



2017 Abbeville Spring Festival May 4-6 Festival Impact Study

This Study has been developed in order 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 Spring Festival.

About the Abbeville Spring Festival

The Abbeville Spring Festival is truly a one of a kind festival, held on the Historic Abbeville Square, which features Arts and Crafts, Live Music, Festival Rides, Food Vendors, Restaurants, Downtown Shopping, and a Tricycle Relay. 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 2017: **7,000**

Average People per Group: **2.5**

Number of Groups: *(7,000/2.5)* **2,800**

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)*

Total Hospitality Sales Tax for May 2017: **\$18,535.45**

Hospitality Sales Tax Generated During Festival (Estimated): **\$1793.75**

Estimated Spending Impact: *(2,800 x \$115+\$1,793.75)*
\$323,793.75

Festival Expenses

(Public Funds reinvested into the local Economy)

Expenses	
Entertainment (Band, Music License, Chairs, Comp Meals, Stage and Sound)	\$22,515.82
Advertising & Website	\$4,143.66
Misc. (Golf Cart, T Shirts, Startup Return, Ride Reimbursement,	\$7,949.71
Total Expenses	\$34,609.19



Revenue

(Fees and Ticket Sales)

Corporate Sponsors	\$14,716.50
Souvenirs	\$1,310.95
Craft Vendor Fees	\$4,950
Food & Ride Vendor Fees	\$2,700
Ticket Sales (Ride Band)	\$9,720
Total	\$32,947.45

Total Economic Impact

Attendee Spending Projection	\$323,793.75
Direct Festival Expenses	\$34,609.19
Festival Revenue	\$32,947.45
Total Impact	\$391,350.39

Festival Attendance

Attendance at 2017's Spring Festival was uncharacteristically low due to inclement weather with an estimated 7,000 attendees.

Marketing Analysis

The Spring Festival is marketed through several mediums including print, radio, and social media. As of right now, the Festival has a separate Facebook page with just over 2,700 likes. Moving forward, the plan is to consolidate all City Event Pages under the City's Facebook page to streamline the City's Social Media Approach. Individual Event pages are not being deleted but rather deactivated, in case the City should wish to utilize them again in the future.

Impact on Local Businesses

At this time, only one local business responded to an economic impact request. That Downtown businesses experienced a 90% increase in sales during the Spring Festival vs. "an average weekend".

