

2011 NC and SC Festivals and Events Planner Survey

Wayne W. Smith, Ph.D.

College of Charleston

Samantha Rozier-Rich, Ph.D.

NC State University

COLLEGE *of*
CHARLESTON

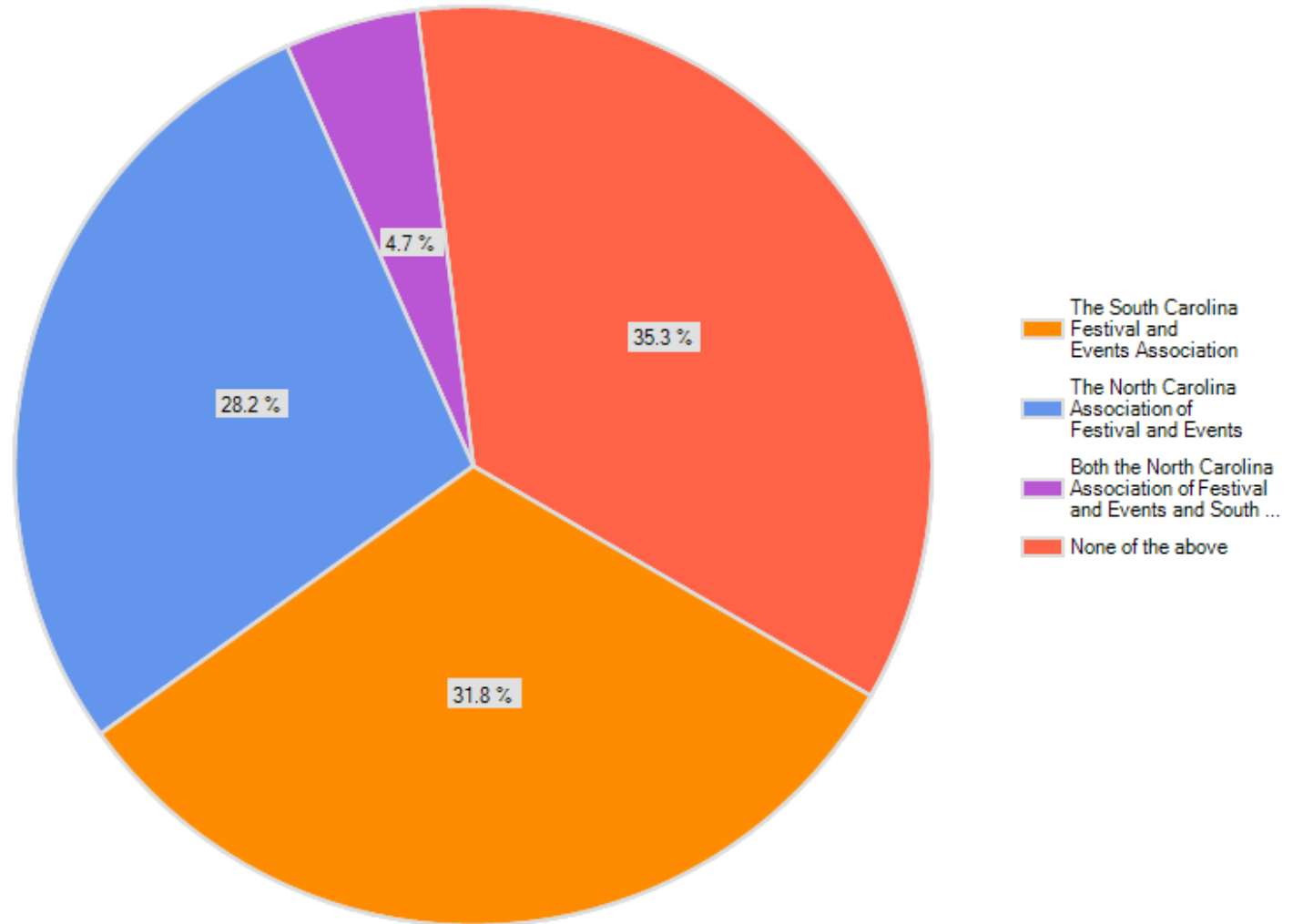
NC STATE UNIVERSITY

Introduction

- Purpose: Gain a better understanding of festivals and events in NC and SC
 - General Questions: Size, Type
 - Financial: Budgetary Issues, Revenues
 - Operational: Partnerships, Trends and Support
- On-line survey developed
 - College of Charleston and NC State University
 - NC and SC Festivals and Events Associations
- Survey link sent electronically to all members and other known festivals/events
 - 3 week data collection period
 - 2 reminder e-mails sent

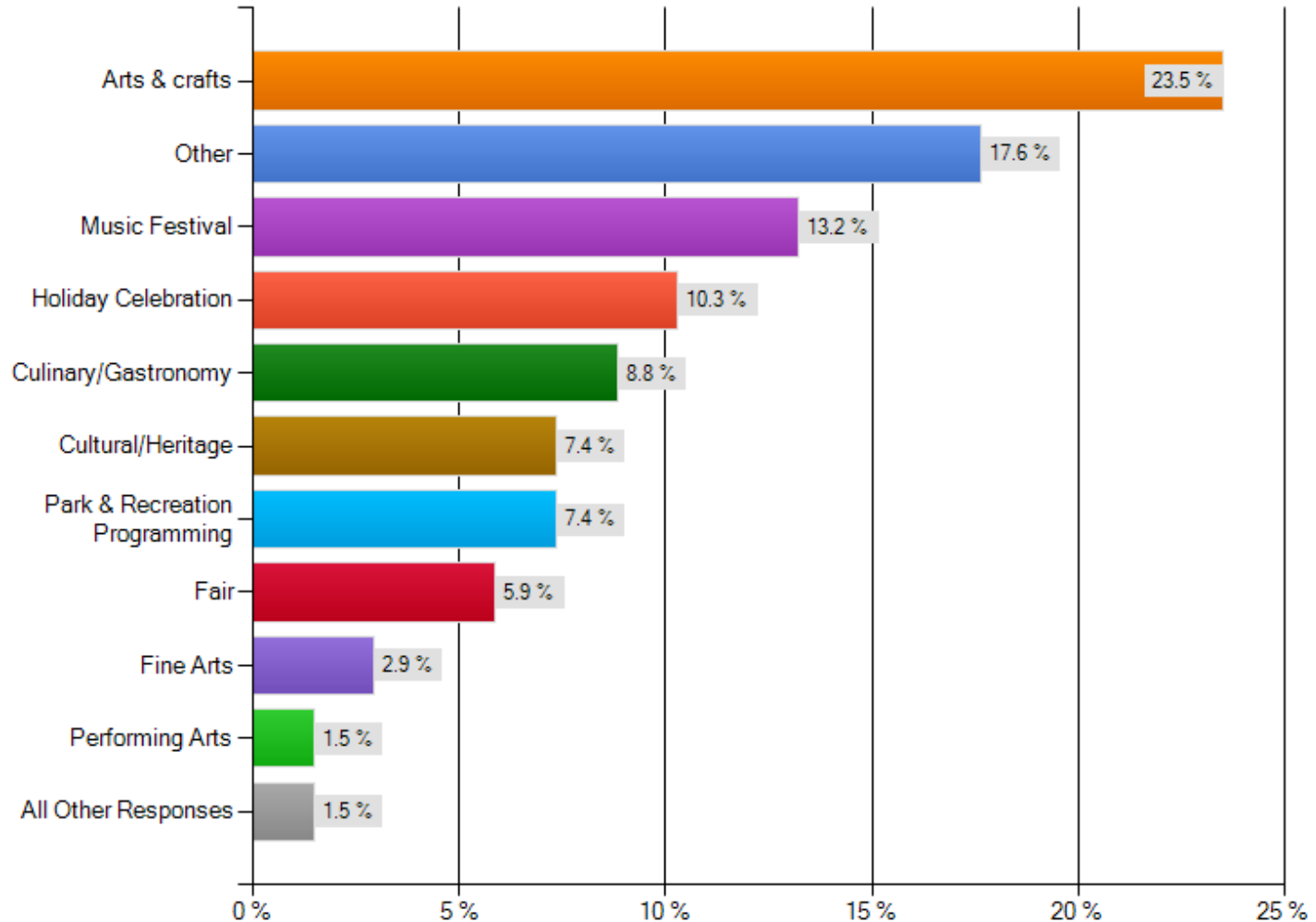
Festival Profile

Are you currently a member of:



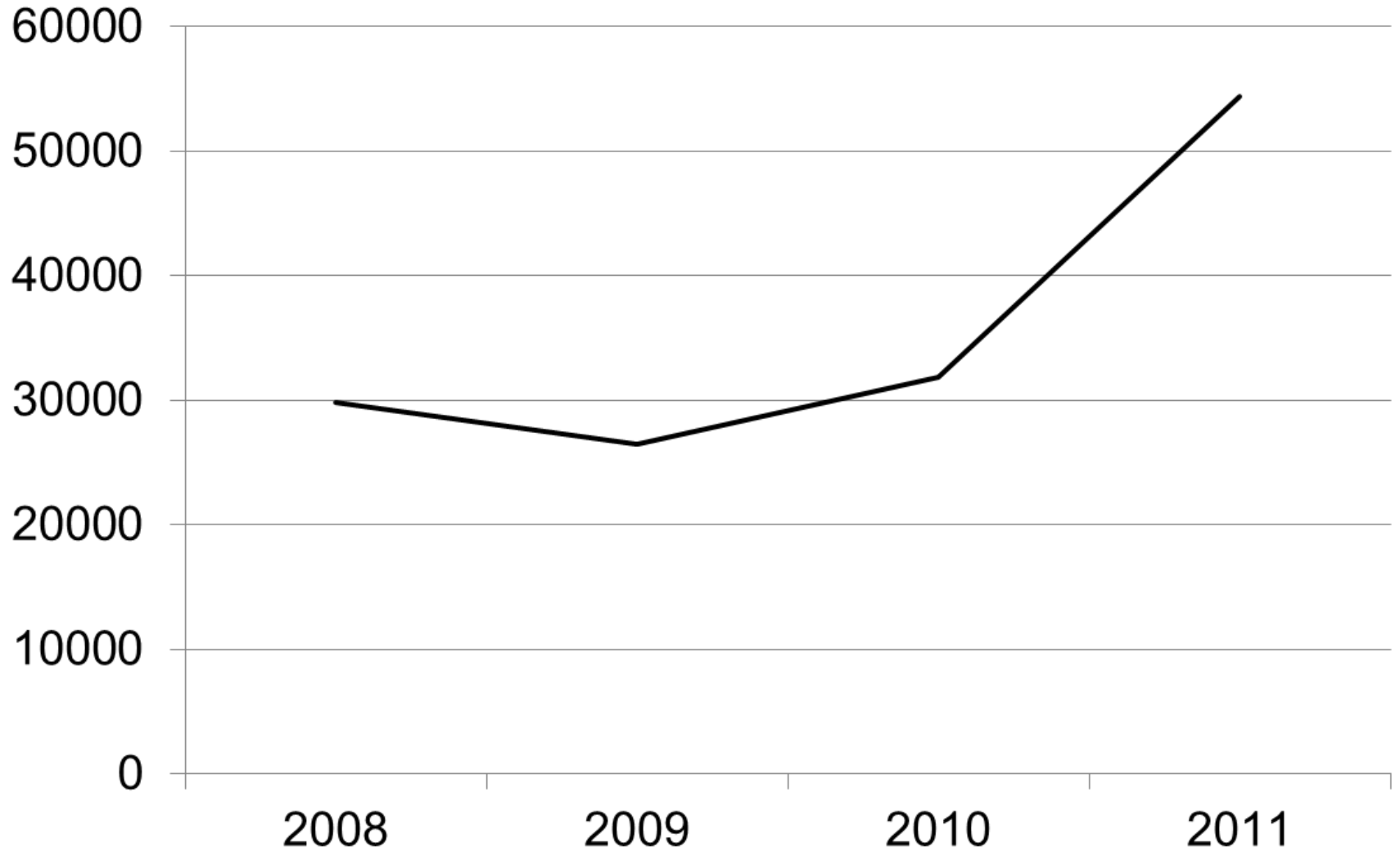
- 2011 = 72%
- 2010 = 42%
- 2009 = 50%
- 2008 = 66%

What category best describes your event?

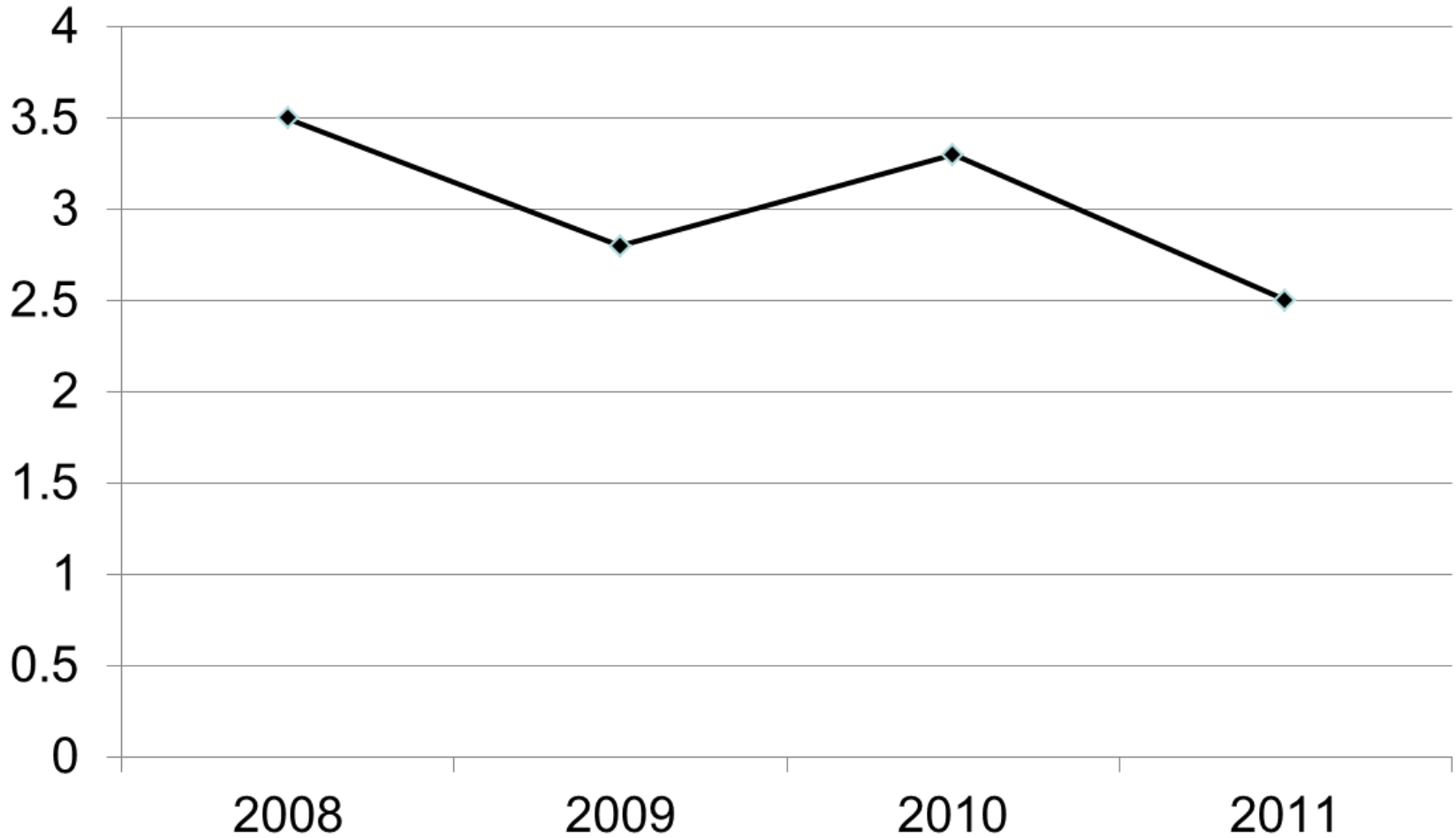


Other Events Include: Family Festivals, Dragon Boat, Fundraisers, Air Shows

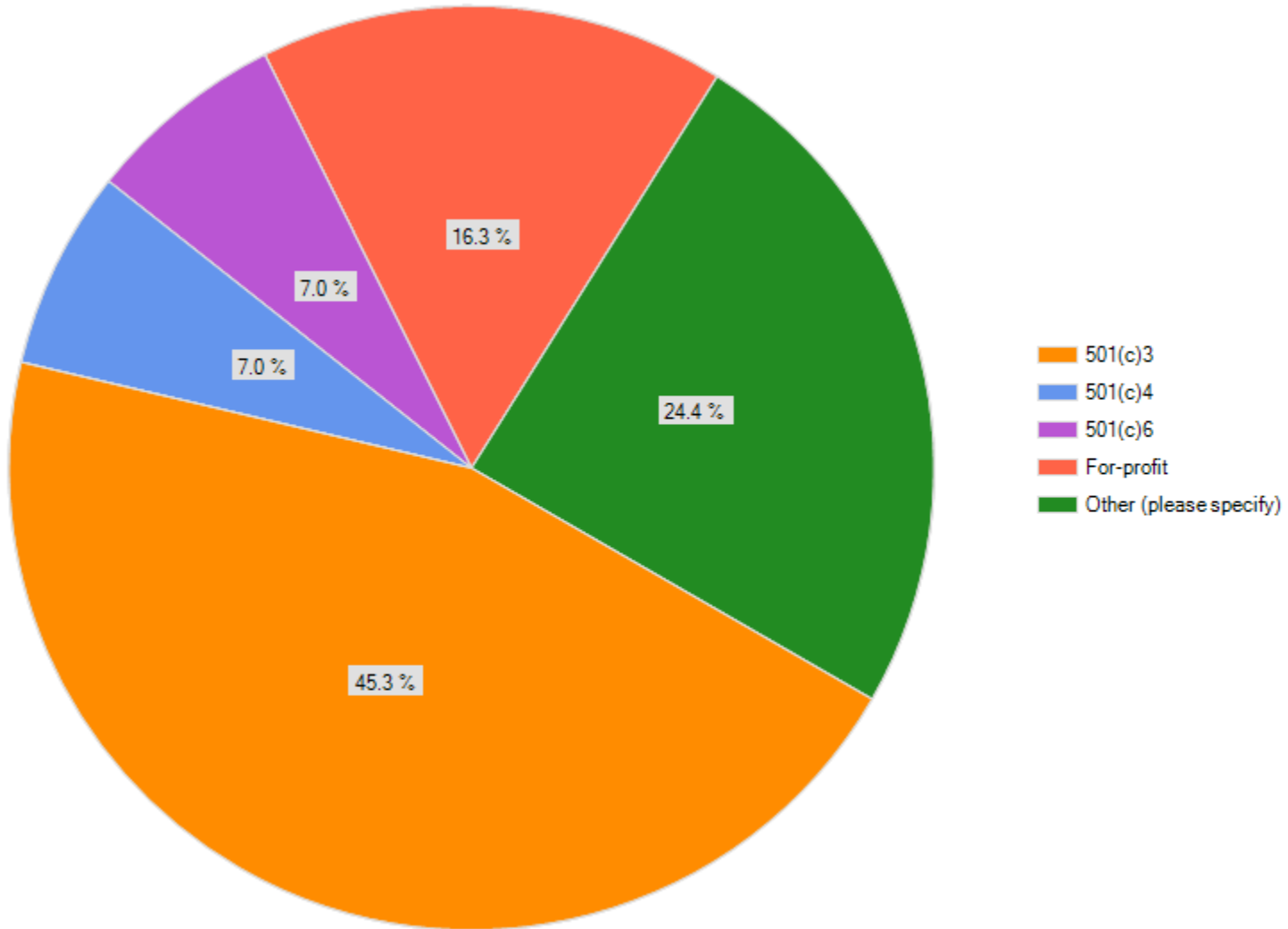
Average Attendance



Average Length of Event (in Days)



What is your organization's tax status?



Other comments included: Government of various types & LLC

Budget

Avg. Budget

2011 = \$40,000

2010 = \$48,092

2009 = \$31,375

Estimated Total Spending

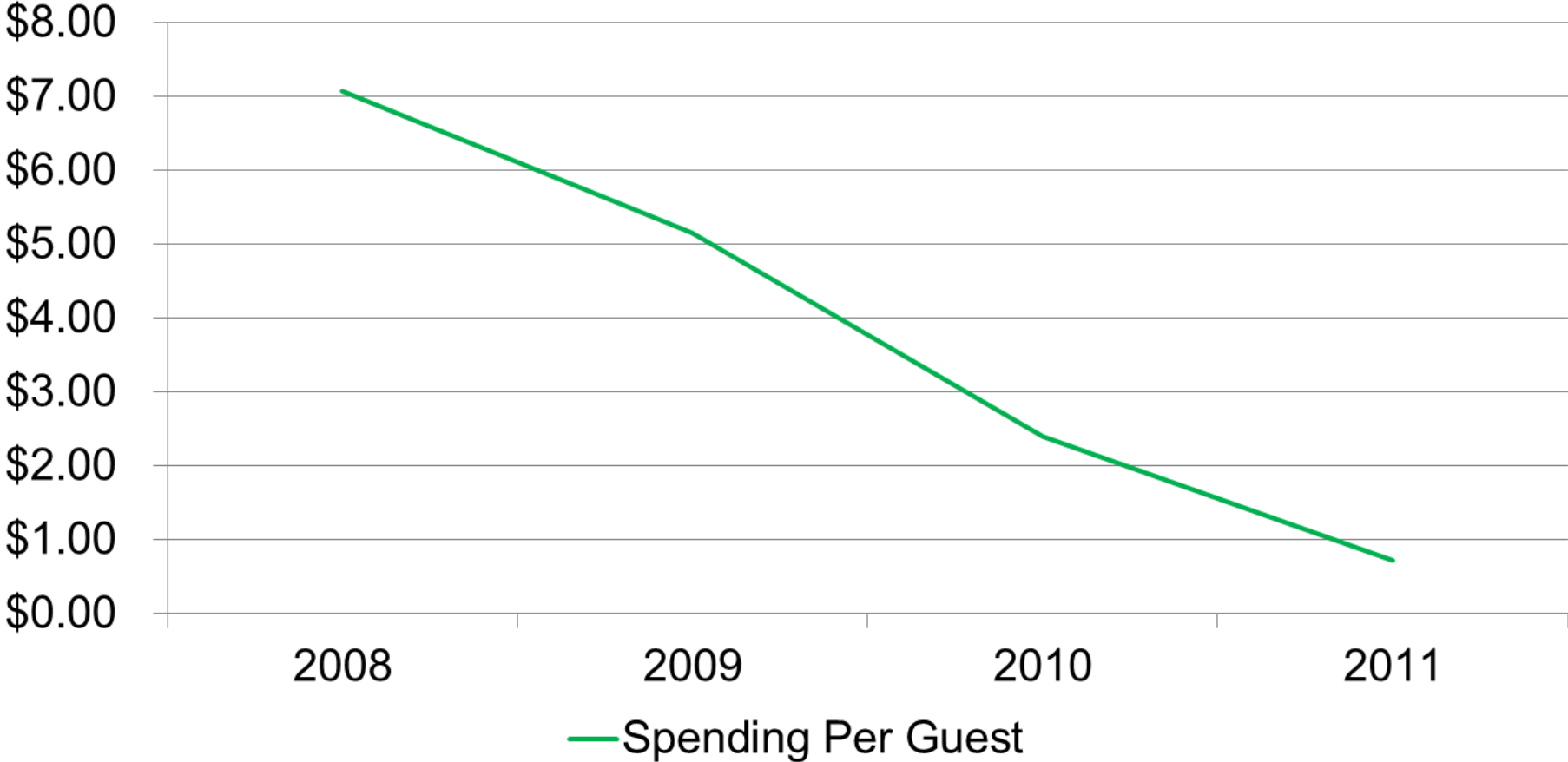
2011 = \$30 M

2010 = \$33 M

2009 = \$23 M

2008 = \$35 M

Spending Per Guest



Estimated Total Human Resources

Avg. Number of Employees

2011 = 3.1 (FTE)/Festival

2010 = 1.5 (FTE)/Festival

2009 = 2 (FTE)/Festival

Total Number of Employees

2011 = 2,288

2010 = 1,050

2009 = 1,448

Human Resources cont.

Est. Number of Board Members

2011 = 6,000

2010 = 7,000

2009 = 5,792

Median Number of Board Members Per Festival

2011 = 8

2010 = 10

2009 = 8

Human Resources cont.

Est. Total Number of Volunteers

2011 = 30,000

2010 = 38,500

2009 = 25,340

Median Number of Volunteers Per Festival

2011 = 40

2010 = 55

2009 = 35

Human Resources cont.

Est. Total Human Resources

2011 = 38,288

2010 = 46,550

2009 = 32,580

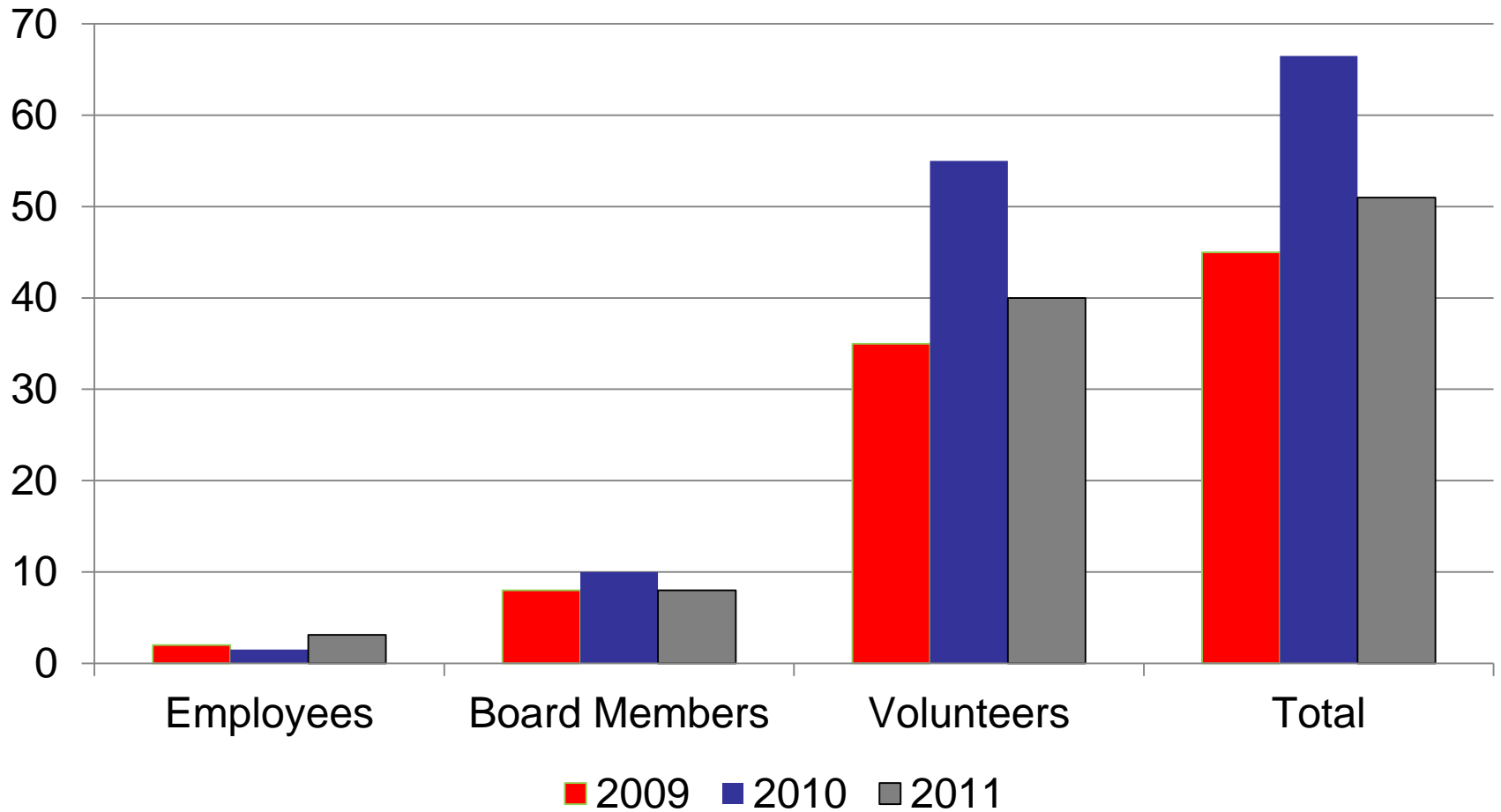
Average Number of People Per Festival

2011 = 51

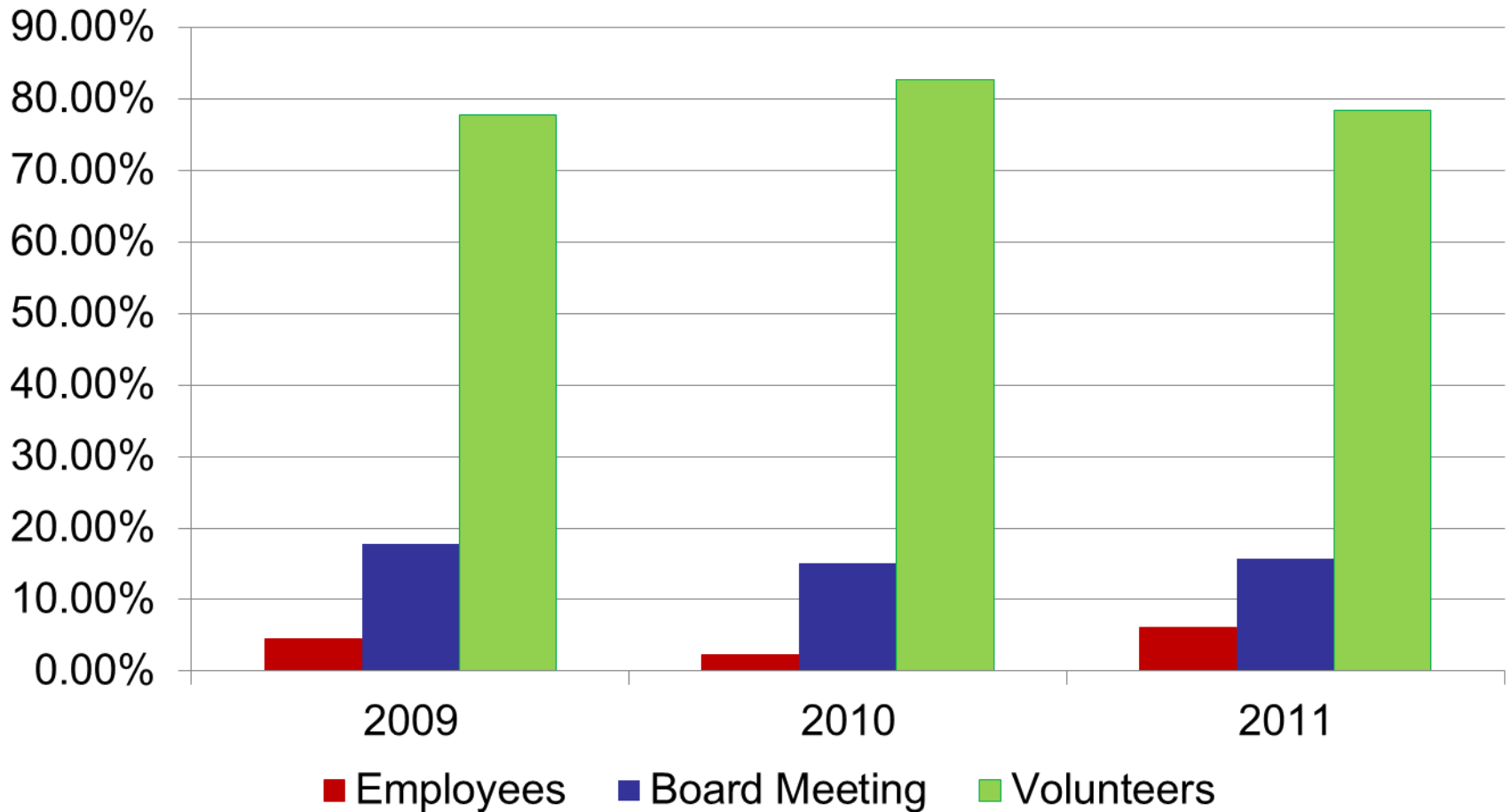
2010 = 66.5

2009 = 45

Human Resources



Human Resources by Percentage



Trends

What do you feel are the most important trends related to managing events/festivals?

2010 Top 10 Trends

1. Sponsorship, investors, funding
2. Marketing – websites, social media
3. Attendance
4. Volunteers
5. Impact & benefits of events
6. Attracting unique & quality vendors
7. Green initiatives
8. Budget management
9. Security
10. Community & local business involvement & support

2009 Top 5 Trends

1. Sponsorship
2. Cost Containment
3. Greening
4. Volunteer Management
5. Advertising

2008 Top 5 Trends

1. Sponsorship
2. Advertising
3. Economy
4. Technology
5. Development of New Product

What issues/topics would you like the NCAFE and/or the SCFEA to address in the next few years?



What issues/topics would you like the NCAFE and/or the SCFEA to address in the next few years?

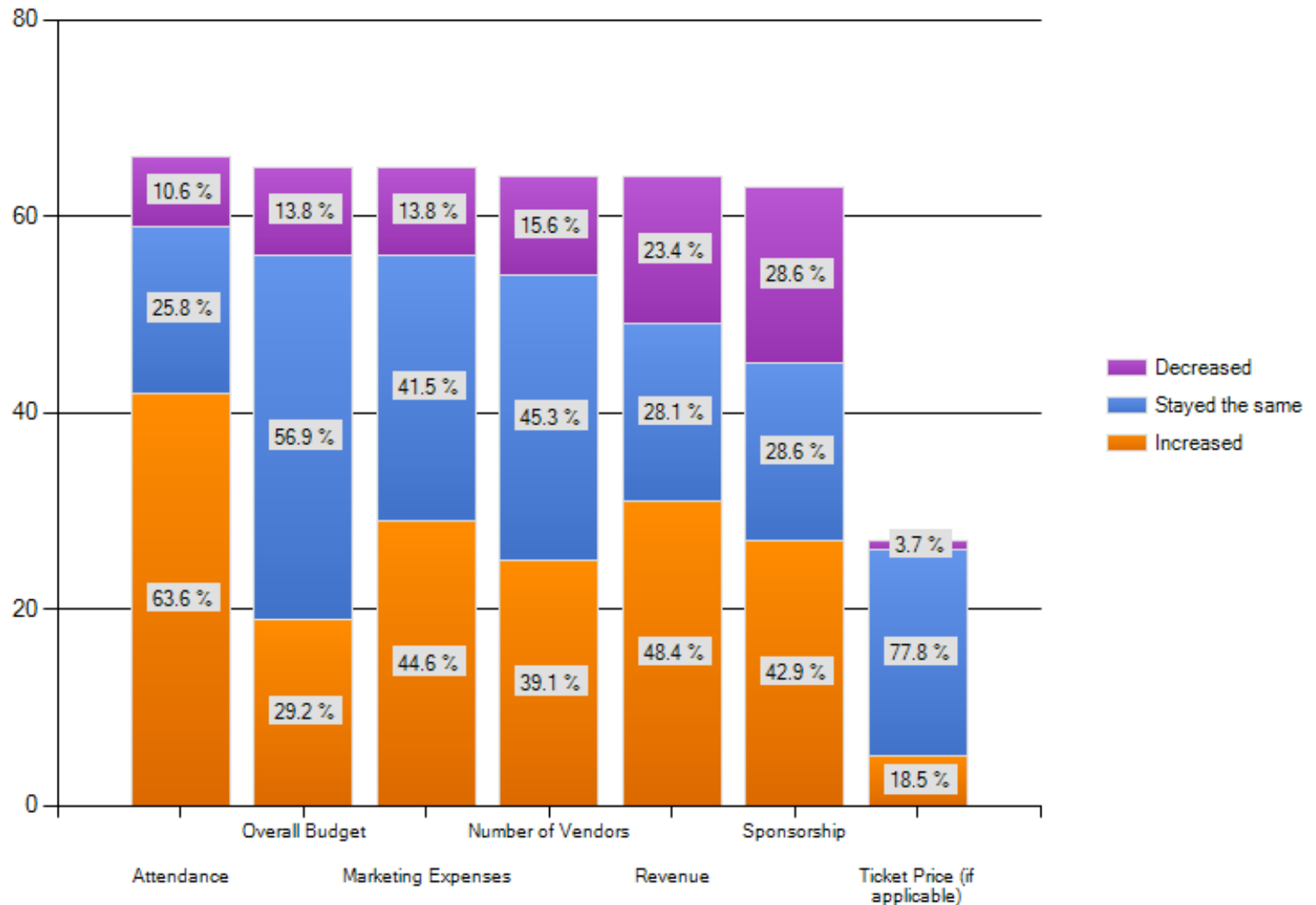
2010 Top 10 Topics:

1. Sponsorship/Funding/Grants
2. Marketing – traditional, websites, and social media
3. Round table discussions & examples
4. How to work with small budgets – small town events
5. Attracting unique/quality vendors
6. Economic impacts/benefits of events
7. How to ‘survive’ current economy
8. Volunteers (recruitment, relations, retention)
9. How to create effective boards
10. Green initiatives

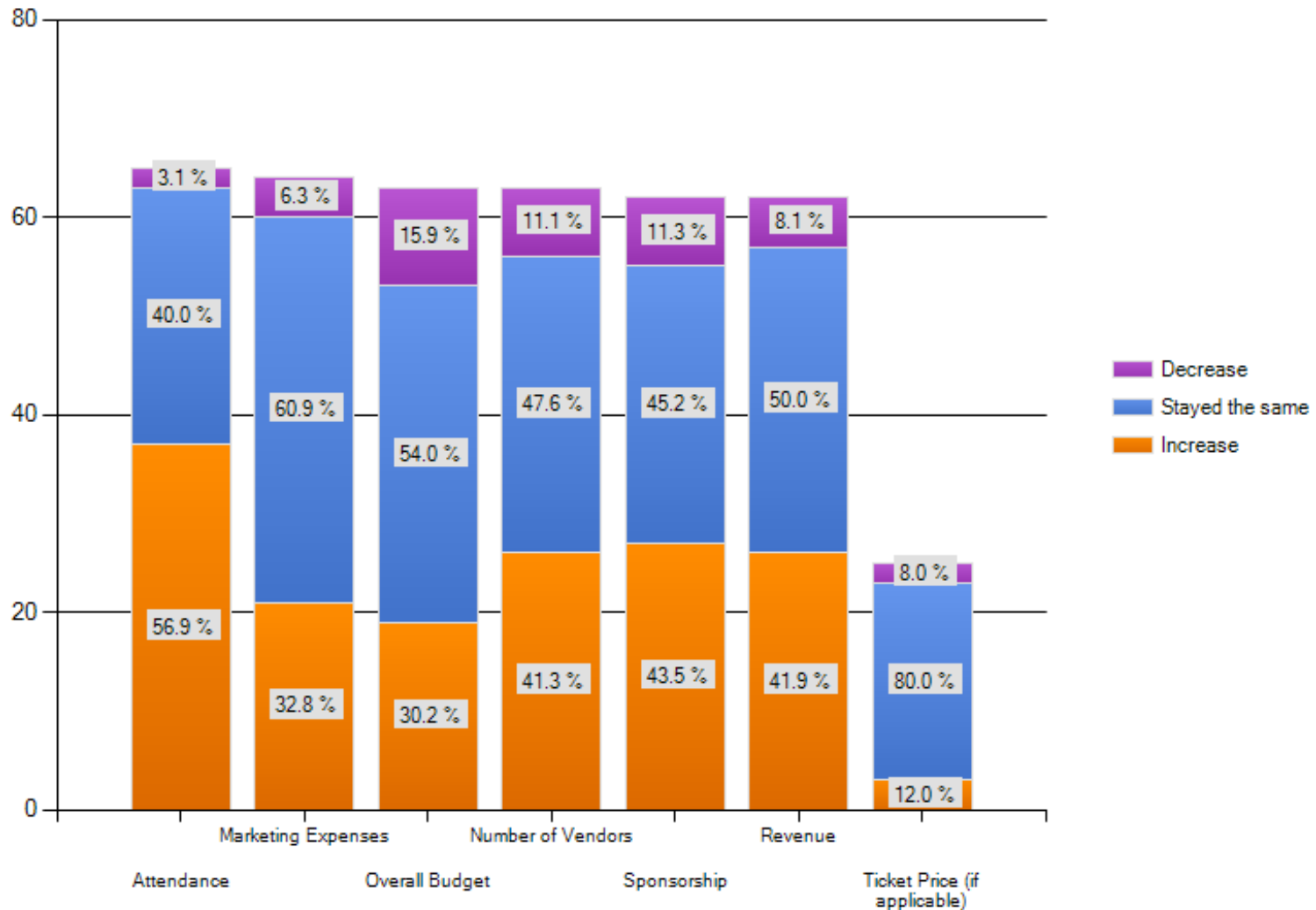
2009 Top 5 Topics:

1. Revenue Generation
2. Marketing Trends
3. Insurance
4. New Product Development
5. Greening Events

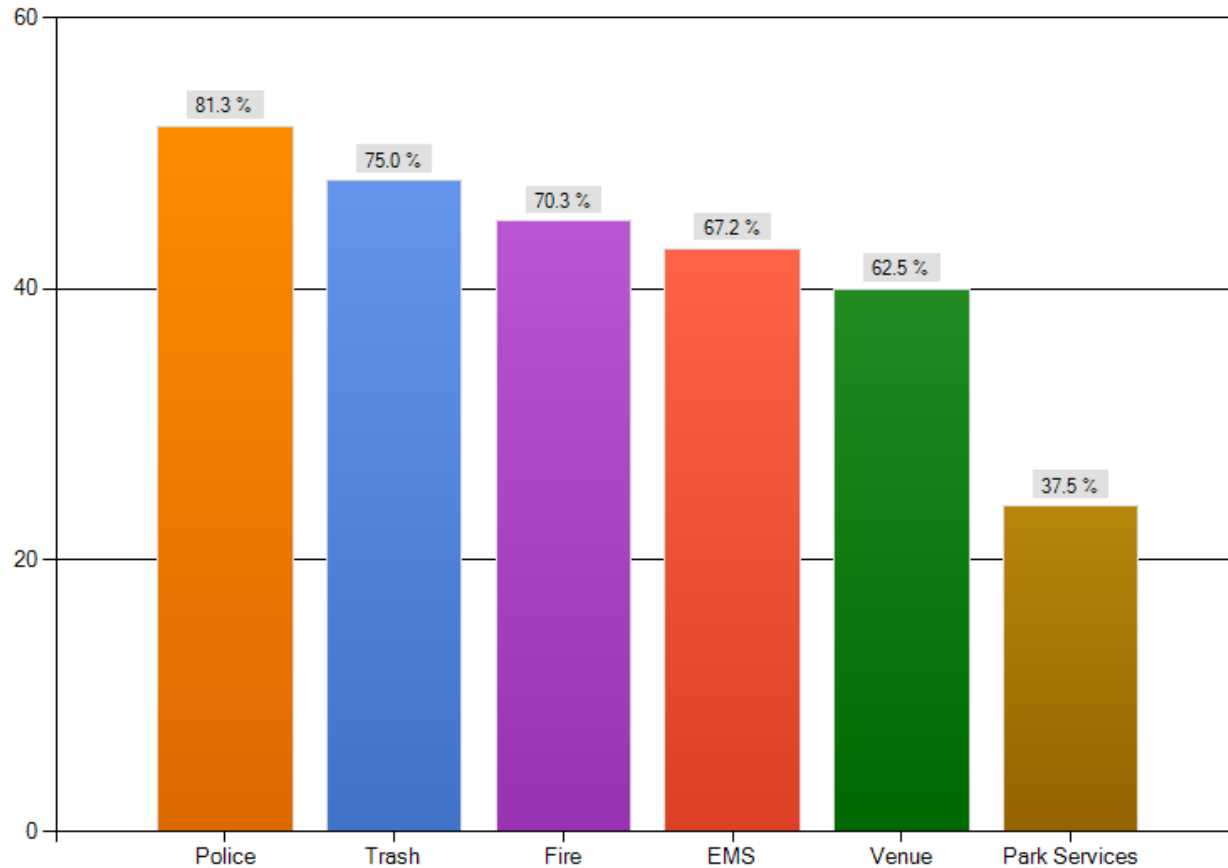
In each of the following areas, how did last year's economic downturn affect your festival/event?



In each of the following areas, how do you anticipate next year's economy will affect your festival/event?



What donated or subsidized city or town services do you receive?



2010 = Police – 65% Parking – 38% Fire 55% EMS – 64% Trash - 69%

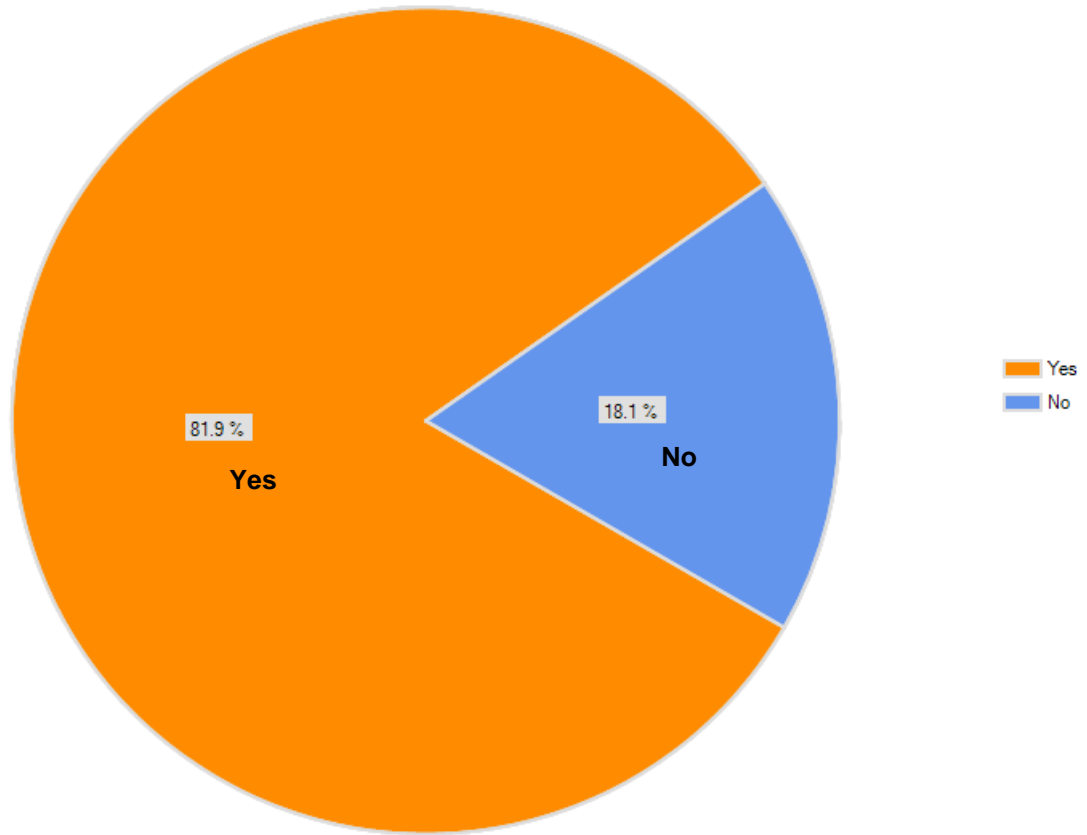
2009 = Police – 73% Parking – 38% Fire 54% EMS – 63% Trash - 71%

2008 = Police – 82% Parking – 45% Fire 63% EMS – 73% Trash - 75%

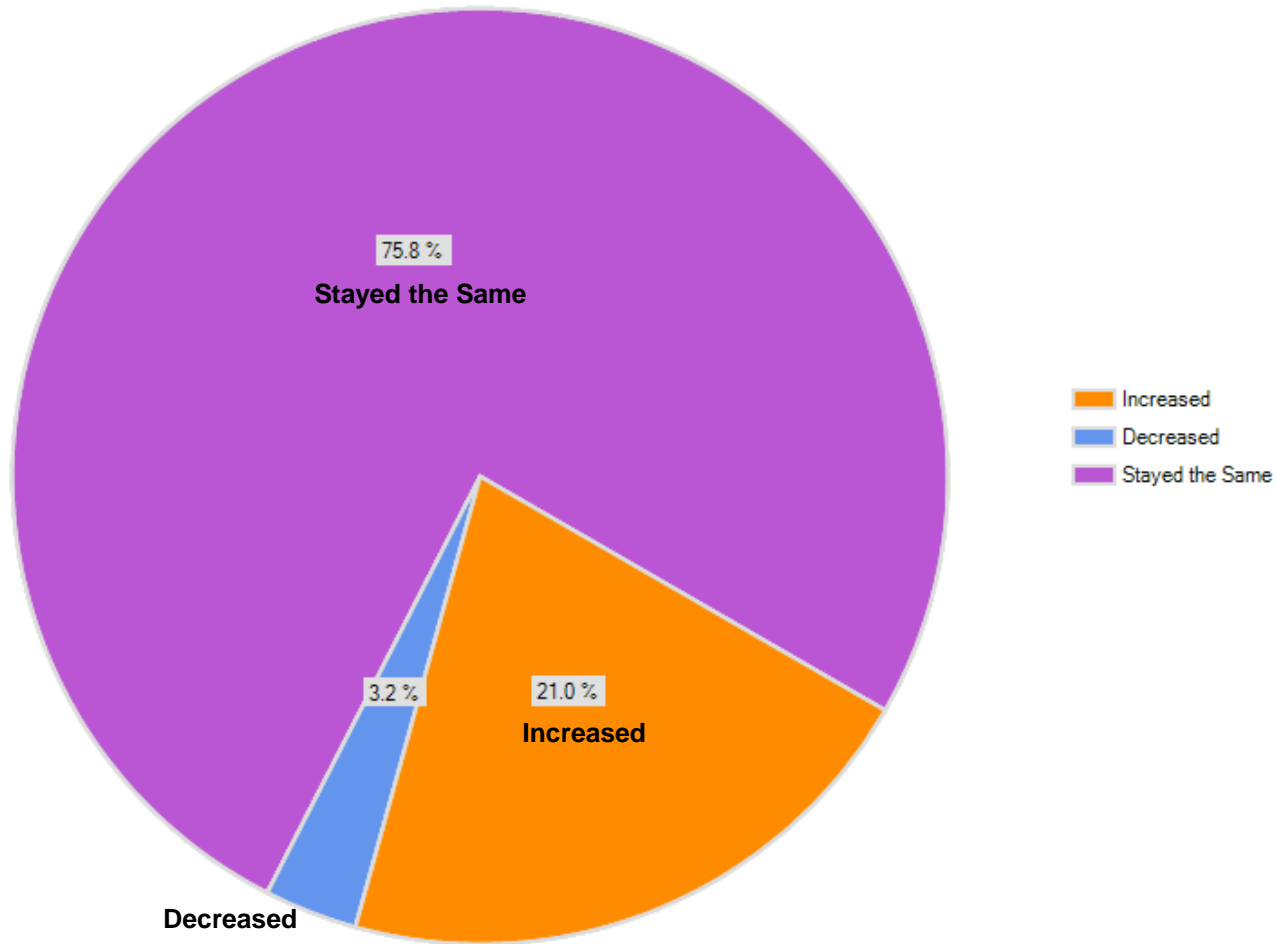
Does your event carry liability insurance?

Reported Yes:

- 2011 = 82%
- 2010 = 87%
- 2009 = 86%
- 2008 = 91%



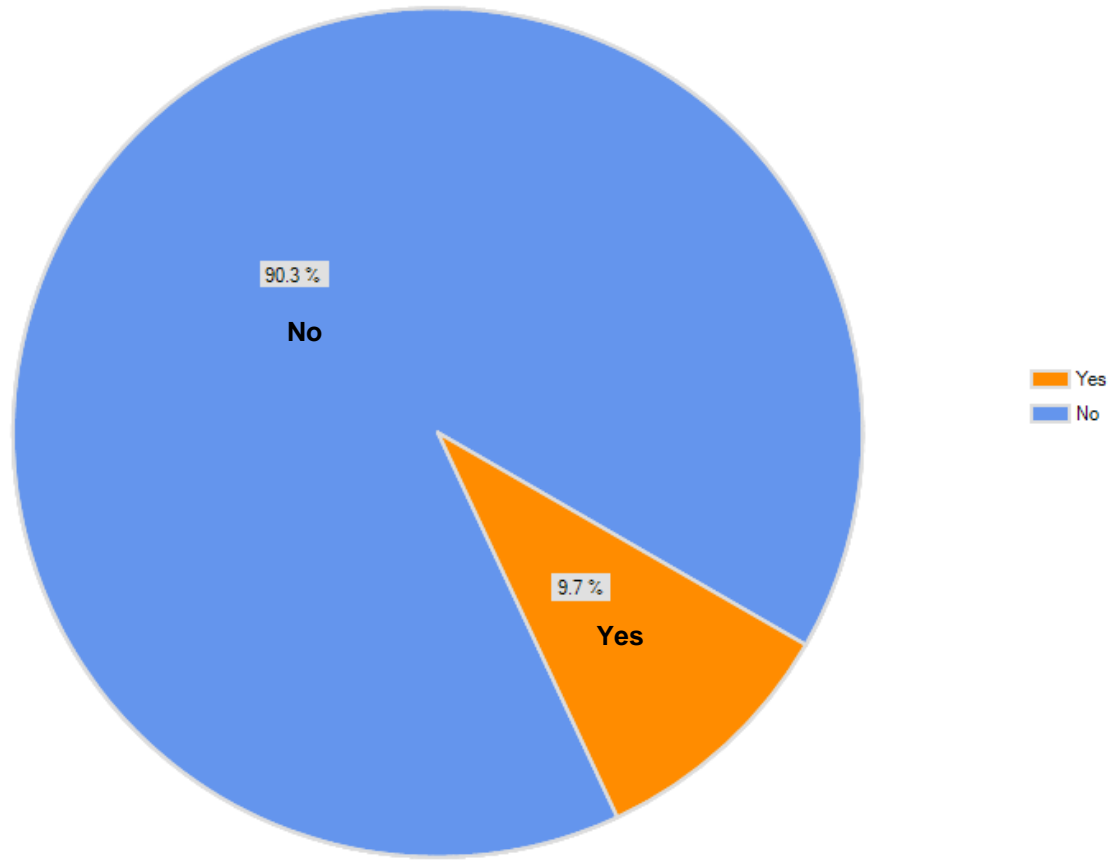
In 2011, has your insurance premium:



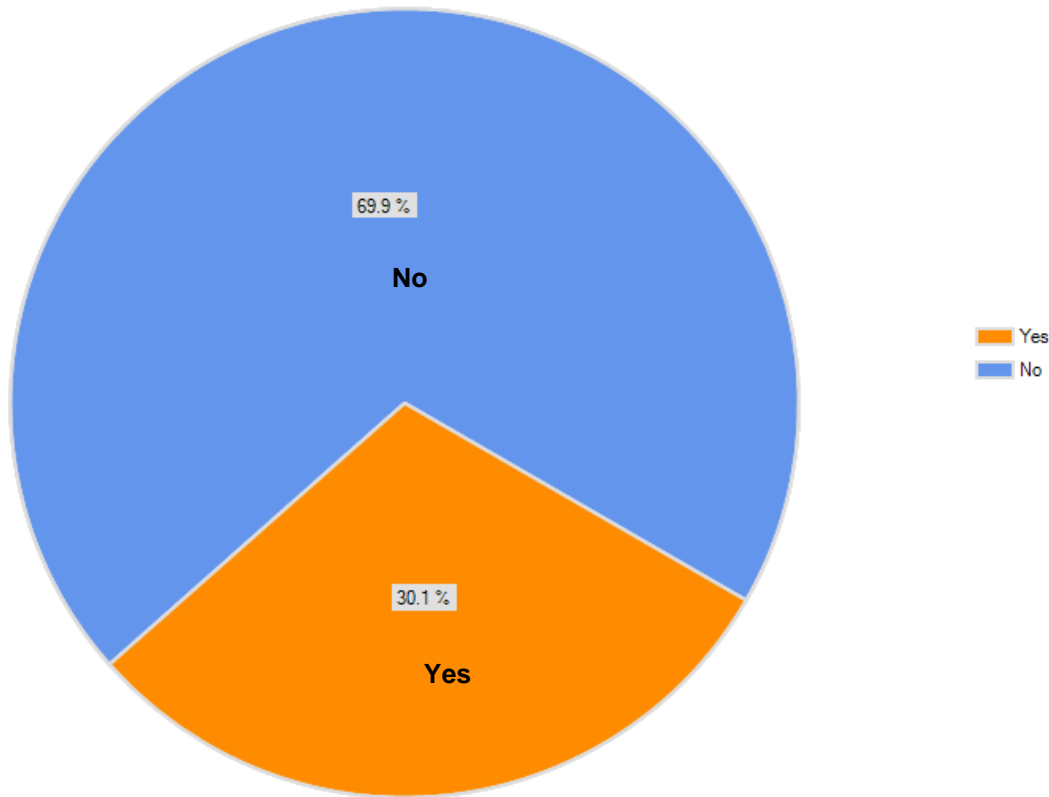
Do you receive financial support from state grants?

Reported Yes:

- 2011 = 10%
- 2010 = 12%
- 2009 = 16%
- 2008 = 21%



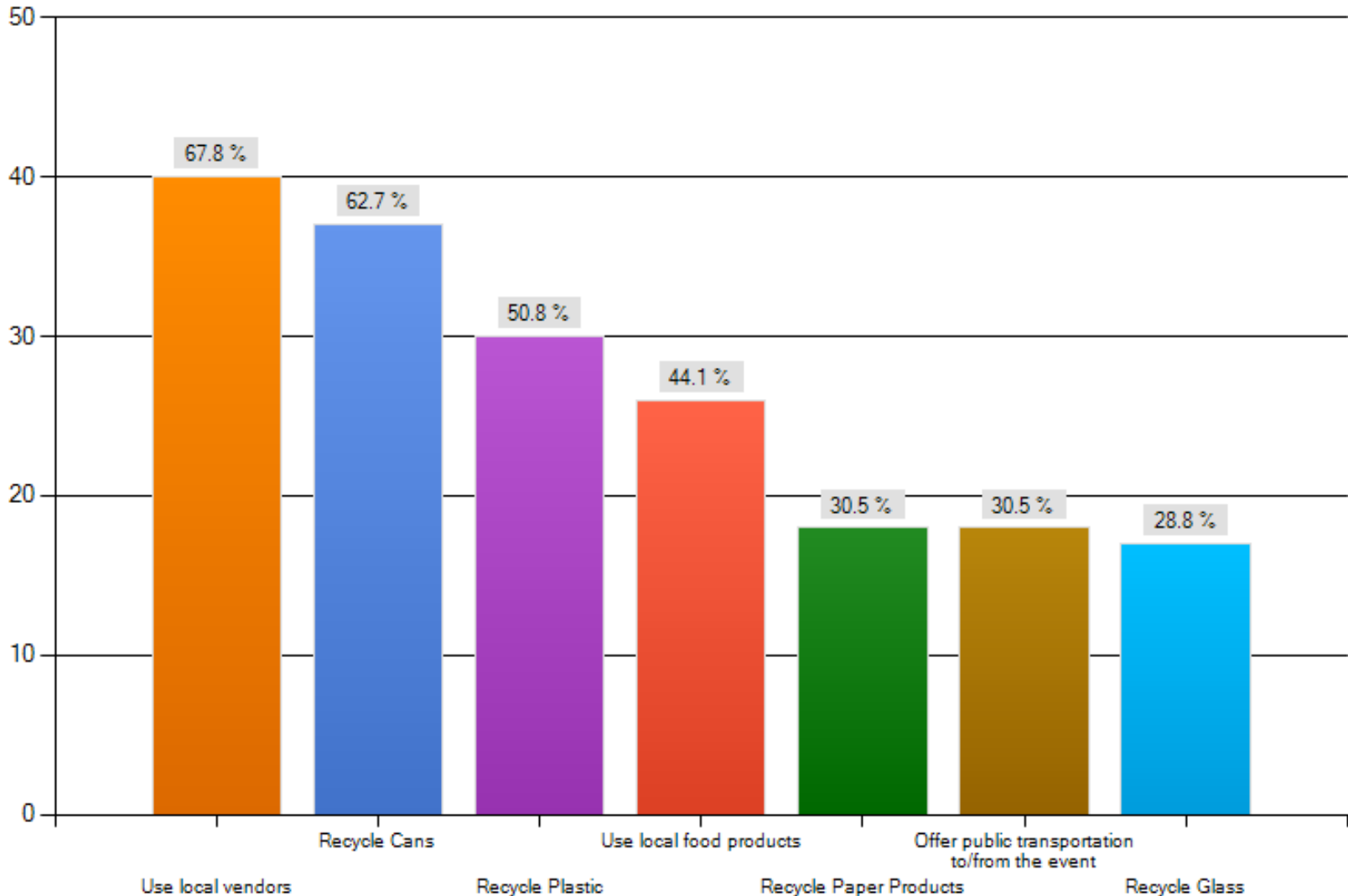
Do you receive financial support from state agencies?



Reported Yes:

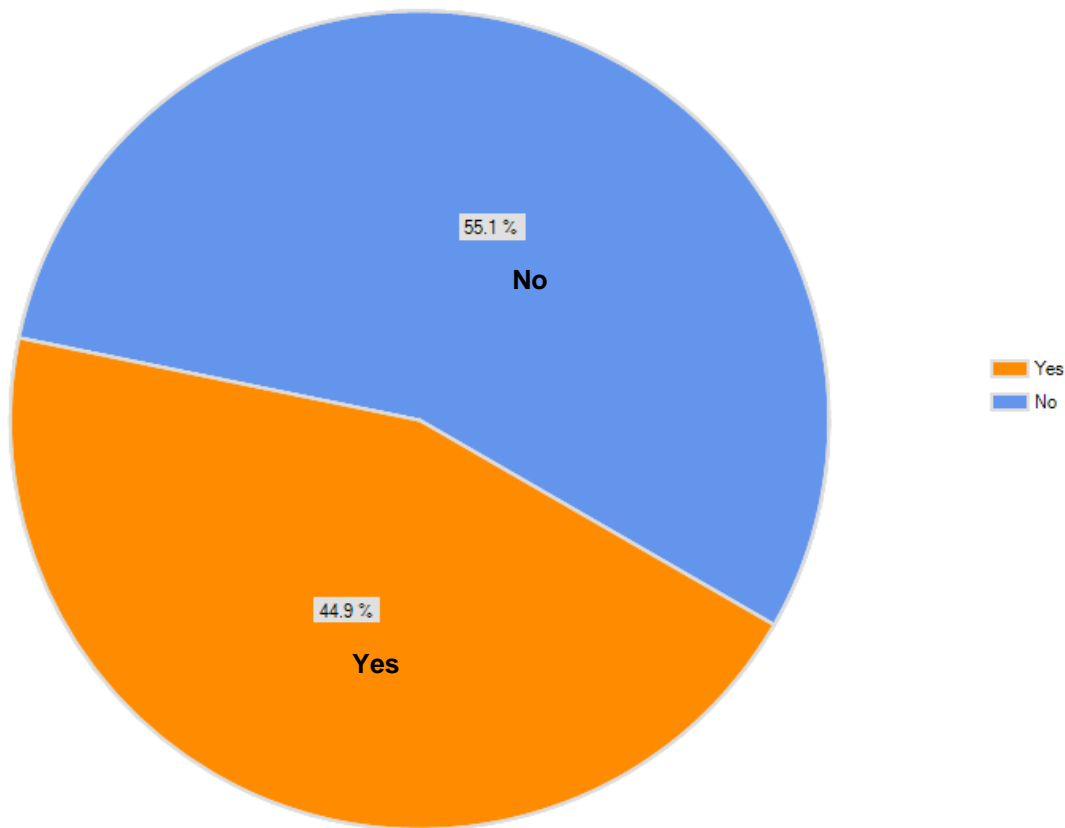
- 2011 = 30%
- 2010 = 34%
- 2009 = 27%
- 2008 = 33%

What currently does your event or festival do to reduce environmental impact?



Is this festival/event a fundraiser for a not-for-profit charity?

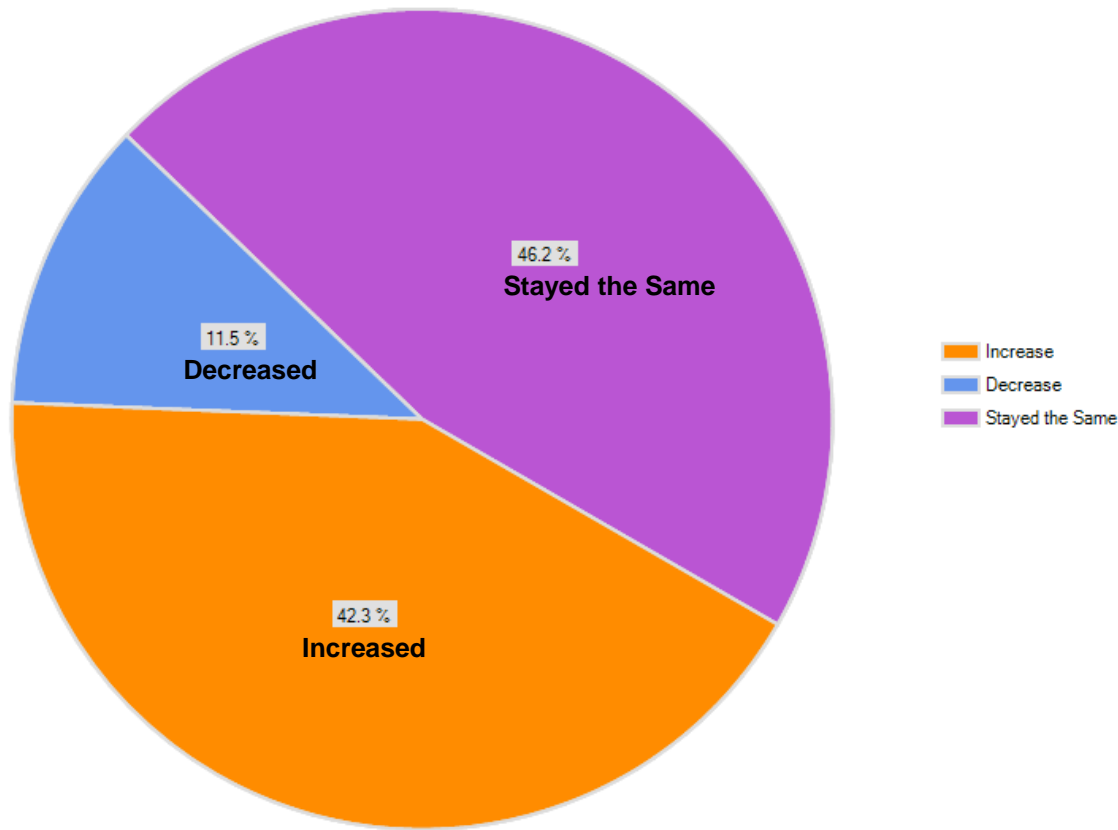
Does your festival/event make donations to charitable causes post event?



Out of 26 responses:

- Minimum: \$300
- Maximum: \$100,000
- Mean: \$13,586

Did the Amount of Money You Donated to Charity from 2010 to 2011...



Estimated Giving to Not-For-Profit

2011 = \$4.4 Million

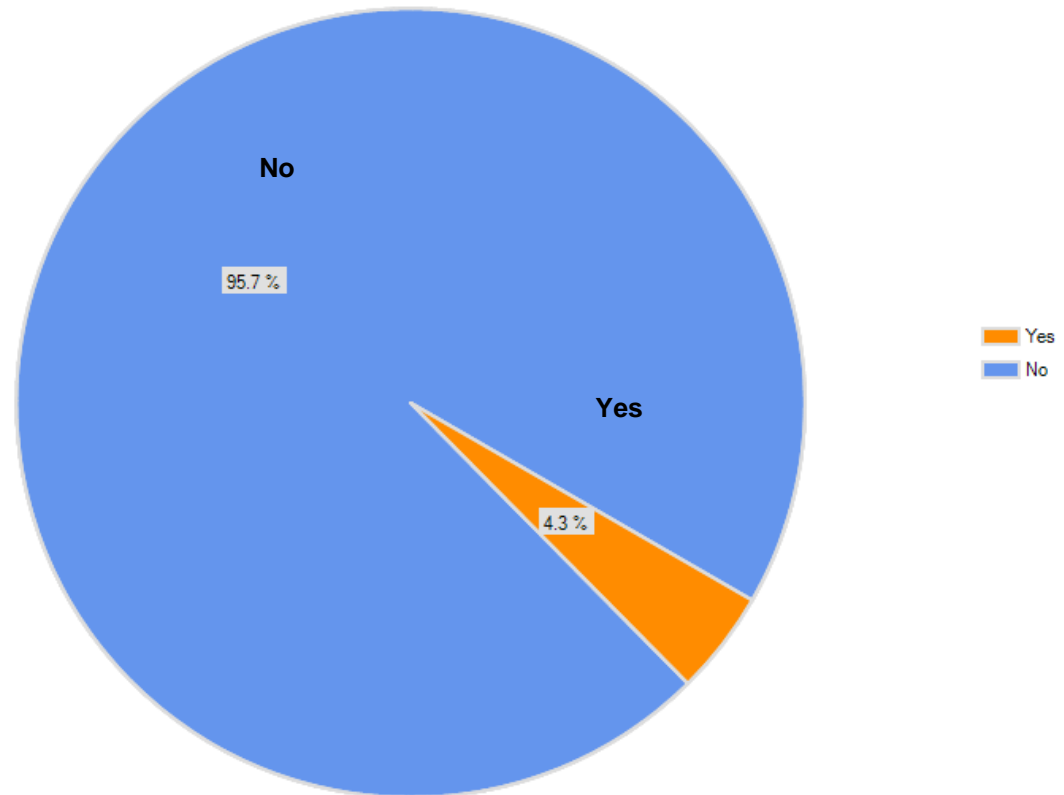
2010 = \$9.9 Million

2009 = \$3.9 Million

Have you conducted an economic impact analysis related to your event in the past 5 years?

Reported Yes:

- 2011 = 4%
- 2010 = 21%
- 2009 = 8%
- 2008 = 15%



Conclusion

- Comments, Questions?
- Contact information for presenter
Wayne Smith, smithww@cofc.edu

C of C Page



Personal page

