



2008 Festival of Discovery July 10-12, 2008 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 8th Annual South Carolina Festival of Discovery held July 10-12, 2008 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 2009.

Festival Mission

The Festival encourages Greenwood County residents and visitors to “discover” a weekend of food, fun, and 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 = **17,500**

Average People Per Group = **2.5** (obtained from 2008 Festival participant survey)

Average Group Expenditure - **\$66.35** (This includes \$35.85 for food/beverage, \$20.00 for shopping, and \$10.50 for miscellaneous expenses)

Attendance/Average Persons Per Group

17,500/2.5 = 7,000

7,000 multiplied by **\$66.35** (Average Group Expenditure) = **\$464,450.00**

Sales Tax Generated (total above *.07%) = **\$32,511.50**



We then add 2008 Festival expenditures that were reinvested into the local and state economy, including:

Expenses	
Hotels for Blues Bands and KCBS Representatives (Inn on the Square and Jameson Inn, and Days Inn)	\$3,145
Rentals -Sound System (Sound Systems and More) & Porta Potties (Boggero's Services)	\$2,787
Newspaper and Web Advertising (North Augusta Star, Aiken Standard, GoLaurens.com, Anderson Independent, 107.3 JAMZ, Money Pages, and Edgefield Advertiser)	\$4,249
Brochures/Printing (Professional Printers and Printmasters/Glasgow)	\$2,754
Billboard Advertising (Covenant Media)	\$1,005
Traditional & Folk Performers	\$1,250
Trophies (Ro Mac Trophies)	\$1,304
Supplies/Misc (Plates, Cups, Etc.)	\$2,799
Business License (City of Greenwood)	\$424
T shirts & Chairs (Emerald Ink and Stitches)	\$1,778
Temporary Power & Water Costs (Crescent Supply, Lowes, Triangle Hardware, and CPW)	\$1,973
Event Insurance (Mabry Sanders Insurance)	\$2,809
Ice Trailer rental and ice (Pendleton Ice Company)	\$1,280
Total	\$27,557

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

Vendor and BBQ Contestant Fees	\$16,750
Taster's Choice Tickets, Amusement Ride Tickets, Ice and Drink Sales	\$3,743
Total	\$20,493

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

Venue	Estimated Sales Over Normal 3-Day Weekend
Inn on the Square	\$8,000
T W Boon's	\$7,000
Uptown Sushi Bar & Café	\$4,000
Jimary Java	\$1,500
Total	\$20,500

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

Hotel/Motel	Wed. July 9	Thurs. July 10	Fri. July 11	Sat. July 12
Holiday Inn Express	20	22	27	32
Econo Lodge	5	14	12	15
Days Inn	0	0	10	8
Fairfield Inn	15	10	12	8
Inn on the Square	2	16	38	38
Hampton Inn	5	25	16	6
Jameson Inn	6	10	10	8
Total Rooms per night	53	97	125	115

Grand Total of Rooms Rented by Participants/Visitors = **390**

Average Room Rate - \$80.57
 Total Room Nights – 390
 Total Revenue - \$31,422.30
 Sales Tax - \$2,199.56
 State Accommodations Tax - \$628.45
 Local Accommodations Tax - \$942.67

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

Hotel/Motel	Wed. July 9	Thurs. July 10	Fri. July 11	Sat. July 12
Holiday Inn Express	51	53	61	64
Econo Lodge	28	16	16	19
Days Inn	19	22	45	34
Fairfield Inn	38	34	32	27
Inn on the Square	17	32	48	47
Hampton Inn	67	73	36	33
Jameson Inn	64	65	67	59
Total Rooms per night	284	295	305	283

Grand Total of Rooms Rented In Greenwood During Festival = **1,167**

Total Revenue Generated Directly/Indirectly From the 2008 Festival of Discovery

Revenue Source	Revenue
Projection of Visitor Expenditures	\$464,450.00
Sales Tax Generated	\$32,511.50
Expenditures from Festival Budget	\$27,557.00
Festival Revenue Generated	\$20,493.00
Additional Restaurant Revenue Generated	\$20,500.00
Sales Tax Generated From Restaurants	\$1,435.00
Hotel Room Revenue Generated	\$31,422.30
Sales Tax From Hotel Rooms	\$2,199.56
State Accommodations Tax Generated	\$628.45
Local Accommodations Tax Generated	\$942.67
TOTAL	\$602,139.48

Festival Attendance

Attendance for the three-day 2008 Festival of Discovery has been estimated at 17,500. Information collected from Festival goers reflects the most concentrated area of origin for attendance was from Greenwood County (56%) while attendance from outside Greenwood County (including states neighboring South Carolina) accounted for the remaining 44%. 2008 Festival data shows participants and attendees of the event represented 157 zip codes and 11 states (including Michigan and California). We will continue in our efforts to increase advertising in neighboring counties and states in 2009.

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 99,427 visits in the three day period of July 10 to July 12 alone. We purchased banner advertising from thebbqforum.com., SClway.com, 107.3 JAMZ, GWDToday, GoLaurens.com and Aiken Standard that resulted in 2,142 unique visits. The purchase of the web domain www.festivalofdiscovery.com continues to pay off as we received over 260 unique visitors via the web address. The continued coordination with WYFF4 again resulted in great web benefits resulting in 125 unique visits from wyff4.com. For 2008 we created *Google* interactive maps that included hometowns of BBQ Teams, judge's hometowns, and an interactive map of the Festival attraction locations. These maps have received over 6,000 views. 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 SClway 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 eight 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 more ticket booths should be added for next year and that the Festival should develop its own Myspace site.