

The Tenth Annual
Suncoast BBQ & Bluegrass Bash

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Note: *All responses in this report reflect a **group spokesperson's** comments to one surveyor; these comments should not be construed as individual statements rather as statements reflecting consensus of a group made by the representative of the group.*

Basic Data

Attendee Survey = 477 groups @ 2.66 members per group = 1268 attendees in sample. Using the estimate of 17,222 attendees (based upon this sample), the response rate to this survey is **7.9%** of all individuals attending the event. Or an estimated 6498 groups of 2.65 attended with a **12.5%** group response rate.

Attendees

Attendees were from 26 states including Florida, three countries (USA, Canada, & Germany), and the Virgin Islands. There were 12 groups from Canada; 180 total zip codes with 66 of these Florida zip codes. The Florida zip codes most represented were in Sarasota/Manatee/Charlotte Counties.

The states represented beside Florida were Michigan (17); Illinois (11); New York (10); Ohio (10); Massachusetts (8); Virginia (8); Minnesota (5); New Jersey (5); Pennsylvania (5); Wisconsin (4); Maine (3); Georgia (3); Mississippi (2); Missouri (2); Iowa (2); Indiana (2); Maryland (1), Tennessee (1), Oregon (1); North Carolina (1); West Virginia (1); Rhode Island (1); Idaho (1); Vermont (1); Alaska (1)

Statistical Analysis

The City of Venice Police Department reported 7202 vehicles entering the festival grounds. There was no official count of pedestrians or bicycles however a cursory count was estimated at more than 500 each. (*This unofficial estimate is not included in this report.)

Downs & St. Germain Research (dsg-research.com) estimates each vehicle represents a group of **2.33** to **2.58**. Based upon the data collected for the Tenth Annual Suncoast BBQ & Bluegrass Bash (2019), there were 477 groups surveyed with an average of **2.66** members or 1268 attendees in this sample.

Employing the Venice Police Department data and Downs & St. Germain Research methodology there were between **16,781 to 18,581** attendees (7202 vehicles x 2.33 and 2.58); (7202 x 2.66 = **19,157**). **A conservative estimate of 20,000 to a maximum of 25,000 attended this event.** Aggregating the excellent and good responses, the event produced a **93%** satisfaction rating.

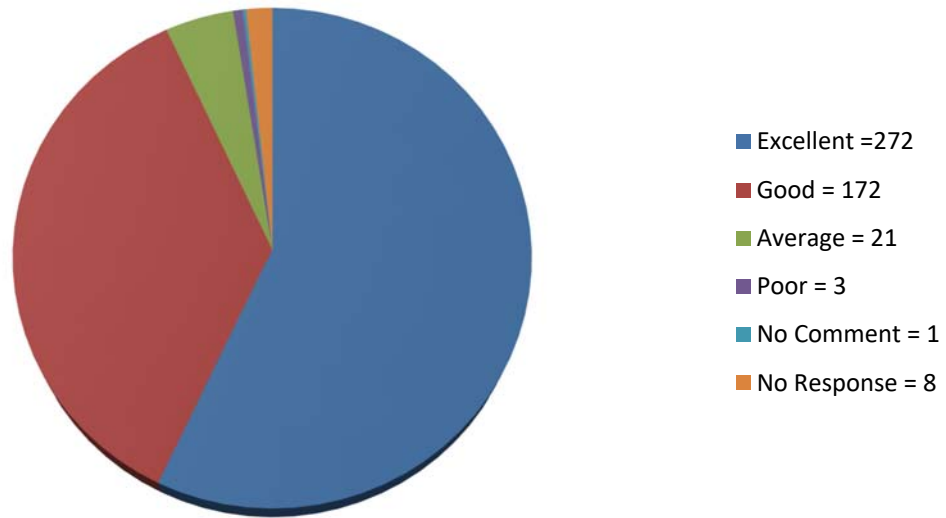
Of the 477 Attendee forms: 272 responses rated the event as excellent (57%); 72 good (36.1%); 21 as average (4.4%); three poor responses (.06%); one no comment (.02%); and eight did not respond (1.06%). (See table below.)

Rate Event	Excellent	Good	Average	Poor	No Com	No Response
Attendees	277 (57%)	172 (36.1%)	21 (4.4%)	3 (.06%)	1 (.02%)	8 (1.6%)

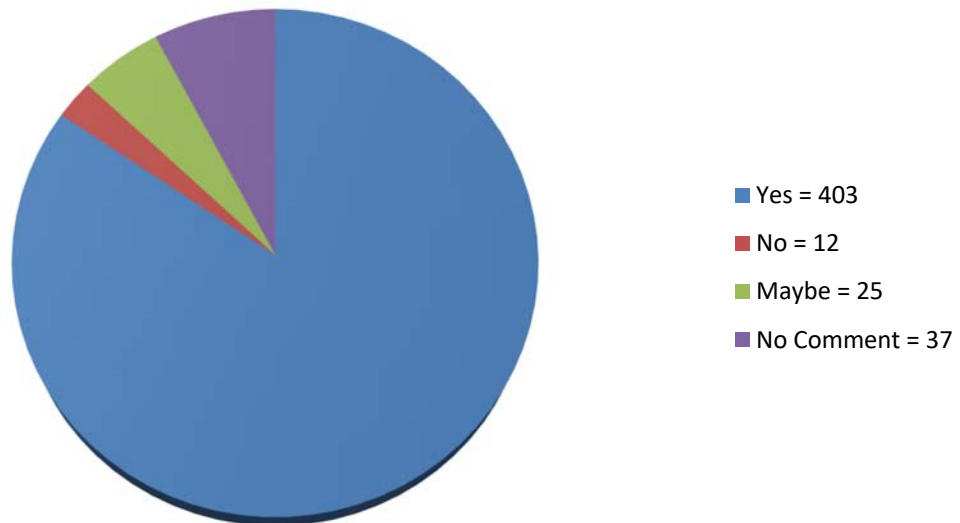
Attendees were asked if they would return next year: 403 (84.5%) stated they would return; 12 (2.5%) stated they will not return; 25 (5.2%) stated maybe they will return; and there was no response from 37 (5.6%). (See table below.)

Return?	Will Return	Will Not Return	Maybe	No Response
Attendees	403 (84.5%)	12 (2.5%)	25 (5.2%)	37 (5.6%)

How would you rate the event?



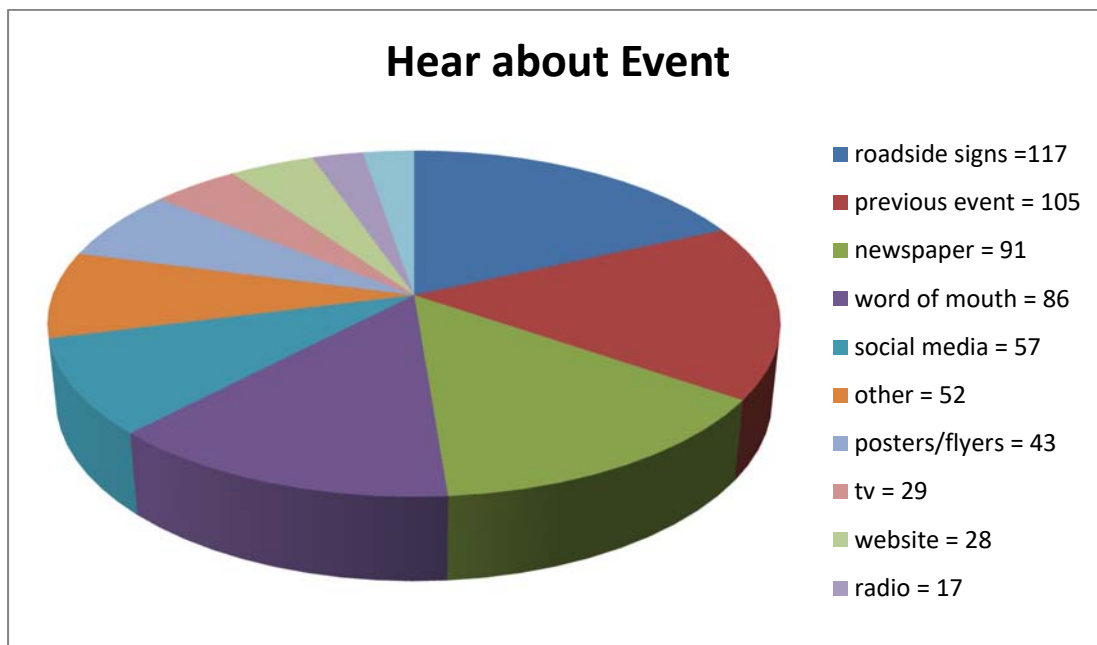
Will you return next year?



The Attendee survey also requested where/how attendees heard about the event:

Where/How heard	#	%
roadside signs	117	24.5 %
previous event	105	22 %
newspaper	91	19 %
word of mouth	86	18%
social media	57	10.9%
by other (not specified)	52	10%
posters/flyers	43	9%
tv	29	6.1%
website	28	5.9%
radio	17	3.6%
no response	17	3.6%

See chart below:



Estimated Economic Impact

As this event was free, it is difficult to quantify precisely the economic impact to the community. Over seventy percent of attendee groups claimed to be from the three county area (Sarasota, Manatee, Charlotte). Fifty eight (58) resident groups reported staying overnight. Of all attendees (resident or nonresident), eight stayed in a hotel or motel, 15 in a condo, five in an RV, 23 with friends or relatives, and four reported other accommodations (ex: camper, rental home, etc.) for a total of 1966 nights (over a period of months and not necessarily to attend the event). Visit Sarasota County (www.visitsarasota.com) estimates each attendee spends an average of \$171.

The total spent by attendees in the community, based upon the estimated number of attendees for the event (20k to 25k), would be \$3,420,000 to \$4,275,000.

Overview

One Attendee form collected all data. As with previous years (2017& 2018), the intent was to gather as much information as possible quickly and in a non-intrusive way. Questions related to zip codes and numbers in group were provided consistently. Other questions from the survey rendered a smaller response rate with questionable results that are difficult to quantify and have some negligible applicability. Most attendees willingly provided their likes and dislikes; however there was inconsistency in the data collected, no doubt due to the attendees declining to answer the questions. Sixty three attendees did not provide a response to likes or dislikes (454 did). Below is a sampling of their responses:

Dislikes:

It should be noted that 56 of the 477 (3.1%) attendees registered dislikes. These comments included: stated there was a need for more shade; more tents; more chairs; more seating and more tables; or more covered seating for eating. Other responses wanted water to be permitted; more entertainment; more vendors; more water; parking too far away; want a craft fair; more cars in show; too much pork; no chicken; need more booths; t-shirt not kid friendly; closer bike parking; music sound too loud; t-shirts should have collars; food not that good; should be more options; food overpriced; should be free water fountain; no cotton candy; no pigs; no event map; etc.

Likes:

The 458 (96%) likes clearly resounded with the well-organized event; friendly people; free parking; BBQ; beer; food; ribs; music; kids play areas; kids activities; good cause; atmosphere; environment; community; cars; classic cars; Bluegrass; best BBQ event in the South; etc.

Recommendations:

It is recommended for future events, at least three months prior to the event, the planning group should meet to revisit the design of the form and at least one month before the event, a cadre of surveyors should be trained in the use of collecting data.

At a minimum the form should again collect zip codes and number of members in the group, ask participants to rate the event as excellent, good, average, or poor. Many of the forms listed “snowbird” in “other” status. Next year’s form should capture this status.

The planning group should review the minimum information that is required and insure the simple survey form easily and quickly collects data in the briefest of interchanges with the attendees. Surveyors should wear an armband or something similar for easy identification. Surveyors should ask if participants had been previously queried, and if so skipped to avoid duplication or responses. Safeguards in the information collection must be protected against duplication of data.

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