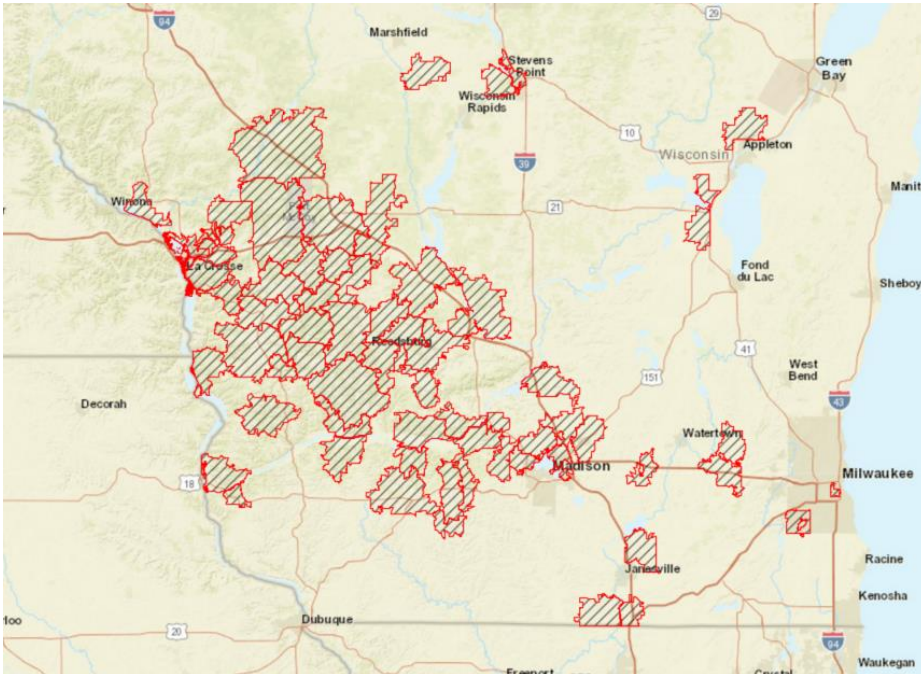
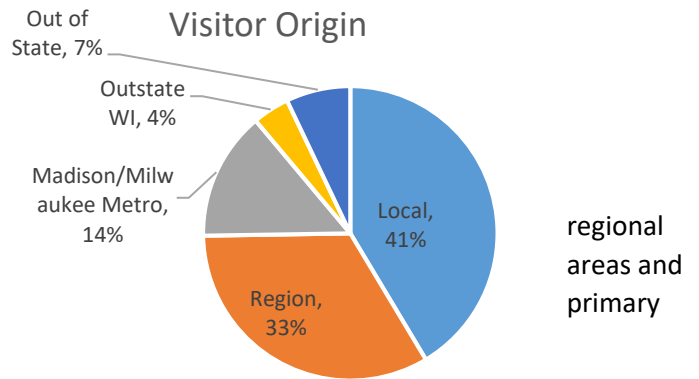


2017 KVR Winter Festival Event Impact Summary

Attendance & Demographics

Total Attendees: Over 700

Geographic Reach: 74 unique zip codes, including broad representation as well as strong attendance from outlying out of state visitors, as shown in the graph at right. The attendance area is illustrated in the map below.



Demographic Mix: Attendees included 45% couples and the majority of remaining visitors were families or groups of individuals. Based on social media engagement, women aged 35-44 represented the target demographic for this event, representing 14% of page likes. This is not surprising given the family-oriented nature of the event. However, interest was strong from all groups aged 25-65, with women representing twice as much activity in each age group. Women aged 55-64 also indicated strong interest in the event, although fewer of this group engaged with event marketing.

Experience: Based on a survey of 20 visitors, the average group participated in 6 events during their event visit. Nearly half (45%) heard about the event through Facebook, with 15 percent each indicating that radio, direct email or other online promotions were their primary point of contact. All visitors had generally positive feedback on the event, with a few constructive feedback for event layout and scheduling to improve future year activities.

Economic Impact

Direct Impact: Direct spending associated with the event represented \$20,000 in economic activity. **Indirect Impact:** Including ancillary spending (lodging, dining and retail sales), tax collections and the value of volunteer labor, the event generated an additional \$52,000.

Total Combined Impact: Using regional multipliers which indicate the degree to which local spending remains in the economy, the total direct and induced economic impact for the La Farge & Ontario area from the one-day Winter Festival was \$94,000.