



Abbeville

SOUTH CAROLINA



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2020 Hogs and Hens BBQ Festival October 16-17 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 Downtown Abbeville on the Historic Square. In only its 7th 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 a variety of BBQ and Festival Foods, craft vendors, 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 fourth 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 Chicken and Hash. Smokin' the City took first place in Pulled Pork and Ribs.

The 2020 Hogs and Hens Festival did experience a significant negative impact from COVID-19. This negative impact can be seen in this year’s lower attendance numbers and the overall economic impact. Even so, many businesses reported strong increases in sales during Hogs and Hens weekend vs. the previous weekend.

Economic Impact

Visitor Spending Impact

Estimated Number of Attendees in 2020: **2,500**

Average People per Group: **2.5**

Number of Groups: (2,000/2.5) **1,000**

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: \$115,000

Sales Tax Generated: \$8,050 (.07 of \$92,000)

Average Food Transactions per Food Vendor: 630

Estimated Spending Impact: (\$115,000+\$8,050) \$123,050

Festival Expenses

(Public Funds reinvested into the local Economy)

Expenses	
Entertainment (Band, Stage and Sound)	\$7,700
COVID Expenses	\$3,075.70
Misc. (Banners, T Shirts, Portable Toilets, etc)	\$3,726.97
Staffing Costs	\$4,169
Total Expenses (Excluding Staff Overtime)	\$18,671.67

Revenue

(Fees and Ticket Sales)

Sponsors	\$7,250
Misc. (T-Shirts, Kidz Zone, etc)	\$889
Craft Vendor Fees	\$1,540
Food Vendor Fees (& Alcohol Zone)	\$4,270
Total	\$13,949 (Down 18.5% YOY)

Total Economic Impact

Attendee Spending Projection	\$115,000
Sales Tax Generated	\$8,050
Direct Festival Expenses	\$13,949
Festival Revenue	\$18,671.67
Total Impact	\$155,670.67



Estimated Festival Attendance

Attendance at the 2020 Hogs and Hens Festival increased slightly from 2019 but was still down compared to the high of 2018; much of this decline in attendance was due to COVID-19 and the reduced marketing efforts by the City due to budgetary constraints. Estimated attendance at the Festival was roughly 2,500 persons over the two days.

While attendance overall was down, one of the most well attended parts of the Festival was the Downtown Merchants Association Wine Walk. This event drew several hundred people during Hogs and Hens and certainly helped add to the Economic Impact of the event.

Economic Impact on Local Businesses

Business	Category	2017	2018	2019	2020
A	Retail	256%	30%	15.37%	49%
B	Retail	46%	184%	-64%	328%
C	Retail	N/A	300%	53%	16%
D	Retail	N/A	460%	N/A	N/A
E	Retail	N/A	340%	-24%	-150%
F	Retail	N/A	64%	Did not Report	70%
G	Retail	N/A	Sales Up	Sales Down	Did not Report
H	Retail	N/A	63%	-4%	54%
I	Retail	N/A	N/A	0%	300%
J	Retail	N/A	N/A	65%	31%
K	Retail				122%
L	Retail				250%
M	Retail				Did not Report
N	Retail				237%
O	Retail				Sales Up
P	Restaurant				0%
Q	Restaurant				-5%
R	Restaurant				50%
Average Diff.		151%	206%	6%	97%

The chart above notes the impact on local businesses from the Hogs and Hens Festival when comparing sales to a non-festival weekend. Even while operating during COVID, the 2020 Festival was a return to the strong positive economic impact seen in 2017 and 2018. Businesses, on average, reported a near 100% increase in sales during Hogs and Hens weekend with the most notable increase coming on Saturday during the Wine Walk. One takeaway from this year's impact numbers is the marginal effect of the event on restaurants which reported numbers to the City, with one notable exception. That restaurant impact is something the City will continue to monitor, especially as the Festival returns to "normal".

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 was substantially different than in previous years. Due to COVID-19 and associated budgetary restrictions, the festival was not marketed with paid advertisements. The City did create a Facebook event and use Social Media to help spread awareness concerning the event, however, this was greatly reduced with no marketing dollars being utilized.

Under normal circumstances, the Hogs and Hens Festival is marketed through several mediums including print, radio, and social media with a focus on a 70 mile radius of the City.

Metric	2017	2018	2019	2020
Total Event Reach	62,000	74,900	39,900	18,000
Total Event Responses	1,600	5,100	4,500	1,200

Conclusions

The 2020 Hogs and Hens Festival provided a much needed economic spark for Downtown Abbeville as sales had seen their usual summer slump and COVID-19 had continued to have negative economic consequences. The Festival remains poised for growth at this year was the first year which saw the participation of the Southern BBQ Network, opening the Festival to the broader BBQ community at large.

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

