



Abbeville  
SOUTH CAROLINA



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## 2019 Hogs and Hens BBQ Festival October 18-19 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 6<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 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 third 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 Pulled Pork, Chicken, and Hash. Smokin' the City took first place in the Ribs Category.

The 2019 Hogs and Hens Festival did experience a significant negative impact from weather, with Saturday essentially being rained out and the Festival being cancelled by 1PM. This negative impact can be seen in this year's lower attendance numbers, business sales differential, and the overall economic impact. Even so, Friday, which was rain free, was the busiest Friday Night of the Festival to date and certainly provides a building block for next year's event.

## Economic Impact

### Visitor Spending Impact

Estimated Number of Attendees in 2019: **2,000**

Average People per Group: **2.5**

Number of Groups:  $(2,000/2.5)$  **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: \$92,000**

**Sales Tax Generated: \$6,440** (.07 of \$92,000)

**Average Food Transactions per Food Vendor: 350**

**Estimated Spending Impact:  $(\$92,000 + \$6,440)$  \$98,440**

### Festival Expenses

(Public Funds reinvested into the local Economy)

Expenses	
Entertainment (Band, Stage and Sound)	\$10,350
Misc. (Banners, T Shirts, Portable Toilets, etc)	\$9,423.59
<b>Total Expenses (Excluding Staff Overtime)</b>	<b>\$19,773.59</b>

## Revenue

(Fees and Ticket Sales)

Sponsors	\$9,600
Misc. (T-Shirts, Kidz Zone, etc)	\$970
Craft Vendor Fees	\$2,145
Food Vendor Fees (& Alcohol Zone)	\$4,500
<b>Total</b>	<b>\$17,115</b>

## Total Economic Impact

Attendee Spending Projection	\$92,000
Sales Tax Generated	\$6,440
Direct Festival Expenses	\$19,773.59
Festival Revenue	\$17,115
<b>Total Impact</b>	<b>\$135,328.59</b>



## Estimated Festival Attendance

Attendance at 2019's Hogs and Hens Festival declined from 2018 due to the inclement weather which caused the 2<sup>nd</sup> day of the Festival to be cancelled.

With that being said, the estimated attendance at the Festival was roughly 2,000 persons; almost all of which attended the event on Friday. Had the weather remained favorable throughout Saturday, a reasonable estimate would put attendance at 5,000-6,000; or about a 10%-30% increase over the 2018 Hogs and Hens Festival.

## Economic Impact on Local Businesses

Business	Category	2017	2018	2019
A	Retail	256%	30%	15.37%
B	Retail	46%	184%	-64%
C	Retail	N/A	300%	53%
D	Retail	N/A	460%	N/A
E	Retail	N/A	340%	-24%
F	Retail	N/A	64%	Did not Report
G	Retail	N/A	Sales Up	Sales Down
H	Retail	N/A	63%	-4%
I	Retail	N/A	N/A	0%
J	Retail	N/A	N/A	65%

The chart above notes the impact on local businesses from the Hogs and Hens Festival when comparing sales to a non-festival weekend. For 2017 and 2018, all business which elected to report this data to the City reported strong increases in sales during the Hogs and Hens. However, the economic impact of the 2019 iteration of the Festival was not nearly as positive. This was due to the large amount of rain which hit the Festival area on Saturday, causing the 2<sup>nd</sup> day of the Festival to be cancelled.

**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 tens of thousands of people in areas across SC, as well as in NC and GA.

While the total event reach is down from prior years, this is largely due to the City not focusing as much marketing on the Facebook Event itself and instead boosting and using individual post as a larger component of the Festival's advertising.

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

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

