

## 2009 Festival of Discovery July 9-11, 2009 Festival Recap

This report has been prepared for the Uptown Greenwood Development Corporation in order to detail as best as possible the economic impact of the 9th Annual South Carolina Festival of Discovery held July 9 - 11, 2009 in Uptown Greenwood. This assessment will be used to gauge the economic impact of the Festival not only on Uptown Greenwood but also Greenwood County. Furthermore, this information should be used to develop strategies for increasing the success of the Festival in 2010.

### ***Festival Mission***

The Festival encourages Greenwood County residents and visitors to “discover” a weekend of food, fun, music, and experience and learn about the history, traditions, and culture that make Greenwood and South Carolina such incredible places to live. The Festival focuses on the rich tradition of Carolina Barbeque and Hash by sponsoring a Kansas City Barbeque Society (KCBS) sanctioned cook-off. Additionally, the Festival celebrates the unique musical sound of the Blues by sponsoring numerous musical artists at Uptown Greenwood restaurants and venues.

### ***Economic Impact***

The following formula was used to calculate the projection of expenditures made by visitors to the area for the Festival.

Estimated Attendance = **20,000**

Average People Per Group = **2.5** (obtained from 2009 Festival participant survey)

Average Group Expenditure - **\$105.00** (This includes \$50.00 for food/beverage, \$25.00 for shopping and entertainment and \$30.00 miscellaneous. This figure was obtained from the Greenwood Regional Visitors and Tourism Bureau.)

Attendance/Average Persons Per Group **20,000/2.5 = 8,000**

**8,000** multiplied by **\$105.00** (Average Group Expenditure) = **\$840,000**

Sales Tax Generated (total above \*.07%) = **\$58,800.00**



We then add 2009 Festival expenditures that were reinvested into the local and state economy, including:

<b>Expenses</b>	
Hotels for Blues Bands and KCBS Representatives (Inn on the Square and Jameson Inn)	\$3,602
Equipment and Service Rentals - (Sound Systems and More, Boggero's Services, and The Rental Center)	\$2,632
Newspaper and Web Advertising (Augusta Chronicle, Aiken Standard, GoLaurens.com, Money Pages, and GwdToday)	\$3,025
Brochures/Printing (Professional Printers and Attaway)	\$2,754
Billboard Advertising (Revelation)	\$4,050
Trophies (Ro Mac Trophies)	\$1,481
Supplies/Misc (Plates, Cups, Etc.)	\$1,214
Business License (City of Greenwood)	\$304
T shirts & Supplies for Team Gifts (Emerald Ink and Stitches)	\$2,194
Temporary Power & Water Costs (Crescent Supply, Lowes, Mauldin Lumber, and Quarles Supply)	\$2,889
Event Insurance (Mabry Sanders Insurance)	\$2,650
<b>Total Expenses</b>	<b>\$26,795</b>

We then add the revenue received from the Festival (which in many cases is reinvested into the local economy):

Vendor and BBQ Contestant Fees	\$17,205
Taster's Choice Ticket Sales	\$2,922
<b>Total</b>	<b>\$20,127</b>

Blues Cruise Venue Revenue (Over and Above Normal Revenue):

<b>Venue</b>	<b>Estimated Sales Over and Above Normal 3 Day Period</b>
Howard's On Main	\$8,000
Inn on the Square	\$8,000
Kickers	\$1,000
Polo's	\$1,000
TW Boons	\$6,000
Uptown Sushi	\$4,000
<b>Total</b>	<b>\$28,000</b>

Hotel Room Nights Purchased by Festival Participants/Visitors  
*(Visitors Specifically Stating They Were Attending the Festival):*

<b>Hotel</b>	<b>Wed. July 8</b>	<b>Thurs. July 9</b>	<b>Fri. July 10</b>	<b>Sat. July 11</b>
Holiday Inn Express	24	28	30	32
Econo Lodge	10	10	10	10
Days Inn	5	3	8	4
Fairfield Inn	58	52	54	43
Inn on the Square	22	47	46	30
Hampton Inn	60	58	68	58
Jameson Inn	40	37	66	64
<b>Total Rooms Per Night</b>	<b>219</b>	<b>235</b>	<b>282</b>	<b>241</b>

Grand Total of Rooms Rented by Participants/Visitors = **977**

Average Room Rate - \$82.33  
 Total Room Nights – 977  
 Total Revenue - \$80,436.41  
 Sales Tax - \$5,630.55  
 State Accommodations Tax - \$1,608.73  
 Local Accommodations Tax - \$2,413.09

Total Rooms Booked During Festival Weekend (For Information Only):

<b>Hotel</b>	<b>Wed. July 8</b>	<b>Thurs. July 9</b>	<b>Fri. July 10</b>	<b>Sat. July 11</b>
Holiday Inn Express	41	42	56	53
Econo Lodge	27	28	22	25
Days Inn	27	18	41	21
Fairfield Inn	58	52	54	43
Inn on the Square	22	47	46	30
Hampton Inn	66	64	74	64
Jameson Inn	61	44	66	64
<b>Total Rooms Per Night</b>	<b>302</b>	<b>295</b>	<b>359</b>	<b>300</b>

Grand Total of Rooms Rented In Greenwood During Festival = **1256**

Percentage of Total Rooms Rented by Festival of Discovery Participants/Visitors – 55%  
 Percentage of Total Rooms Rented During Festival weekend – 71%

**Total Revenue Generated Directly/Indirectly From the 2009 Festival of Discovery**

<b>Revenue Source</b>	<b>Revenue</b>
Projection of Visitor Expenditures	\$840,000.00
Sales Tax Generated	\$58,800.00
Expenditures from Festival Budget	\$26,795.00
Festival Revenue Generated	\$20,127.00
Additional Restaurant Revenue Generated	\$28,000.00
Sales and Hospitality Taxes Generated From Restaurants	\$2,520.00
Hotel Room Revenue Generated	\$80,436.41
Sales Tax From Hotel Rooms	\$5,630.55
State and Local Accommodations Tax Generated	\$4,021.82

**TOTAL** **\$1,066,330.78**

***Festival Attendance***

Attendance for the three-day 2009 Festival of Discovery has been estimated at 20,000. Information collected from Festival attendees reflects the most concentrated area of origin for attendance was from Greenwood County (55%) while attendance from outside Greenwood County (including states neighboring South Carolina) accounted for the remaining 45%. 2009 Festival data shows participants and attendees of the event represented 164 zip codes and 14 states (including Texas, New Jersey, Colorado and California). We will continue in our efforts to increase advertising in neighboring counties and states in 2010.

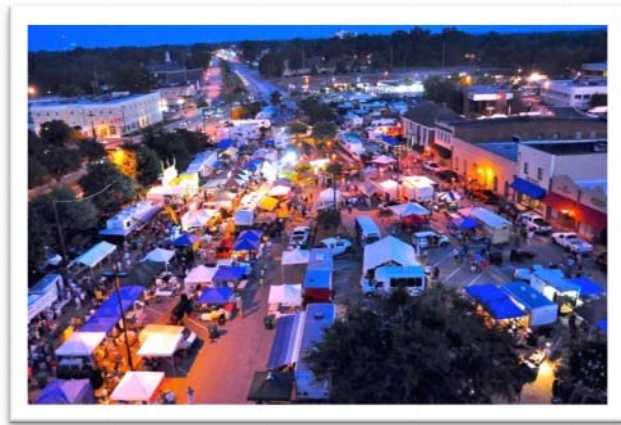


Photos of Visitors'/Participants' Vehicle Tags From 2009 Festival

***Festival Marketing Analysis***

Festival attendees were surveyed as to how they heard about the event. Billing inserts, website advertisements, and billboards were the highest responses to the survey question. Another source of information cited was the Uptown Greenwood website. The Uptown Greenwood website saw a marked increase in visits, receiving 234,615 visits in the three day period of July 9 to July 11 alone, up from 99,427 for the same period in 2008. We purchased banner advertising from thebbqforum.com, The Smoke Ring,

SCIway.com, GWDToday, GoLaurens.com, BBQ-4-U and Aiken Standard that resulted in 1,910 unique visits. The purchase of the web domain [www.festivalofdiscovery.com](http://www.festivalofdiscovery.com) continues to pay off as we received over 9,757 unique visitors via the web address. For 2009 we tried to capitalize on the social media craze by creating a Facebook page for the Festival. By creating the page, we were able to use this very unique and free method of advertising. As a result, we now have 446 “fans” following the event on Facebook. Next year’s marketing budget should continue to target the rural communities in neighboring counties and states with print and online advertising, should include billboard advertising in high traffic areas through out the state, and should include advertisements on websites such as SCIway and Discover South Carolina. Barbeque and Blues forums should also continue to be utilized.



### ***Festival Comments/Feedback***

Survey participants were invited to provide comments and feedback regarding the Festival. Overall, the comments provided were very positive about the Festival and the growth it has achieved over the past nine years. Requests for more additional blues venues were common, as well as a larger lineup of bluegrass musicians and gospel choirs. Positive comments were also made concerning the quality of arts and craft vendors participating in the Festival. Suggestions were made that the BBQ vendors should be asked to stay until later on Saturday, as most vendors left once the awards ceremony was over. Persons arriving late in the day on Saturday were unable to purchase food.