. For example, if excessive traffic caused suppressed revenue in certain areas of the Mississippi Gulf Coast, this is not part of the overall cumulative economic impact forecast. That said, suppressed revenue should not be a factor for the City of Pascagoula.

## **Appendix**

## **Data Collection Instruments**

## Cruisin' the Coast Economic Impact Study - Registrants

We are conducting an economic impact study of the Cruisin' the Coast event and would appreciate your participation. If you will complete the survey by filling in the blanks or checking the appropriate circle, you will be eligible for a \$1,000 drawing to be held at the end of the event. You do not have to be present to win the drawing. All you must do is complete the survey and bring it to event registration at Cruise Central in Gulfport by 9:00 am on Sunday, October 10th.

1. Including you, how many people are in your immediate travel party? \_\_\_\_\_
2. How many days do you plan to participate in the Cruisin' the Coast event this year?  
\_\_\_\_\_ days
3. Are you spending one or more nights away from home on the Mississippi Gulf Coast on this trip to Cruisin' the Coast?       Yes       No

If the answer is Yes, please go to Question 4 and continue.  
If the answer is No, please go to question 7 and continue.

### 4. Where are you staying?

- Non-casino hotel                       Casino hotel                       Campground  
 Condominium                       Friends/Relatives                       Rental (e.g., VRBO, etc.)  
 Other \_\_\_\_\_

5. How many nights do you plan to spend on the Mississippi Gulf Coast? \_\_\_\_\_ nights
6. On this trip, what is the amount per night that you and those in your immediate travel party will spend on overnight accommodations? \$ \_\_\_\_\_ per night
7. Was Cruisin' the Coast the primary reason for your trip?       Yes       No

If the answer is No, what was the primary reason for your trip? \_\_\_\_\_

8. Please estimate the amount that you and those in your immediate travel party will spend in total during your entire stay in the categories below while you are visiting the Mississippi Gulf Coast for Cruisin' the Coast.

- \$ \_\_\_\_\_ Souvenirs and other merchandise (shopping)  
\$ \_\_\_\_\_ Restaurants & bars  
\$ \_\_\_\_\_ Food and drink at local convenience stores/grocery stores

There's more on the other side→

**Question 8 continued**

- \$ \_\_\_\_\_ Gasoline/Diesel
- \$ \_\_\_\_\_ Casino gaming
- \$ \_\_\_\_\_ Other entertainment (movies, concerts, other events)
- \$ \_\_\_\_\_ Other retail (specify) \_\_\_\_\_
- \$ \_\_\_\_\_ Other expenses (specify) \_\_\_\_\_

**9. Please rate the following regarding your experience with this year's Cruisin' the Coast:**

	Excellent	Good	Average	Fair	Poor
Registration process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of venue entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall value of event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**10. Overall how satisfied have you been with this year's Cruisin' the Coast event?**

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

**11. How likely are you to make a return visit to Cruisin' the Coast next year?**

- Very likely
- Likely
- Neither likely nor unlikely
- unlikely
- Very unlikely

**12. How likely are you to recommend Cruisin' the Coast to friends and family?**

- Very likely
- Likely
- Neither likely nor unlikely
- unlikely
- Very unlikely

There's more on the other side→



**13. What is your age?** \_\_\_\_\_

**14. What is your annual household income?**

Less than \$20,000    \$20,000-\$29,999    \$30,000-\$39,999    \$40,000-\$49,999  
 \$50,000-\$59,999    \$60,000-\$69,999    \$70,000-\$79,999    \$80,000 and above

**15. Where do you live?**

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

**In order to be eligible for the drawing, we'll need your name and phone number. If you don't want to participate in the drawing, you don't need to fill out this information. Please note that this information will not be shared with anyone.**

Name \_\_\_\_\_

Phone number \_\_\_\_\_

**Please remember to bring the completed questionnaire to event registration at Cruise Central in Gulfport by 9:00 am on Sunday, October 10th.**

**Thanks very much for participating in the survey!**

## Cruisin' the Coast Economic Impact Study - Spectators

We are conducting an economic impact study of the Cruisin' the Coast event and would appreciate your participation. Your input is valuable to our understanding of the impact on the local economy. A clear understanding of the impact will allow us to continually improve the event for everyone.

1. Including you, how many people are in your immediate travel party? \_\_\_\_\_

2. How many days do you plan to attend Cruisin' the Coast event this year?  
\_\_\_\_\_ days

3. Are you spending one or more nights away from home on the Mississippi Gulf Coast on this trip to Cruisin' the Coast?     Yes     No

If the answer is Yes, please go to Question 4 and continue.

If the answer is No, please go to question 7 and continue.

4. Where are you staying?

Non-casino hotel

Casino hotel

Campground

Condominium

Friends/Relatives

Rental (e.g., VRBO, etc.)

Other \_\_\_\_\_

5. How many nights do you plan to spend on the Mississippi Gulf Coast? \_\_\_\_\_ nights

6. On this trip, what is the amount per night that you and those in your immediate travel party will spend on overnight accommodations? \$ \_\_\_\_\_ per night

7. Was Cruisin' the Coast the primary reason for your trip?     Yes     No

If the answer is No, what was the primary reason for your trip? \_\_\_\_\_

8. Please estimate the amount that you and those in your immediate travel party will spend in total during your entire stay in the categories below while you are visiting the Mississippi Gulf Coast for Cruisin' the Coast.

\$ \_\_\_\_\_ Souvenirs and other merchandise (shopping)

\$ \_\_\_\_\_ Restaurants & bars

\$ \_\_\_\_\_ Food and drink at local convenience stores/grocery stores

\$ \_\_\_\_\_ Gasoline/Diesel

\$ \_\_\_\_\_ Casino gaming

There's more on the other side→

**Question 8 continued**

\$ \_\_\_\_\_ Other entertainment (movies, concerts, other events)

\$ \_\_\_\_\_ Other retail (specify) \_\_\_\_\_

\$ \_\_\_\_\_ Other expenses (specify) \_\_\_\_\_

**9. Overall how satisfied have you been with this year's Cruisin' the Coast event?**

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

**10. How likely are you to make a return visit to Cruisin' the Coast next year?**

- Very likely
- Likely
- Neither likely nor unlikely
- unlikely
- Very unlikely

**11. How likely are you to recommend Cruisin' the Coast to friends and family?**

- Very likely
- Likely
- Neither likely nor unlikely
- unlikely
- Very unlikely

**12. What is your age? \_\_\_\_\_**

**13. What is your annual household income?**

- Less than \$20,000
- \$20,000-\$29,999
- \$30,000-\$39,999
- \$40,000-\$49,999
- \$50,000-\$59,999
- \$60,000-\$69,999
- \$70,000-\$79,999
- \$80,000 and above

**14. Where do you live?**

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

**Thanks very much for participating in the survey!**



### **About the Principal Investigator**

Dr. Gregory Bradley is an associate teaching professor in the School of Leadership, College of Business and Economic Development at the University of Southern Mississippi. Dr. Bradley typically teaches various quantitative-related management courses, and he teaches the capstone strategy course. He has won multiple teaching awards at the university and holds a title of Distinguished Teaching Scholar. He is also the founder and President of The Bradley Research Group, a 26-year old applied research and decision analytics firm. His field of expertise is the application of quantitative and qualitative research in solving complex business and social problems. He has been the principal investigator/primary researcher on over 1,500 private and public research projects related predominately to either evaluating the relationships between and among employee/customer behavior and firm performance or measuring the economic impact of prescribed events. He frequently collaborates with researchers across the globe concerning the innovative application of research outcomes, particularly at the confluence of the behavioral sciences, organizational development, and economics.

Dr. Bradley has spoken at several domestic and international conferences and has authored a variety of research articles related to improving the decision-making process through quantitative analysis. His regional-based research includes measuring the impact of a Mississippi state gaming tax increase on the gaming industry, estimating the economic impact of the BP oil spill on the State of Mississippi, and measuring public perception of moving school start dates to after Labor Day which led to a new Mississippi law in 2012.

Since 2013, Dr. Bradley has visited Cuba 20 times and has spent over 100 nights in Havana during that timeframe. He has lectured multiple times on Behavioral Economics to postgraduate psychology students at the University of Havana. His experience in lecturing to Cuban students has significantly broadened his understanding of the Cuban people, their rich heritage and culture, and their underlying economic system. In 2015, Dr. Bradley was awarded the prestigious Letter of Acknowledgement from the Cuban Society of Psychology. In 2016, Dr. Bradley was invited to present on Cuba's economy at Hominis, a hemispheric psychology conference held in Havana biannually. He is currently writing a book on Cuba's efforts at economic transformation.