



2019 Abbeville Spring Festival
May 2-4
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 2019 Spring Festival.

About the Abbeville Spring Festival

The Abbeville Spring Festival is truly a one of a kind festival which is held on the Historic Abbeville Square. The festival features Arts and Crafts, Live Music, Festival Rides, Food Vendors, Restaurants, Downtown Shopping, and a Car Show. 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 2019: **9,500**

Average People per Group: **2.5**

Number of Groups: *(9,5000/2.5)* 3,800

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 2019: *\$17,681.38*

Hospitality Sales Tax Generated During Festival (Estimated): **\$5,133**

Estimated Spending Impact: *(3,800 x \$115 (\$437,000)+\$5,133)=*
\$442,133

Festival Expenses

(Funds reinvested into the local Economy)

Expenses	
Entertainment	\$23,932
Advertising (Money Pages, Radio, Banners, etc.)	\$4,555

Miscellaneous (Chairs, Portable Toilets, Meal Reimbursements, Ticket Printing, T-Shirts, Cups, etc.)	\$7,747
Personnel	\$5,944
Total	\$42,178



Revenue

(Sponsorships, Fees, and Ticket Sales)

Revenue	
Total	\$50,178

The 2019 Spring Festival did see a surplus of roughly \$8,000 in terms of revenue vs. expenses. The City intends to reinvest those funds into its event infrastructure; specifically installing additional power hookups, etc.

Total Economic Impact

Attendee Spending Projection	\$442,133
Direct Festival Expenses	\$42,178
Festival Revenue	\$50,178
Total Impact	\$533,236

Festival Attendance

Attendance at the 2019 Spring Festival is estimated to have been 9,500 attendees over the 3-day period. This is a slight decrease over the 2018 Festival which fortunately experienced perfect weather all 3 days. 2019 saw scattered showers on Saturday as well as a mechanical issue with the generator powering the stage; both of which contributed to the slight decrease in attendance. Attendance on Thursday, Friday, and early Saturday seemed to be consistent with prior years and may have slightly increased.

The layout of the Festival was also changed this year as the stage was moved to a more logistically sound location. These changes seemed to result in a less crowded feel and a higher quality experience for Festival goers.

Ride ticket sales for the Festival also remained strong, with this being the 2nd highest grossing year in the history of the Festival; behind only 2018. When looking at overall revenue, this was the most revenue ever brought in for the Spring Festival.

Marketing Analysis

The Spring Festival is marketed through several mediums including print, radio, and



social media. This year the City had a more aggressive social media marketing campaign. That Social Media Campaign on Facebook resulted in 46,000 individuals being reached and 5,600 responding that they would attend the event.

Moving forward the City intends to increase the marketing of the Festival on Social Media and explore other marketing platforms as well.

Impact on Local Businesses

The below chart shows the economic impact which the 2019 Spring Festival had on Businesses within the City of Abbeville. (The Chart is not comprehensive and reflects only those businesses for which this information was self-reported or available)

Overall, for the month of May Hospitality Sales Tax revenues fell slightly from 2018 to 2019, about 2.5%. However, these numbers are still trending upward up 7% overall from 2010 with that 7% increase representing roughly \$50,000 in increased restaurant sales from May of 2010 vs. May of 2019.

(Food service numbers below based on April vs. May sales)

Business	Category	2018	2019
A	Retail	-35%	N/A
B	Retail	120%	120%
C	Retail	14%	N/A
D	Retail	791%	N/A
E	Retail	28%	Slight Increase
F	Retail	-9%	85%
G	Retail	N/A	63%
H	Retail	90%	N/A
I	Retail	N/A	75%
J	Retail	N/A	25%
K	Retail	N/A	333%
L	Food Service	N/A	113%
M	Food Service	N/A	19%
N	Food Service	N/A	12%
O	Food Service	N/A	37%
P	Food Service	N/A	-5%
Q	Food Service	N/A	N/A
R	Food Service	N/A	-7%
S	Food Service	N/A	N/A
T	Food Service	N/A	27%

**N/A denotes that a business did not report the data*

Average Impact on Retail: 100% Increase
Average Impact on Restaurants: 12% Increase

Lodging Provider	Normal Occupancy Rate	Spring Festival Rate
A	15%-30%	62% Increase

As indicated by the chart, most businesses which reported this data to the City experienced reasonable to major increases in sales versus a typical non-festival weekend. This data continues to support the assertion that Events and Festivals hosted by the City have a major positive economic impact on most local businesses.

Concerning accommodations, the Spring Festival more than doubled the occupancy rate at the only accommodations provider which reported this data to the City. (These numbers are not reflected in the numerical economic impact).

Moving forward it is the intention of the City to look at ways to further engage local businesses during all City hosted events to increase the economic impact on local merchants.

Conclusions



The 2019 iteration of the Abbeville Spring Festival proved to be a success by most measurable economic standards; while attendance slightly fell, the impact on local businesses remained strong.

Moving forward the City will continue to look at ways to improve the Festival, in particular the infrastructure required to put the Festival on, while continuing to cultivate those characteristics which have turned Abbeville and this event, into a regional attraction.

