Riverfest 2009
Survey Findings and Economic Impact Study

Gregory L. Hamilton, Ph.D.
Maya Halebic, M.B.A.
Alison Wiley, M.S.
Institute for Economic Advancement
University of Arkansas at Little Rock
2801 South University Avenue
Little Rock, AR 72204-1099
501-569-8571
December 2009
Publication Number 09-10
# Contents

List of Tables .............................................................................................................................................. 3  
List of Figures ............................................................................................................................................. 3  
Executive Summary .................................................................................................................................... 5  

**PART ONE - Riverfest 2009: Summary of Festival Visitor Survey Results** ........................................... 8  
Introduction ................................................................................................................................................. 8  
Survey Methodology ................................................................................................................................... 8  
Survey Results ............................................................................................................................................ 9  

**General Findings** .................................................................................................................................... 9  

*All Visitors* .............................................................................................................................................. 9  
*Visitors from Arkansas Outside Pulaski County* ........................................................................................ 9  
Reasons for Visiting Little Rock .................................................................................................................. 9  
Method of Transportation of Out-of-Town Visitors .................................................................................. 9  

*Visitor Perceptions* .................................................................................................................................... 11  
*Visitor Expenditures* .................................................................................................................................. 12  

*Transportation* .......................................................................................................................................... 12  

*Lodging* ...................................................................................................................................................... 13  

*Food & Beverages* ...................................................................................................................................... 13  

*Restaurants* ................................................................................................................................................. 13  
*Grocery Stores* .......................................................................................................................................... 14  

*Festival* ....................................................................................................................................................... 14  
*Fuel Costs* .................................................................................................................................................. 14  
*Retail Shopping* ........................................................................................................................................... 14  
*Festival Merchandise* ............................................................................................................................... 14  

*Other Expenditures* .................................................................................................................................... 15  
*Visitor Demographics* ............................................................................................................................... 16  
*Visitor Companions* ................................................................................................................................. 20  
*Visitor Comments* ..................................................................................................................................... 20  

*Too Expensive* .......................................................................................................................................... 21  
*Musical Acts* ................................................................................................................................................ 21  
*Kudos* .......................................................................................................................................................... 22  
*Getting Around in Riverfest* ..................................................................................................................... 22  
*Weather* ...................................................................................................................................................... 22
Parking ................................................................. 23
Food & Beverage (Other than Price) .......................................................... 23
Arrangements at Stages ................................................................. 23
Children & Families ................................................................ 24
Activities ................................................................................. 24
Protection from & Planning for the Elements (Rain) ......................... 24
North Little Rock Side ................................................................. 24
Porta-Potties & Restrooms ............................................................ 24
Clinton Library Location ................................................................. 25
Safety & Law Enforcement ............................................................. 25
Trash & Recycling ........................................................................ 25
Tickets ....................................................................................... 25
Free Water ................................................................................. 25
No Smoking ................................................................................. 25
Riverbucks ................................................................................... 25
Allow People to Bring in Stuff ....................................................... 25
Seating ......................................................................................... 25
Marketing ...................................................................................... 25
Miscellaneous Comments ............................................................. 25

PART TWO - Riverfest 2009: An Economic Impact Study .............................................. 27
Introduction .................................................................................. 27
  The Economic Impact of Riverfest 2009: General .............................................. 28
  Summary of Findings ........................................................................ 30
Riverfest 2009: Revenue Sources .......................................................... 36
Riverfest 2009: Survey Findings and Estimates of the Number of Local & Out-of-Town Visitors ........ 39
Intended Expenditures at Riverfest 2009 & Outside the Festival ................................. 43
Actual Versus Intended Expenditures at Riverfest 2000, 2005, and 2009 .......................... 45
Estimated Expenditures by Out-of-Town Visitors ............................................... 48
Potential Economic Growth of the Riverfest ......................................................... 52
Conclusion ...................................................................................... 55
Appendix ......................................................................................... 56
List of Tables

Table 1: Average Expenditures................................................................................................................... 6
Table 2: Visitor Perceptions...................................................................................................................... 11
Table 3: Visitor Demographics................................................................................................................. 16
Table 4: Admissions & Ticket Sales to Riverfest 2000, 2005 & 2009..................................................... 30
Table 5: Number of Days Visitors Plan to Attend Riverfest ................................................................. 35
Table 6: Itemized Revenues by Source..................................................................................................... 37
Table 7: Where the Visitors Live.............................................................................................................. 39
Table 7a: Surveyed Visitors by Type of Group ........................................................................................ 42
Table 7b: Number of Surveyed Visitors in Groups .................................................................................. 42
Table 7c: Percentage Breakdown of the 634 Surveyed Visitor Groups ................................................... 42
Table 7d: Percentage Breakdown of the 1686 Visitors in Surveyed Groups ........................................... 43
Table 8: Intended Expenditures at Festival & Outside Festival ............................................................... 44
Table 9: Actual vs. Intended Expenditures at Festival ............................................................................. 47
Table 10: Estimated Spending by Out-of-Town Visitors ......................................................................... 49
Table 11: Economic Impacts of Out-of-Town Visitor Spending at Riverfest 2009 on the Little Rock Economy ................................................................................................................................................... 54
Table 12: Financial Contributions by Riverfest, Inc. to the Community................................................. 56

List of Figures

Figure 1: Frequency Distribution of Visitor Perceptions.......................................................................... 12
Figure 2: Frequency Distribution of Visitor Demographics - Gender...................................................... 17
Figure 3: Frequency Distribution of Visitor Demographics - Age ........................................................... 17
Figure 4: Frequency Distribution of Visitor Demographics - Race/Ethnicity......................................... 18
Figure 5: Frequency Distribution of Visitor Demographics - Education ............................................. 18
Figure 6: Frequency Distribution of Visitor Demographics - Total Household Income ...................... 19
Figure 7: Admissions to Riverfest 2000, 2005, & 2009 ....................................................................... 32
Figure 8: Price Levels Riverfest 2000, 2005, & 2009 ......................................................................... 33
Figure 9: Revenues Riverfest 2000, 2005, & 2009 ................................................................................ 34
Figure 10: Total Number of Admissions & Visits .................................................................................. 35
Executive Summary

This report is the third in a series of impact studies of Little Rock’s Riverfest by the Institute of Economic Advancement (IEA) and is comprised of two major parts. That is, a summary of Riverfest 2009 visitor survey results (part one) and an economic impact study (part two). While part one summarizes information collected during the festival, part two focuses on the analysis of the impact of Riverfest 2009 on the economy of the city of Little Rock. Similar studies were completed in the years 2000 and 2005. Throughout this report, and where appropriate, the findings from all three studies are compared.

Part one provides a summary of information collected via face-to-face interviews with Riverfest visitors during the Memorial Day weekend, May 22 through May 24, 2009. Riverfest, Inc., who sponsors the research, supported IEA’s survey efforts and analysis for this report. Questionnaire construction was a cooperative effort between IEA and Riverfest officials. The questionnaire was designed to obtain attendees’ overall perceptions of the festival (this includes a customer satisfaction focus), estimated expenditures during the festival (for economic impact analysis purposes), attendee demographics, and visitor comments.

Results are based upon a sample of 599 randomly selected adult (18 and older) Riverfest visitors. Survey data were collected utilizing a modified mall intercept sampling methodology at two gates on the Little Rock side and one on the North Little Rock side of the festival. Individual participants were randomly selected during the festival at systematic time intervals. IEA research staff supervised volunteers who were recruited by Riverfest officials to assist with the data collection process. All volunteers were trained prior to the actual data collection period and were under professional supervision at all times.
The following are key findings of the study:

- The majority (63.4%) of surveyed respondents had previously attended a Riverfest event.
- The overwhelming majority of respondents (92.5%) reported being Arkansas residents. Those surveyed represented 37 Arkansas counties and 14 states.
- Of those who indicated residence outside of Pulaski County, seventy-two percent (72.4%) reported that Riverfest was the number one reason they chose to come to Little Rock.
- The plurality of respondents (40.7%) indicated plans to attend two days of the festival, followed closely by 3 days (40.4%).
- Based on spending estimates reported by festival visitors, average expenditures were calculated to be as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Average expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>$42.49</td>
</tr>
<tr>
<td>Hotels/Motels</td>
<td>$161.32</td>
</tr>
<tr>
<td>Food &amp; Beverages</td>
<td>$97.53</td>
</tr>
<tr>
<td>Restaurants</td>
<td>$74.71</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>$60.12</td>
</tr>
<tr>
<td>Festival</td>
<td>$70.61</td>
</tr>
<tr>
<td>Fuel</td>
<td>$28.88</td>
</tr>
<tr>
<td>Retail Shopping</td>
<td>$60.31</td>
</tr>
<tr>
<td>Festival Merchandise</td>
<td>$35.84</td>
</tr>
<tr>
<td>Other Expenditures</td>
<td>$36.45</td>
</tr>
</tbody>
</table>

Table 1: Average Expenditures

- The majority of respondents (91.9%) reported that the quality of Riverfest was either Excellent or Good.
Part two analyzes the impact of Riverfest 2009 on Little Rock Economy. The economic impact of the festival is a function of visitor population and direct visitor spending, combined with multipliers reflecting the extent of recirculation of visitors’ dollars spent in the local economy. Since only expenditures from sources outside of Pulaski County have an economic impact on its economy, the focus is on out-of-town visitor expenditures. The study of the economic impact of Riverfest 2009 produced the following findings:

- The total number of admissions at Riverfest 2009 was 82,040. Compared to the total number from the year 2000, there is an increase of roughly 24%. However, in comparison with the admissions data from 2005, there is only a marginal increase of 0.96%.
- The total number of days visitors planned to attend the festival was 1,359. With a sample of 599 respondents, the average number of days accounts for 2.27. Based on the total number of reported admissions of 82,040, the total number of visits by people attending Riverfest 2009 was 186,131.
- The total out-of-town visitors’ expenditures are $1,664,695. The portion of out-of-town visitor spending that remains in the local economy (direct impact) accounts for $1,080,681. Thus, of the total out-of-town visitor spending, 65% was estimated to be captured by local businesses.
- Economic impacts as measured by the value of the economic output created directly and indirectly by out-of-town visitor spending are estimated at $1.7 million.
- Another measure of the economic impact of the festival is the change in value added, which is projected to be $0.9 million.
- Labor income and the gain in employment (number of fulltime equivalent jobs annually) are other commonly provided economic impact measures and are estimated to be $0.6 million and 25.9, respectively.
PART ONE - Riverfest 2009: Summary of Festival Visitor Survey Results

Introduction

This summary was based upon 599 randomly selected face-to-face interviews completed during the Riverfest event held May 22-24, 2009. It provides a question-by-question tabulation of the survey results. Additionally, verbatim comments from survey respondents are provided at the end of this summary. An economic impact analysis of the festival based on festival attendees will be presented in the second part of this report.

Survey Methodology

The methodology used for the development of this research study was jointly agreed upon by the survey research team of IEA and Riverfest officials. The survey population included persons 18 years and older who attended at least one day of the Riverfest activities. According to estimates reported in a local newspaper, approximately 200,000 people attended the three-day festival\(^1\). The survey data were collected utilizing a modified mall intercept methodology. This method is directed to mobile populations outside the home in face-to-face interviewing situations. Additionally, time and location cluster sampling techniques were utilized based upon projected traffic flow patterns. Three interviewing stations were set-up by Riverfest officials at Little Rock Main Entrance, Clinton Library Gate, and North Little Rock Main Entrance. Interview totals for the gate locations were as follows:

- Little Rock Gate 200 completed interviews
- Clinton Library Gate 202 completed interviews
- North Little Rock Gate 197 completed interviews

\(^1\) Arkansas Democrat Gazette, May 26, 2009.
Survey Results

General Findings

All Visitors

Of all the survey respondents, sixty-three percent (63.4%) indicated that they had attended a previous years’ festival. The most frequently reported means of hearing about Riverfest was through friends, family, or acquaintances (29.4%), followed by the radio (21.2%), and television (20.0%). “Other” responses included work and “from living here.” Most respondents (40.7%) indicated that they planned to attend two days of Riverfest, followed closely by three days (40.4%). Only eighteen percent (18.2%) of all respondents expected to attend just one day of the festival.

Visitors from Arkansas Outside Pulaski County

Reasons for Visiting Little Rock

Visitors residing outside Pulaski County were asked to give the main reasons for coming to Little Rock. Of these 283 persons, seventy-two percent (72.4%) indicated that attending Riverfest was the number one reason for coming to the city. This response was followed by visiting friends or family (9.2%), and various “Other” responses (6.0%) which included work and a visit to the Clinton Library.

Method of Transportation of Out-of-Town Visitors

Visitors from Arkansas outside Pulaski County were also asked what method of transportation they used. An overwhelming majority (87.6%) reported arriving by private car, with another six percent (5.67%) arriving by bus. “Other” transportation methods included RV, bicycles, and walking. The most

---

2 Due to computerized rounding, some of the %-totals don’t sum to 100%.
frequently cited response when asked how many days visitors would be staying in Little Rock was two days (43.0%) followed by three days (27.3%).
### Visitor Perceptions

<table>
<thead>
<tr>
<th>Quality of Riverfest</th>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>The majority of respondents (91.9%) indicated the overall quality of Riverfest was Excellent or Good.</td>
<td>Excellent</td>
<td>283</td>
<td>47.2</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>268</td>
<td>44.7</td>
</tr>
<tr>
<td></td>
<td>Fair</td>
<td>39</td>
<td>6.5</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>5</td>
<td>0.8</td>
</tr>
<tr>
<td></td>
<td>No Answer</td>
<td>4</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Music Entertainment</th>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>The majority of respondents (83.3%) indicated the music entertainment was Excellent or Good.</td>
<td>Excellent</td>
<td>280</td>
<td>46.7</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>219</td>
<td>36.6</td>
</tr>
<tr>
<td></td>
<td>Fair</td>
<td>53</td>
<td>8.8</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>16</td>
<td>2.7</td>
</tr>
<tr>
<td></td>
<td>No Answer</td>
<td>31</td>
<td>5.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visual Art</th>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>The most frequently reported rating for visual art was Good (46.7%).</td>
<td>Excellent</td>
<td>170</td>
<td>28.4</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>280</td>
<td>46.7</td>
</tr>
<tr>
<td></td>
<td>Fair</td>
<td>59</td>
<td>9.8</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>9</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>No Answer</td>
<td>81</td>
<td>13.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>559</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children's Area &amp; Entertainment</th>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>The children's area was highly rated by surveyed visitors with an Excellent rating of 33.9% and 1.5% indicating a Poor rating.</td>
<td>Excellent</td>
<td>203</td>
<td>33.9</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>216</td>
<td>36.1</td>
</tr>
<tr>
<td></td>
<td>Fair</td>
<td>39</td>
<td>6.5</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>9</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>No Answer</td>
<td>132</td>
<td>22.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food</th>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food is a consistent highly rated amenity at Riverfest with 84.7% of respondents rating it as Excellent or Good.</td>
<td>Excellent</td>
<td>261</td>
<td>43.6</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>246</td>
<td>41.1</td>
</tr>
<tr>
<td></td>
<td>Fair</td>
<td>27</td>
<td>4.5</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>12</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>No Answer</td>
<td>53</td>
<td>8.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Source: IEA Riverfest Survey 2009*

**Table 2: Visitor Perceptions**
Visitor Expenditures

Transportation

When visitors from Arkansas outside Pulaski County were asked to estimate the dollar amount spent on transportation getting to Little Rock, their responses ranged from $1.39 to $500.00. The average amount spent on transportation (from a total of 259 responses) was $42.49 with a total dollar amount of $11,005.39.


**Lodging**

Visitors residing outside Pulaski County were asked if they were spending the night in Little Rock. Of the 273 responding, forty-two percent (41.8%) indicated that they would be staying overnight. Follow-up questions were posed to gather more detail on the lodging situation of those respondents staying overnight in the city (n=114). The majority (53.9%) indicated they would be staying at a hotel/motel followed by staying with family/friends (34.2%), and staying at a camping area (8.6%). Respondents reported estimated dollars spent on hotels/motels ranging from a low of $9.00 to a high of $900.00. The average expenditure response (from a total of 63 responses) was $161.32 with a total dollar amount of $10,163.

**Food & Beverages**

All visitors were asked to estimate the dollar amount they expected to spend on food and beverages during the festival. A total of 559 responses were gathered revealing a range of $5.00 to $1,600.00 with an average expenditure of $97.53 and a total dollar amount of $54,519.50. Considering total food and beverage purchases during the festival weekend, visitors were asked to provide a more detailed breakdown by restaurants, grocery stores, and at the festival. This breakdown is summarized in the following sections.

**Restaurants**

Riverfest visitors were asked to estimate the dollar amount they expected to pay for eating at local restaurants. A total of 168 responses were obtained, and they ranged from $5.00 to $600.00 with an average expenditure of $74.71 and a total dollar amount of $12,551.00 being reported.
**Grocery Stores**

The estimated dollar amount expected to be spent at grocery stores ranged from $5.00 to $400.00. The average dollar amount was $60.12 (for 65 responses) and the total dollar amount was $3,908.00.

**Festival**

The average expected expenditures on Riverfest ranged from $5.00 to $800.00. A total of 545 responses were collected with an average amount of $70.61 and a total dollar amount of $38,484.50.

**Fuel Costs**

Respondents were asked to estimate their fuel expenditures while in Little Rock for Riverfest. The responses ranged from $0.30 to $400.00 with an average of $28.88 (from 442 total responses) and a total dollar amount of $12,763.09.

**Retail Shopping**

Of all the surveyed visitors, 126 responded with an estimated expenditure on retail shopping goods. These estimates ranged from $2.00 to $450.00 with an average of $60.31 and the total reported dollar amount equaling $7,599.00.

**Festival Merchandise**

The estimated dollar amount expected to be spent on festival merchandise ranged from $2.00 to $425.00 with 198 total responses. The average expenditure was reported to be $35.84 and the total dollar amount reported was $7,097.00.
Other Expenditures

Twenty-eight surveyed visitors reported “Other” expenditures ranging in price from $9.00 to $100.00. The average expenditure was $36.45 and the total dollar amount reported was $1,020.50. “Other” expenditures reported included ferris wheel, Clinton Library, button, and tattoo.
### Visitor Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Face-to-Face Interview</th>
<th>Online Survey</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent</td>
<td>Frequency</td>
</tr>
<tr>
<td>Male</td>
<td>271</td>
<td>45.2</td>
<td>86</td>
</tr>
<tr>
<td>Female</td>
<td>328</td>
<td>54.8</td>
<td>218</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
<td><strong>100.0</strong></td>
<td><strong>304</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Face-to-Face Interview</th>
<th>Online Survey</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent</td>
<td>Frequency</td>
</tr>
<tr>
<td>18 to 24</td>
<td>110</td>
<td>18.4</td>
<td>68</td>
</tr>
<tr>
<td>25 to 44</td>
<td>320</td>
<td>53.4</td>
<td>166</td>
</tr>
<tr>
<td>45 to 64</td>
<td>156</td>
<td>26.0</td>
<td>69</td>
</tr>
<tr>
<td>65 or older</td>
<td>13</td>
<td>2.2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
<td><strong>100.0</strong></td>
<td><strong>304</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/Ethnic</th>
<th>Face-to-Face Interview</th>
<th>Online Survey</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent</td>
<td>Frequency</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>359</td>
<td>59.9</td>
<td>265</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>161</td>
<td>26.9</td>
<td>23</td>
</tr>
<tr>
<td>Hispanic/Latino American</td>
<td>21</td>
<td>3.5</td>
<td>4</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>16</td>
<td>2.7</td>
<td>6</td>
</tr>
<tr>
<td>Indian/Native American</td>
<td>10</td>
<td>1.7</td>
<td>3</td>
</tr>
<tr>
<td>Eskimo/Aleutian</td>
<td>3</td>
<td>0.5</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>20</td>
<td>3.3</td>
<td>3</td>
</tr>
<tr>
<td>No Answer</td>
<td>9</td>
<td>1.5</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
<td><strong>100.0</strong></td>
<td><strong>304</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Face-to-Face Interview</th>
<th>Online Survey</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent</td>
<td>Frequency</td>
</tr>
<tr>
<td>Less than 12th</td>
<td>27</td>
<td>4.5</td>
<td>12</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>141</td>
<td>23.5</td>
<td>57</td>
</tr>
<tr>
<td>Some College/VoTech</td>
<td>160</td>
<td>26.7</td>
<td>103</td>
</tr>
<tr>
<td>Associates Degree</td>
<td>56</td>
<td>9.4</td>
<td>40</td>
</tr>
<tr>
<td>Bachelor Degree</td>
<td>128</td>
<td>21.4</td>
<td>61</td>
</tr>
<tr>
<td>Masters Degree</td>
<td>75</td>
<td>12.5</td>
<td>27</td>
</tr>
<tr>
<td>Doctorate Degree</td>
<td>12</td>
<td>2.0</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
<td><strong>100.0</strong></td>
<td><strong>304</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Face-to-Face Interview</th>
<th>Online Survey</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000 or less</td>
<td>130</td>
<td>21.7</td>
<td>50</td>
</tr>
<tr>
<td>$25,001 to $50,000</td>
<td>192</td>
<td>32.1</td>
<td>110</td>
</tr>
<tr>
<td>$50,001 to $75,000</td>
<td>127</td>
<td>21.2</td>
<td>67</td>
</tr>
<tr>
<td>$75,001 to $100,000</td>
<td>61</td>
<td>10.2</td>
<td>41</td>
</tr>
<tr>
<td>Greater than $100,000</td>
<td>75</td>
<td>12.5</td>
<td>36</td>
</tr>
<tr>
<td>No Answer</td>
<td>14</td>
<td>2.3</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
<td><strong>100.0</strong></td>
<td><strong>304</strong></td>
</tr>
</tbody>
</table>

Source: IEA Riverfest Survey 2009

Table 3: Visitor Demographics
Figure 2: Frequency Distribution of Visitor Demographics - Gender

Figure 3: Frequency Distribution of Visitor Demographics - Age
Figure 4: Frequency Distribution of Visitor Demographics - Race/Ethnicity

Figure 5: Frequency Distribution of Visitor Demographics - Education
Figure 6: Frequency Distribution of Visitor Demographics - Total Household Income
**Visitor Companions**

An overwhelming majority (87.3%) of the Riverfest visitors surveyed indicated that they arrived with others. Of the visitors arriving with others (n=523), approximately thirty percent (29.7%) reported one companion and sixteen percent (16.2%) was reported for both two and three companions. Visitors who were not attending alone indicated that seventy-four percent (74.0%) had immediate family members present with them. One hundred forty-five respondents indicated a family member under the age of 10 years.

**Visitor Comments**

All respondents were given the opportunity to provide comments on their opinions and perceptions of how Riverfest could be improved. Comments were collected from the respondents. The following are comments arranged by topic answering the question “Do you have any comments about how we could improve this festival or future Riverfest festivals?”
TOO EXPENSIVE

1. Lower the entry fee.
2. Lower ticket prices.
3. Lower food prices.
4. Tickets and food too high!
5. Cheaper prices.
6. Price needs to come down.
7. It could be free.
8. Cheaper beer.
10. Lower the prices on alcohol.
11. $12.50 for buttons and you’re doing great.
12. Lower the prices of food!
13. Make the food cheaper!
14. Make Riverfest cheaper!
15. Lower the ticket prices!
16. More activities and free stuff.
17. Lower food prices.
18. Go cheaper on food!
19. Reduce prices.
20. Go cheaper on food!
21. The food needs to be cheaper.
22. Decrease the price of food!
23. Food too expensive.
24. Go cheaper on food!
25. Lower the ticket prices for food!
27. Lower the ticket amounts.
28. Prices on food and admittance should be lowered. Have family packets available.
29. Cheaper tickets.
30. Less pricey food.
31. Make the entrance free.
32. Make it free to the public.
33. Lower prices.
34. The prices are outrageous.
35. Cheaper beer.
36. Food prices.
37. Prices are too high.
38. Cheaper tickets.
39. Lower ticket prices.
40. Lower food prices.
41. Lower food prices.
42. Cheaper beer.
43. Lower prices on food and beverages.
44. Alcohol prices need to be low.
45. Make it free!
46. Don’t like paying to come in.
47. More affordable food.
48. Make it cheaper.
49. Everything spread out too far.
50. Spread too far apart/too segmented.
51. Improve the cost of everything.
52. Costs too much.
53. Weekend and day passes to save money.
54. Cheaper admissions and cheaper food.
55. Lower admission and food prices.
56. Cheaper admission.
57. Expensive food.
58. Lower admission prices.
59. Less pricey food.
60. Lower the price on the food.
61. Lower the prices.
62. Admission too high.
63. Make Riverfest cheaper.
64. Pricing on food and drinks are too pricey.
65. Food prices too high.
66. Cheaper food.
67. Food is expensive.
68. Lower prices.
69. Lower prices of coupons.
70. Too expensive.
71. Lower prices for admission.
72. Lower prices.
73. Drop $1.00 off the beer.

MUSICAL ACTS

1. Variety of music, more Blues, R&B.
2. Better acts.
5. More diversity of acts (i.e. pop, hip-hop).
7. Bring more well-known acts for entertainment.
8. Not enough diversity in the entertainment sector.
9. Get better music.
10. Less rock more instrumental.
11. Bring different acts such as hip-hop, R&B, and combine Juneteenth and Riverfest.
12. Bobby Brown should have been Saturday night.
14. Bring acts that appeal to ALL groups (races, nationalities, etc.). Seems only to cater to white population only.
15. Ask more people “entertainment wise.”
17. Diversity in the acts; have more ethnic groups.
18. Greater variety of music entertainment.
20. Like to Hammer (MC)!
22. More entertainment.
23. Bring ZZ Top back.
25. More acts for more people.
22. Better than expected.
23. Keep supporting the event.
24. Enjoys the new area with Riverfest.
25. Continue expanding.
27. No improvements.
28. Price is reasonable.
29. Music is pretty good.
30. I like that they have half price tickets.

GETTING AROUND IN RIVERFEST

1. More directions are needed other than map. More signs.
2. Widening the streets, the streets are crowded.
3. Put out map stations like at malls.
4. All should be off one way street for those walking.
5. Need to put signs on corners to let people know where stages and attractions are located.
6. Elderly transportation, handicap accessible.
7. Need to provide transportation for elderly people.
8. Better access from Little Rock to North Little Rock sides of Riverfest.
9. Improve traffic congestion near the headliners.
10. More signage and directions.
11. Escalators.
12. Have more signage with directions of how to get from Little Rock to the North Little Rock side.
13. More frequent transportation across the bridge.
14. Let bicyclists bring bikes in.
15. Make the festival more accessible for the blind.
16. The construction is blocking from getting to the river.
17. Better transportation.
18. Let people ride bikes or bike to gate and not close the river trail.
19. A little more spread out than last year.
20. Getting more spread out. Wished there were small carts to ride in.
21. The musical stages are too far apart.
22. Open Riverfest to bicyclists – have a biking parking area.
23. More shuttles.
24. Too far apart from one area to another area.
25. More organized entrances.
26. Make the booths closer.
27. Do not expand to Clinton; just have more attractions on one side.
28. Stages closer together.
29. Way too many carts.

WEATHER

1. Lower the temp.
2. Special order the weather.
3. Know they can’t control the weather.
4. It rained. Check the forecast.
5. Weather is bad!
6. Stop the rain.
7. Fix the weather.
8. Move it to June, for weather purposes.
9. Make sure it doesn’t rain.
10. Schedule it in June.
11. Have it when it’s not raining.
12. Rain.
13. Talk to weatherman.
14. Better weather predictions because it’s affecting the crowd.
15. Schedule around the rain.
16. Schedule it on a different weekend.
17. Weather.
18. Keep away the rain.
19. Avoid rain.
22. Weather conditions.
23. No rain.
24. Keep rain away.
25. Better weather
26. Less rain.
27. Rain is bad.
28. Get rid of the mud.

PARKING

1. Parking improvements.
2. Better parking.
3. More parking and free ones (parking).
4. Need better parking.
5. Don’t block unnecessary streets and parking lots.
7. Get to the park faster other than trolley from any parking lot.
8. Parking sucks.
9. Cheaper parking and more parking in Little Rock.
10. Better transportation and better info on parking.
11. Coordinated parking.
12. Shuttles from parking lots.
15. Parking.
17. Better information regarding parking.
19. Parking—should have specified parking area.
20. Reserved parking for vendors because they take up parking that can be used for public.
22. Free parking!
23. Improve parking.
24. Improve parking.

FOOD & BEVERAGE (OTHER THAN PRICE)

1. Cater more to gluten-free lifestyles.
2. More than one food vendor in various areas.
5. Need McDonalds.
7. Wants more restaurants.
8. Better food variety (ethnic, other cuisines).
10. Vegetarian/international food.
11. Mustard should be Dijon.
12. Vegan food choices.
13. More long neck bottles!
15. Broader food range.
16. Equal distribution and variety of food groups on all sides.
17. More beer stands.
18. More vendors.
20. Allergic to Coca-Cola drinks.
21. Vendors need to be more polite.
22. Vendors need to be present all three days.

ARRANGEMENTS AT STAGES

1. Big screens so you can see the concert.
2. Separate the standing and the sitting at the concerts.
3. Make sections at concerts for chairs only and sections for people standing.
5. Better seating for the concerts.
6. Stage setting for concert did not promote good visibility, even though it was a large concert attendance.
7. Chairs are a hazard at staging area.
8. Chairs in concert area need to be removed.
9. Mud in the stage areas is not good.
10. Seating for stage; don’t agree with chairs-(BYOC-Bring Your Own Chairs).
11. Address visibility for everyone to see concert and list performances on a sign or stage.
12. Too many chairs at stage; should not be allowed.
13. Can’t see performance. Too many tickets sold for amount of space.
14. No chairs around stage area.
15. No lawn chairs, blankets, more security.
16. Better visual for stage.
17. More room needed at stage. No room to move.
18. Stage needs to be pulled back. People are being stepped on.
19. More staging area.
20. Mud by stage.

CHILDREN & FAMILIES

1. More children activities. Lower food prices.
2. More photography booths for family to take pictures.
3. Have more kid activities on the Little Rock side.
4. More kid activities.
5. More diversity. Rock climbing and bungee jumping (kid’s area) on both sides.
6. Have inside children’s activities.
8. More children’s areas.
9. Not as much in children’s areas this year.
10. More entertainment; more rides for the kids.
12. Kid’s area more animated.
13. Cheaper drinks for kids.
15. Make it more family-friendly all day.
16. Love family benefits.
17. More family friendly, non-alcohol.
18. Don’t have alcohol served.
19. Quit selling beer.

ACTIVITIES

1. More water activities.
2. Parties on the river.
3. Crafts for adults.
5. More activities.
7. Different cultures.
8. All activities are not the same. Bungee jump activity is free at North Little Rock location and $6.00 at Clinton location.
10. Dog show was good.
11. Need more rides.
13. There weren’t a lot of arts and crafts.
14. Variety of things to do.
15. Bargain table, more shopping variety, more stuff—vendors sell some merchandise.

17. Less talking at Frisbee Dogs.

PROTECTION FROM & PLANNING FOR THE ELEMENTS (RAIN)

1. Don’t close everything when it rains.
2. Don’t cancel shows due to rain.
3. Performances should not stop because of the rain.
4. Different schedules to avoid rainout.
5. More tents.
7. Put up more tents just in case of bad weather.
8. Have places to get out of the rain.
9. More tents because of consistent rain.
10. Want a vendor with umbrellas.
12. Sell umbrellas; could even do the cool ones that look like hats.
13. More tarps to keep customers dry.
14. Cover it up. No umbrellas.
15. Full tent from Little Rock to North Little Rock so none gets wet.
16. More pavilions, more covered areas for eating and sitting, and rentals of large umbrellas.
17. Tarp everything.

NORTH LITTLE ROCK SIDE

1. Bring entertainment back to the North Little Rock side.
2. Add more on the North Little Rock side.
3. Bring more to the North Little Rock side.
4. Keep Budweiser stage in North Little Rock.
5. North Little Rock side needs more stuff.
7. Put two stages on the North Little Rock side.
8. Invest more in infrastructure on the North Little Rock side.
9. Need to build amphitheater in North Little Rock.
10. Bring more activities to North Little Rock.
11. Get more stuff on the North Little Rock side.

PORTA-POTTIES & RESTROOMS

1. More porta-potties.
2. More bathrooms are needed!
3. Need lights in the portable potties.
5. Add more porta-potties.
6. REAL bathrooms.
7. More bathrooms.

**CLINTON LIBRARY LOCATION**

1. Need more stuff at Clinton Library location.
2. Keep the Clinton Library zone and good acts.
3. Liked the new Clinton location.
4. Clinton area is phenomenal.
5. Transportation to Clinton Library.
6. Likes expansion to Clinton. Doesn’t feel like you’re on top of everyone.
7. Likes expansion to Clinton Library.
8. Clinton stage too crowded. Not enough space. Unable to see acts on stage.
9. Likes expansion to Clinton Library area.

**SAFETY & LAW ENFORCEMENT**

1. The law enforcement is great!
2. Cops on horseback are dangerous.
4. Saw more fights this year than ever. It was horrible and getting worse.
5. Don’t sell alcohol to drunks.
6. Quit calling security for sliding down a hill.
7. Everyone should wear clothes.
8. Need more space for people. Need more land because this is a fire hazard.
9. Under-18 needs parent/guardian at all times.

**TRASH & RECYCLING**

1. Constantly pick trash up.
2. Clearing of tables for eating.
3. Trash bins too far and too much trash.
5. More recycle stands for can collectors.
6. Glad to see recycling centers.
7. Excellent “green” theme. Good to see recycling.

**TICKETS**

1. The tickets are weird.
2. Take tickets at the gate.
3. Buttons and tickets should be located at the same booth.
4. Availability to get tickets at a discount at other vendors.
5. More tickets.

**FREE WATER**

1. Free water.
2. Free water.
3. Areas for free drinks.
4. Get more water stands and more free water.

**NO SMOKING**

1. Ban smoking!
2. No smoking!
3. Non-smoking.
4. No smoking within gates – no illegal smoking.

**RIVERBUCKS**

1. Get rid of riverbucks.
2. Riverbucks suck.
3. More places to buy riverbucks.
4. No longer have to pay with coupons if coupons are $1.00 each; just pay with cash.

**ALLOW PEOPLE TO BRING IN STUFF**

1. Would like to bring coolers and sandwiches.
2. Bring in ice chest and pay a charge!
3. Allow people to bring pets.

**SEATING**

1. More seat availability.
2. More seats for adults at teenage activities.
3. Wants more sitting near food.

**MARKETING**

1. TV ad was awful.
2. Flyers need to be more customer friendly.
3. Wants more notification on volunteering.

**MISCELLANEOUS COMMENTS**

2. Spread it out so there are not a lot of tents.
3. Rather Little Rock to sponsor.
4. Seems commercial.
5. Have a hanging.
6. Adult size tank tops.
PART TWO - Riverfest 2009: An Economic Impact Study

Introduction

Riverfest is the largest single event in the state of Arkansas. Its mission is to produce a quality, recreational, cultural, educational as well as family-oriented celebration of the visual and performing arts for the benefit of the community.

A festival such as Riverfest 2009 impacts not only the social and recreational but also the economic and institutional development of a city. Along with the tangible impacts of Riverfest such as its financial contributions to the community and the redevelopment of downtown Little Rock, there are several intangibles associated with the festival. Such intangibles include the promotion of community integration, the creation of a sense of civic pride, and the increase of the quality of life in the area. This impact study limits itself to the tangibles and the economic impact of expenditures made by visitors to Riverfest 2009.

The purpose of the present study is to analyze and present the economic impact of Riverfest 2009 on the economy of Pulaski County. In particular, the study identifies and quantifies the major expenditures made by visitors to Riverfest of 2009, both at the festival and outside the festival.

Moreover, the study addresses the economic growth potential of visitors to Riverfest 2009 as distinct from the total impact of visitors. The economic growth impact of the visitors is the value of the goods and services created by visitor expenditures at the festival. In order to identify this growth potential, expenditures funded from outside Pulaski County must be identified. It is crucial to understand that not all expenditures can be counted when evaluating the economic growth impact. Thus, only those expenditures from sources outside the community can be counted and are relevant to determine the economic growth potential of visitors. On the other hand, expenditures from sources
inside the community are solely a redistribution of expenditures within the community, and in
general, have no net economic impact. Rather, these expenditures represent a transfer of resources
and economic impacts from one economic sector to another.

A major data source for this impact study is the Riverfest Festival 2009 Visitor Survey. The
expenditure section of the survey asked visitors how much money they intended to spend in Little
Rock during the festival on hotels/motels, food and beverages, fuel, retail shopping, festival
merchandise, and other goods and services. Due to the lack of information on whether the visitors’
expenditure potential was realized, this impact analysis must be interpreted in terms of expenditure
intentions rather than actual expenditures.

The Economic Impact of Riverfest 2009: General

Expenditures in an economy generate a series of economic effects, including direct, indirect,
and induced effects. Direct effects are the portion of visitors’ expenditures spent by the tourism
sector for all the inputs necessary to provide goods and services. For instance, a visitor to Riverfest
spends X dollars at a hotel. Then X dollars is the direct effect of his expenditures. The hotel in turn
spends a portion of the initial expenditure on inputs required to run the hotel business (electricity,
maid service, room service, and so forth), and this business will also purchase additional inputs.
Even though some of this hotel’s interindustry spending will occur outside the county, the portion
that is spent within the county contributes to the economy. Hence, the impact of this interindustry
spending which is a consequence of the visitor expenditures is called the indirect effect. Individuals
or firms within the county earn additional income through the indirect effect and in turn spend
portions of it in the county. This effect is termed the induced effect of the initial expenditures. The
total impact of Riverfest on the economy is the sum of direct (visitor spending), indirect (hotel
spending) and induced (consumption) effects. Likewise, direct jobs are jobs supported by direct
expenditures, while *indirect* and *induced* jobs are those supported by *indirect* and *induced* expenditures.

To estimate the total economic impact of Riverfest 2009 we used the IMPLAN™ economic impact model[^1], which estimates the total income generated in the county economy, including *direct*, *indirect* and *induced* income, and the number of jobs in the county economy supported by this level of visitor spending.

[^1]: Minnesota IMPLAN Group Inc., Stillwater, MN; www.IMPLAN.com
**Summary of Findings**

Based upon reported admissions data, the total number of admissions at Riverfest 2009 was 82,040. Since the average group size was 2.88, approximately 28,486 groups attended the festival this year.

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2005</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Admissions</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giveaways</td>
<td>5,000</td>
<td>8,905</td>
<td>10,000</td>
</tr>
<tr>
<td>Presale</td>
<td>19,620</td>
<td>50,000</td>
<td>63,176</td>
</tr>
<tr>
<td>On-site</td>
<td>41,400</td>
<td>22,358</td>
<td>7,694</td>
</tr>
<tr>
<td>Online</td>
<td>1,170</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>66,020</td>
<td>81,263</td>
<td>82,040</td>
</tr>
<tr>
<td><strong>Average Group Size</strong></td>
<td>3.27</td>
<td>4.05</td>
<td>2.88</td>
</tr>
<tr>
<td><strong>Number of Groups</strong></td>
<td>20,189</td>
<td>20,081</td>
<td>28,486</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giveaways</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presale</td>
<td>$3.00</td>
<td>$7.50</td>
<td>$12.50</td>
</tr>
<tr>
<td>On-site</td>
<td>$5.00</td>
<td>$15.00</td>
<td>$25.00</td>
</tr>
<tr>
<td>Online</td>
<td></td>
<td>$20.00</td>
<td></td>
</tr>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giveaways</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presale</td>
<td>$58,861</td>
<td>$375,000</td>
<td>$789,698</td>
</tr>
<tr>
<td>On-site</td>
<td>$207,000</td>
<td>$335,370</td>
<td>$192,351</td>
</tr>
<tr>
<td>Online</td>
<td></td>
<td>$23,401</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$265,861</td>
<td>$710,370</td>
<td>$1,005,450</td>
</tr>
</tbody>
</table>

Table 4: Admissions & Ticket Sales to Riverfest 2000, 2005 & 2009

As shown in the graph below, there is only a slight increase in total admissions from 2005. Furthermore, the graph shows two significant trends. From 2000 through 2009, there has been a steady increase in presale admissions. While presale admissions accounted for 30% of total admissions in 2000, 77% of total admissions is attributed to presale in 2009. On the contrary, there is a major decreasing trend in on-site admissions. Hence, 63% of total admissions were on-site in 2000, while only 9% of total admissions account for on-site sales in 2009. In 2009, weather conditions on the Sunday of the festival reduced the crowds by a substantial amount and possibly reduced on-site...
sales substantially as well. As for giveaways, there is a slight increasing trend occurring in the three years addressed. Since online admissions were initiated this year, there is no historical trend explaining the movement of online admissions.

Table 4 also shows another interesting trend occurring. While there are considerable variations in both the average group size and the number of groups in 2000, 2005, and 2009, we can see varying developments for both items in the year 2009. From 2005 to 2009, the average group size decreased from 4.05 to 2.88, thus representing a decrease of 71%. During the same time period, the number of groups increased by 42%, from 20,081 to 28,486. A possible conclusion is that increasing numbers of visitors to Riverfest tend to attend the festival in smaller groups. Based on our findings from the Riverfest Visitor Survey of 2009, 523 (87%) respondents indicated that they were attending the festival with others. Out of those respondents, 326 (62%) reported that they attended Riverfest 2009 with three or less than three people. Thus, there is evidence that there is a decreasing trend in the average group size.
In addition to admissions data, Table 4 shows the different price levels for the years 2000, 2005, and 2009. As presented by the graph below, prices for both presale and on-site admissions have steadily increased over the time period addressed. The higher admission prices appear not to have adversely impacted admissions.
Moreover, Table 4 gives a summary of the revenue data for years 2000, 2005, and 2009. There is an overall increase of total revenues for the time period. This steady increase is mainly attributed to the considerable increase in revenues from presale admissions. Thus, presale revenue accounted for 22% of the total revenue in 2000, whereas, in 2009, it accounted for 79% of the total revenue. Unlike revenue generated from presale admissions, revenue from on-site admissions experienced a steep decline from 2000 to 2009. In 2000, revenue from on-site sales was approximately 78% of the total revenue. In 2009, however, it dropped to 19% of the total revenue. Revenue from online sales is $23,401 and accounts for 2% of the total revenue for 2009.
Figure 9: Revenues Riverfest 2000, 2005, & 2009

Table 5 shows a summary of the number of days visitors planned to attend the festival. The summary is for the years 2000, 2005, and 2009. Since 2000, there has been a slight increase in the average number of days visitors plan to attend Riverfest. Likewise the number of total admissions has been increasing since 2000. From 2000 to 2005, the number of total admissions increased by approximately 23% (81,263). While this is a substantial increase, the increase recorded for the year 2009 is only marginal (0.96% or 82,040). Similarly, the total number of visits by people attending the festival has followed an overall increasing trend since 2000. The total number of visits increased by approximately 31% (174,257) in 2005. Even though an increase of 6.81% (186,131) was recorded in 2009, this increase is only minor compared to the year 2005.
<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2005</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Days</td>
<td>1,128</td>
<td>1,426</td>
<td>1,359</td>
</tr>
<tr>
<td>Total Number of Respondents</td>
<td>560</td>
<td>665</td>
<td>599</td>
</tr>
<tr>
<td>Average Number of Days</td>
<td>2.01</td>
<td>2.14</td>
<td>2.27</td>
</tr>
<tr>
<td>Total Number of Admissions</td>
<td>66,020</td>
<td>81,263</td>
<td>82,040</td>
</tr>
<tr>
<td>Total Number of Visits by People Attending Riverfest</td>
<td>132,983</td>
<td>174,257</td>
<td>186,131</td>
</tr>
</tbody>
</table>

*Sources: Riverfest Survey 2000, 2005 & 2009*

**Table 5: Number of Days Visitors Plan to Attend Riverfest**

**Figure 10: Total Number of Admissions & Visits**
Riverfest 2009: Revenue Sources

Table 6 shows the revenue sources associated with activities occurring at Riverfest 2009\(^4\). The revenue sources include beverage sales, food sales, rental fees, merchandise sales, grant funds, interest earnings, and admissions. Not all of the activities associated with these revenue sources are of the type that have an economic impact in Pulaski County Economy. This impact study focuses on revenue sources that generate a multiplier effect\(^5\) by creating other expenditures in other sectors of the economy. Riverfest expenditures that have a multiplier effect include expenditures on beverages, food, and merchandise. Such expenditures require many different types of goods and services both at the festival and in supporting businesses, which supply goods and services indirectly to Riverfest. Food space fees, artist space fees, sponsorships and grants, as well as interest earnings are transfer payments and rental payments that are redistribution types of expenditures rather than expenditures that alter the allocation of resources. As such, they do not require the economy to provide goods and services directly to Riverfest.

\(^4\) This data were provided by Riverfest, Inc.
\(^5\) Initial amount of spending leads to increased consumption spending and thus results in an increase in community income greater than the initial amount of spending.
The graph below shows itemized revenue sources for the years 2000, 2005, and 2009. From 2000 to 2009, the total revenue increased from $1,249,186 to $2,558,298; that is an increase of 49%. Part of the variation in revenues is due to missing values and the inclusion of new revenue sources. Revenues from beer for 2000, 2005, and 2009 were 15%, 30%, and 18%, respectively of the total revenue for these years. Thus, there is an increase in 2005 of 15% and a decrease in 2009 of 12%. Likewise, revenues of softdrinks/water for the time period addressed represented 6%, 8%, and 5%, respectively of the total revenues. Consequently, there is a slight increase in 2005 of 2% as well as a slight decrease of 3% in 2009. In regard to the expenditures for food, there is a considerable decrease in revenues generated from food commissions in 2005 as well as a considerable increase in 2009. In other words, revenues generated from food expenditures accounted for 25%, 5%, and 17% of the total revenue in 2000, 2005, and in 2009, respectively. Souvenir/Merchandise expenditures remained...
fairly constant throughout the period, ranging from 1% to 2% of total revenue. The decline in 2009 is likely due to weather factors.

![Figure 11: Itemized Revenues by Source](image)
Riverfest 2009: Survey Findings and Estimates of the Number of Local & Out-of-Town Visitors

<table>
<thead>
<tr>
<th>Survey Findings/Percent</th>
<th>2000</th>
<th>2005</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living in Arkansas</td>
<td>520</td>
<td>597</td>
<td>554</td>
</tr>
<tr>
<td>Residents of Pulaski County</td>
<td>351</td>
<td>366</td>
<td>316</td>
</tr>
<tr>
<td>Outside Pulaski County</td>
<td>169</td>
<td>229</td>
<td>238</td>
</tr>
<tr>
<td>Outside Arkansas</td>
<td>40</td>
<td>66</td>
<td>45</td>
</tr>
<tr>
<td><strong>Total Outside Pulaski County &amp; AR</strong></td>
<td><strong>209</strong></td>
<td><strong>295</strong></td>
<td><strong>283</strong></td>
</tr>
<tr>
<td><strong>Total AR &amp; Outside</strong></td>
<td><strong>560</strong></td>
<td><strong>663</strong></td>
<td><strong>599</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Estimate of Visitors</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living in Arkansas</td>
<td>61,305</td>
</tr>
<tr>
<td>Residents of Pulaski County</td>
<td>41,381</td>
</tr>
<tr>
<td>Outside Pulaski County</td>
<td>19,924</td>
</tr>
<tr>
<td>Outside Arkansas</td>
<td>4,716</td>
</tr>
<tr>
<td><strong>Total Outside Pulaski County &amp; AR</strong></td>
<td><strong>24,640</strong></td>
</tr>
<tr>
<td><strong>Total AR &amp; Outside</strong></td>
<td><strong>66,021</strong></td>
</tr>
</tbody>
</table>

Source: IEA Riverfest Survey 2000, 2005 and 2009

Table 7: Where the Visitors Live

To differentiate economic growth impacts of the Riverfest from total impacts, the number of out-of-town visitors needs to be estimated. Both the survey findings and the estimates of visitors are shown in Table 7. Due to the large number of respondents to the Riverfest survey of 2009, the survey findings provide reliable statistical estimators of the population of visitors to Riverfest 2009. For the 82,040 admissions to Riverfest 2009, 38,723 admissions (47.2%) were to visitors living outside Pulaski County and outside the state of Arkansas. Out of those admissions, 6,153 admissions (7.5%) were to out-of-state visitors. The dollars spent by out-of-town visitors are crucial since they increase the flow of dollars inside Pulaski County, thereby providing a short-term impetus for economic growth.

---

6 Visitors who live outside Pulaski County; Included in this group are visitors who live in Arkansas but not in Pulaski County and those who live Out-of-State.
Figure 12 shows a graphic distribution of the reported local and out-of-town visitors to the festival for the years 2000, 2005, and 2009. Two trends may be observed for this time period, that is, a steadily decreasing trend of residents of Pulaski County and a constantly increasing trend of Arkansas visitors outside Pulaski County. There are slight fluctuations of visitors outside the state of Arkansas. Similar conclusions can be derived from Figure 13 showing the estimates of visitors and residents.
Tables 7a, 7b, 7c and 7d show a more precise breakdown of the surveyed visitors to Riverfest 2009. The three major categories used to identify visitors include 1) attending alone, 2) attending in family groups and 3) attending in nonfamily groups. As shown by Tables 7c and 7d, there is a significantly higher percentage of arrivals in family groups both in Pulaski County and out-of-town. In other words, visitors to Riverfest 2009 tend to arrive with people in their immediate family.
### Table 7a: Surveyed Visitors by Type of Group

<table>
<thead>
<tr>
<th>From Question 10 and 11</th>
<th>Pulaski County</th>
<th>AR less Pulaski County</th>
<th>Out of State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of People Arrived Alone</td>
<td>51</td>
<td>17</td>
<td>8</td>
<td>76</td>
</tr>
<tr>
<td>Arrived in Family Groups</td>
<td>192</td>
<td>166</td>
<td>66</td>
<td>424</td>
</tr>
<tr>
<td>Arrived in Nonfamily Groups</td>
<td>73</td>
<td>53</td>
<td>8</td>
<td>134</td>
</tr>
<tr>
<td>Total</td>
<td>316</td>
<td>236</td>
<td>82</td>
<td>634</td>
</tr>
</tbody>
</table>

Source: IEA Riverfest Survey 2009

### Table 7b: Number of Surveyed Visitors in Groups

<table>
<thead>
<tr>
<th>From Question 10: Group Size</th>
<th>Pulaski County</th>
<th>AR less Pulaski County</th>
<th>Out of State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of People Arrived Alone</td>
<td>51</td>
<td>17</td>
<td>8</td>
<td>76</td>
</tr>
<tr>
<td>Number of Group Arrivals</td>
<td>265</td>
<td>220</td>
<td>74</td>
<td>559</td>
</tr>
<tr>
<td>Number of People in Groups</td>
<td>751</td>
<td>740</td>
<td>119</td>
<td>1,610</td>
</tr>
<tr>
<td>Total Number of People</td>
<td>802</td>
<td>757</td>
<td>127</td>
<td>1,686</td>
</tr>
<tr>
<td>Average Group Size</td>
<td>2.83</td>
<td>3.36</td>
<td>1.61</td>
<td>2.88</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>From Question 11: Family Size</th>
<th>Pulaski County</th>
<th>AR less Pulaski County</th>
<th>Out of State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Families</td>
<td>193</td>
<td>167</td>
<td>29</td>
<td>389</td>
</tr>
<tr>
<td>Total People in Families</td>
<td>455</td>
<td>425</td>
<td>61</td>
<td>941</td>
</tr>
<tr>
<td>Average Family Size</td>
<td>2.36</td>
<td>2.54</td>
<td>2.10</td>
<td>2.42</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-family Group Size</th>
<th>Pulaski County</th>
<th>AR less Pulaski County</th>
<th>Out of State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Nonfamily Groups</td>
<td>74</td>
<td>53</td>
<td>9</td>
<td>136</td>
</tr>
<tr>
<td>Total People in Nonfamily Groups</td>
<td>586</td>
<td>781</td>
<td>129</td>
<td>1,496</td>
</tr>
<tr>
<td>Average Nonfamily Group Size</td>
<td>7.92</td>
<td>14.74</td>
<td>14.33</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Source: IEA Riverfest Survey 2009

### Table 7c: Percentage Breakdown of the 634 Surveyed Visitor Groups

<table>
<thead>
<tr>
<th>From Question 10 and 11</th>
<th>Pulaski County</th>
<th>AR less Pulaski County</th>
<th>Out of State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrived Alone</td>
<td>8%</td>
<td>3%</td>
<td>1%</td>
<td>12%</td>
</tr>
<tr>
<td>Arrived in Group</td>
<td>42%</td>
<td>35%</td>
<td>12%</td>
<td>89%</td>
</tr>
<tr>
<td>Arrived in Family Group</td>
<td>30%</td>
<td>26%</td>
<td>10%</td>
<td>67%</td>
</tr>
<tr>
<td>Arrived in Nonfamily Group</td>
<td>12%</td>
<td>8%</td>
<td>2%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Source: IEA Riverfest Survey 2009

---

From Question 10 and 11

- Pulaski County
- AR less Pulaski County
- Out of State
- Total

Table 7a: Surveyed Visitors by Type of Group

Table 7b: Number of Surveyed Visitors in Groups

Table 7c: Percentage Breakdown of the 634 Surveyed Visitor Groups
<table>
<thead>
<tr>
<th>From Question 10 and 11</th>
<th>Pulaski County</th>
<th>AR less Pulaski County</th>
<th>Out of State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrived Alone</td>
<td>3%</td>
<td>1%</td>
<td>0.5%</td>
<td>5%</td>
</tr>
<tr>
<td>Arrived in Group</td>
<td>16%</td>
<td>13%</td>
<td>4%</td>
<td>33%</td>
</tr>
<tr>
<td>Arrived in Family Group</td>
<td>11%</td>
<td>10%</td>
<td>4%</td>
<td>25%</td>
</tr>
<tr>
<td>Arrived in Nonfamily Group</td>
<td>4%</td>
<td>3%</td>
<td>0.5%</td>
<td>8%</td>
</tr>
<tr>
<td>Percent of Visitors in Surveyed Groups</td>
<td>48%</td>
<td>45%</td>
<td>8%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: IEA Riverfest Survey 2009

Table 7d: Percentage Breakdown of the 1686 Visitors in Surveyed Groups

Intended Expenditures at Riverfest 2009 & Outside the Festival

Intended expenditures at the festival and outside are estimates and reflect visitors’ intentions, not actual expenditures. Table 8 gives a breakdown of the intended expenditures obtained from the survey findings according to where expenditures were made and whether the visitors were from Pulaski County or from out-of-town. Residents of Pulaski County intended to spend a total of $65,456 whereas residents from out-of-town intended to spend a total of $82,800. A graphic illustration of the intended expenditures broken down in categories is shown by Figure 14. As shown in this figure, the total intended expenditures for food and beverages account for the highest intended expenditures. In regard to the expenditures per group, intended expenditures ranged from $207, $256 and $273 for Pulaski County residents, Arkansas residents outside Pulaski County and out-of-state residents, respectively.
### Table 8: Intended Expenditures at Festival & Outside Festival

<table>
<thead>
<tr>
<th>From Question 5</th>
<th>Residents of Pulaski County</th>
<th>AR Outside Pulaski County</th>
<th>Non-AR Residents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels/Motels</td>
<td>$468</td>
<td>$5,247</td>
<td>$4,728</td>
<td>$10,443</td>
</tr>
<tr>
<td>Food &amp; Beverages</td>
<td>$27,300</td>
<td>$20,409</td>
<td>$6,771</td>
<td>$54,480</td>
</tr>
<tr>
<td>Restaurants</td>
<td>$4,862</td>
<td>$5,228</td>
<td>$2,421</td>
<td>$12,511</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>$2,801</td>
<td>$617</td>
<td>$490</td>
<td>$3,908</td>
</tr>
<tr>
<td>Festival</td>
<td>$19,831</td>
<td>$14,834</td>
<td>$3,820</td>
<td>$38,485</td>
</tr>
<tr>
<td>Fuel</td>
<td>$3,250</td>
<td>$6,653</td>
<td>$2,840</td>
<td>$12,743</td>
</tr>
<tr>
<td>Retail</td>
<td>$3,612</td>
<td>$3,261</td>
<td>$696</td>
<td>$7,569</td>
</tr>
<tr>
<td>Festival Merchandise</td>
<td>$2,806</td>
<td>$3,884</td>
<td>$407</td>
<td>$7,097</td>
</tr>
<tr>
<td>Other</td>
<td>$527</td>
<td>$275</td>
<td>$219</td>
<td>$1,021</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$65,456</strong></td>
<td><strong>$60,408</strong></td>
<td><strong>$22,392</strong></td>
<td><strong>$148,256</strong></td>
</tr>
</tbody>
</table>

**Number of Groups (Question 10):** 316 236 82 634

**Expenditure per Group:** $207 $256 $273 $234

*Source: IEA Riverfest Survey 2009*

---

**Figure 14: Intended Expenditures at Festival & Outside Festival**
Actual Versus Intended Expenditures at Riverfest 2000, 2005, and 2009

As mentioned before, the survey findings give an indication of the intended expenditures by visitors to Riverfest 2009. A comparative analysis of the actual and intended expenditures proves interesting in terms of whether festival visitors realized their expenditure intentions. Categories of actual expenditures include beer, soft drinks, food, merchandise, and miscellaneous vendors. Table 9 lists the gross revenues for these categories for 2000, 2005, and 2009.

The respondents to the Riverfest survey of 2009 indicated that they intended to spend a total of $54,480 on food and beverages with an average expenditure of $86 per group. Thus, if there were 28,486 groups visiting the festival in 2009 and each group intended to spend an average of $86, together they would have spent a total of $2,447,806 on food and beverages. Likewise, the survey indicated total intended merchandise expenditures of $7,097 with an average of $11 per group. Hence, the total estimated intended expenditures would have amounted to $318,874.

The differences between the intended and actual expenditures were 58% for food and beverages and 88% for merchandise. A possible reason for these differences may be the rainy weather conditions during the festival, which may have shortened the visitors’ stays and reduced their propensity to spend money. Regardless of the possible reasons explaining the differences in expenditures, these obvious differences indicate the need to find ways to let visitors realize their expenditure intentions and thus enhance future revenues.

The findings presented in Table 9 point out another interesting trend. Since 2000, the difference between intended and actual expenditures has been increasing constantly. Figure 15 shows a graphic comparison between the actual and intended expenditures for the years addressed as well as the ever increasing discrepancy between these two items. There is no explicit explanation what the amount representing the difference between actual and intended expenditures actually
signifies. Some suggestions for improvements derived from visitor comments may provide some insights about this difference. Visitor comments on their opinions and perceptions of how the festival may be enhanced include:

- Lower prices on food and tickets
- Provide a greater variety and diversity of musical acts
- Arrange for more signs and directions to let people know where stages and attractions are located
- Provide more shuttles and better parking
- Offer a better variety of food
- Improve seating arrangements at the concerts
- Provide more children activities
- Add more bathroom facilities.

These comments suggest that there are gaps between visitors’ comparative judgment of the festival in relation to their expectations. As a consequence, these obvious gaps provide a potential source for improvements and ways to let Riverfest visitors realize their expenditure intentions, thus reducing the difference between actual and intended expenditures.
<table>
<thead>
<tr>
<th>Riverfest 2009</th>
<th>Vendor's Actual Revenues</th>
<th>Survey's Intended Spending Per Group</th>
<th>Estimated Intended Spending</th>
<th>Difference Intended and Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td>$452,490</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soft Drinks</td>
<td>$130,728</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Income</td>
<td>$436,126</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Food and Beverages</td>
<td>$1,019,344</td>
<td>$86</td>
<td>$2,447,806</td>
<td>$1,428,462</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$38,154</td>
<td>$11</td>
<td>$318,874</td>
<td>$280,720</td>
</tr>
<tr>
<td>Misc. Vendors</td>
<td>$38,800</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,096,297</strong></td>
<td></td>
<td><strong>$2,766,680</strong></td>
<td><strong>$1,670,383</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Riverfest 2005</th>
<th>Vendor's Actual Revenues</th>
<th>Survey's Intended Spending Per Group</th>
<th>Estimated Intended Spending</th>
<th>Difference Intended and Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td>$464,416</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soft Drinks</td>
<td>$127,708</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Income</td>
<td>$75,038</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Food and Beverages</td>
<td>$667,162</td>
<td>$48</td>
<td>$966,572</td>
<td>$299,410</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$17,000</td>
<td>$12</td>
<td>$245,789</td>
<td>$228,789</td>
</tr>
<tr>
<td>Misc. Vendors</td>
<td>$132,777</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$816,939</strong></td>
<td></td>
<td><strong>$1,212,361</strong></td>
<td><strong>$395,422</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Riverfest 2000</th>
<th>Vendor's Actual Revenues</th>
<th>Survey's Intended Spending Per Group</th>
<th>Estimated Intended Spending</th>
<th>Difference Intended and Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td>$193,586</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soft Drinks</td>
<td>$75,038</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Income</td>
<td>$315,300</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Food and Beverages</td>
<td>$583,924</td>
<td>$38</td>
<td>$767,182</td>
<td>$183,258</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$28,201</td>
<td>$9</td>
<td>$181,701</td>
<td>$153,500</td>
</tr>
<tr>
<td>Misc. Vendors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$612,125</strong></td>
<td></td>
<td><strong>$948,883</strong></td>
<td><strong>$336,758</strong></td>
</tr>
</tbody>
</table>

*Sources: Tables 4, 5, and 7*

Table 9: Actual vs. Intended Expenditures at Festival
Estimated Expenditures by Out-of-Town Visitors

As explained in the introduction, only expenditures from sources outside the community, that is, outside Pulaski County, have an economic impact on the economy of the county. By contrast, expenditures from sources inside Pulaski County represent a redistribution of expenditures within the community from one activity to another, and in general, they have no net economic impact since one sector’s gain is another sector’s loss. This section takes a closer look at out-of-town visitors’ expenditures and their economic impacts on the Pulaski County economy.

Table 10 gives an outline of the estimated expenditures by out-of-town visitors broken down by visitors from Arkansas who reside outside Pulaski County and out-of-state visitors. The
The categories of estimated expenditures include restaurants, grocery stores, retail stores, merchandise, fuel, and hotel/motel. As shown in Figures 16 and 17, expenditures on restaurants, fuel, and hotel/motel account for the most expenditures by out-of-town visitors to the festival in 2009. The total expenditures (see Figure 18) for restaurants, fuel, and hotel/motel account for 21%, 26%, and 27%, respectively of the total gross expenditures from out-of-town visitors. The average spending per group, all categories for visitors from Arkansas outside Pulaski County are presented in Figure 19. Similarly, Figure 20 presents the average expenditures per group for out-of-state visitors to Riverfest 2009. Comparing the findings shown by these two figures, it can be seen that the average spending per group for restaurants, fuel, and hotel/motel by out-of-state visitors slightly exceeds the average spending by Arkansas visitors who reside outside Pulaski County.

<table>
<thead>
<tr>
<th>Visitors from Arkansas Outside Pulaski County</th>
<th>Restaurants</th>
<th>Grocery Stores</th>
<th>Retail Stores</th>
<th>Merchandise</th>
<th>Fuel</th>
<th>Hotel/Motel</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Finding</td>
<td>$5,228</td>
<td>$617</td>
<td>$3,261</td>
<td>$3,884</td>
<td>$6,653</td>
<td>$5,247</td>
<td>$24,890</td>
</tr>
<tr>
<td>Average Spending Per Group</td>
<td>$22.15</td>
<td>$2.61</td>
<td>$13.82</td>
<td>$16.46</td>
<td>$28.19</td>
<td>$22.23</td>
<td>$105.47</td>
</tr>
<tr>
<td>Number of Groups</td>
<td>28,486</td>
<td>28,486</td>
<td>28,486</td>
<td>28,486</td>
<td>28,486</td>
<td>28,486</td>
<td>170,917</td>
</tr>
<tr>
<td>% Groups from AR outside Pulaski County</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Estimated Intended Expenditure</td>
<td>$239,795</td>
<td>$28,300</td>
<td>$149,574</td>
<td>$178,149</td>
<td>$305,156</td>
<td>$240,667</td>
<td>$1,141,641</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visitors from Outside Arkansas</th>
<th>Restaurants</th>
<th>Grocery Stores</th>
<th>Retail Stores</th>
<th>Merchandise</th>
<th>Fuel</th>
<th>Hotel/Motel</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Finding</td>
<td>$2,421</td>
<td>$490</td>
<td>$696</td>
<td>$407</td>
<td>$2,840</td>
<td>$4,728</td>
<td>$11,582</td>
</tr>
<tr>
<td>Average Spending Per Group</td>
<td>$29.52</td>
<td>$5.98</td>
<td>$8.49</td>
<td>$4.96</td>
<td>$34.63</td>
<td>$57.66</td>
<td>$141.24</td>
</tr>
<tr>
<td>Number of Groups</td>
<td>28,486</td>
<td>28,486</td>
<td>28,486</td>
<td>28,486</td>
<td>28,486</td>
<td>28,486</td>
<td>170,917</td>
</tr>
<tr>
<td>% Groups from Outside AR</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Estimated Intended Expenditure</td>
<td>$109,335</td>
<td>$22,129</td>
<td>$31,432</td>
<td>$18,380</td>
<td>$128,257</td>
<td>$213,521</td>
<td>$523,054</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Out of Town Visitors</th>
<th>Restaurants</th>
<th>Grocery Stores</th>
<th>Retail Stores</th>
<th>Merchandise</th>
<th>Fuel</th>
<th>Hotel/Motel</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$349,130</td>
<td>$50,429</td>
<td>$181,006</td>
<td>$196,530</td>
<td>$433,413</td>
<td>$454,187</td>
<td>$1,664,695</td>
</tr>
</tbody>
</table>

Sources: Tables 6 and 7

Table 10: Estimated Spending by Out-of-Town Visitors
Figure 16: Visitors from AR Outside Pulaski County - *Estimated Intended Expenditures*

Figure 17: Out-of-State Visitors - *Estimated Intended Expenditures*
Figure 18: Out-of-Town Visitors: *Total Estimated Intended Expenditures*

Figure 19: Visitors from AR Outside Pulaski County - *Average Spending Per Group*
Potential Economic Growth of the Riverfest

In assessing the economic growth potential of Riverfest, the focus is placed on the amount of out-of-town visitor expenditures. These expenditures are short-term in nature, lasting only over the period of time the visitors partake in festival activities. Because of the input-output methodology used in this study, the estimates of the impacts reported here effectively assume that the festival activities continue on a reoccurring basis. Since this assumption is false, the impact results must be interpreted with a great deal of caution. A simple way to view these results is to assume that during the time frame of Riverfest, the estimated impacts represent what would happen in the economy if these contributions continued throughout the year. However, once Riverfest activities cease, the
festival’s contributions to the economy also cease. In effect, Riverfest is a temporary acceleration in the level of economic activity to that level estimated by the impact study. In reality, the Riverfest impact on the Little Rock economy has become part of the seasonal bubble or component of the business cycle in Pulaski County.

The economic impact model used to analyze the potential effects due to the spending by out-of-town visitors is an input-output model compiled for Pulaski County, Arkansas. An input-output model is a very detailed model and has been used in the previous impact studies of Riverfest. The data used to compile the input-output model are drawn from the 2006 IMPLAN Input-Output Model System (MIG, 2000). In this model, total local spending by out-of-town visitors is adjusted to reflect those monies that remain in the Little Rock economy. That is, those dollars spent in local grocery stores, with local merchants, or at gas stations are reduced to only include that portion representing the service provided by the respective retailers.

In Table 11, visitors’ expenditures are $1,664,695 as derived from Table 10. The portion of out-of-town visitor spending that remains in the local economy is called the direct impact. Table 11 shows how the $1,080,681 of direct spending by out-of-town visitors is allocated across the major industrial sectors. Of the total out-of-town visitor spending, 65% of the visitors’ expenditures were estimated to be captured by businesses in the Pulaski County economy.

The direct expenditure impact gives rise to further interindustry purchases called indirect impacts. Interindustry expenditures are necessary to provide all industries with the needed resources and services (inputs) required to fulfill the demands created by the direct expenditures. In addition, increases in industrial activities in the economy will also increase workers’ earnings. As workers

---

7 The permanence of the direct expenditures is a factor that affects the response of the economy. When direct expenditures are permanent, the economy responds by increasing its capacity to produce the needed resources and services and these interindustry purchases become a permanent part of the economy. However, when the direct expenditures are temporary, businesses adjust their overtime hours and stocks of inventories to meet the temporary demand changes. There is no need to expand their long-term capacity to meet short-term demands. In short, when the expenditure changes are permanent there are multiplier effects (ripple effect) but not when they are temporary.
spend their additional income, more goods and services will be demanded. Accordingly, there are further increases in economic activities called *induced* impacts. The sum of the direct, indirect, and induced impacts is referred to as the *total* impact.

Economic impacts can be measured by various parameters. One measure is the value of the *economic output* created directly and indirectly by out-of-town visitor spending. This is the broadest measure of economic impact. It represents the value of all business activity related to visitor spending and is estimated at $1.7 million. Another commonly presented measure of economic impact is the change in *value added*. Value added represents the payments to the factors of production (labor, capital, land, etc.). It is another broad measure but adjusts output for the cost of those things purchased in order to produce other goods and services. In other words, output as a measure of economic impact includes some “double counting” of the economic effects while value added makes an adjustment for this double counting. For Riverfest 2009, this value added is estimated to be $0.9 million. A third commonly provided economic impact measure is *labor income* (or the value of the added wages and salaries paid to workers and proprietors) estimated to be nearly $0.6 million. Finally, the *gain in employment* is a fourth commonly used measure of the economic impact. Riverfest 2009 job creation potential is 25.9 fulltime equivalent jobs annually.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Riverfest Spending</th>
<th>Total Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Spending</td>
<td>Measures</td>
</tr>
<tr>
<td>Retail trade</td>
<td>$861,378</td>
<td>Output</td>
</tr>
<tr>
<td>Accommodation &amp; food services</td>
<td>$803,317</td>
<td>Value added</td>
</tr>
<tr>
<td>Total</td>
<td>$1,664,695</td>
<td>Labor income</td>
</tr>
<tr>
<td>Capture rate</td>
<td>65%</td>
<td>Jobs</td>
</tr>
</tbody>
</table>

*Table 11: Economic Impacts of Out-of-Town Visitor Spending at Riverfest 2009 on the Little Rock Economy*
Conclusion

The object of the present report is to provide a summary of Riverfest 2009 visitor survey results as well as to analyze the economic impact of the festival on the economy of Pulaski County. In particular, the report identified the economic impacts of out-of-town visitor spending on the economy of the city of Little Rock.

Based on the survey findings and data analysis, the total visitor spending of Riverfest 2009 was $1,664,695, of which 65% were estimated to be captured by businesses in the Pulaski County economy. Moreover, visitors’ activities at the festival had the potential to create 26 new full-time jobs and generate $0.6 million in labor income. Finally, the economic impacts of out-of-town visitor spending as measured by the economic output and the value added are $1.7 million and $0.9 million, respectively.

Additionally, the reported admissions data indicated that the total number of admissions at Riverfest 2009 was 82,040, which is a slight increase from 2005 admissions. Also, for the years 2000, 2005, and 2009 there has been an overall increase of total admissions revenues, which can mainly be attributed to the increase in revenues from presale admissions. Total revenue from itemized revenue sources, such as beer, soft drinks and water, merchandize, and food income was $2,558,298. This amount represents an increase of 49% from the year 2000 and an increase of 59% from the year 2005. Finally, the total number of days visitors planned to attend the festival was 1,359. With a sample of 599 respondents, the average number of days accounts for 2.27. Based on the total number of reported admissions of 82,040, the total number of visits by people attending Riverfest 2009 was 186,131.
Appendix

While being a leader in the redevelopment of the riverfront and downtown areas, Riverfest has donated over $700,000 to various projects since its inception in 1978. The following table shows a breakdown of the financial contributions by Riverfest, Inc. to the Little Rock economy. As shown in Table 12 and Figure 21, the major financial contributions have been directed toward the Amphitheatre, the Riverfront Park, and the East Pavilion at the River Market.

<table>
<thead>
<tr>
<th>Year</th>
<th>Amphitheatre</th>
<th>Riverfront Park</th>
<th>East Pavilion</th>
<th>Riverfest Plaza &amp; Jim Sick Fountain</th>
<th>Junior League</th>
<th>North Little Rock Park Improvements</th>
<th>Playground</th>
<th>History Pavilion</th>
<th>La Petite Roche Plaza</th>
</tr>
</thead>
<tbody>
<tr>
<td>1983</td>
<td></td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1986</td>
<td>$50,000</td>
<td>$1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1987</td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1990</td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1991</td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1994</td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1996</td>
<td></td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1998</td>
<td></td>
<td>$25,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td></td>
<td></td>
<td>$30,000</td>
<td>$25,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td></td>
<td></td>
<td>$3,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$30,000</td>
<td>$20,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td></td>
<td></td>
<td>$15,000</td>
<td></td>
<td></td>
<td></td>
<td>$15,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td>Total</td>
<td>$300,000</td>
<td>$66,000</td>
<td>$175,000</td>
<td>$30,000</td>
<td>$25,000</td>
<td>$30,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

Source: Riverfest, Inc.: www.riverfestarkansas.com

Table 12: Financial Contributions by Riverfest, Inc. to the Community
Figure 21: Breakdown of Financial Contributions by Riverfest, Inc. to the Community
RIVERFEST FESTIVAL 2009 - VISITOR SURVEY

1. Is this your first time to attend Riverfest?
   • Yes (if yes, skip to question 2)  • No (if no, answer question 1a and continue with question 2)
   1a. What other Riverfests have you attended? (check all that apply)
   • 2008 Festival  • 2006 Festival  • Prior to 2005 Festival
   • 2007 Festival  • 2005 Festival

2. How did you first hear about Riverfest? (select only one response)
   • Newspaper  • Website
   • Radio  • Friends/Family/Acquaintances
   • Television  • Magazines
   • Promotional Brochures  • Other (please specify) 

3. Do you live in Arkansas?
   • Yes (if yes): What County? Zip (If Pulaski, skip to question 4)
   • No (if no): In what city and state do you reside? Zip
   (Once city & state have been recorded, continue with questions 3a-3e)
   3a. What was your primary reason for coming to the Little Rock area? (select only one response)
   • To Attend Riverfest  • To Visit Friends/Family
   • Business Reasons  • To Shop
   • To Attend Some Other Event or Convention  • Other (please specify)

3b. In terms of transportation, how did you get to Little Rock? (select only one response)
   • Private Car  • Bus  • Airline  • Other (please specify)
   3c. How much money do you estimate was spent on transportation getting to Little Rock?
   $ 

3d. Are you spending the night in Little Rock? (select only one response)
   • Yes (if yes): In a hotel/motel, with family/friends, or a camping area
   • hotel/motel  • family/friends  • camping area
   • No (if no, skip to question 4)
   3e. How many days are you planning to stay in Little Rock? (select only one response)
   • 1  • 2  • 3  • More than 3

4. How many days are you planning to attend Riverfest? (select only one response)
   • 1  • 2  • 3

5. How much money do you estimate your family will spend in Little Rock during Riverfest on...
   • Hotels/Motels (Omit if respondent is a Pulaski resident OR did not answer hotel/motel in 3d)
   • Food & Beverages
   • Fuel
   • Retail Shopping Goods
   • Festival Merchandise
   • Other 

Now, I'm going to ask a few demographic questions

6. What is your age category?
   • 18-24  • 25-44  • 45-64  • 65 or older

7. What is your race/national origin?
   • White/Caucasian  • Hispanic/Latin American
   • Black/African-American  • Asian/Pacific Islander
   • Native American/Inuit  • Other

8. What is your educational level? (highest attainment)
   • Less than 12th  • Associates Degree
   • High School Graduate  • Bachelors Degree
   • Some College or Vo-Tech  • Masters Degree

9. Which of the following categories represents your total family income before taxes last year?
   • $25,000 or less  • $25,001 to $75,000
   • $75,001 to $100,000

10. Are you attending the festival alone or did you arrive with others?
    • Attending alone (If attending alone, skip to question 12)
    • Arrived with others (If arrived with others): How many others (not including yourself)?
    • 0  • 1  • 2  • 3  • 4  • 5  • More than 5

11. How many people in your immediate family are with you today (not including yourself)?
    • 0 (if 0, skip to Q12)  • 1  • 2  • 3  • 4  • 5  • More than 5

11a. How many immediate family members are under the age of 10?
    • 0  • 1  • 2  • 3  • 4  • 5  • More than 5

Finally, a few questions regarding your thoughts about this festival

12. How would you rate the overall quality of Riverfest 2009?
    • Excellent  • Good  • Fair  • Poor

13. How would you rate each of the following feature attractions of this year's Riverfest?
    • Music Entertainment:  • Visual Art:  • Children's Area & Entertainment:  • Food:
      • Excellent  • Good  • Fair  • Poor

14. Do you have any comments about how we could improve this festival or future Riverfest festivals?
    ________________________________________________________________