

# 2010 NC and SC Festivals and Events Planner Survey

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COLLEGE *of*  
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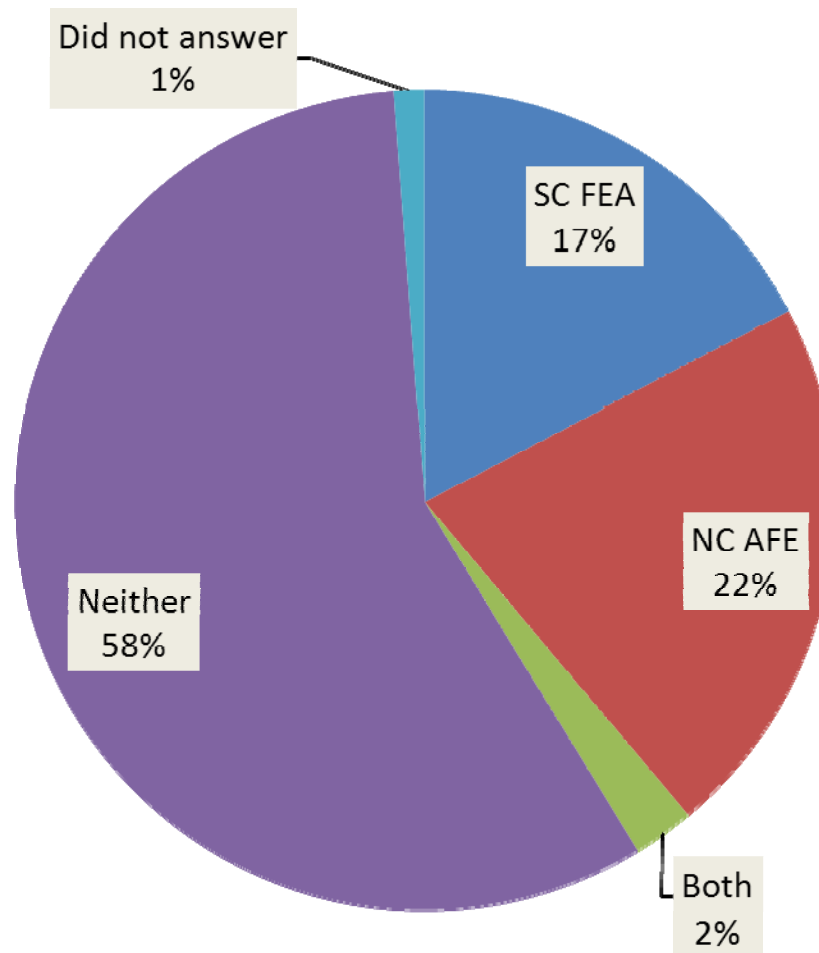
NC STATE UNIVERSITY

# Introduction

- Purpose: To 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
  - Three week data collection period, two reminder e-mails sent

# Festival Profile

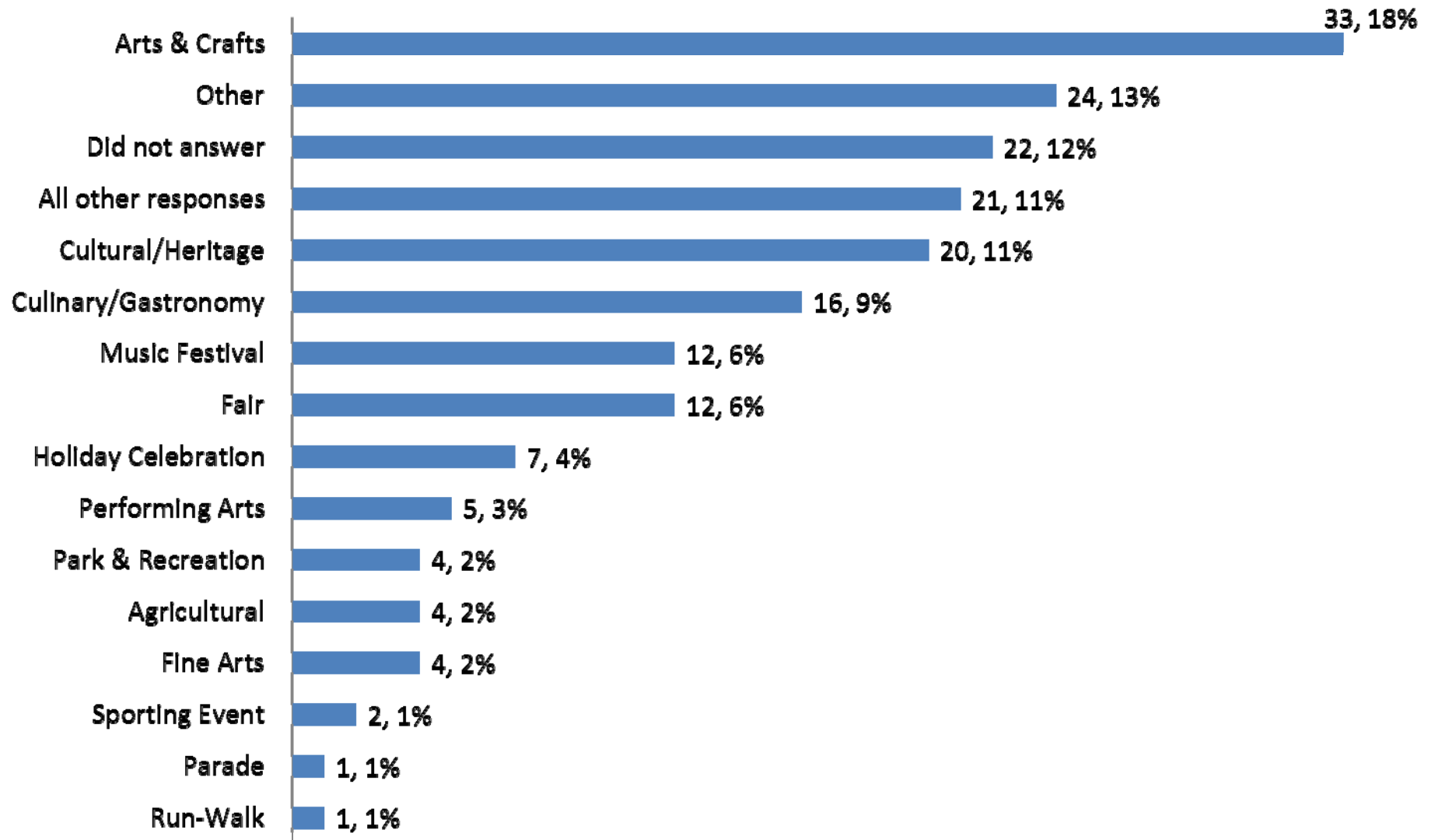
# Are you currently a member of:



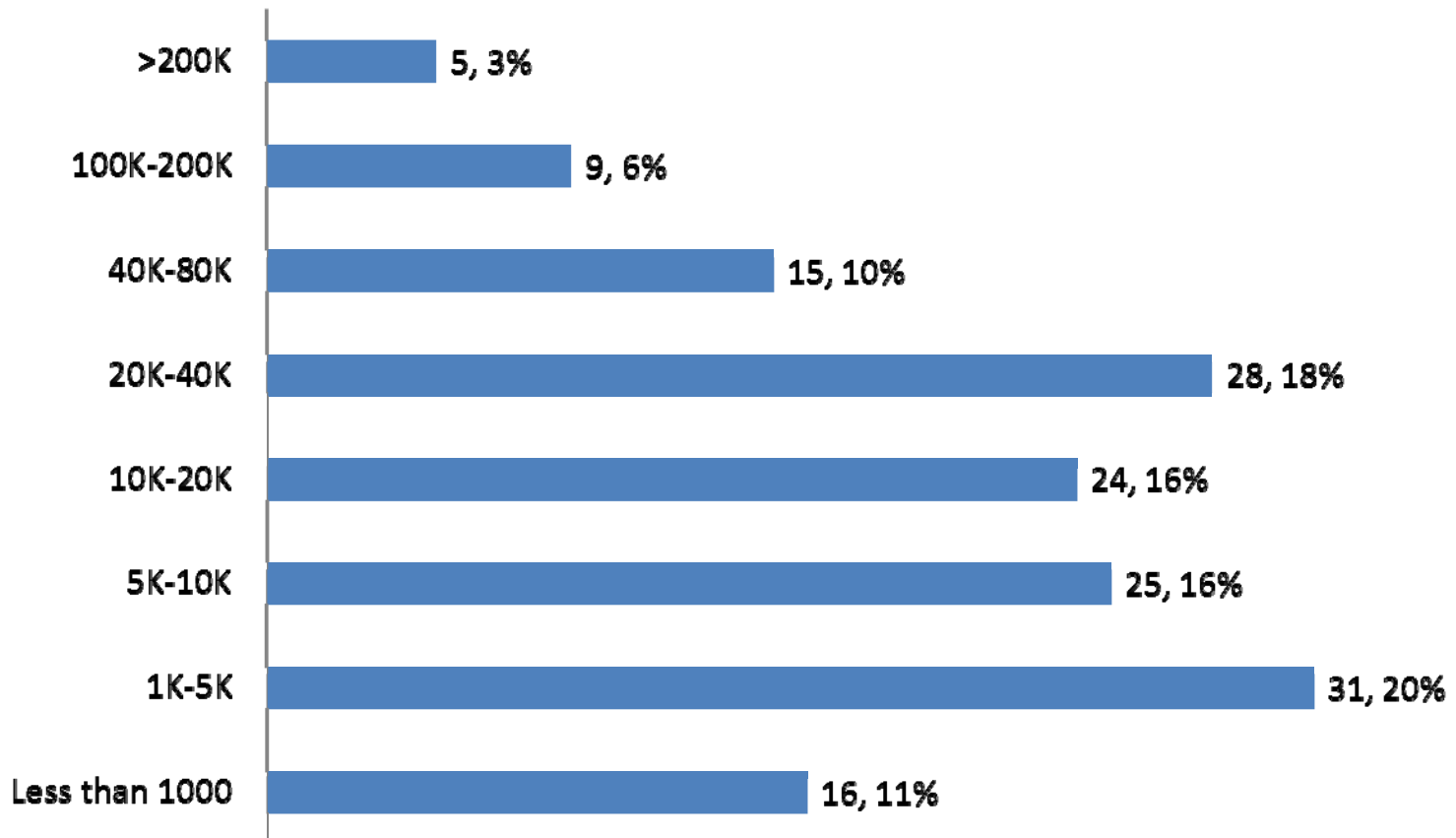
**2009 = 50% Reported being a member.**

**2008 = 66% Reported being a member.**

# What category best describes your event?



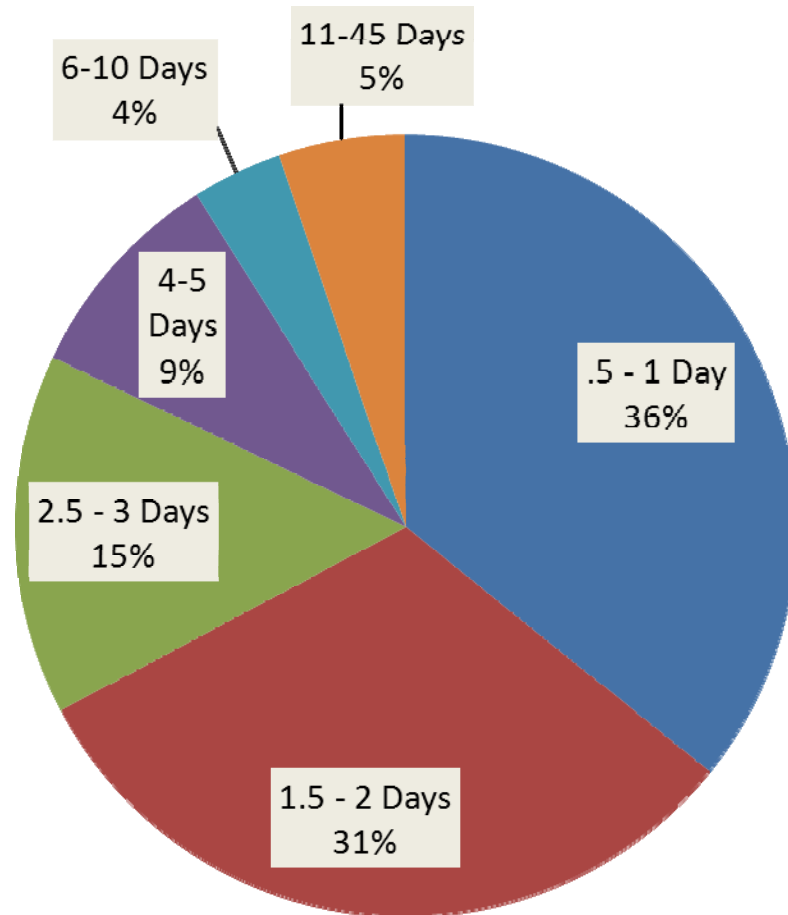
# 2010 Attendance



Out of 153 responses:

- Smallest: 50
- Largest: 492,395
- Median: 100,000
- Average: 31,833 (2009=26,473; 2008=29,860)
- Mode: 20,000 (2009=15,000; 2008=15,000)
- 63% had attendance under 20,000

# Length of Event



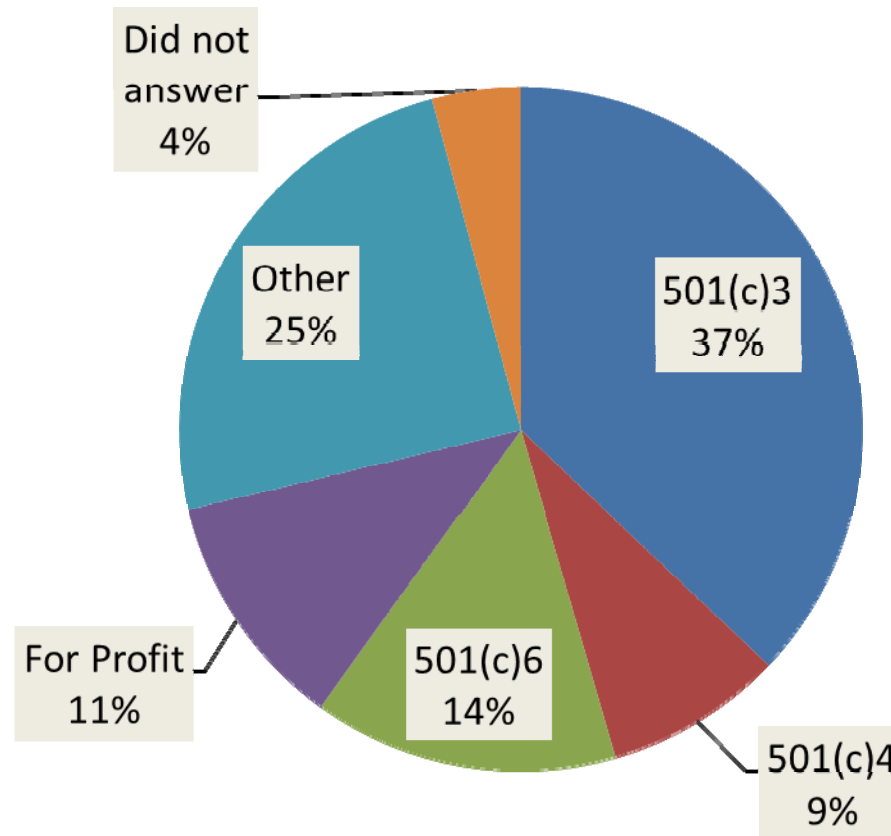
- Mean: 3.32 Days

*\*Of 134 responses*

- 2009 avg. = 2.8 Days

- 2008 avg. = 3.5 Days

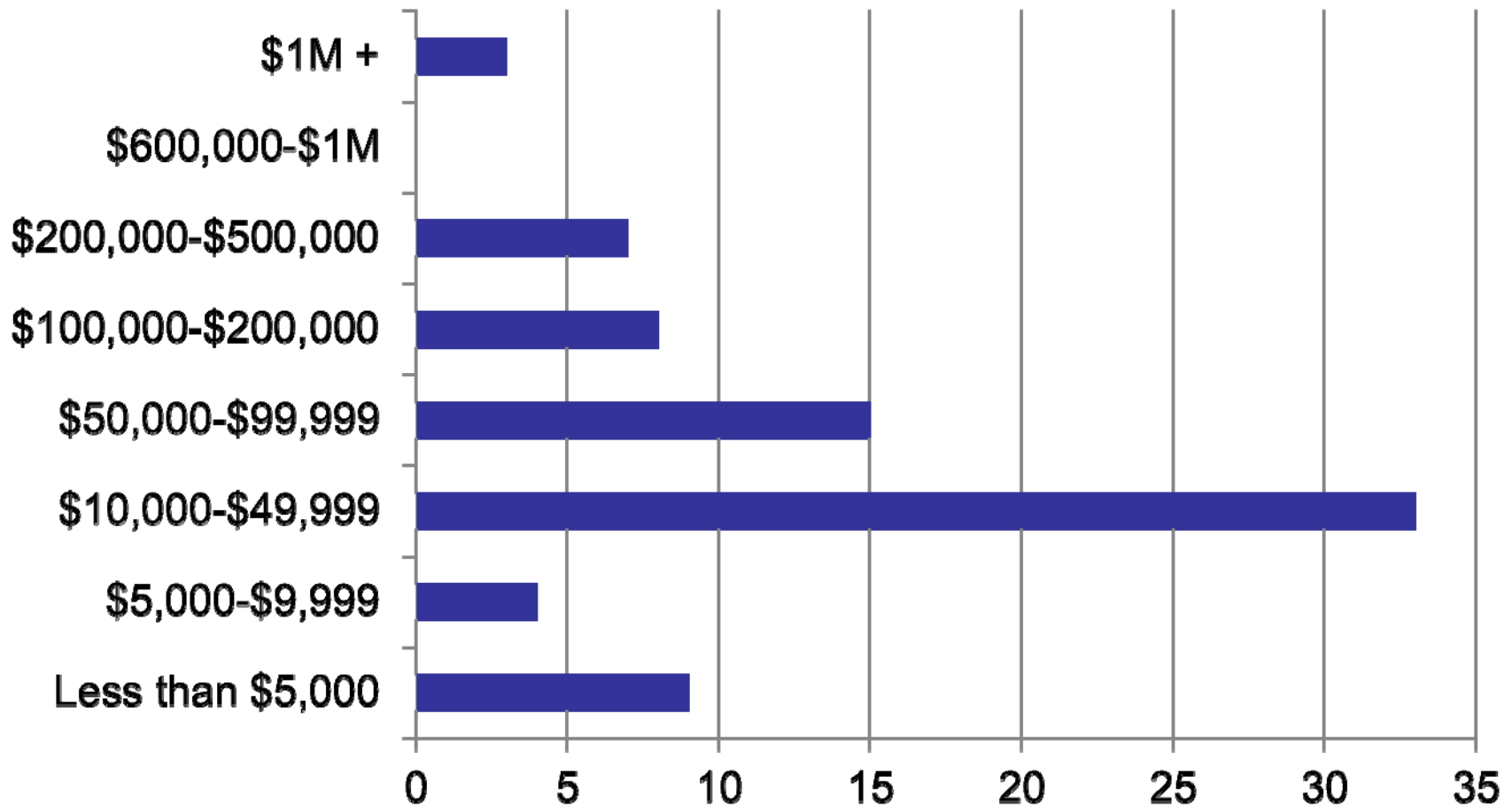
# What is your organization's tax status?



Open ended answers given for category “Other” included:

- Municipality/Local Government
- University
- Government Agency
- 501 (c) 5
- Non-Profit
- Federal Government/Military

# What was your organization's operating budget for this festival/event?



Out of 80 responses:

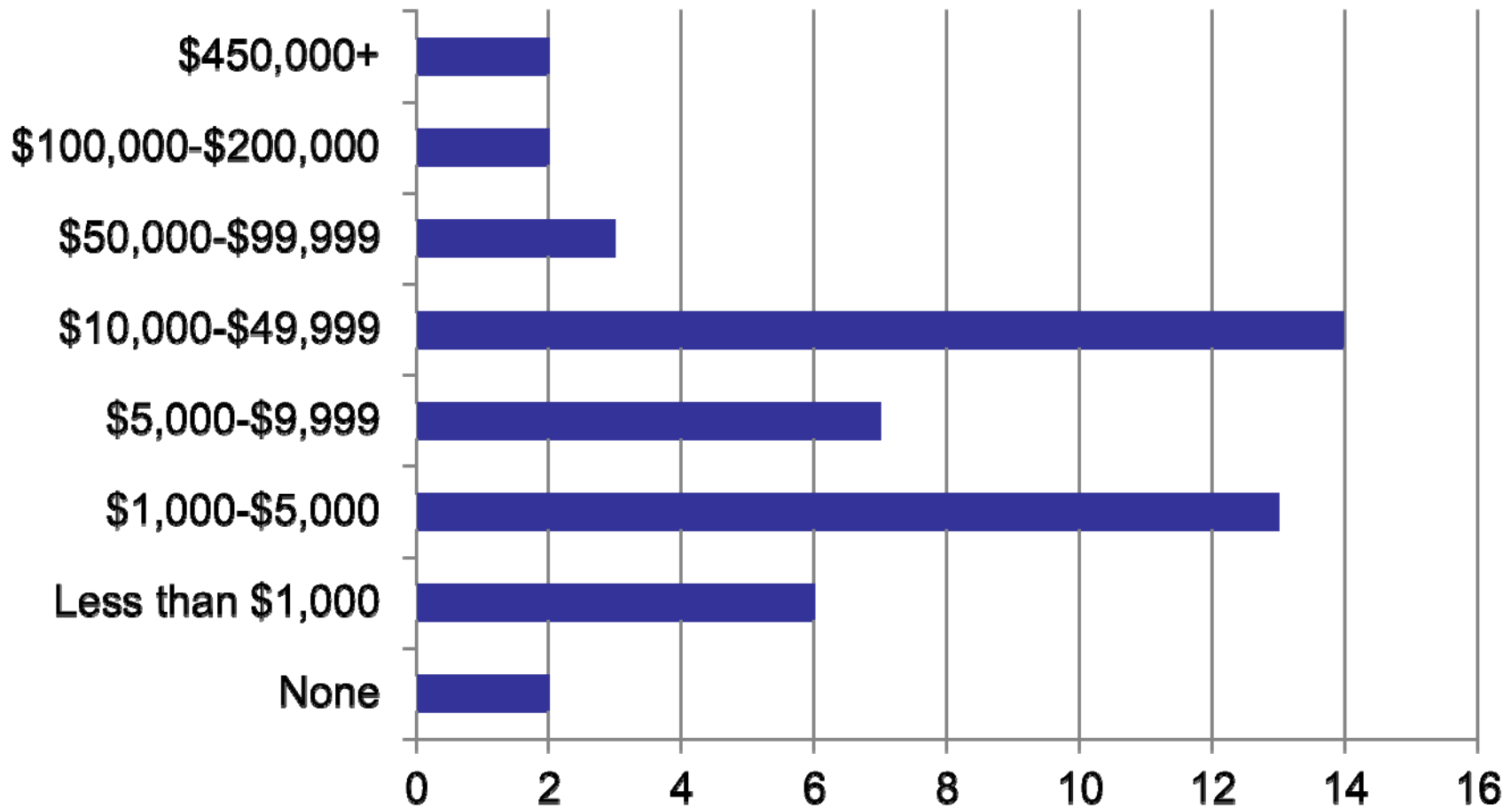
- Smallest: \$400
- Largest: \$20M

Average: \$428,389

Mode: \$25,000

Median: 35,000

# What was your gross food & beverage revenue?



Out of 49 responses:

- Smallest: \$0
- Largest: \$1.1M

Average: \$48,092 (2009=\$35,214)

Mode: 6,000      Median: 7,500

# Budget

2010

Avg. Budget = \$48,092

Median Budget = \$7,500

Mode Budget = \$6,000

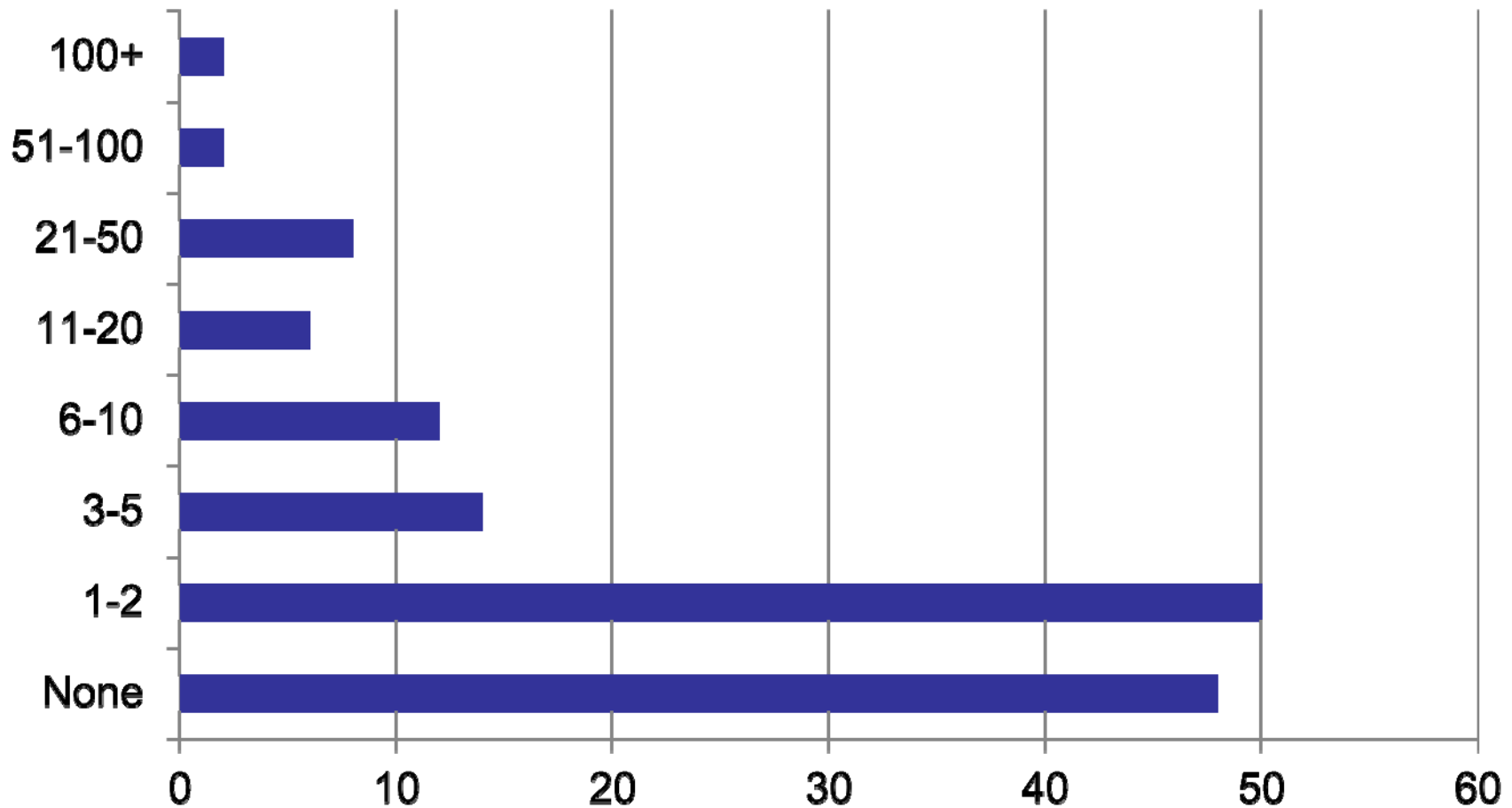
**Est. operating budget = \$2.40 per visitor**

- 2009 - Est. operating budget = \$5.16 per visitor
- 2008 - Est. operating budget = \$7.08 per visitor

**Est. Total Spending = \$33,664,400**

- 2009 - Est. Total Spending = \$22,715,500.00
- 2008 - Est. Total Spending = \$34,613,056.00

# How many paid staff does this festival/event employ?



Out of 141 responses:

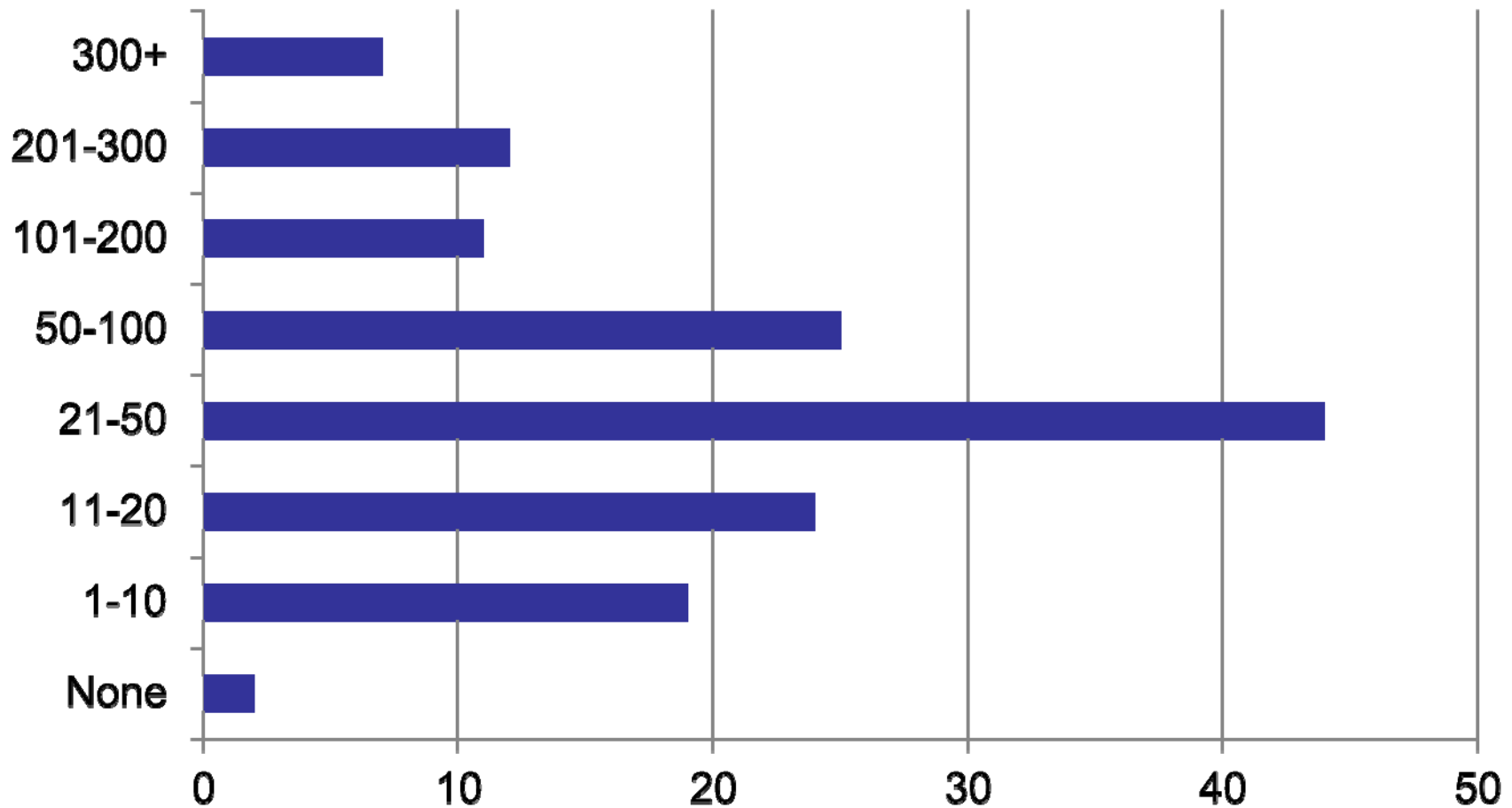
– Smallest: 0

– Largest: 480

Average: 10.2

Mode: 0

# How many volunteers work with your festival/event?



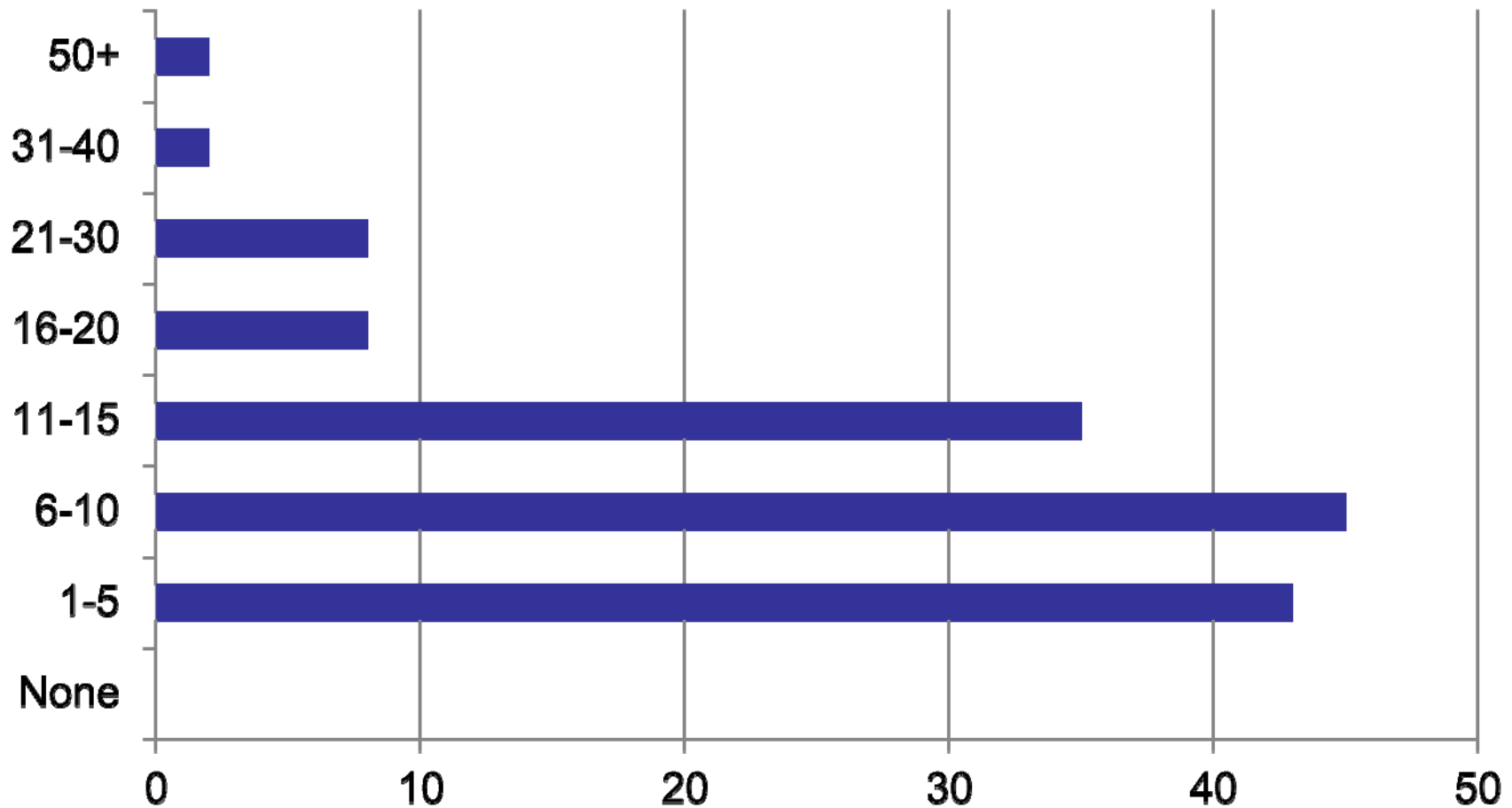
Out of 142 responses:

- Smallest: 0
- Largest: 900

Average: 86

Mode: 50

# How many people are on your organizing (executive) committee?



Out of 142 responses:

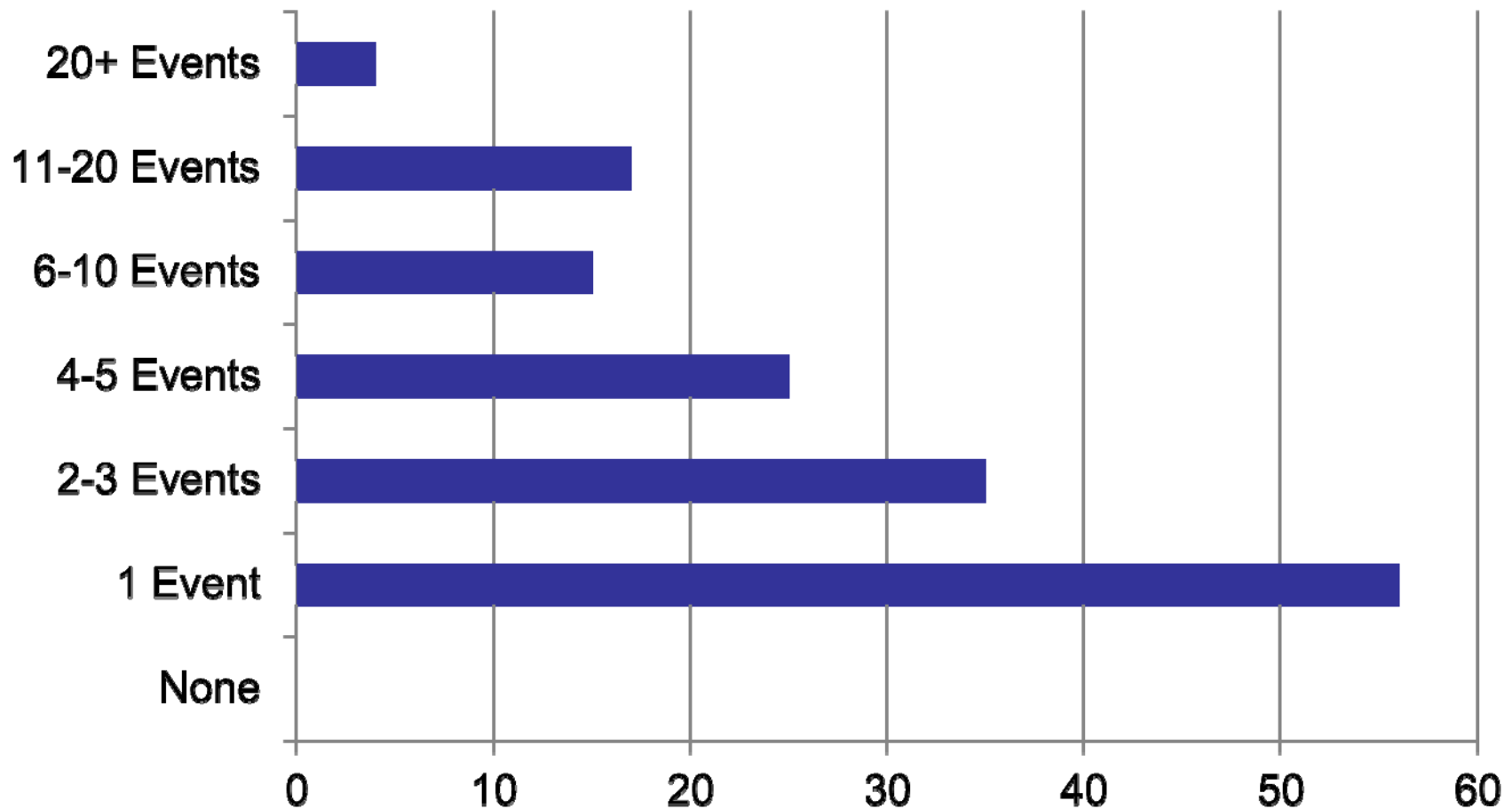
– Smallest: 2

Average: 11

– Largest: 60

Mode: 10

# How many festivals/events were you involved in planning in 2010?



Out of 142 responses:

- Smallest: 1
- Largest: 15

Average: 3.5  
Mode: 1

# 2010 Est. Total Human Resources

2010

Est. Number of Paid Employees = 1,050(FTE)

- 2009 – 1,448 paid Employees
  - Median = 1.5 (FTE) Employees per Festival
  - 2009 = 2 (FTE) Employees per Festival

Est. Number of Board Members = 7,000

- 2009 Est. Number of Board Members = 5,792
  - Median = 10 Board Members per Festival
  - 2009 Median = 8 Board Members per Festival

# Human Resources cont.

Est. Number of Volunteers = 38,500

- 2009 Est. Number of Volunteers = 25,340
  - Median = 55 Volunteers per Festival
  - 2009 Median = 35 Volunteers per Festival

Est. Total Human Resources = 46,550

- 2009 Est. Total Human Resources = 32,580
  - Avg. = 66.5 People per Festival
  - 2009 Avg. = 45 People per Festival

# 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?

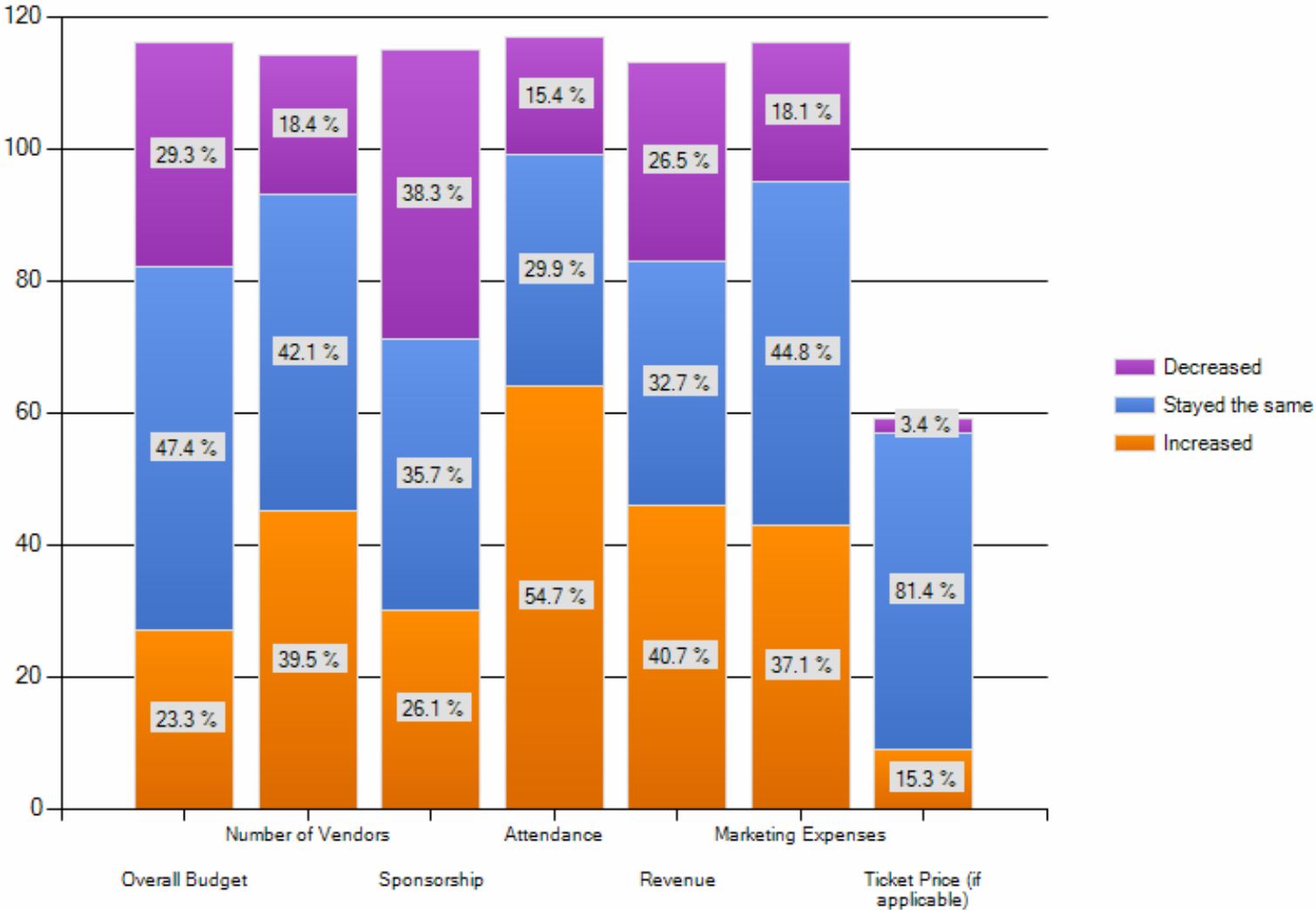
**2010 Top 10 Topics:**

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

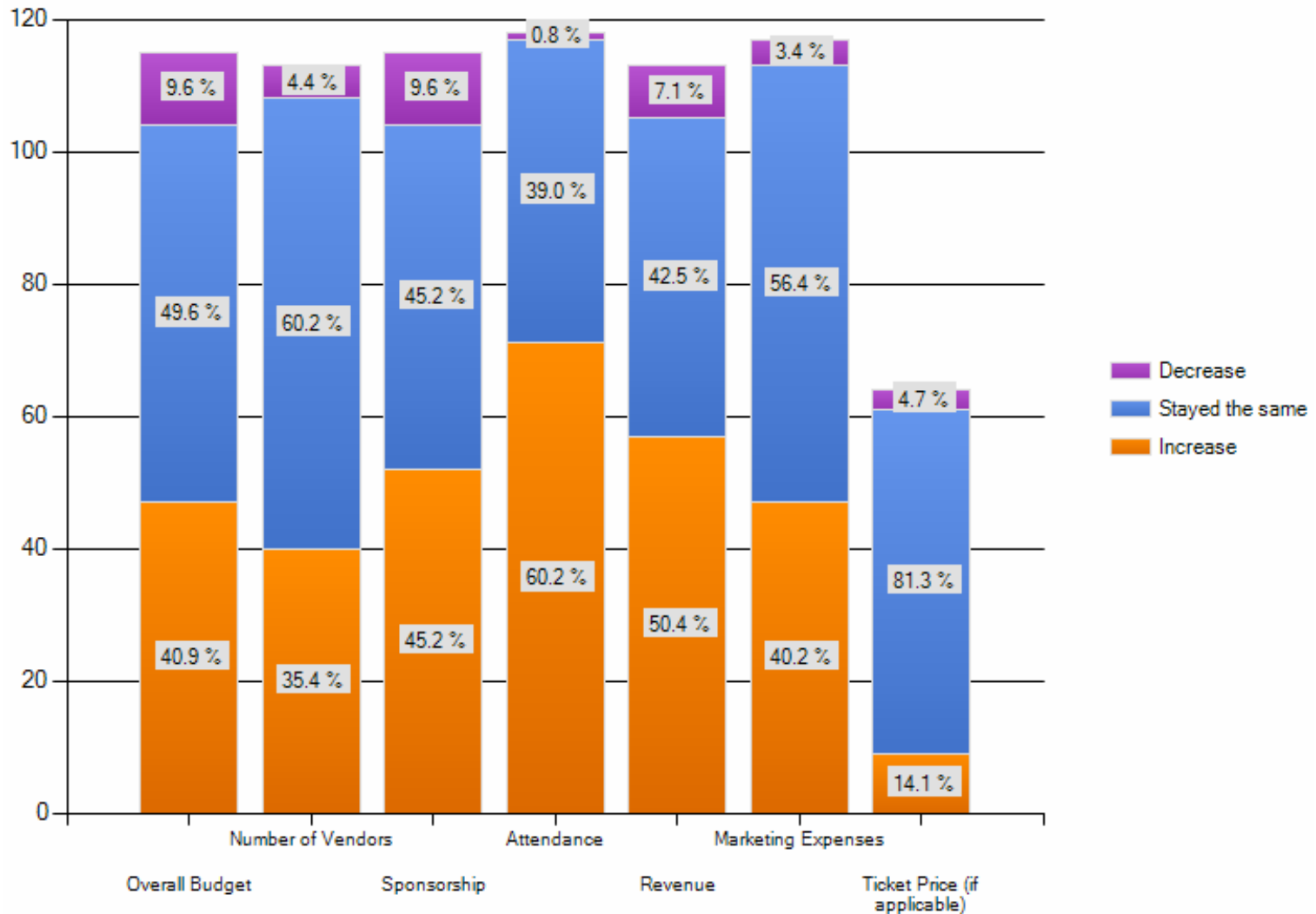
**2009 Top 5 Topics:**

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

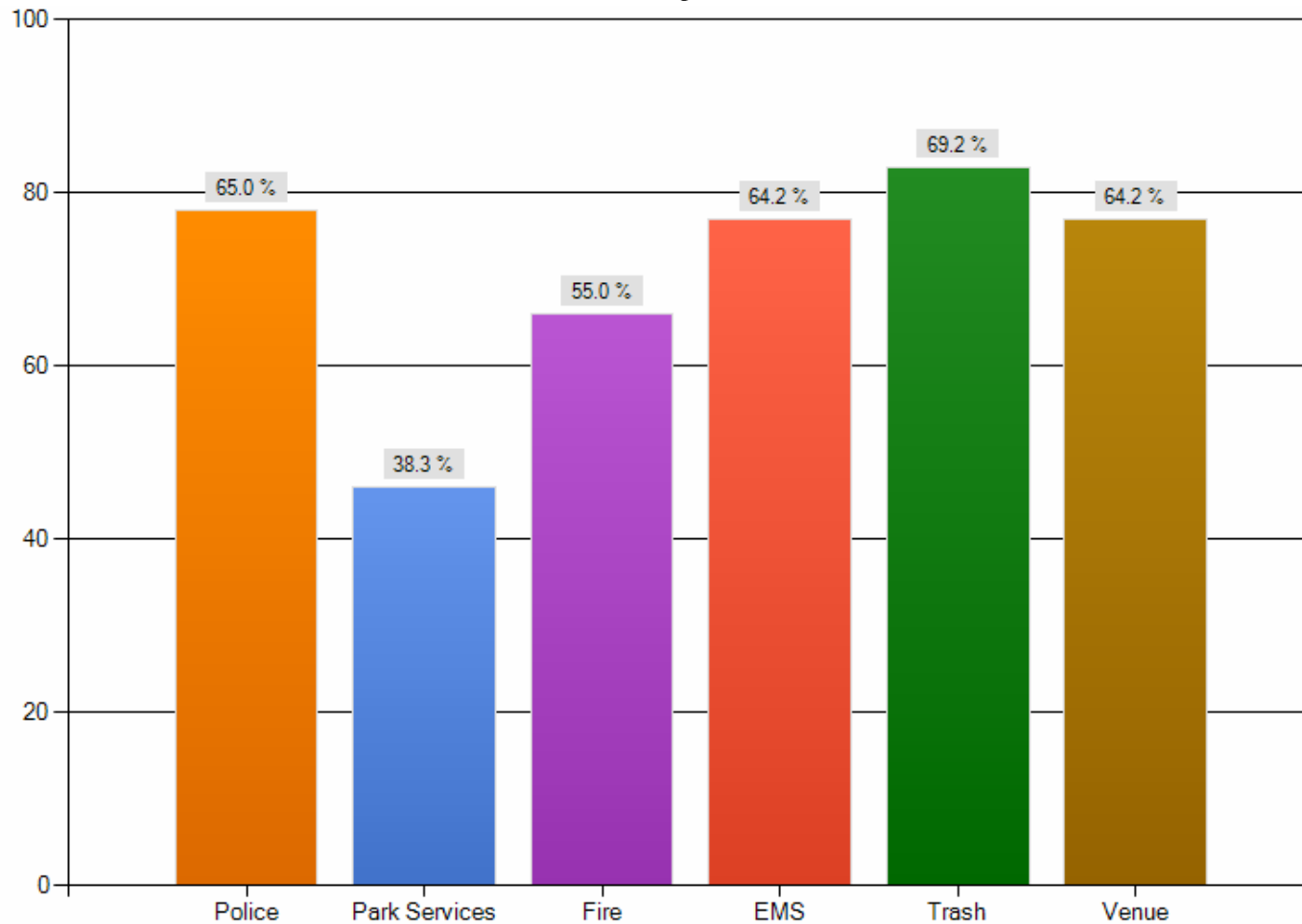
# In each of the following areas, how did last year's economic downturn affect your festival/event?



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



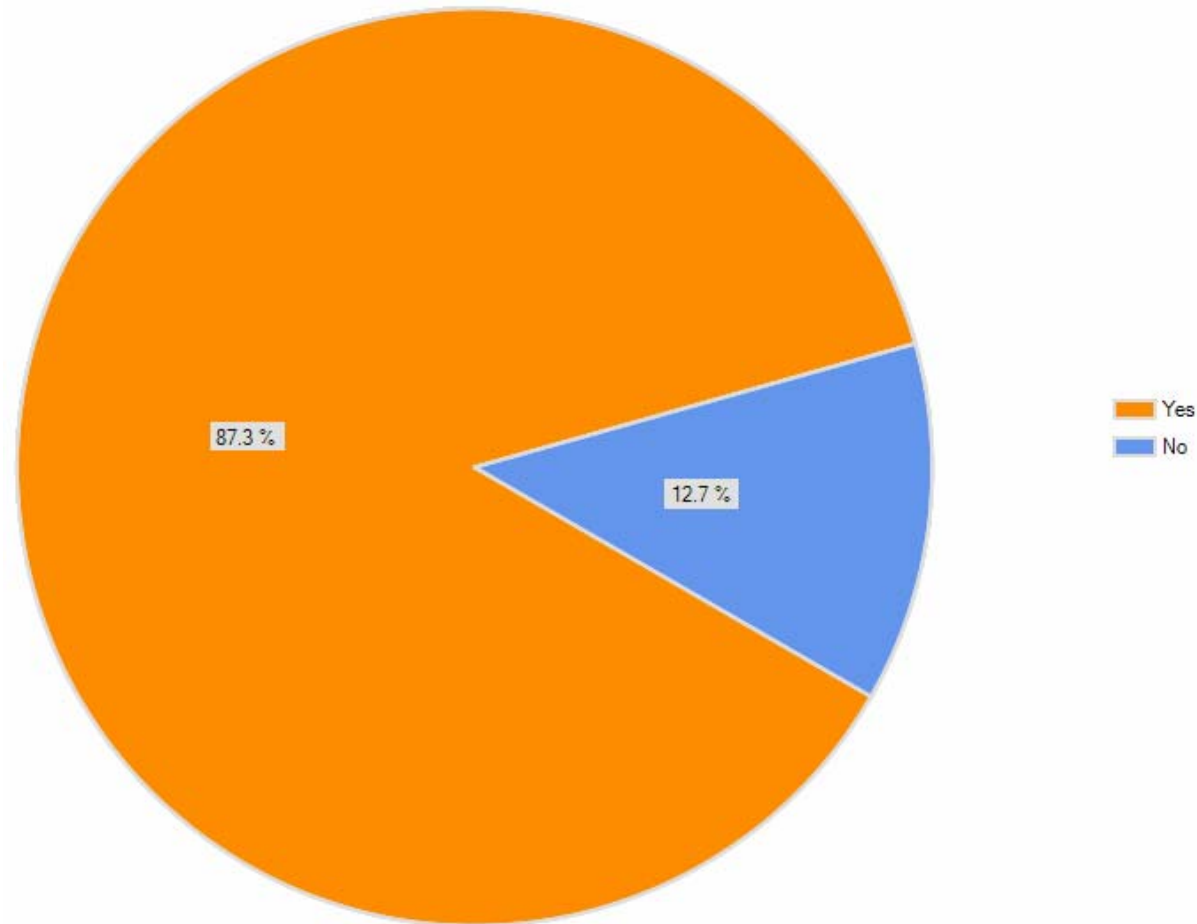
# What donated or subsidized city or town services do you receive?



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

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

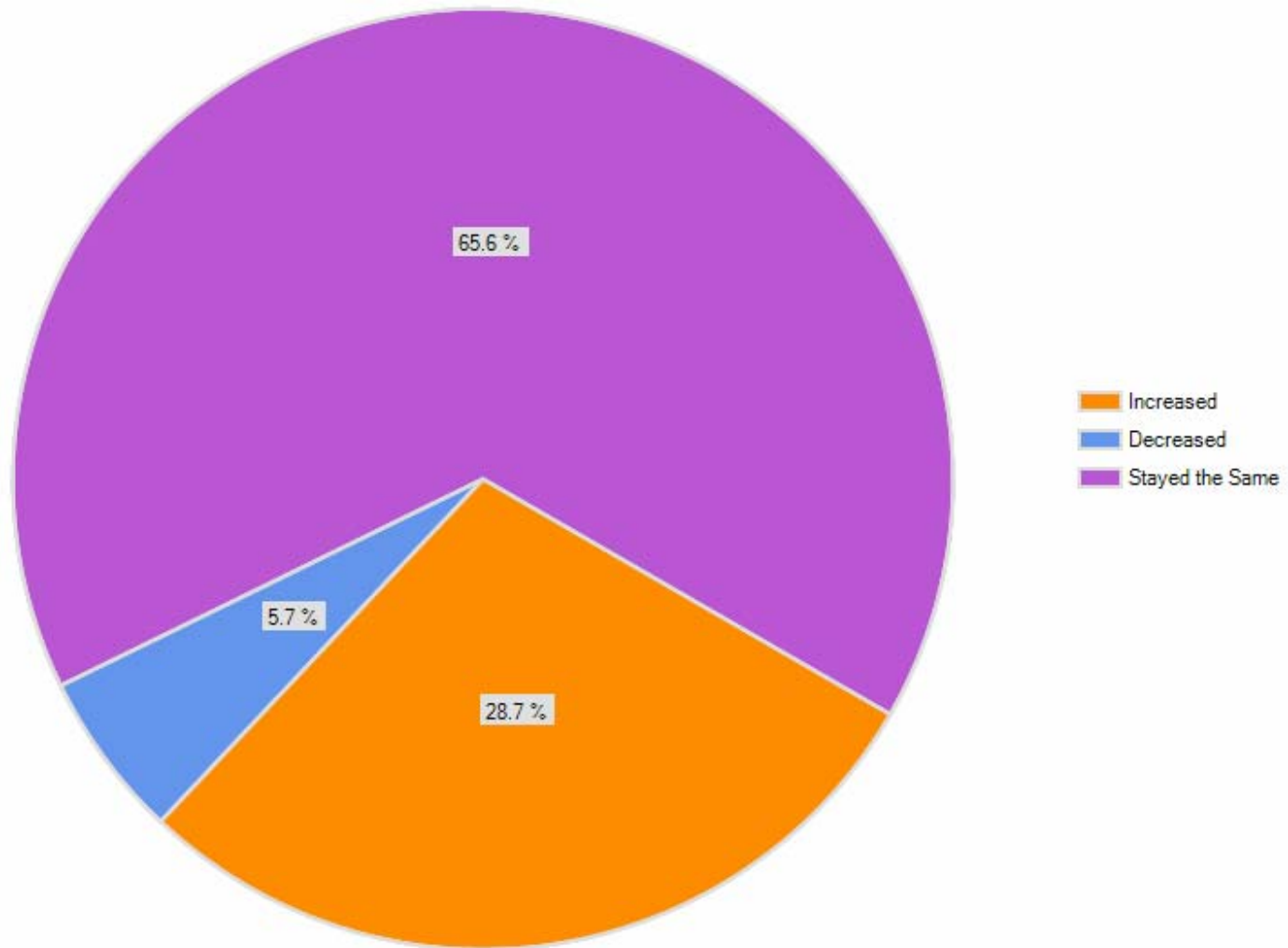
# Does your event carry liability insurance?



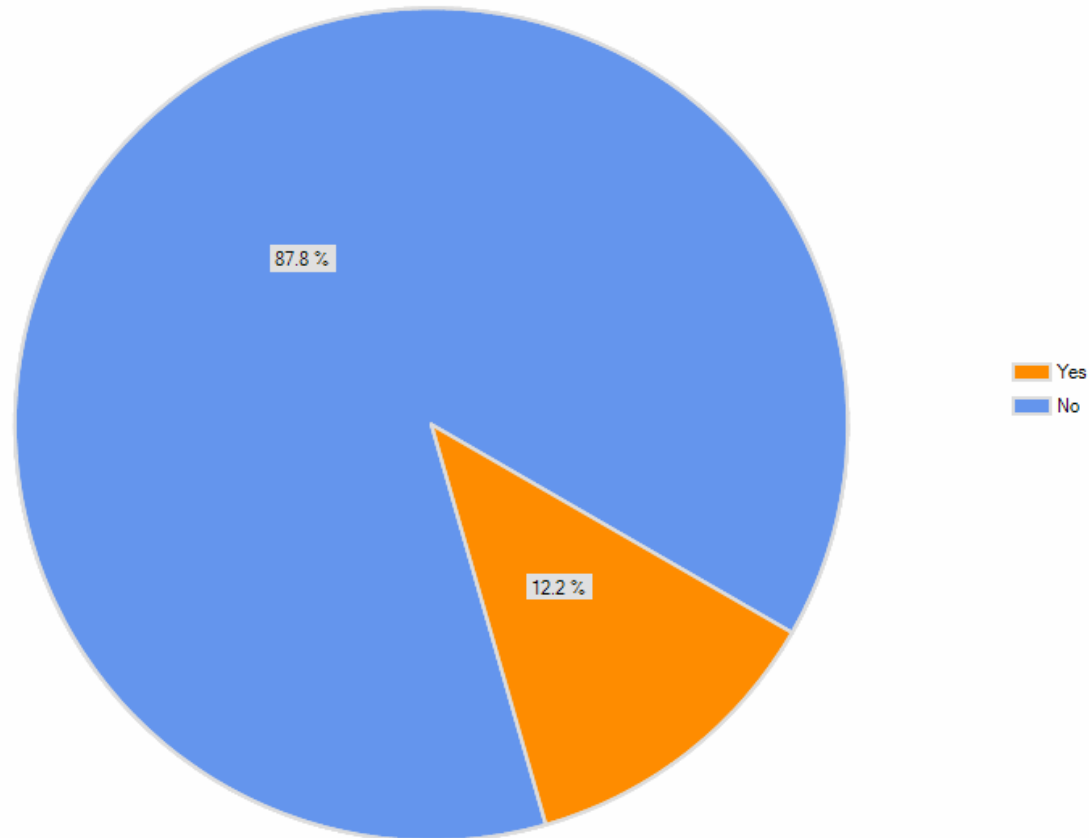
**2009 = 86% Reported carrying insurance.**

**2008 = 91% Reported carrying insurance.**

# In 2010, has your insurance premium:



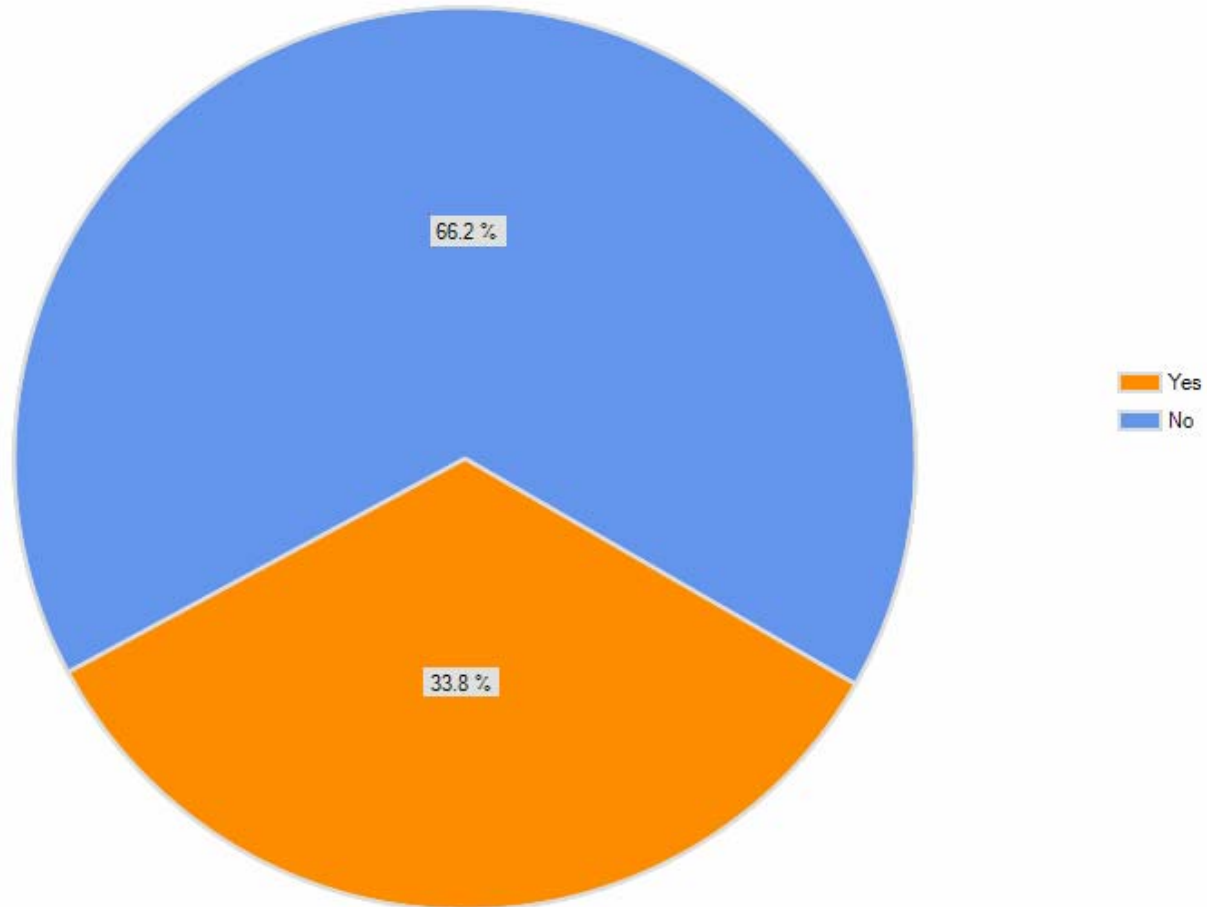
# Do you receive financial support from state grants?



**2009 = 16% received support.**

**2008 = 21% received support.**

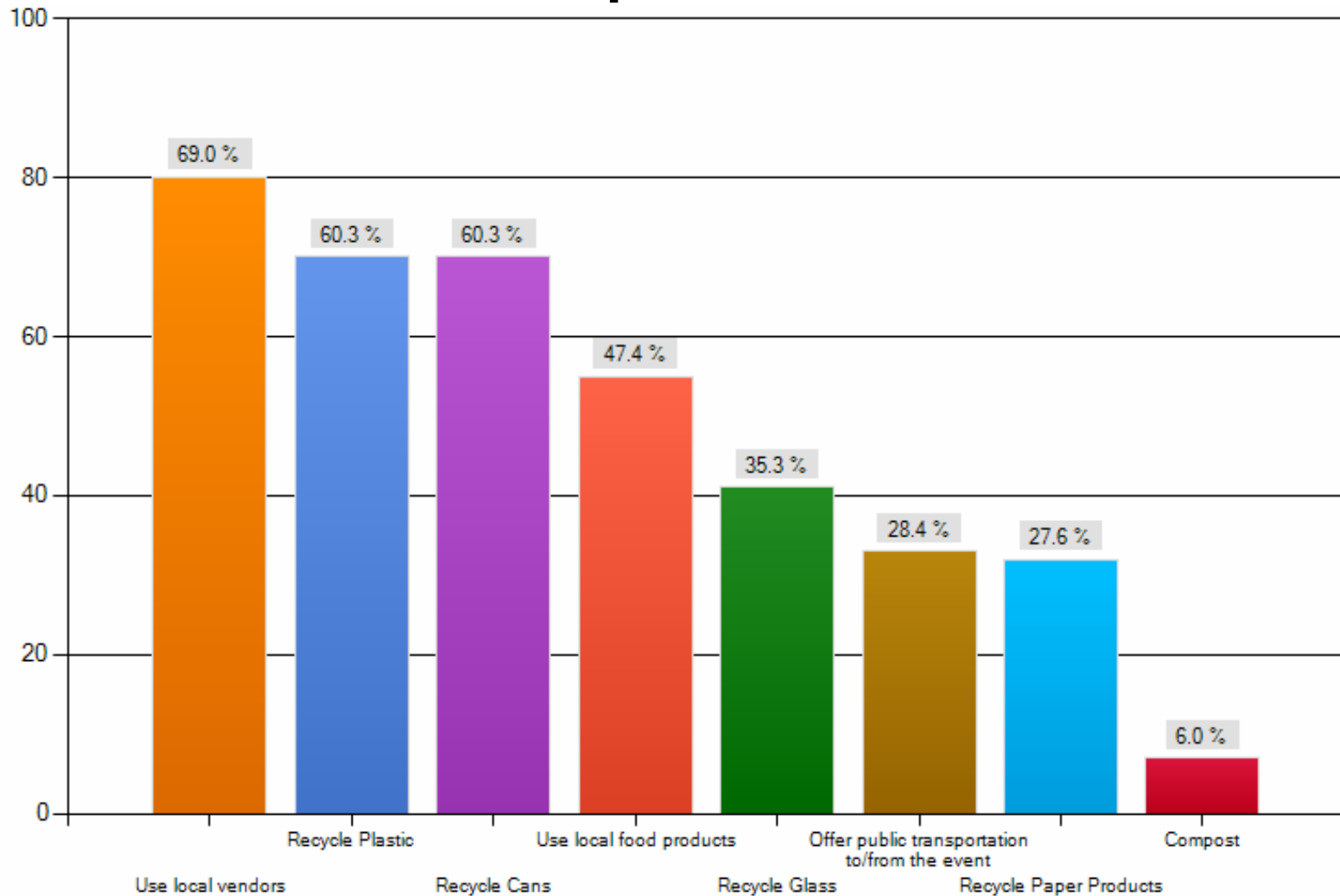
# Do you receive financial support from state agencies?



**2009 = 27% received support.**

**2008 = 33% received support.**

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

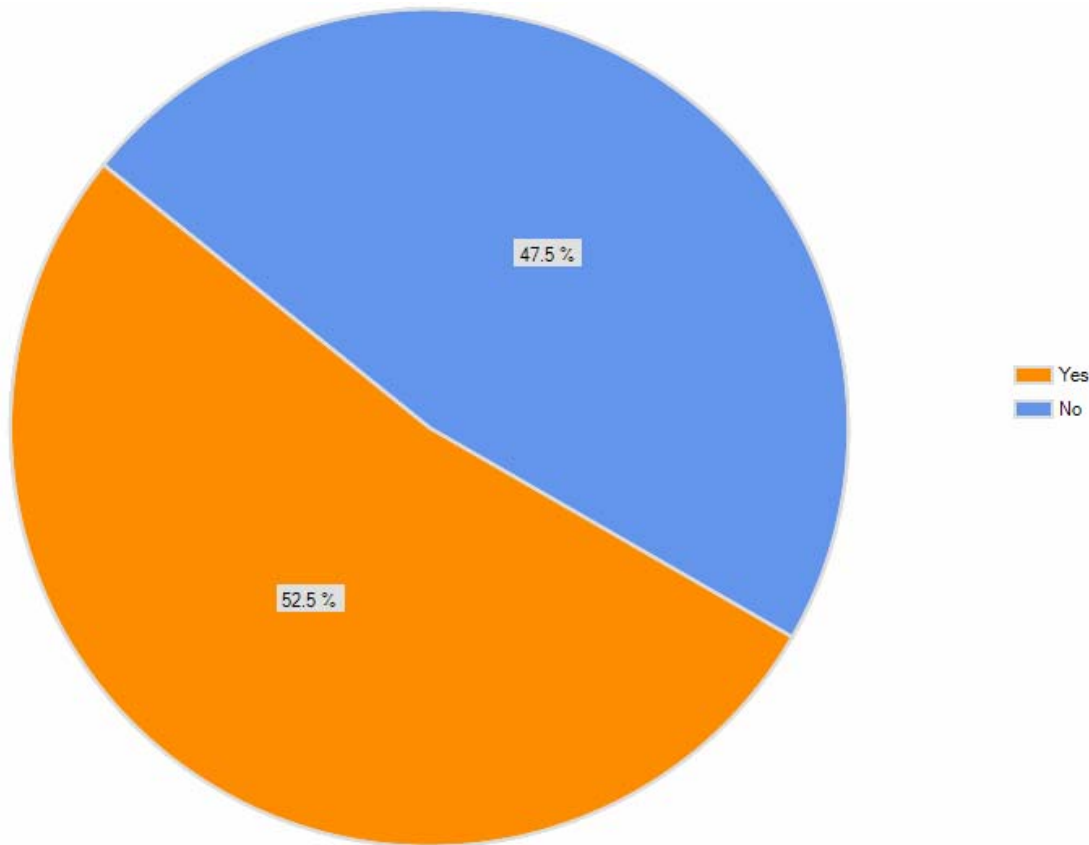


What new initiatives have you done to make your festival/event more “green” (environmentally friendly)?

1. Recycling efforts started or improved = 29
2. Reduction in use of resources (electricity/paper/etc.) = 7
3. “Green Themed” events = 4
4. Sponsorship or partnership with “green” organizations and businesses = 4
5. Improved waste management/composting = 4
6. Buy local = 2

65 responses, 14 reported they have not started any new initiatives.

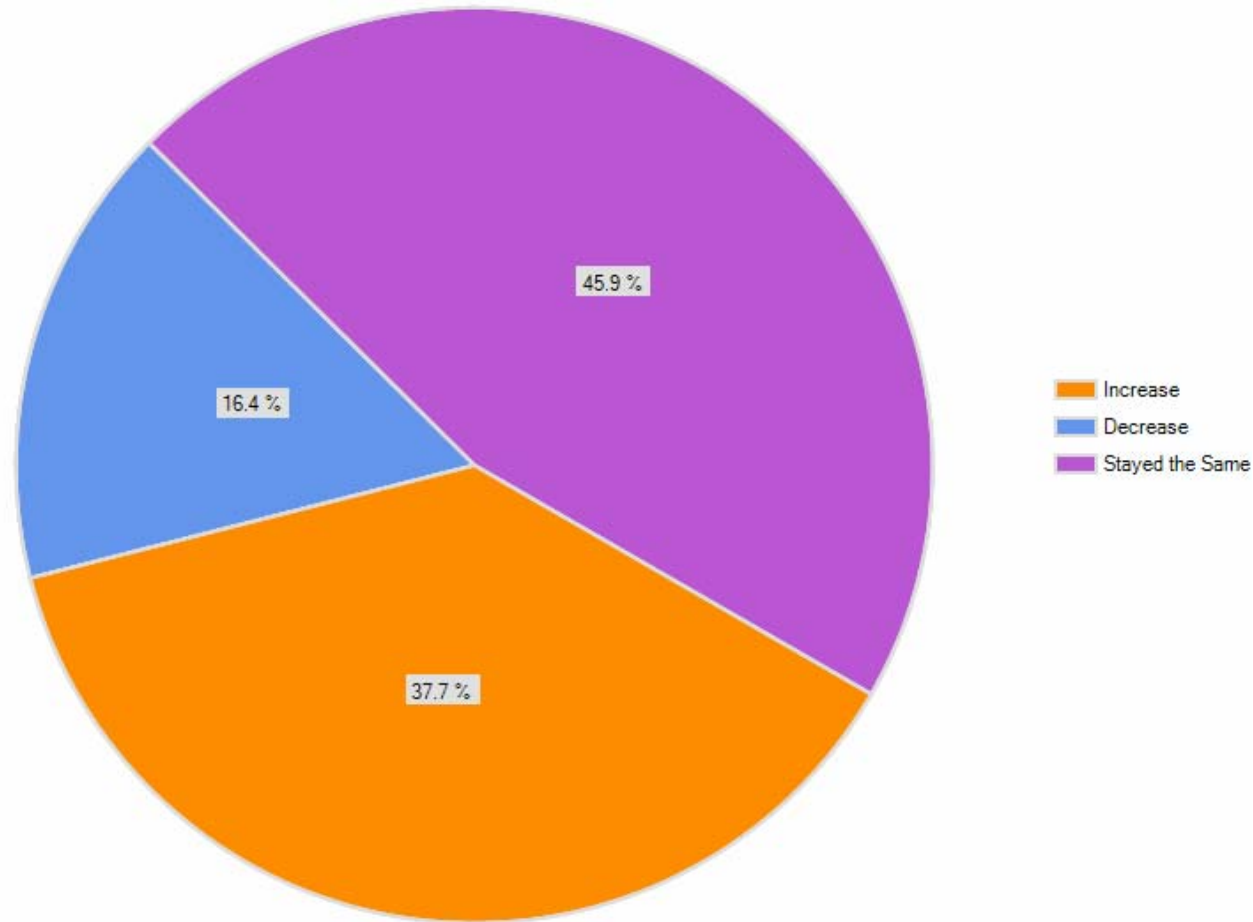
# Is this festival/event a fundraiser for a not-for-profit charity?



Out of 39 responses:

- Minimum: \$50
- Maximum: \$531,000
- Mode: \$1,000
- Mean: \$27,080

# Did the Amount of Money You Donated to Charity from 2009 to 2010?

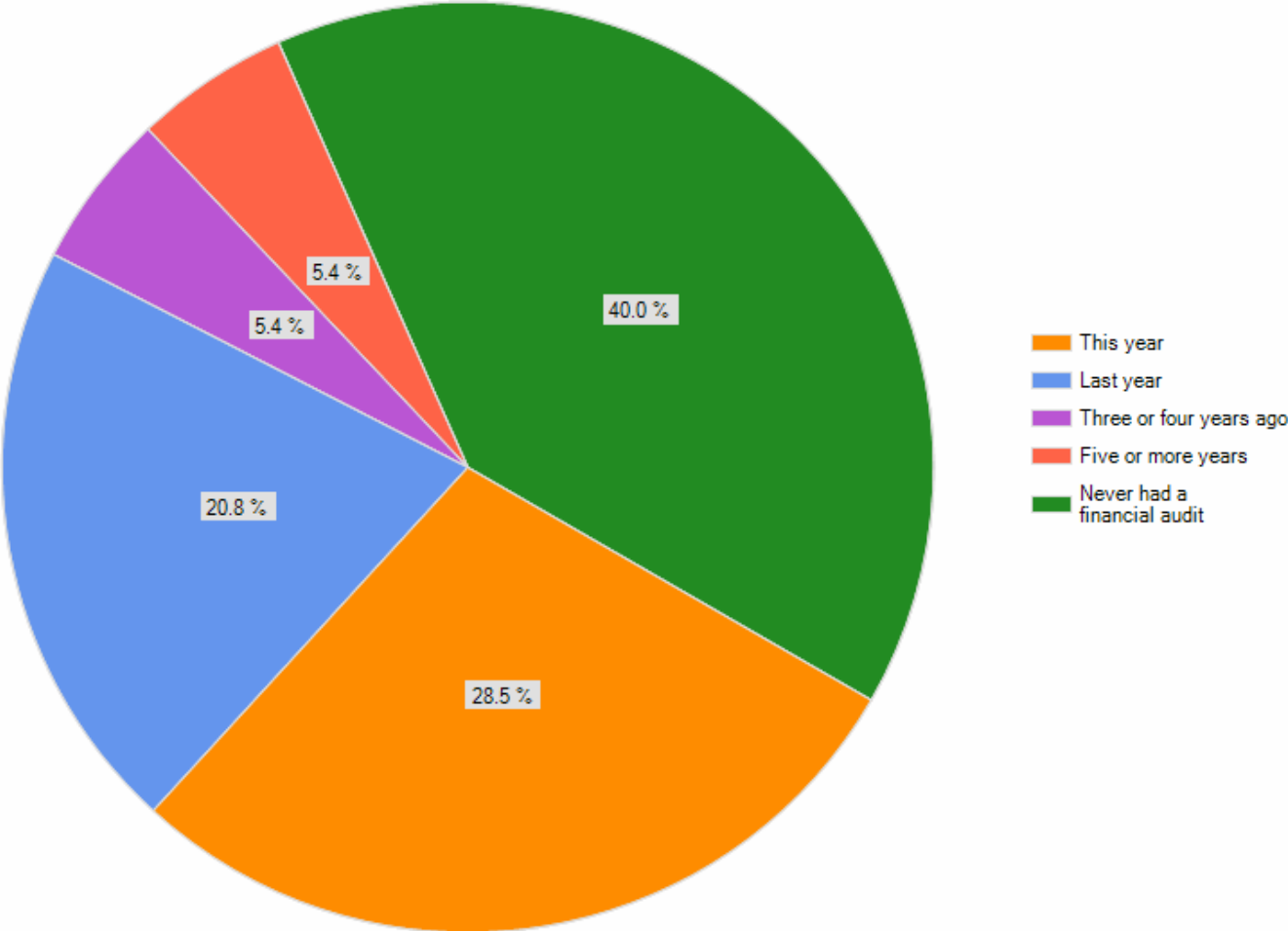


# Giving to Not-For-Profit

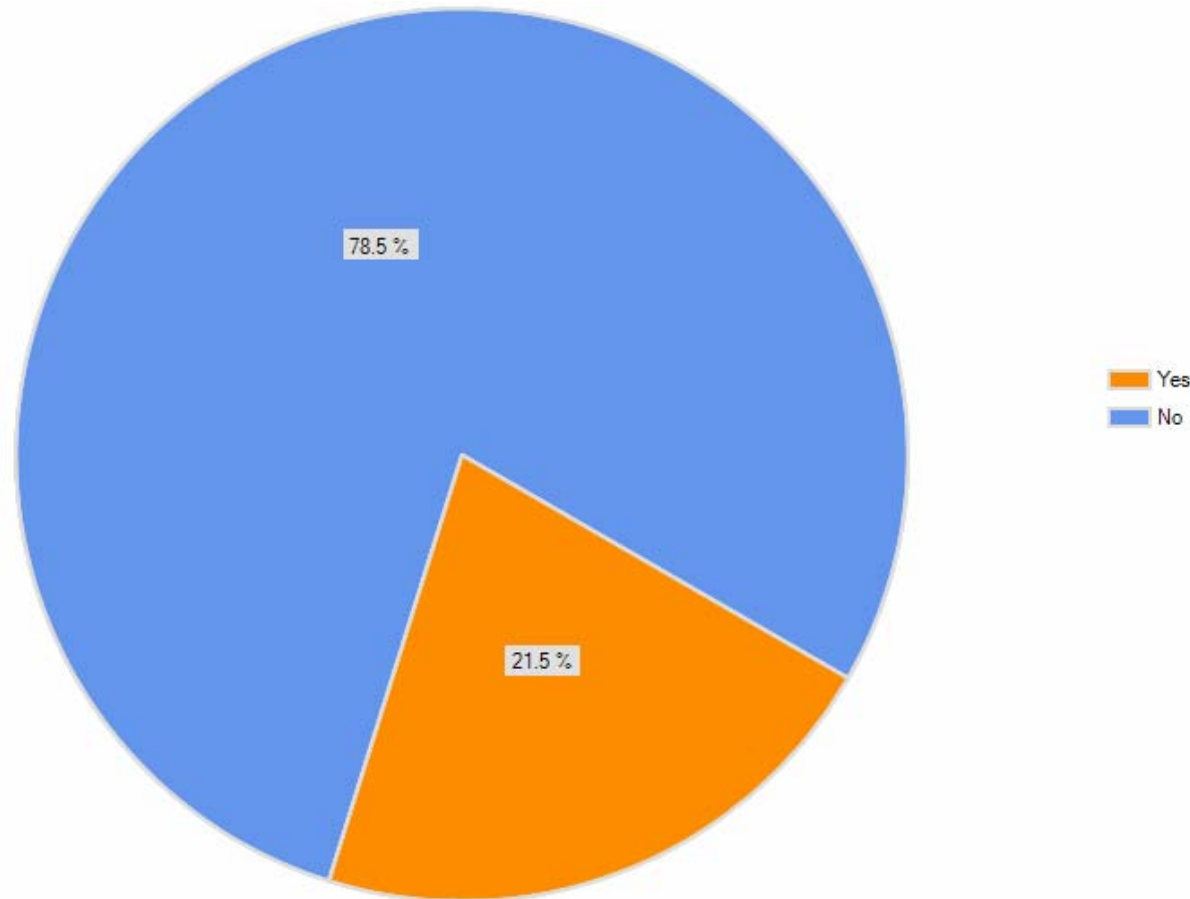
2010 est. giving to Not-For-Profit  
\$9,951,900.00

2009 est. giving to Not-For-Profit  
\$3,899,450.00

# When was the last financial audit of your event?



# Have you conducted an economic impact analysis related to your event?



**2009 = 8%**

**2008 = 15%**