



*Spring
Festival*
ABBEVILLE, S.C.

2021 Abbeville Spring Festival April 29 - May 1 Festival Impact Study

This Study has been developed to gauge the Economic Impact of the Spring Festival on the City of Abbeville. Prepared by the City's Community Development Department, this report will use several metrics to measure the Economic impact of the 2021 Spring Festival.

About the Abbeville Spring Festival

The Abbeville Spring Festival is truly a one of a kind festival which is held on the Historic Abbeville Square. The festival features Arts and Crafts, Live Music, Festival Rides, Food Vendors, Restaurants, Downtown Shopping, and a Car Show. Offering something enjoyable for the whole family, the Spring Festival is a community event which provides affordable fun for both Abbeville residents and visitors alike.



Economic Impact

Visitor Spending Impact

Estimated Number of Attendees in 2021: **12,000**

Average People per Group: **2.5**

Number of Groups: *(12,000/2.5)* 4,800

Average Group Expenditure: **\$115** *(This includes \$55.00 for food/beverage, \$30.00 for shopping and entertainment and \$30.00 for miscellaneous. This figure was obtained from similar events and Festivals in the Lakelands Area)*

Estimated Spending Impact: *(4,800 x \$115)*= **\$552,000**

Festival Expenses

(Funds reinvested into the local economy)

Expenses	
Entertainment	\$21,586.03
Advertising (Money Pages, Radio, Banners, etc.)	\$5,569.74
Miscellaneous (Chairs, Portable Toilets, Meal Reimbursements, Ticket Printing, T-Shirts, Cups, etc.)	\$3,462.01
Personnel	\$11,994.56
Total	\$42,572.34



Revenue

(Sponsorships, Fees, and Ticket Sales)

Revenue	
Total	\$36,043.37

Total Economic Impact

Attendee Spending Impact	\$552,000
Direct Festival Expenses	\$42,572.34
Festival Revenue	\$36,043.37
Total Impact	\$630,615.71

Festival Attendance

Attendance at the 2021 Spring Festival is estimated to have been 12,000 attendees over the 3-day period. This is the biggest crowd seen in years. Thankfully, the Festival saw clear skies and temperate weather the entire time. People were itching to get out after a year of doing little during COVID.



The layout of the festival was also changed this year as the stage was moved to a more logistically sound location. These changes seemed to result in a less crowded feel and a higher quality experience for Festival goers.

Ride ticket sales for the festival also increased, with this being the highest grossing year in the history of the festival. When looking at overall revenue, this was the most revenue ever brought in for the Spring Festival.

Marketing Analysis

The Spring Festival is marketed through several mediums including print, radio, and social media. This year the City had a more aggressive social media marketing campaign. That Social Media Campaign on Facebook resulted in several positive key indicators:

1. Spring Festival Posts from Feb. 1 – May 1 received over 205,000 impressions.
2. Our City paged reached more than 140,000 unique people.
3. Spring Festival posts garnered nearly 30,000 engagements over the course of 3 months.
4. CPC (Cost Per Click) on paid advertising was only \$0.08.

Moving forward the City intends to increase the marketing of the Festival on Social Media and explore other marketing platforms as well.

Impact on Local Businesses

The below chart shows the economic impact which the 2021 Spring Festival had on Businesses within the City of Abbeville. (The Chart is not comprehensive and reflects only those businesses for which this information was self-reported). Surveys were given to most local merchants that were open during the festival's hours of operation. Response rates for retail establishments was 53% and for restaurants only 11%.

Business	Category	2019	2021
A	Retail	120%	N/A
B	Retail	N/A	69%
C	Retail	N/A	N/A
D	Retail	63%	60%
E	Retail	N/A	180%
F	Retail	25%	N/A
G	Retail	N/A	65%
H	Retail	N/A	63%
I	Retail	N/A	56%
J	Retail	N/A	-51%
K	Retail	N/A	53%
L	Retail	N/A	108%
M	Food Service	N/A	43%

**N/A denotes that a business did not report the data, some businesses were not open in 2019 others chose not to report.*

Lodging Provider	Normal Occupancy Rate
A	100%

As indicated by the chart, most businesses which reported this data to the City experienced reasonable to major increases in sales versus a typical non-festival weekend. This data continues to support the assertion that Events and Festivals hosted by the City have a major positive economic impact on most local businesses.

Concerning accommodations, the Spring Festival more maximized occupancy rates at the only accommodations provider which reported this data to the City. (These numbers are not reflected in the numerical economic impact).

Moving forward it is the intention of the City to look at ways to further engage local businesses during all City hosted events to increase the economic impact on local merchants.

Conclusions



The 2021 iteration of the Abbeville Spring Festival was a breath of fresh air for all involved. It has been shown to be a success by most measurable economic standards; the impact on local businesses remained as strong if not stronger than in previous years.

Moving forward the City will continue to look at ways to improve the Festival, in particular the infrastructure required to put the Festival on, while continuing to cultivate those characteristics which have turned Abbeville and this event, into a regional attraction.