



Abbeville

SOUTH CAROLINA



Pretty.
Near.
Perfect.™

2021 Hogs and Hens BBQ Festival October 15-16 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 8th 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, and Live Music covering several different genres; the Hogs and Hens Festival has something for people of all ages and backgrounds.

For the fifth 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. Smokin' the City took first place in Brisket and Chicken. Liberty Hill one their first award, taking home first place in Hash.

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: **6,000**

Average People per Group: **2.5**

Number of Groups: $(6,000/2.5)$ **2,400**

Average Group Expenditure: **\$85** (This includes \$30.00 for food/beverage, \$25.00 for shopping and entertainment and \$25.00 for miscellaneous. This figure was obtained from similar events and Festivals in the Lakelands Area as well as spending information provided by businesses and vendors)

Estimated Spending Impact: \$204,000

Festival Expenses

(Public Funds reinvested into the local Economy)

Expenses	
Entertainment (Band, Stage and Sound)	\$13,800
Misc. (Banners, T Shirts, Portable Toilets, etc)	\$6,000
Total Expenses (Excluding Staff Overtime)	\$19,800

Festival Revenue

(Fees and Ticket Sales)

Sponsors	\$6,100
Misc. (T-Shirts, Kidz Zone, etc)	\$600
Craft Vendor Fees	\$2,310
Food Vendor Fees (& Alcohol Zone)	\$5,340
Total	\$14,350

Total Economic Impact

Attendee Spending Projection	\$204,000
Direct Festival Expenses	\$19,800
Festival Revenue	\$14,350
Total Impact	\$238,150

Estimated Festival Attendance

Roughly 55% of our food vendors sold out, accounting for nearly 4,500 people. The other 45% can account for as many as 3,500 people. These calculations are based off average menu price divided by the profit, assuming each person is buying the equivalent to one food item. These numbers were also compared with the vendor's "expecting to serve" count. Using this method, 6,000 was used as a low-end estimation on the number of people who attended the event.

This was 6,000 estimated attendance was supported as a reasonable number by the density model used during four time between 10 a.m. – 4 p.m. on Saturday (Figure 1). Density models look at snapshots during interval times to gauge estimated attendance. While most density models calculate based on space

Time	Est. Head Count
10 a.m.	171
12 p.m.	443
2 p.m.	618
4 p.m.	449

available, we were able to get a reasonable headcount on attendees in open air (not under the tree canopy, in tent shadows, or in the livery stable) which was roughly 1,700 over this period which was one third of the festival time. Meaning, if the variance in numbers were to hold similarly over the other 12 hours, 1,700 attendees multiplied by three would give roughly 5,100 in attendance. Given that we know there were a number in attendance out of ariel view the jump to 6,000 is reasonable though a larger crowd was probably in attendance.

We saw an interesting attendee behavior during Hogs and Hens 2021. Attendees did not seem to congregate as large as previous years. This is believed to be because of the uptick in COVID cases in our area the two weeks prior to the event.



Economic Impact on Local Businesses

Business	Category	2021	2020	2019
A	Retail	140%	328%	-64%
B	Retail	134%	300%	0%
C	Retail	105%	N/O	N/O
D	Retail	78%	16%	53%
E	Retail	74%	N/A	N/A
F	Retail	43%	N/A	N/O
E	Retail	38%	54%	-4%
H	Restaurant	14%	N/O	N/O
I	Retail		70%	N/A
			-	
J	Retail		150%	-24%
K	Retail		N/O	N/O
L	Restaurant		N/A	N/A
M	Restaurant		N/A	N/A
N	Retail		49%	15%
O	Restaurant		0%	N/A
P	Retail		237%	N/A
Q	Retail		N/A	N/A
R	Retail		N/O	N/O
S	Retail		31%	65%
T	Retail		122%	N/A
U	Restaurant		N/O	N/O
V	Retail		250%	N/O
W	Restaurant		N/A	N/A
X	Restaurant		50%	N/A
Y	Restaurant		-5%	N/A
Z	Restaurant		N/A	N/A
AA	Restaurant		N/O	N/O
AB	Restaurant		N/A	N/A
		78%	97%	6%

The chart above notes the impact on local businesses from the Hogs and Hens Festival when comparing sales to a non-festival weekend. The response rate was only 30% of business that were open during the festival. The form was available online, though only 4 businesses completed it via the internet. This response rate is not great enough to draw any conclusions from for all business types.

From notes submitted with the forms, overall, the weekend went well for business. While sales were slower Friday morning, the afternoons were a sweet spot for sales. On Saturday, this can be partly attributed to the sanctioned Wine Walk. Retail typically trend higher, but what was good to hear from the one participating restaurant was that since the festival many people have come back and sited the festival exposure as reason to come back and eat.

Conclusions

The 2021 Hogs and Hens Festival was a success in terms of Year over Year growth in comparison to 2019 when weather was a factor. Attendance grew 200% and total economic impact 70%, this compared to the

Year over Year growth we saw with Spring Festival which grew 26% in attendance and 18% in economic impact compared to 2019 numbers. This comparison is not fair on all accounts due to the weather issues in 2019, but does reasonably show the positive year over year increases on all fronts even with COVID a being a factor in attendee behavior. Next year we look forward to growing attendance through addition that were prohibited due to the intensity of COVID during the event period. Additions may include a dedicated KidZone, wing eating contest, and alcohol zones.