

BIRCHHILL ENTERPRISES

Economic Impact of Fiesta San Antonio

**April, 2007
San Antonio, Texas**

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FIESTA SAN ANTONIO

Birchhill Enterprises, a national event consulting company, conducted a comprehensive study of the economic impact of Fiesta San Antonio in April of 2007. Fiesta San Antonio is a 10-day celebration held every April to honor the memory of the heroes of the Alamo and the Battle of San Jacinto, and to celebrate San Antonio's rich and diverse cultures. 2007 marked the 116th year of this community celebration, which is attended by approximately 3,000,000 people, and includes more than 90 local nonprofit organizations and 75,000 volunteers.

Fiesta San Antonio is such a large festival that it was not practical to survey each individual event. In consultation with festival management, we selected six key events to study in detail. The selected events included:

**Oyster Bake - Night in Old San Antonio - Taste of New Orleans
Fiesta Carnival - Tejano Explosion - Fiestas Fantasias**

A complete economic impact study was conducted for each of these selected events. The results of each study are therefore available for the event producers and Fiesta San Antonio to utilize in its management, marketing, and sponsorship development.

TOTAL ESTIMATED ECONOMIC IMPACT

The *Total Estimated Economic Impact of Fiesta San Antonio* has been established by combining the actual results of the six selected events studied in 2007, the results of the parades studied in detail in 2002 (Battle of Flowers Parade, the Fiesta Flambeau Parade, the Texas Cavaliers River Parade, and the King William parade), and with an estimate for 49 additional Fiesta events based on data submitted by the producers.

Total Estimated Economic Impact of Fiesta San Antonio: \$284,008,527.00

TAX DOLLARS GENERATED

The following figures represent the sales tax money that was raised by festival-related spending at the six selected events plus the parades and the estimate for the additional 49 event as noted above.

Total Sales Tax Dollars Generated for the State of Texas- The total estimated sales tax generated by all Visitors, Vendors, and Locals to the state of Texas (including the San Antonio area) based on an **8.125%** sales tax was **\$15,354,433**.

Total Sales Tax Dollars Generated for the San Antonio area- The total estimated sales tax generated by all Visitors, Vendors, and Locals to the San Antonio area based on a **1.875%** sales tax rate was **\$3,686,137**.

COMPARISON WITH MAJOR FESTIVALS

The economic impact of Fiesta San Antonio is the highest amongst the more than fifty festivals that Birchhill Enterprises has studied in the past six years using this methodology, and is comparable to many mega-events. Sample festivals we have studied include: Sonoco Welcome America, Philadelphia – **\$101.3million**; St Patrick's Day Festival on the River, Savannah, Georgia - **\$30 million**; Gilroy Garlic Festival, Gilroy, California - **\$18 million**; Main Street Fort Worth Arts Festival - **\$18.1 million**. Some other major events reporting economic impact using different methodologies include: State Fair of Texas, Dallas - **\$350 million** (for a 24 day run); Tournament of Roses - **\$370 million**; Kentucky Derby – **\$93.6 million**; and the NCAA Final Four in San Antonio (2004) - **\$55 million**. A more direct comparison would be with the Portland (Oregon) Rose Festival which has a similar format to Fiesta San Antonio and reports an economic impact of **\$80 million**.

SUMMARY OF RESULTS FOR THE SIX SELECTED EVENTS STUDIED

OVERALL IMPACT

For each of the selected events studied, the *Overall Economic Impact* combines spending for: Visitors, Visiting Vendors, Locals, Festival Budget, and Tax Rate, factored with an industry established 1.5 Universal Multiplier.

Fiestas Fantasias	\$86,686,722.00
Fiesta Carnival	\$19,776,788.00
Oyster Bake	\$9,116,958.00
Night in Old San Antonio	\$9,105,959.00
Taste of New Orleans	\$1,327,947.00
Tejano Explosion	\$742,793.00

PERCENTAGE OF VISITORS AND LOCALS

21% of the attendees were visitors who came from more than 50 miles away
79% of the attendees were local residents

HISPANIC ATTENDANCE

88% of Fiesta San Antonio attendees indicated that they were Hispanic. This percentage is adjusted for event attendance, and breaks down per-event as follows:

Tejano Explosion	97%
Fiesta Carnival	96%
Fiestas Fantasias	83%
Night in Old San Antonio	78%
Oyster Bake	76%
Taste of New Orleans	61%

COMPARISON WITH 2002 RESULTS

In order to provide a broad mix of economic impact information, Fiesta San Antonio management did not duplicate all of the studies done in 2002. The following are the direct comparisons that illustrate the growth of the festival. Note—the drop in the economic impact of the Taste of New Orleans reflects a drop in attendance related to adverse weather during Fiesta. 30,000 people were reported in 2002, and 12,000 in 2007.

Event	2002	2007
Night in Old San Antonio	\$8,555,000	\$9,105,959.00
Oyster Bake	\$7,776,000	\$9,116,958.00
Taste of New Orleans	\$2,638,000	\$1,327,947.00
Fiesta Carnival/Fiestas Fantasias combined	\$71,861,000	\$106,463,510.00

METHODOLOGY OF THE SIX SELECTED STUDIES

Methodology

The following information details the methodology utilized for determining the economic impact of the six selected events chosen to be studied in detail. Four research questions, and three models of impact framed the methodology. *All references here to information including charts, report sections, etc. can be located directly in the six individual reports provided.* The economic impact amounts combined on page 1 utilize the “Overall Model” of impact discussed on page 4. The remaining three models are only reported for the six selected studies. Additionally, where you see the symbol “*”, you will find a definition for that term within the Glossary that starts on page 9.

Research Questions

The goal of this Birchhill (BHE) study is to develop reliable economic impact and demographic data for a variety of festivals. To achieve a clear understanding of the festival environment in context to this study, we address four primary research questions* regarding both demographics and economic impact. Research questions are simply questions that guide the development and direction of a research project so that accurate and useful information will be revealed about the environment studied.

The following are the research questions that framed this project.

Research Question 1

What is the demographic profile of the Festival-goers?

Research Question 2

What is the “New Money” economic impact of the festival, which includes only the spending of Visitors and Visiting Vendors?

Research Question 3

What is the “Overall” economic impact of the festival; including all Locals and Visitors, Vendors, and the Festival Budget?

Research Question 4

What is the “Retained Local” impact of the festival, which measures how much local money stayed within the area due to the existence of the festival?

Models

Calculation and reporting of demographic variables for Research Question 1 did not require the development of models that examine variable interaction. Therefore, the results of Research Question 1 were simply reported as graphs in *Section 3* of the reports. However, for Research Questions 2, 3, and 4, three separate models were developed to determine the economic impact the festivals have upon the San Antonio economy. These models include the: 1) New Money model that profiles the spending of Visitors to the area, 2) the Overall model that profiles all possible spending related to the festivals, and 3) the Retained Locals model that estimates the amount of local money that would have left the area had the festivals not been held. These models allowed us to design the theoretical basis of the study, and to develop a survey that derives accurate economic impact figures.

A graphical representation of these models is provided on page 6. The three models defined above utilize different combinations of festival related spending from four distinct populations; including: 1) Locals, 2) Visitors, 3) Vendors, and 4) the Festival Budget. Because each of the three models is based on different theoretical standards, these models provide different economic impacts. However, all models are generated from the same data set that was collected in the post-festival and on-site survey*. To fully illuminate the elements of each model, the following descriptions are provided below.

Model 1. New Money

This model represents only the money spent by Visitors and Visiting Vendors in the local economy of the festival. The usefulness of this model is that it allows us to focus on the money that was spent specifically by visitors to the area.

Elements of the New Money Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site* and Regional*)*
- *Importance Factor*

From post-festival* survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*

From BHE

- *Universal Multiplier*

Model 2. The Overall Model

This model represents the overall spending in the local economy that can be attributed to the festival by Locals, Visitors, Vendors, and the Festival Budget. Although the Locals do not bring money into the community from outside regions as Visitors do, it is valuable to include their spending as it has the effect of initiating economic activity within the local economy. Examined

in this way, a festival's contribution to a local economy is comparable to a local business that both draws money from and contributes to its community. To consider only the tourist dollar in terms of economic impact would greatly underestimate the complete financial benefits of festivals and similar events. In addition, we recognize that without festivals, a significant amount of money would leave the area due to locals seeking an alternative venue for entertainment in other regions (See *Model 3*).

We have determined that the usefulness of the Overall Model is that it allows us to measure the amount of money that the festival circulates through the local economy from every source that the festival draws financial impact from.

Elements of the Overall Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site and Regional)*
- *Importance Factor*
- *Local Spending (On-Site* and Regional*)*

From post-festival survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*
- *Festival Budget*

From BHE

- *Universal Multiplier*

Model 3. Retained Local Model

The Retained Local Model focuses on money that would have left the area if the festivals had not been held. Retention models are not yet an economic impact standard, which is in part why the resulting amount was not added to the Overall Model. Therefore, the most effective presentation of this model would be as a compliment to the other two models. The Retained Local Model allows us to see how festivals and other events contribute to the local economy by encouraging their residents to stay and spend recreation dollars within the area. Because much of this model is based on estimated and inferred figures, it should be viewed more cautiously than other models provided in this report.

There were three main elements of the Retained Local model. First, we estimated the group size of these departing Locals. Next, we calculated the number of days that Locals estimated they would have left. Then we utilized an application of Visitor spending to estimate how much departing Locals would have spent outside of the area. Finally, we multiplied these three elements to arrive at the Retained Local calculation.

Elements of the Retained Local Model

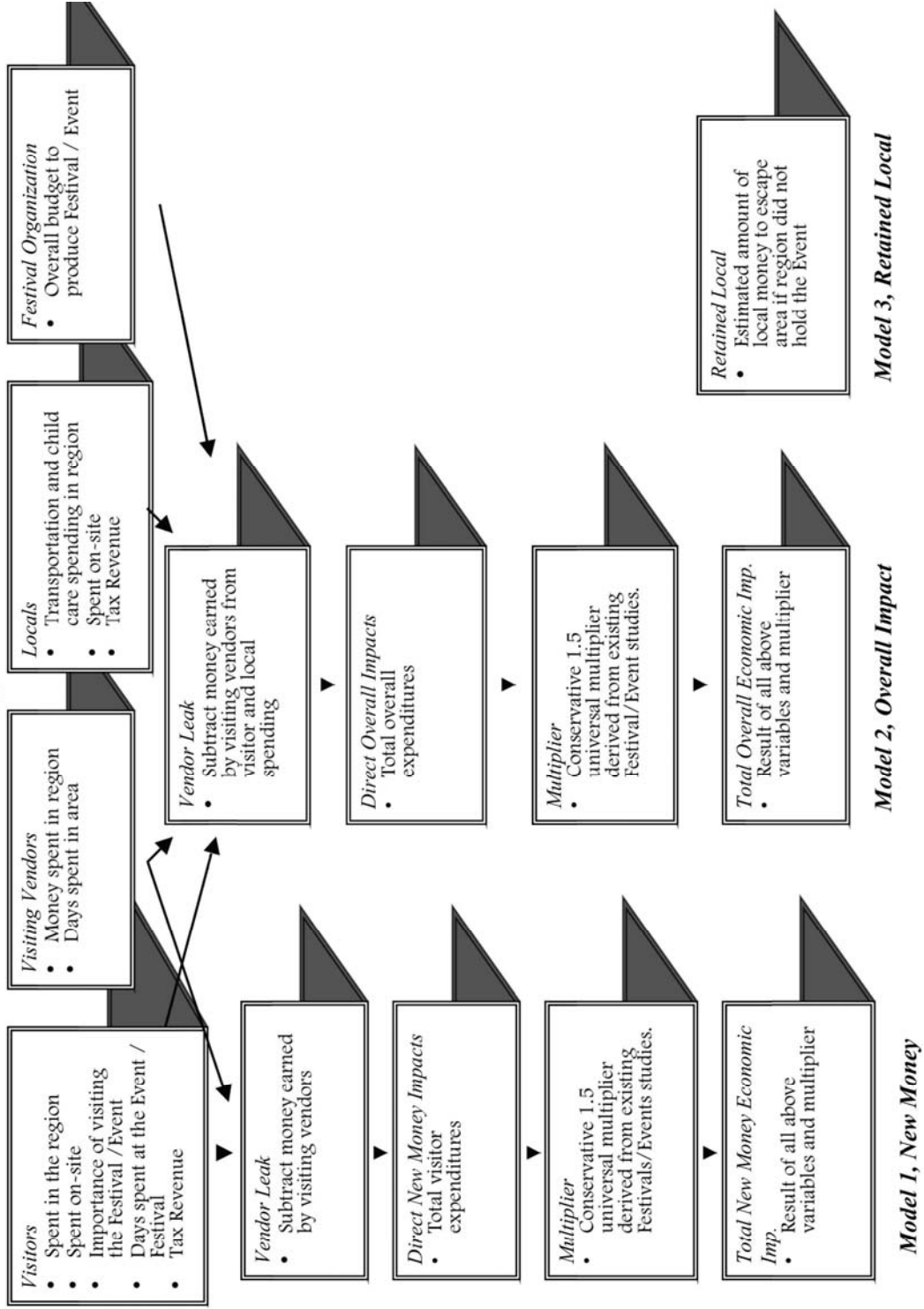
- *A conservative estimation of how many Locals would have left the area had "Fiesta San Antonio" not been held.*
- *An estimation as to how long Locals would have left the area without the existence of the events.*

- *Estimated Local spending outside of the area based upon the Visitor's local region spending.*

The Graphic Model

The following comprehensive graphic model outlines the relationships between the variables that are defined by the three economic impacts models mentioned above.

**BHE Impact Study-New Money, Overall, and Retained Local
Economic Impact Models**



Development of the On-Site Instrument

Based upon the requirements of the three models developed for these studies, a survey was created to provide the necessary data to establish economic impact and demographic information outlined in the Fiesta San Antonio reports. The two phases involved in the development of the survey were the: 1) writing of the instrument*, and 2) pilot study*. Sections of the on-site survey include: 1) festival demographic and general information questions, and 2) festival spending questions that were used to derive economic impact figures. Staff members of BHE and the researcher conducted the pilot study of the survey with 20 individuals who were from the general public and event community. The survey has been successfully used to derive demographic and economic impact data for more than 50 events.

The Pre-Festival Instrument and Training Materials

BHE provided a pre-festival survey to the management of the selected events to establish basic facts about the events including: 1) estimated attendance, 2) a profile of vendors, 3) how people enter the festival grounds, 4) the number of days of the event, and other pertinent information. BHE then sent the required number of surveys to the events so a statistically sound representation of the festival attendees could be obtained. Additionally, BHE provided training materials for the staff and volunteers to establish an accurate and consistent methodology for on-site sampling of festival-goers. As instructed by these materials, the festival management assigned a survey manager to the project to insure the process of completing surveys was done properly.

Selection of The Subjects

Subjects interviewed in this study were individuals 18 years of age and older attending the Fiesta San Antonio events. A systematic sampling method* was utilized to administer on-site surveys to festival attendees as they entered the festival grounds. Systematic sampling refers to a method where interviewers approach festival attendees on a regular interval to eliminate a selection bias. Volunteers who were trained by the On-Site Survey Manager acted as the interviewers and were strategically positioned at the entrances of the events. Based on daily attendance estimates, surveying was conducted proportionally per-day to obtain as representative a sample* as possible.

During the administration of the survey, volunteers were available to answer any questions and provide assistance to the chosen respondents. The survey took approximately ten minutes to complete.

Development of The Post-Festival Instrument

In order to calculate the economic impact figures, the festival's management was required to provide BHE responses to a post-event survey that included: 1) the festival attendances, 2) information about vendors, 3) regional tax figures, and 4) the festival budgets.

Attendance and Sample Populations

Because many festival-goers attend events for more than one day, BHE has developed a system to determine the proper number of surveys to distribute at festivals. Given the expectation of repeat visitation, the investigator chose to estimate the *actual* number of festival-goers attending during the event, anticipating that approximately 40% of festival-goers are repeat attendees.

Then, adopting a 95% confidence level*, plus or minus 5%, the total number of completed questionnaires required for each of these studies was established. The final sampling at Fiesta Carnival, Fiestas Fantasias, Oyster Bake, and Tejano Explosion fell short of the standard 95% confidence level. The sampling at Night in Old San Antonio, and Taste of New Orleans achieved the standard 95% confidence level (*See the Glossary on page 9, and Limitations below*).

Limitations* of the Study

1. On-site spending in this study is asked as an estimate of daily spending as the festival-goers enter the grounds. Having festival-goers report estimated spending is less accurate than utilizing actual spending figures, but it is a common convention in festival research due to the difficulty of conducting post-event surveys.
2. Attendees estimated spending on-site in three categories: Food, Arts/Crafts, and Souvenir/Other. Many of the six selected festivals did not have vendors that neatly fit into all three categories. In these cases, because attendees had money on-hand estimated to spend within all of the categories; we conservatively (depending on group size and other reported spending) added the estimated spending for categories that lacked reported vendors to a remaining category most appropriate for the on-site environment of the event. Please see the Limitations section within the individual reports for specific details.
3. A Universal Multiplier is used to calculate the Overall Economic Impact model as well as the New Money model. There is often variance between regions and their appropriate multipliers. If you know what your regional tourism multiplier is, contact BHE and we will utilize it. Universal Multipliers are common convention in festival research, and we have averaged many existing multipliers and set ours to calculate economic impact conservatively.
4. Because there are multiple methodologies in obtaining attendance figures for non-gated events, the accuracy of the economic impact(s) reported is directly related to the accuracy of the attendance estimate provided.
5. To calculate Vendor spending, we infer spending data from typical Visitor spending, assuming that Vendors have the same spending patterns during their visit as the festival Visitors. The steps used to generate these spending estimates are commonly used within the industry, and are executed in the most conservative way possible.
6. When executed correctly, the overall results of the data generated by this program are accurate at the 95% confidence level, a standard in festival and event research. When establishing spending patterns between Locals and Visitors, however, it is possible that the group N for each sub-group when calculated separately will no longer reflect the standard 95% confidence level.
7. The model for Retained Locals estimates the amount of local money that would leak from the region specifically due to Local festival-goers leaving the area without the events to keep them home. The results should be evaluated in the most conservative framework possible due to the elements of this model that are based on estimated and inferred figures.
8. The accuracy of this study is dependent upon the quality of the data obtained on-site at the events, and the quality of data submitted to BHE.
9. Of the six-selected Fiesta San Antonio studies, four did not obtain enough completed surveys to achieve at 95% confidence level, which is a standard for festival and event research. Although these four mentioned studies do have a statistical integrity at an undetermined confidence level, it is the responsibility of the festival management to determine the confidence level based on the total N of each respective survey, and how best to report the results of this program to their intended parties.

Scope of the Study

Many economic impact studies provide the amount of tax revenue, jobs, and wages that their event is responsible for generating. It is beyond the scope of this study to provide those figures. However, after generating the impact figures, the results provided by the BHE will be sufficient to utilize with formulas should the festivals have access to them. Such information is typically generated with multipliers that are specific to the region. BHE may in the future be contracted to provide this information.

GLOSSARY OF TERMS

Confidence Level- The chance of accuracy reported as a percentage that our survey represents the overall population of the event. When a 95% confidence level has been achieved in sampling, we are 95% confident that information from our report accurately represents the overall population of the event, with a margin or error of plus or minus 5%.

Demographics- Expressed as graphs, key characteristics that define the types of individuals who attend the festival.

Direct New Money Impacts- The total of all Visitor expenditures, including regional and on-site spending.

Direct Overall Impacts- The total of all festival related expenditures, including Visitor, Visiting Vendor, Local, and Festival Budget expenditures.

Economic Impact- The money that is brought into or circulates through the economy due to a festival or special event.

Festival Budget- The total amount of money that the festival management contributes to the creation of the festival. This figure is used in the Overall Impact model as a source of relevant money contributing towards the economic impact.

Festival-Goer- Any Local or Visitor attending the festival that is not involved with the organization or involved as a participant.

Importance Factor- A way to economically weigh the determining factors of a visit to the region of the festival for Visitors. If Visitors rate that they attended the area for reasons other than the festival, the economic impact of their visit that is allotted to the festival will be reduced. Likewise, if the festival is the primary reason for their visit to the area, their regional spending will in a greater proportion be allotted to the festival's economic impact.

Indirect New Money Impacts- The total of all Visitor expenditures including regional and on-site spending, factored by a set Universal Multiplier.

Indirect Overall Impacts- The total of all festival related expenditures including Visitor, Visiting Vendor, Local, and Festival Budget expenditures, factored by a set Universal Multiplier.

Instrument- The on-site survey or questionnaire.

Limitations- Elements of the study that cannot be executed at a higher level due to cost restrictions relating to a festival environment.

Locals- Festival-goers who live within the local area of the festival.

Local On-Site Spending- Spending by Local festival-goers directly at the festival, that in this study is measured by food expenditures, souvenirs, etc.

Local's Regional Spending- Spending by Locals within the region of the festival, but not directly at the festival. In this study it is measured by transportation and child care expenditures (spending that is pre-determined by BHE to be specifically related to festival activities).

N- The number of respondents who answer to a specific question or set of questions from the survey.

New Money Model- A model of economic impact that calculates how much money has been brought into the area from Visitors and Visiting Vendors specifically because of the festival.

On-Site Spending- Spending by Visitors and Locals directly on-site at the festival. Does not include spending within the region, such as hotels, etc.

On-Site Survey- The survey conducted on the festival grounds that generates data about festival-goers.

Overall Impact Model- A model of economic impact that calculates how much money has been brought into and has circulated through the area from Visitors, Visiting Vendors, Locals, the Festival Budget, and taxes- specifically because of the festival.

Pilot Study- A review of a final draft of a survey by members of the public, and individuals who work within the festival industry.

Post-Festival Survey- A survey completed by the festival management providing valuable information that allows economic impact figures to be calculated.

Regional Spending- Spending by Visitors and Locals only within the region of the event. Does not include spending at the festival, such as food booths, vendor booths, etc.

Research Questions- A formal question developed to address a problem posed in a research project.

Retained Local Model- A model of economic impact that calculates how much money would leave the area of the event should the festival not be held.

Sample- The number of festival-goers required to statistically represent the entire population of the festival.

Systematic Sampling Method- A way to insure that the selection process of festival-goers for the survey is executed randomly. Potential respondents are approached based upon a pre-set interval that stays constant throughout the process of interviewing.

Tax Rate- Tax revenue generated from spending on-site and within the region of the event.

Universal Multiplier- A fixed calculation that expands economic impact figures to take into account how the impact circulates through many tiers of a local economy.

Vendor Leak- The amount of money that leaves the local area due to the Visiting Vendors. These vendors earn money from festival-goers, then quickly return to homes away from the area of the festival, taking with them the money earned from the festival-goers.

Visitors- Festival-goers who come from farther than 50 miles to the event.

Visitor On-Site Spending- Spending by visiting festival-goers directly on the grounds of the festival. In this study it is measured by spending for food, souvenirs, etc.

Visitor Regional Spending- Spending by Visitors within the region of the festival, but not directly at the festival. It is measured in this study by hotel, restaurant, and entertainment expenditures, etc.

Visiting Vendors- Vendors who are from outside of the area of the festival who sell their foods or goods. Coupled with the Vendor Leak formula, Visiting Vendors both contribute towards economic impact in the form of regional spending (vendors are tourists as well), and against economic impact in the form of Vendor Leak (the money that they take away from the area generated by their on-site earnings).

BIRCHHILL ENTERPRISES

Economic Impact of Fiesta Oyster Bake

**April 20th to April 21st
San Antonio, Texas**

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Section 1 – Executive Summary

Fiesta San Antonio includes more than 100 events staged in San Antonio and beyond over 10 days each April. The St. Mary's University Oyster Bake features more than 100,000 oysters. Another 50 food booths dish up fajitas, sausage on a stick, egg rolls, hamburgers and chicken on a stick. Continuous rock 'n' roll, Latin and country music compliment the feast. Patrons can also enjoy a spectacular fireworks finale. Fiesta Oyster Bake is sponsored by the St. Mary's University Alumni Association.

This study was conducted by Birchhill Enterprises (BHE) to reveal an accurate demographic* and economic impact* profile of the Fiesta Oyster Bake festival. The findings of this report are organized so that event management can easily develop more informed marketing, development, and fundraising strategies. *Section 1* summarizes the findings of the study. *Section 2* details festival-goer's* spending and the event's economic impact. *Section 3* illustrates the demographics of the festival-goers. *Sections 4, 5, and 6* outline the procedural aspects of the study.

How the Study was Conducted

BHE provided a pre-festival survey to the management of the Fiesta Oyster Bake festival to establish basic facts about the event including: 1) estimated attendance, 2) a profile of vendors, 3) how people enter the festival grounds, 4) the number of days of the event, and other pertinent information. BHE then sent the required number of surveys to the event so a statistically sound representation of the festival attendees could be obtained. Additionally, BHE provided training materials for the staff and volunteers to establish an accurate and consistent methodology for on-site sampling of festival-goers. As instructed by these materials, the festival management assigned a survey manager to the project to insure the process of completing surveys was done properly.

Economic Impacts

In this study, we measured economic impact with two primary models: 1) The *New Money** Model measured the impact of only Visitor related spending, and 2) The *Overall Impact** Model measured the impact of both Local and Visitor spending.

New Money Model- The direct* economic impact of Visitors* and Visiting Vendors* who came from over 50 miles from the event, including the Tax Rate*, was **\$2,062,660**. Factored with an industry established 1.5 Universal Multiplier*, the direct and indirect* *New Money* impact was **\$3,093,990**.

Overall Model- The direct* economic impact of Visitors, Visiting Vendors, Locals*, Festival Budget*, and Tax Rate was **\$6,077,972**. Factored with an industry established 1.5 Universal Multiplier, the direct and indirect* *Overall* impact* was **\$9,116,958**.

See page 21 for a glossary of terms. All terms and titles used in the models will be highlighted with a "" for their first time in use. The following terms will be capitalized whenever their use is specifically intended to represent key elements of the models: Visitors, Locals, Visiting Vendors, Festival Budget, Importance Factor, Vendor Leak, Universal Multiplier, and Tax Rate.*

Section 1-Executive Summary

Total Dollars Generated

The economic impact figures reported on the previous page typically take into account a Vendor Leak* factor that has the effect of reducing impact totals. After the event, festival Vendors who live outside of the area return home, *leaking* a portion of the money spent by festival attendees at the event. For this festival, all of the vendors were reported to be from the hosting region. Therefore, this event did not incur the typical Vendor Leak. The totals below are still reported, as they represent the total economic activity that occurred on-site and within the region of the festival. The numbers also include the standard 1.5 Universal Multiplier.

New Money Model without Vendor Leak-The direct and indirect economic impact of Visitors and Visiting Vendors including the Tax Rate, without the Vendor Leak factor was **\$3,093,990**.

Overall Model without Vendor Leak-The direct and indirect economic impact of Visitors, Visiting Vendors, Locals, Festival Budget, and the Tax Rate, without the Vendor Leak factor was **\$9,116,958**.

Tax Dollars Generated

The following figures represent the sales tax money raised for both the San Antonio area and the State of Texas by the festival-goer's on-site* and regional* spending. Please note that the Vendor Leak calculation mentioned above does not reduce the tax dollars raised for the community, as all tax money spent on the festival grounds stays within the region and state regardless of where Visiting Vendors take their earnings. Although we are reporting these tax dollars separately, they are also added to the New Money and Overall models as inputs to economic impact.

Total Sales Tax Dollars Generated for the State of Texas- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the State of Texas (including the San Antonio area) based on a **8.125%** sales tax was **\$309,271**.

Total Sales Tax Dollars Generated for the San Antonio Area- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the San Antonio area based on a **1.88%** sales tax was **\$71,561**.

Spending Per Day

Visitors and Locals had different spending profiles during their stay at the festival. On average, on-site and within the region of the festival, Locals spent **\$30.81** per-day, and Visitors spent **\$102.54**. Please note that many off-site spending categories that applied to Visitors did not apply to Locals (see Page 7, Table 5). Additionally, Visitors often spent more days in the area than the number of days the Festival was held, which added to their overall spending impact.

Retained Local Impact

The Retained Local model* was designed to estimate the total number of local dollars that would have left the region had the festival not been held. This is calculated by determining the number

Section 1-Executive Summary

of Locals who indicated they would leave the area for another recreational event in the hypothetical absence of the festival, factored by the estimated dollar amount Locals would spend outside of the San Antonio area, and finally, by the number of days they would be gone.

Number of Locals that Would Have Left the Area- Approximately **9,407** locals at this year's Fiesta Oyster Bake festival indicated that if the festival had not been held, they would have left the San Antonio area to find other recreational opportunities.

Retained Local Impact Dollars- The estimated amount of money that would have left the San Antonio area had the Fiesta Oyster Bake festival not been held was **\$1,299,981**. For more information on the Retained Local model, see page 17.

Demographics

- The percentage of individuals who attended the festival in a group was **97%**.
- For those who came in a group, **18%** brought their children, **69%** came with friends or relatives over 18, **5%** came with children of friends, and **33%** came with a spouse.
- Among adults, the largest age group attending the event was **26-35**.
- **55%** of attendees were female, **45%** were male.
- The most common marital status among festival-goers* was **Married**.
- The most common level of education among festival-goers was **Some College**.
- The most common level of household income among festival-goers was **\$50,001 - \$75,000**.
- The most common occupational category among festival-goers was **Marketing/Sales**.
- Listed in order, the 5 most common zip codes were: **78228, 78227, 78240, 78230, 78236**.
- The estimated attendance of the festival including repeat daily visits was **70,000**. The total estimated number of individual attendees to the festival, including those who visited multiple times was **52,189**.
- The estimated attendance for Visitors who came from over 50 miles to attend the event including repeat daily visits was **12,178**. The total estimated number of individual Visitors including those who attended multiple days was **9,514**.
- **83%** of attendees were Locals, **17%** of attendees were Visitors.

Section 2 – Economic Impact/Spending

Economic Impact

1. The New Money Model

This model of economic impact calculates the: 1) spending of Visitors and Visiting Vendors, and 2) the input of the Tax Rate. It deducts the Vendor Leak from Visitor spending, then factors in a conservative 1.5 Universal Multiplier. *(See page 16 for a full explanation of the model.)*

Direct New Money Economic Impact **\$2,062,660**

Direct & Indirect New Money Economic Impact (including the 1.5 multiplier) **\$3,093,990**

2. The Overall Model

This model of economic impact calculates the: 1) spending of Visitors, Visiting Vendors, and Locals, and 2) the inputs of the Festival Budget and 3) the Tax Rate. It deducts the Vendor Leak from Visitor and Local spending, then factors in a conservative 1.5 Universal Multiplier. *(See page 16 for a full explanation of the model.)*

Direct Overall Economic Impact **\$6,077,972**

Direct & Indirect Overall Economic Impact (including the 1.5 multiplier) **\$9,116,958**

3. The Retained Local Model

This model of economic impact calculates the total amount of local money that would have left the area had it not been for the existence of the festival. It infers data from Visitor spending and applies it to Locals who reported they would have left the area for another recreational opportunity had the festival not occurred. *(See Page 13, Table 2, and Page 17 for a full explanation of the model.)*

Retained Local Economic Impact **\$1,299,981**

4. Sales Tax Generated by Festival Related Spending

The sales tax charge at the festival was **8.125%**, of which **1.88%** stays within the San Antonio area. We took the total of all Visitor, Vendor, and Local spending that occurred as a direct result of the festival, and applied these sales tax percentages to calculate the following figures. Sales tax is included in the New Money and Overall models, as it also contributes to the economic impact of the event.

Amount of total sales tax raised by the festival for the state of Texas- **\$309,271**

Amount of total sales tax raised by the festival that stays directly in the San Antonio area-
\$71,561

5. Calculation Breakdown for Economic Impact, Including New Money, Overall Models, and Retained Locals Models.

The following tables illustrate the contributing factors to the economic impact of the event.

New Money Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$2,024,598
Local Taxes	\$38,062
Vendor Leak	\$0
Total after Leak	\$2,062,660
Multiplier	1.5
Impact	\$3,093,990

Overall Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$2,024,598
Local's Spending	\$1,781,813
Taxes	\$71,561
Festival Budget	\$2,200,000
Vendor Leak	\$0
Total After Leak	\$6,077,972
Multiplier	1.5
Impact	\$9,116,958

Retained Locals

<i>Factor</i>	<i>Totals</i>
\$ Per-Person, Per-Day	\$74.41
Days Locals Would Have Left the Area	1.86
Population that Would Have Left the Area	9,407
Retained	\$1,299,981

Note-Calculations in this report are presented after rounding. Therefore, it may often not be possible to precisely replicate the calculations within this report by hand.

Spending

1. Total Spending On-Site at the Festival, N=376

This table reports the money spent by Visitors and Locals at the festival as a: 1) per-person, per-day calculation, and 2) event on-site total.

	<i>Average of Spending Per Person – Per Day On-Site</i>	<i>Total For Event Spent On-Site</i>
Visitors	\$36.17	\$440,490
Locals	\$25.81	\$1,492,911
<i>Total On-Site Spending</i>		\$1,933,401

2. Total Spending in the Region of the Festival, N=376

This table reports the money spent by Visitors, Locals, and Vendors within the region of the event due to, but not within the festival as a: 1) per-person, per-day calculation, and 2) as a regional total. This table factors in an Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

	<i>Average of Spending Per Person – Per Day in Region</i>	<i>Total in Region</i>
Visitors	\$66.37	\$1,584,106
Locals	\$5.00	\$288,902
<i>Total Spending in the Region</i>		\$1,873,008

3. Total Spent Per-Day, Per-Person at the Festival, N=376

Visitors- The average spent per-day, per-person; on-site and within the region of the festival was: **\$102.54**

Locals- The average spent per-day, per-person; on-site and within the region of the festival was: **\$30.81**

4. Itemized On-Site Spending at the Festival

This table reports the total itemized money spent directly at the festival for: 1) Locals, 2) Visitors, and 3) the total of both categories. Additional columns were included for per-person, per-day spending.

<i>Category</i>	<i>Locals N=316</i>	<i>Locals, Per- Person-Per day</i>	<i>Visitors N=60</i>	<i>Visitors, Per- Person-Per Day</i>	<i>Total N=376</i>
Food	\$1,385,698	\$23.96	\$405,413	\$33.29	\$1,791,111
Souvenirs/Other	\$107,213	\$1.85	\$35,077	\$2.88	\$142,290
Total	\$1,492,911	\$25.81	\$440,490	\$36.17	\$1,933,401

5. Itemized Regional Spending

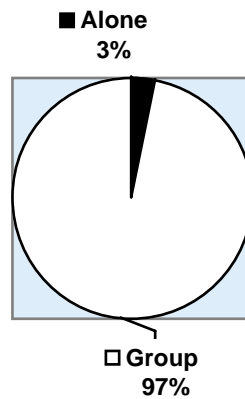
This table reports the total itemized money spent within the region of the event due to, but not within the festival as three spending categories, including: 1) Locals, 2) Visitors, and 3) a total of both categories. Additional columns were included for per-person, per-day spending. This table factors in the Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

<i>Category</i>	<i>Locals N=316</i>	<i>Locals, Per Person-Per Day</i>	<i>Visitors N=60</i>	<i>Visitors, Per Person-Per Day</i>	<i>Total N=376</i>
Parking	\$156,031	\$2.70	\$70,413	\$2.95	\$226,444
Transportation	\$18,892	\$0.33	\$12,554	\$0.53	\$31,446
Gasoline	\$101,332	\$1.75	\$182,400	\$7.64	\$283,732
Child Care	\$12,647	\$0.22	\$1,819	\$0.08	\$14,466
Motels	N/A		\$519,181	\$21.74	
Campgrounds	N/A		\$0	\$0.00	
Entertainment	N/A		\$8,642	\$0.37	
Restaurants	N/A		\$303,940	\$12.73	
Bars	N/A		\$124,087	\$5.20	
Clothing	N/A		\$141,463	\$5.93	
Arts/Crafts	N/A		\$12,372	\$0.52	
Personal Items	N/A		\$9,279	\$0.39	
Groceries	N/A		\$26,018	\$1.09	
Other	N/A		\$171,938	\$7.20	
Total	\$288,902	\$5.00	\$1,584,106	\$66.37	\$1,873,008

Section 3 – Demographics/General Information/Profile of Locals/Profile of Visitors

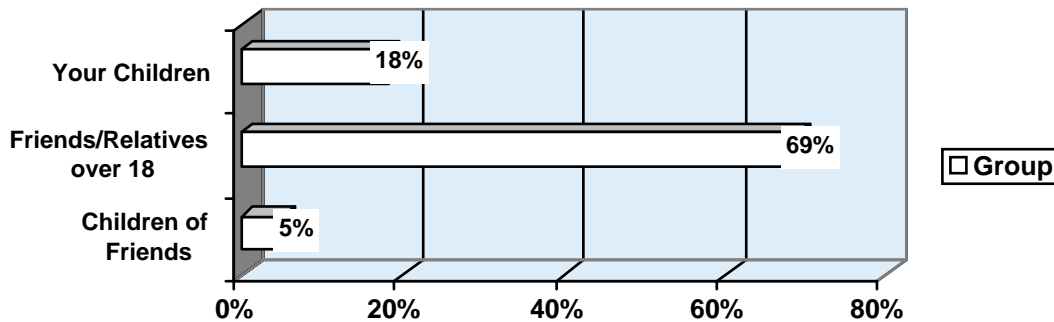
Demographics

1. Percentage of Individuals Who Attended in a Group, N=380

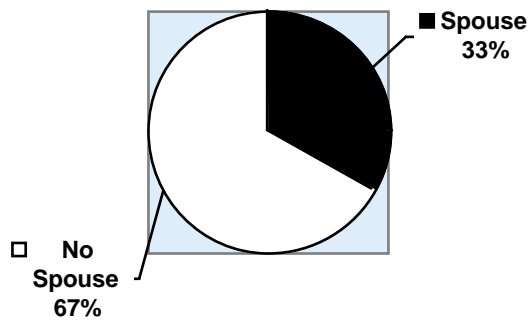


2. Group Composition, N=380

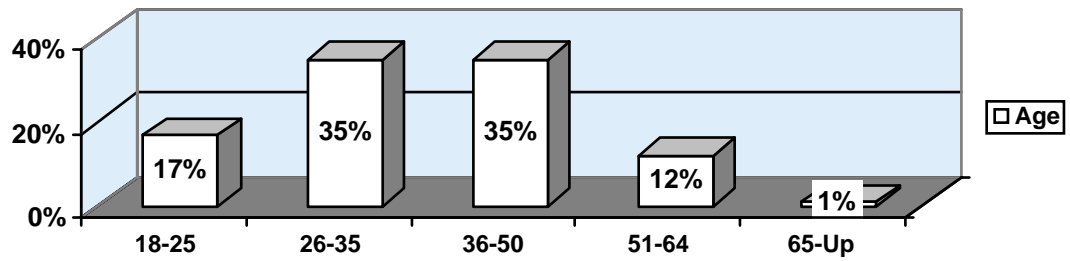
For those who came in a group, the following graph reports group composition for festival-goers.



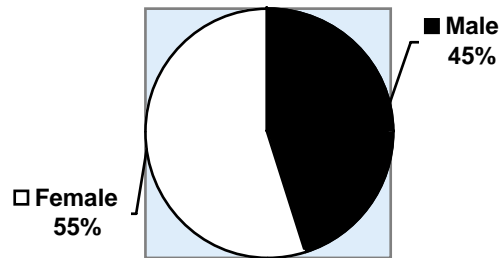
3. Percentage of Individuals Who Came to the Festival with a Spouse, N=380



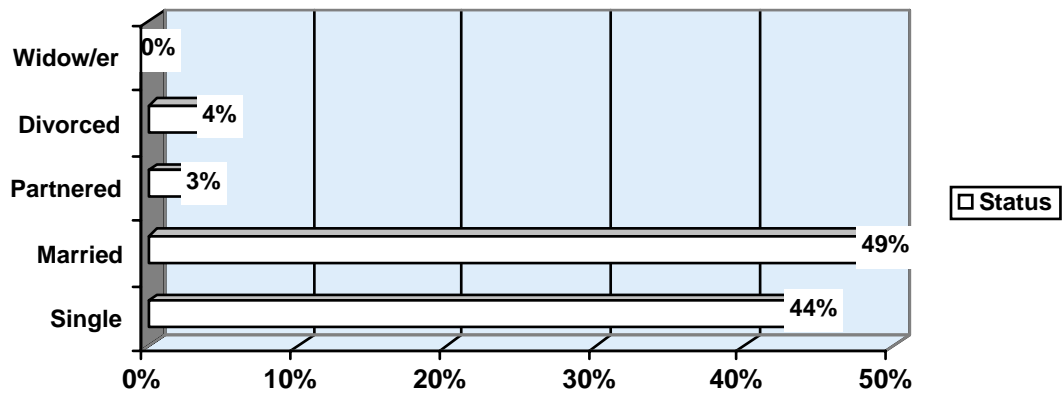
4. Age of Festival-Goers, N=379



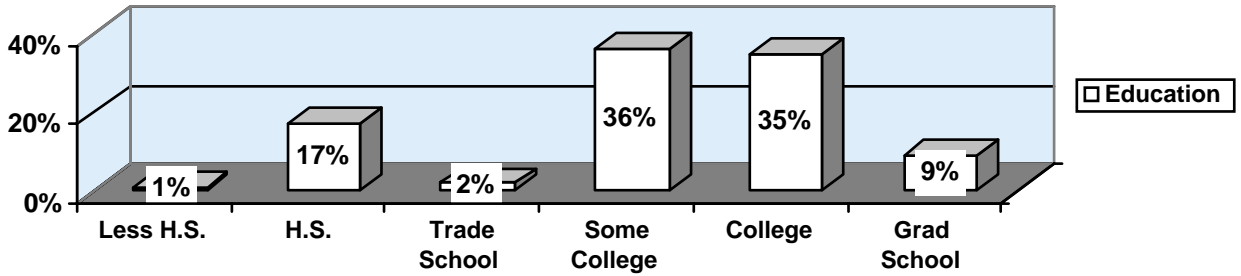
5. Gender of Festival-Goers, N=377



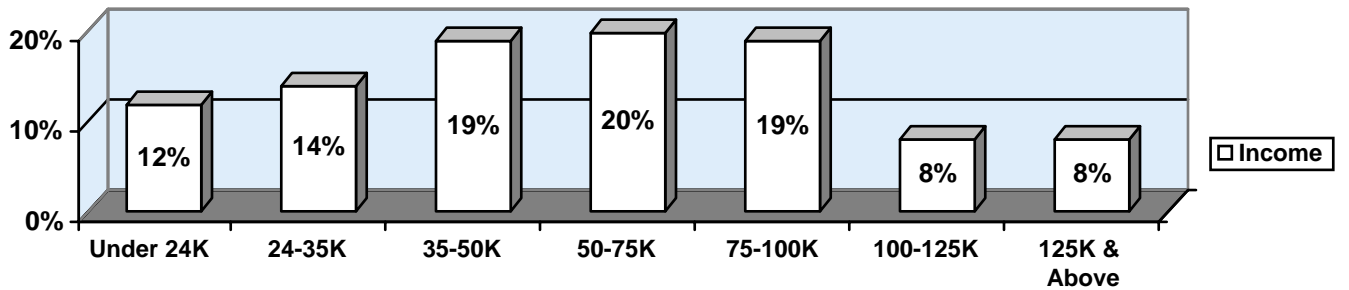
6. Marital Status of Festival-Goers, N=375



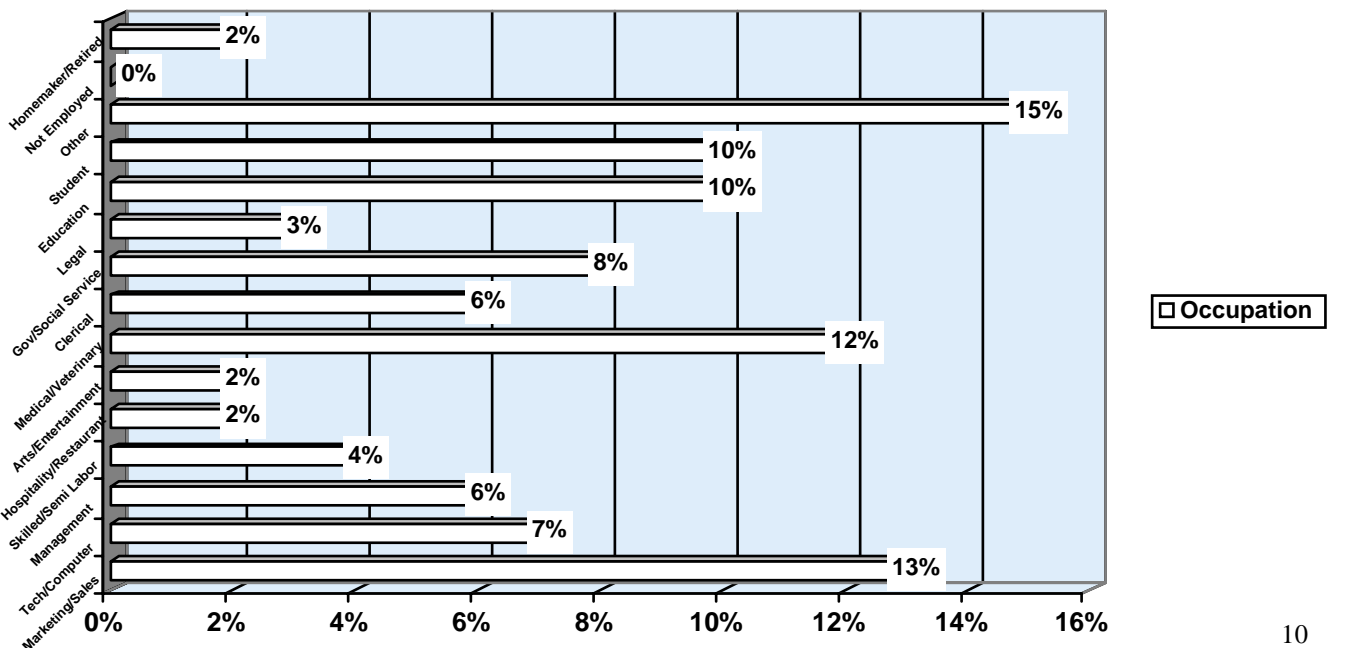
7. Level of Education of Festival-Goers, N=374



8. Income of Festival-Goers, N=372

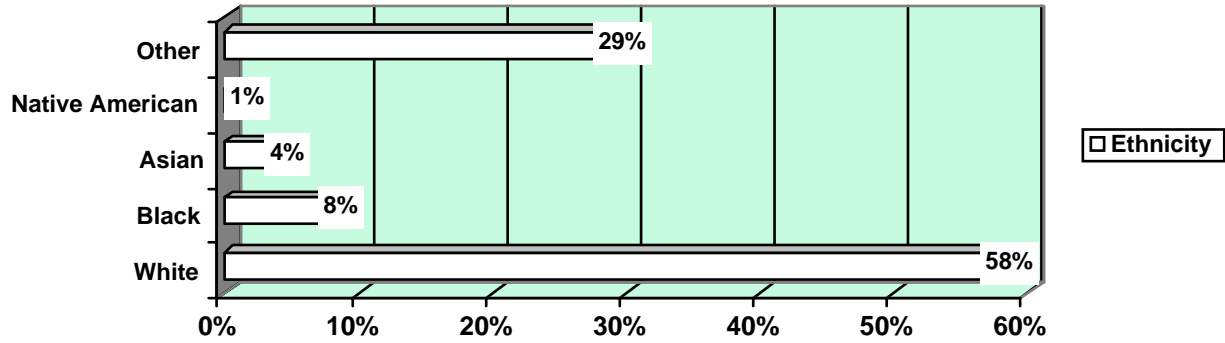


9. Occupation of Festival-Goers, N=377



General Information

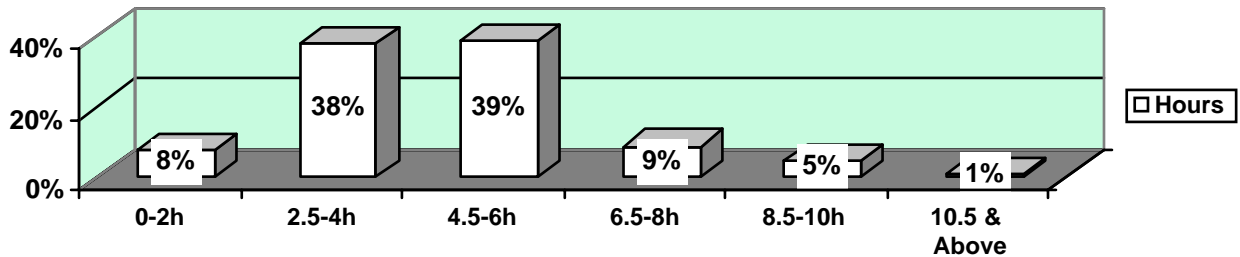
1. Ethnicity, N=223



1a. Do you consider yourself Hispanic? **76%** Yes, **24%** No

2. Hours at the Festival, N=373

The following graph reports the length of time festival-goers stayed at the festival per-day.

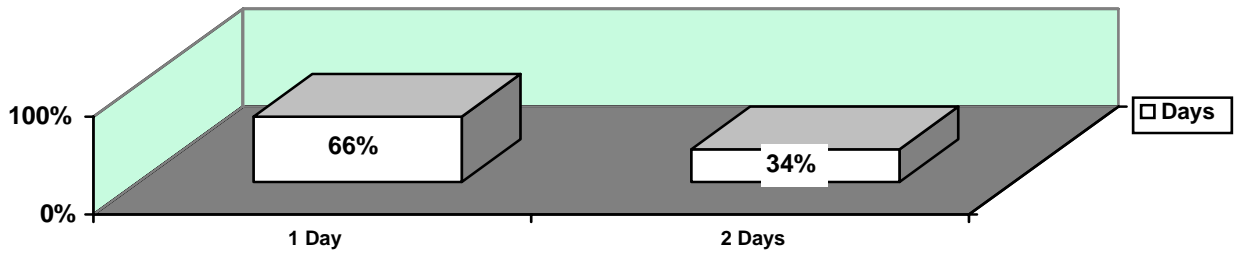


3. Average Number of Hours, N=373

3a. The average number of hours spent at the festival per-person, per-day was **4.94**

4. Days at the Festival, N=378

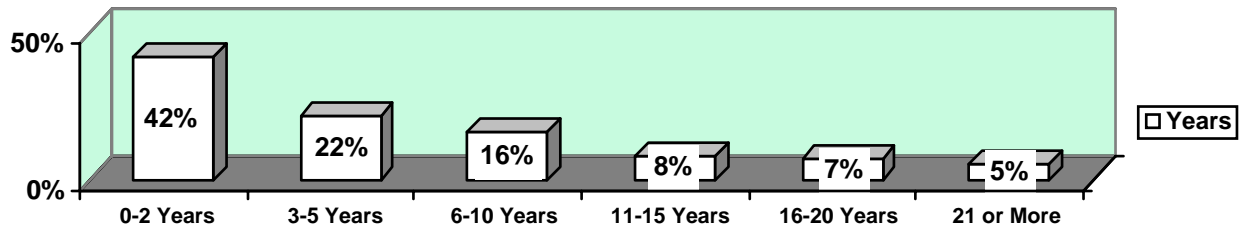
The following graph reports the number of days attendees spent at the festival.



4a. The average number of days spent at the festival was **1.34**

5. Years at the Festival, N=377

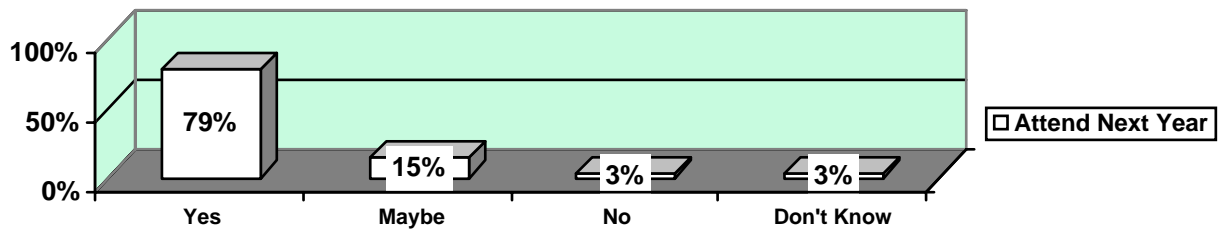
The following graph reports the number of years festival-goers had previously attended the festival.



5a. For those who have attended the festival in the past, the average number of years festival-goers attended the event was **7.59**

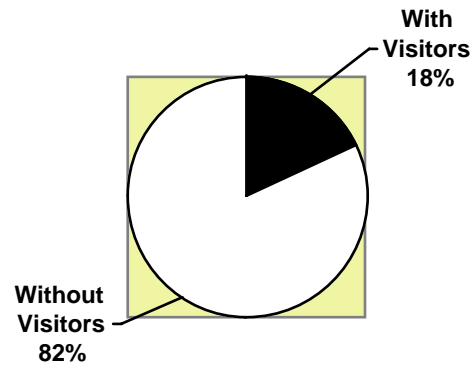
5b. The percentage of first time festival-goers was **16%**

6. Will Attend Next Year, N=376



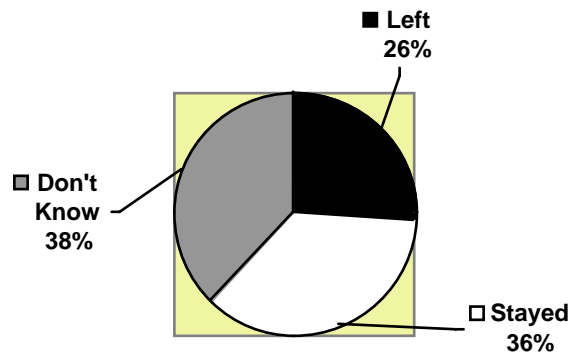
Profile of Locals - 83% of the Overall Sample

1. Locals Attending with Out of Town Visitors, N=308



2. The Percentage of Local Festival Attendees Who Indicated They Would Have Left the Area for Another Entertainment Opportunity had the Festival Not Been Held, N=285

Note- this calculation is a key variable for determining the “Retained Local” model. (See pages 17 for a full explanation of this model.)



3. Average Number of Days These Departing Locals Would Have Left the Area, N=49

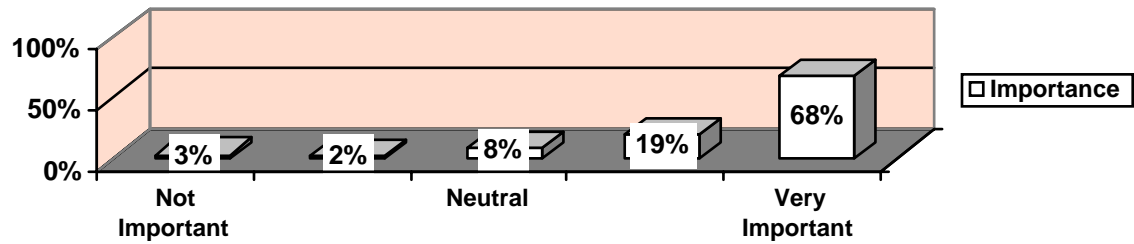
Average number of days=1.86

Note-To maintain a conservative calculation of the Retained Local model, the highest number of days departed we allow into our model is 3.00.

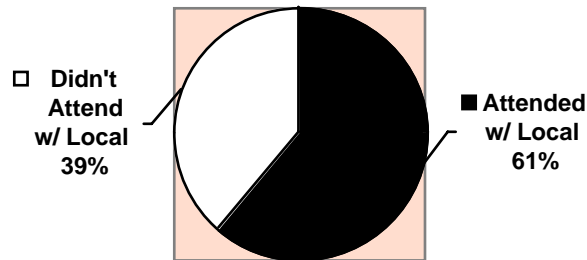
Profile of Visitors- 17% of the Overall Sample

1. Importance of the Festival, N=59

The following graph reports how important a determinate the Fiesta Oyster Bake festival was for Visitors making their decision to come to the San Antonio area. These numbers determine the "Importance Factor" which modifies Visitor spending within the region.



2. Percentage of Visitors Who Attended the Festival with Local Residents, N=59



3. Stayed with Friends, N=37

The percentage of Visitors who stayed with friends from the San Antonio area was **57%**

4. Number of Nights That Visitors Stayed in the Area, N=52

The average number of days that Visitors stayed in the area was **2.51**

Section 4 – Research Questions, and The Models

Research Questions

The goal of this BHE study is to develop reliable economic impact and demographic data for a variety of festivals. To achieve a clear understanding of the festival environment in context to this study, we address four primary research questions* regarding both demographics and economic impact. Research questions are simply questions that guide the development and direction of a research project so that accurate and useful information will be revealed about the environment studied.

The following are the research questions that framed this project.

Research Question 1

What is the demographic profile of the Festival-goers?

Research Question 2

What is the “New Money” economic impact of the festival, which includes only the spending of Visitors and Visiting Vendors?

Research Question 3

What is the “Overall” economic impact of the festival; including all Locals and Visitors, Vendors, and the Festival Budget?

Research Question 4

What is the “Retained Local” impact of the festival, which measures how much local money stayed within the area due to the existence of the festival?

Models

Calculation and reporting of demographic variables for Research Question 1 did not require the development of models examining variable interaction. Therefore, the results of Research Question 1 were simply reported as graphs in *Section 3* of this report. However, for Research Questions 2, 3, and 4, three separate models were developed to determine the economic impact the festival has upon the San Antonio economy. These models include the: 1) New Money model that profiles the spending of Visitors to the area, 2) the Overall model that profiles all possible spending related to the festival, and 3) the Retained Locals model that estimates the amount of local money that would have left the area had the festival not been held. These models allowed us to design the theoretical basis of the study, and to develop a survey that derives accurate economic impact figures.

A graphical representation of these models is provided on page 18. The three models defined above utilize different combinations of festival related spending from four distinct populations; including: 1) Locals, 2) Visitors, 3) Vendors, and 4) the Festival Budget. Because each of the three models are based on different theoretical standards, these models provide different economic impacts. However, all models are generated from the same data set that was collected in the post-festival and on-site survey*. To fully illuminate the elements of each model, the following descriptions are provided below.

Model 1. New Money

This model represents only the money spent by Visitors and Visiting Vendors in the local economy of the festival. The usefulness of this model is that it allows us to focus on the money that was spent specifically by visitors to the area.

Elements of the New Money Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site* and Regional*)*
- *Importance Factor*

From post-festival* survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*

From BHE

- *Universal Multiplier*

Model 2. The Overall Model

This model represents the overall spending in the local economy that can be attributed to the festival by Locals, Visitors, Vendors, and the Festival Budget. Although the Locals do not bring money into the community from outside regions as Visitors do, it is valuable to include their spending as it has the effect of initiating economic activity within the local economy. Examined in this way, a festival's contribution to a local economy is comparable to a local business that both draws money from and contributes to its community. To consider only the tourist dollar in terms of economic impact would greatly underestimate the complete financial benefits of festivals and similar events. In addition, we recognize that without festivals, a significant amount of money would leave the area due to locals seeking an alternative venue for entertainment in other regions (See *Model 3*).

We have determined that the usefulness of the Overall Model is that it allows us to measure the amount of money that the festival circulates through the local economy from every source that the festival draws financial impact from.

Elements of the Overall Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site and Regional)*
- *Importance Factor*
- *Local Spending (On-Site* and Regional*)*

From post-festival survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*
- *Festival Budget*

From BHE

- *Universal Multiplier*

Model 3. Retained Local Model

The Retained Local Model focuses on money that would have left the area if the festival had not been held. Retention models are not yet an economic impact standard, which is in part why the resulting amount was not added to the Overall Model. Therefore, the most effective presentation of this model would be as a compliment to the other two models. The Retained Local Model allows us to see how festivals and other events contribute to the local economy by encouraging their residents to stay and spend recreation dollars within the area. Because much of this model is based on estimated and inferred figures, it should be viewed more cautiously than other models provided in this report.

There were three main elements of the Retained Local model. First, we estimated the group size of these departing Locals at 9,407 individuals. Next, we calculated the number of days that Locals estimated they would have left. Then we utilized an application of Visitor spending to estimate how much departing Locals would have spent outside of the area. In this study Locals indicated they would have left the San Antonio area for 1.86 days. Finally, we multiplied these three elements to arrive at the Retained Local calculation.

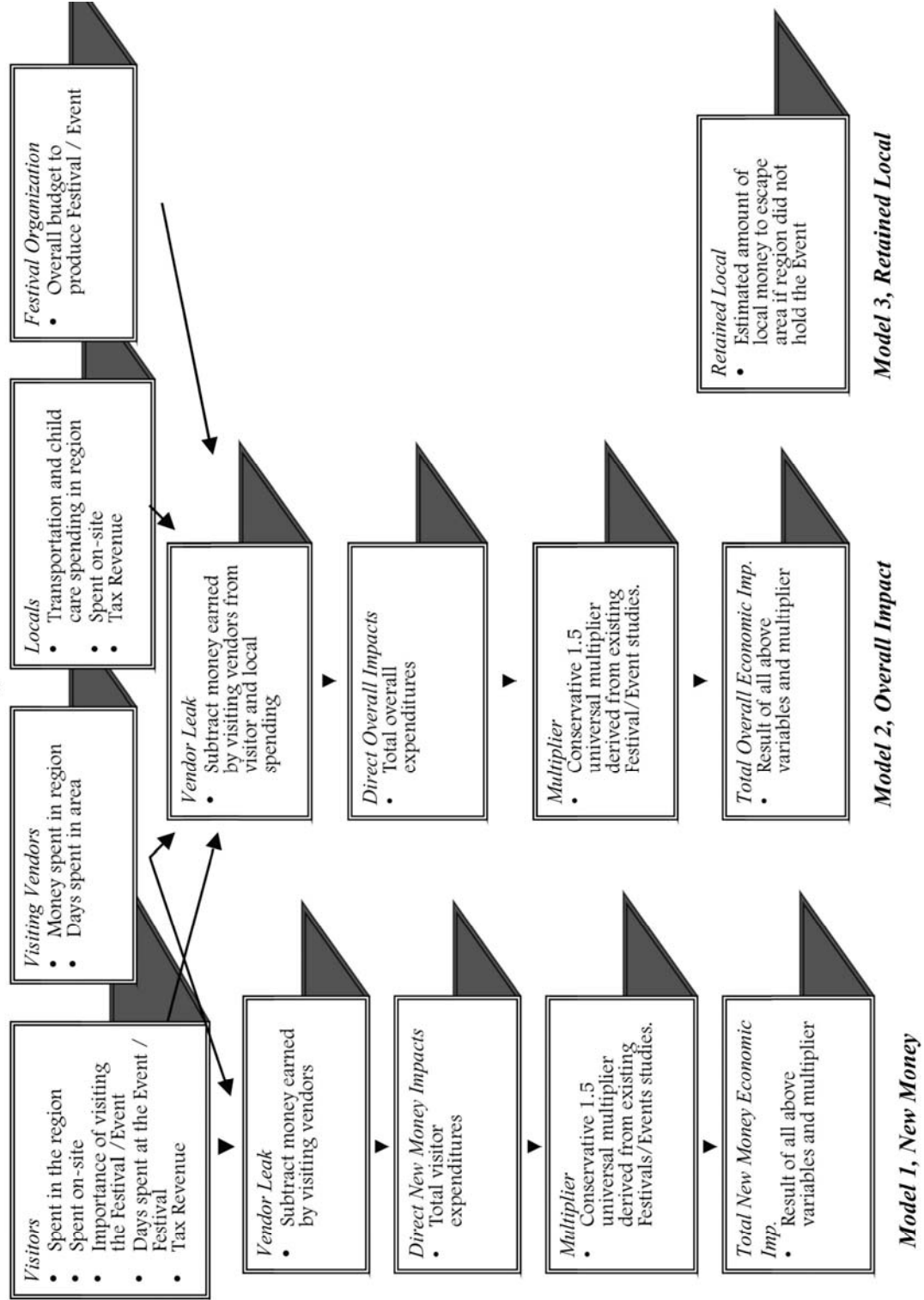
Elements of the Retained Local Model

- *A conservative estimation of how many Locals would have left the area had the Fiesta Oyster Bake festival not been held.*
- *An estimation as to how long Locals would have left the area without the existence of the festival.*
- *Estimated Local spending outside of the area based upon the Visitor's local region spending.*

The Graphic Model

The following comprehensive graphic model outlines the relationships between the variables that are defined by the three economic impacts models mentioned above.

BHE Impact Study-New Money, Overall, and Retained Local Economic Impact Models



Section 5 – Methodology

Development of the On-Site Instrument

Based upon the requirements of the three models developed for this study, a survey was created to provide the necessary data to establish economic impact and demographic information outlined in this report. The two phases involved in the development of the survey were the: 1) writing of the instrument*, and 2) pilot study*. Sections of the on-site survey include: 1) festival demographic and general information questions, and 2) festival spending questions that were used to derive economic impact figures. Staff members of BHE and the researcher conducted the pilot study of the survey with 20 individuals who were from the general public and event community.

Selection of The Subjects

Subjects interviewed in this study were individuals 18 years of age and older attending the Fiesta Oyster Bake festival. A systematic sampling method* was utilized to administer 380 on-site surveys to festival attendees as they entered the festival grounds. Systematic sampling refers to a method where interviewers approach festival attendees on a regular interval to eliminate a selection bias. Volunteers who were trained by the On-Site Survey Manager acted as the interviewers and were strategically positioned at the entrances of the festival. The Fiesta Oyster Bake festival was held from April 20st to April 21st. Based on daily attendance estimates, surveying was conducted proportionally per-day to obtain as representative a sample* as possible.

During the administration of the survey, volunteers were available to answer any questions and provide assistance to the chosen respondents. The survey took approximately ten minutes to complete.

Development of The Post-Festival Instrument

In order to calculate the economic impact figures, the festival management was required to provide BHE responses to a post-event survey that included: 1) the festival attendance, 2) information about vendors, 3) regional tax figures, and 4) the festival budget.

Attendance and Sample Populations

Because many festival-goers attend events for more than one day, BHE has developed a system to determine the proper number of surveys to distribute at the festival. Management of the Fiesta Oyster Bake festival estimated the total attendance to be 70,000. Given the expectation of repeat visitation, the investigator chose to estimate the *actual* number of festival-goers attending during the event at 42,000, anticipating that approximately 40% of festival-goers are repeat attendees. Then, adopting a 95% confidence level*, plus or minus 5%, the total number of completed questionnaires required for this study was $N^*=384$. However, with an N of 380, sampling of the event fell short by 4 surveys.

Limitations* of the Study

1. On-site spending in this study is asked as an estimate of daily spending as the festival-goers enter the grounds. Having festival-goers report estimated spending is less accurate than utilizing actual spending figures, but it is a common convention in festival research due to the difficulty of conducting post-event surveys.
2. Attendees estimated spending on-site in three categories: Food, Arts/Crafts, and Souvenir/Other. The management of Fiesta Oyster Bake indicated that there were no Arts/Crafts booths on-site. Because we knew that attendees had money on-hand estimated to spend on Arts/Crafts, we conservatively (depending on group size and other reported spending) added this estimated spending to the Food category, as the nature of the event was primarily food based.
3. A Universal Multiplier is used to calculate the Overall Economic Impact model as well as the New Money model. There is often variance between regions and their appropriate multipliers. If you know what your regional tourism multiplier is, contact BHE and we will utilize it. Universal Multipliers are common convention in festival research, and we have averaged many existing multipliers and set ours to calculate economic impact conservatively.
4. Because there are multiple methodologies in obtaining attendance figures for non-gated events, the accuracy of the economic impact reported is directly related to the accuracy of the attendance estimate provided.
5. To calculate Vendor spending, we infer spending data from typical Visitor spending, assuming that Vendors have the same spending patterns during their visit as the festival Visitors. The steps used to generate these spending estimates are commonly used within the industry, and are executed in the most conservative way possible.
6. When executed correctly, the overall results of the data generated by this program are accurate at the 95% confidence level, a standard in festival and event research (see item #9). When establishing spending patterns between Locals and Visitors, however, it is possible that the group N for each sub-group when calculated separately will no longer reflect the standard 95% confidence level.
7. The model for Retained Locals estimates the amount of local money that would leak from the region specifically due to Local festival-goers leaving the area without the event to keep them home. The results should be evaluated in the most conservative framework possible due to the elements of this model that are based on estimated and inferred figures.
8. The accuracy of this study is dependent upon the quality of the data obtained on-site at the event, and the quality of data submitted to BHE.
9. In this study, not enough surveys were returned to achieve at 95% confidence level, which is a standard for festival and event research. Although this study does have a statistical integrity at an undetermined confidence level, it is the responsibility of the festival management to determine the confidence level based on the total N of the survey, and how best to report the results of this program to their intended parties.

Scope of the Study

1. Many economic impact studies provide the amount of tax revenue, jobs, and wages that their event is responsible for generating. It is beyond the scope of this study to provide those figures. However, after generating the impact figures, the results provided by the BHE will be sufficient to utilize with formulas should the festivals have access to them. Such information is typically generated with multipliers that are specific to the region. BHE may in the future be contracted to provide this information.

Section 6 – Glossary of Terms/Survey

(Note- Page numbers are included to reference the first appearance of each term in the text)

Glossary

Confidence Level- The chance of accuracy reported as a percentage that our survey represents the overall population of the event. If the correct number of surveys have been gathered, our confidence level is 95%. We are 95% confident that information from our report accurately represents the overall population of the event, with a margin or error of plus or minus 5%. *Page 19.*

Demographics- Expressed as graphs, key characteristics that define the types of individuals who attend the festival. *Page 1.*

Direct New Money Impacts- The total of all Visitor expenditures, including regional and on-site spending. *Page 1.*

Direct Overall Impacts- The total of all festival related expenditures, including Visitor, Visiting Vendor, Local, and Festival Budget expenditures. *Page 1.*

Economic Impact- The money that is brought into or circulates through the economy due to a festival or special event. *Page 1.*

Festival Budget- The total amount of money that the festival management contributes to the creation of the festival. This figure is used in the Overall Impact model as a source of relevant money contributing towards the economic impact. *Page 1.*

Festival-Goer- Any Local or Visitor attending the festival that is not involved with the organization or involved as a participant. *Page 1.*

Importance Factor- A way to economically weigh the determining factors of a visit to the region of the festival for Visitors. If Visitors rate that they attended the area for reasons other than the festival, the economic impact of their visit that is allotted to the festival will be reduced. Likewise, if the festival is the primary reason for their visit to the area, their regional spending will in a greater proportion be allotted to the festival's economic impact. *Page 6.*

Indirect New Money Impacts- The total of all Visitor expenditures including regional and on-site spending, factored by a set Universal Multiplier. *Page 1.*

Indirect Overall Impacts- The total of all festival related expenditures including Visitor, Visiting Vendor, Local, and Festival Budget expenditures, factored by a set Universal Multiplier. *Page 1.*

Instrument- The on-site survey or questionnaire. *Page 19*

Limitations- Elements of the study that cannot be executed at a higher level due to cost restrictions relating to a festival environment. *Page 20.*

Locals- Festival-goers who live within the local area of the festival. *Page 1.*

Local On-Site Spending- Spending by Local festival-goers directly at the festival, that in this study is measured by food expenditures, souvenirs, etc. *Page 17.*

Local's Regional Spending- Spending by Locals within the region of the festival, but not directly at the festival. In this study it is measured by transportation and child care expenditures (spending that is pre-determined by BHE to be specifically related to festival activities). *Page 17.*

N- The number of respondents who answer to a specific question or set of questions from the survey. *Page 19.*

New Money Model- A model of economic impact that calculates how much money has been brought into the area from Visitors and Visiting Vendors specifically because of the festival. *Page 1.*

On-Site Spending- Spending by Visitors and Locals directly on-site at the festival. Does not include spending within the region, such as hotels, etc. *Page 2.*

On-Site Survey- The survey conducted on the festival grounds that generates data about festival-goers. *Page 16.*

Overall Impact Model- A model of economic impact that calculates how much money has been brought into and has circulated through the area from Visitors, Visiting Vendors, Locals, the Festival Budget, and taxes- specifically because of the festival. *Page 1.*

Pilot Study- A review of a final draft of a survey by members of the public, and individuals who work within the festival industry. *Page 19.*

Post-Festival Survey- A survey completed by the festival management providing valuable information that allows economic impact figures to be calculated. *Page 16.*

Regional Spending- Spending by Visitors and Locals only within the region of the event. Does not include spending at the festival, such as food booths, vendor booths, etc. *Page 16.*

Research Questions- A formal question developed to address a problem posed in a research project. *Page 15.*

Retained Local Model- A model of economic impact that calculates how much money would leave the area of the event should the festival not be held. *Page 2.*

Sample- The number of festival-goers required to statistically represent the entire population of the festival. *Page 19.*

Systematic Sampling Method- A way to insure that the selection process of festival-goers for the survey is executed randomly. Potential respondents are approached based upon a pre-set interval that stays constant throughout the process of interviewing. *Page 19.*

Tax Rate- Tax revenue generated from spending on-site and within the region of the event. *Page 1.*

Universal Multiplier- A fixed calculation that expands economic impact figures to take into account how the impact circulates through many tiers of a local economy. *Page 1.*

Vendor Leak- The amount of money that leaves the local area due to the Visiting Vendors. These vendors earn money from festival-goers, then quickly return to homes away from the area of the festival, taking with them the money earned from the festival-goers. *Page 2.*

Visitors- Festival-goers who come from farther than 50 miles to the event. *Page 1.*

Visitor On-Site Spending- Spending by visiting festival-goers directly on the grounds of the festival. In this study it is measured by spending for food, souvenirs, etc. *Page 16.*

Visitor Regional Spending- Spending by Visitors within the region of the festival, but not directly at the festival. It is measured in this study by hotel, restaurant, and entertainment expenditures, etc. *Page 16.*

Visiting Vendors- Vendors who are from outside of the area of the festival who sell their foods or goods. Coupled with the Vendor Leak formula, Visiting Vendors both contribute towards economic impact in the form of regional spending (vendors are tourists as well), and against economic impact in the form of Vendor Leak (the money that they take away from the area generated by their on-site earnings). However, in this study all vendors were reported to be locals, so there was no money added into the model from this source. *Page 1.*

**OYSTER BAKE - FIESTA SAN ANTONIO
& BIRCHHILL ENTERPRISES
FESTIVAL VISITOR SURVEY**

1. INCLUDING YOURSELF, HOW MANY PEOPLE ARE IN YOUR GROUP TODAY? _____⁽¹⁾

1A. YOUR GROUP INCLUDES: **CHECK ALL THAT APPLY**

- YOUR CHILD(REN)⁽²⁾
- FRIENDS/RELATIVES 18 YEARS OR OLDER⁽³⁾
- CHILD(REN) OF FRIENDS/RELATIVES⁽⁴⁾
- SPOUSE/PARTNER⁽⁵⁾

2. DO YOU CONSIDER YOURSELF: WHITE BLACK ASIAN NATIVE AMERICAN OTHER⁽⁶⁾
DO YOU CONSIDER YOURSELF HISPANIC? ___ YES ___ NO

3. YOU LIVE HOW MANY MILES FROM THE FESTIVAL GROUNDS? **ONE AND CONTINUE TO BOX DIRECTLY BELOW**

WITHIN 50 MILES FROM THE FESTIVAL



A. IF THE FESTIVAL DID NOT HAPPEN, WOULD YOU HAVE LEFT THE AREA FOR OTHER ENTERTAINMENT?

YES NO DON'T KNOW⁽⁸⁾

B. IF YOU LEFT FOR OTHER ENTERTAINMENT, HOW LONG WOULD YOU HAVE BEEN GONE? _____ DAYS.⁽⁹⁾

FARTHER THAN 50 MILES FROM THE FESTIVAL⁽⁷⁾



A. HOW IMPORTANT WAS THE FESTIVAL IN YOUR DECISION TO COME TO THIS AREA?

NOT IMPORTANT NEUTRAL VERY IMPORTANT⁽¹⁰⁾

B. HOW MANY NIGHTS WILL YOU STAY IN THIS AREA?
_____ INDICATE "0" IF NOT STAYING OVERNIGHT⁽¹¹⁾

4. ARE YOU ATTENDING WITH FRIENDS/FAMILY WHO LIVE 50 MILES OR FARTHER FROM YOU? YES NO⁽¹²⁾

5. HOW MANY HOURS DO YOU PLAN ON SPENDING AT THE FESTIVAL TODAY? _____⁽¹³⁾

6. HOW MANY TOTAL DAYS DO YOU PLAN TO ATTEND THE FESTIVAL THIS YEAR? _____⁽¹⁴⁾

7. HOW MANY YEARS HAVE YOU ATTENDED THE FESTIVAL? _____⁽¹⁵⁾ PLEASE INDICATE "0" IF YOU'VE NEVER ATTENDED.

8. WILL YOU ATTEND THE FESTIVAL NEXT YEAR? YES MAYBE NO DON'T KNOW⁽¹⁶⁾

9. WHERE DO YOU RESIDE? ZIP/POSTAL CODE _____⁽¹⁷⁾

10. YOUR AGE? 18-25 26-35 36-50 51-64 65 AND ABOVE⁽¹⁸⁾

11. YOUR GENDER? MALE FEMALE⁽¹⁹⁾

12. YOUR MARITAL STATUS? **ONE** SINGLE MARRIED PARTNERED DIVORCED WIDOW/ER⁽²⁰⁾

PLEASE TURN TO THE BACK SIDE!

NOTE- THE FOLLOWING QUESTIONS HELP TO DETERMINE THE ECONOMIC IMPACT OF THE FESTIVAL. ROUND ALL DOLLAR AMOUNTS IF IT IS HELPFUL WITH YOUR ESTIMATES.

- 13. HOW MUCH MONEY DID YOUR GROUP SPEND WITHIN 24 HOURS IN PREPARING TO ATTEND THE FESTIVAL? PLEASE ESTIMATE, EVEN IF IT IS JUST A FEW DOLLARS.**

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ PARKING **INCLUDING FESTIVAL PARKING**⁽²¹⁾
 \$ _____ PUBLIC TRANSPORTATION **INCLUDING BUS, CAB, RENTAL CAR, ETC.**⁽²²⁾
 \$ _____ GASOLINE, REPAIRS, ETC. **INCLUDING DRIVE TO FESTIVAL**⁽²³⁾
 \$ _____ CHILD CARE⁽²⁴⁾

➔ IF YOU LIVE **WITHIN 50 MILES** FROM THE FESTIVAL, PLEASE SKIP TO QUESTION 15.
 IF YOU LIVE **FARTHER THAN 50 MILES** FROM THE FESTIVAL, PLEASE ANSWER THE QUESTIONS IN THE BOX BELOW, THEN CONTINUE WITH THE SURVEY.

14. HOW MUCH MONEY HAS YOUR ENTIRE GROUP SPENT WITHIN 24 HOURS OUTSIDE OF THE FESTIVAL GROUNDS? IF YOU DON'T REMEMBER EXACT AMOUNTS, ESTIMATES WILL BE HELPFUL.

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

\$ _____ MOTELS/HOTELS/BED AND BREAKFAST **COST FOR ONE NIGHT**⁽²⁵⁾
 \$ _____ CAMPGROUNDS **COST FOR ONE NIGHT**⁽²⁶⁾
 \$ _____ NON-FESTIVAL ENTERTAINMENT **MOVIES, SPORTS, ETC.**⁽²⁷⁾
 \$ _____ RESTAURANTS **NOT AT THE FESTIVAL**⁽²⁸⁾
 \$ _____ BARS AND CLUBS **NOT AT THE FESTIVAL**⁽²⁹⁾
 \$ _____ CLOTHING **NOT PURCHASED AT THE FESTIVAL**⁽³⁰⁾
 \$ _____ ARTS OR CRAFTS **NOT PURCHASED AT THE FESTIVAL**⁽³¹⁾
 \$ _____ PERSONAL ITEMS **POSTCARDS, PHOTO SUPPLIES, ETC. NOT PURCHASED AT THE FESTIVAL**⁽³²⁾
 \$ _____ GROCERIES **NOT PURCHASED AT THE FESTIVAL**⁽³³⁾
 \$ _____ OTHER NON-FESTIVAL EXPENSES⁽³⁴⁾
 Yes No STAYED WITH FRIENDS/RELATIVES AT HOUSE/APARTMENT/CONDO⁽³⁵⁾

- 15. NOT INCLUDING ADMISSION, AT THE FESTIVAL HOW MUCH DO YOU ESTIMATE YOU'LL SPEND AS A GROUP TODAY?**

- \$ _____ FOOD AND BEVERAGES? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁶⁾
 \$ _____ ARTS AND CRAFTS? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁷⁾
 \$ _____ SOUVENIRS/OTHER **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁸⁾

- 16. WHAT IS YOUR HIGHEST LEVEL OF EDUCATION? ✓CHECK ONE ONLY**

- LESS THAN HIGH SCHOOL GRADUATE⁽¹⁾ TRADE/VOCATIONAL SCHOOL⁽³⁾ COLLEGE GRADUATE⁽⁵⁾
 HIGH SCHOOL GRADUATE⁽²⁾ SOME COLLEGE⁽⁴⁾ GRADUATE SCHOOL^{(6)/(39)}

- 17. WHAT CATEGORY BEST DESCRIBES YOUR OCCUPATION? ✓CHECK ONE ONLY**

- MARKETING/SALES⁽¹⁾ ARTS/ENTERTAINMENT⁽⁶⁾ EDUCATION⁽¹¹⁾
 TECHNICAL/COMPUTER⁽²⁾ MEDICAL/VETERINARY⁽⁷⁾ STUDENT⁽¹²⁾
 MANAGEMENT⁽³⁾ CLERICAL⁽⁸⁾ OTHER⁽¹³⁾
 SKILLED/SEMI SKILLED LABOR⁽⁴⁾ GOVERNMENT/SOCIAL SERVICE⁽⁹⁾ NOT EMPLOYED⁽¹⁴⁾
 HOSPITALITY/RESTAURANT⁽⁵⁾ LEGAL⁽¹⁰⁾ HOMEMAKER/RETIRED^{(15)/(40)}

- 18. WHAT IS YOUR TOTAL HOUSEHOLD INCOME? ✓CHECK ONE ONLY**

- UNDER \$24,000⁽¹⁾ \$50,001-\$75,000⁽⁴⁾ \$100,001-\$125,000⁽⁶⁾
 \$24,001-\$35,000⁽²⁾ \$75,001-\$100,000⁽⁵⁾ \$125,001 AND ABOVE^{(7)/(41)}
 \$35,001-\$50,000⁽³⁾

TIME: (10-2) (2-4) (4-8) INTERVIEWER _____ SURVEY NO: _____ REVISED: 03/20/2007

BIRCHHILL ENTERPRISES

Economic Impact of A Taste of New Orleans

**April 20th to 22nd, 2007
San Antonio, Texas**

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A Taste of New Orleans

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Section 1 – Executive Summary

Fiesta San Antonio includes more than 100 events staged in San Antonio and beyond over 10 days each April. A Taste of New Orleans is one of Fiesta’s finest jewels. It’s a generous three-day portion of specialty music and food—the tastiest tidbits this side of the Mississippi, featuring Cajun and Creole delectables and a bevy of equally scrumptious deserts. Visitors brighten their day with a musical rainbow of jazz, Dixieland, salsa, big band and Zydeco, all sponsored by the San Antonio Zulu Association.

This study was conducted by Birchhill Enterprises (BHE) to reveal an accurate demographic* and economic impact* profile of the “A Taste of New Orleans” festival. The findings of this report are organized so that event management can easily develop more informed marketing, development, and fundraising strategies. *Section 1* summarizes the findings of the study. *Section 2* details festival-goer’s* spending and the event’s economic impact. *Section 3* illustrates the demographics of the festival-goers. *Sections 4, 5, and 6* outline the procedural aspects of the study.

How the Study was Conducted

BHE provided a pre-festival survey to the management of the “A Taste of New Orleans” festival to establish basic facts about the event including: 1) estimated attendance, 2) a profile of vendors, 3) how people enter the festival grounds, 4) the number of days of the event, and other pertinent information. BHE then sent the required number of surveys to the event so a statistically sound representation of the festival attendees could be obtained. Additionally, BHE provided training materials for the staff and volunteers to establish an accurate and consistent methodology for on-site sampling of festival-goers. As instructed by these materials, the festival management assigned a survey manager to the project to insure the process of completing surveys was done properly.

Economic Impacts

In this study, we measured economic impact with two primary models: 1) The *New Money** Model measured the impact of only Visitor related spending, and 2) The *Overall Impact** Model measured the impact of both Local and Visitor spending.

New Money Model- The direct* economic impact of Visitors* and Visiting Vendors* who came from over 50 miles from the event, including the Tax Rate*, was **\$108,503**. Factored with an industry established 1.5 Universal Multiplier*, the direct and indirect* *New Money* impact was **\$162,755**.

Overall Model- The direct* economic impact of Visitors, Visiting Vendors, Locals*, Festival Budget*, and Tax Rate was **\$885,298**. Factored with an industry established 1.5 Universal Multiplier, the direct and indirect* *Overall* impact* was **\$1,327,947**.

See page 21 for a glossary of terms. All terms and titles used in the models will be highlighted with a “” for their first time in use. The following terms will be capitalized whenever their use is specifically intended to represent key elements of the models: Visitors, Locals, Visiting Vendors, Festival Budget, Importance Factor, Vendor Leak, Universal Multiplier, and Tax Rate.*

Section 1-Executive Summary

Total Dollars Generated

The economic impact figures reported on the previous page take into account a Vendor Leak* factor that has the effect of reducing impact totals. After the event, festival Vendors who live outside of the area return home, *leaking* a portion of the money spent by festival attendees at the event. The numbers below reflect the spending inputs without including the Vendor Leak calculation, and therefore represent the total economic activity that occurred on-site and within the region of the festival. The numbers also include the standard 1.5 Universal Multiplier.

New Money Model without Vendor Leak-The direct and indirect economic impact of Visitors and Visiting Vendors including the Tax Rate, without the Vendor Leak factor was **\$171,971**.

Overall Model without Vendor Leak-The direct and indirect economic impact of Visitors, Visiting Vendors, Locals, Festival Budget, and the Tax Rate, without the Vendor Leak factor was **\$1,417,482**.

Tax Dollars Generated

The following figures represent the sales tax money raised for both the San Antonio area and the State of Texas by the festival-goer's on-site* and regional* spending. Please note that the Vendor Leak calculation mentioned above does not reduce the tax dollars raised for the community, as all tax money spent on the festival grounds stays within the region and state regardless of where Visiting Vendors take their earnings. Although we are reporting these tax dollars separately, they are also added to the New Money and Overall models as inputs to economic impact.

Total Sales Tax Dollars Generated for the State of Texas- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the State of Texas (including the San Antonio area) based on a **8.125%** sales tax was **\$32,298**.

Total Sales Tax Dollars Generated for the San Antonio Area- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the San Antonio area based on a **1.88%** sales tax was **\$7,473**.

Spending Per Day

Visitors and Locals had different spending profiles during their stay at the festival. On average, on-site and within the region of the festival, Locals spent **\$26.78** per-day, and Visitors spent **\$61.10**. Please note that many off-site spending categories that applied to Visitors did not apply to Locals (see Page 7, Table 5). Additionally, Visitors often spent more days in the area than the number of days the Festival was held, which added to their overall spending impact.

Retained Local Impact

The Retained Local model* was designed to estimate the total number of local dollars that would have left the region had the festival not been held. This is calculated by determining the number

Section 1-Executive Summary

of Locals who indicated they would leave the area for another recreational event in the hypothetical absence of the festival, factored by the estimated dollar amount Locals would spend outside of the San Antonio area, and finally, by the number of days they would be gone.

Number of Locals that Would Have Left the Area- Approximately **955** locals at this year's "A Taste of New Orleans" festival indicated that if the festival had not been held, they would have left the San Antonio area to find other recreational opportunities.

Retained Local Impact Dollars- The estimated amount of money that would have left the San Antonio area had the "A Taste of New Orleans" festival not been held was **\$93,749**. For more information on the Retained Local model, see page 17.

Demographics

- The percentage of individuals who attended the festival in a group was **93%**.
- For those who came in a group, **17%** brought their children, **67%** came with friends or relatives over 18, **8%** came with children of friends, and **37%** came with a spouse.
- Among adults, the largest age group attending the event was **36-50**.
- **53%** of attendees were female, **47%** were male.
- The most common marital status among festival-goers* was **Married**.
- The most common level of education among festival-goers was **Some College**.
- The most common level of household income among festival-goers was **\$50,001-\$75,000**.
- The most common occupational category among festival-goers was **Government/Social Service**.
- Listed in order, the 5 most common zip codes were: **78245, 78109, 78240, 78244, 78216**.
- The estimated attendance of the festival including repeat daily visits was **12,000**. The total estimated number of individual attendees to the festival, including those who visited multiple times was **6,032**.
- The estimated attendance for Visitors who came from over 50 miles to attend the event including repeat daily visits was **1,357**. The total estimated number of individual Visitors including those who attended multiple days was **798**.
- **89%** of attendees were Locals, **11%** of attendees were Visitors.

Section 2 – Economic Impact/Spending

Economic Impact

1. The New Money Model

This model of economic impact calculates the: 1) spending of Visitors and Visiting Vendors, and 2) the input of the Tax Rate. It deducts the Vendor Leak from Visitor spending, then factors in a conservative 1.5 Universal Multiplier. *(See page 16 for a full explanation of the model.)*

Direct New Money Economic Impact **\$108,503**

Direct & Indirect New Money Economic Impact (including the 1.5 multiplier) **\$162,755**

2. The Overall Model

This model of economic impact calculates the: 1) spending of Visitors, Visiting Vendors, and Locals, and 2) the inputs of the Festival Budget and 3) the Tax Rate. It deducts the Vendor Leak from Visitor and Local spending, then factors in a conservative 1.5 Universal Multiplier. *(See page 16 for a full explanation of the model.)*

Direct Overall Economic Impact **\$885,298**

Direct & Indirect Overall Economic Impact (including the 1.5 multiplier) **\$1,327,947**

3. The Retained Local Model

This model of economic impact calculates the total amount of local money that would have left the area had it not been for the existence of the festival. It infers data from Visitor spending and applies it to Locals who reported they would have left the area for another recreational opportunity had the festival not occurred. *(See Page 13, Table 2, and Page 17 for a full explanation of the model.)*

Retained Local Economic Impact **\$93,749**

4. Sales Tax Generated by Festival Related Spending

The sales tax charge at the festival was **8.125%**, of which **1.88%** stays within the San Antonio area. We took the total of all Visitor, Vendor, and Local spending that occurred as a direct result of the festival, and applied these sales tax percentages to calculate the following figures. Sales tax is included in the New Money and Overall models, as it also contributes to the economic impact of the event.

Amount of total sales tax raised by the festival for the state of Texas- **\$32,298**

Amount of total sales tax raised by the festival that stays directly in the San Antonio area-
\$7,473

5. Calculation Breakdown for Economic Impact, Including New Money, Overall Models, and Retained Locals Models.

The following tables illustrate the contributing factors to the economic impact of the event.

New Money Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$110,896
Vendor's Spending	\$1,635
Local Taxes	\$2,116
Vendor Leak	\$6,144
Total after Leak	\$108,503
Multiplier	1.5
<i>Impact</i>	<i>\$162,755</i>

Overall Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$110,896
Vendor's Spending	\$1,635
Local's Spending	\$284,984
Taxes	\$7,473
Festival Budget	\$500,000
In-Kind Budget	\$40,000
Vendor Leak	\$59,690
Total After Leak	\$885,298
Multiplier	1.5
<i>Impact</i>	<i>\$1,327,947</i>

Retained Locals

<i>Factor</i>	<i>Totals</i>
\$ Per-Person, Per-Day	\$46.71
Days Locals Would Have Left the Area	2.10
Population that Would Have Left the Area	955
<i>Retained</i>	<i>\$93,749</i>

Note-Calculations in this report are presented after rounding. Therefore, it may often not be possible to precisely replicate the calculations within this report by hand.

Spending

1. Total Spending On-Site at the Festival, N=476

This table reports the money spent by Visitors and Locals at the festival as a: 1) per-person, per-day calculation, and 2) event on-site total.

	<i>Average of Spending Per Person – Per Day On-Site</i>	<i>Total For Event Spent On-Site</i>
Visitors	\$22.46	\$30,473
Locals	\$22.51	\$239,519
<i>Total On-Site Spending</i>		\$269,992

2. Total Spending in the Region of the Festival, N=476

This table reports the money spent by Visitors, Locals, and Vendors within the region of the event due to, but not within the festival as a: 1) per-person, per-day calculation, and 2) as a regional total. This table factors in an Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

	<i>Average of Spending Per Person – Per Day in Region</i>	<i>Total in Region</i>
Visitors	\$38.64	\$80,422
Locals	\$4.27	\$45,466
Vendors	\$46.71	\$1,635
<i>Total Spending in the Region</i>		\$127,523

3. Total Spent Per-Day, Per-Person at the Festival, N=476

Visitors- The average spent per-day, per-person; on-site and within the region of the festival was: **\$61.10**

Locals- The average spent per-day, per-person; on-site and within the region of the festival was: **\$26.78**

4. Itemized On-Site Spending at the Festival

This table reports the total itemized money spent directly at the festival for: 1) Locals, 2) Visitors, and 3) the total of both categories. Additional columns were included for per-person, per-day spending.

<i>Category</i>	<i>Locals N=420</i>	<i>Locals, Per- Person-Per day</i>	<i>Visitors N=56</i>	<i>Visitors, Per- Person-Per Day</i>	<i>Total N=476</i>
Food	\$220,413	\$20.71	\$28,834	\$21.25	\$249,247
Souvenirs/Other	\$19,106	\$1.80	\$1,639	\$1.21	\$20,745
Total	\$239,519	\$22.51	\$30,473	\$22.46	\$269,992

5. Itemized Regional Spending

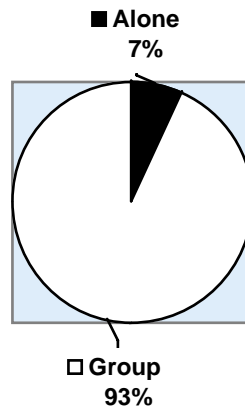
This table reports the total itemized money spent within the region of the event due to, but not within the festival as three spending categories, including: 1) Locals, 2) Visitors, and 3) a total of both categories. Additional columns were included for per-person, per-day spending. This table factors in the Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

<i>Category</i>	<i>Locals N=420</i>	<i>Locals, Per Person-Per Day</i>	<i>Visitors N=56</i>	<i>Visitors, Per Person-Per Day</i>	<i>Total N=476</i>
Parking	\$13,686	\$1.29	\$2,508	\$1.21	\$16,194
Transportation	\$2,690	\$0.25	\$309	\$0.15	\$2,999
Gasoline	\$25,631	\$2.41	\$11,476	\$5.51	\$37,107
Child Care	\$3,459	\$0.32	\$537	\$0.26	\$3,996
Motels	N/A		\$21,519	\$10.34	
Campgrounds	N/A		\$0	\$0.00	
Entertainment	N/A		\$2,787	\$1.34	
Restaurants	N/A		\$15,617	\$7.50	
Bars	N/A		\$13,496	\$6.48	
Clothing	N/A		\$6,380	\$3.07	
Arts/Crafts	N/A		\$1,911	\$0.92	
Personal Items	N/A		\$438	\$0.21	
Groceries	N/A		\$1,105	\$0.53	
Other	N/A		\$2,339	\$1.12	
Total	\$45,466	\$4.27	\$80,422	\$38.64	\$125,888

Section 3 – Demographics/General Information/Profile of Locals/Profile of Visitors

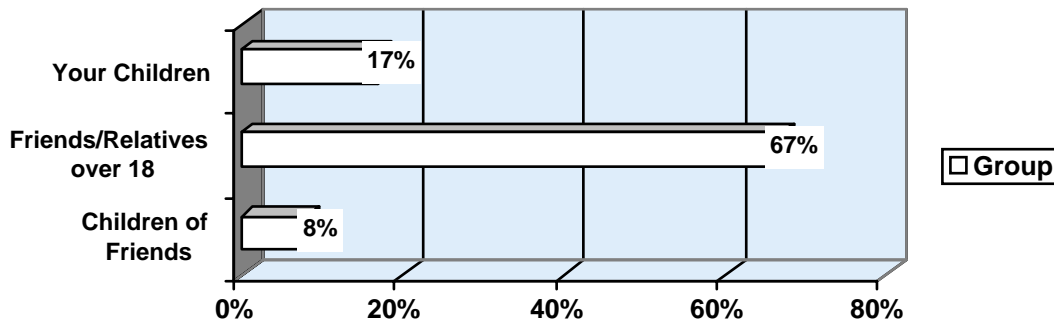
Demographics

1. Percentage of Individuals Who Attended in a Group, N=487

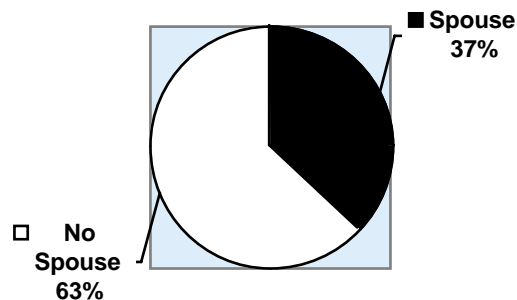


2. Group Composition, N=437

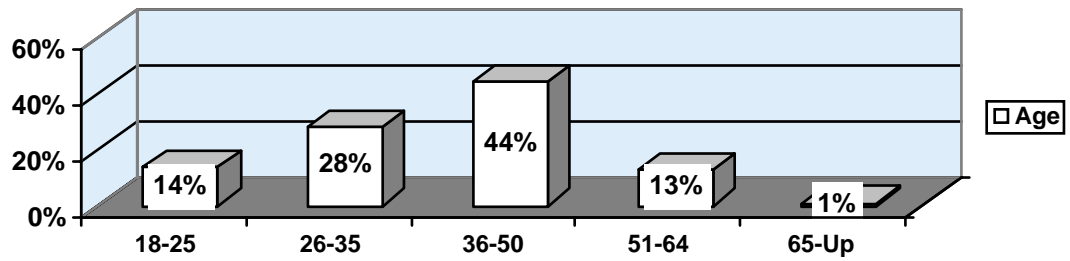
For those who came in a group, the following graph reports group composition for festival-goers.



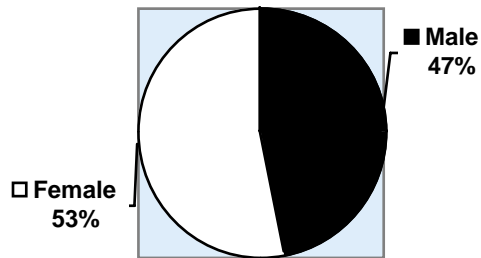
3. Percentage of Individuals Who Came to the Festival with a Spouse, N=437



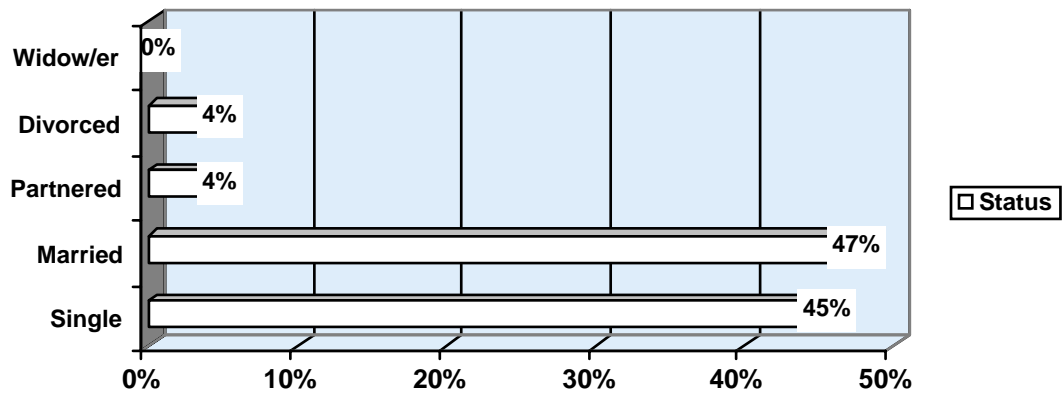
4. Age of Festival-Goers, N=475



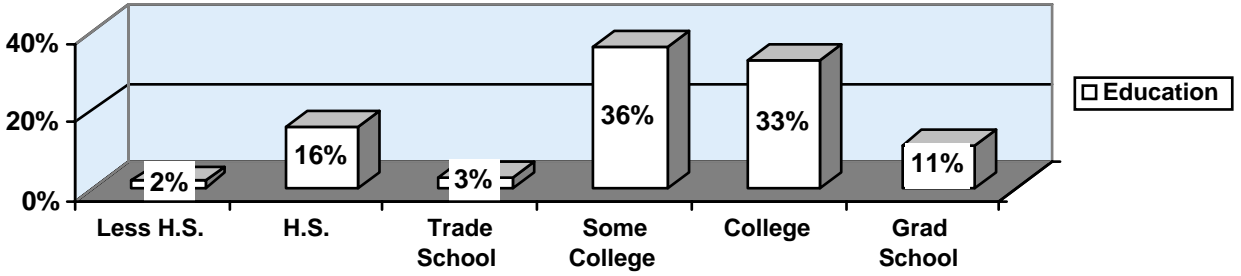
5. Gender of Festival-Goers, N=477



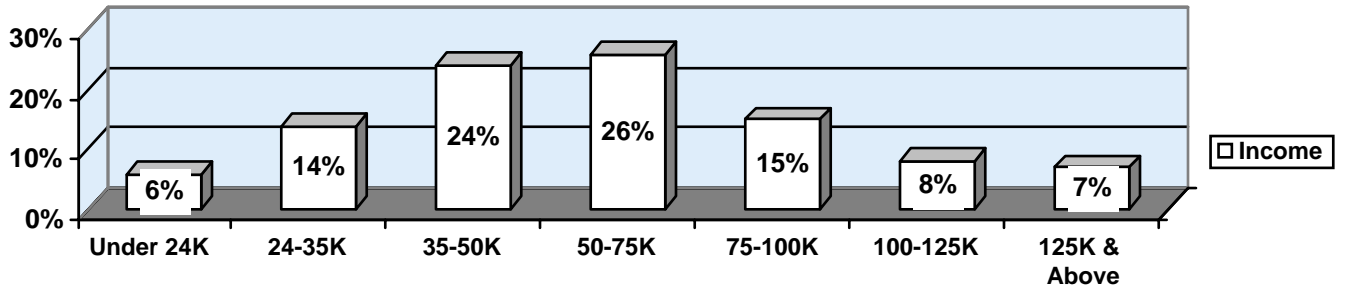
6. Marital Status of Festival-Goers, N=478



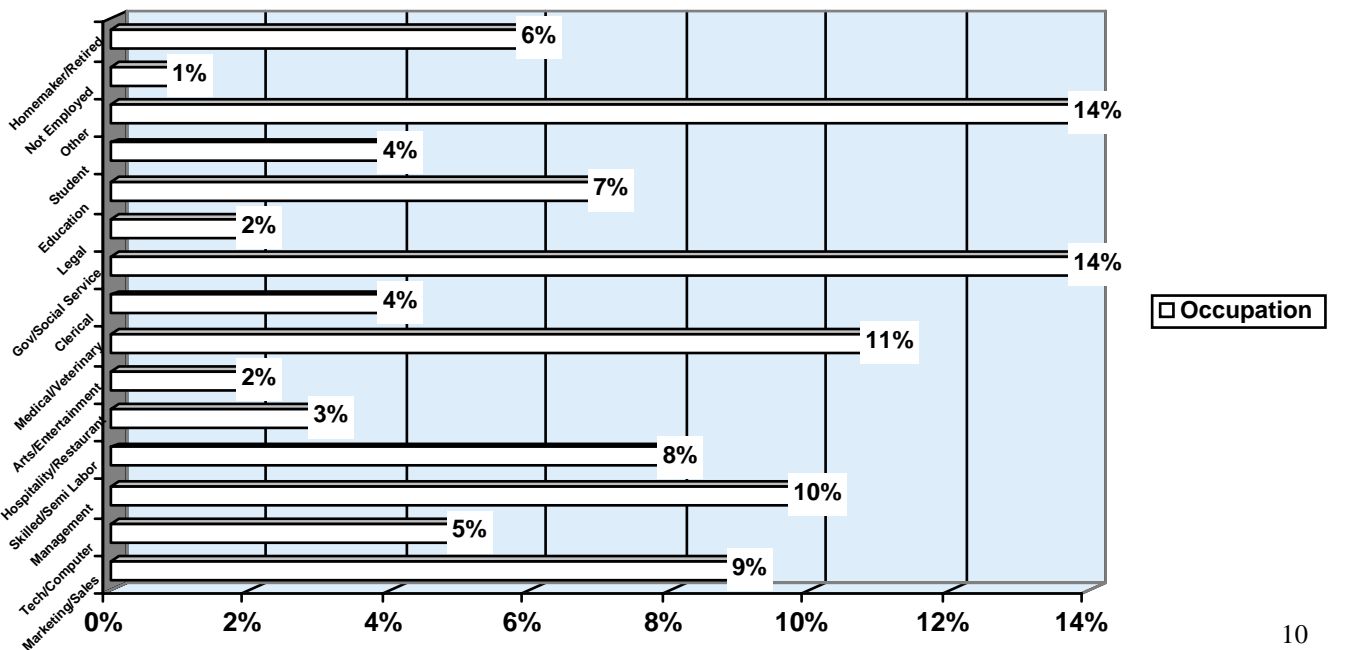
7. Level of Education of Festival-Goers, N=475



8. Income of Festival-Goers, N=465

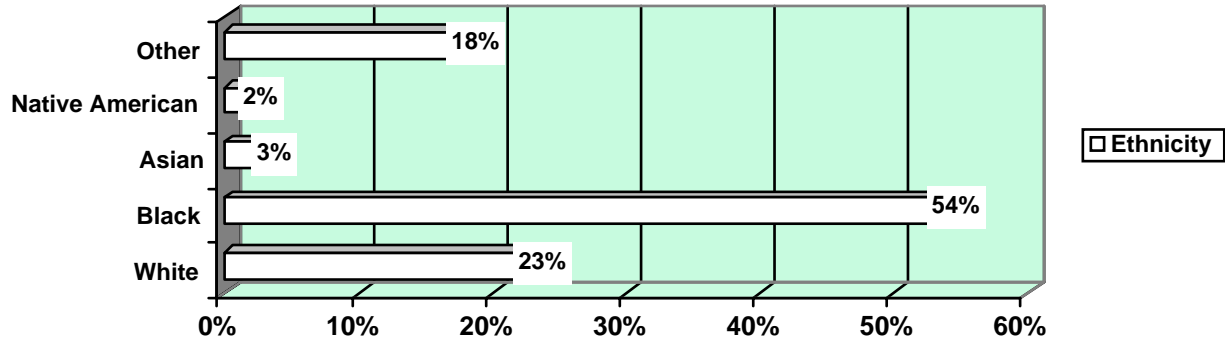


9. Occupation of Festival-Goers, N=474



General Information

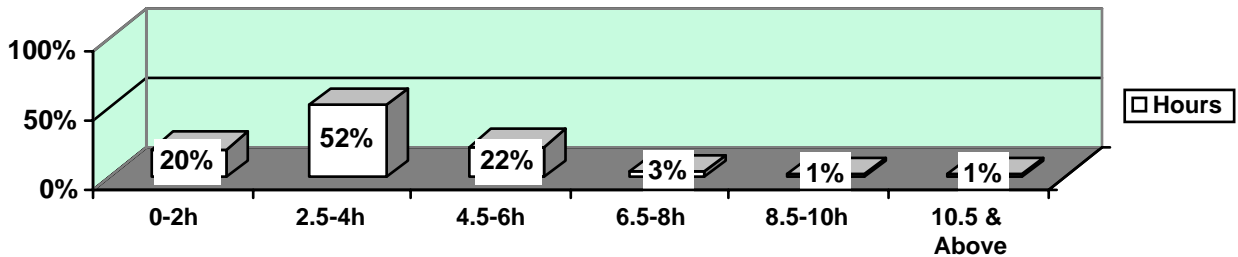
1. Ethnicity, N=375



1a. Do you consider yourself Hispanic? **61%** Yes, **39%** No

2. Hours at the Festival, N=475

The following graph reports the length of time festival-goers stayed at the festival per-day.

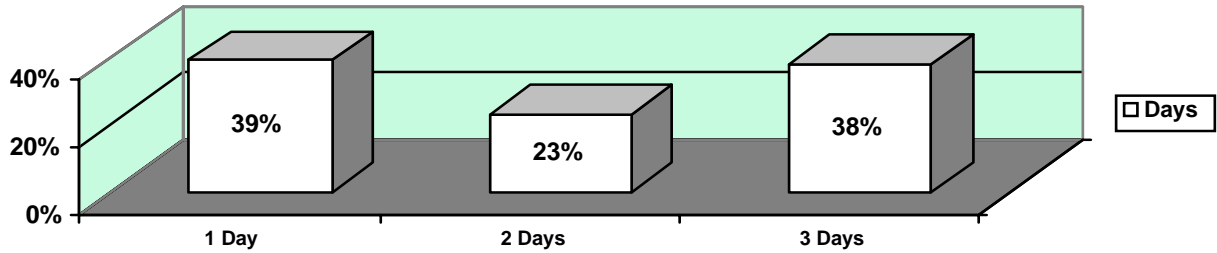


3. Average Number of Hours, N=475

3a. The average number of hours spent at the festival per-person, per-day was **3.94**

4. Days at the Festival, N=476

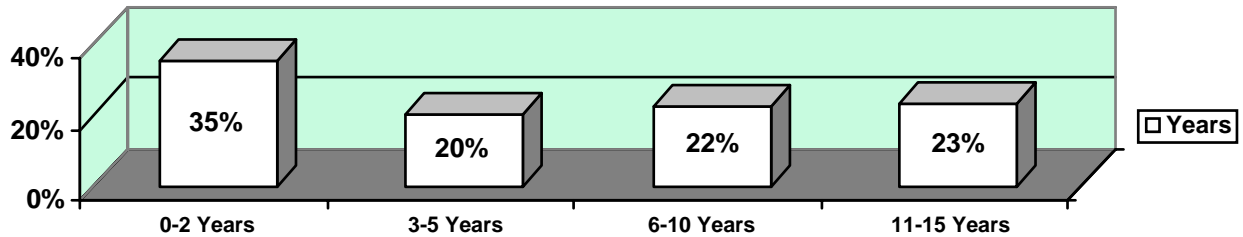
The following graph reports the number of days attendees spent at the festival.



4a. The average number of days spent at the festival was **1.99**

5. Years at the Festival, N=478

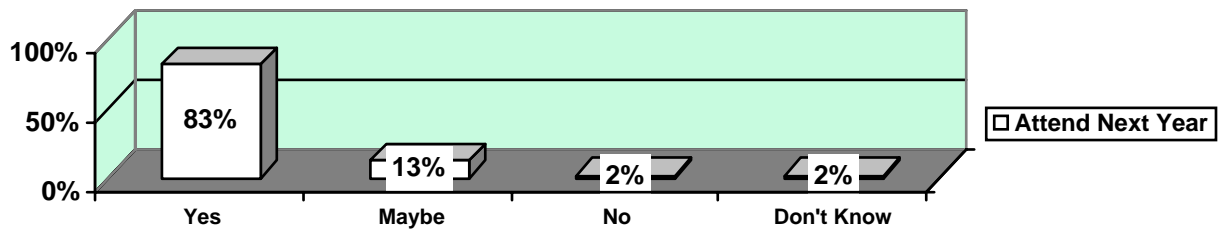
The following graph reports the number of years festival-goers had previously attended the festival.



5a. For those who have attended the festival in the past, the average number of years festival-goers attended the event was **7.50**

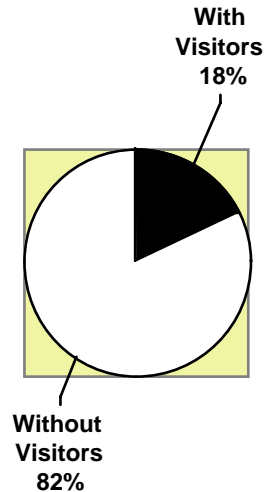
5b. The percentage of first time festival-goers was **14%**

6. Will Attend Next Year, N=466



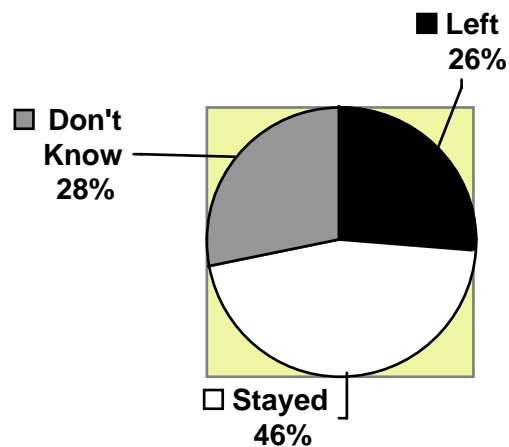
Profile of Locals - 89% of the Overall Sample

1. Locals Attending with Out of Town Visitors, N=410



2. The Percentage of Local Festival Attendees Who Indicated They Would Have Left the Area for Another Entertainment Opportunity had the Festival Not Been Held, N=348

Note- this calculation is a key variable for determining the “Retained Local” model. (See pages 17 for a full explanation of this model.)



3. Average Number of Days These Departing Locals Would Have Left the Area, N=69

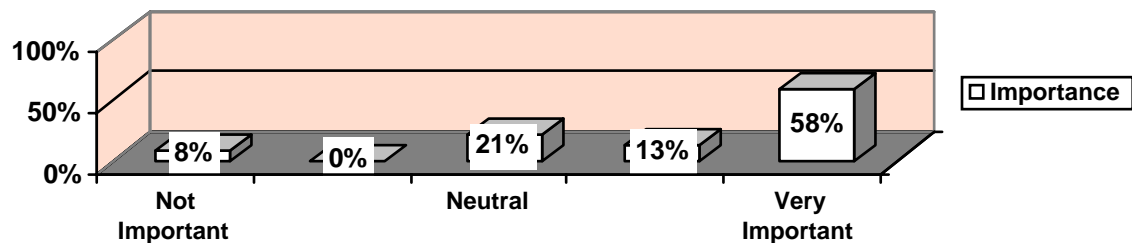
Average number of days=2.10

Note-To maintain a conservative calculation of the Retained Local model, the highest number of days departed we allow into our model is 3.00.

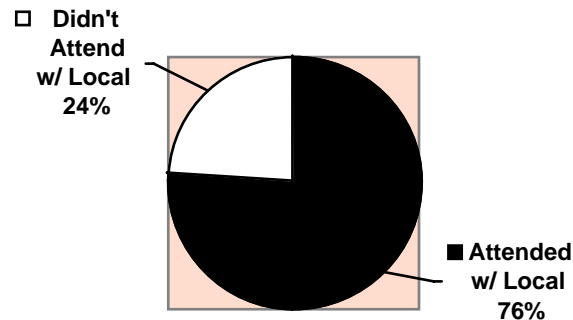
Profile of Visitors- 11% of the Overall Sample

1. Importance of the Festival, N=52

The following graph reports how important a determinant the “A Taste of New Orleans” festival was for Visitors making their decision to come to the San Antonio area. These numbers determine the “Importance Factor” which modifies Visitor spending within the region.



2. Percentage of Visitors Who Attended the Festival with Local Residents, N=55



3. Stayed with Friends, N=30

The percentage of Visitors who stayed with friends from the San Antonio area was **60%**

4. Number of Nights That Visitors Stayed in the Area, N=46

The average number of days that Visitors stayed in the area was **2.61**

Section 4 – Research Questions, and The Models

Research Questions

The goal of this BHE study is to develop reliable economic impact and demographic data for a variety of festivals. To achieve a clear understanding of the festival environment in context to this study, we address four primary research questions* regarding both demographics and economic impact. Research questions are simply questions that guide the development and direction of a research project so that accurate and useful information will be revealed about the environment studied.

The following are the research questions that framed this project.

Research Question 1

What is the demographic profile of the Festival-goers?

Research Question 2

What is the “New Money” economic impact of the festival, which includes only the spending of Visitors and Visiting Vendors?

Research Question 3

What is the “Overall” economic impact of the festival; including all Locals and Visitors, Vendors, and the Festival Budget?

Research Question 4

What is the “Retained Local” impact of the festival, which measures how much local money stayed within the area due to the existence of the festival?

Models

Calculation and reporting of demographic variables for Research Question 1 did not require the development of models examining variable interaction. Therefore, the results of Research Question 1 were simply reported as graphs in *Section 3* of this report. However, for Research Questions 2, 3, and 4, three separate models were developed to determine the economic impact the festival has upon the San Antonio economy. These models include the: 1) New Money model that profiles the spending of Visitors to the area, 2) the Overall model that profiles all possible spending related to the festival, and 3) the Retained Locals model that estimates the amount of local money that would have left the area had the festival not been held. These models allowed us to design the theoretical basis of the study, and to develop a survey that derives accurate economic impact figures.

A graphical representation of these models is provided on page 18. The three models defined above utilize different combinations of festival related spending from four distinct populations; including: 1) Locals, 2) Visitors, 3) Vendors, and 4) the Festival Budget. Because each of the three models are based on different theoretical standards, these models provide different economic impacts. However, all models are generated from the same data set that was collected in the post-festival and on-site survey*. To fully illuminate the elements of each model, the following descriptions are provided below.

Model 1. New Money

This model represents only the money spent by Visitors and Visiting Vendors in the local economy of the festival. The usefulness of this model is that it allows us to focus on the money that was spent specifically by visitors to the area.

Elements of the New Money Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site* and Regional*)*
- *Importance Factor*

From post-festival* survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*

From BHE

- *Universal Multiplier*

Model 2. The Overall Model

This model represents the overall spending in the local economy that can be attributed to the festival by Locals, Visitors, Vendors, and the Festival Budget. Although the Locals do not bring money into the community from outside regions as Visitors do, it is valuable to include their spending as it has the effect of initiating economic activity within the local economy. Examined in this way, a festival's contribution to a local economy is comparable to a local business that both draws money from and contributes to its community. To consider only the tourist dollar in terms of economic impact would greatly underestimate the complete financial benefits of festivals and similar events. In addition, we recognize that without festivals, a significant amount of money would leave the area due to locals seeking an alternative venue for entertainment in other regions (See *Model 3*).

We have determined that the usefulness of the Overall Model is that it allows us to measure the amount of money that the festival circulates through the local economy from every source that the festival draws financial impact from.

Elements of the Overall Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site and Regional)*
- *Importance Factor*
- *Local Spending (On-Site* and Regional*)*

From post-festival survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*
- *Festival Budget*

From BHE

- *Universal Multiplier*

Model 3. Retained Local Model

The Retained Local Model focuses on money that would have left the area if the festival had not been held. Retention models are not yet an economic impact standard, which is in part why the resulting amount was not added to the Overall Model. Therefore, the most effective presentation of this model would be as a compliment to the other two models. The Retained Local Model allows us to see how festivals and other events contribute to the local economy by encouraging their residents to stay and spend recreation dollars within the area. Because much of this model is based on estimated and inferred figures, it should be viewed more cautiously than other models provided in this report.

There were three main elements of the Retained Local model. First, we estimated the group size of these departing Locals at 955 individuals. Next, we calculated the number of days that Locals estimated they would have left. Then we utilized an application of Visitor spending to estimate how much departing Locals would have spent outside of the area. In this study Locals indicated they would have left the San Antonio area for 2.10 days. Finally, we multiplied these three elements to arrive at the Retained Local calculation.

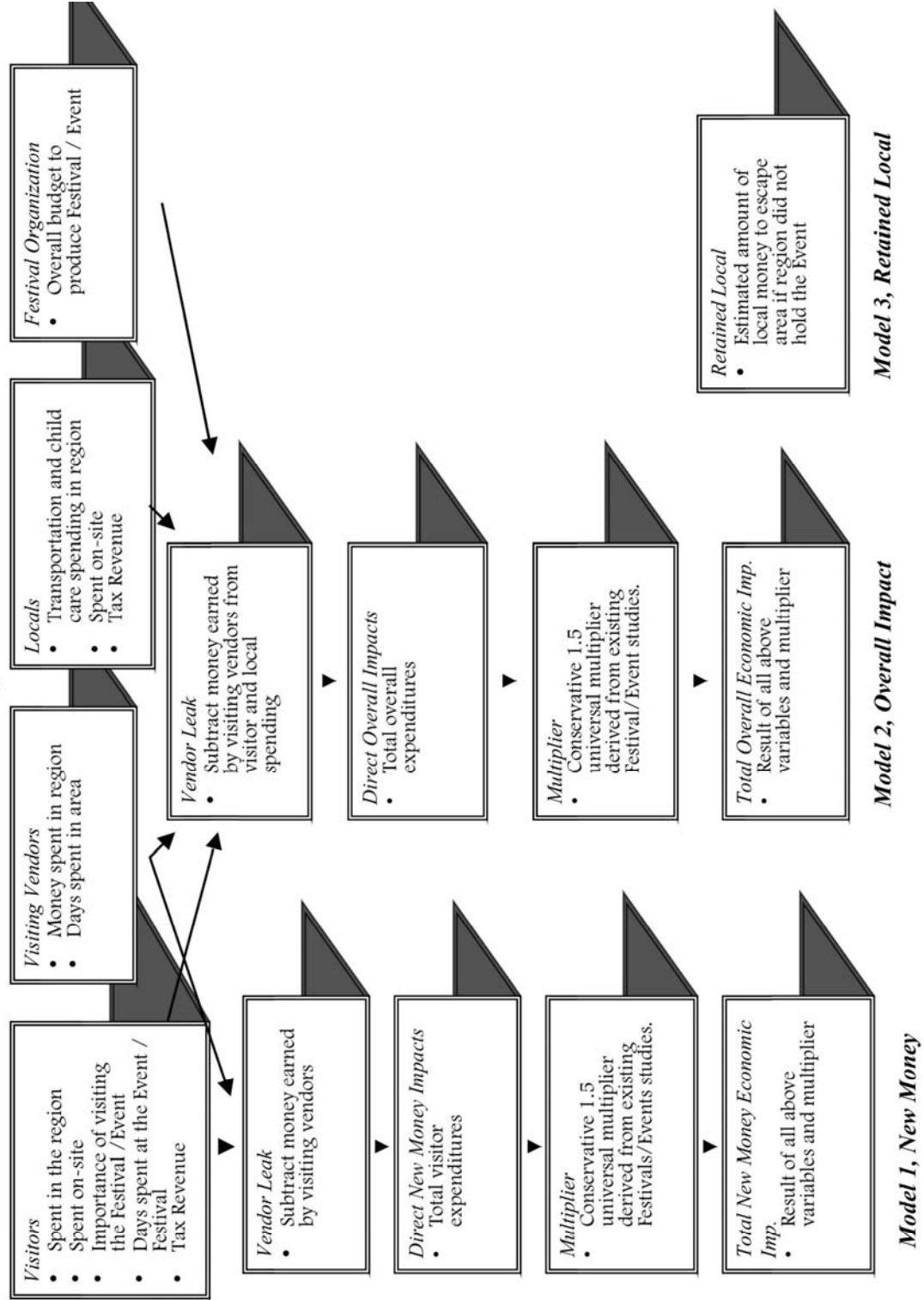
Elements of the Retained Local Model

- *A conservative estimation of how many Locals would have left the area had the “A Taste of New Orleans” festival not been held.*
- *An estimation as to how long Locals would have left the area without the existence of the festival.*
- *Estimated Local spending outside of the area based upon the Visitor’s local region spending.*

The Graphic Model

The following comprehensive graphic model outlines the relationships between the variables that are defined by the three economic impacts models mentioned above.

**BHE Impact Study-New Money, Overall, and Retained Local
Economic Impact Models**



Section 5 – Methodology

Development of the On-Site Instrument

Based upon the requirements of the three models developed for this study, a survey was created to provide the necessary data to establish economic impact and demographic information outlined in this report. The two phases involved in the development of the survey were the: 1) writing of the instrument*, and 2) pilot study*. Sections of the on-site survey include: 1) festival demographic and general information questions, and 2) festival spending questions that were used to derive economic impact figures. Staff members of BHE and the researcher conducted the pilot study of the survey with 20 individuals who were from the general public and event community.

Selection of The Subjects

Subjects interviewed in this study were individuals 18 years of age and older attending the “A Taste of New Orleans” festival. A systematic sampling method* was utilized to administer 487 on-site surveys to festival attendees as they entered the festival grounds. Systematic sampling refers to a method where interviewers approach festival attendees on a regular interval to eliminate a selection bias. Volunteers who were trained by the On-Site Survey Manager acted as the interviewers and were strategically positioned at the not provided main entrances of the festival. The “A Taste of New Orleans” festival was held from April 20th to April 22nd; and the study was conducted from 4 PM to 11 PM on the 20th, noon to 11 PM on the 21st, and noon to 10 PM on the 22nd. Based on daily attendance estimates, surveying was conducted proportionally per-day to obtain as representative a sample* as possible. The overall response rate to the survey was 99%.

During the administration of the survey, volunteers were available to answer any questions and provide assistance to the chosen respondents. The survey took approximately ten minutes to complete.

Development of The Post-Festival Instrument

In order to calculate the economic impact figures, the festival management was required to provide BHE responses to a post-event survey that included: 1) the festival attendance, 2) information about vendors, 3) regional tax figures, and 4) the festival budget.

Attendance and Sample Populations

Because many festival-goers attend events for more than one day, BHE has developed a system to determine the proper number of surveys to distribute at the festival. Management of the “A Taste of New Orleans” festival estimated the total attendance to be 18,000. Given the expectation of repeat visitation, the investigator chose to estimate the *actual* number of festival-goers attending during the event at 10,800, anticipating that approximately 40% of festival-goers are repeat attendees. Then, adopting a 95% confidence level*, plus or minus 5%, the total number of

completed questionnaires required for this study was $N^*=384$. As a safety barrier, an additional 103 surveys were distributed at the festival, totaling $N=487$.

Limitations* of the Study

1. On-site spending in this study is asked as an estimate of daily spending as the festival-goers enter the grounds. Having festival-goers report estimated spending is less accurate than utilizing actual spending figures, but it is a common convention in festival research due to the difficulty of conducting post-event surveys.
2. Attendees estimated spending on-site in three categories: Food, Arts/Crafts, and Souvenir/Other. The management of “A Taste of New Orleans” indicated that there were no Arts/Crafts booths on-site. Because we knew that attendees had money on-hand estimated to spend on Arts/Crafts, we conservatively (depending on group size and other reported spending) added this estimated spending to the Food category, as the nature of the event was primarily food based.
3. A Universal Multiplier is used to calculate the Overall Economic Impact model as well as the New Money model. There is often variance between regions and their appropriate multipliers. If you know what your regional tourism multiplier is, contact BHE and we will utilize it. Universal Multipliers are common convention in festival research, and we have averaged many existing multipliers and set ours to calculate economic impact conservatively.
4. Because there are multiple methodologies in obtaining attendance figures for non-gated events, the accuracy of the economic impact reported is directly related to the accuracy of the attendance estimate provided.
5. To calculate Vendor spending, we infer spending data from typical Visitor spending, assuming that Vendors have the same spending patterns during their visit as the festival Visitors. The steps used to generate these spending estimates are commonly used within the industry, and are executed in the most conservative way possible.
6. When executed correctly, the overall results of the data generated by this program are accurate at the 95% confidence level, a standard in festival and event research. When establishing spending patterns between Locals and Visitors, however, it is possible that the group N for each sub-group when calculated separately will no longer reflect the standard 95% confidence level.
7. The model for Retained Locals estimates the amount of local money that would leak from the region specifically due to Local festival-goers leaving the area without the event to keep them home. The results should be evaluated in the most conservative framework possible due to the elements of this model that are based on estimated and inferred figures.
8. The accuracy of this study is dependent upon the quality of the data obtained on-site at the event and submitted to BHE.

Scope of the Study

1. Many economic impact studies provide the amount of tax revenue, jobs, and wages that their event is responsible for generating. It is beyond the scope of this study to provide those figures. However, after generating the impact figures, the results provided by the BHE will be sufficient to utilize with formulas should the festivals have access to them. Such information is typically generated with multipliers that are specific to the region. BHE may in the future be contracted to provide this information.

Section 6 – Glossary of Terms/Survey

(Note- Page numbers are included to reference the first appearance of each term in the text)

Glossary

Confidence Level- The chance of accuracy reported as a percentage that our survey represents the overall population of the event. In this survey, our confidence level is 95%. We are 95% confident that information from our report accurately represents the overall population of the event, with a margin or error of plus or minus 5%. *Page 19.*

Demographics- Expressed as graphs, key characteristics that define the types of individuals who attend the festival. *Page 1.*

Direct New Money Impacts- The total of all Visitor expenditures, including regional and on-site spending. *Page 1.*

Direct Overall Impacts- The total of all festival related expenditures, including Visitor, Visiting Vendor, Local, and Festival Budget expenditures. *Page 1.*

Economic Impact- The money that is brought into or circulates through the economy due to a festival or special event. *Page 1.*

Festival Budget- The total amount of money that the festival management contributes to the creation of the festival. This figure is used in the Overall Impact model as a source of relevant money contributing towards the economic impact. *Page 1.*

Festival-Goer- Any Local or Visitor attending the festival that is not involved with the organization or involved as a participant. *Page 1.*

Importance Factor- A way to economically weigh the determining factors of a visit to the region of the festival for Visitors. If Visitors rate that they attended the area for reasons other than the festival, the economic impact of their visit that is allotted to the festival will be reduced. Likewise, if the festival is the primary reason for their visit to the area, their regional spending will in a greater proportion be allotted to the festival's economic impact. *Page 6.*

Indirect New Money Impacts- The total of all Visitor expenditures including regional and on-site spending, factored by a set Universal Multiplier. *Page 1.*

Indirect Overall Impacts- The total of all festival related expenditures including Visitor, Visiting Vendor, Local, and Festival Budget expenditures, factored by a set Universal Multiplier. *Page 1.*

Instrument- The on-site survey or questionnaire. *Page 19*

Limitations- Elements of the study that cannot be executed at a higher level due to cost restrictions relating to a festival environment. *Page 20.*

Locals- Festival-goers who live within the local area of the festival. *Page 1.*

Local On-Site Spending- Spending by Local festival-goers directly at the festival, that in this study is measured by food expenditures, souvenirs, etc. *Page 17.*

Local's Regional Spending- Spending by Locals within the region of the festival, but not directly at the festival. In this study it is measured by transportation and child care expenditures (spending that is pre-determined by BHE to be specifically related to festival activities). *Page 17.*

N- The number of respondents who answer to a specific question or set of questions from the survey. *Page 19.*

New Money Model- A model of economic impact that calculates how much money has been brought into the area from Visitors and Visiting Vendors specifically because of the festival. *Page 1.*

On-Site Spending- Spending by Visitors and Locals directly on-site at the festival. Does not include spending within the region, such as hotels, etc. *Page 2.*

On-Site Survey- The survey conducted on the festival grounds that generates data about festival-goers. *Page 16.*

Overall Impact Model- A model of economic impact that calculates how much money has been brought into and has circulated through the area from Visitors, Visiting Vendors, Locals, the Festival Budget, and taxes- specifically because of the festival. *Page 1.*

Pilot Study- A review of a final draft of a survey by members of the public, and individuals who work within the festival industry. *Page 19.*

Post-Festival Survey- A survey completed by the festival management providing valuable information that allows economic impact figures to be calculated. *Page 16.*

Regional Spending- Spending by Visitors and Locals only within the region of the event. Does not include spending at the festival, such as food booths, vendor booths, etc. *Page 16.*

Research Questions- A formal question developed to address a problem posed in a research project. *Page 15.*

Retained Local Model- A model of economic impact that calculates how much money would leave the area of the event should the festival not be held. *Page 2.*

Sample- The number of festival-goers required to statistically represent the entire population of the festival. *Page 19.*

Systematic Sampling Method- A way to insure that the selection process of festival-goers for the survey is executed randomly. Potential respondents are approached based upon a pre-set interval that stays constant throughout the process of interviewing. *Page 19.*

Tax Rate- Tax revenue generated from spending on-site and within the region of the event. *Page 1.*

Universal Multiplier- A fixed calculation that expands economic impact figures to take into account how the impact circulates through many tiers of a local economy. *Page 1.*

Vendor Leak- The amount of money that leaves the local area due to the Visiting Vendors. These vendors earn money from festival-goers, then quickly return to homes away from the area of the festival, taking with them the money earned from the festival-goers. *Page 2.*

Visitors- Festival-goers who come from farther than 50 miles to the event. *Page 1.*

Visitor On-Site Spending- Spending by visiting festival-goers directly on the grounds of the festival. In this study it is measured by spending for food, souvenirs, etc. *Page 16.*

Visitor Regional Spending- Spending by Visitors within the region of the festival, but not directly at the festival. It is measured in this study by hotel, restaurant, and entertainment expenditures, etc. *Page 16.*

Visiting Vendors- Vendors who are from outside of the area of the festival who sell their foods or goods. Coupled with the Vendor Leak formula, Visiting Vendors both contribute towards economic impact in the form of regional spending (vendors are tourists as well), and against economic impact in the form of Vendor Leak (the money that they take away from the area generated by their on-site earnings). *Page 1.*

**A TASTE OF NEW ORLEANS - FIESTA SAN ANTONIO
& BIRCHHILL ENTERPRISES
FESTIVAL VISITOR SURVEY**

1. INCLUDING YOURSELF, HOW MANY PEOPLE ARE IN YOUR GROUP TODAY? _____⁽¹⁾

1A. YOUR GROUP INCLUDES: **CHECK ALL THAT APPLY**

- YOUR CHILD(REN)⁽²⁾
- FRIENDS/RELATIVES 18 YEARS OR OLDER⁽³⁾
- CHILD(REN) OF FRIENDS/RELATIVES⁽⁴⁾
- SPOUSE/PARTNER⁽⁵⁾

2. DO YOU CONSIDER YOURSELF: WHITE BLACK ASIAN NATIVE AMERICAN OTHER ⁽⁶⁾
DO YOU CONSIDER YOURSELF HISPANIC? ___ YES ___ NO

3. YOU LIVE HOW MANY MILES FROM THE FESTIVAL GROUNDS? **ONE AND CONTINUE TO BOX DIRECTLY BELOW**

WITHIN 50 MILES FROM THE FESTIVAL



A. IF THE FESTIVAL DID NOT HAPPEN, WOULD YOU HAVE LEFT THE AREA FOR OTHER ENTERTAINMENT?

YES NO DON'T KNOW⁽⁸⁾

B. IF YOU LEFT FOR OTHER ENTERTAINMENT, HOW LONG WOULD YOU HAVE BEEN GONE? _____ DAYS.
⁽⁹⁾

FARTHER THAN 50 MILES FROM THE FESTIVAL⁽⁷⁾



A. HOW IMPORTANT WAS THE FESTIVAL IN YOUR DECISION TO COME TO THIS AREA?

NOT IMPORTANT NEUTRAL VERY IMPORTANT⁽¹⁰⁾

B. HOW MANY NIGHTS WILL YOU STAY IN THIS AREA?
_____ INDICATE "0" IF NOT STAYING OVERNIGHT⁽¹¹⁾

4. ARE YOU ATTENDING WITH FRIENDS/FAMILY WHO LIVE 50 MILES OR FARTHER FROM YOU? YES NO⁽¹²⁾

5. HOW MANY HOURS DO YOU PLAN ON SPENDING AT THE FESTIVAL TODAY? _____⁽¹³⁾

6. HOW MANY TOTAL DAYS DO YOU PLAN TO ATTEND THE FESTIVAL THIS YEAR? _____⁽¹⁴⁾

7. HOW MANY YEARS HAVE YOU ATTENDED THE FESTIVAL? _____⁽¹⁵⁾ PLEASE INDICATE "0" IF YOU'VE NEVER ATTENDED.

8. WILL YOU ATTEND THE FESTIVAL NEXT YEAR? YES MAYBE NO DON'T KNOW⁽¹⁶⁾

9. WHERE DO YOU RESIDE? ZIP/POSTAL CODE _____⁽¹⁷⁾

10. YOUR AGE? 18-25 26-35 36-50 51-64 65 AND ABOVE⁽¹⁸⁾

11. YOUR GENDER? MALE FEMALE⁽¹⁹⁾

12. YOUR MARITAL STATUS? **ONE** SINGLE MARRIED PARTNERED DIVORCED WIDOW/ER⁽²⁰⁾

PLEASE TURN TO THE BACK SIDE!

NOTE- THE FOLLOWING QUESTIONS HELP TO DETERMINE THE ECONOMIC IMPACT OF THE FESTIVAL. ROUND ALL DOLLAR AMOUNTS IF IT IS HELPFUL WITH YOUR ESTIMATES.

- 13. HOW MUCH MONEY DID YOUR GROUP SPEND WITHIN 24 HOURS IN PREPARING TO ATTEND THE FESTIVAL? PLEASE ESTIMATE, EVEN IF IT IS JUST A FEW DOLLARS.**

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ PARKING **INCLUDING FESTIVAL PARKING**⁽²¹⁾
- \$ _____ PUBLIC TRANSPORTATION **INCLUDING BUS, CAB, RENTAL CAR, ETC.**⁽²²⁾
- \$ _____ GASOLINE, REPAIRS, ETC. **INCLUDING DRIVE TO FESTIVAL**⁽²³⁾
- \$ _____ CHILD CARE⁽²⁴⁾

➔ IF YOU LIVE **WITHIN 50 MILES** FROM THE FESTIVAL, PLEASE SKIP TO QUESTION 15.
IF YOU LIVE **FARTHER THAN 50 MILES** FROM THE FESTIVAL, PLEASE ANSWER THE QUESTIONS IN THE BOX BELOW, THEN CONTINUE WITH THE SURVEY.

- 14. HOW MUCH MONEY HAS YOUR ENTIRE GROUP SPENT WITHIN 24 HOURS OUTSIDE OF THE FESTIVAL GROUNDS? IF YOU DON'T REMEMBER EXACT AMOUNTS, ESTIMATES WILL BE HELPFUL.**

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ MOTELS/HOTELS/BED AND BREAKFAST **COST FOR ONE NIGHT**⁽²⁵⁾
- \$ _____ CAMPGROUNDS **COST FOR ONE NIGHT**⁽²⁶⁾
- \$ _____ NON-FESTIVAL ENTERTAINMENT **MOVIES, SPORTS, ETC.**⁽²⁷⁾
- \$ _____ RESTAURANTS **NOT AT THE FESTIVAL**⁽²⁸⁾
- \$ _____ BARS AND CLUBS **NOT AT THE FESTIVAL**⁽²⁹⁾
- \$ _____ CLOTHING **NOT PURCHASED AT THE FESTIVAL**⁽³⁰⁾
- \$ _____ ARTS OR CRAFTS **NOT PURCHASED AT THE FESTIVAL**⁽³¹⁾
- \$ _____ PERSONAL ITEMS **POSTCARDS, PHOTO SUPPLIES, ETC. NOT PURCHASED AT THE FESTIVAL**⁽³²⁾
- \$ _____ GROCERIES **NOT PURCHASED AT THE FESTIVAL**⁽³³⁾
- \$ _____ OTHER NON-FESTIVAL EXPENSES⁽³⁴⁾
- YES NO STAYED WITH FRIENDS/RELATIVES AT HOUSE/APARTMENT/CONDO⁽³⁵⁾

- 15. NOT INCLUDING ADMISSION, AT THE FESTIVAL HOW MUCH DO YOU ESTIMATE YOU'LL SPEND AS A GROUP TODAY?**

- \$ _____ FOOD AND BEVERAGES? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁶⁾
- \$ _____ ARTS AND CRAFTS? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁷⁾
- \$ _____ SOUVENIRS/OTHER **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁸⁾

- 16. WHAT IS YOUR HIGHEST LEVEL OF EDUCATION? ✓CHECK ONE ONLY**

- LESS THAN HIGH SCHOOL GRADUATE⁽¹⁾ TRADE/VOCATIONAL SCHOOL⁽³⁾ COLLEGE GRADUATE⁽⁵⁾
- HIGH SCHOOL GRADUATE⁽²⁾ SOME COLLEGE⁽⁴⁾ GRADUATE SCHOOL^{(6)/(39)}

- 17. WHAT CATEGORY BEST DESCRIBES YOUR OCCUPATION? ✓CHECK ONE ONLY**

- MARKETING/SALES⁽¹⁾ ARTS/ENTERTAINMENT⁽⁶⁾ EDUCATION⁽¹¹⁾
- TECHNICAL/COMPUTER⁽²⁾ MEDICAL/VETERINARY⁽⁷⁾ STUDENT⁽¹²⁾
- MANAGEMENT⁽³⁾ CLERICAL⁽⁸⁾ OTHER⁽¹³⁾
- SKILLED/SEMI SKILLED LABOR⁽⁴⁾ GOVERNMENT/SOCIAL SERVICE⁽⁹⁾ NOT EMPLOYED⁽¹⁴⁾
- HOSPITALITY/RESTAURANT⁽⁵⁾ LEGAL⁽¹⁰⁾ HOMEMAKER/RETIRED^{(15)/(40)}

- 18. WHAT IS YOUR TOTAL HOUSEHOLD INCOME? ✓CHECK ONE ONLY**

- UNDER \$24,000⁽¹⁾ \$50,001-\$75,000⁽⁴⁾ \$100,001-\$125,000⁽⁶⁾
- \$24,001-\$35,000⁽²⁾ \$75,001-\$100,000⁽⁵⁾ \$125,001 AND ABOVE^{(7)/(41)}
- \$35,001-\$50,000⁽³⁾

TIME: (10-2) (2-4) (4-8) INTERVIEWER _____ SURVEY NO: _____ REVISED: 03/20/2007

BIRCHHILL ENTERPRISES

**Economic Impact of
Fiestas Fantasias at Market
Square**

**April 20th to 29th, 2007
San Antonio, Texas**

Project Manager:

Scott Nagel, CFEE

President

Birchhill Enterprises

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Fiestas Fantasias at Market Square

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Section 1 – Executive Summary

Fiesta San Antonio includes more than 100 events staged in San Antonio and beyond over 10 days each April. Fiestas Fantasías at Market Square hosts hundreds of thousands of residents and visitors throughout the festival. The event offers live entertainment from five stages, including the best Tejano and Conjunto music, Latin Jazz and country-western. More than 30 food booths serve up spicy Mexican cuisine, Cajun shrimp, hamburgers, fresh fruit drinks, funnel cakes and more. All that plus a unique shopping experience makes an enjoyable celebration for the entire family.

This study was conducted by Birchhill Enterprises (BHE) to reveal an accurate demographic* and economic impact* profile of the “Fiestas Fantasías at Market Square” festival. The findings of this report are organized so that event management can easily develop more informed marketing, development, and fundraising strategies. *Section 1* summarizes the findings of the study. *Section 2* details festival-goer’s* spending and the event’s economic impact. *Section 3* illustrates the demographics of the festival-goers. *Sections 4, 5, and 6* outline the procedural aspects of the study.

How the Study was Conducted

BHE provided a pre-festival survey to the management of the “Fiestas Fantasías at Market Square” festival to establish basic facts about the event including: 1) estimated attendance, 2) a profile of vendors, 3) how people enter the festival grounds, 4) the number of days of the event, and other pertinent information. BHE then sent the required number of surveys to the event so a statistically sound representation of the festival attendees could be obtained. Additionally, BHE provided training materials for the staff and volunteers to establish an accurate and consistent methodology for on-site sampling of festival-goers. As instructed by these materials, the festival management assigned a survey manager to the project to insure the process of completing surveys was done properly.

Economic Impacts

In this study, we measured economic impact with two primary models: 1) The *New Money** Model measured the impact of only Visitor related spending, and 2) The *Overall Impact** Model measured the impact of both Local and Visitor spending.

New Money Model- The direct* economic impact of Visitors* and Visiting Vendors* who came from over 50 miles from the event, including the Tax Rate*, was **\$45,295,617**. Factored with an industry established 1.5 Universal Multiplier*, the direct and indirect* *New Money* impact was **\$67,943,426**.

Overall Model- The direct* economic impact of Visitors, Visiting Vendors, Locals*, Festival Budget*, and Tax Rate was **\$57,791,148**. Factored with an industry established 1.5 Universal Multiplier, the direct and indirect* *Overall* impact* was **\$86,686,722**.

See page 21 for a glossary of terms. All terms and titles used in the models will be highlighted with a “” for their first time in use. The following terms will be capitalized whenever their use is specifically intended to represent key elements of the models: Visitors, Locals, Visiting Vendors, Festival Budget, Importance Factor, Vendor Leak, Universal Multiplier, and Tax Rate.*

Section 1-Executive Summary

Total Dollars Generated

The economic impact figures reported on the previous page take into account a Vendor Leak* factor that has the effect of reducing impact totals. After the event, festival Vendors who live outside of the area return home, *leaking* a portion of the money spent by festival attendees at the event. The numbers below reflect the spending inputs without including the Vendor Leak calculation, and therefore represent the total economic activity that occurred on-site and within the region of the festival. The numbers also include the standard 1.5 Universal Multiplier.

New Money Model without Vendor Leak-The direct and indirect economic impact of Visitors and Visiting Vendors including the Tax Rate, without the Vendor Leak factor was **\$68,488,088**.

Overall Model without Vendor Leak-The direct and indirect economic impact of Visitors, Visiting Vendors, Locals, Festival Budget, and the Tax Rate, without the Vendor Leak factor was **\$87,683,423**.

Tax Dollars Generated

The following figures represent the sales tax money raised for both the San Antonio area and the State of Texas by the festival-goer's on-site* and regional* spending. Please note that the Vendor Leak calculation mentioned above does not reduce the tax dollars raised for the community, as all tax money spent on the festival grounds stays within the region and state regardless of where Visiting Vendors take their earnings. Although we are reporting these tax dollars separately, they are also added to the New Money and Overall models as inputs to economic impact.

Total Sales Tax Dollars Generated for the State of Texas- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the State of Texas (including the San Antonio area) based on a **8.125%** sales tax was **\$4,615,599**.

Total Sales Tax Dollars Generated for the San Antonio Area- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the San Antonio area based on a **1.88%** sales tax was **\$1,067,979**.

Spending Per Day

Visitors and Locals had different spending profiles during their stay at the festival. On average, on-site and within the region of the festival, Locals spent **\$37.60** per-day, and Visitors spent **\$215.51**. Please note that many off-site spending categories that applied to Visitors did not apply to Locals (see Page 7, Table 5). Additionally, Visitors often spent more days in the area than the number of days the Festival was held, which added to their overall spending impact.

Retained Local Impact

The Retained Local model* was designed to estimate the total number of local dollars that would have left the region had the festival not been held. This is calculated by determining the number

Section 1-Executive Summary

of Locals who indicated they would leave the area for another recreational event in the hypothetical absence of the festival, factored by the estimated dollar amount Locals would spend outside of the San Antonio area, and finally, by the number of days they would be gone.

Number of Locals that Would Have Left the Area- Approximately **4,432** locals at this year's "Fiestas Fantasias at Market Square" festival indicated that if the festival had not been held, they would have left the San Antonio area to find other recreational opportunities.

Retained Local Impact Dollars- The estimated amount of money that would have left the San Antonio area had the "Fiestas Fantasias at Market Square" festival not been held was **\$1,400,326**. For more information on the Retained Local model, see page 17.

Demographics

- The percentage of individuals who attended the festival in a group was **94%**.
- For those who came in a group, **19%** brought their children, **69%** came with friends or relatives over 18, **9%** came with children of friends, and **30%** came with a spouse.
- Among adults, the largest age group attending the event was **26-35**.
- **53%** of attendees were female, **47%** were male.
- The most common marital status among festival-goers* was **Married**.
- The most common level of education among festival-goers was **Some College**.
- The most common level of household income among festival-goers was **\$35,001-\$50,000**.
- The most common occupational category among festival-goers was **Medical/Veterinary**.
- Listed in order, the 5 most common zip codes were: **78228, 78207, 78201, 78210, 78258**.
- The estimated attendance of the festival including repeat daily visits was **500,000**. The total estimated number of individual attendees to the festival, including those who visited multiple times was **170,168**.
- The estimated attendance for Visitors who came from over 50 miles to attend the event including repeat daily visits was **181,172**. The total estimated number of individual Visitors including those who attended multiple days was **71,328**.
- **64%** of attendees were Locals, **36%** of attendees were Visitors.

Section 2 – Economic Impact/Spending

Economic Impact

1. The New Money Model

This model of economic impact calculates the: 1) spending of Visitors and Visiting Vendors, and 2) the input of the Tax Rate. It deducts the Vendor Leak from Visitor spending, then factors in a conservative 1.5 Universal Multiplier. (*See page 16 for a full explanation of the model.*)

Direct New Money Economic Impact **\$45,295,617**

Direct & Indirect New Money Economic Impact (including the 1.5 multiplier) **\$67,943,426**

2. The Overall Model

This model of economic impact calculates the: 1) spending of Visitors, Visiting Vendors, and Locals, and 2) the inputs of the Festival Budget and 3) the Tax Rate. It deducts the Vendor Leak from Visitor and Local spending, then factors in a conservative 1.5 Universal Multiplier. (*See page 16 for a full explanation of the model.*)

Direct Overall Economic Impact **\$57,791,148**

Direct & Indirect Overall Economic Impact (including the 1.5 multiplier) **\$86,686,722**

3. The Retained Local Model

This model of economic impact calculates the total amount of local money that would have left the area had it not been for the existence of the festival. It infers data from Visitor spending and applies it to Locals who reported they would have left the area for another recreational opportunity had the festival not occurred. (*See Page 13, Table 2, and Page 17 for a full explanation of the model.*)

Retained Local Economic Impact **\$1,400,326**

4. Sales Tax Generated by Festival Related Spending

The sales tax charge at the festival was **8.125%**, of which **1.88%** stays within the San Antonio area. We took the total of all Visitor, Vendor, and Local spending that occurred as a direct result of the festival, and applied these sales tax percentages to calculate the following figures. Sales tax is included in the New Money and Overall models, as it also contributes to the economic impact of the event.

Amount of total sales tax raised by the festival for the state of Texas- **\$4,615,599**

Amount of total sales tax raised by the festival that stays directly in the San Antonio area-
\$1,067,979

5. Calculation Breakdown for Economic Impact, Including New Money, Overall Models, and Retained Locals Models.

The following tables illustrate the contributing factors to the economic impact of the event.

New Money Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$44,811,968
Vendor's Spending	\$4,213
Local Taxes	\$842,544
Vendor Leak	\$363,108
Total after Leak	\$45,295,617
Multiplier	1.5
Impact	\$67,943,426

Overall Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$44,811,968
Vendor's Spending	\$4,213
Local's Spending	\$11,991,197
Taxes	\$1,067,979
Festival Budget	\$570,258
In-Kind Budget	\$10,000
Vendor Leak	\$664,467
Total After Leak	\$57,791,148
Multiplier	1.5
Impact	\$86,686,722

Retained Locals

<i>Factor</i>	<i>Totals</i>
\$ Per-Person, Per-Day	\$175.54
Days Locals Would Have Left the Area	1.8
Population that Would Have Left the Area	4,432
Retained	\$1,400,326

Note-Calculations in this report are presented after rounding. Therefore, it may often not be possible to precisely replicate the calculations within this report by hand.

Spending

1. Total Spending On-Site at the Festival, N=319

This table reports the money spent by Visitors and Locals at the festival as a: 1) per-person, per-day calculation, and 2) event on-site total.

	<i>Average of Spending Per Person – Per Day On-Site</i>	<i>Total For Event Spent On-Site</i>
Visitors	\$54.73	\$9,915,087
Locals	\$33.73	\$10,756,888

Total On-Site Spending \$20,671,975

2. Total Spending in the Region of the Festival, N=319

This table reports the money spent by Visitors, Locals, and Vendors within the region of the event due to, but not within the festival as a: 1) per-person, per-day calculation, and 2) as a regional total. This table factors in an Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

	<i>Average of Spending Per Person – Per Day in Region</i>	<i>Total in Region</i>
Visitors	\$160.78	\$34,896,880
Locals	\$3.87	\$1,234,308
Vendors	\$175.56	\$4,213

Total Spending in the Region \$36,135,401

3. Total Spent Per-Day, Per-Person at the Festival, N=319

Visitors- The average spent per-day, per-person; on-site and within the region of the festival was: **\$215.51**

Locals- The average spent per-day, per-person; on-site and within the region of the festival was: **\$37.60**

4. Itemized On-Site Spending at the Festival

This table reports the total itemized money spent directly at the festival for: 1) Locals, 2) Visitors, and 3) the total of both categories. Additional columns were included for per-person, per-day spending.

<i>Category</i>	<i>Locals N=198</i>	<i>Locals, Per- Person-Per day</i>	<i>Visitors N=121</i>	<i>Visitors, Per- Person-Per Day</i>	<i>Total N=319</i>
Food	\$8,911,284	\$27.95	\$5,664,031	\$31.26	\$14,575,315
Arts/Crafts	\$785,773	\$2.46	\$2,215,068	\$12.23	\$3,000,841
Souvenirs/Other	\$1,059,831	\$3.32	\$2,035,988	\$11.24	\$3,095,819
Total	\$10,756,888	\$33.73	\$9,915,087	\$54.73	\$20,671,975

5. Itemized Regional Spending

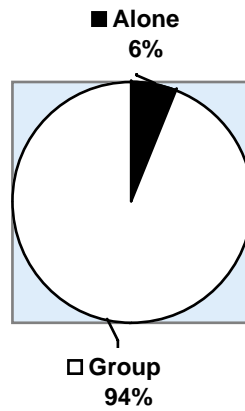
This table reports the total itemized money spent within the region of the event due to, but not within the festival as three spending categories, including: 1) Locals, 2) Visitors, and 3) a total of both categories. Additional columns were included for per-person, per-day spending. This table factors in the Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

<i>Category</i>	<i>Locals N=198</i>	<i>Locals, Per Person-Per Day</i>	<i>Visitors N=121</i>	<i>Visitors, Per Person-Per Day</i>	<i>Total N=319</i>
Parking	\$506,694	\$1.59	\$770,385	\$3.55	\$1,277,079
Transportation	\$77,824	\$0.24	\$189,153	\$0.87	\$266,977
Gasoline	\$569,874	\$1.79	\$1,681,257	\$7.75	\$2,251,131
Child Care	\$79,916	\$0.25	\$160,229	\$0.74	\$240,145
Motels	N/A		\$9,118,365	\$42.01	
Campgrounds	N/A		\$102,840	\$0.48	
Entertainment	N/A		\$359,942	\$1.66	
Restaurants	N/A		\$9,027,462	\$41.59	
Bars	N/A		\$8,589,931	\$39.57	
Clothing	N/A		\$2,750,522	\$12.67	
Arts/Crafts	N/A		\$1,904,384	\$8.77	
Personal Items	N/A		\$78,049	\$0.36	
Groceries	N/A		\$159,311	\$0.73	
Other	N/A		\$5,050	\$0.03	
Total	\$1,234,308	\$3.87	\$34,896,880	\$160.78	\$36,131,188

Section 3 – Demographics/General Information/Profile of Locals/Profile of Visitors

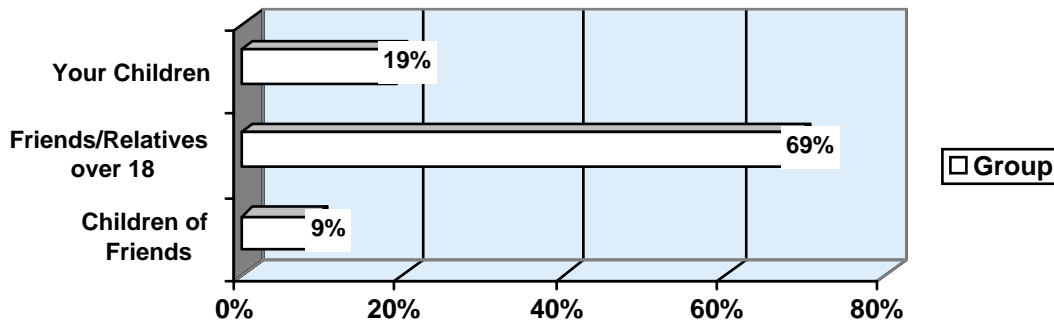
Demographics

1. Percentage of Individuals Who Attended in a Group, N=325

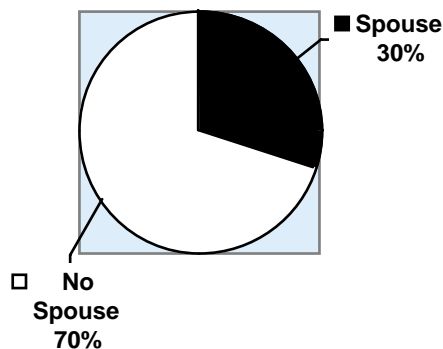


2. Group Composition, N=324

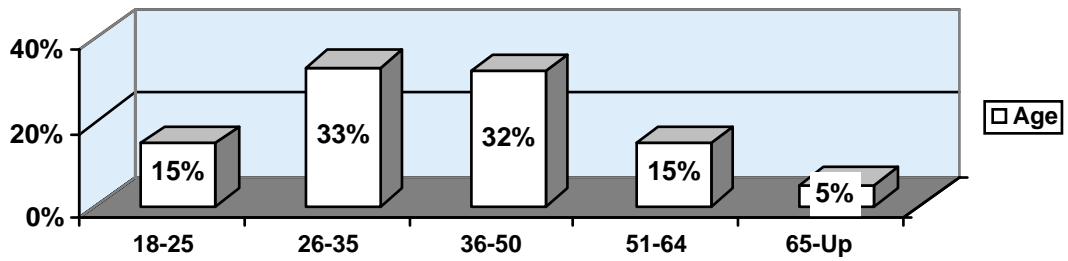
For those who came in a group, the following graph reports group composition for festival-goers.



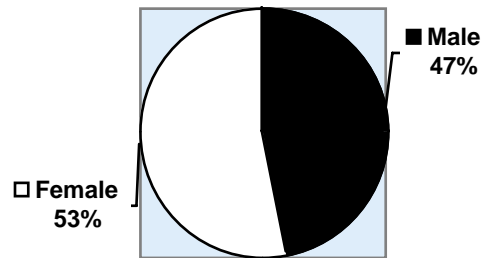
3. Percentage of Individuals Who Came to the Festival with a Spouse, N=324



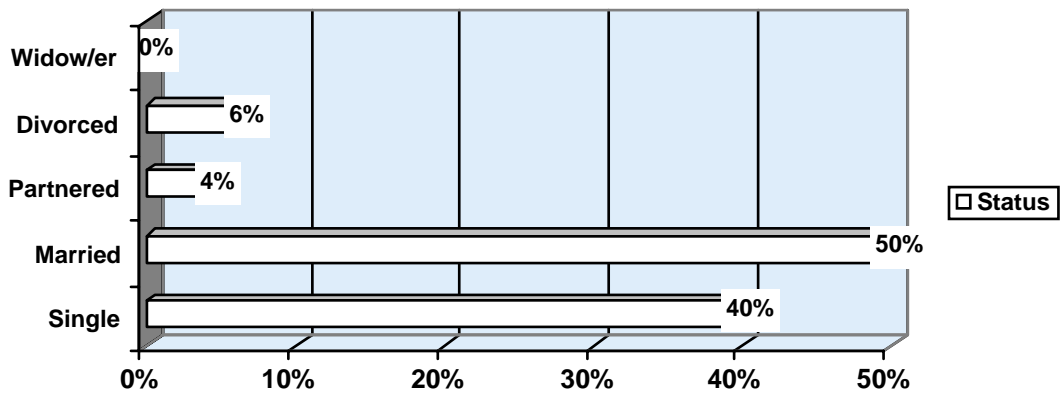
4. Age of Festival-Goers, N=323



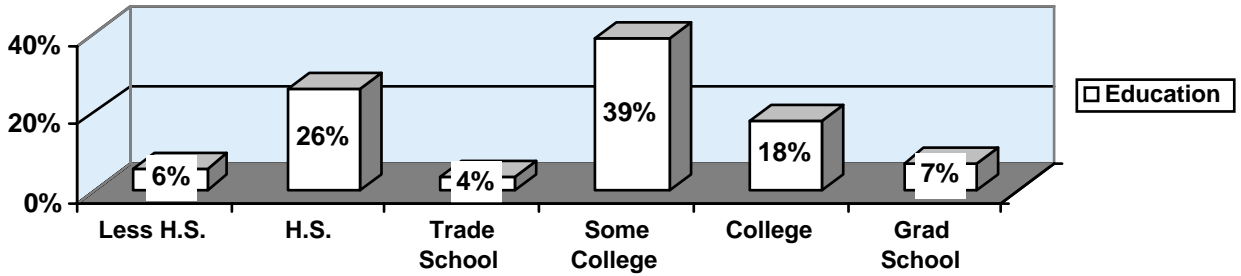
5. Gender of Festival-Goers, N=314



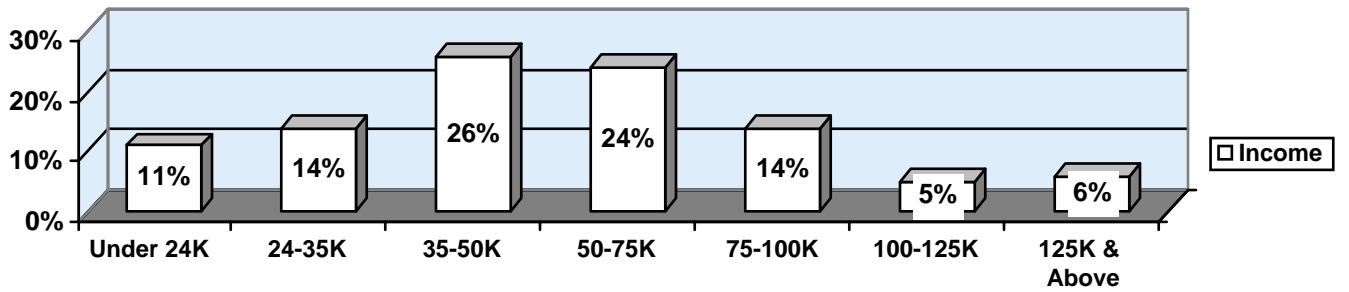
6. Marital Status of Festival-Goers, N=323



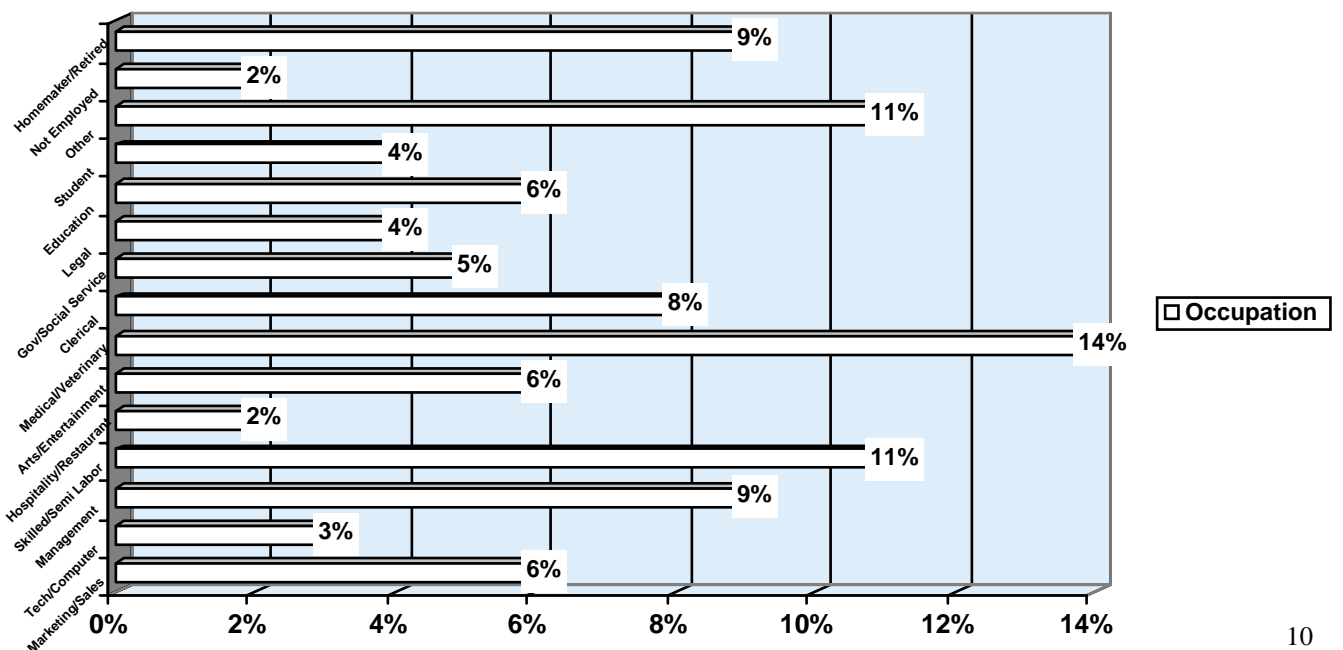
7. Level of Education of Festival-Goers, N=322



8. Income of Festival-Goers, N=317

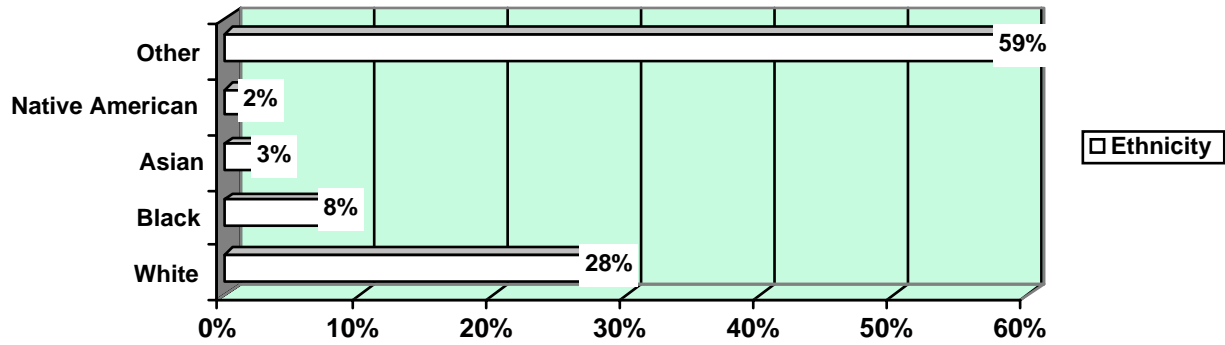


9. Occupation of Festival-Goers, N=324



General Information

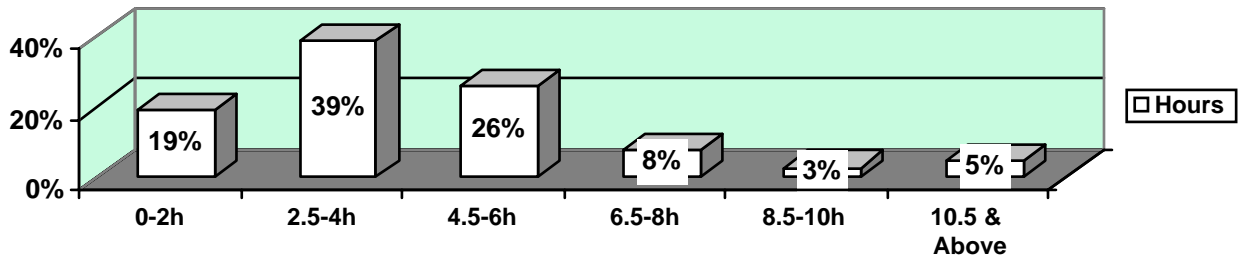
1. Ethnicity, N=190



1a. Do you consider yourself Hispanic? **83%** Yes, **17%** No

2. Hours at the Festival, N=325

The following graph reports the length of time festival-goers stayed at the festival per-day.

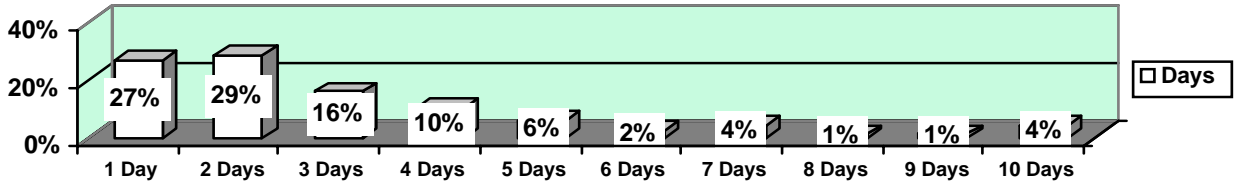


3. Average Number of Hours, N=325

3a. The average number of hours spent at the festival per-person, per-day was **4.62**

4. Days at the Festival, N=324

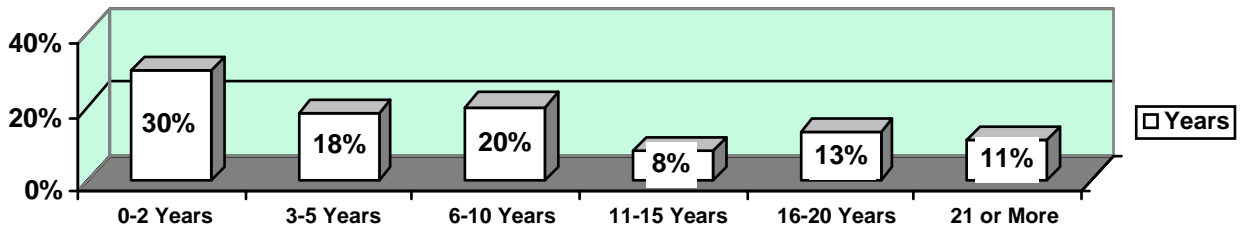
The following graph reports the number of days attendees spent at the festival.



4a. The average number of days spent at the festival was **2.94**

5. Years at the Festival, N=325

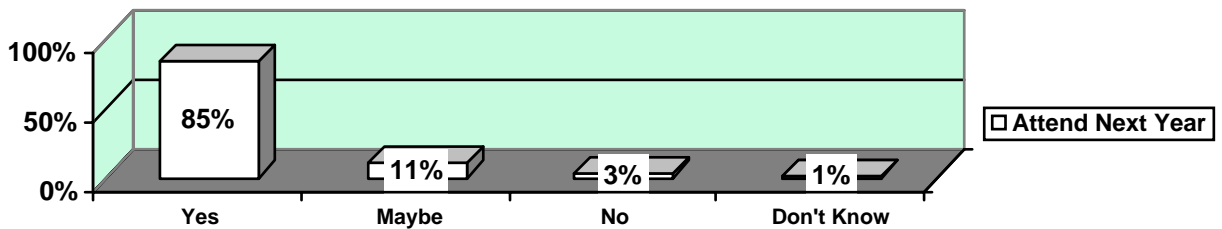
The following graph reports the number of years festival-goers had previously attended the festival.



5a. For those who have attended the festival in the past, the average number of years festival-goers attended the event was **11.92**

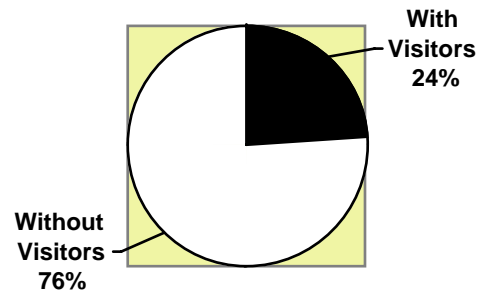
5b. The percentage of first time festival-goers was **15%**

6. Will Attend Next Year, N=317



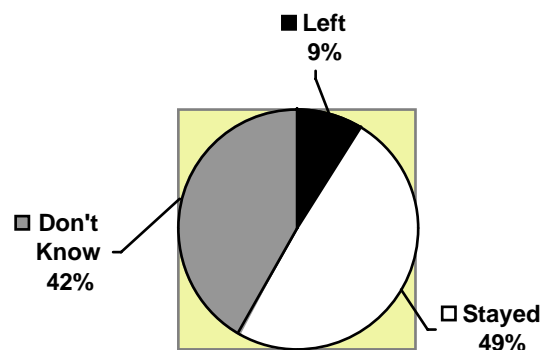
Profile of Locals - 64% of the Overall Sample

1. Locals Attending with Out of Town Visitors, N=193



2. The Percentage of Local Festival Attendees Who Indicated They Would Have Left the Area for Another Entertainment Opportunity had the Festival Not Been Held, N=134

Note- this calculation is a key variable for determining the “Retained Local” model. (See pages 17 for a full explanation of this model.)



3. Average Number of Days These Departing Locals Would Have Left the Area, N=10

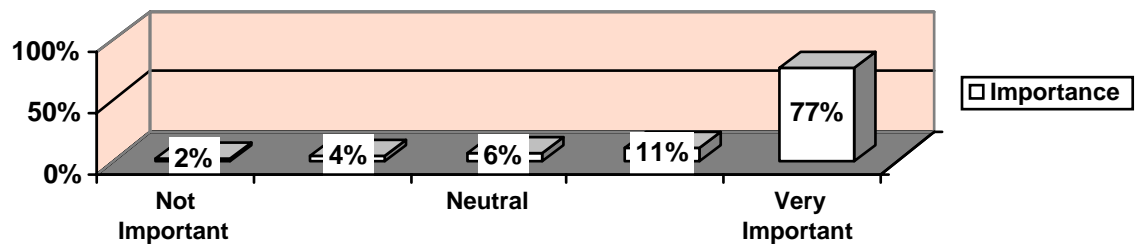
Average number of days=1.80

Note-To maintain a conservative calculation of the Retained Local model, the highest number of days departed we allow into our model is 3.00.

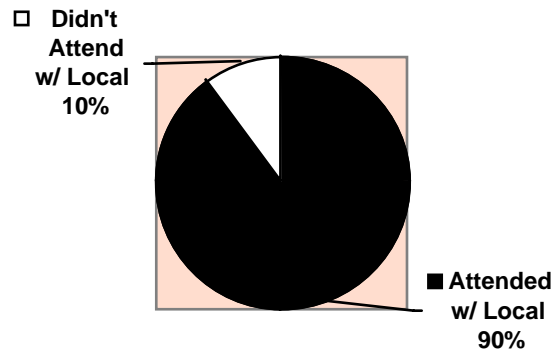
Profile of Visitors- 36% of the Overall Sample

1. Importance of the Festival, N=57

The following graph reports how important a determinant the “Fiestas Fantasias at Market Square” festival was for Visitors making their decision to come to the San Antonio area. These numbers determine the “Importance Factor” which modifies Visitor spending within the region.



2. Percentage of Visitors Who Attended the Festival with Local Residents, N=119



3. Stayed with Friends, N=52

The percentage of Visitors who stayed with friends from the San Antonio area was **46%**

4. Number of Nights That Visitors Stayed in the Area, N=62

The average number of days that Visitors stayed in the area was **3.04**

Section 4 – Research Questions, and The Models

Research Questions

The goal of this BHE study is to develop reliable economic impact and demographic data for a variety of festivals. To achieve a clear understanding of the festival environment in context to this study, we address four primary research questions* regarding both demographics and economic impact. Research questions are simply questions that guide the development and direction of a research project so that accurate and useful information will be revealed about the environment studied.

The following are the research questions that framed this project.

Research Question 1

What is the demographic profile of the Festival-goers?

Research Question 2

What is the “New Money” economic impact of the festival, which includes only the spending of Visitors and Visiting Vendors?

Research Question 3

What is the “Overall” economic impact of the festival; including all Locals and Visitors, Vendors, and the Festival Budget?

Research Question 4

What is the “Retained Local” impact of the festival, which measures how much local money stayed within the area due to the existence of the festival?

Models

Calculation and reporting of demographic variables for Research Question 1 did not require the development of models examining variable interaction. Therefore, the results of Research Question 1 were simply reported as graphs in *Section 3* of this report. However, for Research Questions 2, 3, and 4, three separate models were developed to determine the economic impact the festival has upon the San Antonio economy. These models include the: 1) New Money model that profiles the spending of Visitors to the area, 2) the Overall model that profiles all possible spending related to the festival, and 3) the Retained Locals model that estimates the amount of local money that would have left the area had the festival not been held. These models allowed us to design the theoretical basis of the study, and to develop a survey that derives accurate economic impact figures.

A graphical representation of these models is provided on page 18. The three models defined above utilize different combinations of festival related spending from four distinct populations; including: 1) Locals, 2) Visitors, 3) Vendors, and 4) the Festival Budget. Because each of the three models are based on different theoretical standards, these models provide different economic impacts. However, all models are generated from the same data set that was collected in the post-festival and on-site survey*. To fully illuminate the elements of each model, the following descriptions are provided below.

Model 1. New Money

This model represents only the money spent by Visitors and Visiting Vendors in the local economy of the festival. The usefulness of this model is that it allows us to focus on the money that was spent specifically by visitors to the area.

Elements of the New Money Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site* and Regional*)*
- *Importance Factor*

From post-festival* survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*

From BHE

- *Universal Multiplier*

Model 2. The Overall Model

This model represents the overall spending in the local economy that can be attributed to the festival by Locals, Visitors, Vendors, and the Festival Budget. Although the Locals do not bring money into the community from outside regions as Visitors do, it is valuable to include their spending as it has the effect of initiating economic activity within the local economy. Examined in this way, a festival's contribution to a local economy is comparable to a local business that both draws money from and contributes to its community. To consider only the tourist dollar in terms of economic impact would greatly underestimate the complete financial benefits of festivals and similar events. In addition, we recognize that without festivals, a significant amount of money would leave the area due to locals seeking an alternative venue for entertainment in other regions (See *Model 3*).

We have determined that the usefulness of the Overall Model is that it allows us to measure the amount of money that the festival circulates through the local economy from every source that the festival draws financial impact from.

Elements of the Overall Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site and Regional)*
- *Importance Factor*
- *Local Spending (On-Site* and Regional*)*

From post-festival survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*
- *Festival Budget*

From BHE

- *Universal Multiplier*

Model 3. Retained Local Model

The Retained Local Model focuses on money that would have left the area if the festival had not been held. Retention models are not yet an economic impact standard, which is in part why the resulting amount was not added to the Overall Model. Therefore, the most effective presentation of this model would be as a compliment to the other two models. The Retained Local Model allows us to see how festivals and other events contribute to the local economy by encouraging their residents to stay and spend recreation dollars within the area. Because much of this model is based on estimated and inferred figures, it should be viewed more cautiously than other models provided in this report.

There were three main elements of the Retained Local model. First, we estimated the group size of these departing Locals at 4,432 individuals. Next, we calculated the number of days that Locals estimated they would have left. Then we utilized an application of Visitor spending to estimate how much departing Locals would have spent outside of the area. In this study Locals indicated they would have left the San Antonio area for 1.80 days. Finally, we multiplied these three elements to arrive at the Retained Local calculation.

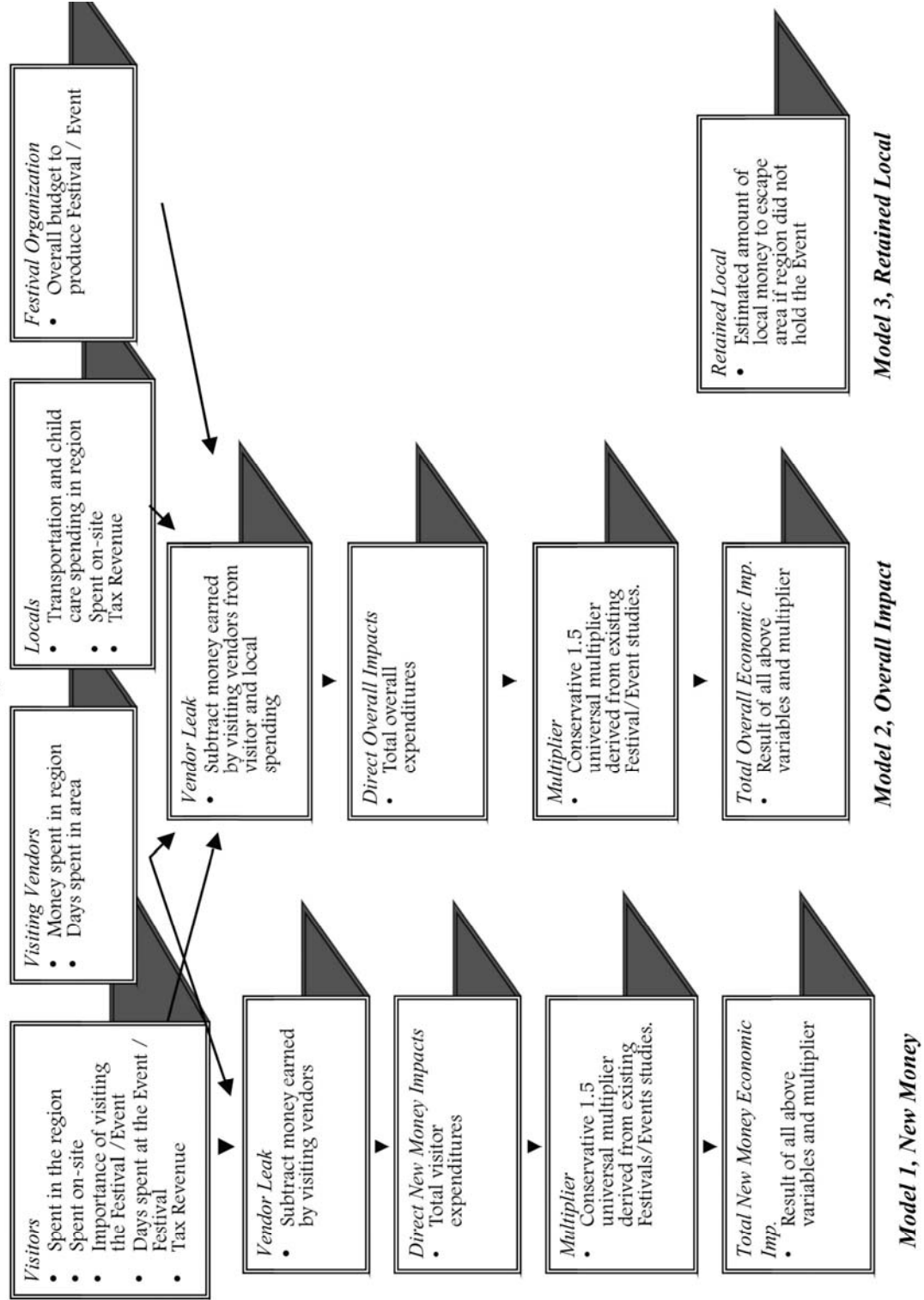
Elements of the Retained Local Model

- *A conservative estimation of how many Locals would have left the area had the “Fiestas Fantasias at Market Square” festival not been held.*
- *An estimation as to how long Locals would have left the area without the existence of the festival.*
- *Estimated Local spending outside of the area based upon the Visitor’s local region spending.*

The Graphic Model

The following comprehensive graphic model outlines the relationships between the variables that are defined by the three economic impacts models mentioned above.

**BHE Impact Study-New Money, Overall, and Retained Local
Economic Impact Models**



Section 5 – Methodology

Development of the On-Site Instrument

Based upon the requirements of the three models developed for this study, a survey was created to provide the necessary data to establish economic impact and demographic information outlined in this report. The two phases involved in the development of the survey were the: 1) writing of the instrument*, and 2) pilot study*. Sections of the on-site survey include: 1) festival demographic and general information questions, and 2) festival spending questions that were used to derive economic impact figures. Staff members of BHE and the researcher conducted the pilot study of the survey with 20 individuals who were from the general public and event community.

Selection of The Subjects

Subjects interviewed in this study were individuals 18 years of age and older attending the “Fiestas Fantasias at Market Square” festival. A systematic sampling method* was utilized to administer 325 on-site surveys to festival attendees as they entered the festival grounds. Systematic sampling refers to a method where interviewers approach festival attendees on a regular interval to eliminate a selection bias. Volunteers who were trained by the On-Site Survey Manager acted as the interviewers and were strategically positioned at the entrances of the festival. The “Fiestas Fantasias at Market Square” festival was held from April 20th through April 29th. Based on daily attendance estimates, surveying was conducted proportionally per-day to obtain as representative a sample* as possible.

During the administration of the survey, volunteers were available to answer any questions and provide assistance to the chosen respondents. The survey took approximately ten minutes to complete.

Development of The Post-Festival Instrument

In order to calculate the economic impact figures, the festival management was required to provide BHE responses to a post-event survey that included: 1) the festival attendance, 2) information about vendors, 3) regional tax figures, and 4) the festival budget.

Attendance and Sample Populations

Because many festival-goers attend events for more than one day, BHE has developed a system to determine the proper number of surveys to distribute at the festival. Management of the “Fiestas Fantasias at Market Square” festival estimated the total attendance to be 300,000. Given the expectation of repeat visitation, the investigator chose to estimate the *actual* number of festival-goers attending during the event at 180,000, anticipating that approximately 40% of festival-goers are repeat attendees. Then, adopting a 95% confidence level*, plus or minus 5%, the total number of completed questionnaires required for this study was $N^*=384$. However, with an N of 325, sampling of the event fell short by 59 surveys.

Limitations* of the Study

1. On-site spending in this study is asked as an estimate of daily spending as the festival-goers enter the grounds. Having festival-goers report estimated spending is less accurate than utilizing actual spending figures, but it is a common convention in festival research due to the difficulty of conducting post-event surveys.
2. Attendees estimated spending on-site in three categories: Food, Arts/Crafts, and Souvenir/Other. The management of “Fiestas Fantasias at Market Square” indicated that there were no Souvenir/Other booths on-site. Because we knew that attendees had money on-hand estimated to spend on Souvenir/Other goods, and the festival was located in the commercial market square where such items could be purchased, we have kept this estimated spending category as part of the report and on-site impact.
3. A Universal Multiplier is used to calculate the Overall Economic Impact model as well as the New Money model. There is often variance between regions and their appropriate multipliers. If you know what your regional tourism multiplier is, contact BHE and we will utilize it. Universal Multipliers are common convention in festival research, and we have averaged many existing multipliers and set ours to calculate economic impact conservatively.
4. Because there are multiple methodologies in obtaining attendance figures for non-gated events, the accuracy of the economic impact reported is directly related to the accuracy of the attendance estimate provided.
5. To calculate Vendor spending, we infer spending data from typical Visitor spending, assuming that Vendors have the same spending patterns during their visit as the festival Visitors. The steps used to generate these spending estimates are commonly used within the industry, and are executed in the most conservative way possible.
6. When executed correctly, the overall results of the data generated by this program are accurate at the 95% confidence level, a standard in festival and event research (see item #9). When establishing spending patterns between Locals and Visitors, however, it is possible that the group N for each sub-group when calculated separately will no longer reflect the standard 95% confidence level.
7. The model for Retained Locals estimates the amount of local money that would leak from the region specifically due to Local festival-goers leaving the area without the event to keep them home. The results should be evaluated in the most conservative framework possible due to the elements of this model that are based on estimated and inferred figures.
8. The accuracy of this study is dependent upon the quality of the data obtained on-site at the event, and the quality of data submitted to BHE.
9. In this study, not enough surveys were returned to achieve at 95% confidence level, which is a standard for festival and event research. Although this study does have a statistical integrity at an undetermined confidence level, it is the responsibility of the festival management to determine the confidence level based on the total N of the survey, and how best to report the results of this program to their intended parties.

Scope of the Study

1. Many economic impact studies provide the amount of tax revenue, jobs, and wages that their event is responsible for generating. It is beyond the scope of this study to provide those figures. However, after generating the impact figures, the results provided by the BHE will be sufficient to utilize with formulas should the festivals have access to them. Such information is typically generated with multipliers that are specific to the region. BHE may in the future be contracted to provide this information.

Section 6 – Glossary of Terms/Survey

(Note- Page numbers are included to reference the first appearance of each term in the text)

Glossary

Confidence Level- The chance of accuracy reported as a percentage that our survey represents the overall population of the event. If the correct number of surveys have been gathered, our confidence level is 95%. We are 95% confident that information from our report accurately represents the overall population of the event, with a margin or error of plus or minus 5%. *Page 19.*

Demographics- Expressed as graphs, key characteristics that define the types of individuals who attend the festival. *Page 1.*

Direct New Money Impacts- The total of all Visitor expenditures, including regional and on-site spending. *Page 1.*

Direct Overall Impacts- The total of all festival related expenditures, including Visitor, Visiting Vendor, Local, and Festival Budget expenditures. *Page 1.*

Economic Impact- The money that is brought into or circulates through the economy due to a festival or special event. *Page 1.*

Festival Budget- The total amount of money that the festival management contributes to the creation of the festival. This figure is used in the Overall Impact model as a source of relevant money contributing towards the economic impact. *Page 1.*

Festival-Goer- Any Local or Visitor attending the festival that is not involved with the organization or involved as a participant. *Page 1.*

Importance Factor- A way to economically weigh the determining factors of a visit to the region of the festival for Visitors. If Visitors rate that they attended the area for reasons other than the festival, the economic impact of their visit that is allotted to the festival will be reduced. Likewise, if the festival is the primary reason for their visit to the area, their regional spending will in a greater proportion be allotted to the festival's economic impact. *Page 6.*

Indirect New Money Impacts- The total of all Visitor expenditures including regional and on-site spending, factored by a set Universal Multiplier. *Page 1.*

Indirect Overall Impacts- The total of all festival related expenditures including Visitor, Visiting Vendor, Local, and Festival Budget expenditures, factored by a set Universal Multiplier. *Page 1.*

Instrument- The on-site survey or questionnaire. *Page 19*

Limitations- Elements of the study that cannot be executed at a higher level due to cost restrictions relating to a festival environment. *Page 20.*

Locals- Festival-goers who live within the local area of the festival. *Page 1.*

Local On-Site Spending- Spending by Local festival-goers directly at the festival, that in this study is measured by food expenditures, souvenirs, etc. *Page 17.*

Local's Regional Spending- Spending by Locals within the region of the festival, but not directly at the festival. In this study it is measured by transportation and child care expenditures (spending that is pre-determined by BHE to be specifically related to festival activities). *Page 17.*

N- The number of respondents who answer to a specific question or set of questions from the survey. *Page 19.*

New Money Model- A model of economic impact that calculates how much money has been brought into the area from Visitors and Visiting Vendors specifically because of the festival. *Page 1.*

On-Site Spending- Spending by Visitors and Locals directly on-site at the festival. Does not include spending within the region, such as hotels, etc. *Page 2.*

On-Site Survey- The survey conducted on the festival grounds that generates data about festival-goers. *Page 16.*

Overall Impact Model- A model of economic impact that calculates how much money has been brought into and has circulated through the area from Visitors, Visiting Vendors, Locals, the Festival Budget, and taxes- specifically because of the festival. *Page 1.*

Pilot Study- A review of a final draft of a survey by members of the public, and individuals who work within the festival industry. *Page 19.*

Post-Festival Survey- A survey completed by the festival management providing valuable information that allows economic impact figures to be calculated. *Page 16.*

Regional Spending- Spending by Visitors and Locals only within the region of the event. Does not include spending at the festival, such as food booths, vendor booths, etc. *Page 16.*

Research Questions- A formal question developed to address a problem posed in a research project. *Page 15.*

Retained Local Model- A model of economic impact that calculates how much money would leave the area of the event should the festival not be held. *Page 2.*

Sample- The number of festival-goers required to statistically represent the entire population of the festival. *Page 19.*

Systematic Sampling Method- A way to insure that the selection process of festival-goers for the survey is executed randomly. Potential respondents are approached based upon a pre-set interval that stays constant throughout the process of interviewing. *Page 19.*

Tax Rate- Tax revenue generated from spending on-site and within the region of the event. *Page 1.*

Universal Multiplier- A fixed calculation that expands economic impact figures to take into account how the impact circulates through many tiers of a local economy. *Page 1.*

Vendor Leak- The amount of money that leaves the local area due to the Visiting Vendors. These vendors earn money from festival-goers, then quickly return to homes away from the area of the festival, taking with them the money earned from the festival-goers. *Page 2.*

Visitors- Festival-goers who come from farther than 50 miles to the event. *Page 1.*

Visitor On-Site Spending- Spending by visiting festival-goers directly on the grounds of the festival. In this study it is measured by spending for food, souvenirs, etc. *Page 16.*

Visitor Regional Spending- Spending by Visitors within the region of the festival, but not directly at the festival. It is measured in this study by hotel, restaurant, and entertainment expenditures, etc. *Page 16.*

Visiting Vendors- Vendors who are from outside of the area of the festival who sell their foods or goods. Coupled with the Vendor Leak formula, Visiting Vendors both contribute towards economic impact in the form of regional spending (vendors are tourists as well), and against economic impact in the form of Vendor Leak (the money that they take away from the area generated by their on-site earnings). *Page 1.*

**FIESTA FANTASÍAS - FIESTA SAN ANTONIO
& BIRCHHILL ENTERPRISES
FESTIVAL VISITOR SURVEY**

1. INCLUDING YOURSELF, HOW MANY PEOPLE ARE IN YOUR GROUP TODAY? _____⁽¹⁾

1A. YOUR GROUP INCLUDES: **✓CHECK ALL THAT APPLY**

- YOUR CHILD(REN)⁽²⁾
- FRIENDS/RELATIVES 18 YEARS OR OLDER⁽³⁾
- CHILD(REN) OF FRIENDS/RELATIVES⁽⁴⁾
- SPOUSE/PARTNER⁽⁵⁾

2. DO YOU CONSIDER YOURSELF: WHITE BLACK ASIAN NATIVE AMERICAN OTHER⁽⁶⁾
DO YOU CONSIDER YOURSELF HISPANIC? ___ YES ___ NO

3. YOU LIVE HOW MANY MILES FROM THE FESTIVAL GROUNDS? **✓ONE AND CONTINUE TO BOX DIRECTLY BELOW**

WITHIN 50 MILES FROM THE FESTIVAL



A. IF THE FESTIVAL DID NOT HAPPEN, WOULD YOU HAVE LEFT THE AREA FOR OTHER ENTERTAINMENT?

YES NO DON'T KNOW⁽⁸⁾

B. IF YOU LEFT FOR OTHER ENTERTAINMENT, HOW LONG WOULD YOU HAVE BEEN GONE? _____ DAYS.
⁽⁹⁾

FARTHER THAN 50 MILES FROM THE FESTIVAL⁽⁷⁾



A. HOW IMPORTANT WAS THE FESTIVAL IN YOUR DECISION TO COME TO THIS AREA?

NOT IMPORTANT NEUTRAL VERY IMPORTANT⁽¹⁰⁾

B. HOW MANY NIGHTS WILL YOU STAY IN THIS AREA?
_____ INDICATE "0" IF NOT STAYING OVERNIGHT⁽¹¹⁾

4. ARE YOU ATTENDING WITH FRIENDS/FAMILY WHO LIVE 50 MILES OR FARTHER FROM YOU? YES NO⁽¹²⁾

5. HOW MANY HOURS DO YOU PLAN ON SPENDING AT THE FESTIVAL TODAY? _____⁽¹³⁾

6. HOW MANY TOTAL DAYS DO YOU PLAN TO ATTEND THE FESTIVAL THIS YEAR? _____⁽¹⁴⁾

7. HOW MANY YEARS HAVE YOU ATTENDED THE FESTIVAL? _____⁽¹⁵⁾ PLEASE INDICATE "0" IF YOU'VE NEVER ATTENDED.

8. WILL YOU ATTEND THE FESTIVAL NEXT YEAR? YES MAYBE NO DON'T KNOW⁽¹⁶⁾

9. WHERE DO YOU RESIDE? ZIP/POSTAL CODE _____⁽¹⁷⁾

10. YOUR AGE? 18-25 26-35 36-50 51-64 65 AND ABOVE⁽¹⁸⁾

11. YOUR GENDER? MALE FEMALE⁽¹⁹⁾

12. YOUR MARITAL STATUS? **✓ONE** SINGLE MARRIED PARTNERED DIVORCED WIDOW/ER⁽²⁰⁾

PLEASE TURN TO THE BACK SIDE!

NOTE- THE FOLLOWING QUESTIONS HELP TO DETERMINE THE ECONOMIC IMPACT OF THE FESTIVAL. ROUND ALL DOLLAR AMOUNTS IF IT IS HELPFUL WITH YOUR ESTIMATES.

- 13. HOW MUCH MONEY DID YOUR GROUP SPEND WITHIN 24 HOURS IN PREPARING TO ATTEND THE FESTIVAL? PLEASE ESTIMATE, EVEN IF IT IS JUST A FEW DOLLARS.**

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ PARKING **INCLUDING FESTIVAL PARKING**⁽²¹⁾
- \$ _____ PUBLIC TRANSPORTATION **INCLUDING BUS, CAB, RENTAL CAR, ETC.**⁽²²⁾
- \$ _____ GASOLINE, REPAIRS, ETC. **INCLUDING DRIVE TO FESTIVAL**⁽²³⁾
- \$ _____ CHILD CARE⁽²⁴⁾

➔ IF YOU LIVE **WITHIN 50 MILES** FROM THE FESTIVAL, PLEASE SKIP TO QUESTION 15.
IF YOU LIVE **FARTHER THAN 50 MILES** FROM THE FESTIVAL, PLEASE ANSWER THE QUESTIONS IN THE BOX BELOW, THEN CONTINUE WITH THE SURVEY.

- 14. HOW MUCH MONEY HAS YOUR ENTIRE GROUP SPENT WITHIN 24 HOURS OUTSIDE OF THE FESTIVAL GROUNDS? IF YOU DON'T REMEMBER EXACT AMOUNTS, ESTIMATES WILL BE HELPFUL.**

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ MOTELS/HOTELS/BED AND BREAKFAST **COST FOR ONE NIGHT**⁽²⁵⁾
- \$ _____ CAMPGROUNDS **COST FOR ONE NIGHT**⁽²⁶⁾
- \$ _____ NON-FESTIVAL ENTERTAINMENT **MOVIES, SPORTS, ETC.**⁽²⁷⁾
- \$ _____ RESTAURANTS **NOT AT THE FESTIVAL**⁽²⁸⁾
- \$ _____ BARS AND CLUBS **NOT AT THE FESTIVAL**⁽²⁹⁾
- \$ _____ CLOTHING **NOT PURCHASED AT THE FESTIVAL**⁽³⁰⁾
- \$ _____ ARTS OR CRAFTS **NOT PURCHASED AT THE FESTIVAL**⁽³¹⁾
- \$ _____ PERSONAL ITEMS **POSTCARDS, PHOTO SUPPLIES, ETC. NOT PURCHASED AT THE FESTIVAL**⁽³²⁾
- \$ _____ GROCERIES **NOT PURCHASED AT THE FESTIVAL**⁽³³⁾
- \$ _____ OTHER NON-FESTIVAL EXPENSES⁽³⁴⁾
- YES NO STAYED WITH FRIENDS/RELATIVES AT HOUSE/APARTMENT/CONDO⁽³⁵⁾

- 15. NOT INCLUDING ADMISSION, AT THE FESTIVAL HOW MUCH DO YOU ESTIMATE YOU'LL SPEND AS A GROUP TODAY?**

- \$ _____ FOOD AND BEVERAGES? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁶⁾
- \$ _____ ARTS AND CRAFTS? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁷⁾
- \$ _____ SOUVENIRS/OTHER **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁸⁾

- 16. WHAT IS YOUR HIGHEST LEVEL OF EDUCATION? ✓CHECK ONE ONLY**

- LESS THAN HIGH SCHOOL GRADUATE⁽¹⁾ TRADE/VOCATIONAL SCHOOL⁽³⁾ COLLEGE GRADUATE⁽⁵⁾
- HIGH SCHOOL GRADUATE⁽²⁾ SOME COLLEGE⁽⁴⁾ GRADUATE SCHOOL^{(6)/(39)}

- 17. WHAT CATEGORY BEST DESCRIBES YOUR OCCUPATION? ✓CHECK ONE ONLY**

- MARKETING/SALES⁽¹⁾ ARTS/ENTERTAINMENT⁽⁶⁾ EDUCATION⁽¹¹⁾
- TECHNICAL/COMPUTER⁽²⁾ MEDICAL/VETERINARY⁽⁷⁾ STUDENT⁽¹²⁾
- MANAGEMENT⁽³⁾ CLERICAL⁽⁸⁾ OTHER⁽¹³⁾
- SKILLED/SEMI SKILLED LABOR⁽⁴⁾ GOVERNMENT/SOCIAL SERVICE⁽⁹⁾ NOT EMPLOYED⁽¹⁴⁾
- HOSPITALITY/RESTAURANT⁽⁵⁾ LEGAL⁽¹⁰⁾ HOMEMAKER/RETIRED^{(15)/(40)}

- 18. WHAT IS YOUR TOTAL HOUSEHOLD INCOME? ✓CHECK ONE ONLY**

- UNDER \$24,000⁽¹⁾ \$50,001-\$75,000⁽⁴⁾ \$100,001-\$125,000⁽⁶⁾
- \$24,001-\$35,000⁽²⁾ \$75,001-\$100,000⁽⁵⁾ \$125,001 AND ABOVE^{(7)/(41)}
- \$35,001-\$50,000⁽³⁾

TIME: (10-2) (2-4) (4-8) INTERVIEWER _____ SURVEY NO: _____ REVISED: 03/20/2007

BIRCHHILL ENTERPRISES

Economic Impact of Tejano Explosion

**April 20th to 29th, 2007
San Antonio, Texas**

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Tejano Explosion

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Section 1 – Executive Summary

Fiesta San Antonio includes more than 100 events staged in San Antonio and beyond over 10 days each April. Tejano Explosion jump starts Fiesta with some of the latest and top Tejano music entertainers. The gated event offers park-like seating and tabletop eating stations for the enjoyment of its vast array of finger-licking delicacies. Dancing to top-flight entertainment is but one of the excitements at Tejano Explosion. Visitors can also sample carnival and video games throughout the area—lots of family oriented fun for everyone, sponsored by LULAC Leads.

This study was conducted by Birchhill Enterprises (BHE) to reveal an accurate demographic* and economic impact* profile of the Tejano Explosion festival. The findings of this report are organized so that event management can easily develop more informed marketing, development, and fundraising strategies. *Section 1* summarizes the findings of the study. *Section 2* details festival-goer's* spending and the event's economic impact. *Section 3* illustrates the demographics of the festival-goers. *Sections 4, 5, and 6* outline the procedural aspects of the study.

How the Study was Conducted

BHE provided a pre-festival survey to the management of the Tejano Explosion festival to establish basic facts about the event including: 1) estimated attendance, 2) a profile of vendors, 3) how people enter the festival grounds, 4) the number of days of the event, and other pertinent information. BHE then sent the required number of surveys to the event so a statistically sound representation of the festival attendees could be obtained. Additionally, BHE provided training materials for the staff and volunteers to establish an accurate and consistent methodology for on-site sampling of festival-goers. As instructed by these materials, the festival management assigned a survey manager to the project to insure the process of completing surveys was done properly.

Economic Impacts

In this study, we measured economic impact with two primary models: 1) The *New Money** Model measured the impact of only Visitor related spending, and 2) The *Overall Impact** Model measured the impact of both Local and Visitor spending.

New Money Model- The direct* economic impact of Visitors* and Visiting Vendors* who came from over 50 miles from the event, including the Tax Rate*, was **\$290,186**. Factored with an industry established 1.5 Universal Multiplier*, the direct and indirect* *New Money* impact was **\$435,279**.

Overall Model- The direct* economic impact of Visitors, Visiting Vendors, Locals*, Festival Budget*, and Tax Rate was **\$495,195**. Factored with an industry established 1.5 Universal Multiplier, the direct and indirect* *Overall* impact* was **\$742,793**.

See page 21 for a glossary of terms. All terms and titles used in the models will be highlighted with a "" for their first time in use. The following terms will be capitalized whenever their use is specifically intended to represent key elements of the models: Visitors, Locals, Visiting Vendors, Festival Budget, Importance Factor, Vendor Leak, Universal Multiplier, and Tax Rate.*

Section 1-Executive Summary

Total Dollars Generated

The economic impact figures reported on the previous page typically take into account a Vendor Leak* factor that has the effect of reducing impact totals. After the event, festival Vendors who live outside of the area return home, *leaking* a portion of the money spent by festival attendees at the event. For this festival, all of the vendors were reported to be from the hosting region. Therefore, this event did not incur the typical Vendor Leak. The totals below are still reported, as they represent the total economic activity that occurred on-site and within the region of the festival. The numbers also include the standard 1.5 Universal Multiplier.

New Money Model without Vendor Leak-The direct and indirect economic impact of Visitors and Visiting Vendors including the Tax Rate, without the Vendor Leak factor was **\$435,279**.

Overall Model without Vendor Leak-The direct and indirect economic impact of Visitors, Visiting Vendors, Locals, Festival Budget, and the Tax Rate, without the Vendor Leak factor was **\$742,793**.

Tax Dollars Generated

The following figures represent the sales tax money raised for both the San Antonio area and the State of Texas by the festival-goer's on-site* and regional* spending. Please note that the Vendor Leak calculation mentioned above does not reduce the tax dollars raised for the community, as all tax money spent on the festival grounds stays within the region and state regardless of where Visiting Vendors take their earnings. Although we are reporting these tax dollars separately, they are also added to the New Money and Overall models as inputs to economic impact.

Total Sales Tax Dollars Generated for the State of Texas- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the State of Texas (including the San Antonio area) based on a **8.125%** sales tax was **\$36,501**.

Total Sales Tax Dollars Generated for the San Antonio Area- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the San Antonio area based on a **1.88%** sales tax was **\$8,446**.

Spending Per Day

Visitors and Locals had different spending profiles during their stay at the festival. On average, on-site and within the region of the festival, Locals spent **\$26.90** per-day, and Visitors spent **\$186.07**. Please note that many off-site spending categories that applied to Visitors did not apply to Locals (see Page 7, Table 5). Additionally, Visitors often spent more days in the area than the number of days the Festival was held, which added to their overall spending impact.

Retained Local Impact

The Retained Local model* was designed to estimate the total number of local dollars that would have left the region had the festival not been held. This is calculated by determining the number

Section 1-Executive Summary

of Locals who indicated they would leave the area for another recreational event in the hypothetical absence of the festival, factored by the estimated dollar amount Locals would spend outside of the San Antonio area, and finally, by the number of days they would be gone.

Number of Locals that Would Have Left the Area- Approximately **78** locals at this year's Tejano Explosion festival indicated that if the festival had not been held, they would have left the San Antonio area to find other recreational opportunities.

Retained Local Impact Dollars- The estimated amount of money that would have left the San Antonio area had the Tejano Explosion festival not been held was **\$28,174**. For more information on the Retained Local model, see page 17.

Demographics

- The percentage of individuals who attended the festival in a group was **96%**.
- For those who came in a group, **11%** brought their children, **61%** came with friends or relatives over 18, **3%** came with children of friends, and **46%** came with a spouse.
- Among adults, the largest age group attending the event was **36-50**.
- **68%** of attendees were female, **32%** were male.
- The most common marital status among festival-goers* was **Married**.
- The most common level of education among festival-goers was **High School Graduate**.
- The most common level of household income among festival-goers was **\$35,001-\$50,000**.
- The most common occupational category among festival-goers was **Skilled/Semi Skilled Labor**.
- Listed in order, the 5 most common zip codes were: **78209, 78201, 78217, 78216, 78212**.
- The estimated attendance of the festival including repeat daily visits was **7,500**. The total estimated number of individual attendees to the festival, including those who visited multiple times was **2,302**.
- The estimated attendance for Visitors who came from over 50 miles to attend the event including repeat daily visits was **1,389**. The total estimated number of individual Visitors including those who attended multiple days was **364**.
- **81%** of attendees were Locals, **19%** of attendees were Visitors.

Section 2 – Economic Impact/Spending

Economic Impact

1. The New Money Model

This model of economic impact calculates the: 1) spending of Visitors and Visiting Vendors, and 2) the input of the Tax Rate. It deducts the Vendor Leak from Visitor spending, then factors in a conservative 1.5 Universal Multiplier. *(See page 16 for a full explanation of the model.)*

Direct New Money Economic Impact **\$290,186**

Direct & Indirect New Money Economic Impact (including the 1.5 multiplier) **\$435,279**

2. The Overall Model

This model of economic impact calculates the: 1) spending of Visitors, Visiting Vendors, and Locals, and 2) the inputs of the Festival Budget and 3) the Tax Rate. It deducts the Vendor Leak from Visitor and Local spending, then factors in a conservative 1.5 Universal Multiplier. *(See page 16 for a full explanation of the model.)*

Direct Overall Economic Impact **\$495,195**

Direct & Indirect Overall Economic Impact (including the 1.5 multiplier) **\$742,793**

3. The Retained Local Model

This model of economic impact calculates the total amount of local money that would have left the area had it not been for the existence of the festival. It infers data from Visitor spending and applies it to Locals who reported they would have left the area for another recreational opportunity had the festival not occurred. *(See Page 13, Table 2, and Page 17 for a full explanation of the model.)*

Retained Local Economic Impact **\$28,174**

4. Sales Tax Generated by Festival Related Spending

The sales tax charge at the festival was **8.125%**, of which **1.88%** stays within the San Antonio area. We took the total of all Visitor, Vendor, and Local spending that occurred as a direct result of the festival, and applied these sales tax percentages to calculate the following figures. Sales tax is included in the New Money and Overall models, as it also contributes to the economic impact of the event.

Amount of total sales tax raised by the festival for the state of Texas- **\$36,501**

Amount of total sales tax raised by the festival that stays directly in the San Antonio area-
\$8,446

5. Calculation Breakdown for Economic Impact, Including New Money, Overall Models, and Retained Locals Models.

The following tables illustrate the contributing factors to the economic impact of the event.

New Money Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$284,831
Local Taxes	\$5,355
Vendor Leak	\$0
Total after Leak	\$290,186
Multiplier	1.5
<i>Impact</i>	<i>\$435,279</i>

Overall Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$284,831
Local's Spending	\$164,418
Taxes	\$8,446
Festival Budget	\$37,500
Vendor Leak	\$0
Total After Leak	\$495,195
Multiplier	1.5
<i>Impact</i>	<i>\$742,793</i>

Retained Locals

<i>Factor</i>	<i>Totals</i>
\$ Per-Person, Per-Day	\$162.49
Days Locals Would Have Left the Area	2.22
Population that Would Have Left the Area	78
<i>Retained</i>	<i>\$28,174</i>

Note-Calculations in this report are presented after rounding. Therefore, it may often not be possible to precisely replicate the calculations within this report by hand.

Spending

1. Total Spending On-Site at the Festival, N=292

This table reports the money spent by Visitors and Locals at the festival as a: 1) per-person, per-day calculation, and 2) event on-site total.

	<i>Average of Spending Per Person – Per Day On-Site</i>	<i>Total For Event Spent On-Site</i>
Visitors	\$39.81	\$55,303
Locals	\$22.93	\$140,115
<i>Total On-Site Spending</i>		\$195,418

2. Total Spending in the Region of the Festival, N=292

This table reports the money spent by Visitors, Locals, and Vendors within the region of the event due to, but not within the festival as a: 1) per-person, per-day calculation, and 2) as a regional total. This table factors in an Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

	<i>Average of Spending Per Person – Per Day in Region</i>	<i>Total in Region</i>
Visitors	\$146.26	\$229,527
Locals	\$3.97	\$24,303
<i>Total Spending in the Region</i>		\$253,830

3. Total Spent Per-Day, Per-Person at the Festival, N=292

Visitors- The average spent per-day, per-person; on-site and within the region of the festival was: **\$186.07**

Locals- The average spent per-day, per-person; on-site and within the region of the festival was: **\$26.90**

4. Itemized On-Site Spending at the Festival

This table reports the total itemized money spent directly at the festival for: 1) Locals, 2) Visitors, and 3) the total of both categories. Additional columns were included for per-person, per-day spending.

<i>Category</i>	<i>Locals N=249</i>	<i>Locals, Per- Person-Per day</i>	<i>Visitors N=43</i>	<i>Visitors, Per- Person-Per Day</i>	<i>Total N=292</i>
Food	\$126,611	\$20.72	\$44,423	\$31.98	\$171,034
Arts/Crafts	\$5,524	\$0.90	\$3,340	\$2.40	\$8,864
Souvenirs/Other	\$7,980	\$1.31	\$7,540	\$5.43	\$15,520
Total	\$140,115	\$22.93	\$55,303	\$39.81	\$195,418

5. Itemized Regional Spending

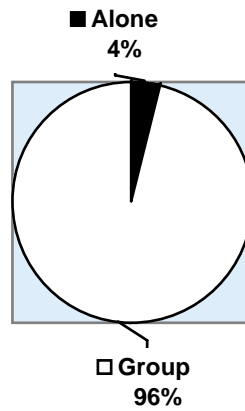
This table reports the total itemized money spent within the region of the event due to, but not within the festival as three spending categories, including: 1) Locals, 2) Visitors, and 3) a total of both categories. Additional columns were included for per-person, per-day spending. This table factors in the Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

<i>Category</i>	<i>Locals N=249</i>	<i>Locals, Per Person-Per Day</i>	<i>Visitors N=43</i>	<i>Visitors, Per Person-Per Day</i>	<i>Total N=292</i>
Parking	\$13,892	\$2.27	\$3,506	\$2.23	\$17,398
Transportation	\$579	\$0.09	\$42	\$0.03	\$621
Gasoline	\$7,525	\$1.23	\$12,898	\$8.22	\$20,423
Child Care	\$2,307	\$0.38	\$7,231	\$4.61	\$9,538
Motels	N/A		\$59,385	\$37.84	
Campgrounds	N/A		\$0	\$0.00	
Entertainment	N/A		\$1,034	\$0.66	
Restaurants	N/A		\$59,696	\$38.03	
Bars	N/A		\$44,932	\$28.63	
Clothing	N/A		\$24,635	\$15.70	
Arts/Crafts	N/A		\$7,332	\$4.67	
Personal Items	N/A		\$1,547	\$0.99	
Groceries	N/A		\$4,128	\$2.63	
Other	N/A		\$3,161	\$2.02	
Total	\$24,303	\$3.97	\$229,527	\$146.26	\$253,830

Section 3 – Demographics/General Information/Profile of Locals/Profile of Visitors

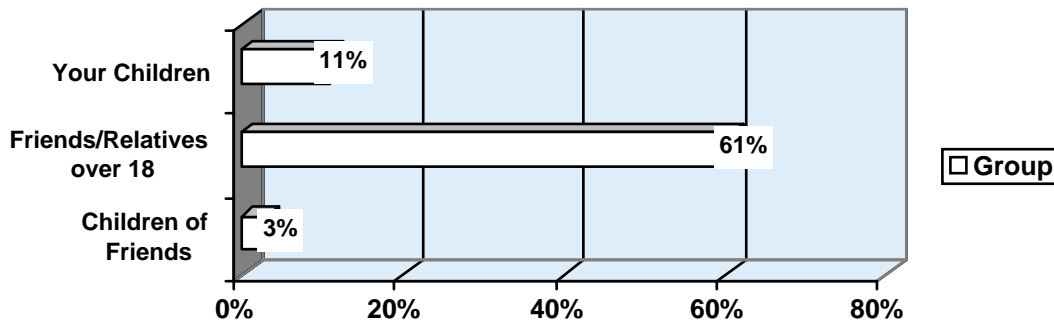
Demographics

1. Percentage of Individuals Who Attended in a Group, N=304

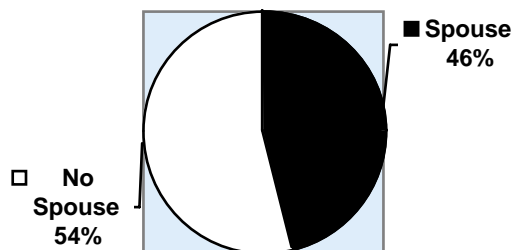


2. Group Composition, N=300

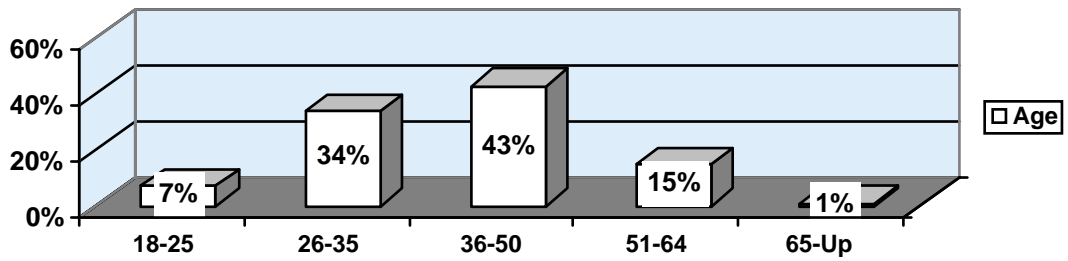
For those who came in a group, the following graph reports group composition for festival-goers.



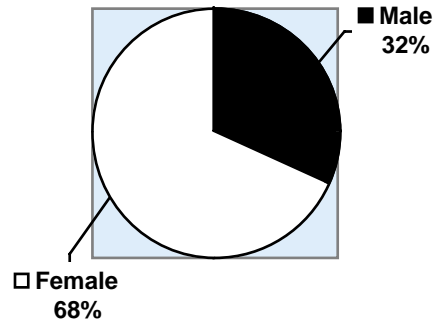
3. Percentage of Individuals Who Came to the Festival with a Spouse, N=300



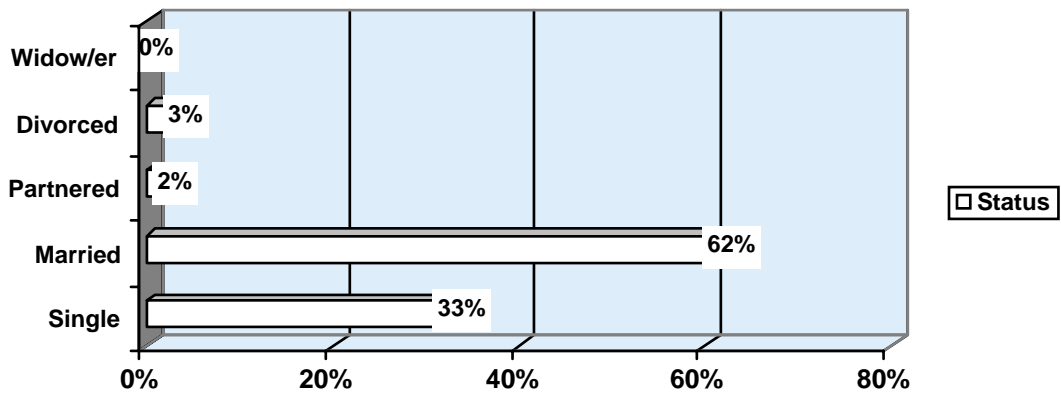
4. Age of Festival-Goers, N=295



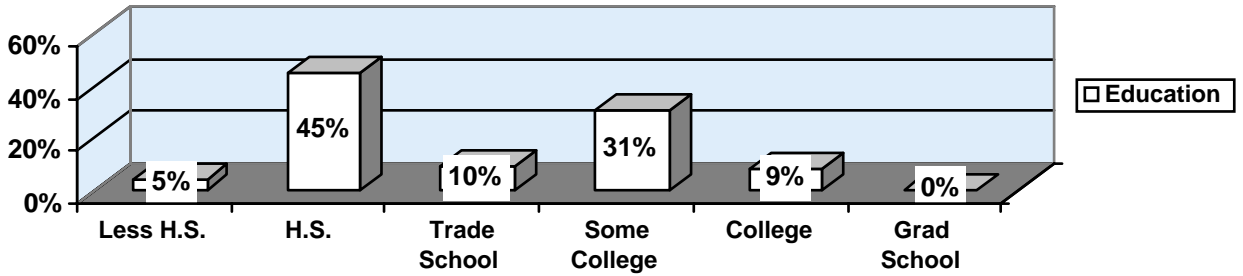
5. Gender of Festival-Goers, N=294



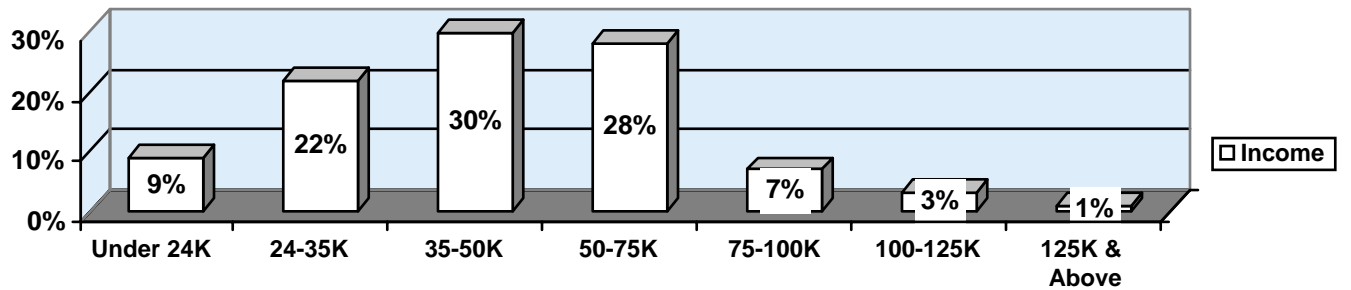
6. Marital Status of Festival-Goers, N=297



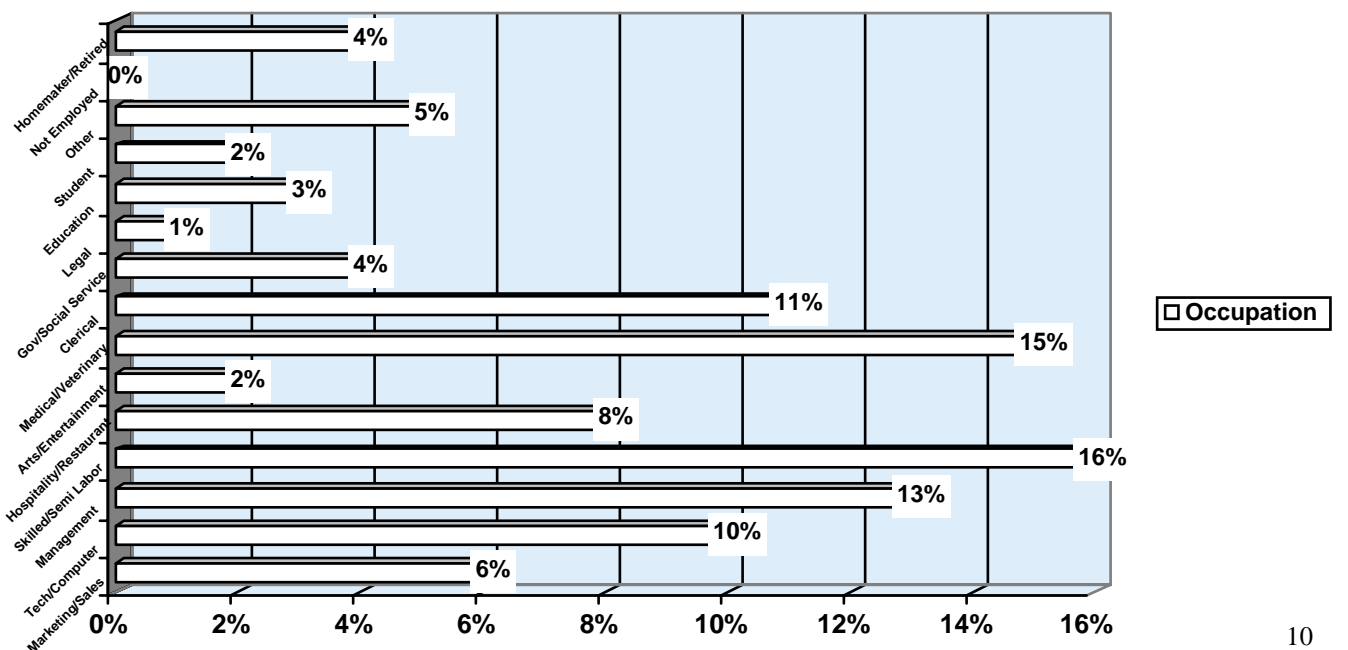
7. Level of Education of Festival-Goers, N=293



8. Income of Festival-Goers, N=285

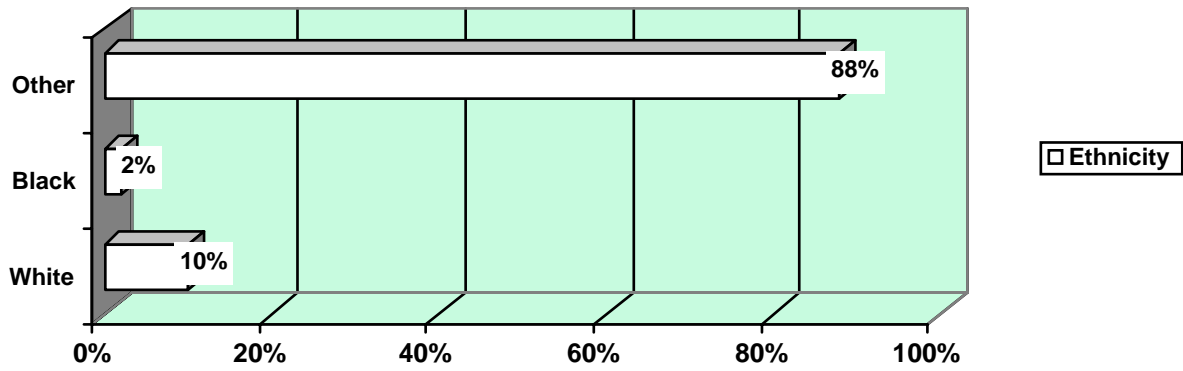


9. Occupation of Festival-Goers, N=291



General Information

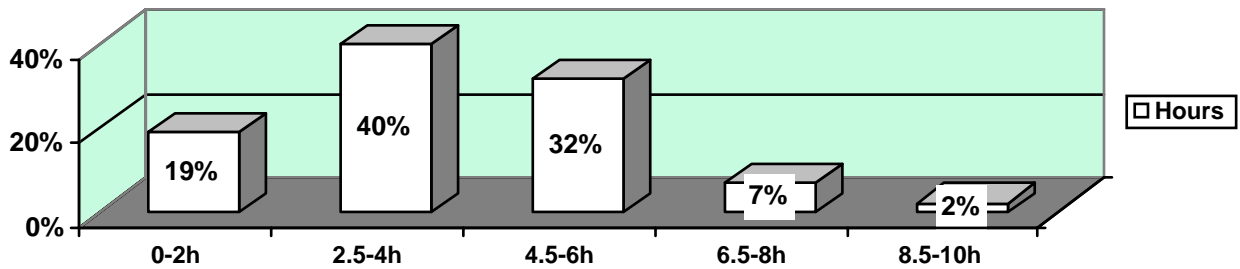
1. Ethnicity, N=124



1a. Do you consider yourself Hispanic? **97% Yes, 3% No**

2. Hours at the Festival, N=300

The following graph reports the length of time festival-goers stayed at the festival per-day.

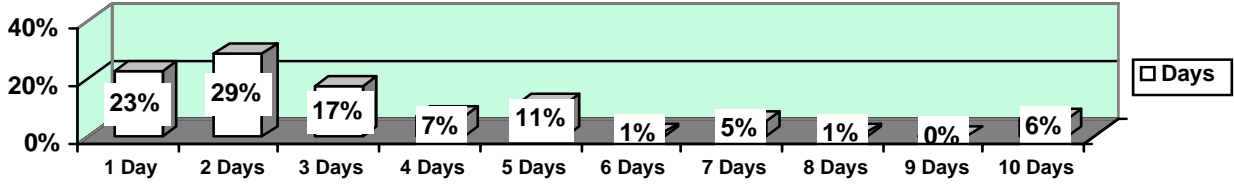


3. Average Number of Hours, N=300

3a. The average number of hours spent at the festival per-person, per-day was **4.16**

4. Days at the Festival, N=298

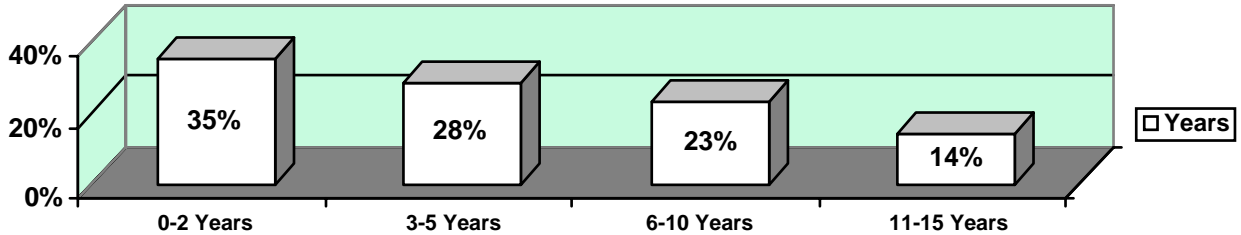
The following graph reports the number of days attendees spent at the festival.



4a. The average number of days spent at the festival was **3.26**

5. Years at the Festival, N=297

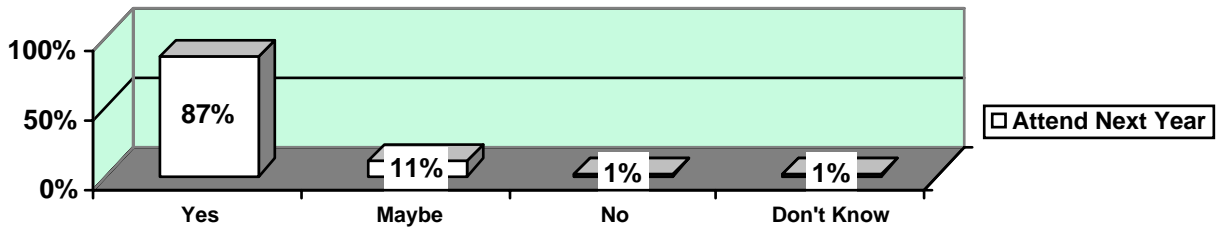
The following graph reports the number of years festival-goers had previously attended the festival.



5a. For those who have attended the festival in the past, the average number of years festival-goers attended the event was **6.01**

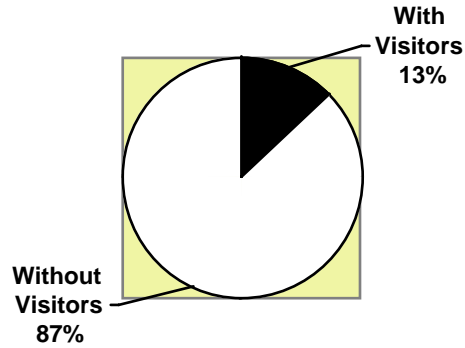
5b. The percentage of first time festival-goers was **14%**

6. Will Attend Next Year, N=291



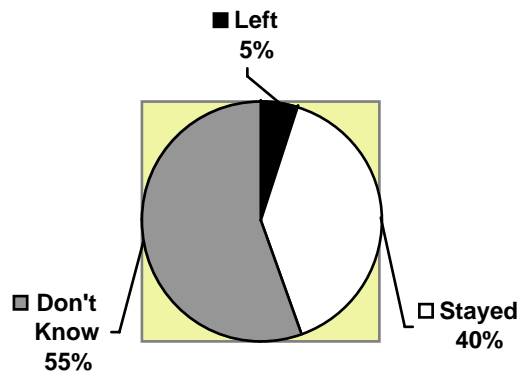
Profile of Locals - 81% of the Overall Sample

1. Locals Attending with Out of Town Visitors, N=249



2. The Percentage of Local Festival Attendees Who Indicated They Would Have Left the Area for Another Entertainment Opportunity had the Festival Not Been Held, N=230

Note- this calculation is a key variable for determining the “Retained Local” model. (See pages 17 for a full explanation of this model.)



3. Average Number of Days These Departing Locals Would Have Left the Area, N=9

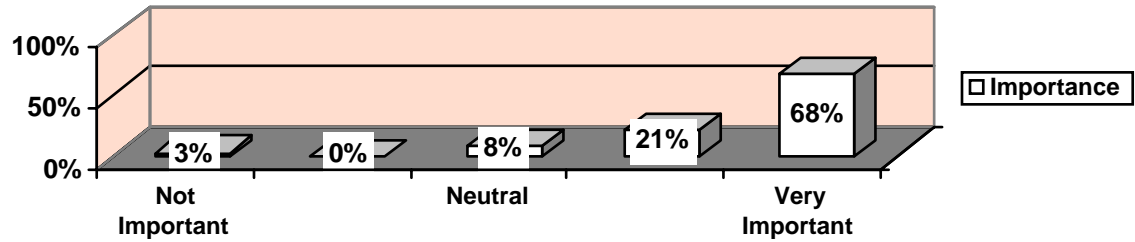
Average number of days=2.22

Note-To maintain a conservative calculation of the Retained Local model, the highest number of days departed we allow into our model is 3.00.

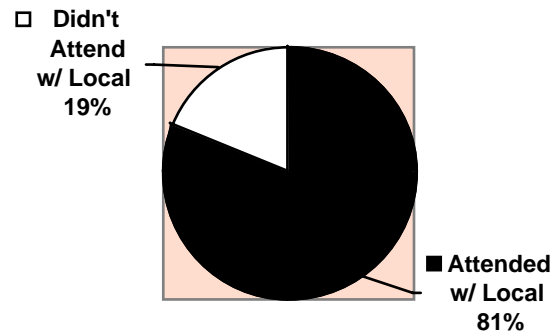
Profile of Visitors- 19% of the Overall Sample

1. Importance of the Festival, N=34

The following graph reports how important a determinate the Tejano Explosion festival was for Visitors making their decision to come to the San Antonio area. These numbers determine the "Importance Factor" which modifies Visitor spending within the region.



2. Percentage of Visitors Who Attended the Festival with Local Residents, N=42



3. Stayed with Friends, N=27

The percentage of Visitors who stayed with friends from the San Antonio area was **22%**

4. Number of Nights That Visitors Stayed in the Area, N=34

The average number of days that Visitors stayed in the area was **4.32**

Section 4 – Research Questions, and The Models

Research Questions

The goal of this BHE study is to develop reliable economic impact and demographic data for a variety of festivals. To achieve a clear understanding of the festival environment in context to this study, we address four primary research questions* regarding both demographics and economic impact. Research questions are simply questions that guide the development and direction of a research project so that accurate and useful information will be revealed about the environment studied.

The following are the research questions that framed this project.

Research Question 1

What is the demographic profile of the Festival-goers?

Research Question 2

What is the “New Money” economic impact of the festival, which includes only the spending of Visitors and Visiting Vendors?

Research Question 3

What is the “Overall” economic impact of the festival; including all Locals and Visitors, Vendors, and the Festival Budget?

Research Question 4

What is the “Retained Local” impact of the festival, which measures how much local money stayed within the area due to the existence of the festival?

Models

Calculation and reporting of demographic variables for Research Question 1 did not require the development of models examining variable interaction. Therefore, the results of Research Question 1 were simply reported as graphs in *Section 3* of this report. However, for Research Questions 2, 3, and 4, three separate models were developed to determine the economic impact the festival has upon the San Antonio economy. These models include the: 1) New Money model that profiles the spending of Visitors to the area, 2) the Overall model that profiles all possible spending related to the festival, and 3) the Retained Locals model that estimates the amount of local money that would have left the area had the festival not been held. These models allowed us to design the theoretical basis of the study, and to develop a survey that derives accurate economic impact figures.

A graphical representation of these models is provided on page 18. The three models defined above utilize different combinations of festival related spending from four distinct populations; including: 1) Locals, 2) Visitors, 3) Vendors, and 4) the Festival Budget. Because each of the three models are based on different theoretical standards, these models provide different economic impacts. However, all models are generated from the same data set that was collected in the post-festival and on-site survey*. To fully illuminate the elements of each model, the following descriptions are provided below.

Model 1. New Money

This model represents only the money spent by Visitors and Visiting Vendors in the local economy of the festival. The usefulness of this model is that it allows us to focus on the money that was spent specifically by visitors to the area.

Elements of the New Money Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site* and Regional*)*
- *Importance Factor*

From post-festival* survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*

From BHE

- *Universal Multiplier*

Model 2. The Overall Model

This model represents the overall spending in the local economy that can be attributed to the festival by Locals, Visitors, Vendors, and the Festival Budget. Although the Locals do not bring money into the community from outside regions as Visitors do, it is valuable to include their spending as it has the effect of initiating economic activity within the local economy. Examined in this way, a festival's contribution to a local economy is comparable to a local business that both draws money from and contributes to its community. To consider only the tourist dollar in terms of economic impact would greatly underestimate the complete financial benefits of festivals and similar events. In addition, we recognize that without festivals, a significant amount of money would leave the area due to locals seeking an alternative venue for entertainment in other regions (See *Model 3*).

We have determined that the usefulness of the Overall Model is that it allows us to measure the amount of money that the festival circulates through the local economy from every source that the festival draws financial impact from.

Elements of the Overall Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site and Regional)*
- *Importance Factor*
- *Local Spending (On-Site* and Regional*)*

From post-festival survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*
- *Festival Budget*

From BHE

- *Universal Multiplier*

Model 3. Retained Local Model

The Retained Local Model focuses on money that would have left the area if the festival had not been held. Retention models are not yet an economic impact standard, which is in part why the resulting amount was not added to the Overall Model. Therefore, the most effective presentation of this model would be as a compliment to the other two models. The Retained Local Model allows us to see how festivals and other events contribute to the local economy by encouraging their residents to stay and spend recreation dollars within the area. Because much of this model is based on estimated and inferred figures, it should be viewed more cautiously than other models provided in this report.

There were three main elements of the Retained Local model. First, we estimated the group size of these departing Locals at 78 individuals. Next, we calculated the number of days that Locals estimated they would have left. Then we utilized an application of Visitor spending to estimate how much departing Locals would have spent outside of the area. In this study Locals indicated they would have left the San Antonio area for 2.22 days. Finally, we multiplied these three elements to arrive at the Retained Local calculation.

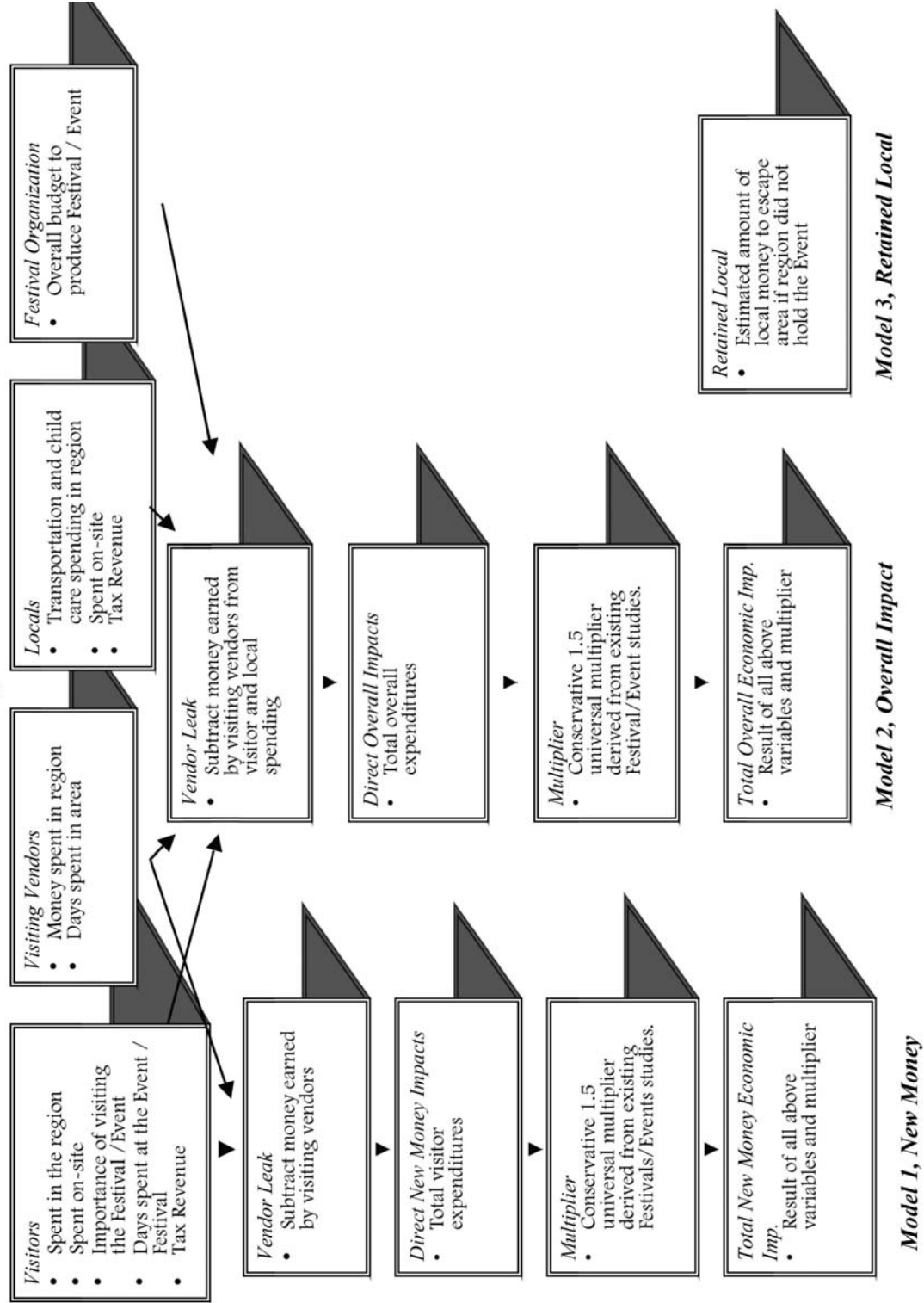
Elements of the Retained Local Model

- *A conservative estimation of how many Locals would have left the area had the Tejano Explosion festival not been held.*
- *An estimation as to how long Locals would have left the area without the existence of the festival.*
- *Estimated Local spending outside of the area based upon the Visitor's local region spending.*

The Graphic Model

The following comprehensive graphic model outlines the relationships between the variables that are defined by the three economic impacts models mentioned above.

BHE Impact Study-New Money, Overall, and Retained Local Economic Impact Models



Section 5 – Methodology

Development of the On-Site Instrument

Based upon the requirements of the three models developed for this study, a survey was created to provide the necessary data to establish economic impact and demographic information outlined in this report. The two phases involved in the development of the survey were the: 1) writing of the instrument*, and 2) pilot study*. Sections of the on-site survey include: 1) festival demographic and general information questions, and 2) festival spending questions that were used to derive economic impact figures. Staff members of BHE and the researcher conducted the pilot study of the survey with 20 individuals who were from the general public and event community.

Selection of The Subjects

Subjects interviewed in this study were individuals 18 years of age and older attending the Tejano Explosion festival. A systematic sampling method* was utilized to administer 304 on-site surveys to festival attendees as they entered the festival grounds. Systematic sampling refers to a method where interviewers approach festival attendees on a regular interval to eliminate a selection bias. Volunteers who were trained by the On-Site Survey Manager acted as the interviewers and were strategically positioned at the main entrances of the festival. The Tejano Explosion festival was held from April 20th to April 29th. Based on daily attendance estimates, surveying was conducted proportionally per-day to obtain as representative a sample* as possible.

During the administration of the survey, volunteers were available to answer any questions and provide assistance to the chosen respondents. The survey took approximately ten minutes to complete.

Development of The Post-Festival Instrument

In order to calculate the economic impact figures, the festival management was required to provide BHE responses to a post-event survey that included: 1) the festival attendance, 2) information about vendors, 3) regional tax figures, and 4) the festival budget.

Attendance and Sample Populations

Because many festival-goers attend events for more than one day, BHE has developed a system to determine the proper number of surveys to distribute at the festival. Management of the Tejano Explosion festival estimated the total attendance to be 10,000. Given the expectation of repeat visitation, the investigator chose to estimate the *actual* number of festival-goers attending during the event at 6,000, anticipating that approximately 40% of festival-goers are repeat attendees. Then, adopting a 95% confidence level*, plus or minus 5%, the total number of completed questionnaires required for this study was $N^*=384$. However, with an N of 304, sampling of the event fell short by 80 surveys.

Limitations* of the Study

1. On-site spending in this study is asked as an estimate of daily spending as the festival-goers enter the grounds. Having festival-goers report estimated spending is less accurate than utilizing actual spending figures, but it is a common convention in festival research due to the difficulty of conducting post-event surveys.
2. A Universal Multiplier is used to calculate the Overall Economic Impact model as well as the New Money model. There is often variance between regions and their appropriate multipliers. If you know what your regional tourism multiplier is, contact BHE and we will utilize it. Universal Multipliers are common convention in festival research, and we have averaged many existing multipliers and set ours to calculate economic impact conservatively.
3. Because there are multiple methodologies in obtaining attendance figures for non-gated events, the accuracy of the economic impact reported is directly related to the accuracy of the attendance estimate provided.
4. To calculate Vendor spending, we infer spending data from typical Visitor spending, assuming that Vendors have the same spending patterns during their visit as the festival Visitors. The steps used to generate these spending estimates are commonly used within the industry, and are executed in the most conservative way possible.
5. When executed correctly, the overall results of the data generated by this program are accurate at the 95% confidence level, a standard in festival and event research (see item #8). When establishing spending patterns between Locals and Visitors, however, it is possible that the group N for each sub-group when calculated separately will no longer reflect the standard 95% confidence level.
6. The model for Retained Locals estimates the amount of local money that would leak from the region specifically due to Local festival-goers leaving the area without the event to keep them home. The results should be evaluated in the most conservative framework possible due to the elements of this model that are based on estimated and inferred figures.
7. The accuracy of this study is dependent upon the quality of the data obtained on-site at the event, and the quality of data submitted to BHE.
8. In this study, not enough surveys were returned to achieve at 95% confidence level, which is a standard for festival and event research. Although this study does have a statistical integrity at an undetermined confidence level, it is the responsibility of the festival management to determine the confidence level based on the total N of the survey, and how best to report the results of this program to their intended parties.

Scope of the Study

1. Many economic impact studies provide the amount of tax revenue, jobs, and wages that their event is responsible for generating. It is beyond the scope of this study to provide those figures. However, after generating the impact figures, the results provided by the BHE will be sufficient to utilize with formulas should the festivals have access to them. Such information is typically generated with multipliers that are specific to the region. BHE may in the future be contracted to provide this information.

Section 6 – Glossary of Terms/Survey

(Note- Page numbers are included to reference the first appearance of each term in the text)

Glossary

Confidence Level- The chance of accuracy reported as a percentage that our survey represents the overall population of the event. If the correct number of surveys have been gathered, our confidence level is 95%. We are 95% confident that information from our report accurately represents the overall population of the event, with a margin or error of plus or minus 5%. *Page 19.*

Demographics- Expressed as graphs, key characteristics that define the types of individuals who attend the festival. *Page 1.*

Direct New Money Impacts- The total of all Visitor expenditures, including regional and on-site spending. *Page 1.*

Direct Overall Impacts- The total of all festival related expenditures, including Visitor, Visiting Vendor, Local, and Festival Budget expenditures. *Page 1.*

Economic Impact- The money that is brought into or circulates through the economy due to a festival or special event. *Page 1.*

Festival Budget- The total amount of money that the festival management contributes to the creation of the festival. This figure is used in the Overall Impact model as a source of relevant money contributing towards the economic impact. *Page 1.*

Festival-Goer- Any Local or Visitor attending the festival that is not involved with the organization or involved as a participant. *Page 1.*

Importance Factor- A way to economically weigh the determining factors of a visit to the region of the festival for Visitors. If Visitors rate that they attended the area for reasons other than the festival, the economic impact of their visit that is allotted to the festival will be reduced. Likewise, if the festival is the primary reason for their visit to the area, their regional spending will in a greater proportion be allotted to the festival's economic impact. *Page 6.*

Indirect New Money Impacts- The total of all Visitor expenditures including regional and on-site spending, factored by a set Universal Multiplier. *Page 1.*

Indirect Overall Impacts- The total of all festival related expenditures including Visitor, Visiting Vendor, Local, and Festival Budget expenditures, factored by a set Universal Multiplier. *Page 1.*

Instrument- The on-site survey or questionnaire. *Page 19*

Limitations- Elements of the study that cannot be executed at a higher level due to cost restrictions relating to a festival environment. *Page 20.*

Locals- Festival-goers who live within the local area of the festival. *Page 1.*

Local On-Site Spending- Spending by Local festival-goers directly at the festival, that in this study is measured by food expenditures, souvenirs, etc. *Page 17.*

Local's Regional Spending- Spending by Locals within the region of the festival, but not directly at the festival. In this study it is measured by transportation and child care expenditures (spending that is pre-determined by BHE to be specifically related to festival activities). *Page 17.*

N- The number of respondents who answer to a specific question or set of questions from the survey. *Page 19.*

New Money Model- A model of economic impact that calculates how much money has been brought into the area from Visitors and Visiting Vendors specifically because of the festival. *Page 1.*

On-Site Spending- Spending by Visitors and Locals directly on-site at the festival. Does not include spending within the region, such as hotels, etc. *Page 2.*

On-Site Survey- The survey conducted on the festival grounds that generates data about festival-goers. *Page 16.*

Overall Impact Model- A model of economic impact that calculates how much money has been brought into and has circulated through the area from Visitors, Visiting Vendors, Locals, the Festival Budget, and taxes- specifically because of the festival. *Page 1.*

Pilot Study- A review of a final draft of a survey by members of the public, and individuals who work within the festival industry. *Page 19.*

Post-Festival Survey- A survey completed by the festival management providing valuable information that allows economic impact figures to be calculated. *Page 16.*

Regional Spending- Spending by Visitors and Locals only within the region of the event. Does not include spending at the festival, such as food booths, vendor booths, etc. *Page 16.*

Research Questions- A formal question developed to address a problem posed in a research project. *Page 15.*

Retained Local Model- A model of economic impact that calculates how much money would leave the area of the event should the festival not be held. *Page 2.*

Sample- The number of festival-goers required to statistically represent the entire population of the festival. *Page 19.*

Systematic Sampling Method- A way to insure that the selection process of festival-goers for the survey is executed randomly. Potential respondents are approached based upon a pre-set interval that stays constant throughout the process of interviewing. *Page 19.*

Tax Rate- Tax revenue generated from spending on-site and within the region of the event. *Page 1.*

Universal Multiplier- A fixed calculation that expands economic impact figures to take into account how the impact circulates through many tiers of a local economy. *Page 1.*

Vendor Leak- The amount of money that leaves the local area due to the Visiting Vendors. These vendors earn money from festival-goers, then quickly return to homes away from the area of the festival, taking with them the money earned from the festival-goers. *Page 2.*

Visitors- Festival-goers who come from farther than 50 miles to the event. *Page 1.*

Visitor On-Site Spending- Spending by visiting festival-goers directly on the grounds of the festival. In this study it is measured by spending for food, souvenirs, etc. *Page 16.*

Visitor Regional Spending- Spending by Visitors within the region of the festival, but not directly at the festival. It is measured in this study by hotel, restaurant, and entertainment expenditures, etc. *Page 16.*

Visiting Vendors- Vendors who are from outside of the area of the festival who sell their foods or goods. Coupled with the Vendor Leak formula, Visiting Vendors both contribute towards economic impact in the form of regional spending (vendors are tourists as well), and against economic impact in the form of Vendor Leak (the money that they take away from the area generated by their on-site earnings). However, in this study all vendors were reported to be locals, so there was no money added into the model from this source. *Page 1.*

**TEJANO EXPLOSION - FIESTA SAN ANTONIO
& BIRCHHILL ENTERPRISES
FESTIVAL VISITOR SURVEY**

1. INCLUDING YOURSELF, HOW MANY PEOPLE ARE IN YOUR GROUP TODAY? _____⁽¹⁾

1A. YOUR GROUP INCLUDES: **CHECK ALL THAT APPLY**

- YOUR CHILD(REN)⁽²⁾
- FRIENDS/RELATIVES 18 YEARS OR OLDER⁽³⁾
- CHILD(REN) OF FRIENDS/RELATIVES⁽⁴⁾
- SPOUSE/PARTNER⁽⁵⁾

2. DO YOU CONSIDER YOURSELF: WHITE BLACK ASIAN NATIVE AMERICAN OTHER⁽⁶⁾
DO YOU CONSIDER YOURSELF HISPANIC? ___ YES ___ NO

3. YOU LIVE HOW MANY MILES FROM THE FESTIVAL GROUNDS? **ONE AND CONTINUE TO BOX DIRECTLY BELOW**

WITHIN 50 MILES FROM THE FESTIVAL



A. IF THE FESTIVAL DID NOT HAPPEN, WOULD YOU HAVE LEFT THE AREA FOR OTHER ENTERTAINMENT?

YES NO DON'T KNOW⁽⁸⁾

B. IF YOU LEFT FOR OTHER ENTERTAINMENT, HOW LONG WOULD YOU HAVE BEEN GONE? _____ DAYS.⁽⁹⁾

FARTHER THAN 50 MILES FROM THE FESTIVAL⁽⁷⁾



A. HOW IMPORTANT WAS THE FESTIVAL IN YOUR DECISION TO COME TO THIS AREA?

NOT IMPORTANT NEUTRAL VERY IMPORTANT⁽¹⁰⁾

B. HOW MANY NIGHTS WILL YOU STAY IN THIS AREA?

_____ INDICATE "0" IF NOT STAYING OVERNIGHT⁽¹¹⁾

4. ARE YOU ATTENDING WITH FRIENDS/FAMILY WHO LIVE 50 MILES OR FARTHER FROM YOU? YES NO⁽¹²⁾

5. HOW MANY HOURS DO YOU PLAN ON SPENDING AT THE FESTIVAL TODAY? _____⁽¹³⁾

6. HOW MANY TOTAL DAYS DO YOU PLAN TO ATTEND THE FESTIVAL THIS YEAR? _____⁽¹⁴⁾

7. HOW MANY YEARS HAVE YOU ATTENDED THE FESTIVAL? _____⁽¹⁵⁾ PLEASE INDICATE "0" IF YOU'VE NEVER ATTENDED.

8. WILL YOU ATTEND THE FESTIVAL NEXT YEAR? YES MAYBE NO DON'T KNOW⁽¹⁶⁾

9. WHERE DO YOU RESIDE? ZIP/POSTAL CODE _____⁽¹⁷⁾

10. YOUR AGE? 18-25 26-35 36-50 51-64 65 AND ABOVE⁽¹⁸⁾

11. YOUR GENDER? MALE FEMALE⁽¹⁹⁾

12. YOUR MARITAL STATUS? **ONE** SINGLE MARRIED PARTNERED DIVORCED WIDOW/ER⁽²⁰⁾

PLEASE TURN TO THE BACK SIDE!

NOTE- THE FOLLOWING QUESTIONS HELP TO DETERMINE THE ECONOMIC IMPACT OF THE FESTIVAL. ROUND ALL DOLLAR AMOUNTS IF IT IS HELPFUL WITH YOUR ESTIMATES.

- 13. HOW MUCH MONEY DID YOUR GROUP SPEND WITHIN 24 HOURS IN PREPARING TO ATTEND THE FESTIVAL? PLEASE ESTIMATE, EVEN IF IT IS JUST A FEW DOLLARS.**

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ PARKING **INCLUDING FESTIVAL PARKING**⁽²¹⁾
 \$ _____ PUBLIC TRANSPORTATION **INCLUDING BUS, CAB, RENTAL CAR, ETC.**⁽²²⁾
 \$ _____ GASOLINE, REPAIRS, ETC. **INCLUDING DRIVE TO FESTIVAL**⁽²³⁾
 \$ _____ CHILD CARE⁽²⁴⁾

➔ IF YOU LIVE **WITHIN 50 MILES** FROM THE FESTIVAL, PLEASE SKIP TO QUESTION 15.
 IF YOU LIVE **FARTHER THAN 50 MILES** FROM THE FESTIVAL, PLEASE ANSWER THE QUESTIONS IN THE BOX BELOW, THEN CONTINUE WITH THE SURVEY.

14. HOW MUCH MONEY HAS YOUR ENTIRE GROUP SPENT WITHIN 24 HOURS OUTSIDE OF THE FESTIVAL GROUNDS? IF YOU DON'T REMEMBER EXACT AMOUNTS, ESTIMATES WILL BE HELPFUL.

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

\$ _____ MOTELS/HOTELS/BED AND BREAKFAST **COST FOR ONE NIGHT**⁽²⁵⁾
 \$ _____ CAMPGROUNDS **COST FOR ONE NIGHT**⁽²⁶⁾
 \$ _____ NON-FESTIVAL ENTERTAINMENT **MOVIES, SPORTS, ETC.**⁽²⁷⁾
 \$ _____ RESTAURANTS **NOT AT THE FESTIVAL**⁽²⁸⁾
 \$ _____ BARS AND CLUBS **NOT AT THE FESTIVAL**⁽²⁹⁾
 \$ _____ CLOTHING **NOT PURCHASED AT THE FESTIVAL**⁽³⁰⁾
 \$ _____ ARTS OR CRAFTS **NOT PURCHASED AT THE FESTIVAL**⁽³¹⁾
 \$ _____ PERSONAL ITEMS **POSTCARDS, PHOTO SUPPLIES, ETC. NOT PURCHASED AT THE FESTIVAL**⁽³²⁾
 \$ _____ GROCERIES **NOT PURCHASED AT THE FESTIVAL**⁽³³⁾
 \$ _____ OTHER NON-FESTIVAL EXPENSES⁽³⁴⁾
 Yes No STAYED WITH FRIENDS/RELATIVES AT HOUSE/APARTMENT/CONDO⁽³⁵⁾

- 15. NOT INCLUDING ADMISSION, AT THE FESTIVAL HOW MUCH DO YOU ESTIMATE YOU'LL SPEND AS A GROUP TODAY?**

- \$ _____ FOOD AND BEVERAGES? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁶⁾
 \$ _____ ARTS AND CRAFTS? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁷⁾
 \$ _____ SOUVENIRS/OTHER **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁸⁾

- 16. WHAT IS YOUR HIGHEST LEVEL OF EDUCATION? ✓CHECK ONE ONLY**

- LESS THAN HIGH SCHOOL GRADUATE⁽¹⁾ TRADE/VOCATIONAL SCHOOL⁽³⁾ COLLEGE GRADUATE⁽⁵⁾
 HIGH SCHOOL GRADUATE⁽²⁾ SOME COLLEGE⁽⁴⁾ GRADUATE SCHOOL^{(6)/(39)}

- 17. WHAT CATEGORY BEST DESCRIBES YOUR OCCUPATION? ✓CHECK ONE ONLY**

- MARKETING/SALES⁽¹⁾ ARTS/ENTERTAINMENT⁽⁶⁾ EDUCATION⁽¹¹⁾
 TECHNICAL/COMPUTER⁽²⁾ MEDICAL/VETERINARY⁽⁷⁾ STUDENT⁽¹²⁾
 MANAGEMENT⁽³⁾ CLERICAL⁽⁸⁾ OTHER⁽¹³⁾
 SKILLED/SEMI SKILLED LABOR⁽⁴⁾ GOVERNMENT/SOCIAL SERVICE⁽⁹⁾ NOT EMPLOYED⁽¹⁴⁾
 HOSPITALITY/RESTAURANT⁽⁵⁾ LEGAL⁽¹⁰⁾ HOMEMAKER/RETIRED^{(15)/(40)}

- 18. WHAT IS YOUR TOTAL HOUSEHOLD INCOME? ✓CHECK ONE ONLY**

- UNDER \$24,000⁽¹⁾ \$50,001-\$75,000⁽⁴⁾ \$100,001-\$125,000⁽⁶⁾
 \$24,001-\$35,000⁽²⁾ \$75,001-\$100,000⁽⁵⁾ \$125,001 AND ABOVE^{(7)/(41)}
 \$35,001-\$50,000⁽³⁾

TIME: (10-2) (2-4) (4-8) INTERVIEWER _____ SURVEY NO: _____ REVISED: 03/20/2007

BIRCHHILL ENTERPRISES

Economic Impact of A Night in Old San Antonio

**April 24th to April 27th
San Antonio, Texas**

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A Night in Old San Antonio

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Section 1 – Executive Summary

Fiesta San Antonio includes more than 100 events staged in San Antonio and beyond over 10 days each April. For four nights, the historic downtown village of La Villita takes center stage as 100,000 visitors gather to celebrate the city's unique heritage at A Night in Old San Antonio. More than 240 elaborately decorated food and drink booths and more than a dozen nonstop entertainment stages represent the diverse cultures and customs of the city in 15 heritage-themed areas. NIOSA, the largest historic preservation festival in the nation, supports the community through the preservation, education and research programs of the San Antonio Conservation Society.

This study was conducted by Birchhill Enterprises (BHE) to reveal an accurate demographic* and economic impact* profile of the “A Night in Old San Antonio” festival. The findings of this report are organized so that event management can easily develop more informed marketing, development, and fundraising strategies. *Section 1* summarizes the findings of the study. *Section 2* details festival-goer's* spending and the event's economic impact. *Section 3* illustrates the demographics of the festival-goers. *Sections 4, 5, and 6* outline the procedural aspects of the study.

How the Study was Conducted

BHE provided a pre-festival survey to the management of the “A Night in Old San Antonio” festival to establish basic facts about the event including: 1) estimated attendance, 2) a profile of vendors, 3) how people enter the festival grounds, 4) the number of days of the event, and other pertinent information. BHE then sent the required number of surveys to the event so a statistically sound representation of the festival attendees could be obtained. Additionally, BHE provided training materials for the staff and volunteers to establish an accurate and consistent methodology for on-site sampling of festival-goers. As instructed by these materials, the festival management assigned a survey manager to the project to insure the process of completing surveys was done properly.

Economic Impacts

In this study, we measured economic impact with two primary models: 1) The *New Money** Model measured the impact of only Visitor related spending, and 2) The *Overall Impact** Model measured the impact of both Local and Visitor spending.

New Money Model- The direct* economic impact of Visitors* and Visiting Vendors* who came from over 50 miles from the event, including the Tax Rate*, was **\$1,690,464**. Factored with an industry established 1.5 Universal Multiplier*, the direct and indirect* *New Money* impact was **\$2,535,696**.

Overall Model- The direct* economic impact of Visitors, Visiting Vendors, Locals*, Festival Budget*, and Tax Rate was **\$6,070,639**. Factored with an industry established 1.5 Universal Multiplier, the direct and indirect* *Overall* impact* was **\$9,105,959**.

Section 1-Executive Summary

See page 21 for a glossary of terms. All terms and titles used in the models will be highlighted with a "" for their first time in use. The following terms will be capitalized whenever their use is specifically intended to represent key elements of the models: Visitors, Locals, Visiting Vendors, Festival Budget, Importance Factor, Vendor Leak, Universal Multiplier, and Tax Rate.*

Total Dollars Generated

The economic impact figures reported on the previous page typically take into account a Vendor Leak* factor that has the effect of reducing impact totals. After the event, festival Vendors who live outside of the area return home, *leaking* a portion of the money spent by festival attendees at the event. For this festival, all of the vendors were reported to be from the hosting region. Therefore, this event did not incur the typical Vendor Leak. The totals below are still reported, as they represent the total economic activity that occurred on-site and within the region of the festival. The numbers also include the standard 1.5 Universal Multiplier.

New Money Model without Vendor Leak-The direct and indirect economic impact of Visitors and Visiting Vendors including the Tax Rate, without the Vendor Leak factor was **\$2,535,696**.

Overall Model without Vendor Leak-The direct and indirect economic impact of Visitors, Visiting Vendors, Locals, Festival Budget, and the Tax Rate, without the Vendor Leak factor was **\$9,105,959**.

Tax Dollars Generated

The following figures represent the sales tax money raised for both the San Antonio area and the State of Texas by the festival-goer's on-site* and regional* spending. Please note that the Vendor Leak calculation mentioned above does not reduce the tax dollars raised for the community, as all tax money spent on the festival grounds stays within the region and state regardless of where Visiting Vendors take their earnings. Although we are reporting these tax dollars separately, they are also added to the New Money and Overall models as inputs to economic impact.

Total Sales Tax Dollars Generated for the State of Texas- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the State of Texas (including the San Antonio area) based on a **8.125%** sales tax was **\$324,477**.

Total Sales Tax Dollars Generated for the San Antonio Area- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the San Antonio area based on a **1.88%** sales tax was **\$75,079**.

Spending Per Day

Visitors and Locals had different spending profiles during their stay at the festival. On average, on-site and within the region of the festival, Locals spent **\$31.51** per-day, and Visitors spent **\$106.85**. Please note that many off-site spending categories that applied to Visitors did not apply to Locals (see Page 7, Table 5). Additionally, Visitors often spent more days in the area than the number of days the Festival was held, which added to their overall spending impact.

Section 1-Executive Summary

Retained Local Impact

The Retained Local model* was designed to estimate the total number of local dollars that would have left the region had the festival not been held. This is calculated by determining the number of Locals who indicated they would leave the area for another recreational event in the hypothetical absence of the festival, factored by the estimated dollar amount Locals would spend outside of the San Antonio area, and finally, by the number of days they would be gone.

Number of Locals that Would Have Left the Area- Approximately **2,625** locals at this year's "A Night in Old San Antonio" festival indicated that if the festival had not been held, they would have left the San Antonio area to find other recreational opportunities.

Retained Local Impact Dollars- The estimated amount of money that would have left the San Antonio area had the "A Night in Old San Antonio" festival not been held was **\$606,068**. For more information on the Retained Local model, see page 17.

Demographics

- The percentage of individuals who attended the festival in a group was **94%**.
- For those who came in a group, **5%** brought their children, **74%** came with friends or relatives over 18, **2%** came with children of friends, and **26%** came with a spouse.
- Among adults, the largest age group attending the event was **36-50**.
- **57%** of attendees were female, **43%** were male.
- The most common marital status among festival-goers* was **Single**.
- The most common level of education among festival-goers was **College Graduate**.
- The most common level of household income among festival-goers was **\$35,001-\$50,000**.
- The most common occupational category among festival-goers was **Marketing/Sales**.
- Listed in order, the 5 most common zip codes were: **78240, 78216, 78209, 78213, 78254**.
- The estimated attendance of the festival including repeat daily visits was **82,950**. The total estimated number of individual attendees to the festival, including those who visited multiple times was **39,018**.
- The estimated attendance for Visitors who came from over 50 miles to attend the event including repeat daily visits was **8,867**. The total estimated number of individual Visitors including those who attended multiple days was **4,571**.
- **89%** of attendees were Locals, **11%** of attendees were Visitors.

Section 2 – Economic Impact/Spending

Economic Impact

1. The New Money Model

This model of economic impact calculates the: 1) spending of Visitors and Visiting Vendors, and 2) the input of the Tax Rate. It deducts the Vendor Leak from Visitor spending, then factors in a conservative 1.5 Universal Multiplier. *(See page 16 for a full explanation of the model.)*

Direct New Money Economic Impact **\$1,690,464**

Direct & Indirect New Money Economic Impact (including the 1.5 multiplier) **\$2,535,696**

2. The Overall Model

This model of economic impact calculates the: 1) spending of Visitors, Visiting Vendors, and Locals, and 2) the inputs of the Festival Budget and 3) the Tax Rate. It deducts the Vendor Leak from Visitor and Local spending, then factors in a conservative 1.5 Universal Multiplier. *(See page 16 for a full explanation of the model.)*

Direct Overall Economic Impact **\$6,070,639**

Direct & Indirect Overall Economic Impact (including the 1.5 multiplier) **\$9,105,959**

3. The Retained Local Model

This model of economic impact calculates the total amount of local money that would have left the area had it not been for the existence of the festival. It infers data from Visitor spending and applies it to Locals who reported they would have left the area for another recreational opportunity had the festival not occurred. *(See Page 13, Table 2, and Page 17 for a full explanation of the model.)*

Retained Local Economic Impact **\$606,068**

4. Sales Tax Generated by Festival Related Spending

The sales tax charge at the festival was **8.125%**, of which **1.88%** stays within the San Antonio area. We took the total of all Visitor, Vendor, and Local spending that occurred as a direct result of the festival, and applied these sales tax percentages to calculate the following figures. Sales tax is included in the New Money and Overall models, as it also contributes to the economic impact of the event.

Amount of total sales tax raised by the festival for the state of Texas- **\$324,477**

Amount of total sales tax raised by the festival that stays directly in the San Antonio area-
\$75,079

5. Calculation Breakdown for Economic Impact, Including New Money, Overall Models, and Retained Locals Models.

The following tables illustrate the contributing factors to the economic impact of the event.

New Money Impact

<i>Factor</i>	<i>Totals</i>
Visitors' Spending	\$1,659,270
Local Taxes	\$31,194
Vendor Leak	\$0
Total after Leak	\$1,690,464
Multiplier	1.5
<i>Impact</i>	<i>\$2,535,696</i>

Overall Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$1,659,270
Locals' Spending	\$2,334,290
Taxes	\$75,079
Festival Budget	\$2,002,000
Vendor Leak	\$0
Total After Leak	\$6,070,639
Multiplier	1.5
<i>Impact</i>	<i>\$9,105,959</i>

Retained Locals

<i>Factor</i>	<i>Totals</i>
\$ Per-Person, Per-Day	\$98.45
Days Locals Would Have Left the Area	2.34
Population that Would Have Left the Area	2,625
<i>Retained</i>	<i>\$606,068</i>

Note-Calculations in this report are presented after rounding. Therefore, it may often not be possible to precisely replicate the calculations within this report by hand.

Spending

1. Total Spending On-Site at the Festival, N=540

This table reports the money spent by Visitors and Locals at the festival as a: 1) per-person, per-day calculation, and 2) event on-site total.

	<i>Average of Spending Per Person – Per Day On-Site</i>	<i>Total For Event Spent On-Site</i>
Visitors	\$24.01	\$212,852
Locals	\$27.68	\$2,050,740
<i>Total On-Site Spending</i>		\$2,263,592

2. Total Spending in the Region of the Festival, N=540

This table reports the money spent by Visitors, Locals, and Vendors within the region of the event due to, but not within the festival as a: 1) per-person, per-day calculation, and 2) as a regional total. This table factors in an Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

	<i>Average of Spending Per Person – Per Day in Region</i>	<i>Total in Region</i>
Visitors	\$82.84	\$1,446,418
Locals	\$3.83	\$283,550
<i>Total Spending in the Region</i>		\$1,729,968

3. Total Spent Per-Day, Per-Person at the Festival, N=540

Visitors- The average spent per-day, per-person; on-site and within the region of the festival was: **\$106.85**

Locals- The average spent per-day, per-person; on-site and within the region of the festival was: **\$31.51**

4. Itemized On-Site Spending at the Festival

This table reports the total itemized money spent directly at the festival for: 1) Locals, 2) Visitors, and 3) the total of both categories. Additional columns were included for per-person, per-day spending.

<i>Category</i>	<i>Locals N=472</i>	<i>Locals, Per- Person-Per day</i>	<i>Visitors N=68</i>	<i>Visitors, Per- Person-Per Day</i>	<i>Total N=540</i>
Food	\$1,781,818	\$24.05	\$174,954	\$19.73	\$1,956,772
Atmosphere Booths	\$268,922	\$3.63	\$37,898	\$4.28	\$306,820
Total	\$2,050,740	\$27.68	\$212,852	\$24.01	\$2,263,592

5. Itemized Regional Spending

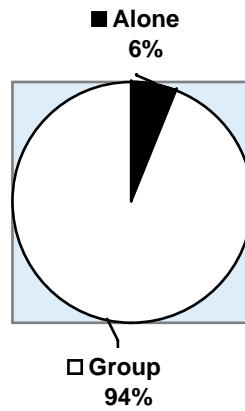
This table reports the total itemized money spent within the region of the event due to, but not within the festival as three spending categories, including: 1) Locals, 2) Visitors, and 3) a total of both categories. Additional columns were included for per-person, per-day spending. This table factors in the Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

<i>Category</i>	<i>Locals N=472</i>	<i>Locals, Per Person-Per Day</i>	<i>Visitors N=68</i>	<i>Visitors, Per Person-Per Day</i>	<i>Total N=540</i>
Parking	\$151,812	\$2.05	\$44,525	\$2.55	\$196,337
Transportation	\$51,714	\$0.70	\$50,118	\$2.87	\$101,832
Gasoline	\$74,398	\$1.00	\$52,729	\$3.02	\$127,127
Child Care	\$5,626	\$0.08	\$3,356	\$0.19	\$8,982
Motels	N/A		\$586,950	\$33.62	
Campgrounds	N/A		\$0	\$0.00	
Entertainment	N/A		\$5,519	\$0.32	
Restaurants	N/A		\$344,115	\$19.71	
Bars	N/A		\$116,346	\$6.66	
Clothing	N/A		\$126,116	\$7.22	
Arts/Crafts	N/A		\$22,076	\$1.26	
Personal Items	N/A		\$22,896	\$1.31	
Groceries	N/A		\$26,998	\$1.55	
Other	N/A		\$44,674	\$2.56	
Total	\$283,550	\$3.83	\$1,446,418	\$82.84	\$1,729,968

Section 3 – Demographics/General Information/Profile of Locals/Profile of Visitors

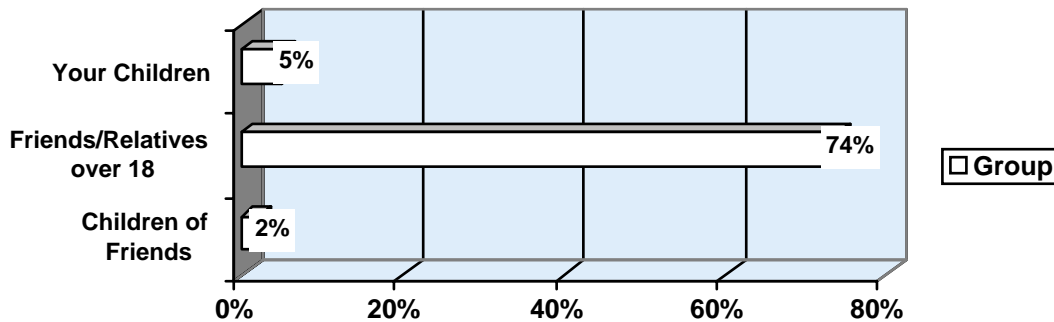
Demographics

1. Percentage of Individuals Who Attended in a Group, N=548

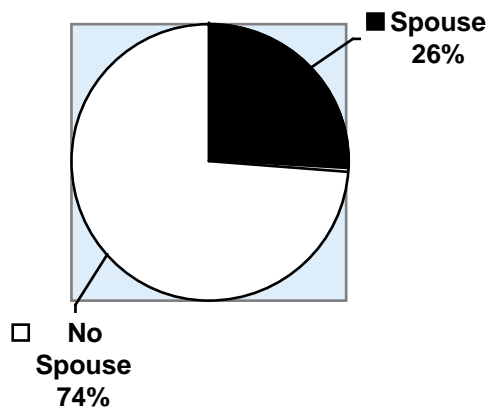


2. Group Composition, N=546

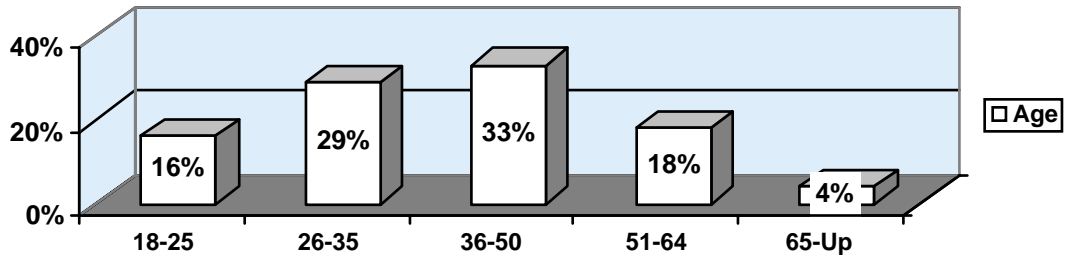
For those who came in a group, the following graph reports group composition for festival-goers.



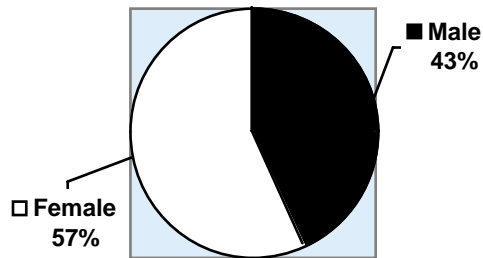
3. Percentage of Individuals Who Came to the Festival with a Spouse, N=546



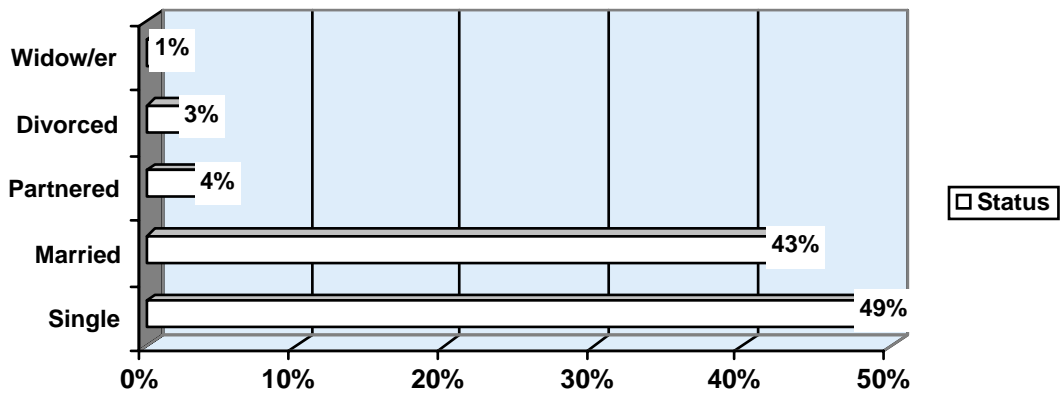
4. Age of Festival-Goers, N=542



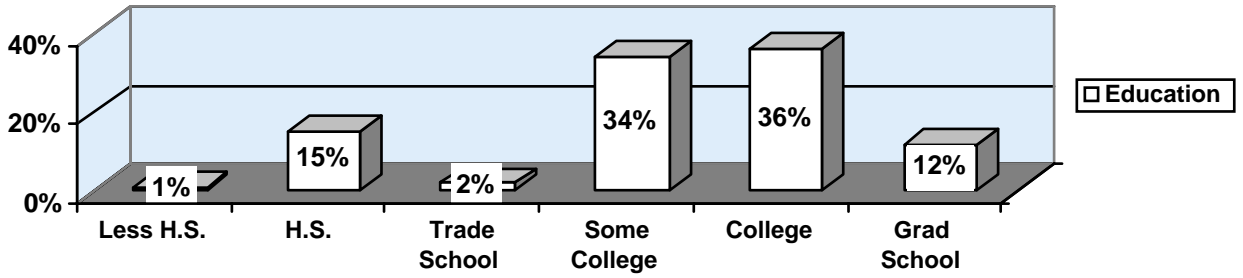
5. Gender of Festival-Goers, N=539



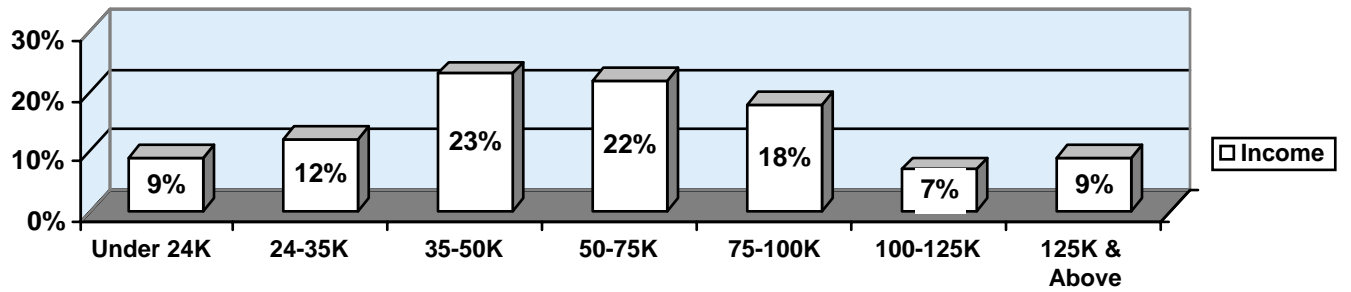
6. Marital Status of Festival-Goers, N=543



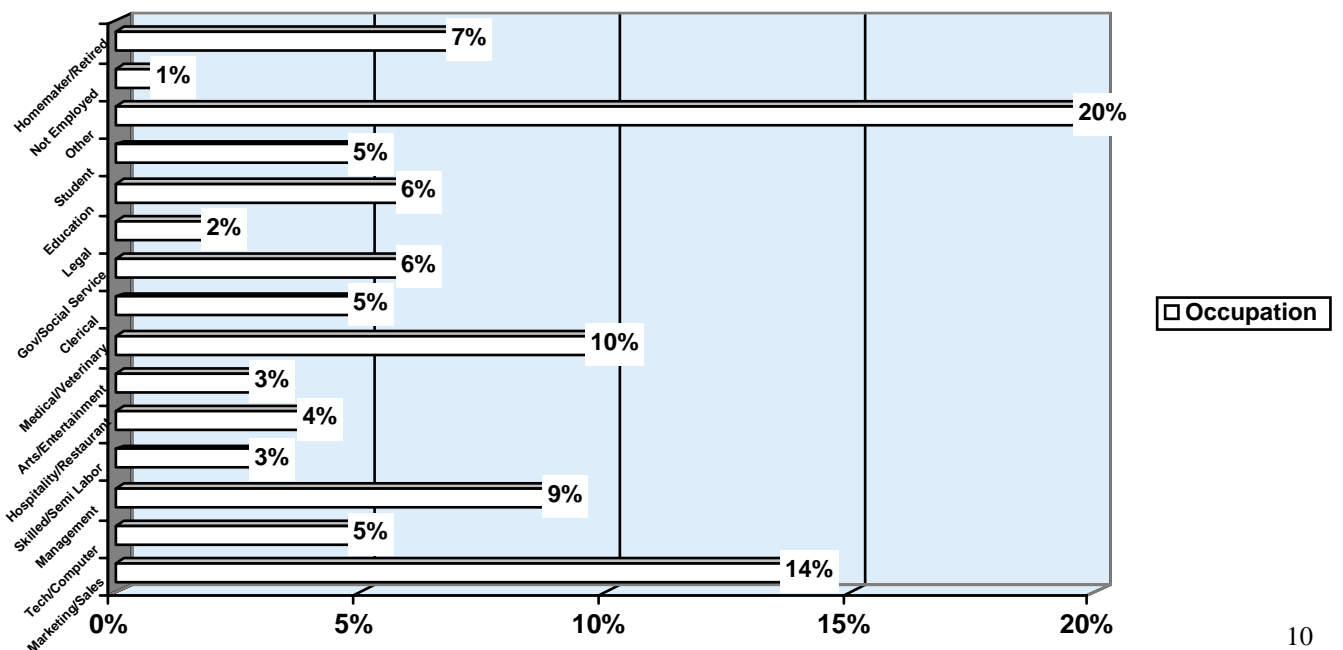
7. Level of Education of Festival-Goers, N=527



8. Income of Festival-Goers, N=501

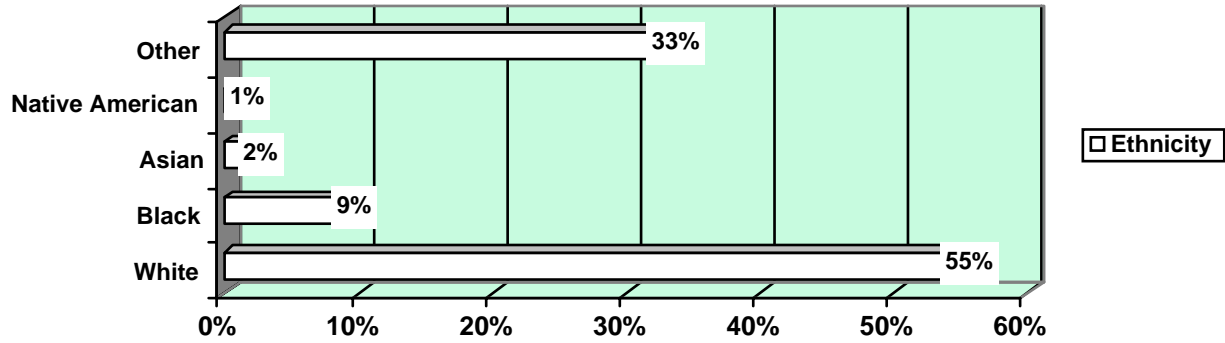


9. Occupation of Festival-Goers, N=525



General Information

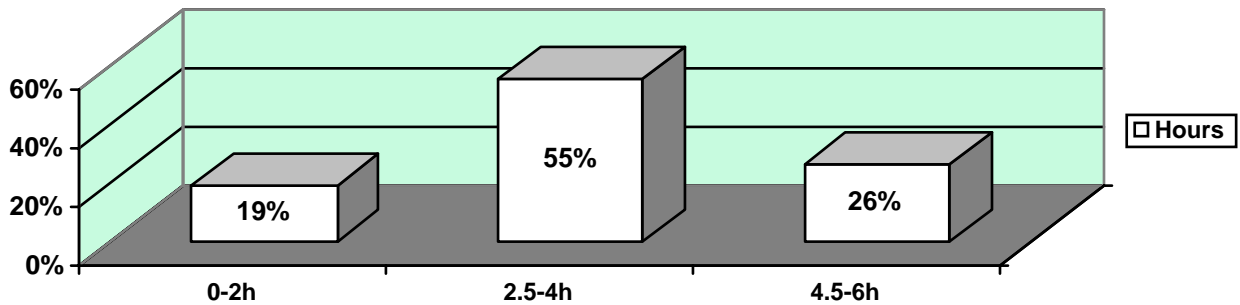
1. Ethnicity, N=351



1a. Do you consider yourself Hispanic? **78% Yes, 22% No**

2. Hours at the Festival, N=529

The following graph reports the length of time festival-goers stayed at the festival per-day.

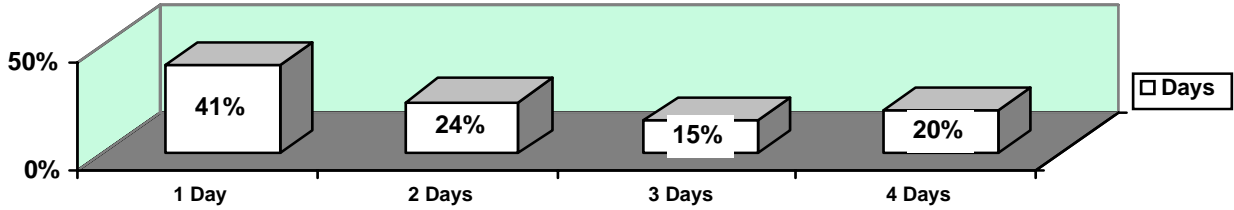


3. Average Number of Hours, N=529

3a. The average number of hours spent at the festival per-person, per-day was **3.53**

4. Days at the Festival, N=540

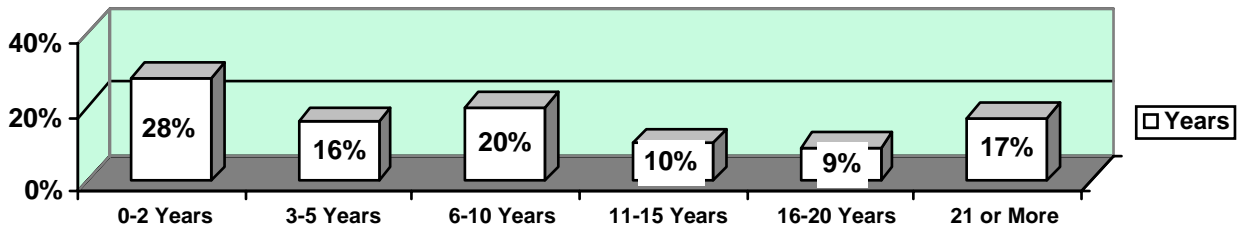
The following graph reports the number of days attendees spent at the festival.



4a. The average number of days spent at the festival was **2.13**

5. Years at the Festival, N=540

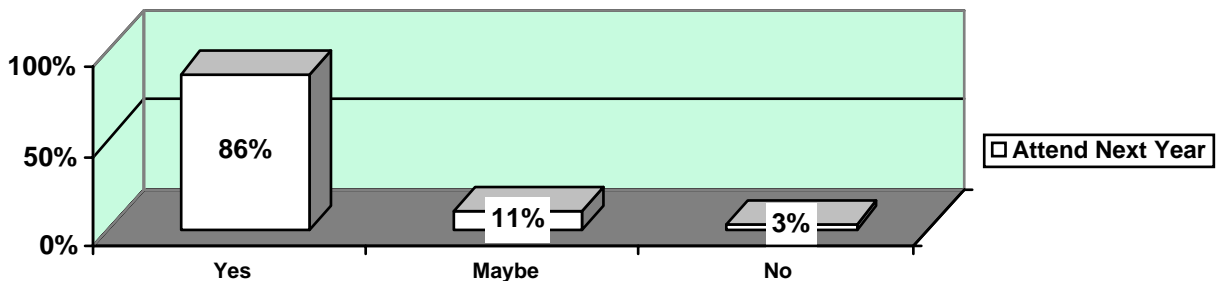
The following graph reports the number of years festival-goers had previously attended the festival.



5a. For those who have attended the festival in the past, the average number of years festival-goers attended the event was **13.03**

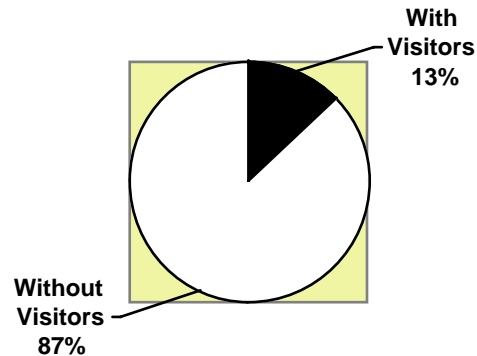
5b. The percentage of first time festival-goers was **15%**

6. Will Attend Next Year, N=526



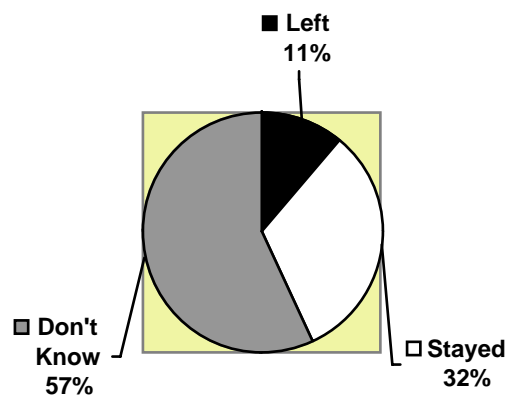
Profile of Locals - 89% of the Overall Sample

1. Locals Attending with Out of Town Visitors, N=442



2. The Percentage of Local Festival Attendees Who Indicated They Would Have Left the Area for Another Entertainment Opportunity had the Festival Not Been Held, N=382

Note- this calculation is a key variable for determining the “Retained Local” model. (See pages 17 for a full explanation of this model.)



3. Average Number of Days These Departing Locals Would Have Left the Area, N=29

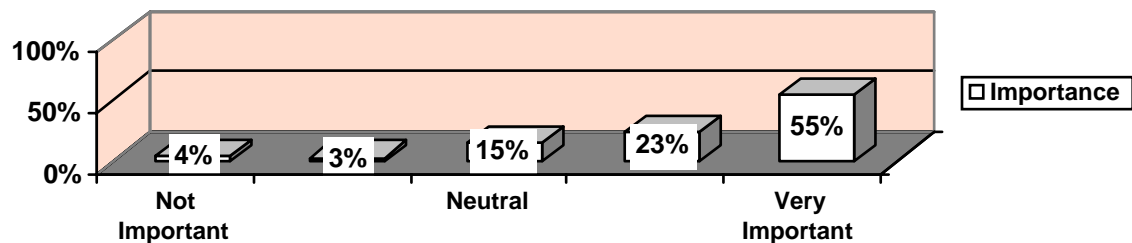
Average number of days=2.34

Note-To maintain a conservative calculation of the Retained Local model, the highest number of days departed we allow into our model is 3.00.

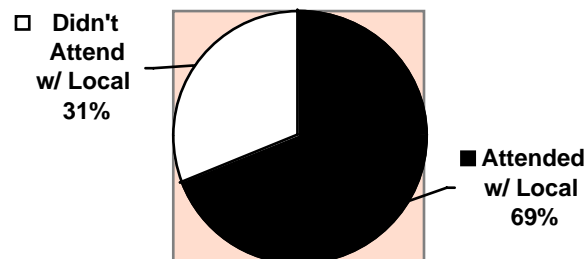
Profile of Visitors- 11% of the Overall Sample

1. Importance of the Festival, N=53

The following graph reports how important a determinant the “A Night in Old San Antonio” festival was for Visitors making their decision to come to the San Antonio area. These numbers determine the “Importance Factor” which modifies Visitor spending within the region.



2. Percentage of Visitors Who Attended the Festival with Local Residents, N=67



3. Stayed with Friends, N=32

The percentage of Visitors who stayed with friends from the San Antonio area was **41%**

4. Number of Nights That Visitors Stayed in the Area, N=51

The average number of days that Visitors stayed in the area was **3.82**

Section 4 – Research Questions, and The Models

Research Questions

The goal of this BHE study is to develop reliable economic impact and demographic data for a variety of festivals. To achieve a clear understanding of the festival environment in context to this study, we address four primary research questions* regarding both demographics and economic impact. Research questions are simply questions that guide the development and direction of a research project so that accurate and useful information will be revealed about the environment studied.

The following are the research questions that framed this project.

Research Question 1

What is the demographic profile of the Festival-goers?

Research Question 2

What is the “New Money” economic impact of the festival, which includes only the spending of Visitors and Visiting Vendors?

Research Question 3

What is the “Overall” economic impact of the festival; including all Locals and Visitors, Vendors, and the Festival Budget?

Research Question 4

What is the “Retained Local” impact of the festival, which measures how much local money stayed within the area due to the existence of the festival?

Models

Calculation and reporting of demographic variables for Research Question 1 did not require the development of models examining variable interaction. Therefore, the results of Research Question 1 were simply reported as graphs in *Section 3* of this report. However, for Research Questions 2, 3, and 4, three separate models were developed to determine the economic impact the festival has upon the San Antonio economy. These models include the: 1) New Money model that profiles the spending of Visitors to the area, 2) the Overall model that profiles all possible spending related to the festival, and 3) the Retained Locals model that estimates the amount of local money that would have left the area had the festival not been held. These models allowed us to design the theoretical basis of the study, and to develop a survey that derives accurate economic impact figures.

A graphical representation of these models is provided on page 18. The three models defined above utilize different combinations of festival related spending from four distinct populations; including: 1) Locals, 2) Visitors, 3) Vendors, and 4) the Festival Budget. Because each of the three models are based on different theoretical standards, these models provide different economic impacts. However, all models are generated from the same data set that was collected in the post-festival and on-site survey*. To fully illuminate the elements of each model, the following descriptions are provided below.

Model 1. New Money

This model represents only the money spent by Visitors and Visiting Vendors in the local economy of the festival. The usefulness of this model is that it allows us to focus on the money that was spent specifically by visitors to the area.

Elements of the New Money Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site* and Regional*)*
- *Importance Factor*

From post-festival* survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*

From BHE

- *Universal Multiplier*

Model 2. The Overall Model

This model represents the overall spending in the local economy that can be attributed to the festival by Locals, Visitors, Vendors, and the Festival Budget. Although the Locals do not bring money into the community from outside regions as Visitors do, it is valuable to include their spending as it has the effect of initiating economic activity within the local economy. Examined in this way, a festival's contribution to a local economy is comparable to a local business that both draws money from and contributes to its community. To consider only the tourist dollar in terms of economic impact would greatly underestimate the complete financial benefits of festivals and similar events. In addition, we recognize that without festivals, a significant amount of money would leave the area due to locals seeking an alternative venue for entertainment in other regions (See *Model 3*).

We have determined that the usefulness of the Overall Model is that it allows us to measure the amount of money that the festival circulates through the local economy from every source that the festival draws financial impact from.

Elements of the Overall Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site and Regional)*
- *Importance Factor*
- *Local Spending (On-Site* and Regional*)*

From post-festival survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*
- *Festival Budget*

From BHE

- *Universal Multiplier*

Model 3. Retained Local Model

The Retained Local Model focuses on money that would have left the area if the festival had not been held. Retention models are not yet an economic impact standard, which is in part why the resulting amount was not added to the Overall Model. Therefore, the most effective presentation of this model would be as a compliment to the other two models. The Retained Local Model allows us to see how festivals and other events contribute to the local economy by encouraging their residents to stay and spend recreation dollars within the area. Because much of this model is based on estimated and inferred figures, it should be viewed more cautiously than other models provided in this report.

There were three main elements of the Retained Local model. First, we estimated the group size of these departing Locals at 2,625 individuals. Next, we calculated the number of days that Locals estimated they would have left. Then we utilized an application of Visitor spending to estimate how much departing Locals would have spent outside of the area. In this study Locals indicated they would have left the San Antonio area for 2.34 days. Finally, we multiplied these three elements to arrive at the Retained Local calculation.

Elements of the Retained Local Model

- *A conservative estimation of how many Locals would have left the area had the “A Night in Old San Antonio” festival not been held.*
- *An estimation as to how long Locals would have left the area without the existence of the festival.*
- *Estimated Local spending outside of the area based upon the Visitor’s local region spending.*

The Graphic Model

The following comprehensive graphic model outlines the relationships between the variables that are defined by the three economic impacts models mentioned above.

Section 5 – Methodology

Development of the On-Site Instrument

Based upon the requirements of the three models developed for this study, a survey was created to provide the necessary data to establish economic impact and demographic information outlined in this report. The two phases involved in the development of the survey were the: 1) writing of the instrument*, and 2) pilot study*. Sections of the on-site survey include: 1) festival demographic and general information questions, and 2) festival spending questions that were used to derive economic impact figures. Staff members of BHE and the researcher conducted the pilot study of the survey with 20 individuals who were from the general public and event community.

Selection of The Subjects

Subjects interviewed in this study were individuals 18 years of age and older attending the “A Night in Old San Antonio” festival. A systematic sampling method* was utilized to administer 548 on-site surveys to festival attendees as they entered the festival grounds. Systematic sampling refers to a method where interviewers approach festival attendees on a regular interval to eliminate a selection bias. Volunteers who were trained by the On-Site Survey Manager acted as the interviewers and were strategically positioned at the entrances of the festival. The “A Night in Old San Antonio” festival was held from April 24th to April 27th. Based on daily attendance estimates, surveying was conducted proportionally per-day to obtain as representative a sample* as possible.

During the administration of the survey, volunteers were available to answer any questions and provide assistance to the chosen respondents. The survey took approximately ten minutes to complete.

Development of The Post-Festival Instrument

In order to calculate the economic impact figures, the festival management was required to provide BHE responses to a post-event survey that included: 1) the festival attendance, 2) information about vendors, 3) regional tax figures, and 4) the festival budget.

Attendance and Sample Populations

Because many festival-goers attend events for more than one day, BHE has developed a system to determine the proper number of surveys to distribute at the festival. Management of the “A Night in Old San Antonio” festival estimated the total attendance to be 100,000. Given the expectation of repeat visitation, the investigator chose to estimate the *actual* number of festival-goers attending during the event at 60,000, anticipating that approximately 40% of festival-goers are repeat attendees. Then, adopting a 95% confidence level*, plus or minus 5%, the total number of completed questionnaires required for this study was $N^*=384$. As a safety barrier, an additional 164 surveys were distributed at the festival, totaling $N=548$.

Limitations* of the Study

1. On-site spending in this study is asked as an estimate of daily spending as the festival-goers enter the grounds. Having festival-goers report estimated spending is less accurate than utilizing actual spending figures, but it is a common convention in festival research due to the difficulty of conducting post-event surveys.
2. Attendees estimated spending on-site in three categories: Food, Arts/Crafts, and Souvenir/Other. The management of “A Night in Old San Antonio” indicated that there were no booths on-site directly associated with the event, but there were non-profit booths within all three categories. Therefore, we kept the estimated on-site spending as it contributes to the economic impact of the event. We also combined the Arts/Crafts and Souvenir/Other categories into a combined category called “Atmosphere” booths.
3. A Universal Multiplier is used to calculate the Overall Economic Impact model as well as the New Money model. There is often variance between regions and their appropriate multipliers. If you know what your regional tourism multiplier is, contact BHE and we will utilize it. Universal Multipliers are common convention in festival research, and we have averaged many existing multipliers and set ours to calculate economic impact conservatively.
4. Because there are multiple methodologies in obtaining attendance figures for non-gated events, the accuracy of the economic impact reported is directly related to the accuracy of the attendance estimate provided.
5. To calculate Vendor spending, we infer spending data from typical Visitor spending, assuming that Vendors have the same spending patterns during their visit as the festival Visitors. The steps used to generate these spending estimates are commonly used within the industry, and are executed in the most conservative way possible.
6. When executed correctly, the overall results of the data generated by this program are accurate at the 95% confidence level, a standard in festival and event research. When establishing spending patterns between Locals and Visitors, however, it is possible that the group N for each sub-group when calculated separately will no longer reflect the standard 95% confidence level.
7. The model for Retained Locals estimates the amount of local money that would leak from the region specifically due to Local festival-goers leaving the area without the event to keep them home. The results should be evaluated in the most conservative framework possible due to the elements of this model that are based on estimated and inferred figures.
8. The accuracy of this study is dependent upon the quality of the data obtained on-site at the event, and the quality of data submitted to BHE.

Scope of the Study

1. Many economic impact studies provide the amount of tax revenue, jobs, and wages that their event is responsible for generating. It is beyond the scope of this study to provide those figures. However, after generating the impact figures, the results provided by the BHE will be sufficient to utilize with formulas should the festivals have access to them. Such information is typically generated with multipliers that are specific to the region. BHE may in the future be contracted to provide this information.

Section 6 – Glossary of Terms/Survey

(Note- Page numbers are included to reference the first appearance of each term in the text)

Glossary

Confidence Level- The chance of accuracy reported as a percentage that our survey represents the overall population of the event. In this survey, our confidence level is 95%. We are 95% confident that information from our report accurately represents the overall population of the event, with a margin or error of plus or minus 5%. *Page 19.*

Demographics- Expressed as graphs, key characteristics that define the types of individuals who attend the festival. *Page 1.*

Direct New Money Impacts- The total of all Visitor expenditures, including regional and on-site spending. *Page 1.*

Direct Overall Impacts- The total of all festival related expenditures, including Visitor, Visiting Vendor, Local, and Festival Budget expenditures. *Page 1.*

Economic Impact- The money that is brought into or circulates through the economy due to a festival or special event. *Page 1.*

Festival Budget- The total amount of money that the festival management contributes to the creation of the festival. This figure is used in the Overall Impact model as a source of relevant money contributing towards the economic impact. *Page 1.*

Festival-Goer- Any Local or Visitor attending the festival that is not involved with the organization or involved as a participant. *Page 1.*

Importance Factor- A way to economically weigh the determining factors of a visit to the region of the festival for Visitors. If Visitors rate that they attended the area for reasons other than the festival, the economic impact of their visit that is allotted to the festival will be reduced. Likewise, if the festival is the primary reason for their visit to the area, their regional spending will in a greater proportion be allotted to the festival's economic impact. *Page 6.*

Indirect New Money Impacts- The total of all Visitor expenditures including regional and on-site spending, factored by a set Universal Multiplier. *Page 1.*

Indirect Overall Impacts- The total of all festival related expenditures including Visitor, Visiting Vendor, Local, and Festival Budget expenditures, factored by a set Universal Multiplier. *Page 1.*

Instrument- The on-site survey or questionnaire. *Page 19*

Limitations- Elements of the study that cannot be executed at a higher level due to cost restrictions relating to a festival environment. *Page 20.*

Locals- Festival-goers who live within the local area of the festival. *Page 1.*

Local On-Site Spending- Spending by Local festival-goers directly at the festival, that in this study is measured by food expenditures, souvenirs, etc. *Page 17.*

Local's Regional Spending- Spending by Locals within the region of the festival, but not directly at the festival. In this study it is measured by transportation and child care expenditures (spending that is pre-determined by BHE to be specifically related to festival activities). *Page 17.*

N- The number of respondents who answer to a specific question or set of questions from the survey. *Page 19.*

New Money Model- A model of economic impact that calculates how much money has been brought into the area from Visitors and Visiting Vendors specifically because of the festival. *Page 1.*

On-Site Spending- Spending by Visitors and Locals directly on-site at the festival. Does not include spending within the region, such as hotels, etc. *Page 2.*

On-Site Survey- The survey conducted on the festival grounds that generates data about festival-goers. *Page 16.*

Overall Impact Model- A model of economic impact that calculates how much money has been brought into and has circulated through the area from Visitors, Visiting Vendors, Locals, the Festival Budget, and taxes- specifically because of the festival. *Page 1.*

Pilot Study- A review of a final draft of a survey by members of the public, and individuals who work within the festival industry. *Page 19.*

Post-Festival Survey- A survey completed by the festival management providing valuable information that allows economic impact figures to be calculated. *Page 16.*

Regional Spending- Spending by Visitors and Locals only within the region of the event. Does not include spending at the festival, such as food booths, vendor booths, etc. *Page 16.*

Research Questions- A formal question developed to address a problem posed in a research project. *Page 15.*

Retained Local Model- A model of economic impact that calculates how much money would leave the area of the event should the festival not be held. *Page 2.*

Sample- The number of festival-goers required to statistically represent the entire population of the festival. *Page 19.*

Systematic Sampling Method- A way to insure that the selection process of festival-goers for the survey is executed randomly. Potential respondents are approached based upon a pre-set interval that stays constant throughout the process of interviewing. *Page 19.*

Tax Rate- Tax revenue generated from spending on-site and within the region of the event. *Page 1.*

Universal Multiplier- A fixed calculation that expands economic impact figures to take into account how the impact circulates through many tiers of a local economy. *Page 1.*

Vendor Leak- The amount of money that leaves the local area due to the Visiting Vendors. These vendors earn money from festival-goers, then quickly return to homes away from the area of the festival, taking with them the money earned from the festival-goers. *Page 2.*

Visitors- Festival-goers who come from farther than 50 miles to the event. *Page 1.*

Visitor On-Site Spending- Spending by visiting festival-goers directly on the grounds of the festival. In this study it is measured by spending for food, souvenirs, etc. *Page 16.*

Visitor Regional Spending- Spending by Visitors within the region of the festival, but not directly at the festival. It is measured in this study by hotel, restaurant, and entertainment expenditures, etc. *Page 16.*

Visiting Vendors- Vendors who are from outside of the area of the festival who sell their foods or goods. Coupled with the Vendor Leak formula, Visiting Vendors both contribute towards economic impact in the form of regional spending (vendors are tourists as well), and against economic impact in the form of Vendor Leak (the money that they take away from the area generated by their on-site earnings). However, in this study all non-profit vendors were reported to be locals, so there was no money added into the model from this source. *Page 1.*

**NIGHT IN OLD SAN ANTONIO - FIESTA SAN ANTONIO
& BIRCHHILL ENTERPRISES
FESTIVAL VISITOR SURVEY**

1. INCLUDING YOURSELF, HOW MANY PEOPLE ARE IN YOUR GROUP TODAY? _____⁽¹⁾

1A. YOUR GROUP INCLUDES: **CHECK ALL THAT APPLY**

- YOUR CHILD(REN)⁽²⁾
- FRIENDS/RELATIVES 18 YEARS OR OLDER⁽³⁾
- CHILD(REN) OF FRIENDS/RELATIVES⁽⁴⁾
- SPOUSE/PARTNER⁽⁵⁾

2. DO YOU CONSIDER YOURSELF: WHITE BLACK ASIAN NATIVE AMERICAN OTHER⁽⁶⁾
DO YOU CONSIDER YOURSELF HISPANIC? ___ YES ___ NO

3. YOU LIVE HOW MANY MILES FROM THE FESTIVAL GROUNDS? **ONE AND CONTINUE TO BOX DIRECTLY BELOW**

WITHIN 50 MILES FROM THE FESTIVAL



A. IF THE FESTIVAL DID NOT HAPPEN, WOULD YOU HAVE LEFT THE AREA FOR OTHER ENTERTAINMENT?

YES NO DON'T KNOW⁽⁸⁾

B. IF YOU LEFT FOR OTHER ENTERTAINMENT, HOW LONG WOULD YOU HAVE BEEN GONE? _____ DAYS.⁽⁹⁾

FARTHER THAN 50 MILES FROM THE FESTIVAL⁽⁷⁾



A. HOW IMPORTANT WAS THE FESTIVAL IN YOUR DECISION TO COME TO THIS AREA?

NOT IMPORTANT NEUTRAL VERY IMPORTANT⁽¹⁰⁾

B. HOW MANY NIGHTS WILL YOU STAY IN THIS AREA?

_____ INDICATE "0" IF NOT STAYING OVERNIGHT⁽¹¹⁾

4. ARE YOU ATTENDING WITH FRIENDS/FAMILY WHO LIVE 50 MILES OR FARTHER FROM YOU? YES NO⁽¹²⁾

5. HOW MANY HOURS DO YOU PLAN ON SPENDING AT THE FESTIVAL TODAY? _____⁽¹³⁾

6. HOW MANY TOTAL DAYS DO YOU PLAN TO ATTEND THE FESTIVAL THIS YEAR? _____⁽¹⁴⁾

7. HOW MANY YEARS HAVE YOU ATTENDED THE FESTIVAL? _____⁽¹⁵⁾ PLEASE INDICATE "0" IF YOU'VE NEVER ATTENDED.

8. WILL YOU ATTEND THE FESTIVAL NEXT YEAR? YES MAYBE NO DON'T KNOW⁽¹⁶⁾

9. WHERE DO YOU RESIDE? ZIP/POSTAL CODE _____⁽¹⁷⁾

10. YOUR AGE? 18-25 26-35 36-50 51-64 65 AND ABOVE⁽¹⁸⁾

11. YOUR GENDER? MALE FEMALE⁽¹⁹⁾

12. YOUR MARITAL STATUS? **ONE** SINGLE MARRIED PARTNERED DIVORCED WIDOW/ER⁽²⁰⁾

PLEASE TURN TO THE BACK SIDE!

NOTE- THE FOLLOWING QUESTIONS HELP TO DETERMINE THE ECONOMIC IMPACT OF THE FESTIVAL. ROUND ALL DOLLAR AMOUNTS IF IT IS HELPFUL WITH YOUR ESTIMATES.

- 13. HOW MUCH MONEY DID YOUR GROUP SPEND WITHIN 24 HOURS IN PREPARING TO ATTEND THE FESTIVAL? PLEASE ESTIMATE, EVEN IF IT IS JUST A FEW DOLLARS.**

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ PARKING **INCLUDING FESTIVAL PARKING**⁽²¹⁾
 \$ _____ PUBLIC TRANSPORTATION **INCLUDING BUS, CAB, RENTAL CAR, ETC.**⁽²²⁾
 \$ _____ GASOLINE, REPAIRS, ETC. **INCLUDING DRIVE TO FESTIVAL**⁽²³⁾
 \$ _____ CHILD CARE⁽²⁴⁾

➔ IF YOU LIVE **WITHIN 50 MILES** FROM THE FESTIVAL, PLEASE SKIP TO QUESTION 15.
 IF YOU LIVE **FARTHER THAN 50 MILES** FROM THE FESTIVAL, PLEASE ANSWER THE QUESTIONS IN THE BOX BELOW, THEN CONTINUE WITH THE SURVEY.

- 14. HOW MUCH MONEY HAS YOUR ENTIRE GROUP SPENT WITHIN 24 HOURS OUTSIDE OF THE FESTIVAL GROUNDS? IF YOU DON'T REMEMBER EXACT AMOUNTS, ESTIMATES WILL BE HELPFUL.**

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ MOTELS/HOTELS/BED AND BREAKFAST **COST FOR ONE NIGHT**⁽²⁵⁾
 \$ _____ CAMPGROUNDS **COST FOR ONE NIGHT**⁽²⁶⁾
 \$ _____ NON-FESTIVAL ENTERTAINMENT **MOVIES, SPORTS, ETC.**⁽²⁷⁾
 \$ _____ RESTAURANTS **NOT AT THE FESTIVAL**⁽²⁸⁾
 \$ _____ BARS AND CLUBS **NOT AT THE FESTIVAL**⁽²⁹⁾
 \$ _____ CLOTHING **NOT PURCHASED AT THE FESTIVAL**⁽³⁰⁾
 \$ _____ ARTS OR CRAFTS **NOT PURCHASED AT THE FESTIVAL**⁽³¹⁾
 \$ _____ PERSONAL ITEMS **POSTCARDS, PHOTO SUPPLIES, ETC. NOT PURCHASED AT THE FESTIVAL**⁽³²⁾
 \$ _____ GROCERIES **NOT PURCHASED AT THE FESTIVAL**⁽³³⁾
 \$ _____ OTHER NON-FESTIVAL EXPENSES⁽³⁴⁾
 Yes No STAYED WITH FRIENDS/RELATIVES AT HOUSE/APARTMENT/CONDO⁽³⁵⁾

- 15. NOT INCLUDING ADMISSION, AT THE FESTIVAL HOW MUCH DO YOU ESTIMATE YOU'LL SPEND AS A GROUP TODAY?**

- \$ _____ FOOD AND BEVERAGES? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁶⁾
 \$ _____ ARTS AND CRAFTS? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁷⁾
 \$ _____ SOUVENIRS/OTHER **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁸⁾

- 16. WHAT IS YOUR HIGHEST LEVEL OF EDUCATION? ✓CHECK ONE ONLY**

- LESS THAN HIGH SCHOOL GRADUATE⁽¹⁾ TRADE/VOCATIONAL SCHOOL⁽³⁾ COLLEGE GRADUATE⁽⁵⁾
 HIGH SCHOOL GRADUATE⁽²⁾ SOME COLLEGE⁽⁴⁾ GRADUATE SCHOOL^{(6)/(39)}

- 17. WHAT CATEGORY BEST DESCRIBES YOUR OCCUPATION? ✓CHECK ONE ONLY**

- MARKETING/SALES⁽¹⁾ ARTS/ENTERTAINMENT⁽⁶⁾ EDUCATION⁽¹¹⁾
 TECHNICAL/COMPUTER⁽²⁾ MEDICAL/VETERINARY⁽⁷⁾ STUDENT⁽¹²⁾
 MANAGEMENT⁽³⁾ CLERICAL⁽⁸⁾ OTHER⁽¹³⁾
 SKILLED/SEMI SKILLED LABOR⁽⁴⁾ GOVERNMENT/SOCIAL SERVICE⁽⁹⁾ NOT EMPLOYED⁽¹⁴⁾
 HOSPITALITY/RESTAURANT⁽⁵⁾ LEGAL⁽¹⁰⁾ HOMEMAKER/RETIRED^{(15)/(40)}

- 18. WHAT IS YOUR TOTAL HOUSEHOLD INCOME? ✓CHECK ONE ONLY**

- UNDER \$24,000⁽¹⁾ \$50,001-\$75,000⁽⁴⁾ \$100,001-\$125,000⁽⁶⁾
 \$24,001-\$35,000⁽²⁾ \$75,001-\$100,000⁽⁵⁾ \$125,001 AND ABOVE^{(7)/(41)}
 \$35,001-\$50,000⁽³⁾

TIME: (10-2) (2-4) (4-8) INTERVIEWER _____ SURVEY NO: _____ REVISED: 03/20/2007

BIRCHHILL ENTERPRISES

Economic Impact of Fiesta Carnival

**April 18th to 29th, 2007
San Antonio, Texas**

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Section 1 – Executive Summary

Fiesta San Antonio includes more than 100 events staged in San Antonio and beyond over 10 days each April. The Fiesta Carnival—rides, foods, beverages and games of chance—takes place in the heart of downtown San Antonio, adjacent to Market Square and within easy walking distance of the route of the two major street parades. Admission to the carnival area is free. Visitors buy tickets for rides and food at on-site booths. Attractions include kiddy rides and thrill rides for older visitors.

This study was conducted by Birchhill Enterprises (BHE) to reveal an accurate demographic* and economic impact* profile of the Fiesta Carnival festival. The findings of this report are organized so that event management can easily develop more informed marketing, development, and fundraising strategies. *Section 1* summarizes the findings of the study. *Section 2* details festival-goer's* spending and the event's economic impact. *Section 3* illustrates the demographics of the festival-goers. *Sections 4, 5, and 6* outline the procedural aspects of the study.

How the Study was Conducted

BHE provided a pre-festival survey to the management of the Fiesta Carnival festival to establish basic facts about the event including: 1) estimated attendance, 2) a profile of vendors, 3) how people enter the festival grounds, 4) the number of days of the event, and other pertinent information. BHE then sent the required number of surveys to the event so a statistically sound representation of the festival attendees could be obtained. Additionally, BHE provided training materials for the staff and volunteers to establish an accurate and consistent methodology for on-site sampling of festival-goers. As instructed by these materials, the festival management assigned a survey manager to the project to insure the process of completing surveys was done properly.

Economic Impacts

In this study, we measured economic impact with two primary models: 1) The *New Money** Model measured the impact of only Visitor related spending, and 2) The *Overall Impact** Model measured the impact of both Local and Visitor spending.

New Money Model- The direct* economic impact of Visitors* and Visiting Vendors* who came from over 50 miles from the event, including the Tax Rate*, was **\$6,330,465**. Factored with an industry established 1.5 Universal Multiplier*, the direct and indirect* *New Money* impact was **\$9,495,698**.

Overall Model- The direct* economic impact of Visitors, Visiting Vendors, Locals*, Festival Budget*, and Tax Rate was **\$13,184,525**. Factored with an industry established 1.5 Universal Multiplier, the direct and indirect* *Overall* impact* was **\$19,776,788**.

See page 21 for a glossary of terms. All terms and titles used in the models will be highlighted with a "" for their first time in use. The following terms will be capitalized whenever their use is specifically intended to represent key elements of the models: Visitors, Locals, Visiting Vendors, Festival Budget, Importance Factor, Vendor Leak, Universal Multiplier, and Tax Rate.*

Section 1-Executive Summary

Total Dollars Generated

The economic impact figures reported on the previous page take into account a Vendor Leak* factor that has the effect of reducing impact totals. After the event, festival Vendors who live outside of the area return home, *leaking* a portion of the money spent by festival attendees at the event. The numbers below reflect the spending inputs without including the Vendor Leak calculation, and therefore represent the total economic activity that occurred on-site and within the region of the festival. The numbers also include the standard 1.5 Universal Multiplier.

New Money Model without Vendor Leak-The direct and indirect economic impact of Visitors and Visiting Vendors including the Tax Rate, without the Vendor Leak factor was **\$11,199,561**.

Overall Model without Vendor Leak-The direct and indirect economic impact of Visitors, Visiting Vendors, Locals, Festival Budget, and the Tax Rate, without the Vendor Leak factor was **\$35,956,428**.

Tax Dollars Generated

The following figures represent the sales tax money raised for both the San Antonio area and the State of Texas by the festival-goer's on-site* and regional* spending. Please note that the Vendor Leak calculation mentioned above does not reduce the tax dollars raised for the community, as all tax money spent on the festival grounds stays within the region and state regardless of where Visiting Vendors take their earnings. Although we are reporting these tax dollars separately, they are also added to the New Money and Overall models as inputs to economic impact.

Total Sales Tax Dollars Generated for the State of Texas- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the State of Texas (including the San Antonio area) based on a **8.125%** sales tax was **\$1,798,294**.

Total Sales Tax Dollars Generated for the San Antonio Area- The total sales tax generated by all Visitors, Vendors, and Locals as a result of the festival to the San Antonio area based on a **1.88%** sales tax was **\$416,098**.

Spending Per Day

Visitors and Locals had different spending profiles during their stay at the festival. On average, on-site and within the region of the festival, Locals spent **\$29.71** per-day, and Visitors spent **\$124.47**. Please note that many off-site spending categories that applied to Visitors did not apply to Locals (see Page 7, Table 5). Additionally, Visitors often spent more days in the area than the number of days the Festival was held, which added to their overall spending impact.

Retained Local Impact

The Retained Local model* was designed to estimate the total number of local dollars that would have left the region had the festival not been held. This is calculated by determining the number

Section 1-Executive Summary

of Locals who indicated they would leave the area for another recreational event in the hypothetical absence of the festival, factored by the estimated dollar amount Locals would spend outside of the San Antonio area, and finally, by the number of days they would be gone.

Number of Locals that Would Have Left the Area- Approximately **4,019** locals at this year's Fiesta Carnival festival indicated that if the festival had not been held, they would have left the San Antonio area to find other recreational opportunities.

Retained Local Impact Dollars- The estimated amount of money that would have left the San Antonio area had the Fiesta Carnival festival not been held was **\$793,616**. For more information on the Retained Local model, see page 17.

Demographics

- The percentage of individuals who attended the festival in a group was **95%**.
- For those who came in a group, **37%** brought their children, **56%** came with friends or relatives over 18, **6%** came with children of friends, and **33%** came with a spouse.
- Among adults, the largest age group attending the event was **36-50**.
- **64%** of attendees were female, **36%** were male.
- The most common marital status among festival-goers* was **Married**.
- The most common level of education among festival-goers was **Some College**.
- The most common level of household income among festival-goers was **\$50,001-\$75,000**.
- The most common occupational category among festival-goers was **Medical/Veterinary**.
- Several of the most common zip codes were: **78228, 78207, 78216, 78201**.
- The estimated attendance of the festival including repeat daily visits was **550,000**. The total estimated number of individual attendees to the festival, including those who visited multiple times was **187,209**.
- The estimated attendance for Visitors who came from over 50 miles to attend the event including repeat daily visits was **51,705**. The total estimated number of individual Visitors including those who attended multiple days was **17,707**.
- **91%** of attendees were Locals, **9%** of attendees were Visitors.

Section 2 – Economic Impact/Spending

Economic Impact

1. The New Money Model

This model of economic impact calculates the: 1) spending of Visitors and Visiting Vendors, and 2) the input of the Tax Rate. It deducts the Vendor Leak from Visitor spending, then factors in a conservative 1.5 Universal Multiplier. (*See page 16 for a full explanation of the model.*)

Direct New Money Economic Impact **\$6,330,465**

Direct & Indirect New Money Economic Impact (including the 1.5 multiplier) **\$9,495,698**

2. The Overall Model

This model of economic impact calculates the: 1) spending of Visitors, Visiting Vendors, and Locals, and 2) the inputs of the Festival Budget and 3) the Tax Rate. It deducts the Vendor Leak from Visitor and Local spending, then factors in a conservative 1.5 Universal Multiplier. (*See page 16 for a full explanation of the model.*)

Direct Overall Economic Impact **\$13,184,525**

Direct & Indirect Overall Economic Impact (including the 1.5 multiplier) **\$19,776,788**

3. The Retained Local Model

This model of economic impact calculates the total amount of local money that would have left the area had it not been for the existence of the festival. It infers data from Visitor spending and applies it to Locals who reported they would have left the area for another recreational opportunity had the festival not occurred. (*See Page 13, Table 2, and Page 17 for a full explanation of the model.*)

Retained Local Economic Impact **\$793,616**

4. Sales Tax Generated by Festival Related Spending

The sales tax charge at the festival was **8.125%**, of which **1.88%** stays within the San Antonio area. We took the total of all Visitor, Vendor, and Local spending that occurred as a direct result of the festival, and applied these sales tax percentages to calculate the following figures. Sales tax is included in the New Money and Overall models, as it also contributes to the economic impact of the event.

Amount of total sales tax raised by the festival for the state of Texas- **\$1,798,294**

Amount of total sales tax raised by the festival that stays directly in the San Antonio area-
\$416,098

5. Calculation Breakdown for Economic Impact, Including New Money, Overall Models, and Retained Locals Models.

The following tables illustrate the contributing factors to the economic impact of the event.

New Money Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$7,273,308
Vendor's Spending	\$55,288
Local Taxes	\$137,778
Vendor Leak	\$1,135,909
Total after Leak	\$6,330,465
Multiplier	1.5
Impact	\$9,495,698

Overall Impact

<i>Factor</i>	<i>Totals</i>
Visitor's Spending	\$7,273,308
Vendor's Spending	\$55,288
Local's Spending	\$14,804,258
Taxes	\$416,098
Festival Budget	\$1,422,000
Vendor Leak	\$10,786,427
Total After Leak	\$13,184,525
Multiplier	1.5
Impact	\$19,776,788

Retained Locals

<i>Factor</i>	<i>Totals</i>
\$ Per-Person, Per-Day	\$131.64
Days Locals Would Have Left the Area	1.50
Population that Would Have Left the Area	4,019
Retained	\$793,616

Note-Calculations in this report are presented after rounding. Therefore, it may often not be possible to precisely replicate the calculations within this report by hand.

Spending

1. Total Spending On-Site at the Festival, N=319

This table reports the money spent by Visitors and Locals at the festival as a: 1) per-person, per-day calculation, and 2) event on-site total.

	<i>Average of Spending Per Person – Per Day On-Site</i>	<i>Total For Event Spent On-Site</i>
Visitors	\$29.29	\$1,514,545
Locals	\$25.82	\$12,867,358

Total On-Site Spending \$14,381,903

2. Total Spending in the Region of the Festival, N=319

This table reports the money spent by Visitors, Locals, and Vendors within the region of the event due to, but not within the festival as a: 1) per-person, per-day calculation, and 2) as a regional total. This table factors in an Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

	<i>Average of Spending Per Person – Per Day in Region</i>	<i>Total in Region</i>
Visitors	\$95.18	\$5,758,763
Locals	\$3.89	\$1,936,899
Vendors	\$131.63	\$55,288

Total Spending in the Region \$7,750,950

3. Total Spent Per-Day, Per-Person at the Festival, N=319

Visitors- The average spent per-day, per-person; on-site and within the region of the festival was: **\$124.47**

Locals- The average spent per-day, per-person; on-site and within the region of the festival was: **\$29.71**

4. Itemized On-Site Spending at the Festival

This table reports the total itemized money spent directly at the festival for: 1) Locals, 2) Visitors, and 3) the total of both categories. Additional columns were included for per-person, per-day spending.

<i>Category</i>	<i>Locals N=284</i>	<i>Locals, Per- Person-Per day</i>	<i>Visitors N=35</i>	<i>Visitors, Per- Person-Per Day</i>	<i>Total N=319</i>
Food	\$11,601,259	\$23.28	\$1,061,554	\$20.53	\$12,662,813
Souvenirs/Other	\$1,266,099	\$2.54	\$452,991	\$8.76	\$1,719,090
Total	\$12,867,358	\$25.82	\$1,514,545	\$29.29	\$14,381,903

5. Itemized Regional Spending

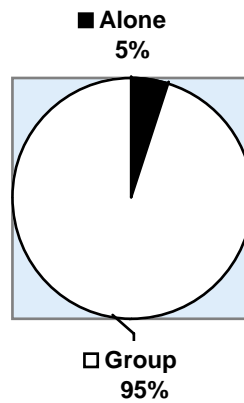
This table reports the total itemized money spent within the region of the event due to, but not within the festival as three spending categories, including: 1) Locals, 2) Visitors, and 3) a total of both categories. Additional columns were included for per-person, per-day spending. This table factors in the Importance Factor for Visitors. (See pages 14 & 21 for more information about the Importance Factor).*

<i>Category</i>	<i>Locals N=284</i>	<i>Locals, Per Person-Per Day</i>	<i>Visitors N=35</i>	<i>Visitors, Per Person-Per Day</i>	<i>Total N=319</i>
Parking	\$1,104,119	\$2.22	\$63,492	\$1.05	\$1,167,611
Transportation	\$35,691	\$0.07	\$2,710	\$0.04	\$38,401
Gasoline	\$719,759	\$1.44	\$322,878	\$5.34	\$1,042,637
Child Care	\$77,330	\$0.16	\$0	\$0.00	\$77,330
Motels	N/A		\$1,735,565	\$28.69	
Campgrounds	N/A		\$0	\$0.00	
Entertainment	N/A		\$9,679	\$0.16	
Restaurants	N/A		\$1,234,988	\$20.41	
Bars	N/A		\$924,499	\$15.28	
Clothing	N/A		\$895,463	\$14.80	
Arts/Crafts	N/A		\$411,534	\$6.80	
Personal Items	N/A		\$48,393	\$0.80	
Groceries	N/A		\$99,883	\$1.65	
Other	N/A		\$9,679	\$0.16	
Total	\$1,936,899	\$3.89	\$5,758,763	\$95.18	\$7,695,662

Section 3 – Demographics/General Information/Profile of Locals/Profile of Visitors

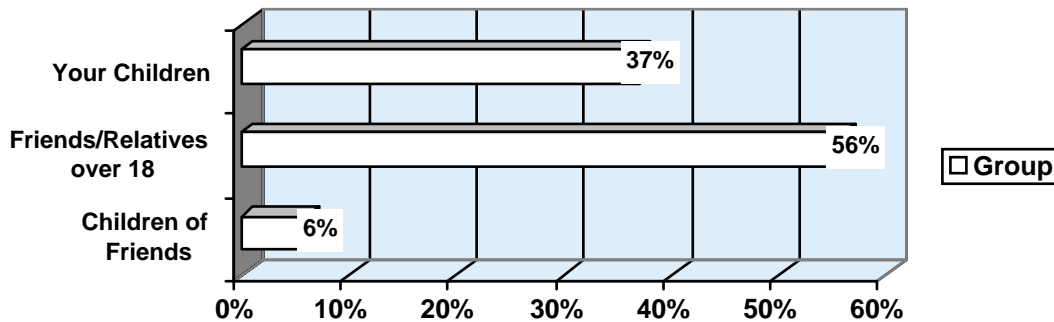
Demographics

1. Percentage of Individuals Who Attended in a Group, N=324

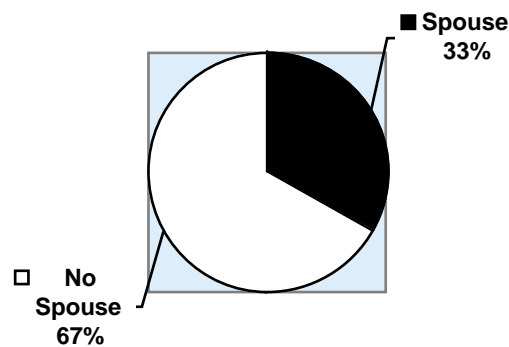


2. Group Composition, N=324

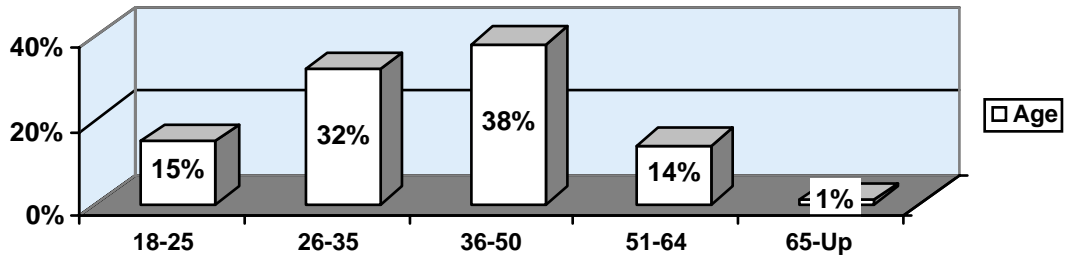
For those who came in a group, the following graph reports group composition for festival-goers.



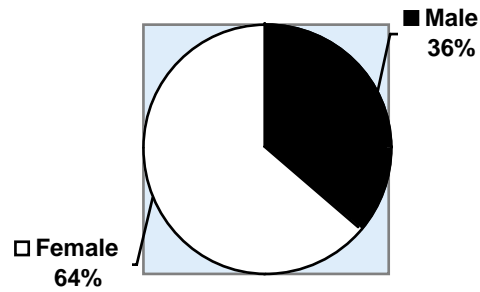
3. Percentage of Individuals Who Came to the Festival with a Spouse, N=324



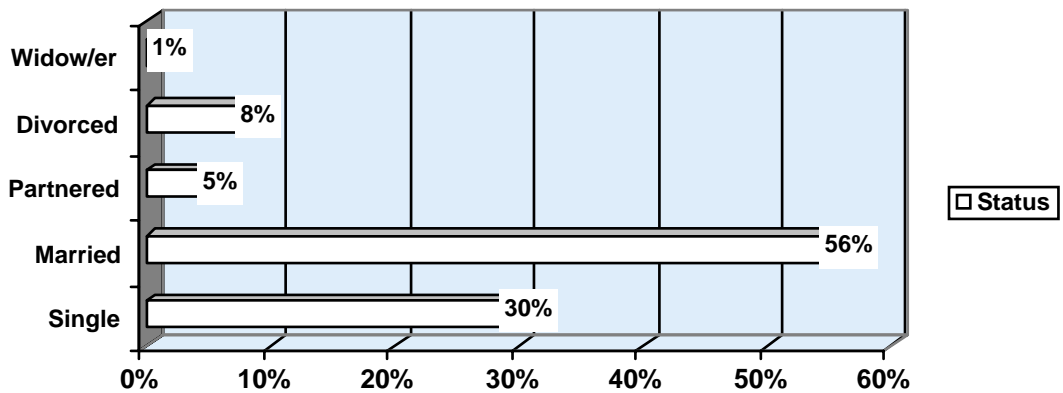
4. Age of Festival-Goers, N=316



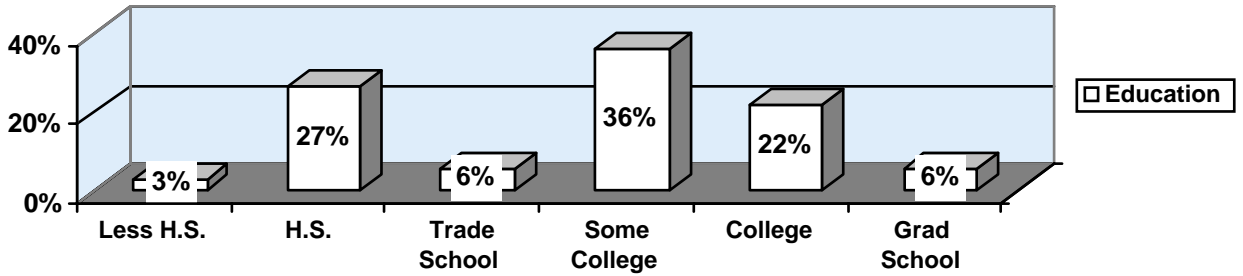
5. Gender of Festival-Goers, N=313



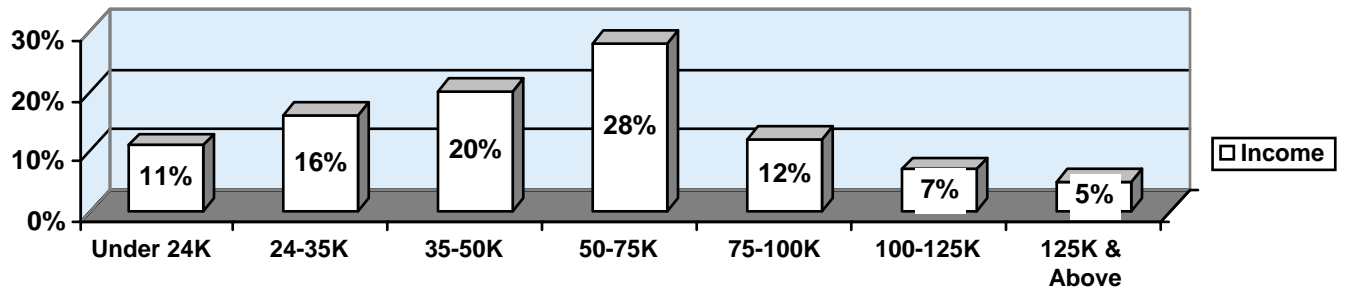
6. Marital Status of Festival-Goers, N=320



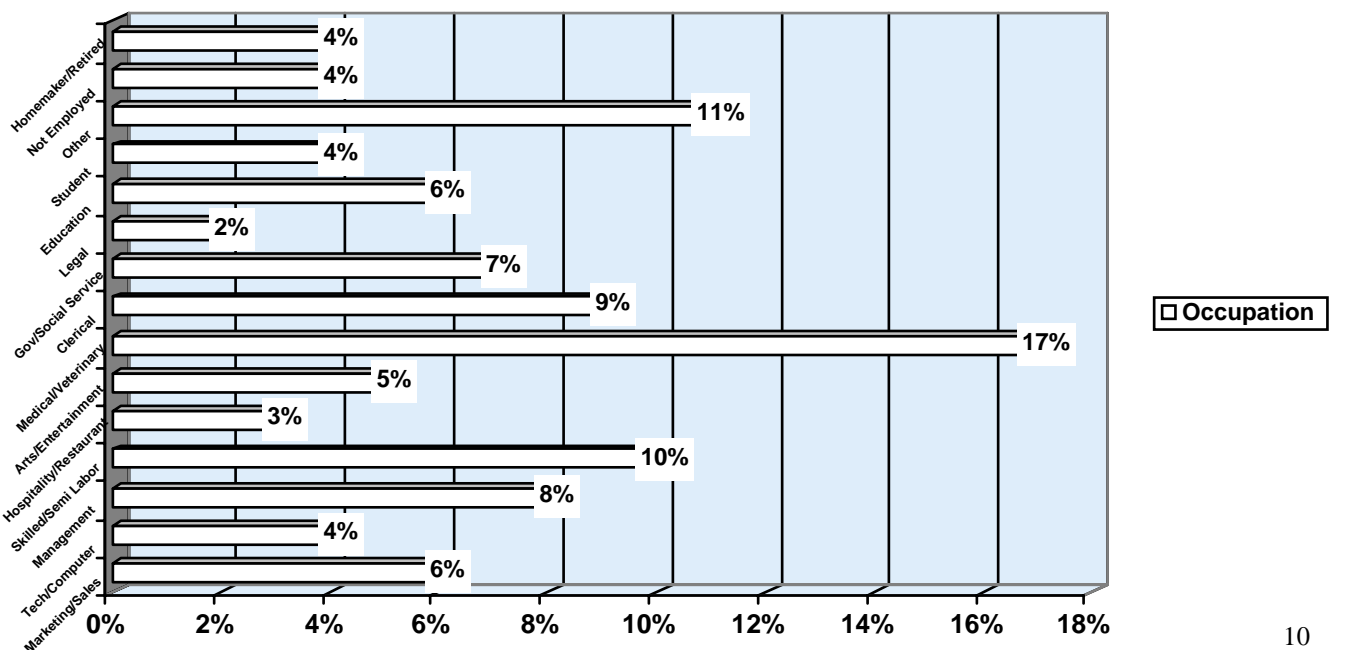
7. Level of Education of Festival-Goers, N=307



8. Income of Festival-Goers, N=285

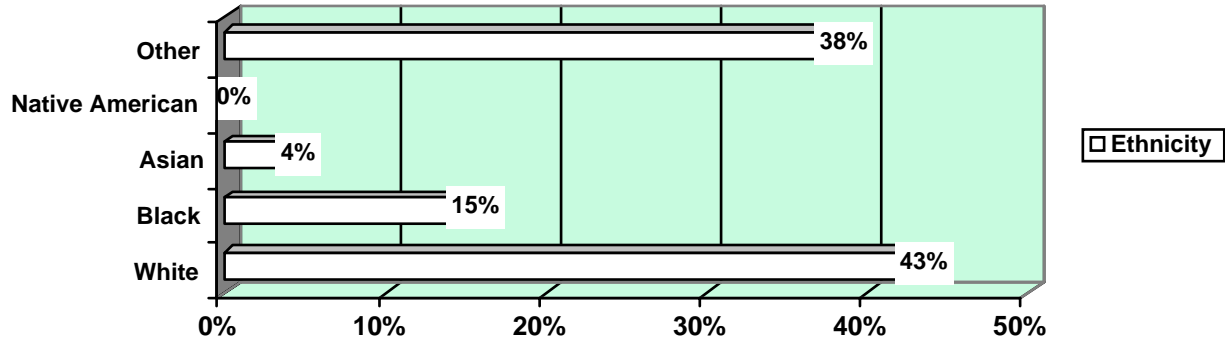


9. Occupation of Festival-Goers, N=313



General Information

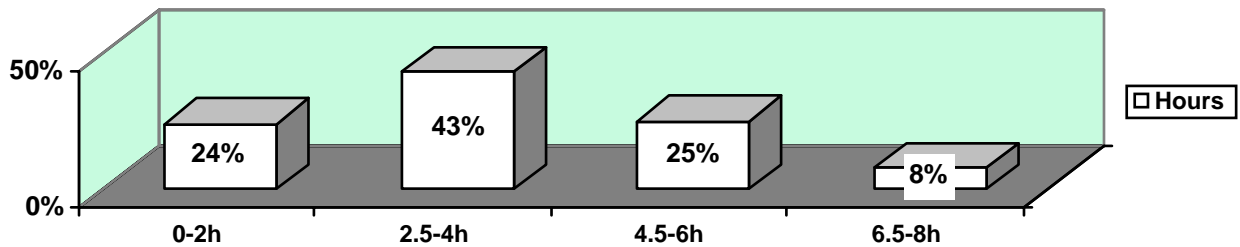
1. Ethnicity, N=112



1a. Do you consider yourself Hispanic? **96%** Yes, **4%** No

2. Hours at the Festival, N=321

The following graph reports the length of time festival-goers stayed at the festival per-day.

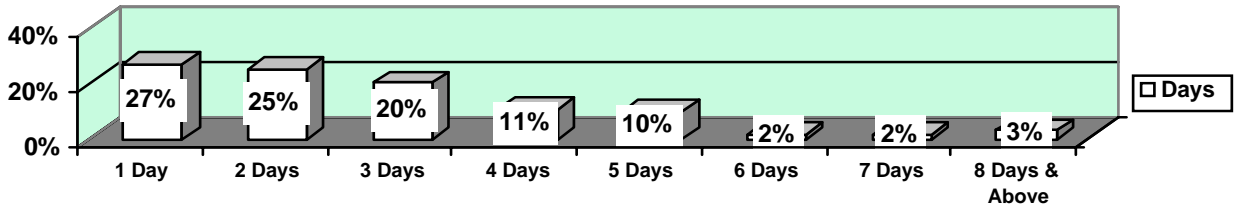


3. Average Number of Hours, N=321

3a. The average number of hours spent at the festival per-person, per-day was **3.81**

4. Days at the Festival, N=322

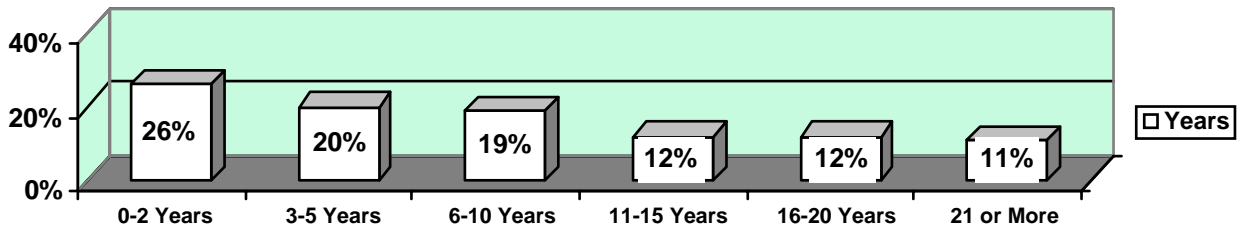
The following graph reports the number of days attendees spent at the festival.



4a. The average number of days spent at the festival was **2.94**

5. Years at the Festival, N=322

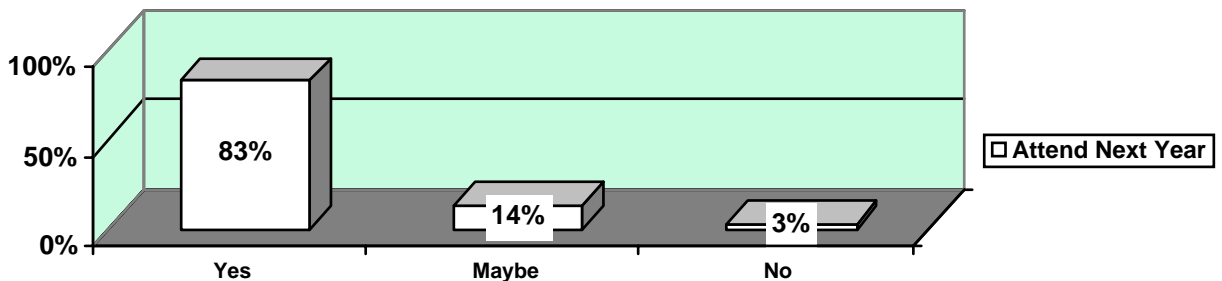
The following graph reports the number of years festival-goers had previously attended the festival.



5a. For those who have attended the festival in the past, the average number of years festival-goers attended the event was **11.36**

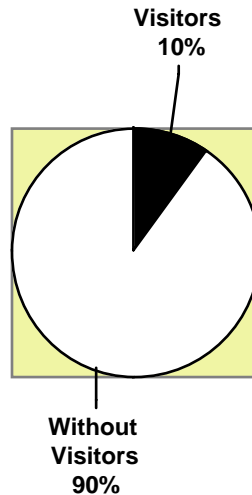
5b. The percentage of first time festival-goers was **12%**

6. Will Attend Next Year, N=314



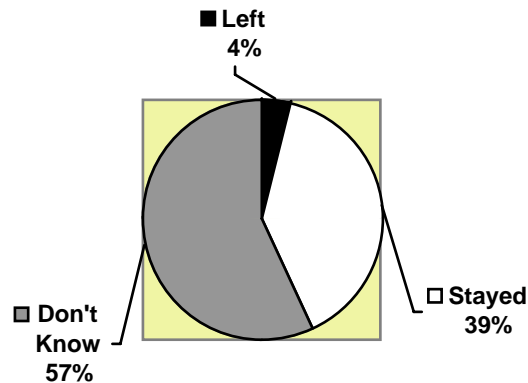
Profile of Locals - 91% of the Overall Sample

1. Locals Attending with Out of Town Visitors, N=269



2. The Percentage of Local Festival Attendees Who Indicated They Would Have Left the Area for Another Entertainment Opportunity had the Festival Not Been Held, N=229

Note- this calculation is a key variable for determining the “Retained Local” model. (See pages 17 for a full explanation of this model.)



3. Average Number of Days These Departing Locals Would Have Left the Area, N=5

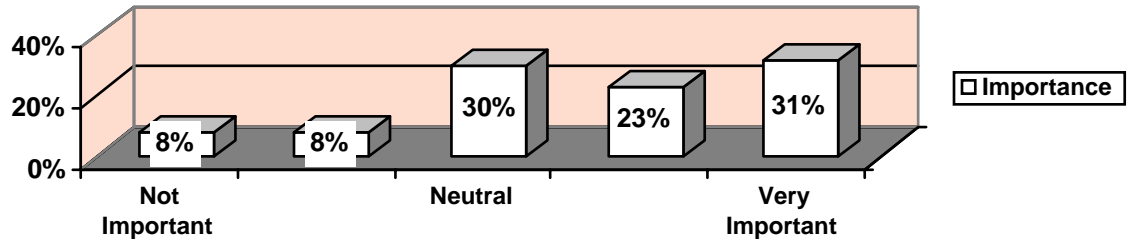
Average number of days=1.50

Note-To maintain a conservative calculation of the Retained Local model, the highest number of days departed we allow into our model is 3.00.

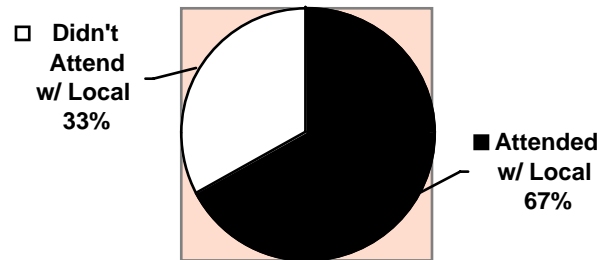
Profile of Visitors- 9% of the Overall Sample

1. Importance of the Festival, N=26

The following graph reports how important a determinate the Fiesta Carnival festival was for Visitors making their decision to come to the San Antonio area. These numbers determine the "Importance Factor" which modifies Visitor spending within the region.



2. Percentage of Visitors Who Attended the Festival with Local Residents, N=33



3. Stayed with Friends, N=23

The percentage of Visitors who stayed with friends from the San Antonio area was **30%**

4. Number of Nights That Visitors Stayed in the Area, N=24

The average number of days that Visitors stayed in the area was **3.42**

Section 4 – Research Questions, and The Models

Research Questions

The goal of this BHE study is to develop reliable economic impact and demographic data for a variety of festivals. To achieve a clear understanding of the festival environment in context to this study, we address four primary research questions* regarding both demographics and economic impact. Research questions are simply questions that guide the development and direction of a research project so that accurate and useful information will be revealed about the environment studied.

The following are the research questions that framed this project.

Research Question 1

What is the demographic profile of the Festival-goers?

Research Question 2

What is the “New Money” economic impact of the festival, which includes only the spending of Visitors and Visiting Vendors?

Research Question 3

What is the “Overall” economic impact of the festival; including all Locals and Visitors, Vendors, and the Festival Budget?

Research Question 4

What is the “Retained Local” impact of the festival, which measures how much local money stayed within the area due to the existence of the festival?

Models

Calculation and reporting of demographic variables for Research Question 1 did not require the development of models examining variable interaction. Therefore, the results of Research Question 1 were simply reported as graphs in *Section 3* of this report. However, for Research Questions 2, 3, and 4, three separate models were developed to determine the economic impact the festival has upon the San Antonio economy. These models include the: 1) New Money model that profiles the spending of Visitors to the area, 2) the Overall model that profiles all possible spending related to the festival, and 3) the Retained Locals model that estimates the amount of local money that would have left the area had the festival not been held. These models allowed us to design the theoretical basis of the study, and to develop a survey that derives accurate economic impact figures.

A graphical representation of these models is provided on page 18. The three models defined above utilize different combinations of festival related spending from four distinct populations; including: 1) Locals, 2) Visitors, 3) Vendors, and 4) the Festival Budget. Because each of the three models are based on different theoretical standards, these models provide different economic impacts. However, all models are generated from the same data set that was collected in the post-festival and on-site survey*. To fully illuminate the elements of each model, the following descriptions are provided below.

Model 1. New Money

This model represents only the money spent by Visitors and Visiting Vendors in the local economy of the festival. The usefulness of this model is that it allows us to focus on the money that was spent specifically by visitors to the area.

Elements of the New Money Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site* and Regional*)*
- *Importance Factor*

From post-festival* survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*

From BHE

- *Universal Multiplier*

Model 2. The Overall Model

This model represents the overall spending in the local economy that can be attributed to the festival by Locals, Visitors, Vendors, and the Festival Budget. Although the Locals do not bring money into the community from outside regions as Visitors do, it is valuable to include their spending as it has the effect of initiating economic activity within the local economy. Examined in this way, a festival's contribution to a local economy is comparable to a local business that both draws money from and contributes to its community. To consider only the tourist dollar in terms of economic impact would greatly underestimate the complete financial benefits of festivals and similar events. In addition, we recognize that without festivals, a significant amount of money would leave the area due to locals seeking an alternative venue for entertainment in other regions (See *Model 3*).

We have determined that the usefulness of the Overall Model is that it allows us to measure the amount of money that the festival circulates through the local economy from every source that the festival draws financial impact from.

Elements of the Overall Model

From on-site survey (completed by festival-goers)

- *Visitor Spending (On-Site and Regional)*
- *Importance Factor*
- *Local Spending (On-Site* and Regional*)*

From post-festival survey (completed by festival management)

- *Visiting Vendors Spending (Regional)*
- *Vendor Leak*
- *Tax Rate*
- *Festival Budget*

From BHE

- *Universal Multiplier*

Model 3. Retained Local Model

The Retained Local Model focuses on money that would have left the area if the festival had not been held. Retention models are not yet an economic impact standard, which is in part why the resulting amount was not added to the Overall Model. Therefore, the most effective presentation of this model would be as a compliment to the other two models. The Retained Local Model allows us to see how festivals and other events contribute to the local economy by encouraging their residents to stay and spend recreation dollars within the area. Because much of this model is based on estimated and inferred figures, it should be viewed more cautiously than other models provided in this report.

There were three main elements of the Retained Local model. First, we estimated the group size of these departing Locals at 4,019 individuals. Next, we calculated the number of days that Locals estimated they would have left. Then we utilized an application of Visitor spending to estimate how much departing Locals would have spent outside of the area. In this study Locals indicated they would have left the San Antonio area for 1.50 days. Finally, we multiplied these three elements to arrive at the Retained Local calculation.

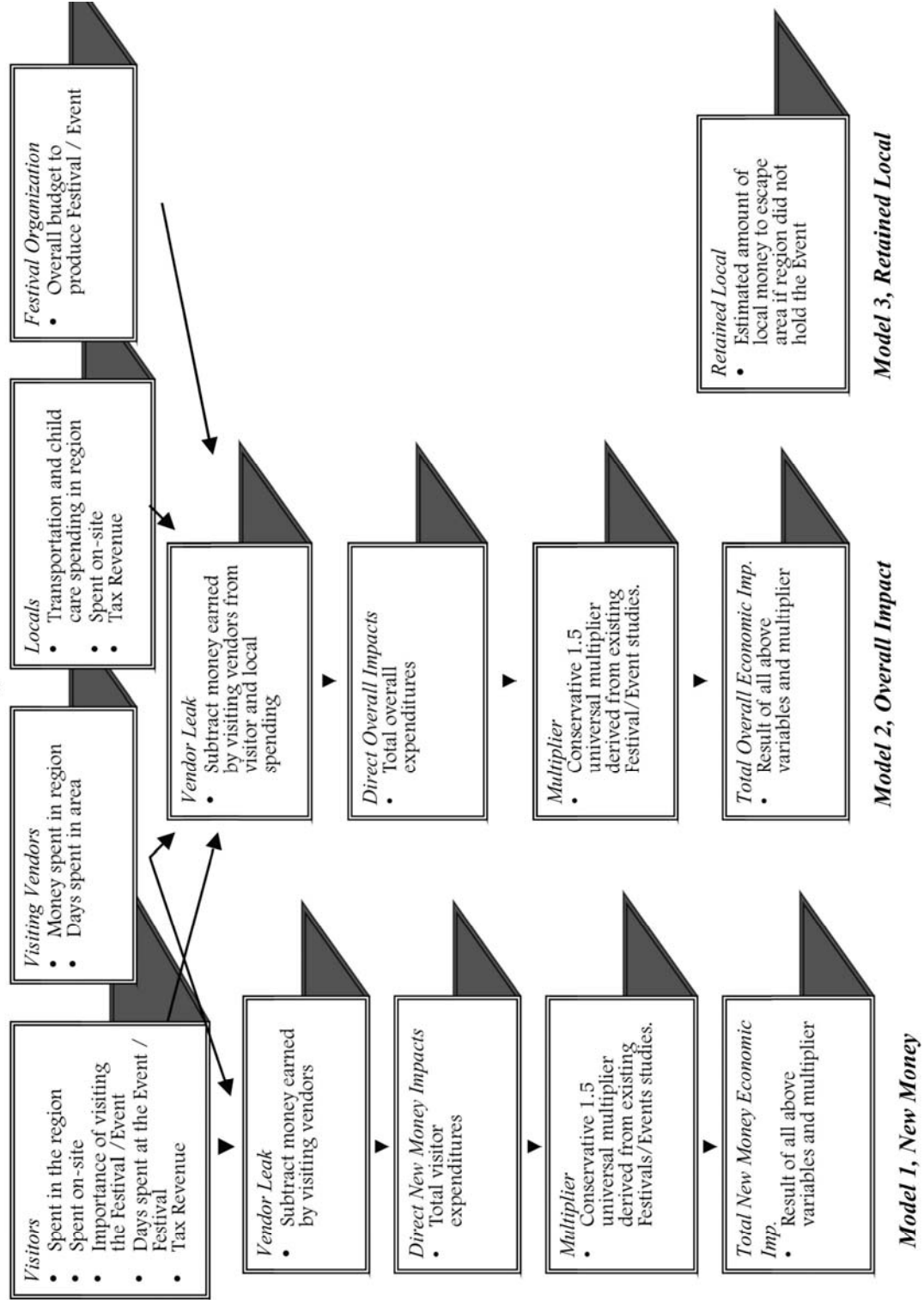
Elements of the Retained Local Model

- *A conservative estimation of how many Locals would have left the area had the Fiesta Carnival festival not been held.*
- *An estimation as to how long Locals would have left the area without the existence of the festival.*
- *Estimated Local spending outside of the area based upon the Visitor's local region spending.*

The Graphic Model

The following comprehensive graphic model outlines the relationships between the variables that are defined by the three economic impacts models mentioned above.

**BHE Impact Study-New Money, Overall, and Retained Local
Economic Impact Models**



Section 5 – Methodology

Development of the On-Site Instrument

Based upon the requirements of the three models developed for this study, a survey was created to provide the necessary data to establish economic impact and demographic information outlined in this report. The two phases involved in the development of the survey were the: 1) writing of the instrument*, and 2) pilot study*. Sections of the on-site survey include: 1) festival demographic and general information questions, and 2) festival spending questions that were used to derive economic impact figures. Staff members of BHE and the researcher conducted the pilot study of the survey with 20 individuals who were from the general public and event community.

Selection of The Subjects

Subjects interviewed in this study were individuals 18 years of age and older attending the Fiesta Carnival festival. A systematic sampling method* was utilized to administer 324 on-site surveys to festival attendees as they entered the festival grounds. Systematic sampling refers to a method where interviewers approach festival attendees on a regular interval to eliminate a selection bias. Volunteers who were trained by the On-Site Survey Manager acted as the interviewers and were strategically positioned at the entrances of the festival. The Fiesta Carnival festival was held from April 18th to April 29th. Based on daily attendance estimates, surveying was conducted proportionally per-day to obtain as representative a sample* as possible.

During the administration of the survey, volunteers were available to answer any questions and provide assistance to the chosen respondents. The survey took approximately ten minutes to complete.

Development of The Post-Festival Instrument

In order to calculate the economic impact figures, the festival management was required to provide BHE responses to a post-event survey that included: 1) the festival attendance, 2) information about vendors, 3) regional tax figures, and 4) the festival budget.

Attendance and Sample Populations

Because many festival-goers attend events for more than one day, BHE has developed a system to determine the proper number of surveys to distribute at the festival. Management of the Fiesta Carnival festival estimated the total attendance to be 650,000. Given the expectation of repeat visitation, the investigator chose to estimate the *actual* number of festival-goers attending during the event at 390,000, anticipating that approximately 40% of festival-goers are repeat attendees. Then, adopting a 95% confidence level*, plus or minus 5%, the total number of completed questionnaires required for this study was $N^*=384$. However, with an N of 324, sampling of the event fell short by 60 surveys.

Limitations* of the Study

1. On-site spending in this study is asked as an estimate of daily spending as the festival-goers enter the grounds. Having festival-goers report estimated spending is less accurate than utilizing actual spending figures, but it is a common convention in festival research due to the difficulty of conducting post-event surveys.
2. Attendees estimated spending on-site in three categories: Food, Arts/Crafts, and Souvenir/Other. The management of “Fiesta Carnival” indicated that there were no Arts/Crafts booths on-site. Because we knew that attendees had money on-hand estimated to spend on Arts/Crafts, we conservatively (depending on group size and other reported spending) added this estimated spending to the Souvenir/Other category, which for this event would primarily be rides.
3. A Universal Multiplier is used to calculate the Overall Economic Impact model as well as the New Money model. There is often variance between regions and their appropriate multipliers. If you know what your regional tourism multiplier is, contact BHE and we will utilize it. Universal Multipliers are common convention in festival research, and we have averaged many existing multipliers and set ours to calculate economic impact conservatively.
4. Because there are multiple methodologies in obtaining attendance figures for non-gated events, the accuracy of the economic impact reported is directly related to the accuracy of the attendance estimate provided.
5. To calculate Vendor spending, we infer spending data from typical Visitor spending, assuming that Vendors have the same spending patterns during their visit as the festival Visitors. The steps used to generate these spending estimates are commonly used within the industry, and are executed in the most conservative way possible.
6. When executed correctly, the overall results of the data generated by this program are accurate at the 95% confidence level, a standard in festival and event research (see item #9). When establishing spending patterns between Locals and Visitors, however, it is possible that the group N for each sub-group when calculated separately will no longer reflect the standard 95% confidence level.
7. The model for Retained Locals estimates the amount of local money that would leak from the region specifically due to Local festival-goers leaving the area without the event to keep them home. The results should be evaluated in the most conservative framework possible due to the elements of this model that are based on estimated and inferred figures.
8. The accuracy of this study is dependent upon the quality of the data obtained on-site at the event, and the quality of data submitted to BHE..
9. In this study, not enough surveys were returned to achieve at 95% confidence level, which is a standard for festival and event research. Although this study does have a statistical integrity at an undetermined confidence level, it is the responsibility of the festival management to determine the confidence level based on the total N of the survey, and how best to report the results of this program to their intended parties.

Scope of the Study

1. Many economic impact studies provide the amount of tax revenue, jobs, and wages that their event is responsible for generating. It is beyond the scope of this study to provide those figures. However, after generating the impact figures, the results provided by the BHE will be sufficient to utilize with formulas should the festivals have access to them. Such information is typically generated with multipliers that are specific to the region. BHE may in the future be contracted to provide this information.

Section 6 – Glossary of Terms/Survey

(Note- Page numbers are included to reference the first appearance of each term in the text)

Glossary

Confidence Level- The chance of accuracy reported as a percentage that our survey represents the overall population of the event. If the correct number of surveys have been gathered, our confidence level is 95%. We are 95% confident that information from our report accurately represents the overall population of the event, with a margin or error of plus or minus 5%. *Page 19.*

Demographics- Expressed as graphs, key characteristics that define the types of individuals who attend the festival. *Page 1.*

Direct New Money Impacts- The total of all Visitor expenditures, including regional and on-site spending. *Page 1.*

Direct Overall Impacts- The total of all festival related expenditures, including Visitor, Visiting Vendor, Local, and Festival Budget expenditures. *Page 1.*

Economic Impact- The money that is brought into or circulates through the economy due to a festival or special event. *Page 1.*

Festival Budget- The total amount of money that the festival management contributes to the creation of the festival. This figure is used in the Overall Impact model as a source of relevant money contributing towards the economic impact. *Page 1.*

Festival-Goer- Any Local or Visitor attending the festival that is not involved with the organization or involved as a participant. *Page 1.*

Importance Factor- A way to economically weigh the determining factors of a visit to the region of the festival for Visitors. If Visitors rate that they attended the area for reasons other than the festival, the economic impact of their visit that is allotted to the festival will be reduced. Likewise, if the festival is the primary reason for their visit to the area, their regional spending will in a greater proportion be allotted to the festival's economic impact. *Page 6.*

Indirect New Money Impacts- The total of all Visitor expenditures including regional and on-site spending, factored by a set Universal Multiplier. *Page 1.*

Indirect Overall Impacts- The total of all festival related expenditures including Visitor, Visiting Vendor, Local, and Festival Budget expenditures, factored by a set Universal Multiplier. *Page 1.*

Instrument- The on-site survey or questionnaire. *Page 19*

Limitations- Elements of the study that cannot be executed at a higher level due to cost restrictions relating to a festival environment. *Page 20.*

Locals- Festival-goers who live within the local area of the festival. *Page 1.*

Local On-Site Spending- Spending by Local festival-goers directly at the festival, that in this study is measured by food expenditures, souvenirs, etc. *Page 17.*

Local's Regional Spending- Spending by Locals within the region of the festival, but not directly at the festival. In this study it is measured by transportation and child care expenditures (spending that is pre-determined by BHE to be specifically related to festival activities). *Page 17.*

N- The number of respondents who answer to a specific question or set of questions from the survey. *Page 19.*

New Money Model- A model of economic impact that calculates how much money has been brought into the area from Visitors and Visiting Vendors specifically because of the festival. *Page 1.*

On-Site Spending- Spending by Visitors and Locals directly on-site at the festival. Does not include spending within the region, such as hotels, etc. *Page 2.*

On-Site Survey- The survey conducted on the festival grounds that generates data about festival-goers. *Page 16.*

Overall Impact Model- A model of economic impact that calculates how much money has been brought into and has circulated through the area from Visitors, Visiting Vendors, Locals, the Festival Budget, and taxes- specifically because of the festival. *Page 1.*

Pilot Study- A review of a final draft of a survey by members of the public, and individuals who work within the festival industry. *Page 19.*

Post-Festival Survey- A survey completed by the festival management providing valuable information that allows economic impact figures to be calculated. *Page 16.*

Regional Spending- Spending by Visitors and Locals only within the region of the event. Does not include spending at the festival, such as food booths, vendor booths, etc. *Page 16.*

Research Questions- A formal question developed to address a problem posed in a research project. *Page 15.*

Retained Local Model- A model of economic impact that calculates how much money would leave the area of the event should the festival not be held. *Page 2.*

Sample- The number of festival-goers required to statistically represent the entire population of the festival. *Page 19.*

Systematic Sampling Method- A way to insure that the selection process of festival-goers for the survey is executed randomly. Potential respondents are approached based upon a pre-set interval that stays constant throughout the process of interviewing. *Page 19.*

Tax Rate- Tax revenue generated from spending on-site and within the region of the event. *Page 1.*

Universal Multiplier- A fixed calculation that expands economic impact figures to take into account how the impact circulates through many tiers of a local economy. *Page 1.*

Vendor Leak- The amount of money that leaves the local area due to the Visiting Vendors. These vendors earn money from festival-goers, then quickly return to homes away from the area of the festival, taking with them the money earned from the festival-goers. *Page 2.*

Visitors- Festival-goers who come from farther than 50 miles to the event. *Page 1.*

Visitor On-Site Spending- Spending by visiting festival-goers directly on the grounds of the festival. In this study it is measured by spending for food, souvenirs, etc. *Page 16.*

Visitor Regional Spending- Spending by Visitors within the region of the festival, but not directly at the festival. It is measured in this study by hotel, restaurant, and entertainment expenditures, etc. *Page 16.*

Visiting Vendors- Vendors who are from outside of the area of the festival who sell their foods or goods. Coupled with the Vendor Leak formula, Visiting Vendors both contribute towards economic impact in the form of regional spending (vendors are tourists as well), and against economic impact in the form of Vendor Leak (the money that they take away from the area generated by their on-site earnings). *Page 1.*

**FIESTA CARNIVAL - FIESTA SAN ANTONIO
& BIRCHHILL ENTERPRISES
FESTIVAL VISITOR SURVEY**

1. INCLUDING YOURSELF, HOW MANY PEOPLE ARE IN YOUR GROUP TODAY? _____⁽¹⁾

1A. YOUR GROUP INCLUDES: **✓CHECK ALL THAT APPLY**

- YOUR CHILD(REN)⁽²⁾
- FRIENDS/RELATIVES 18 YEARS OR OLDER⁽³⁾
- CHILD(REN) OF FRIENDS/RELATIVES⁽⁴⁾
- SPOUSE/PARTNER⁽⁵⁾

2. DO YOU CONSIDER YOURSELF: WHITE BLACK ASIAN NATIVE AMERICAN OTHER⁽⁶⁾
DO YOU CONSIDER YOURSELF HISPANIC? ___ YES ___ NO

3. YOU LIVE HOW MANY MILES FROM THE FESTIVAL GROUNDS? **✓ONE AND CONTINUE TO BOX DIRECTLY BELOW**

WITHIN 50 MILES FROM THE FESTIVAL



A. IF THE FESTIVAL DID NOT HAPPEN, WOULD YOU HAVE LEFT THE AREA FOR OTHER ENTERTAINMENT?

YES NO DON'T KNOW⁽⁸⁾

B. IF YOU LEFT FOR OTHER ENTERTAINMENT, HOW LONG WOULD YOU HAVE BEEN GONE? _____ DAYS.⁽⁹⁾

FARTHER THAN 50 MILES FROM THE FESTIVAL⁽⁷⁾



A. HOW IMPORTANT WAS THE FESTIVAL IN YOUR DECISION TO COME TO THIS AREA?

NOT IMPORTANT NEUTRAL VERY IMPORTANT⁽¹⁰⁾

B. HOW MANY NIGHTS WILL YOU STAY IN THIS AREA?
_____ INDICATE "0" IF NOT STAYING OVERNIGHT⁽¹¹⁾

4. ARE YOU ATTENDING WITH FRIENDS/FAMILY WHO LIVE 50 MILES OR FARTHER FROM YOU? YES NO⁽¹²⁾

5. HOW MANY HOURS DO YOU PLAN ON SPENDING AT THE FESTIVAL TODAY? _____⁽¹³⁾

6. HOW MANY TOTAL DAYS DO YOU PLAN TO ATTEND THE FESTIVAL THIS YEAR? _____⁽¹⁴⁾

7. HOW MANY YEARS HAVE YOU ATTENDED THE FESTIVAL? _____⁽¹⁵⁾ PLEASE INDICATE "0" IF YOU'VE NEVER ATTENDED.

8. WILL YOU ATTEND THE FESTIVAL NEXT YEAR? YES MAYBE NO DON'T KNOW⁽¹⁶⁾

9. WHERE DO YOU RESIDE? ZIP/POSTAL CODE _____⁽¹⁷⁾

10. YOUR AGE? 18-25 26-35 36-50 51-64 65 AND ABOVE⁽¹⁸⁾

11. YOUR GENDER? MALE FEMALE⁽¹⁹⁾

12. YOUR MARITAL STATUS? **✓ONE** SINGLE MARRIED PARTNERED DIVORCED WIDOW/ER⁽²⁰⁾

PLEASE TURN TO THE BACK SIDE!

NOTE- THE FOLLOWING QUESTIONS HELP TO DETERMINE THE ECONOMIC IMPACT OF THE FESTIVAL. ROUND ALL DOLLAR AMOUNTS IF IT IS HELPFUL WITH YOUR ESTIMATES.

13. HOW MUCH MONEY DID YOUR **GROUP** SPEND **WITHIN 24 HOURS** IN PREPARING TO ATTEND THE FESTIVAL? **PLEASE ESTIMATE**, EVEN IF IT IS JUST A FEW DOLLARS.

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ PARKING **INCLUDING FESTIVAL PARKING**⁽²¹⁾
\$ _____ PUBLIC TRANSPORTATION **INCLUDING BUS, CAB, RENTAL CAR, ETC.**⁽²²⁾
\$ _____ GASOLINE, REPAIRS, ETC. **INCLUDING DRIVE TO FESTIVAL**⁽²³⁾
\$ _____ CHILD CARE⁽²⁴⁾

➔ IF YOU LIVE **WITHIN 50 MILES** FROM THE FESTIVAL, PLEASE SKIP TO QUESTION 15.
IF YOU LIVE **FARTHER THAN 50 MILES** FROM THE FESTIVAL, PLEASE ANSWER THE QUESTIONS IN THE BOX BELOW, THEN CONTINUE WITH THE SURVEY.

14. HOW MUCH MONEY HAS YOUR ENTIRE **GROUP** SPENT **WITHIN 24 HOURS** OUTSIDE OF THE FESTIVAL GROUNDS? IF YOU DON'T REMEMBER EXACT AMOUNTS, ESTIMATES WILL BE HELPFUL.

➔ PLEASE REPORT **GROUP SPENDING** WITHIN THE LAST 24 HOURS. IF YOU SPENT NO MONEY, REPORT "0."

- \$ _____ MOTELS/HOTELS/BED AND BREAKFAST **COST FOR ONE NIGHT**⁽²⁵⁾
\$ _____ CAMPGROUNDS **COST FOR ONE NIGHT**⁽²⁶⁾
\$ _____ NON-FESTIVAL ENTERTAINMENT **MOVIES, SPORTS, ETC.**⁽²⁷⁾
\$ _____ RESTAURANTS **NOT AT THE FESTIVAL**⁽²⁸⁾
\$ _____ BARS AND CLUBS **NOT AT THE FESTIVAL**⁽²⁹⁾
\$ _____ CLOTHING **NOT PURCHASED AT THE FESTIVAL**⁽³⁰⁾
\$ _____ ARTS OR CRAFTS **NOT PURCHASED AT THE FESTIVAL**⁽³¹⁾
\$ _____ PERSONAL ITEMS **POSTCARDS, PHOTO SUPPLIES, ETC. NOT PURCHASED AT THE FESTIVAL**⁽³²⁾
\$ _____ GROCERIES **NOT PURCHASED AT THE FESTIVAL**⁽³³⁾
\$ _____ OTHER NON-FESTIVAL EXPENSES⁽³⁴⁾
 YES NO STAYED WITH FRIENDS/RELATIVES AT HOUSE/APARTMENT/CONDO⁽³⁵⁾

15. NOT INCLUDING ADMISSION, AT THE FESTIVAL HOW MUCH DO YOU ESTIMATE YOU'LL SPEND **AS A GROUP TODAY**?

- \$ _____ FOOD AND BEVERAGES? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁶⁾
\$ _____ ARTS AND CRAFTS? **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁷⁾
\$ _____ SOUVENIRS/OTHER **GROUP SPENDING, & IF "\$0", PLEASE INDICATE**⁽³⁸⁾

16. WHAT IS YOUR HIGHEST LEVEL OF EDUCATION? **✓CHECK ONE ONLY**

- LESS THAN HIGH SCHOOL GRADUATE⁽¹⁾ TRADE/VOCATIONAL SCHOOL⁽³⁾ COLLEGE GRADUATE⁽⁵⁾
 HIGH SCHOOL GRADUATE⁽²⁾ SOME COLLEGE⁽⁴⁾ GRADUATE SCHOOL^{(6)/(39)}

17. WHAT CATEGORY BEST DESCRIBES YOUR OCCUPATION? **✓CHECK ONE ONLY**

- MARKETING/SALES⁽¹⁾ ARTS/ENTERTAINMENT⁽⁶⁾ EDUCATION⁽¹¹⁾
 TECHNICAL/COMPUTER⁽²⁾ MEDICAL/VETERINARY⁽⁷⁾ STUDENT⁽¹²⁾
 MANAGEMENT⁽³⁾ CLERICAL⁽⁸⁾ OTHER⁽¹³⁾
 SKILLED/SEMI SKILLED LABOR⁽⁴⁾ GOVERNMENT/SOCIAL SERVICE⁽⁹⁾ NOT EMPLOYED⁽¹⁴⁾
 HOSPITALITY/RESTAURANT⁽⁵⁾ LEGAL⁽¹⁰⁾ HOMEMAKER/RETIRED^{(15)/(40)}

18. WHAT IS YOUR TOTAL HOUSEHOLD INCOME? **✓CHECK ONE ONLY**

- UNDER \$24,000⁽¹⁾ \$50,001-\$75,000⁽⁴⁾ \$100,001-\$125,000⁽⁶⁾
 \$24,001-\$35,000⁽²⁾ \$75,001-\$100,000⁽⁵⁾ \$125,001 AND ABOVE^{(7)/(41)}
 \$35,001-\$50,000⁽³⁾

TIME: (10-2) (2-4) (4-8) INTERVIEWER _____ SURVEY NO: _____ REVISED: 03/20/2007

