

Johns Creek Arts Festival - 2017 Johns Creek, Georgia

On-site Economic Impact Study Final Report

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Executive Summary

The Johns Creek Convention and Visitors Bureau requested an economic impact study for the 2017 Johns Creek Arts Festival in Johns Creek, Georgia. This study is designed to provide market research data from event attendees. Such important information will pave the way for event expansion by providing bench marketing to track future growth, as well as quantify financial support from local governments and donors. The data can also be utilized to provide value to future sponsorship investments.

The highlights of the study include:

\$886,795 – estimated overall economic impact

97% are likely to return for the Johns Creek Arts Festival in 2018

\$491,913 – estimated revenue created from shopping

\$246,502 – estimated revenue created from food sales

\$98,273 – estimated revenue created from entertainment

\$13,823 – estimated revenue created from hotel spending

\$36,284 – estimated revenue created from transportation

Purpose and Methodology

The Johns Creek Convention and Visitors Bureau contracted with Chandlerthinks to conduct an economic impact analysis of the 2017 Johns Creek Arts Festival. The survey instrument is designed to measure:

- Party composition
- Event attendance habits
- Overnight stay
- Importance of the event in visiting the area
- Consumer spending in various areas
- Repeat attendance to the event
- Demographics

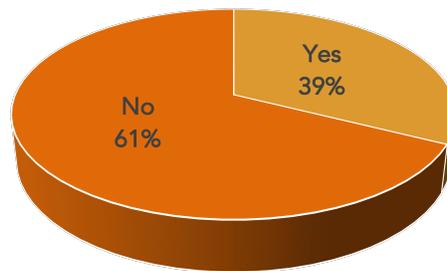
A total of 302 intercept interviews were conducted during the event on Saturday, October 20th and Sunday, October 21st. The actual in-person interviews were conducted by a third party market research company contracted by Chandlerthinks. The 302 completed surveys provide a +/- 5.75% margin of error at the 95% confidence interval.

Detailed Findings

Past Visitation to Johns Creek Arts Festival

Slightly more than one-third (39%) of the respondents are first time attendees to Johns Creek Arts Festival. On average, those who were not first-time attendees have attended the festival 2.66 times.

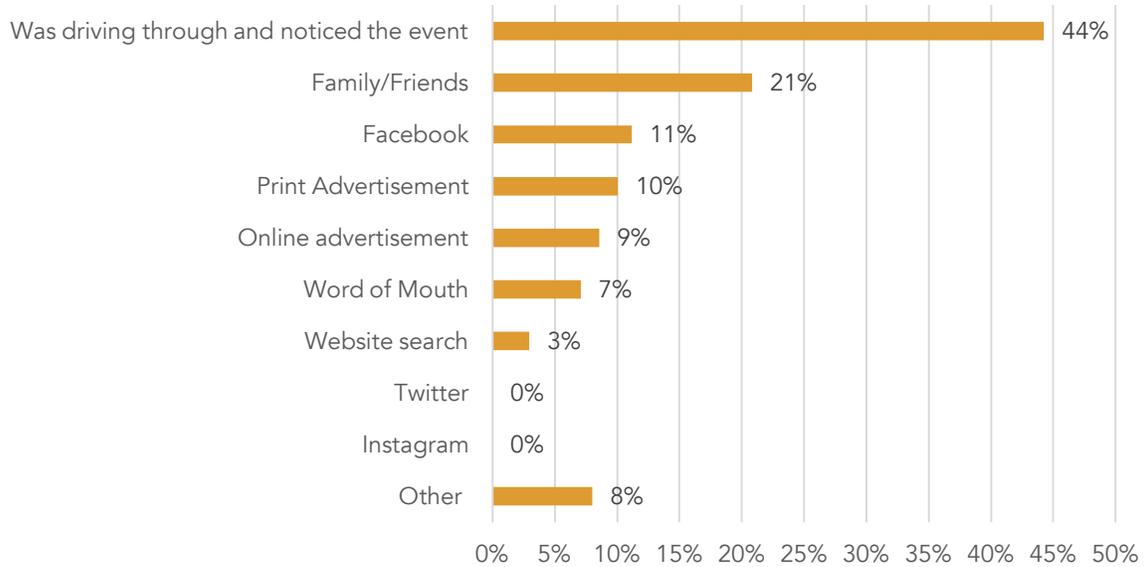
Is this your first time to attend Johns
Creek Art Festival?



Advertising Medium

A significant percentage of festival attendees were not planning to attend the event. However, once they saw the festival they stopped. "Just driving through" was followed by "family/friends" and "Facebook." The eight percent (8%) of "other" responses consisted primarily of attendance based upon signage throughout the region.

How did you hear about Johns Creek Arts Festival?



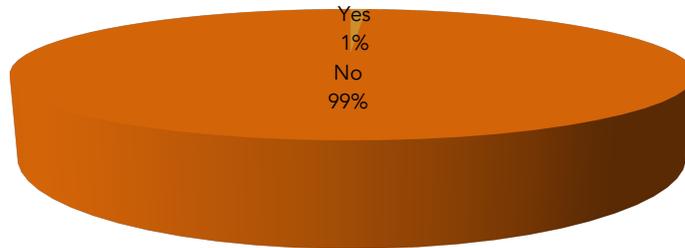
Group Size

The average group size for the Johns Creek Arts Festival was 3.14.

Overnight Stay

The Johns Creek Art Festival is primarily a day-trip event with only one percent (1%) of the respondents staying overnight while visiting Johns Creek.

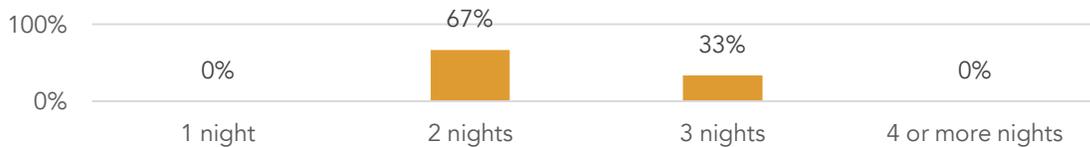
Did you stay or do you plan to stay overnight in a hotel or motel during your visit to Johns Creek Arts Festival?



Number of Nights

Johns Creek Arts Festival is primarily a regional event with limited overnight stays. Of those who stayed overnight, approximately one-third (67%) stayed two nights.

On this particular trip to Johns Creek, how many nights do you plan on staying?



Intent to Shop/Eat

Overall, if respondents shopped in the stores located throughout Johns Creek, they were extremely likely to purchase.

	Yes	No
Did you, or do you plan to shop in any of the local boutiques and unique shops throughout Johns Creek?	29%	71%
Did you, or do you plan to make purchases in the local boutiques and unique shops you visited in Johns Creek?	84%	16%
Did you eat, or do you plan to eat at any restaurants located throughout Johns Creek while attending the festival?	49%	51%
Have you or do you plan to make any purchases from the Arts and Crafts vendors at the festival?	79%	21%

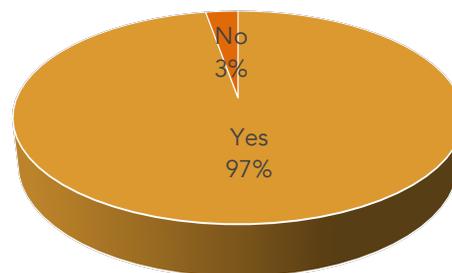
Importance of the Festival

The Johns Creek Arts Festival is a key driver (4.44 on a scale of 1 to 5) for respondents stopping in Johns Creek.

Likelihood to Return to Next Year

Almost all (97%) of the 2017 attendees plan to attend the 2018 Johns Creek Arts Festival.

How likely are you to return to Johns Creek Art Festival next year?



Economic Impact

In order to estimate the economic impact of the 2017 Johns Creek Arts Festival, attendees were asked to provide or estimate overall party spending in five categories: Hotel/Motel, Food, Shopping, Transportation and Entertainment. For the purpose of this report, spending will be broken into two areas: day-trippers (those who did not stay overnight), and overnights (those who stayed overnight in the area). Attendance figures are a key element to estimating economic impact. The Johns Creek Convention and Visitors Bureau estimated the attendance of the 2017 Johns Creek Festival at 35,000 (20,000 on Saturday, October 20th and 15,000 on Sunday, October 21st).

The estimated attendance of 35,000 is the figure used to calculate the overall estimated economic impact.

Average Spending

On average, overnights spent \$177.50 per person compared to day-trippers spending \$23.80 per person. This is to be expected since overnight visitors have a longer stay and more expenses are allowed for accommodations.

Economic Impact

The reported spending used to calculate the estimated overall economic impact is based on the actual dollar amounts provided by the interviewed respondents. These numbers have been projected based upon the estimated attendance and average per person spending. The table below shows the estimated expenditures between day-trippers and overnights and represents the 2017 estimated economic impact.

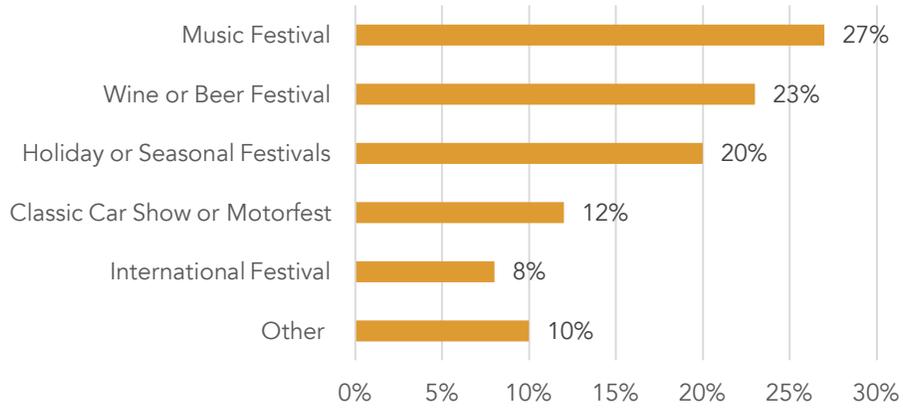
	<u>Attendance</u>	<u>PP/Spending</u>	<u>Total Est. Spending</u>
Overnights (1%)	350	\$177.50	\$62,125
Day-Trippers (99%)	34,650	\$23.80	\$824,670
			<hr/>
Est. Economic Impact			\$886,795
			<hr/> <hr/>
Hotel			\$13,823
Food			\$246,502
Transportation			\$36,284
Entertainment			\$98,273
Shopping			\$491,913
Est. Economic Impact			\$886,795

It is important to note that a Boy Scout troop was responsible for event parking and requested donations from attendees. The troop reported and estimated \$13,000 in donations were collected which is not included in the overall economic impact figure.

Future Festivals

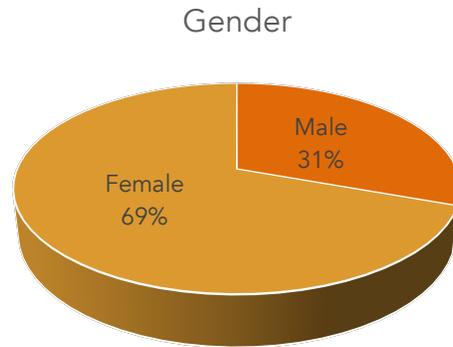
Festival attendees would like to see Johns Creek host music festivals, as well as wine and beer festivals. The majority of the other responses were in reference to festivals centered around children's events.

What types of festivals and events would you like to see in Johns Creek?

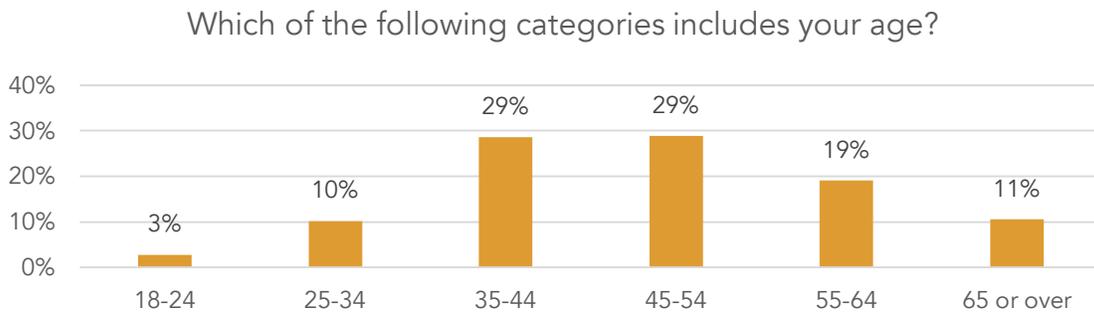


Demographics

Sixty-nine percent (69%) of the respondents were female and thirty-one percent (31%) were male.



Johns Creek Arts Festival attendees were middle age with fifty-eight percent (58%) 35-44 while thirty percent (30%) were 55+ and thirteen percent (13%) 18-34.



Eighty-three percent (83%) of the respondents were married as compared to twelve percent (12%) who were single.

