



**Abbeville**  
SOUTH CAROLINA



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## 2018 Hogs and Hens BBQ Festival October 19-20 Festival Impact Study

This Study has been developed in order to gauge the Economic Impact of the Hogs and Hens 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 Hogs and Hens BBQ Festival.

### About the Hogs and Hens BBQ Festival

The Abbeville Hogs and Hens BBQ Festival is a unique event, held in Historic Downtown Abbeville on the Square. In only its 5<sup>th</sup> iteration, Hogs and Hens has grown from being based solely on Trinity Street, to now filling up the entire Downtown area. Featuring dozens of vendors selling BBQ, Ice Cream, Peanuts, other festival foods, crafts as well as kids' activities, and Live Music covering several different genres; the Hogs and Hens Festival has something for people of all ages and backgrounds.

For the second year in a row, Jay Raber and Firehouse Smokers were named the overall winners of the BBQ Competition; while also winning the individual competition categories of Ribs and Pulled Pork. Bane's BBQ and More took 1<sup>st</sup> place in Hash Competition and Smokin' on Cloud 9 claimed the 1<sup>st</sup> Place award for Chicken.

## Economic Impact

### Visitor Spending Impact

Estimated Number of Attendees in 2018: **4,500**

Average People per Group: **2.5**

Number of Groups:  $(4,500/2.5)$  **1,800**

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)

**Attendee Spending Impact: \$207,000**

**Sales Tax Generated: \$14,490** (.07 of \$207,000)

**Number of BBQ Plates Sold: 3,900** (Average of 300 "BBQ Plates per vendor", does not include Non-BBQ Food Vendors)

**Estimated Spending Impact:  $(\$207,000 + \$14,490)$  \$221,490**

### Festival Expenses

(Public Funds reinvested into the local Economy)

Expenses	
Entertainment (Band, Stage and Sound)	\$8,380
Advertising & Website	\$2,325
Misc. (Banners, T Shirts, Portable Toilets, etc)	\$4,579.21
<b>Total Expenses (Excluding Staff Overtime)</b>	<b>\$15,284.21</b>



## Revenue

(Fees and Ticket Sales)

Sponsors	\$7,300
Misc. (T-Shirts, Kidz Zone, etc)	\$2,053
Craft Vendor Fees	\$1,985
Food Vendor Fees (& Alcohol Zone)	\$3,525
SC Art Grant	\$800
<b>Total</b>	<b>\$15,663</b>

## Total Economic Impact

Attendee Spending Projection	\$207,00
Sales Tax Generated	\$14,490
Direct Festival Expenses	\$15,248.21
Festival Revenue	\$15,663
<b>Total Impact</b>	<b>\$252,401.21</b>



## Estimated Festival Attendance

Attendance at 2018's Hogs and Hens Festival continued to climb from previous years and was estimated at around 4,500.

## Economic Impact on Local Businesses

Business	2017 Sales Differential	2018 Sales Differential
A	256% Increase	30% Increase
B	46% Increase	184% Increase
C	N/A	300% Increase
D	N/A	460% Increase
E	N/A	340% Increase
F	N/A	64% Increase
G	N/A	Sales Up
H	N/A	63% Increase

The chart above notes the impact on local businesses from the Hogs and Hens Festival when comparing sales to a non-festival weekend. Since 2017, all business which have elected to report this data to the City have reported strong increases in sales during the Hogs and Hens. At this time, no Restaurants have elected to report this data, though most downtown restaurants appear to be "busier than usual" during the event.

Additionally, the Hogs and Hens resulted in a positive impact on the accommodations industry with one self-reporting establishment reporting a **100% occupancy rate**.

## Social Media Marketing Analysis

The marketing of the Festival continues to combine a blend of local marketing with a concerted effort to branch out and attract individuals from across the Upstate of SC and the Southeast in general.

Specifically, the Hogs and Hens Festival is marketed through several mediums including print, radio, and social media. The City ran several ads on social media platforms, which altogether, reached nearly 75,000 people in areas across SC, as well as in NC and GA.

Metric	2017	2018
Total Event Reach	62,000	74,900
Total Event Responses	1,600	5,100
Instagram Reach	N/A	8,800

A special thanks to all those Vendors, Volunteers, Business Owners, Sponsors, and City Staff members which made this wonderful event possible!



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