



**Estimating the Economic Impact
of Bay* Fest 2001**

CBER Research Report #50

Research Reports

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by

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Executive Summary

The Bay* Fest 2001 was held on October 5-7, 2001. This study estimates the economic impact of the festival. Impact estimation is made for Mobile County. In general, impact estimation is limited to expenditures made by out-of-town attendees who were in Mobile primarily to attend the festival, excluding all expenditures made by local attendees and out-of-town attendees who were in Mobile for primary reasons other than attending the festival such as attending business meetings and visiting friends and relatives. Major findings are the following:

1. The direct expenditures impact of the Bay* Fest 2001 is \$3,154,776.75, while the total expenditures impact, which includes the multiplier effect, is \$5,336,673.40. The expenditures impact is graphed in Figure 1.
2. The direct tax impact is \$279,295.31, while the total tax impact, which includes the multiplier effect, is \$398,020.16. The total tax impact is comprised of \$188,703.35 for the City of Mobile, \$41,221.96 for Mobile County, and \$168,094.85 for the state of Alabama. The state impact does not include tax impacts on the City of Mobile and Mobile County. The tax impact is graphed in Figure 2.
3. No less than 25 local non-profit organizations benefitted from the Bay* Fest 2001 in terms of special donations made by Bay* Fest.
4. Proposed questionnaires to (a) artists & vendors, and (b) general attendance are appended for impact estimation of future Bay* Fest festivals.

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Estimating the Economic Impact of Bay* Fest 2001

Bay* Fest 2001 was the seventh annual Bay* Fest, an outdoor music festival showcasing more than 100 national, regional, and local acts on seven stages, and was held on October 5 - 7, 2001. The annual Bay* Fest takes place in the heart of downtown Mobile, centered around Bienville Square and bordered by Dauphin, Water, Congress, and N. Conception Streets, most of which is closed for the weekend. The festival offers music for every taste, including country, classic rock, alternative, bluegrass, jazz, blues, cajun, and gospel - and includes an extensive family and children's activity area. [www.bayfest.com and Bay* Fest 2001 news release]

The purpose of Bay* Fest is to enhance the quality of life for the Mobile community and bring an estimated audience of 200,000 together for a weekend of entertainment. The festival usually attracts tourists from the Gulf Coast and greater Southeast region to see and enjoy Mobile at its best with a family-oriented event at an affordable cost. The hours for the 2001 festival were: 6:00pm - midnight on Friday, October 5; 11:00am - midnight on Saturday, October 6; and noon - 10:00pm on Sunday, October 7.

Advance weekend passes are purchased at greater Mobile locations of Food World, Godfather's Pizza, and AmSouth Bank, and at Pensacola locations of Food World. They are also available through Ticketmaster outlets for an additional charge: Northside Check Exchange, Bear Essentials, Warehouse Music, and Goldmine; or online at www.ticketmaster.com. A one-day pass can be purchased at the festival gates.

The primary objective of this study is to estimate the economic impact of Bay* Fest 2001 with main emphasis placed on expenditures and tax revenues.

Total Attendance

The number of total attendance to Bay* Fest 2001 is summarized below into local and out-of-town:

Table 1: Total Attendance of Bay* Fest 2001

	<u>Local</u>	<u>Out-of-Town</u>
General attendance	140,000	35,000
Artists	300	1,200
Vendors(#booths)	50(10)	150(30)
total	140,350	36,350
<u>Source: Bay* Fest.</u>		

Nicholas & Alexandra Exhibition

Due to the time constraint of carrying out Bay* Fest 2001, no survey was made of visitors to the festival by this investigator. However, we made an in-depth survey of visitors to the Nicholas & Alexandra exhibition that was shown in Mobile from June 12, 1999, to the end of January 2000. With the likely exception of the age profile of visitors, there are several similarities between Bay* Fest 2001 and the Nicholas & Alexandra exhibition especially in that both events were advertised widely in the region beyond the local area. We thus introduce our findings in the profile of visitors to the Nicholas & Alexandra exhibition, referred to as the exhibition in this study, and employ these findings in estimating the impact of Bay* Fest 2001, referred to in this study as the festival.

The total number of visitors to the N&A exhibition is 192,016, of which 153,328 were leisure visitors; 11,547 were group visitors; and 27,141 were student visitors. [See, for details,

Semmoon Chang, Impact of the Nicholas & Alexandra Exhibition on the Local Economy,
 University of South Alabama, CBER Research Report #46, February 15, 2000]

To determine where the visitors came from, we gathered two different sets of data. One is the survey of about 900 visitors on selected days during the exhibition, and the other is the collection of comments completed by several thousand visitors. Since the number of comment sheets is much greater than the number of personal interviews, we introduce our findings based on the review of comment sheets as summarized in Table 2.

Table 2. Places of Residence of Exhibition Visitors

Place	Persons	Percent
Alabama total	3,299	56.7%
Mississippi	244	4.2
Florida	672	11.5
Louisiana	408	7.0
Georgia	161	2.8
Other states	902	15.5
Other countries	135	2.3
total	5,821	100.0%

Several questions of local interest were asked to visitors through personal interviews.

Two findings, summarized in Tables 3 and 4, are of our interest. Findings summarized in Tables 3 and 4 are limited to out-of-town visitors to the exhibition.

Table 3. Primary Reasons for Visiting Mobile

Reasons	#Responses	Percent
To see the exhibition	1,086	72.5%
To visit friends/family	195	13.0
To take care of business	51	3.4
Passing through	122	8.1
Other such as:	44	2.9
total	1,498	100.0%

Table 4 shows the number of days the visitors stayed in Mobile. As stated earlier, Table 4 is limited to those who came from outside the local area. Two out of three (66.2 percent) said that they were not staying in Mobile overnight. This figure is important since all those in Table 3 except the 72.5 percent that came to see the exhibition (a) had a place to stay since they were in Mobile to see families and friends, and attend other events, or (b) were passing through. This means that the entire 66.2 percent respondents who did not stay overnight came from the group that said they came to Mobile to see the exhibition.

Table 4. Number of Days Staying in Mobile

Days	#Responses
1 day, no overnight	990 (66.2%)
2 days & 1 night	210 (14.0%)
3 days & 2 nights	133 (8.9%)
4 days or more	163 (10.9%)
total	1,496 (100%)

Our interviews with hotel and motel managers also indicated that those who came and stayed in Mobile because of the exhibition stayed between one and two nights with the majority staying one night.

The exhibition visitors either visited or planned to visit at the time of interviews the attractions listed in Table 5. Notice that the top five attractions to out-of-town visitors are shopping malls, USS Alabama, Bellingrath Gardens, Museum, and I-Max.

Table 5. Local Attractions Visited or Planned for Visit

Shopping malls	355	Fort Conde	5
USS Alabama	202	Beaches	5
Bellingrath Gardens	170	Antique stores	2
Museum	114	Bienville Club	2
I-Max	55	Flea market	2
Restaurant	50	Harley shop	2
Dog track	41	USA campus	2
Historic Downtown	7	Nursery Convention	1

Bay* Fest Out-of-Town Visitors

One major source of economic impact of Bay* Fest 2001 is the expenditures made by out-of-towners who came to the festival. It is therefore important to have a good approximation of out-of-town visitor figures. The total number of out-of-town visitors to the festival is estimated by officials of Bay* Fest 2001 as shown in Table 1: general attendance of 35,000 and artists & vendors of 1,350. All artists and vendors who came from out-of-town came to Mobile because of Bay* Fest 2001. Of the 35,000 general attendance, however, we assume the same visitor profile as shown in Table 3 in that 72.5 percent came to enjoy the festival while others were in Mobile anyway for other such reasons as business meetings and visiting friends or relatives. We thus reduce total out-of-town attendees to only those who came to Mobile with the primary objective of attending the festival. That is,

out-of-towners	35,000
x	0.725

festival attracted	25,375

According to Table 4, those who are one-day visitors without staying overnight were 66.2 percent. Further, those who stayed two days and one night were 14.0 percent and

those who stayed three days and two nights were 8.9 percent. Those who stayed 4 days and three nights or more (10.9 percent) are assumed to have come to Mobile for primary reasons other than attending the festival and added to the number of one-day visitors who did not stay overnight. Note that all artists are assumed to have stayed 2 days and one night, while all vendors are assumed to have stayed 3 days and 2 nights:

Table 6. Festival-Attracted Out-of-Town Visitors

	General	Artists	Vendors	Total
day visitors	19,564	0	0	19,564
2 day/1 night visitors	3,553	1,200	0	4,753
3 day/2 night visitors	2,258	0	150	2,408
total attraction	25,375	1,200	150	26,725

These assumptions are likely to underestimate the number of festival attendees who stayed overnight at least for two reasons. One is that the festival activities were all evening events, meaning that many out-of-town visitors were likely to have stayed in Mobile. The other is that the festival was a three-day event with different artists each night, most likely leading more visitors to stay overnight. On the other hand, many of the festival’s audience are young and shared rooms if they stayed overnight, suggesting that the probability of an underestimation could be small.

Finally, our personal interviews of the Nicholas & Alexandra exhibition indicated that among the out-of-town visitors who stayed in Mobile, 50.7 percent stayed at hotels and motels in Mobile County; 12.8 percent stayed at hotels and motels in Eastern Shore; 35.2 percent stayed with friends and relatives; and 1.3 percent stayed in their own RVs. Those who came to Mobile

primarily to attend the festival and their places of stay are estimated in Table 7. Note that the number of Mobile hotels/motels includes the 521 rooms that the Bay* Fest booked directly for performers.

Table 7. Places of Stay for Festival-Attracted Out-of-Town Visitors

	Total	Hotels/Motels Mobile (50.7%)	Hotels/Motels Eastern Shore (12.8%)	Friends & Relatives (35.2%)	RVs (1.3%)
day visitors	19,564	0	0	0	0
2 day/1 night visitors	4,753	2,709	608	1,673	62
3 day/2 night visitors	2,408	1,221	308	848	31
total	26,725	3,930	916	2,521	93

Per Visitor Expenditures

There are two sources of visitor expenditures data. One is SouthCoast USA. According to SouthCoast USA, the daily sum of leisure visitor expenditures is \$137. “Subtracting the average daily room rate of \$56.59 from \$137, we obtain \$80.41 non-lodging daily expenditures.” [Semoon Chang, Shelia Canode, & Megan Farrell, “Estimating the Economic Impact of Mobile’s Tricentennial Events,” University of South Alabama, CBER Research Report #49, p. 14]

According to our personal interviews of visitors to the Nicholas & Alexandra exhibition, the expenditures per person who visited the exhibition from outside the Mobile metro area were \$12.76 for souvenirs inside the exhibition; \$87.50 for lodging if they stayed at hotels and motels with the amount including more than one-nighters; \$23.68 for meals; \$10.43 for gasoline; \$1.58 for parking with many sharing the ride; \$39.05 for general shopping; and \$20.50 for others. To summarize, per person expenditures were \$87.50 on lodging for those who stayed at local hotels

for one or two nights; \$62.73 for goods subject to sales taxation such as meals and general shopping; and \$32.51 on other goods and services such as gasoline, parking and others that are not subject to sales taxation. Interestingly, if we multiply the \$12.76 per person expenditures by the total number of visitors (192,016), we obtain \$2,450,124. The actual amount reported by the host was \$2,433,402.35. [Semoon Chang, Impact of the Nicholas & Alexandra Exhibition on the Local Economy, University of South Alabama, CBER Research Report #46, February 15, 2000, p. 7]

In comparing the two visitor expenditures figures, figures from the Nicholas & Alexandra survey appear larger than figures from SouthCoast USA in that per person lodging expenditures are \$56.59 for SouthCoast USA and \$87.50 for Nicholas & Alexandra, while per person non-lodging expenditures are \$80.41 for SouthCoast USA and \$95.24 (i.e., \$62.73 plus \$32.51) for Nicholas & Alexandra. In reality, those two figures are very comparable. In fact, figures obtained from the Nicholas & Alexandra are likely to be smaller than figures obtained from SouthCoast USA because SouthCoast USA figures are daily expenditures, i.e., for one day only, while Nicholas & Alexandra figures are weighted averages for all those who stayed one or more days. We thus use survey figures obtained from visitors of the Nicholas & Alexandra exhibition in estimating the impact of visitors to Bay* Fest 2001.

Expenditures Impact

The expenditures impact of Bay* Fest 2001 are limited to those generated by festival-attracted out-of-town visitors, excluding expenditures made by local attendees of the festival.

First of all, there are admissions net of sales taxes, on-site beverage and merchandise sales, and vendor fees. Based on Bay* Fest 2000 sales data, these impacts are the following:

$$\begin{aligned}
 & \$612,451.00 \text{ (2000 admissions)} \times 35,000/140,000 \text{ (from Table 1)} \\
 & + 450,000.00 \text{ (on-site sales)} \times 35,000/140,000 \\
 & = \$265,612.75
 \end{aligned}$$

Note that 35,000 represents all out-of-town visitors, excluding artists and vendors, who attended Bay* Fest 2001, since admissions, on-site sales and vendor fees relate to all out-of-town visitors regardless of whether their primary reason for being in Mobile was the festival or other reasons.

Secondly, there is an expenditures impact by festival-attracted visitors, i.e., 26,725. It is noted that this figure excludes out-of-town attendees of the festival who were in Mobile for primary reasons other than attending the festival. Total expenditures by these attendees of the festival are:

Table 8. Expenditures Impact

Expenditures by type	Impact
On-site	\$ 265,612.75
Out-of-site	
meal	26,725 x \$23.68 = \$ 632,848.00
shopping subject to sales taxation	26,725 x \$39.05 = \$1,043,611.25
shopping not subject to sales taxation	26,725 x \$32.51 = \$ 868,829.75
hotels in Mobile County only	3,930 x \$87.50 = \$ 343,875.00
total	\$3,154,776.75

Multiplier Effect

Finally, there is a multiplier effect through turnover of visitor expenditures. The multipliers are developed by the U.S. Department of Commerce, Bureau of Economic Analysis and are known as RIMS II multipliers. The multiplier employed in this report is the RIMS II average output multiplier for Mobile County in hotels (1.7381), eating & drinking (1.7715), and retail excluding eating (1.7559). The average is 1.7552. Total expenditures impact is obtained by multiplying the total direct expenditures by the multiplier. The multiplier effect is assumed to apply to out-of-site expenditures. Total expenditures impact then is:

$$(\$3,154,776.75 - \$265,612.75) \times 1.7552 + \$265,612.75 = \$5,336,673.40$$

Tax Impact

Tax impact is of two types; those collected directly by Bay* Fest and those originated from out-of-site expenditures by out-of-town visitors. Taxes collected directly by Bay* Fest are summarized in Table 9. No adjustment is made in Table 9 for taxes paid by out-of-town visitors and taxes paid by local attendees mainly because these are the actual tax payments made by Bay* Fest. Taxes paid by out-of-town visitors on goods purchased outside the festival during their stay in Mobile are estimated in Table 10. The tax impact shown in Table 10 is limited to those made by out-of-town attendees who came to Mobile primarily to attend the festival, excluding those generated by out-of-town attendees who came to Mobile primarily to do business or visit family or friends other than attend the festival. The tax impact shown in Table 10 is also limited to direct tax impact without multiplier effect.

Table 9. Taxes Paid Directly by Bay* Fest

Tax by Type	City of Mobile	Mobile County	State
Sales tax:			
catering	\$1,028	\$206	\$822
admissions	24,313	6,078	24,313
hotels*	0	0	0
T-shirts	775	194	775
beverages	9,403	1,880	7,523
Rental tax	1,882	0	0
Vendor licenses	5,300	0	0
total	\$ 42,701	\$ 8,358	\$ 33,433

Source: Bay* Fest. *Note that hotel taxes paid directly by Bay* Fest (i.e., \$1,080 for city, \$216 for county and \$864 for state) are excluded since all hotel bookings made by Bay* Fest are included in lodging expenditures generated by the 2001 festival.

Table 10. Taxes Generated by Outside Expenditures of Out-of-Town Visitors: Direct Impact

Expenditures by type	Expenditures	City of Mobile	Mobile Co.	State
meals	\$ 632,848.00	\$31,642.40	\$6,328.48	\$25,313.92
shopping s.t. sales taxation	1,043,611.25	41,744.45	10,436.11	41,744.45
hotels in Mobile County only	343,875.00	17,193.75	3,438.75	13,755.00
hotels in Eastern Shore	80,150.00	0	0	3,206.00
total		\$ 90,580.60	\$20,203.34	\$84,019.37

Outside expenditures, especially on meals and shopping subject to sales taxation, also have a multiplier effect. Table 11 measures total tax impact, which includes multiplier effect. The only difference between Table 10 and Table 11 is that tax impacts from meals and shopping in Table 10 are multiplied by the multiplier 1.7552.

Table 11. Taxes Generated by Outside Expenditures of Out-of-Town Visitors: Total Impact

Expenditures by type	City of Mobile	Mobile Co.	State
meals	\$55,538.74	\$11,107.75	\$44,430.99
shopping s.t. sales taxation	73,269.86	18,317.46	73,269.86
hotels in Mobile County only	16,926.88	3,385.38	13,541.50
hotels in Eastern Shore	0	0	3,153.50
total	\$146,002.35	\$32,863.96	\$134,661.85

The total tax impact is summarized in Table 12 by combining figures from Tables 9, 10 and 11.

Table 12. Total Tax Impact

	Direct Impact	Total Impact
City of Mobile	\$55,538.74	\$11,107.75
Mobile County	73,269.86	18,317.46
State of Alabama	16,926.88	3,385.38
Total	\$146,002.35	\$32,863.96

Contributions to the Community

Through participation as volunteers, many local organizations benefitted from the festival primarily in the form of contributions made by Bay* Fest 2001 to these organizations. The list of the 25 organizations that benefitted from the festival are:

- McGill Toolen Basketball Boosters
- Mobile Bay Sierra Club
- Musicasacra (local choir group)
- Press Club of Mobile
- Krew of Merry Mates
- St. Vincent's School
- Theodore High Boosters
- Knights of Columbus

LeKrew De Bienville
Beta Sigma Phi
Arthritis Foundation
Crichton Optimist Club
McGill Toolen Girls Soccer
USA Dept. of Economic & Finance
American Business Women's Assoc.
Blacks in Government
Mobile Kiwanis Club
Trinity Gardens Boys & Girls
Retired Alabama Defense Force
Tau Kappa Epsilon
Volunteer Mobile
Homeless Coalition
Murphy High School Board
Labor Finders
Mobile Christmas Parade

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Appendix 1:

Suggested Questionnaire to Artists & Vendors

[All information will be held in strict confidence. Only the averages and totals will be included in the report.]

1. Type of participation

- artists/performers
- vendors

2. Place of your daily business

- Mobile County
- Baldwin County
- other Alabama
- Mississippi
- Florida
- other states

3. Place of stay in Mobile during the Festival

- hotels & motels
- friends & relatives
- RVs
- driving from home

4. How many are in your group? persons

5. Number of days staying in Mobile for the Festival

- 2 days & 1 night
- 3 days & 2 nights
- 4 days & 3 nights
- 5 days & 4 nights

6. Did/will you or any member of your group visit any of the following places during your stay for the Festival?

- USS Alabama
- Bellingrath Gardens
- I-Max
- Museum
- shopping malls
- other, specify: []

7. What is your best estimate on your spending during your stay in Mobile for the Festival?

Inside the festival

Lease for the space \$

Food & beverage \$
 Souvenirs \$
 Others: [.....]... \$

Outside the festival

Lodging \$
 Meals \$
 Gasoline \$
 Parking \$
 Shopping in general \$
 Other: [.....].... \$

8. [Vendors Only]
 What is the amount of sales generated as a result of the
 Festival during the last year's Festival?

- [] less than \$1,000
- [] \$1,000 to \$4,999
- [] \$5,000 to \$9,999
- [] over \$10,000

9. Any suggestions to make your participation in the Festival
 or your stay in Mobile easier?

Appendix 2:

Suggested Questionnaire to General Attendance

Please answer the following questions by checking the appropriate blanks:

1. Place of residence

- Mobile County
- Baldwin County
- other Alabama
- Mississippi
- Florida
- other states

MOBILE & BALDWIN COUNTIES ONLY

2. How many are in your group?

- me alone
- 2 persons
- 3 persons
- 4 persons
- 5 or more

3. What is your best estimate on your spending at the festival?

Inside the Festival

Food & beverage \$
Souvenirs \$
Others: [.....].... \$

OUT-OF-TOWN VISITORS: OTHER THAN MOBILE & BALDWIN ONLY

4. Primary reason for your visit to Mobile

- to attend the festival
- to visit friends and families
- to take care of business

5. Number of days staying in Mobile

- day outing, no overnight
- 2 days & 1 night
- 3 days & 2 nights
- 4 days or more

6. Only if you stay more than one day, tell us the place of stay in Mobile during the festival:

-] hotels & motels
-] friends & relatives
-] RVs
-] driving from home

7. How many are in your group?

-] me alone
-] 2 persons
-] 3 persons
-] 4 persons
-] 5 or more

8. Did you visit any of the following places during your stay in Mobile?

-] USS Alabama
-] Bellingrath Gardens
-] I-Max
-] Museum
-] shopping malls
-] other, specify: [_____]

9. What is your best estimate on your spending during your stay in Mobile?

Inside the festival

Food & beverage \$
 Souvenirs \$
 Others: [_____].... \$

Outside the festival

Lodging \$
 Meals \$
 Gasoline \$
 Parking \$
 Shopping in general \$
 Other: [_____].... \$

10. Any suggestions to make your visit to the Festival more pleasant?