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2014 Suncoast BBQ and Bluegrass Bash Economic Impact Study

*Venice, Florida
April 18 - 19, 2014*

Prepared for:

Mr. Donald Fisher

Founder & Organizer Suncoast BBQ & Bluegrass Bash

Prepared by:

Research Data Services, Inc.

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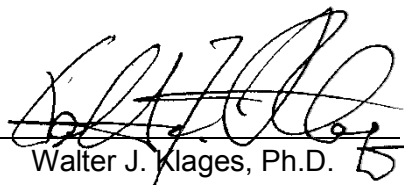
April 2014

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Certification and General Limiting Conditions

The following report has been prepared for the 2014 Suncoast BBQ and Bluegrass Bash at the request of Mr. Donald Fisher. **Research Data Services, Inc.** hereby certifies that, except as otherwise noted in the report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. This report is based on estimates, assumptions, and other information developed from our research of the market, our knowledge of the industry, and our discussions with you and your representatives during which we were provided with certain information. The sources of information and the bases of estimates and assumptions are stated herein. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.


Walter J. Klages, Ph.D.
President

April 29, 2014
Date

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Preface

The following research project was undertaken at the request of Mr. Donald Fisher, Founder & Organizer of the Suncoast BBQ & Bluegrass Bash.

The principal purpose of this study was to develop the economic impact of the 2014 Suncoast BBQ and Bluegrass Bash. In this context, the study estimates the impact of both tourist/visitors and day-trippers who came to the area for the event.

The **findings of the study are based on 120 face-to-face interviews** conducted with randomly selected visitors at the 2014 Suncoast BBQ and Bluegrass Bash.

Research Data Services, Inc. is responsible for the design and analysis of this project. The research was implemented by staff interviewers, trained, and supervised by **RDS** professionals. The study questionnaire, processing softwares, optical scanning programs, and related materials developed and used in and for this project, as well as this report are protected by the copyright laws of the United States of America.

Summary of Research Findings

The study of the *2014 Suncoast BBQ and Bluegrass Bash* was implemented to document the economic impact of the event. ***The total economic impact of out-of-county visitors to the 2014 Suncoast BBQ and Bluegrass Bash is estimated to be \$2,228,200.*** This estimate includes the spending of tourist/visitors, people staying with friends and relatives, and day-trippers who traveled to Sarasota for the event. Attendance estimates provided by event organizers indicate some 12,000 to 14,000 people attended the festival.

Specifically, our findings are as follows:

- Estimated Total Economic Impact: \$2,228,200
- Estimated Direct Expenditures: \$1,174,100
- Tourism Multiplier for Sarasota: 1.8978
- Event Attendee Distribution:
 - Sarasota Residents: 62.7%
 - Day-trippers: 24.6%
 - Overnight Visitors: 12.7%
- Median Length of Stay of Overnight Visitors: 6.0 nights
- Visitor Average Party Size:
 - Overnight Visitors: 2.5 people
 - Day-Trippers: 2.3 people
- Transportation to the Sarasota Area:
 - Fly: 6.3%
 - Drive: 93.6%

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- 41.1% of overnight visitors were visiting the destination for the first time.
- Event Information Sources (*Multiple Response*):
 - Recommendation/Word of Mouth: 43.3%
 - Previous BBQ Bashes: 28.3%
 - Brochures/Posters/Flyers: 25.0%
 - Herald-Tribune: 18.3%
 - Internet: 16.7%
- Fully 85.0% of respondents rate their satisfaction with the event as a four or five (*very satisfied*).
- Plan to Return to the Suncoast BBQ and Bluegrass Bash Next Year:
 - Sarasota Residents: 93.2%
 - Overnight Visitors/Daytrippers: 75.0%
- Average Attendee Age: 51.4 years
- Several respondents mentioned that having only one access road to the event made entering and leaving the BBQ and Bluegrass Bash congested and slow.