

Tourism as a Retention, Expansion and Recruitment Strategy

UNIVERSITY OF MINNESOTA
EXTENSION

MCRSA/IMPLAN 2012 Conference
Bloomington, Minnesota
June 7, 2012

Bruce Sorte, Community Economist
OSU Extension Service & Rural Studies Program
Phone: 541.737.1403
Email: bruce.sorte@oregonstate.edu

OSU
Oregon State
UNIVERSITY

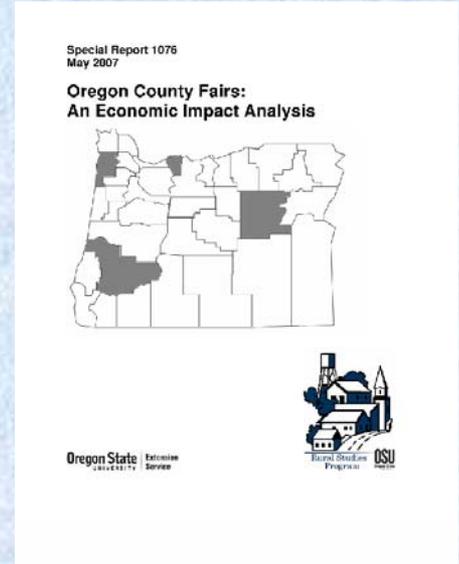
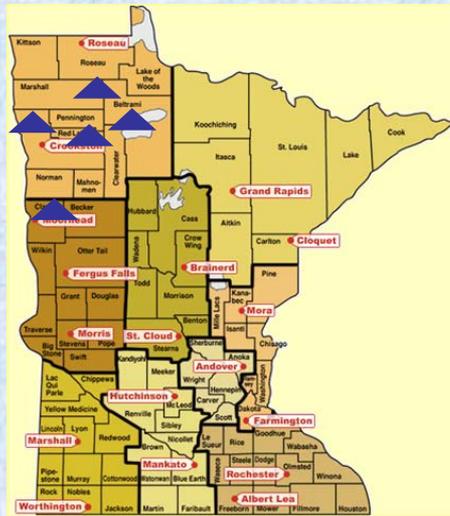
**Rural
Studies
Program**

Today

- Describe an approach for analyzing community events and tourism
- Review a summary of findings from studies in Oregon and Minnesota
- Compare traditional and extended analyses of community events and tourism
- Questions

Events

- Oregon County Fairs
- Minnesota Fairs and Festival
- Analysis of the potential economic impacts of an event coordinator in Pendleton, Oregon



What determines economic effects?

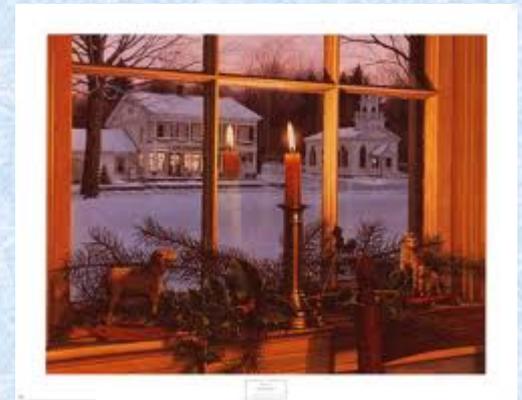
UNIVERSITY OF MINNESOTA
EXTENSION

- Exports
- Import substitution – backward and forward linkages/multipliers
- Economic infrastructure – amenities, facilities, workforce, safety and stability of community
- Social capital

A candle in the window

There is a candle in the window. As much as ever we need safe and festive ground where we can publicly communicate our own individuality and safely scrutinize each other's qualities as well as inherent differences in peaceful gatherings. Local communities need an opportunity to showcase themselves to each other and to see evidence of how their individual experiences add to their whole community's identity and character. In other words we need fairs.

Sharon Jensen in Agricultural Fairs in America: Tradition, Education, Celebration 2000. Julie A. Avery (Ed.).



Approach

- Representative sample
- Quantitative and qualitative research
 - fair manager and staff
 - businesses
 - vendors
 - attendees (interviews, license plates, secondary data)
- Run the footprint (all) and impacts (out-of-zip code) to get a range
- Estimate by percentage (~25%) or discuss in narrative the import substitution related to resident attendance
- Project other basic sector effects that might be attained through fairs and events

Questionnaire (for reference later)

Fair Survey

Describe the survey per the script emphasizing that it is anonymous and they can pass on any question.

Interviewer _____ Date _____ Time _____

1. Have you been to the fair before? ___ Yes ___ No
2. If you have attended before what was the last year you attended the fair? _____ Year
3. How many years have you attended the fair? _____ Years
4. About how long do you intend to be at the fair today? _____ Hours
5. How many days will you attend the fair this year? _____ Days
6. Where did you hear about or get information for the fair? (check all that apply)
____ Newspaper ___ Friends ___ Internet ___ Previous visit ___ Radio
____ TV ___ Flyer or direct mail ___ Other (please describe):
7. Please rank the top three activities that you enjoy at the fair using 1 as the highest. I will read them all to you first.
____ Parade ___ Free entertainment ___ Food & Beverages
____ Carnival Rides ___ Exhibits ___ Demo Derby
____ Kids Activities ___ Paid Entertainment ___ Booths
8. Who was the biggest influence on why you came to the fair? (check one)
____ You ___ Children ___ Spouse ___ Friend or relative ___ Other (please describe):
9. Who came with you today? Please tell us how many people in each category.
____ Alone ___ Spouse ___ Children ___ Friends ___ Organized group
10. Approximately how much money do you plan to spend on each of these items below?
\$ ___ Crafts \$ ___ Food & Beverages \$ ___ Rides \$ ___ Event tickets
\$ ___ Shopping in Bagley \$ ___ Gasoline in Bagley \$ ___ Accommodations
\$ ___ Other (please describe):

Questionnaire (for reference later)

11. If you were not attending the fair what would you be doing?
 Staying home
 Attending another event or shopping in your community
 Attending another event or shopping in a place away from your community
12. What changes could the Clearwater County Fair Board make that might motivate you or others to attend more than one day?
13. Do you intend to return to Bagley in the next 12-months for another event or shopping?
 Yes No Could you give an example of why you might return?
14. What change in Bagley might cause you to return more frequently?

Please remember you can pass on any questions that you do not wish to answer.

15. Are you? Female Male
16. What age range are you in? younger than 18 18-30 31-45 46-60 60+
17. What is your zip code? _____ zip code
18. Approximately how much do you usually spend on activities like dining out or shopping for items that are not necessities during a month?
 <\$25 \$25-50 \$51-100 \$101-\$200 \$200
19. What is your racial/ethnic background (check all that apply)?
 Caucasian/White American Indian African American/Black Asian Latino
20. Do you have any other comments or suggestions?

THANK YOU! Here is a sticker to show that you helped with our study.

Numbers – Statewide Oregon

Table 2. Statewide Economic Footprint¹ and Economic Impacts² of the County Fairs.

	<i>Economic Footprint (All Economic Activity)</i>	<i>Economic Impacts (New Money Attracted to the Counties)</i>
Output	\$52,081,427	\$33,734,005
Value-Added	\$28,874,392	\$19,852,686
Employment	867	649

Note: Impacts include import substitution at a 25% estimate for recreation and amusement sectors and actual sales for import substitution of products at the events (livestock, implements, etc.)

Average Adult Attendee Expenditure For the Whole Fair with Event Focus

<i>Type</i>	<i>Amount during the Fair</i>
Crafts	\$0.3
Food & Beverages	\$17.0
Rides	\$14.3
Event Tickets	\$9.0
Shopping in community	\$2.4
Gasoline	\$4.5
Accomodations	\$0.3
Total	\$47.8

Average Adult Attendee Expenditure For the Whole Fair with Community Focus

<i>Type</i>	<i>Amount during the Fair</i>
Crafts	\$3
Food & Beverages	\$21
Rides	\$17
Event Tickets	\$10
Shopping in Town	\$18
Gasoline	\$13
Accomodations	\$21
Total	\$103

Findings

- Retention
 - Accomplishing the primary goal of community celebration and building social capital within the community
 - Most attendees are from the community or region
 - Highlighting and reinforcing natural resource-based industries
 - Events are becoming more diverse, which encourages creativity in the economy
 - Sources of information – newspaper and radio were the most frequent
 - Parades, food and rides were very important as were local contests that included many community members (pet show in Middle River)
- Expansion
 - Increasing productivity - anecdotal
 - Retaining local expenditures (import substitution) for both goods and services
 - Including the whole community – parking in town and/or shuttle to town, RV opportunities and reciprocal coupons
 - Local and regional coordination of events

Findings

- Recruitment
 - Hood River high tech entrepreneurs – 1/3 recruited through an event or visit in which local folks were welcoming
 - Valuing public services class and Pendleton, Oregon Chamber Director estimating the economic impacts of an event coordinator
 - 10 events X 250 people X \$50-87 per day X 1.5 = \$375K - \$652.5K
 - 1 entrepreneur X 10 employees X \$445K output/worker X 1.34 = \$5,963K Output, \$1,500K to \$3,000K Value Added, and 24 Full & Part-time jobs

Opportunities

- Events and tourism need to focus more on retaining, expanding and recruiting outsiders for their other basic sector industries
- Mailing lists and follow-up contacts can be more valuable than all the economic activity during the event
- If you share the benefits of the event across the community with reciprocal coupons, shuttles, and RV park coordination, the event will prosper, as well as the community
- Regional coordination is critical for both the events and the basic industry initiatives
- Diversity will be the key to the future of tourism and events. Commissions and boards must reflect that diversity
- Acknowledge the public goods portion of events, fair and fairground services with public dollars, if not operating at least capital and backstop
- Test your assumptions with quick assessment surveys

Opportunities (Cont.)

- Analyze and present your data with accessible tools like Excel. Read Dr. Al Myles', Mississippi State University, NACDEP 2012 presentation at <http://www.nacdep.net/event1.php> (proceedings will be posted soon). Dr. Myles' points are important and his presentation of the data is quite effective
- You can not save your way to a sustainable and contributing event, fair or tourism strategy – focus on differentiation, building relationships and long term revenue/jobs
- Single point of contact for logistics and management, yet make everyone an event or fair or community ambassador in terms of representation and even authority
- Visit other events and fairs
- Be bold, experiment and debrief your failures

Questions

Rural Studies Program

<http://arec.oregonstate.edu/ruralstudies>



Oregon State University
213 Ballard Extension Hall
Corvallis, OR 97331
rsp@oregonstate.edu

OSU
Oregon State
UNIVERSITY

**Rural
Studies
Program**