2011 NC and SC Festivals and Events Planner Survey

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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?

- Arts & crafts: 23.5%
- Other: 17.6%
- Music Festival: 13.2%
- Holiday Celebration: 10.3%
- Culinary/Gastronomy: 8.8%
- Cultural/Heritage: 7.4%
- Park & Recreation Programming: 7.4%
- Fair: 5.9%
- Fine Arts: 2.9%
- Performing Arts: 1.5%
- All Other Responses: 1.5%

Other Events Include: Family Festivals, Dragon Boat, Fundraisers, Air Shows
Average Length of Event (in Days)
What is your organization’s tax status?

Other comments included: Government of various types & LLC
# Budget

<table>
<thead>
<tr>
<th>Avg. Budget</th>
<th>Estimated Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 = $40,000</td>
<td>2011 = $30 M</td>
</tr>
<tr>
<td>2010 = $48,092</td>
<td>2010 = $33 M</td>
</tr>
<tr>
<td>2009 = $31,375</td>
<td>2009 = $23 M</td>
</tr>
<tr>
<td>2008 = $35 M</td>
<td>2008 = $35 M</td>
</tr>
</tbody>
</table>
## Estimated Total Human Resources

<table>
<thead>
<tr>
<th>Year</th>
<th>Avg. Number of Employees (FTE)/Festival</th>
<th>Total Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3.1</td>
<td>2,288</td>
</tr>
<tr>
<td>2010</td>
<td>1.5</td>
<td>1,050</td>
</tr>
<tr>
<td>2009</td>
<td>2</td>
<td>1,448</td>
</tr>
</tbody>
</table>
Est. Number of Board Members

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>6,000</td>
</tr>
<tr>
<td>2010</td>
<td>7,000</td>
</tr>
<tr>
<td>2009</td>
<td>5,792</td>
</tr>
</tbody>
</table>

Median Number of Board Members Per Festival

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>8</td>
</tr>
<tr>
<td>2010</td>
<td>10</td>
</tr>
<tr>
<td>2009</td>
<td>8</td>
</tr>
</tbody>
</table>
Human Resources cont.

<table>
<thead>
<tr>
<th>Est. Total Number of Volunteers</th>
<th>Median Number of Volunteers Per Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 = 30,000</td>
<td>2011 = 40</td>
</tr>
<tr>
<td>2010 = 38,500</td>
<td>2010 = 55</td>
</tr>
<tr>
<td>2009  = 25,340</td>
<td>2009 = 35</td>
</tr>
</tbody>
</table>
### Human Resources cont.

<table>
<thead>
<tr>
<th>Est. Total Human Resources</th>
<th>Average Number of People Per Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 = 38,288</td>
<td>2011 = 51</td>
</tr>
<tr>
<td>2010= 46,550</td>
<td>2010 = 66.5</td>
</tr>
<tr>
<td>2009  = 32,580</td>
<td>2009 = 45</td>
</tr>
</tbody>
</table>
Trends
What do you feel are the most important trends related to managing events/festivals?
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### 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?
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**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:

- Stayed the Same: 75.8%
- Increased: 21.0%
- Decreased: 3.2%
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?

- Use local vendors: 67.8%
- Recycle Cans: 62.7%
- Recycle Plastic: 50.8%
- Use local food products: 44.1%
- Recycle Paper Products: 30.5%
- Offer public transportation to/from the event: 30.5%
- Recycle Glass: 28.8%
Is this festival/event a fundraiser for a not-for-profit charity?

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…

- 46.2% Stayed the Same
- 42.3% Increased
- 11.5% Decreased
Estimated Giving to Not-For-Profits

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
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