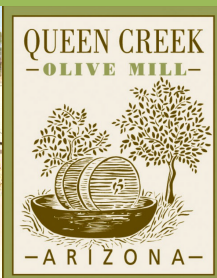


Town of Queen Creek Performing Arts and Entertainment Economic Impact Analysis



Town of Queen Creek
Performing Arts and Entertainment
Economic Impact Analysis



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1. INTRODUCTION

Attracting residents and visitors to arts and entertainment venues can have a significant economic impact on a community. These arts and entertainment venues contribute to job creation, support local business through the acquisition of goods and services, and contribute to a communities quality of life. The Town of Queen Creek is interested in understanding the economic impact that various arts and entertainment venues have on the economy within their Town and their region. ESI Corp was retained to conduct an economic impact analysis on five visitor destinations within the Town of Queen Creek. Primary research was gathered through the use of intercept surveys during the staging of key events at these five visitor venues. Survey results were tabulated and analyzed, and key findings were used in an economic model to ascertain the direct and indirect economic impact to the Town.

The five venues and the dates of the survey are noted below:

Table 1 - Intercept Surveys Conducted by Venue		
Arts and Entertainment Venue	Total Surveys	Dates of Survey
1. Schnepf Farms Pumpkin & Chili Festival	99	October 30, 2011
2. Queen Creek Performing Arts Center	105	November 23, 2011 November 24, 2011 January 6, 2012
3. Barney Family Sports Complex	86	December 17, 2011 December 19, 2011 March 31, 2012
4. Queen Creek Olive Mill	99	January 14, 2012
5. Horseshoe Park & Equestrian Center	89	November 6, 2011 January 7, 2012 February 4, 2012 March 24, 2-12 March 25, 2012

Face to face surveys were administered by a group of volunteers from the Town of Queen Creek at each arts and entertainment venue over a 5 month timeframe, resulting in a total of 478 completed surveys. Total annual attendance for these five venues combined is 1,121,130 people.¹ Based on the universe of 1.1 million people and completed surveys of 478, the margin of error for the aggregated survey responses is 4.4 percent based on a 95 percent level of confidence.

¹ Annual attendance figures provided by each arts and entertainment organization.

KEY FINDINGS

Data from the surveys was tabulated and analyzed to begin understanding the impact that these Arts and Entertainment Venues have on the Town of Queen Creek and its surrounding communities. Some of the information collected include spending patterns, lodging choices, average length of stay, and respondents' place of residence.

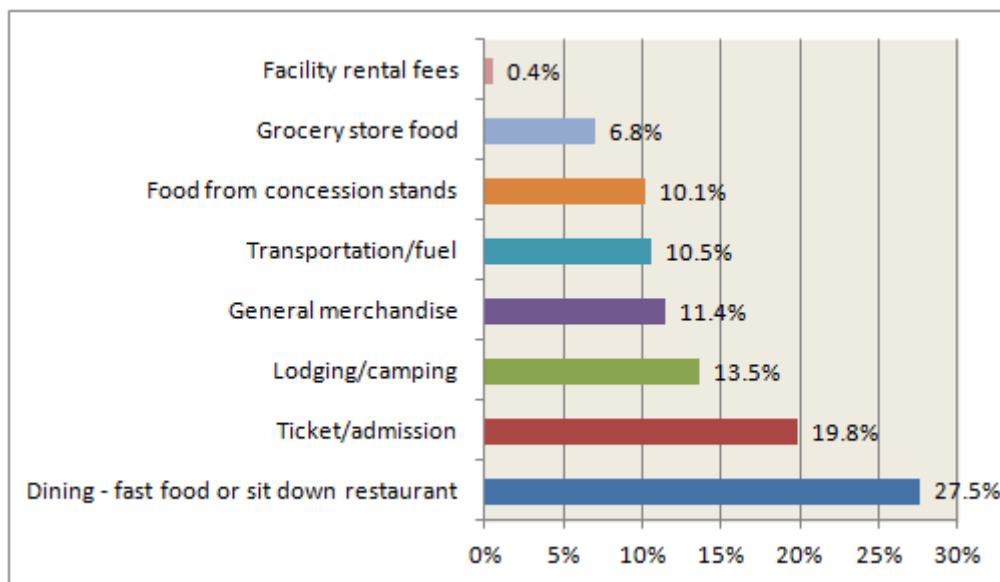
Aggregated Survey Results

The total number of surveys completed was 478. When combining the survey results from all five venues, 75 percent of the respondents were from Arizona with the remaining from outside the state and the U.S. The size of the survey respondent's party varied by venue, with the largest party from the Olive Mill and the smallest from Barney Family Sports Complex. The overall average party size was 2.3 people.

Table 2 - Survey Respondent Average Party Size	
Venue	Party Size
Queen Creek Olive Mill	3.1
Schnepf Farms Pumpkin & Chili Festival	2.6
Queen Creek Performing Arts Center	2.6
Horseshoe Park and Equestrian Center	2.0
Barney Family Sports Complex	1.3
Overall Average	2.3

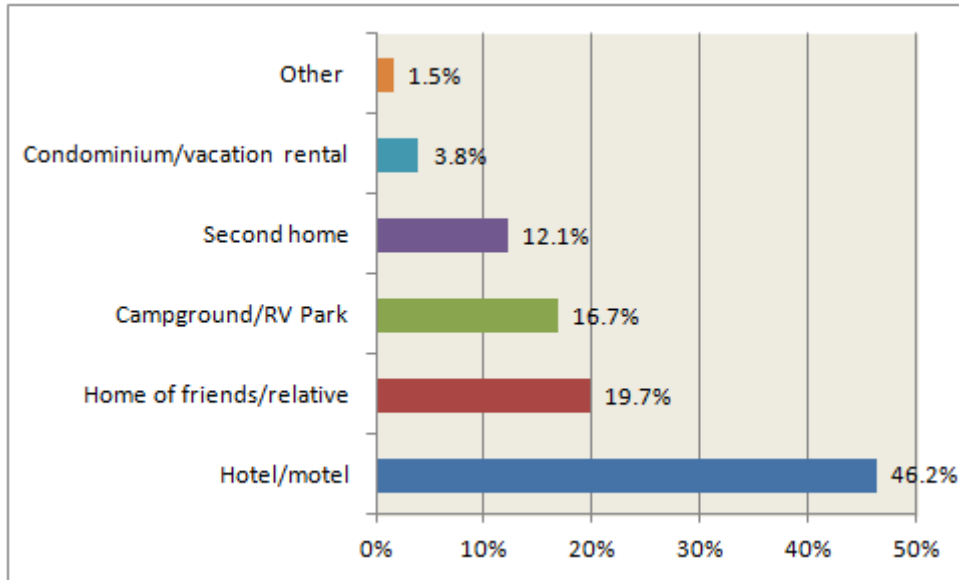
Spending on dining and food from concession stands comprises 37.6 percent of all spending on the part of the survey respondents. Sales for admission tickets and lodging generate the next largest percentage of spending, with a combined 33.3 percent.

Combined Spending by Category for All Venues

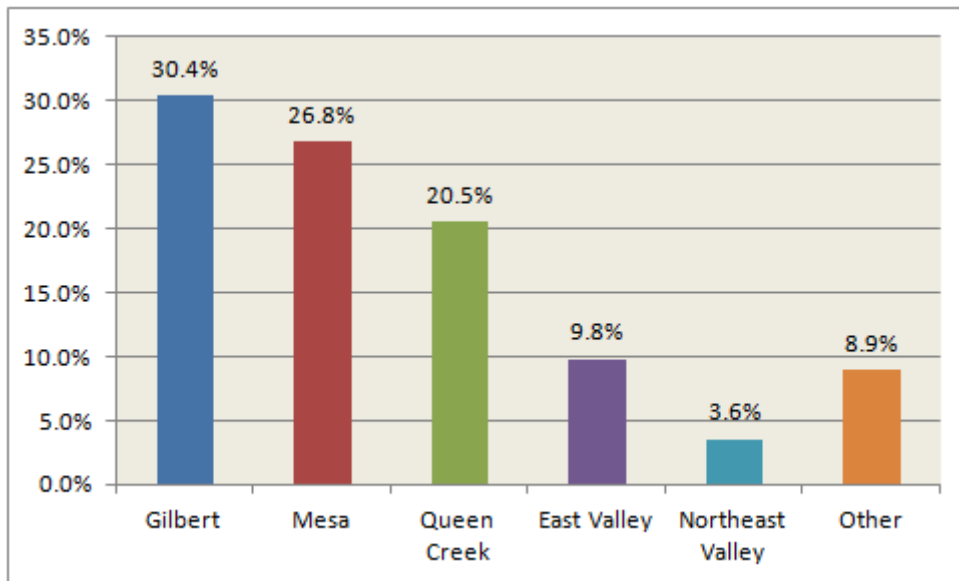


When inquiring about overnight accommodations, 28.3 percent of the respondents indicated that lodging was necessary. When reviewing the type of lodging that overnight visitors use while in the area, 50 percent stay in hotels, motels, and condominium/vacation rentals, and 19.7 percent with friends and relatives. Of those requiring overnight accommodations, 20.5 percent stayed in Queen Creek, with the vast majority utilizing the RV Park at Horseshoe Park and Equestrian Center.

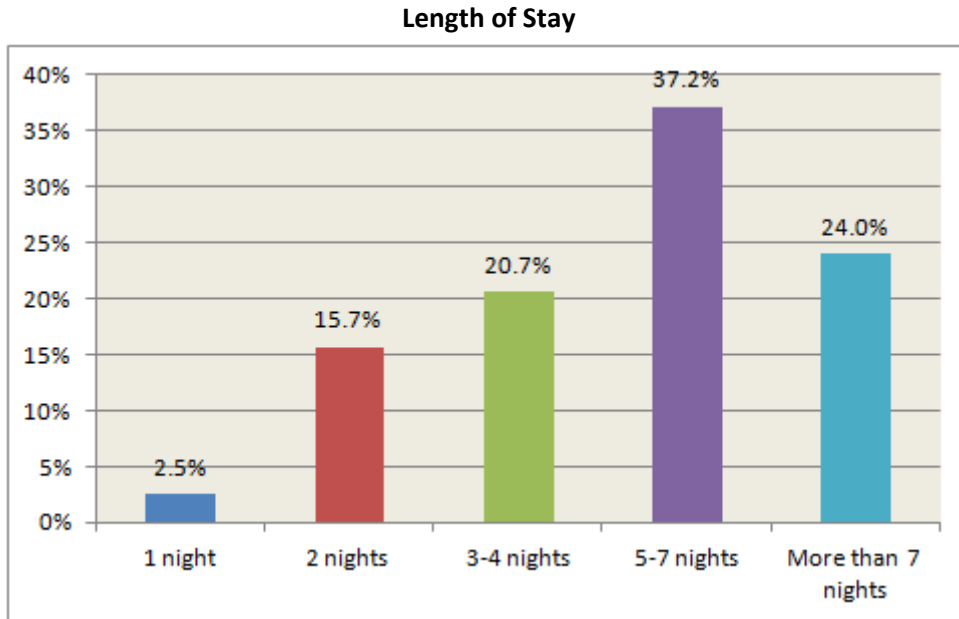
Type of Lodging Respondent Utilized



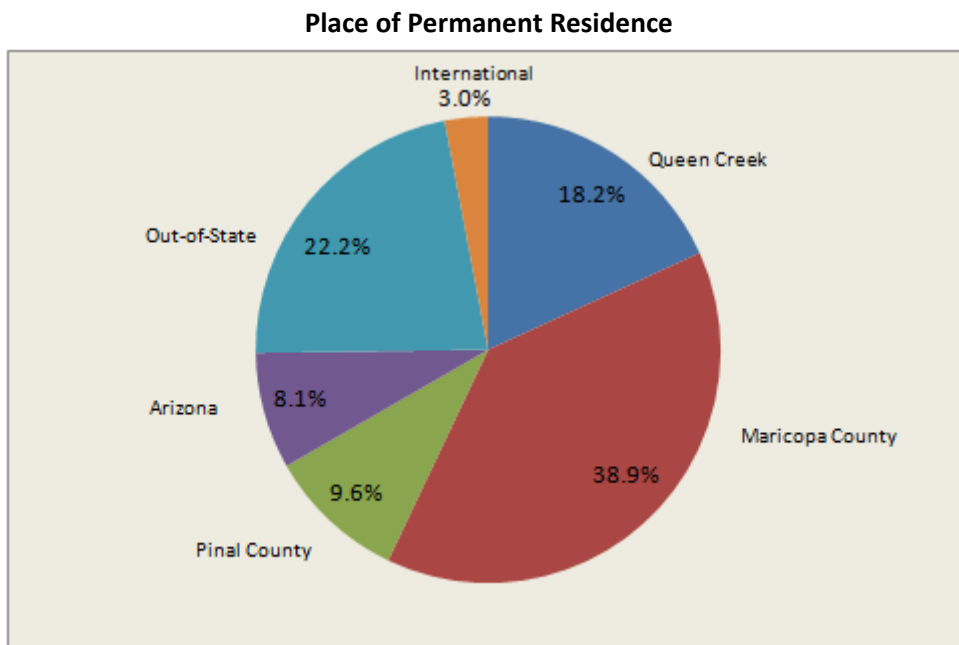
Location for Overnight Stay



The length of stay varied with the venue, but when aggregating all of the results of those requiring overnight accommodations, 37.2 percent stayed 5 to 7 nights with 24 percent staying more than 7 nights.



People attending these events are primarily from Arizona, with 18.2 percent from Queen Creek, 22.2 percent from out-of-state and 3 percent outside of the U.S. (mainly Canada).



The 478 people who responded to the survey are a representative sample of the universe of people attending arts and entertainment venues in Queen Creek. As noted earlier, 1.1 million people attended these five venues over a 12 month period. Based on the survey findings, nearly 82 percent of the respondents live outside of Queen Creek. When multiplying that percentage by the total number of out-of-town visitors, one can conclude that there were 917,084 people who spent their time and money visiting these arts and entertainment venues in Queen Creek, generating a tremendous amount of tourist activity and spending.

Economic Impact

Utilizing data provided by the Town and the various arts and entertainment venues, and supplementing data with findings from the survey, an economic impact model was prepared to understand the direct and multiplier effects of spending in Queen Creek and Maricopa County as a whole. In all, it was estimated that the combined direct spending generated from these five venues totals nearly \$18.8 million (noted in Table 4 in Chapter 3).

Based on the estimated total spending, these venues support 228 direct jobs with an annual payroll value of \$6 million in Queen Creek, as noted in Table 2. The total direct economic output is valued at \$18 million. When taking into consideration the multiplier effects (indirect and induced) the total number of jobs supported by these five arts and entertainment venues in Queen Creek is 268, with an annual payroll valued at \$7.7 million and a grand total economic output of \$23.7 million.

Table 3 - Economic Impact of All Venues			
Queen Creek			
Impact Type	Employment	Labor Income	Economic Output
Direct Effect	228	\$6,056,400	\$18,813,799
Indirect and Induced	40	\$1,684,033	\$4,893,772
Queen Creek Total Effect	268	\$7,740,433	\$23,707,571
Maricopa County			
Direct Effect	243	\$6,597,431	\$18,813,800
Indirect and Induced	86	\$4,016,747	\$11,069,637
Maricopa County Total Effect	329	\$10,614,178	\$29,883,437

Source: IMPLAN

When analyzing the economic impact to the county as a whole, there are 329 direct, indirect and induced jobs associated with these venues, contributing \$10.6 million in payroll and generating \$29.8 million in economic output.

The economic impact that Queen Creek derives from these five venues is fairly significant and captures nearly 79 percent of the total Maricopa County economic output. When reviewing the results from the industry detail, the two categories in which leakage occurs the most is in lodging and food services and drinking places.

2. SURVEY FINDINGS

A survey questionnaire was prepared consisting of nine questions. This survey was utilized at each of the five tourist destinations identified by the Town staff. The survey was administered by a group of volunteers and given to ESI Corp for data entry, tabulation and analysis. Visitors were asked a variety of questions including the size of their party, length of stay, value of spending and their resident zip code.

This chapter includes a summary of the survey findings for each of the five art and entertainment venues. Included in Appendix A is the survey instrument and Appendix B contains the tabulated survey results for each venue.

QUEEN CREEK OLIVE MILL

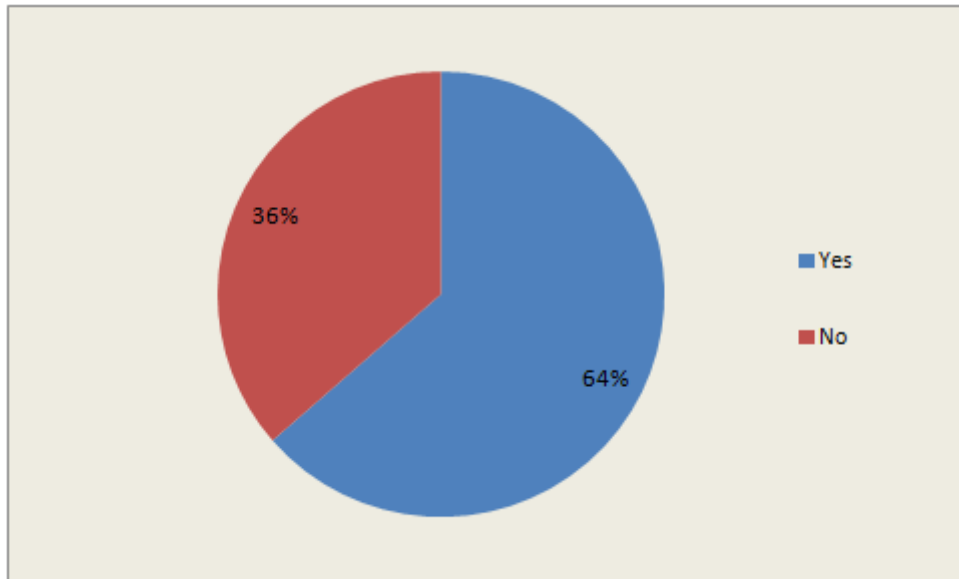
Intercept surveys were conducted by a group of volunteers at the Queen Creek Olive Mill on January 14, 2012. A total of 99 surveys were obtained. Following is a summary of the key findings.

Q.1. Is this your first time attending the Queen Creek Olive Mill? If no, how many other times have you attended?

Major Findings

- 36 percent of the attendees are repeat visitors to the Queen Creek Olive Mills.
- On average they have attended 6 times.

First-Time Attendance at the Queen Creek Olive Mill

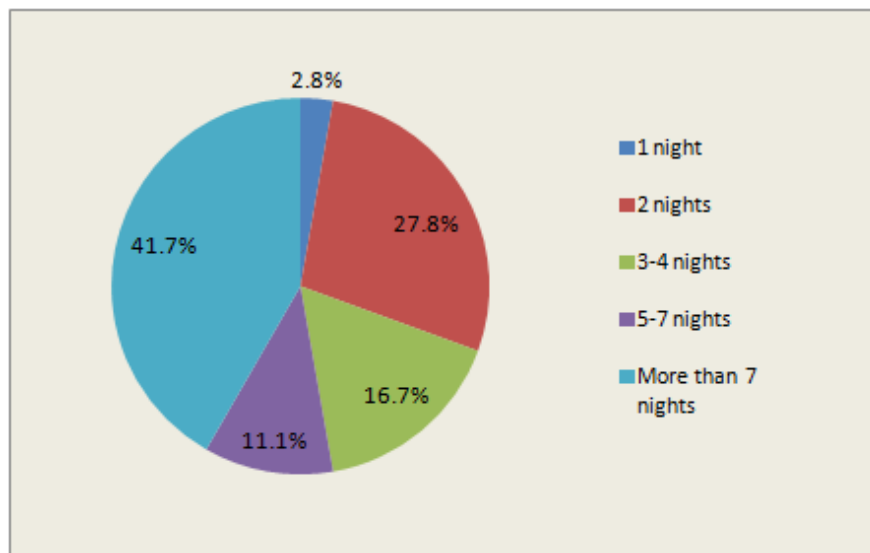


Q.2. How much time, in total, will you spend at this event?

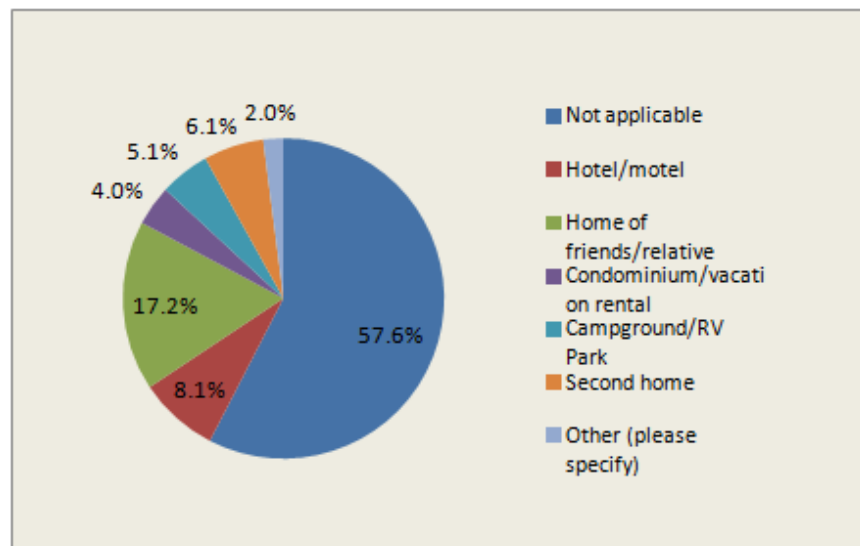
Major Findings

- 96 percent of the attendees spent 1-3 hours at the event.
- 42 percent of the respondents were visiting Queen Creek
- 17.2 percent of respondents stayed with friends or relatives, while 25.3 percent stayed in a variety of other types of lodging.
- Of those who stayed multiple nights, 11 percent stayed in Queen Creek, while the remainder stayed in surrounding cities.

**Number of Nights Spent
Queen Creek Olive Mill**



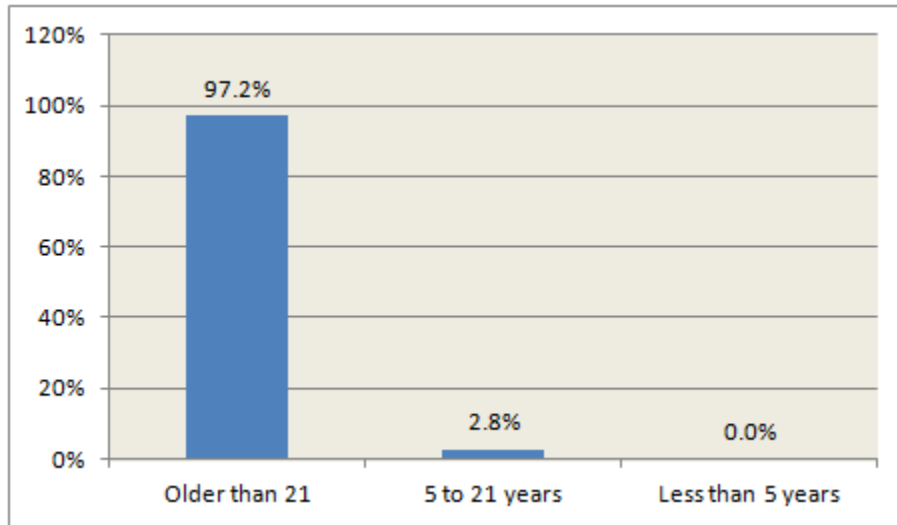
**Lodging Type Used for Overnight Stay
Queen Creek Olive Mill**



Q.3. How many people are in your travel party and what is their age range?

- The vast majority of attendees were over the age of 21.
- The average party size was 3.1 people

Age Range of Party Members Visiting the Queen Creek Olive Mill

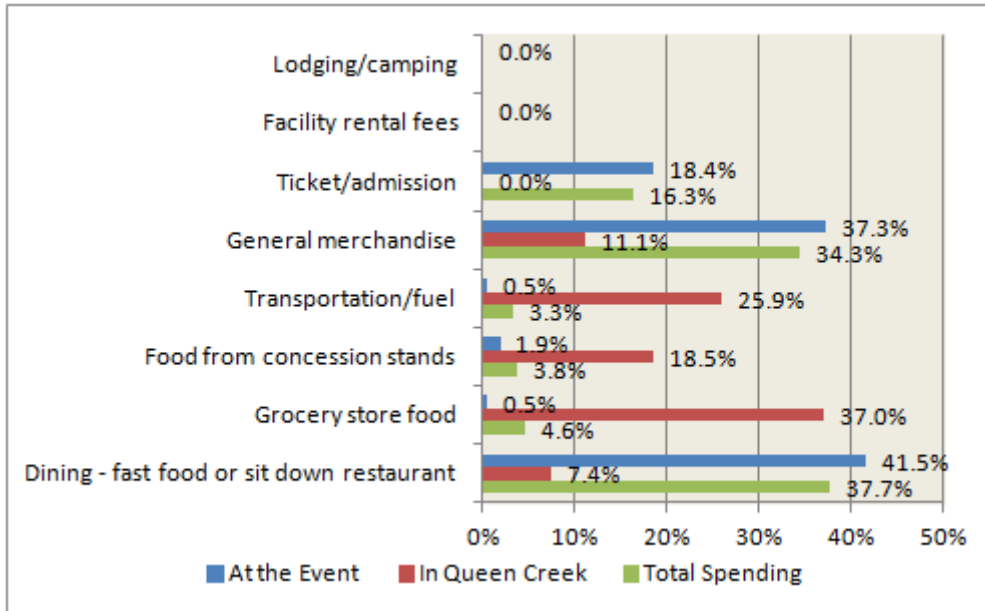


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

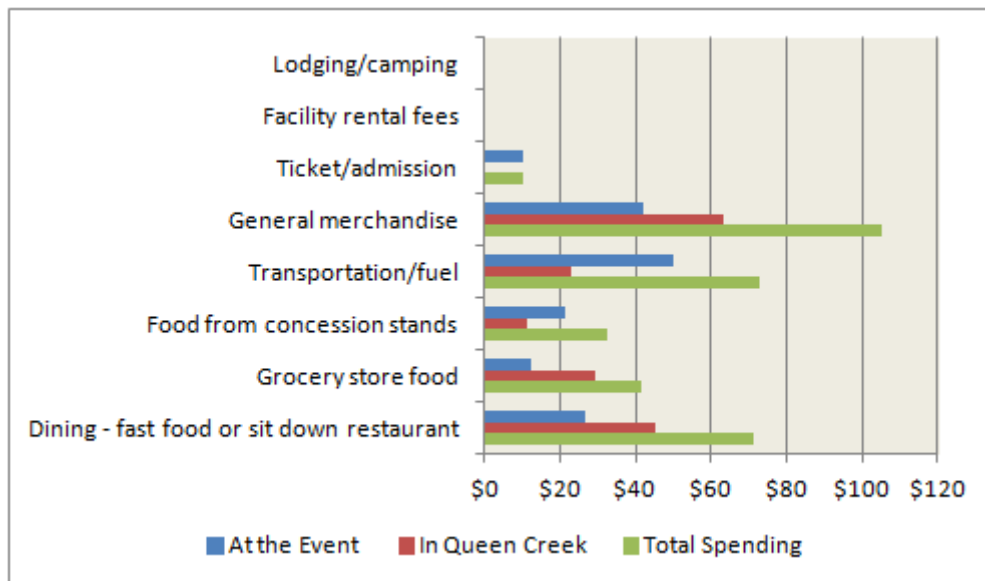
Major Findings

- Of the total spending 37.7 percent was spent on dining followed by general merchandise at 34.3 percent .
- The two categories that generated the total highest average expenditures were general merchandise (\$105) , transportation/fuel (\$73) followed by dining (\$71).

Percent of Spending by Travel Party by Category
Queen Creek Olive Mill



Average Travel Party Spending by Category
Queen Creek Olive Mill

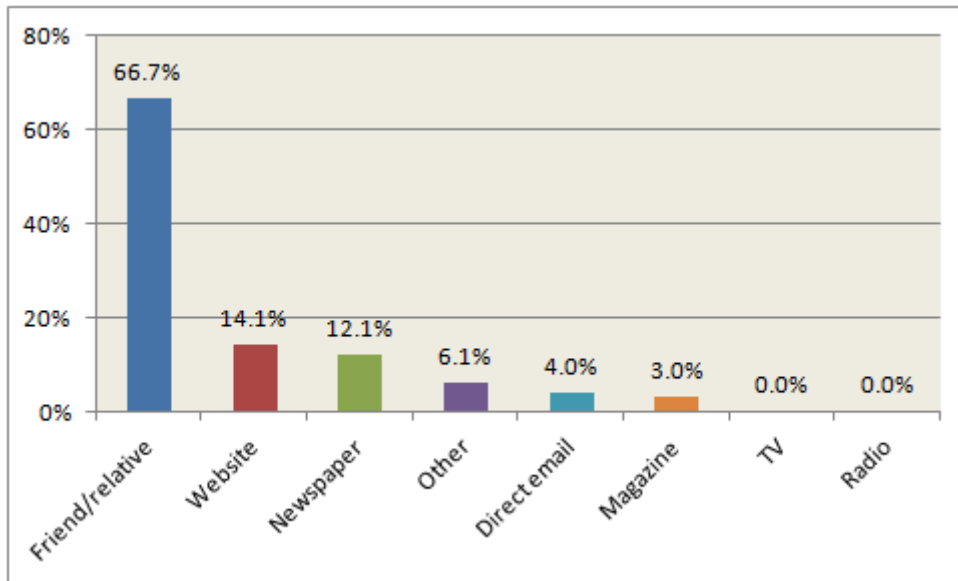


Q.5. How did you find out about the event?

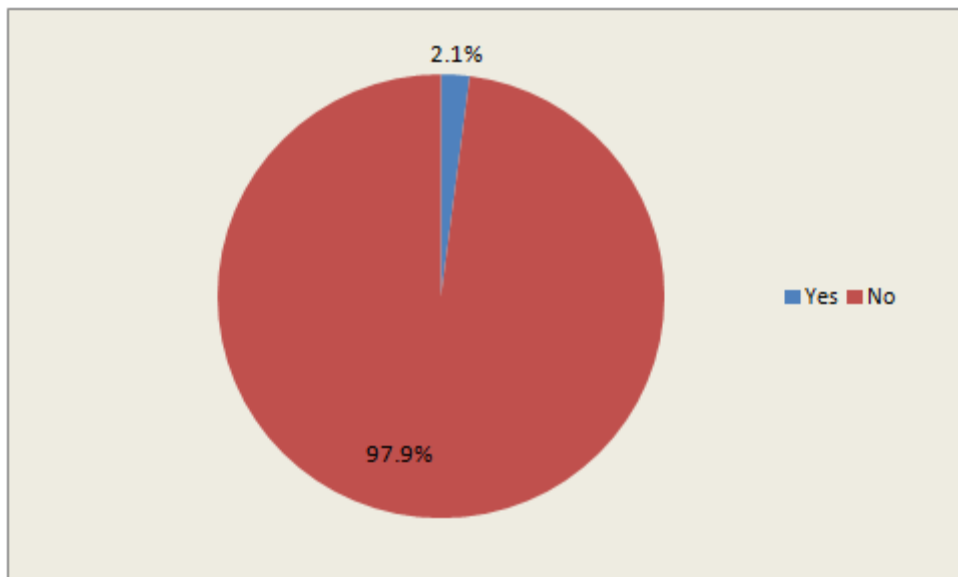
Major Findings

- The majority of respondents (66.7%) learned about this event through friends or relatives.
- 26.3 percent found out about the event through either a website or newspaper advertising.

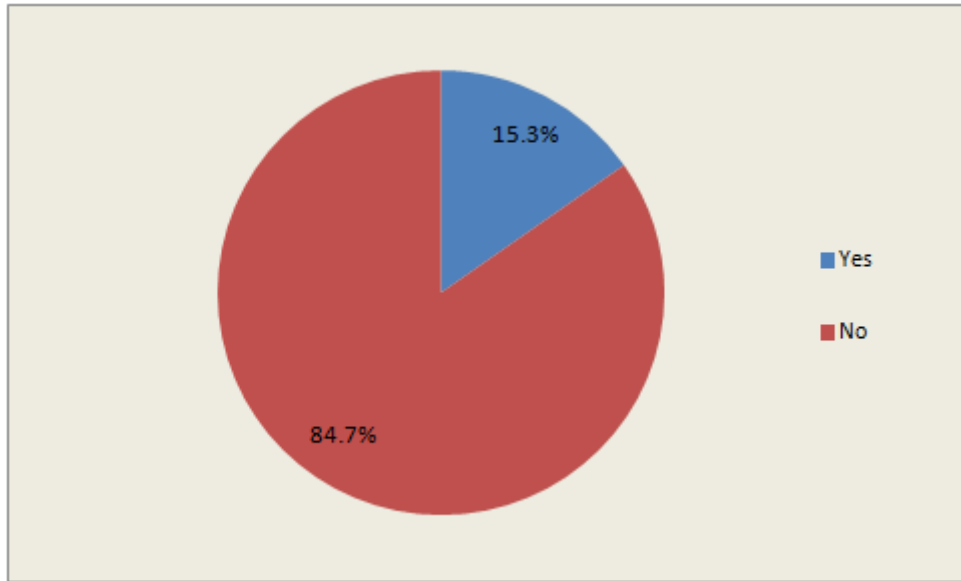
How Respondents Found Out About the Event at the Queen Creek Olive Mill



Q.6.a. Did you choose this event/facility to attend over another event/facility in Queen Creek?



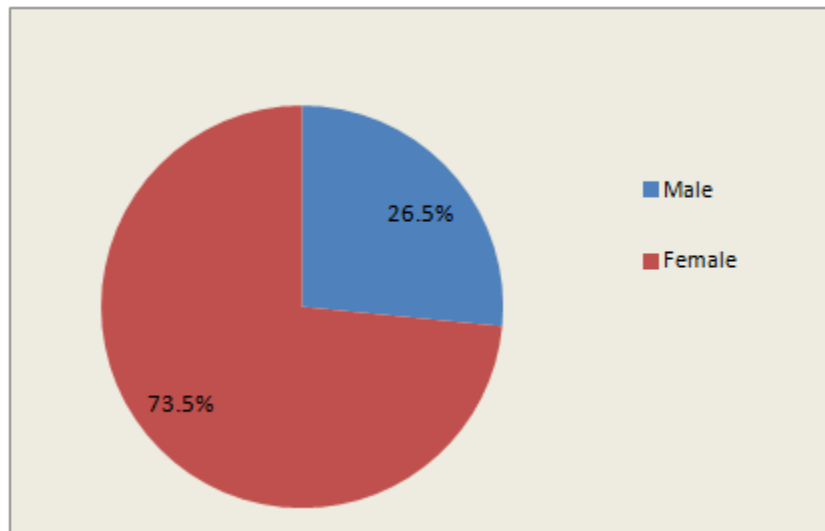
Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?



Q.7. What is your gender?

- The vast majority of the people responding to the survey were female.

Survey Respondent Gender
Queen Creek Olive Mill



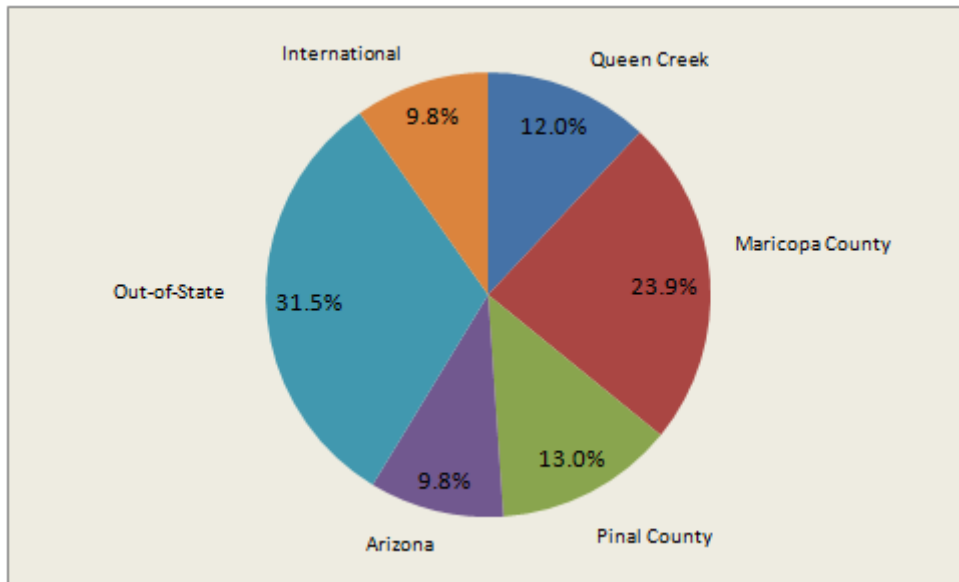
Q.8. What is the zip code of your permanent residence in the U.S.?

Q.9. If not from the U.S. what is your country of origin?

Major Findings:

- The largest percentage of people were from out-of-state (31.5%) with a large majority originating in the mid-west, central, and north-central United States.
- 12 percent of the attendees were from Queen Creek
- 9.8 percent of the respondents were International visitors from Canada

**Place of Permanent Residence
Queen Creek Olive Mill Respondent**



SCHNEPF FARMS PUMPKIN & CHILI FESTIVAL

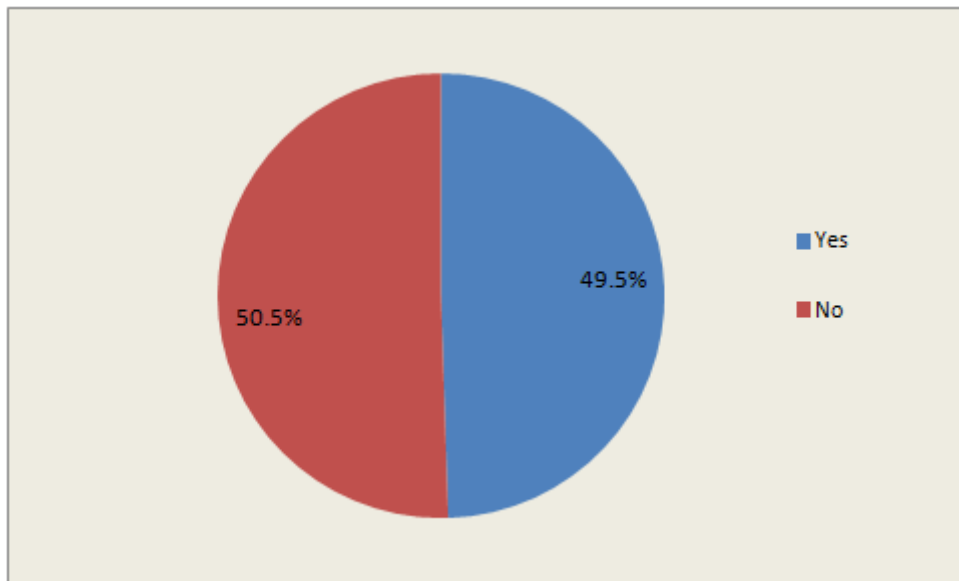
Intercept surveys were conducted by a group of volunteers at Schnepf Farms Pumpkin & Chili Festival during the Festival held on October 30, 2011. A total of 99 surveys were obtained. Following is a summary of the key findings.

Q.1. Is this your first time attending Schnepf Farms Pumpkin and Chili Festival? If no, how many other times have you attended?

Major Findings

- Attendees were nearly evenly split as first time attendance versus repeat visitors to Schnepf Farms Pumpkin & Chili Festival.
- On average survey respondents attended 4 times.

First-Time Attendance at Schnepf Farms Pumpkin & Chili Festival

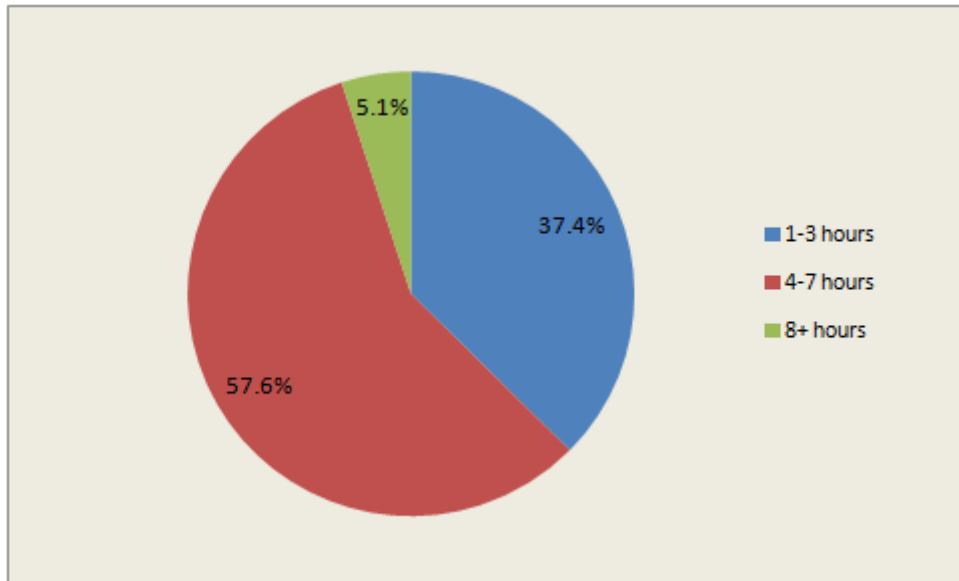


Q.2. How much time, in total, will you spend at this event?

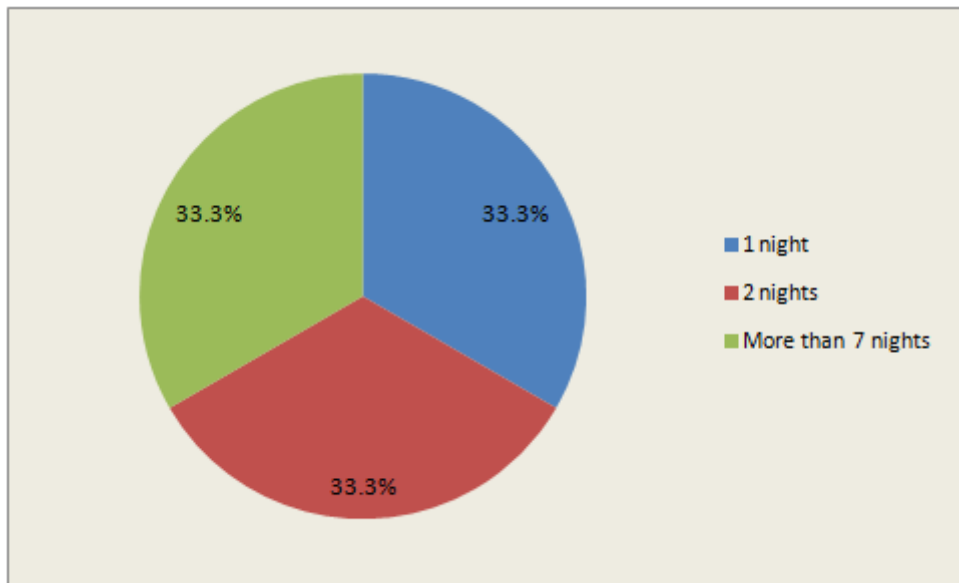
Major Findings

- The majority of people (58 %) spent 4-7 hours at the event.
- Only 3 percent of the respondents required overnight lodging, and they stayed in hotels/motels.

Time Spent at Schnepf Farms Pumpkin & Chili Festival



Number of Nights Spent
Schnepf Farms Pumpkin & Chili Festival

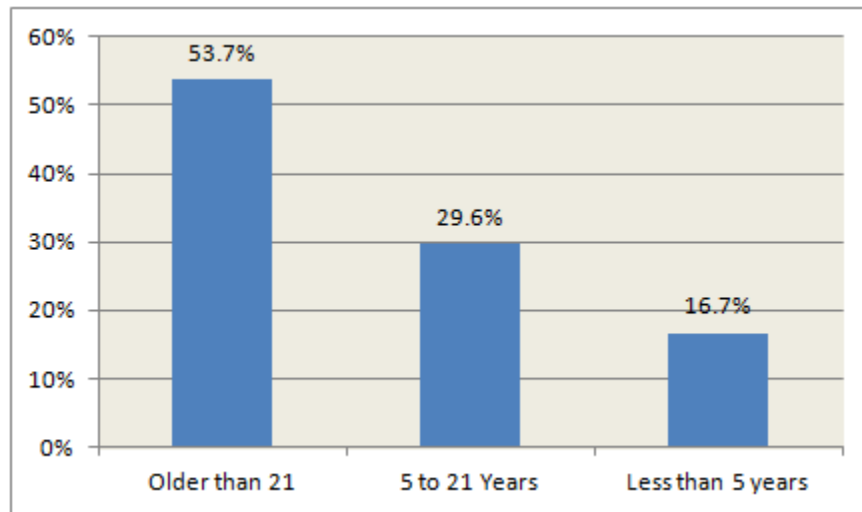


Q.3. How many people are in your travel party and what is their age range?

Major Findings

- This event is geared towards families with children with 46.3 percent of the attendees under the age of 21.

Age Range of Party Members Visiting Schnepf Farms Pumpkin & Chili Festival

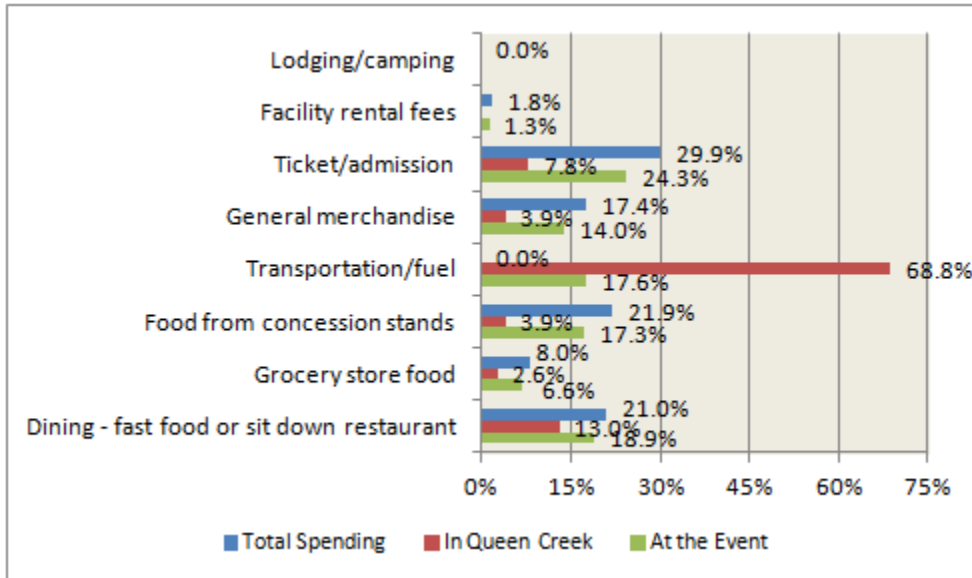


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

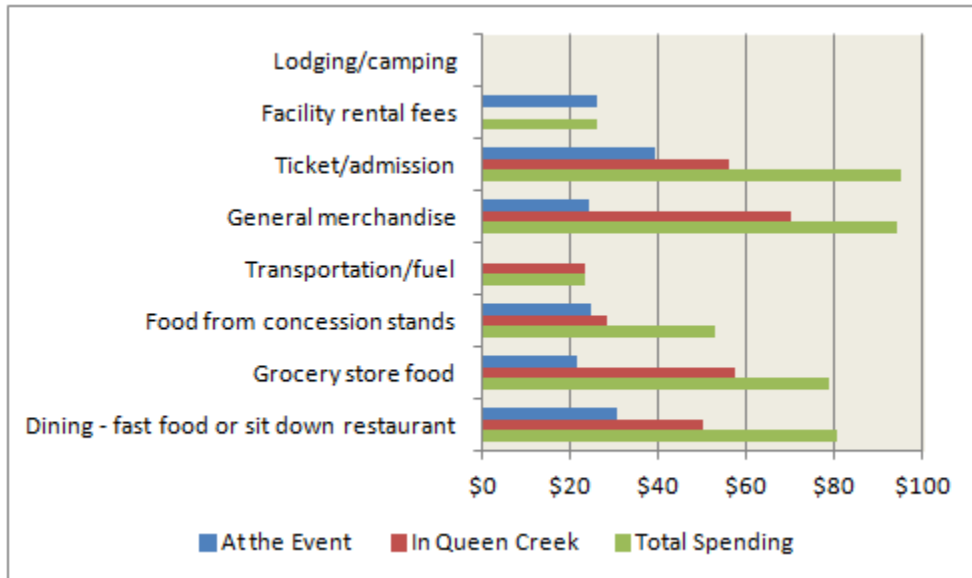
Major Findings

- Of the total spending, 29.9 percent was spent on ticket admission followed by food from concession stands and dining.
- The largest category of spending in Queen Creek was for fuel.
- In terms of average expenditure per category, the largest spending category at Schnepf Farms Pumpkin & Chili Festival was for admission, followed by merchandise sales.

Percent of Spending by Travel Party by Category
Schnepf Farms Pumpkin & Chili Festival



Average Travel Party Spending by Category
Schnepf Farms Pumpkin & Chili Festival

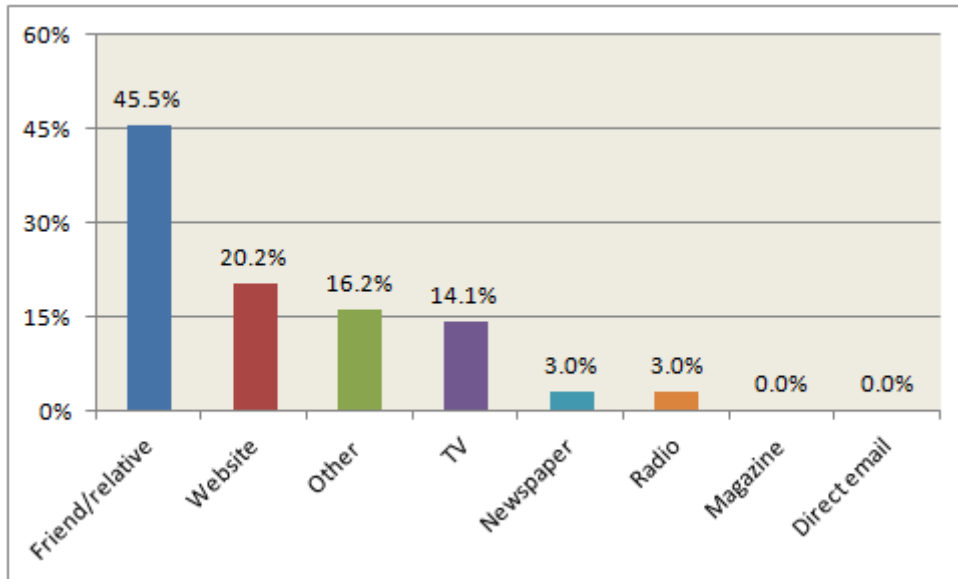


Q.5. How did you find out about the event?

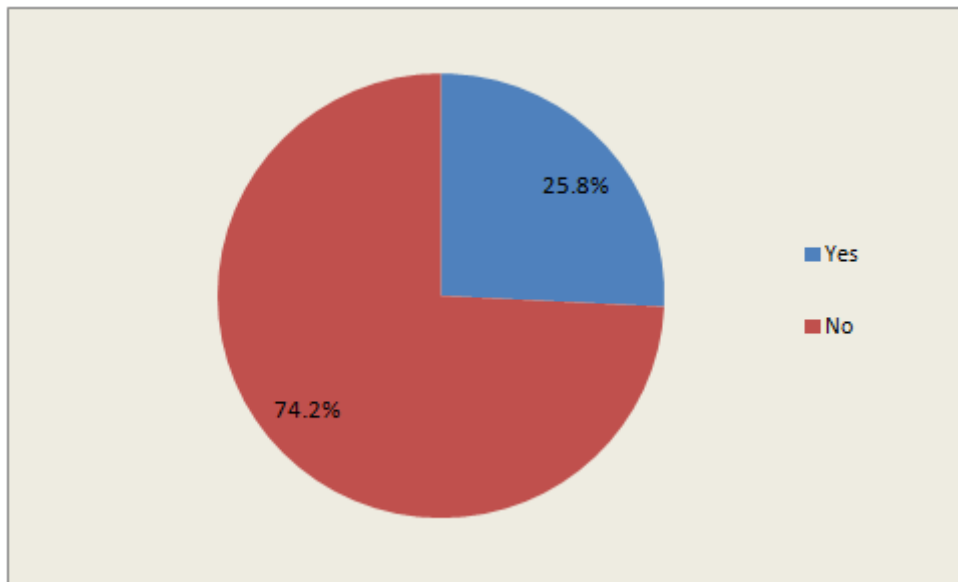
Major Findings

- The largest percent of respondents (46 %) learned about the event through friends or relatives
- Other successful advertising methods were television and the internet.

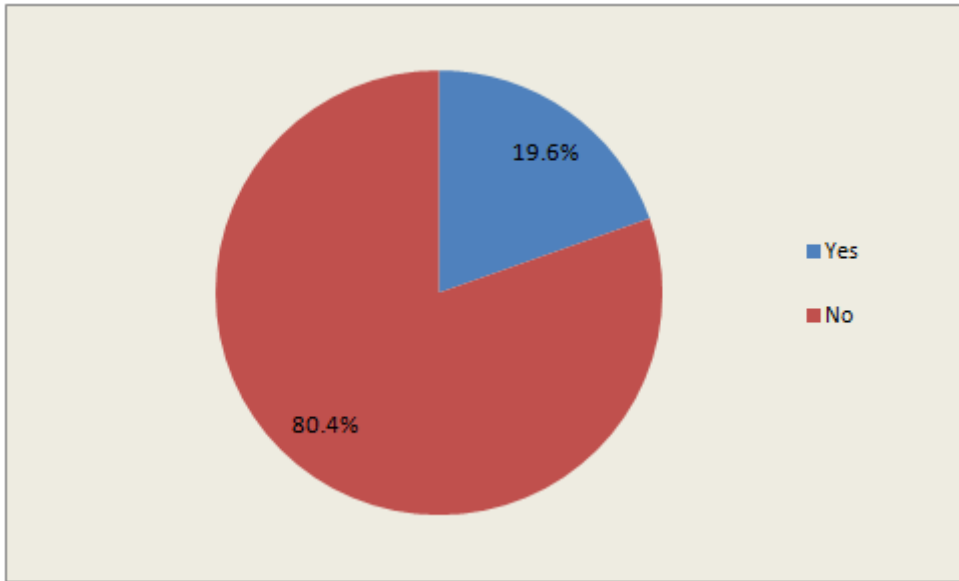
How Respondents Found Out About the Event at Schnepf Farms Pumpkin & Chili Festival



Q.6.a. Did you choose this event/facility to attend over another event/facility in Queen Creek?



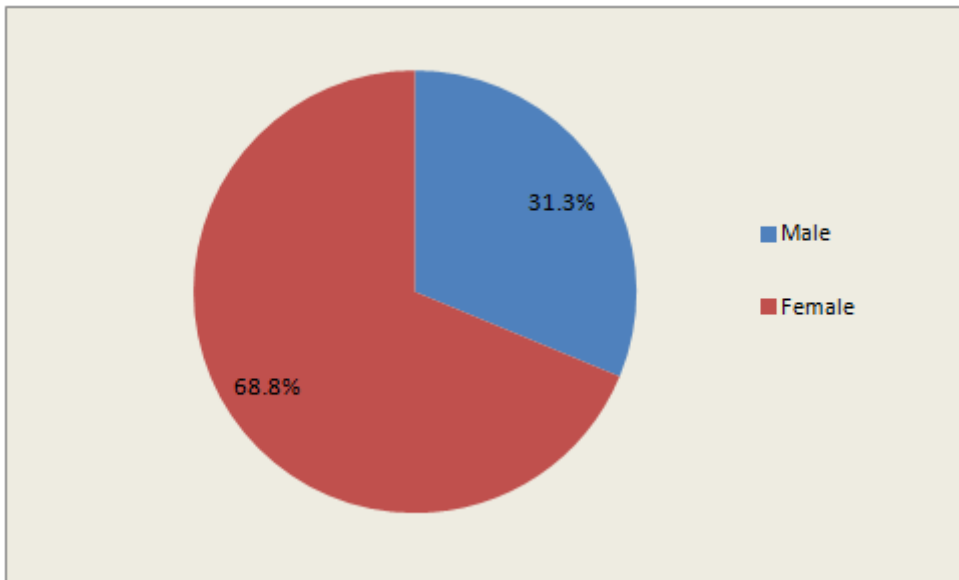
Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?



Q.7. What is your gender?

- A little over two-thirds of the survey respondents were female.

Survey Respondent Gender
Schnepf Farms Pumpkin & Chili Festival



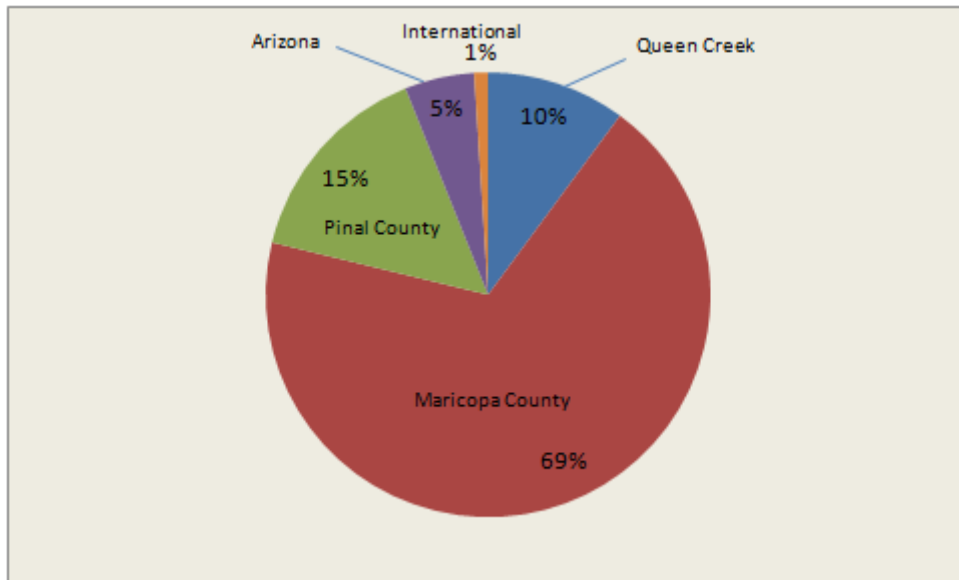
Q.8. What is the zip code of your permanent residents in the U.S.

Q.9. If not from the U.S. what is your country of origin?

Major Findings

- The largest percentage of people were from Maricopa County at 69 percent followed by Pinal County at 15 percent.
- 10 percent of the attendees were from Queen Creek
- There were no out-of-state visitors and one international visitor from Ireland.

**Place of Permanent Residence
Schnepf Farms Pumpkin & Chili Festival Respondent**



QUEEN CREEK PERFORMING ARTS CENTER

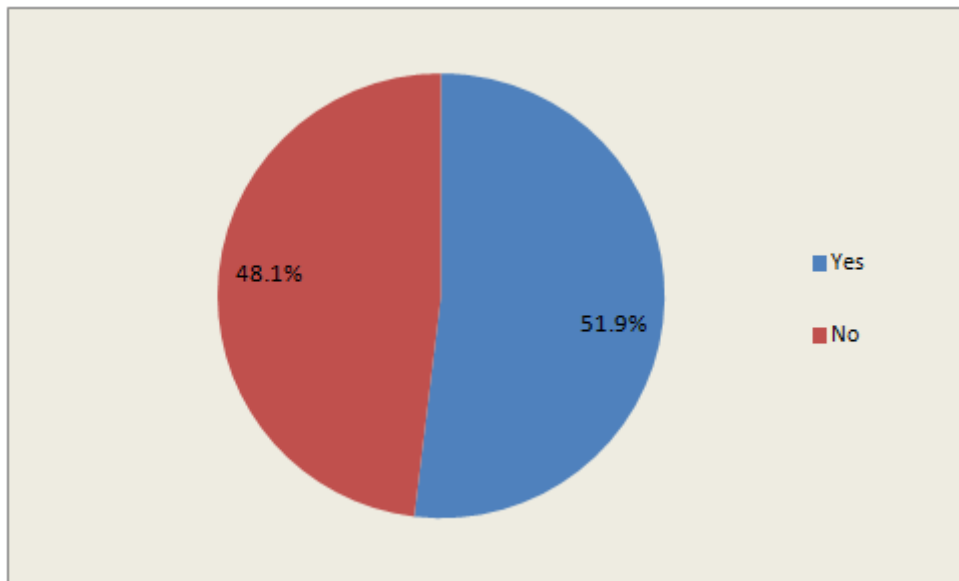
Intercept surveys were conducted at the Queen Creek Performing Arts Center (QCPAC) by volunteers during three performances held November 23 and 24, 2011 and January 6, 2012. A total of 105 surveys were collected. Following is a summary of the key findings.

Q.1. Is this your first time attending the Queen Creek Performing Arts Center? If no, how many other times have you attended?

Major Findings

- 48 percent of the attendees are repeat visitors to the Performing Arts Center.
- On average respondents have attended 24 times. (Some respondents indicated that they have attended more than 100 times).

First-Time Attendance at the Queen Creek Performing Arts Center

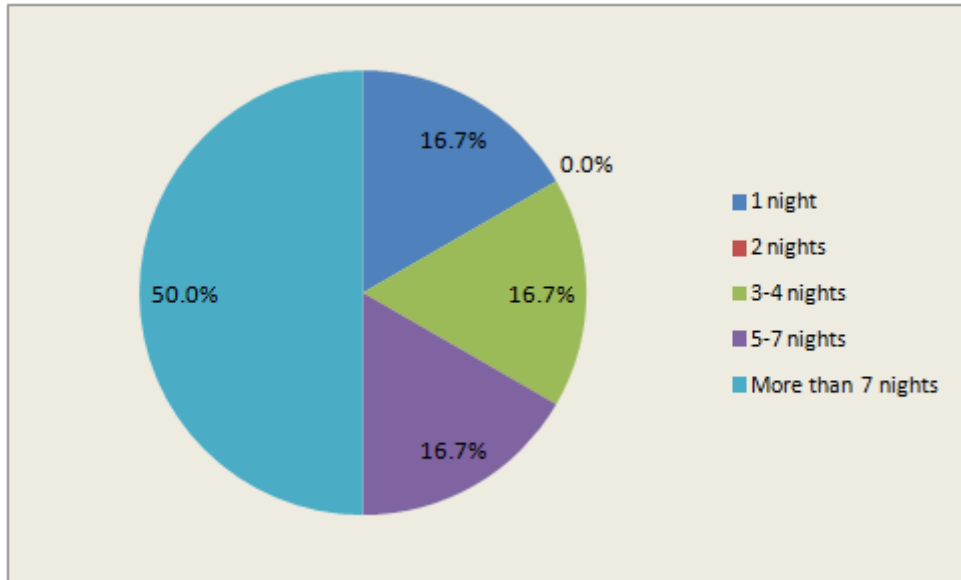


Q.2. How much time, in total, will you spend at this event?

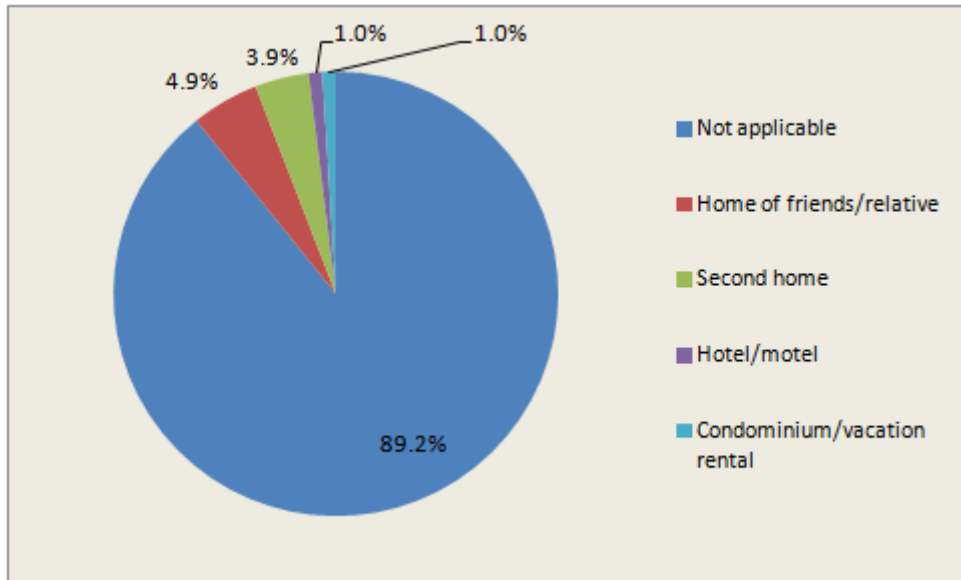
Major Findings

- 97 percent of the attendees spent 1-3 hours at the event.
- Only 10.8 percent of the Respondents were staying overnight and most of them stayed with friends/relatives or in a second home.
- Of those that spent the night, 50 percent stayed more than seven nights.

**Number of Nights Spent
Queen Creek Performing Arts Center**



**Lodging Type Used for Overnight Stay
Queen Creek Performing Arts Center**

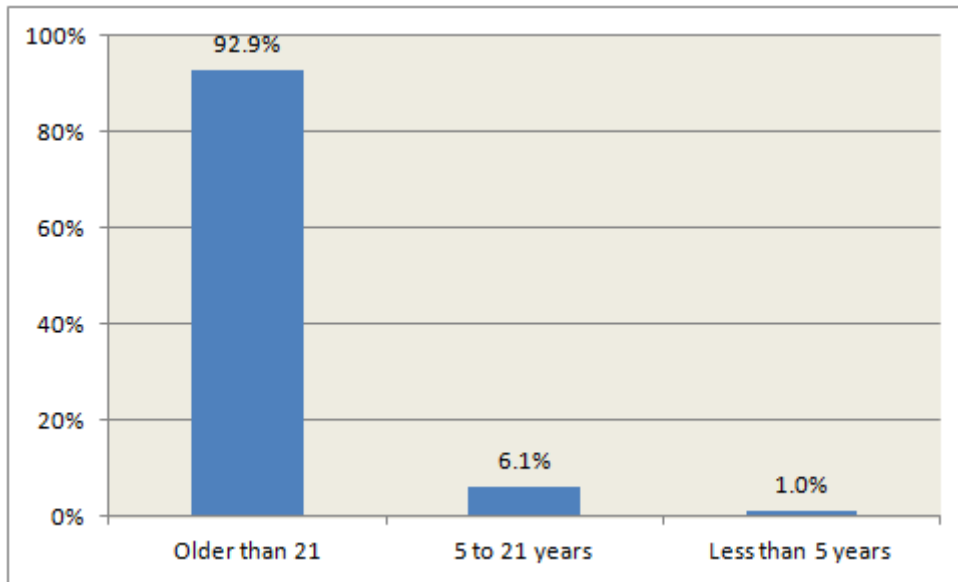


Q.3. How many people are in your travel party and what is their age range?

Major Findings

- The venue is geared towards adults with nearly 93 percent over the age of 21.
- The average party size was 2.57 people.

Age Range of Party Members Visiting the Queen Creek Performing Arts Center

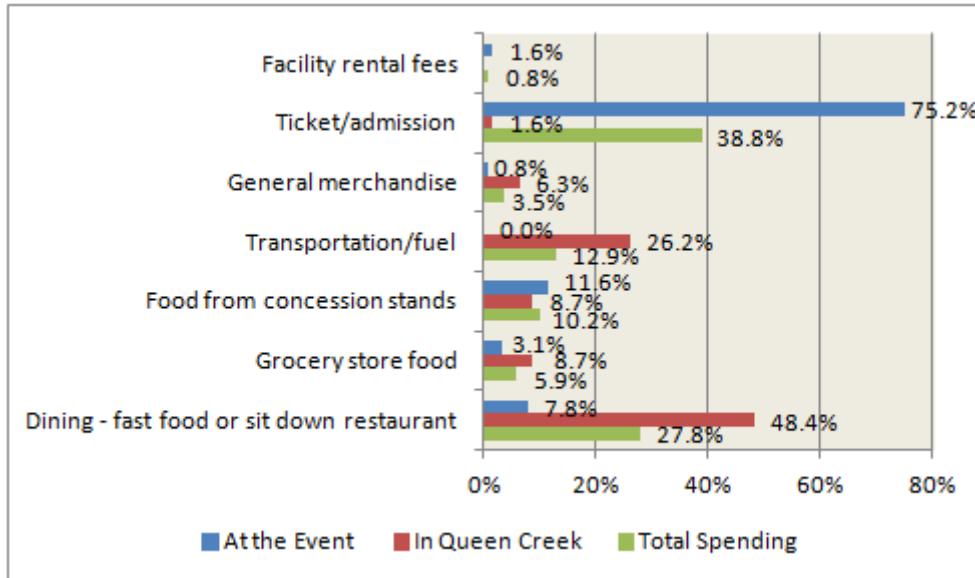


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

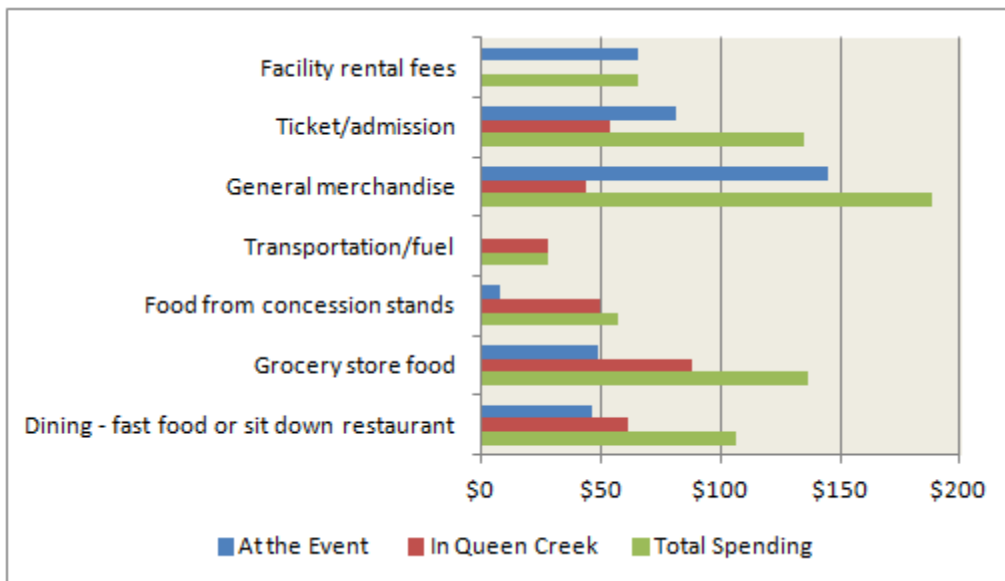
Major Findings

- The category that generated the most revenue was ticket/admission, which provided 75 percent of the revenue for the Performing Arts Center.
- Within the Town of Queen Creek, 48.4 percent of spending was on dining at fast food or sit down restaurants.
- General merchandise sales at the event represents only 6.3 percent of the overall spending.

Percent of Total Spending by Travel Party by Category
Queen Creek Performing Arts Center



Average Travel Party Spending by Category
Queen Creek Performing Arts Center

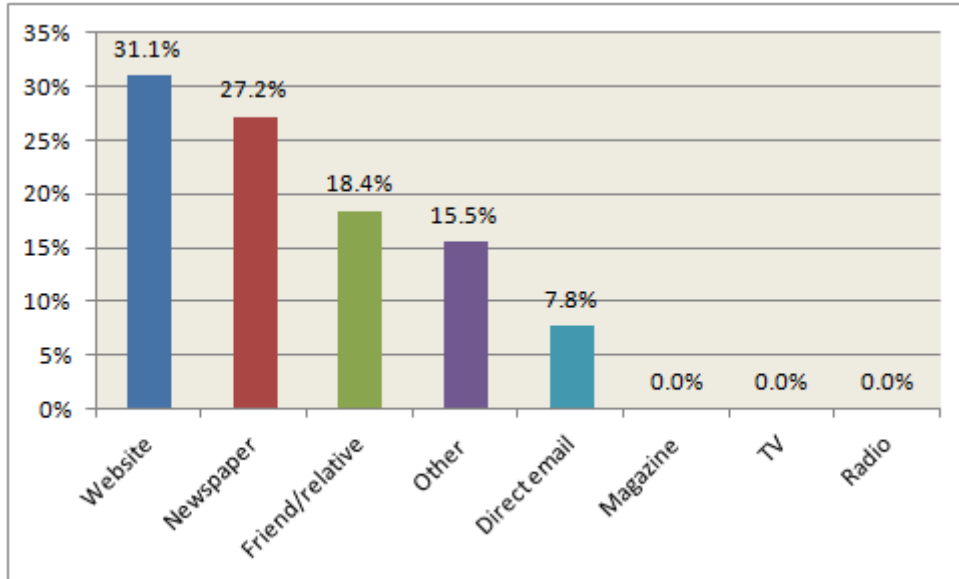


Q.5. How did you find out about the event?

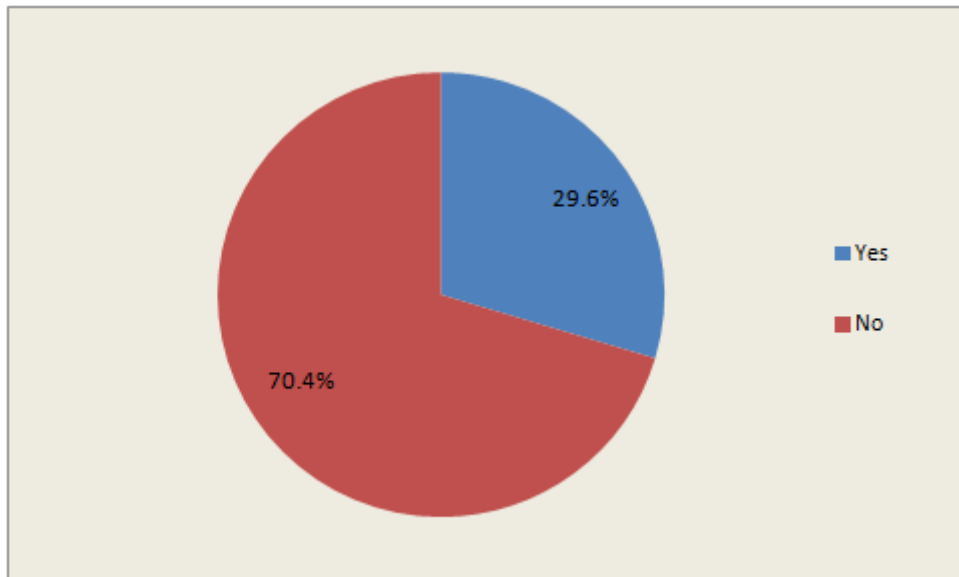
Major Findings

- 58.3 percent of respondents learned about the Performing Arts Center Event through the newspaper and website.

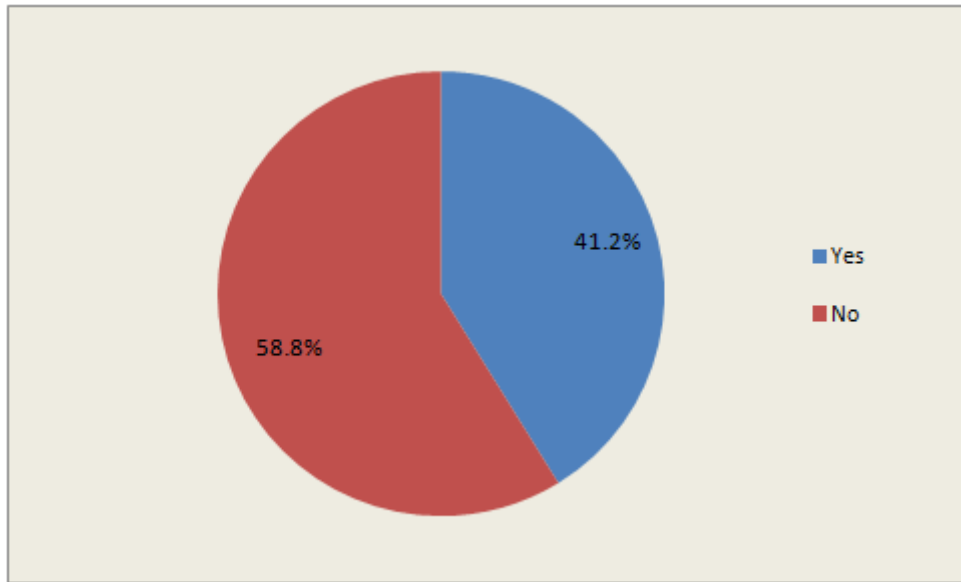
**How Respondents Found Out About the Event
Queen Creek Performing Arts Center**



Q.6.a Did you choose this event/facility to attend over another event/facility in Queen Creek?



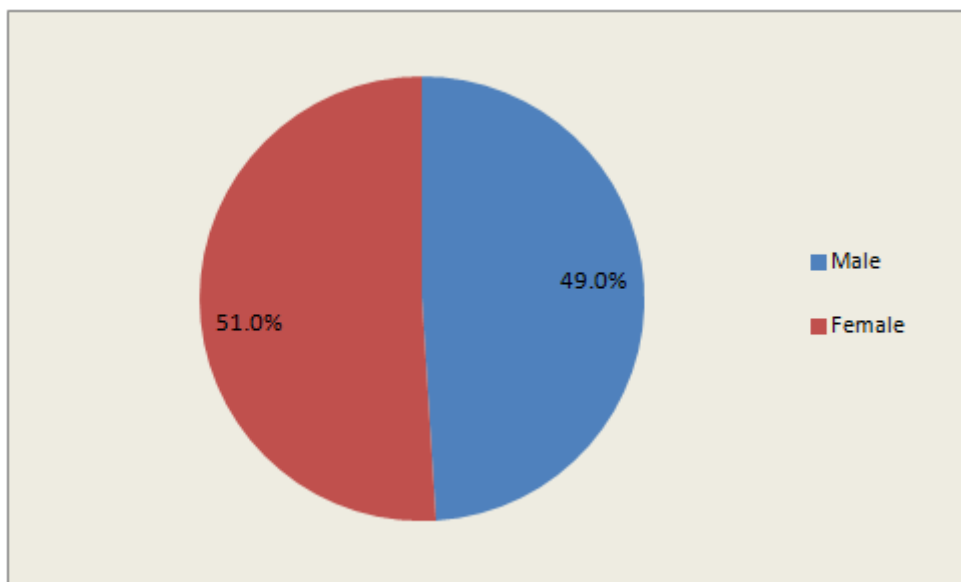
Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?



Q.7. What is your gender?

- Respondents were nearly equally split between male and female.

Survey Respondent Gender
Queen Creek Performing Arts Center



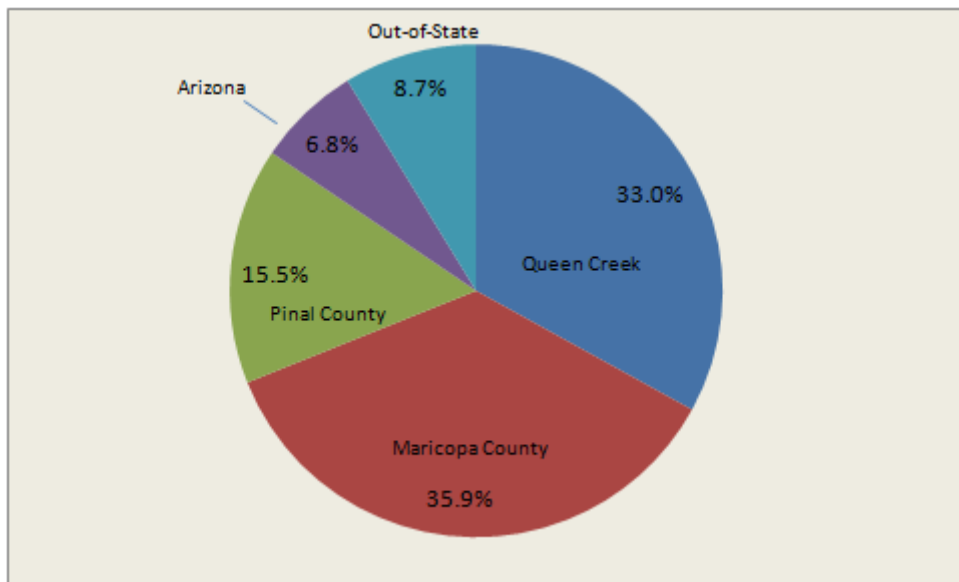
Q.8. What is the zip code of your permanent residents in the U.S.

Q.9. If not from the U.S. what is your country of origin?

Major Findings

- One-third of the patrons of the Performing Arts Center are from Queen Creek
- 51.4 percent were from Maricopa and Pinal Counties
- None of the respondents were International visitors from outside the U.S.

**Place of Permanent Residence
Queen Creek Performing Arts Center Respondent**



HORSESHOE PARK & EQUESTRIAN CENTER

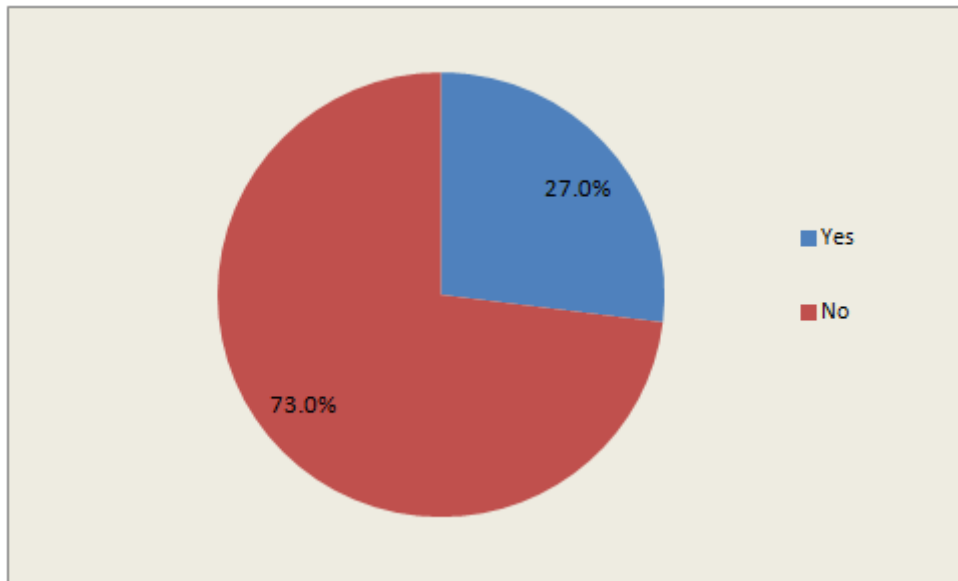
Horseshoe Park & Equestrian Centre (HPEC) is designed to accommodate a wide variety of events, with four arenas available to reserve year round. The type of events hosted at HPEC include breed shows, performance disciplines (cutting, roping, reined cowhorse) and rodeos or other spectator events such as horse expos. Volunteers conducted surveys at five separate events held at Horseshoe Park and Equestrian Center between November 2011 and March 2012. A total of 89 questionnaires were completed during this timeframe. Following is a summary of the key findings.

Q.1. Is this your first time attending the Horseshoe Park and Equestrian Center? If no, how many other times have you attended?

Major Findings

- 73 percent of the attendees are repeat visitors to the Horseshoe Park.
- On average they have attended 5 times.

First-Time Attendance at Horseshoe Park & Equestrian Center



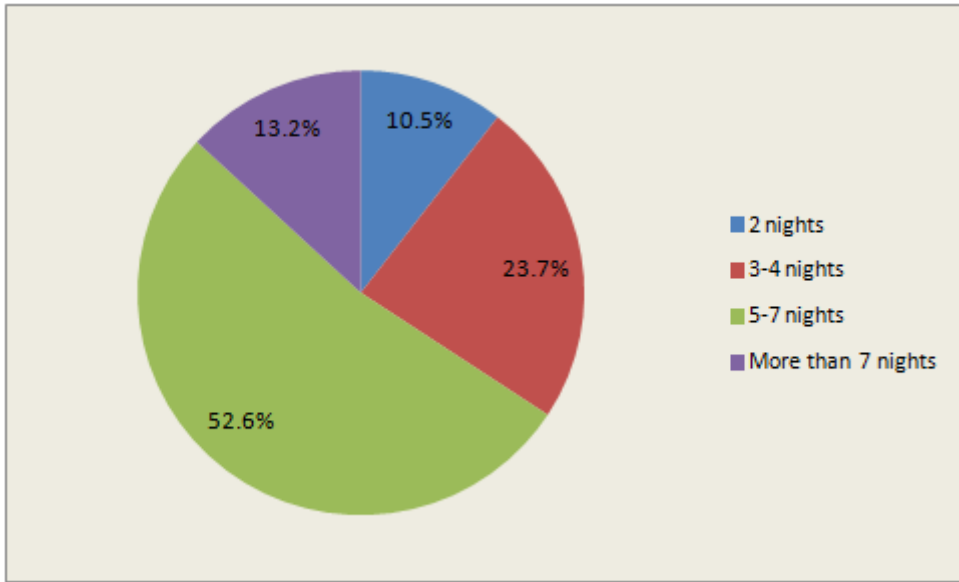
Q.2. How much time, in total, will you spend at this event?

Major Findings

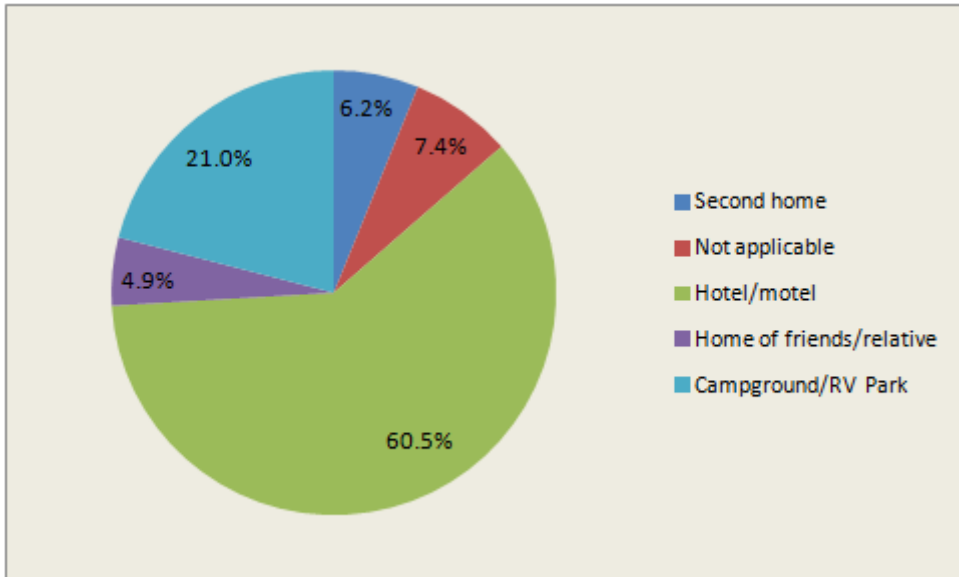
- The average amount of time spent at the events at Horseshoe Park was 7 days. The average number of nights in lodging while in the area was 15.
- 93 percent of the respondents stayed overnight to attend events at Horseshoe Park and Equestrian Center.
- 60.5 percent of attendees stayed in a hotel/motel and 21 percent stayed at a campground/RV park.

- Of those who stayed multiple nights, nearly 46 percent stayed in Gilbert followed by 24 percent in Mesa. Only 22 percent actually stayed in Queen Creek, with nearly all staying in a campground/RV park.

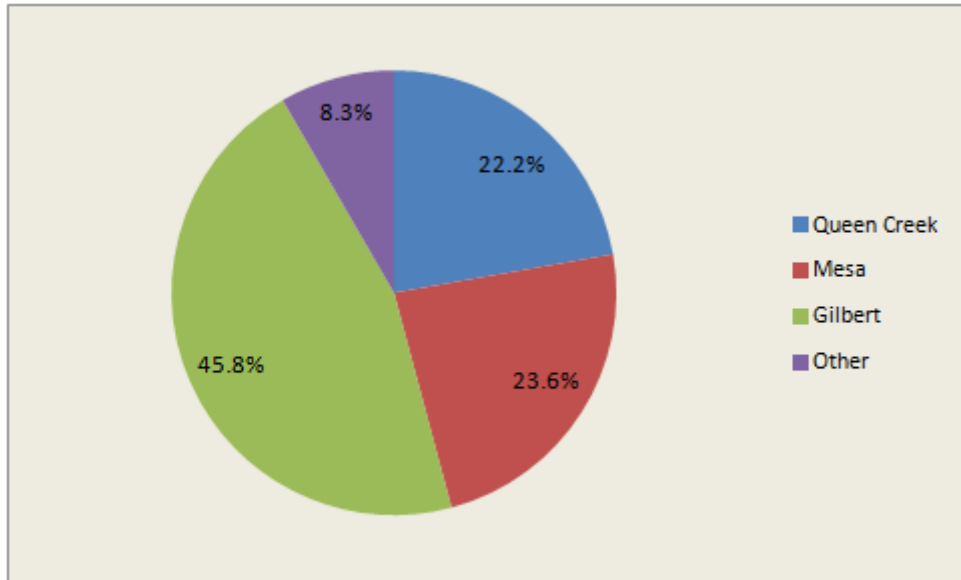
**Number of Nights Spent
Horseshoe Park & Equestrian Center**



**Lodging Type Used for Overnight Stay
Horseshoe Park & Equestrian Center**



Cities Where Respondents Stayed
Horseshoe Park & Equestrian Center

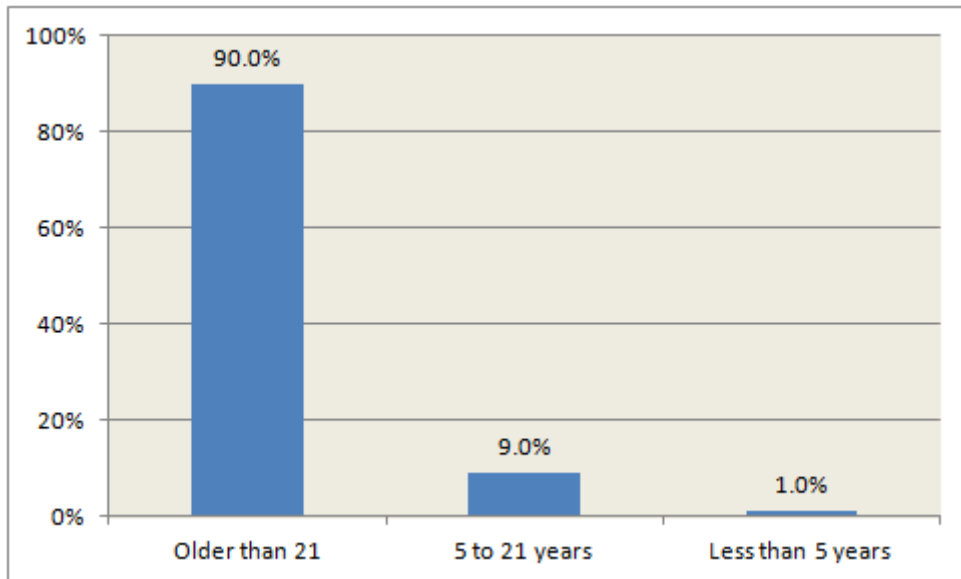


Q.3. How many people are in your travel party and what is their age range?

Major Findings

- The stages events and activities at Horseshoe Park and Equestrian Center attract an adult population, consequently the majority of participants are older than 21 years of age.

Age Range of Party Members Visiting the Horseshoe Park & Equestrian Center

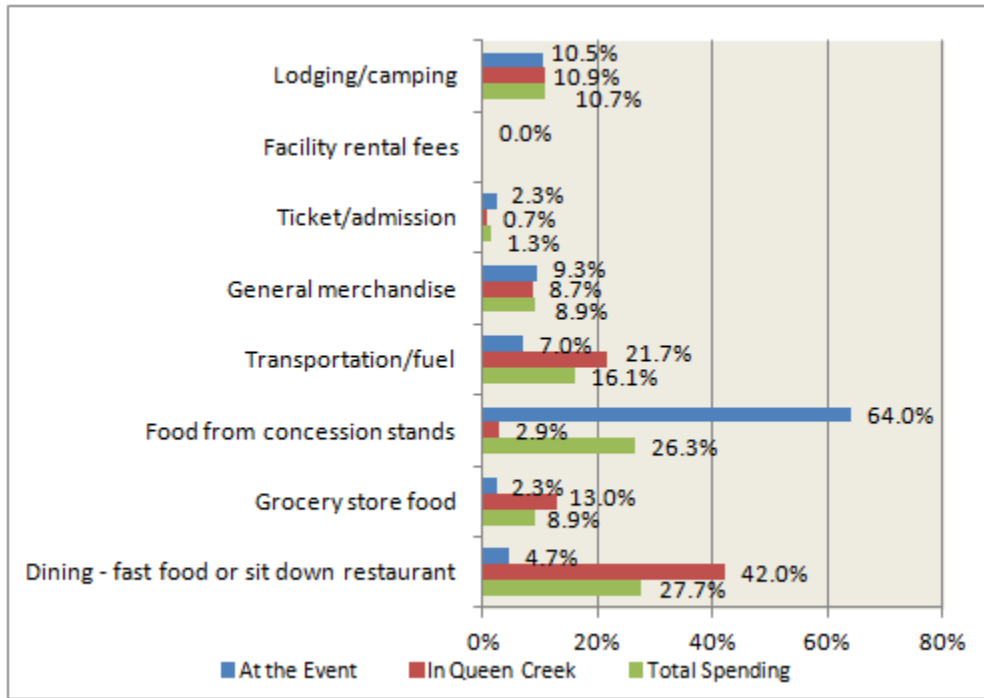


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

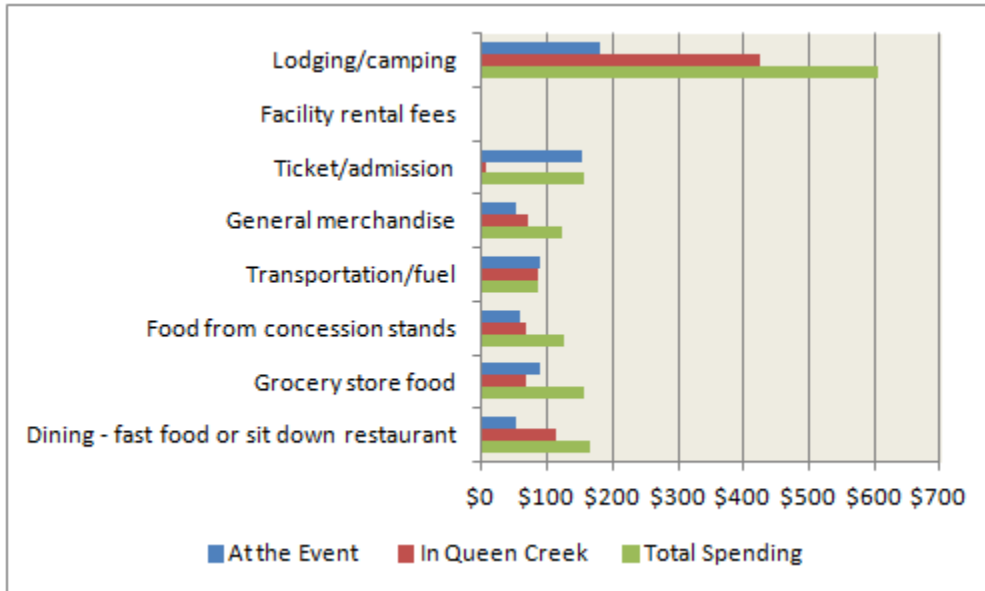
Major Findings

- At the event, the largest percentage of overall spending was for food at concession stands (64%) at the event followed by general merchandise (9.3%).
- The largest percentage of spending in Queen Creek was for dining (42%) followed by transportation/fuel (21.7%).
- While lodging comprised 10.7 percent of all spending it represents the greatest cash outlay at \$607 per respondent.

**Percent of Spending by Travel Party by Category
Horseshoe Park and Equestrian Center**



**Average Travel Party Spending by Category
Horseshoe Park and Equestrian Center**

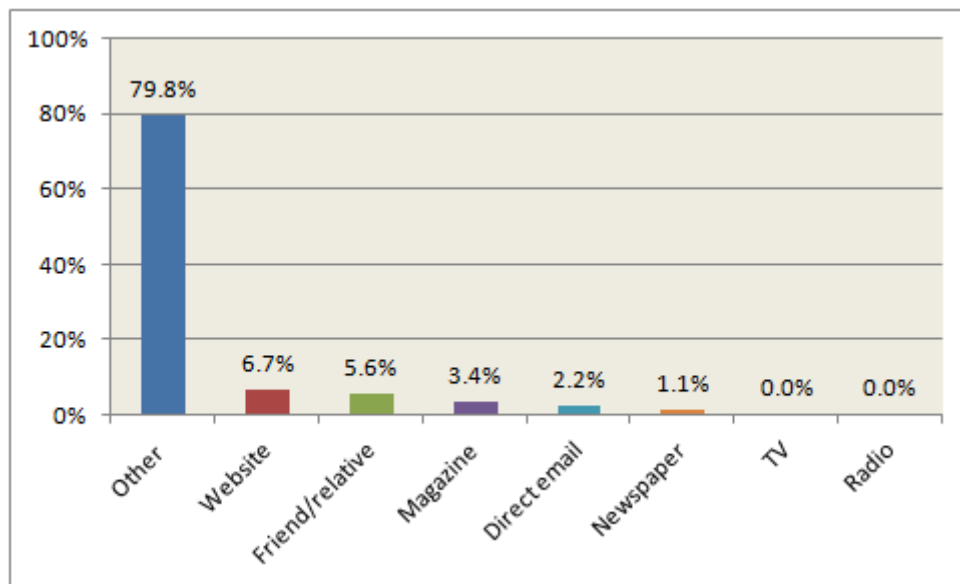


Q.5. How did you find out about the event?

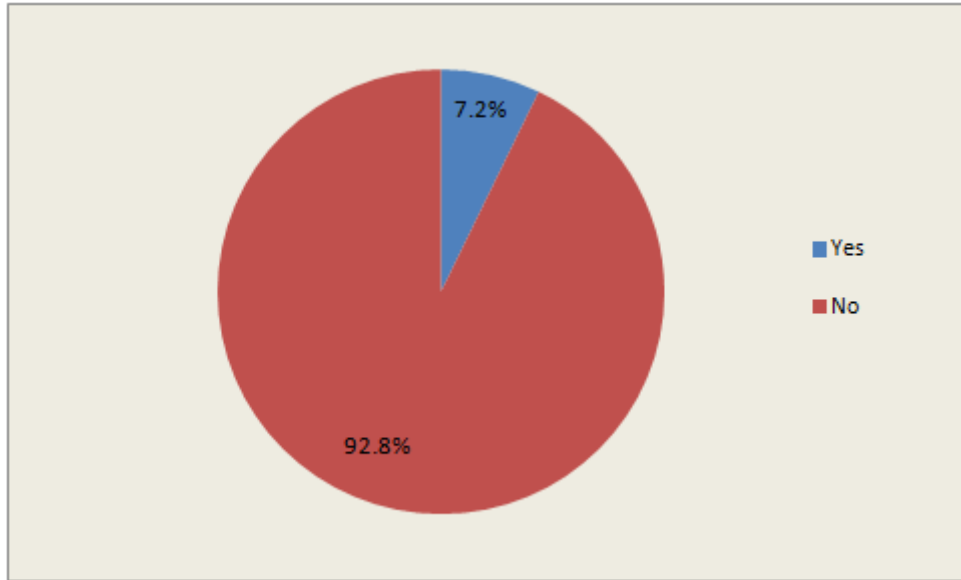
Major Findings

The vast majority (80 %) learned about this event through equestrian organizations, such as National Reined Cow Horse Association and Arizona Cutting Horse Association.

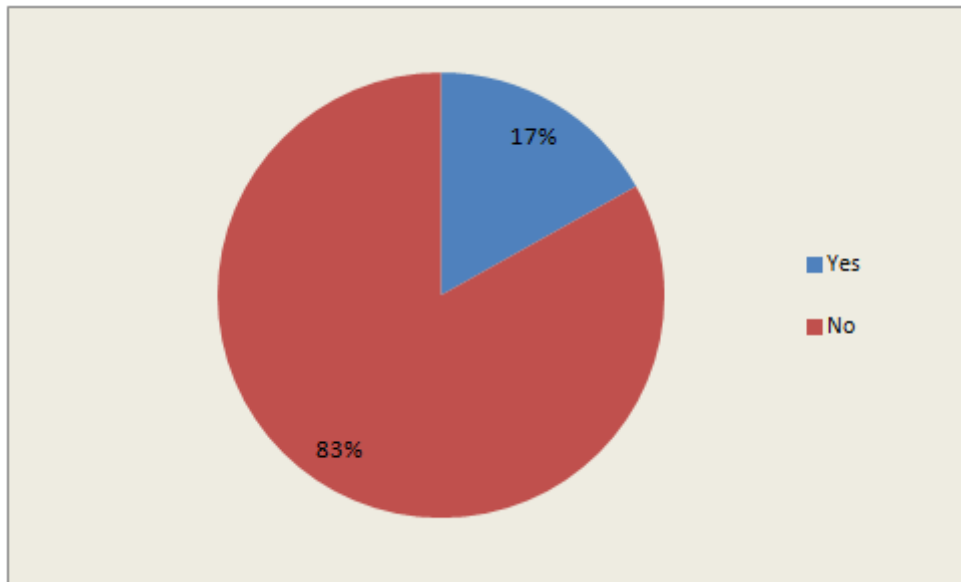
How Respondents Found Out About the Event at Horseshoe Park & Equestrian Center



Q.6.a Did you choose this event/facility to attend over another event/facility in Queen Creek?

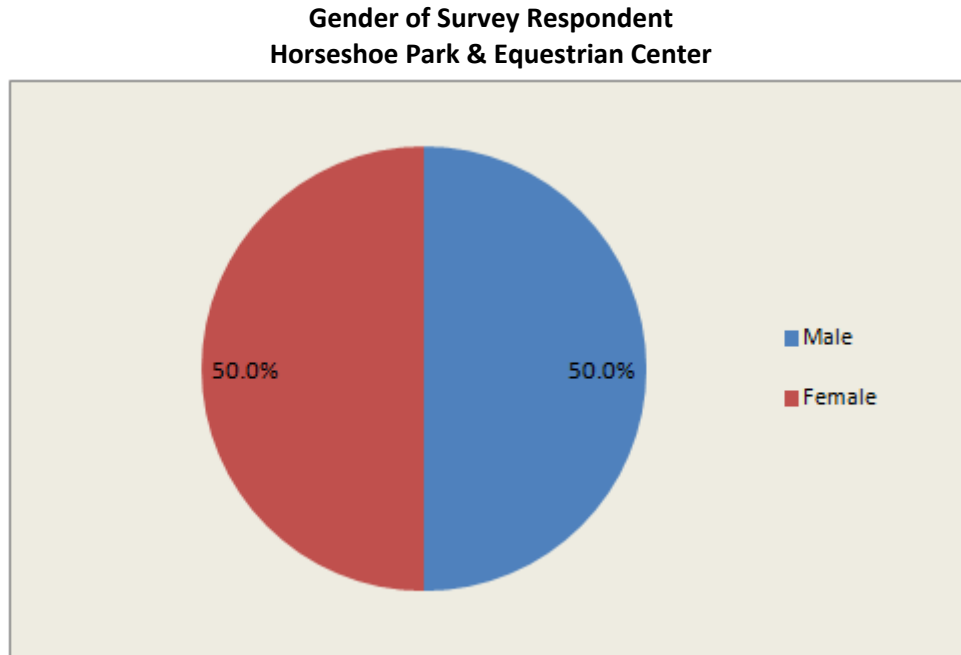


Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?



Q.7. What is your gender?

- An equal split of respondents to the survey were male and female.



Q.8. What is the zip code of your permanent residents in the U.S.

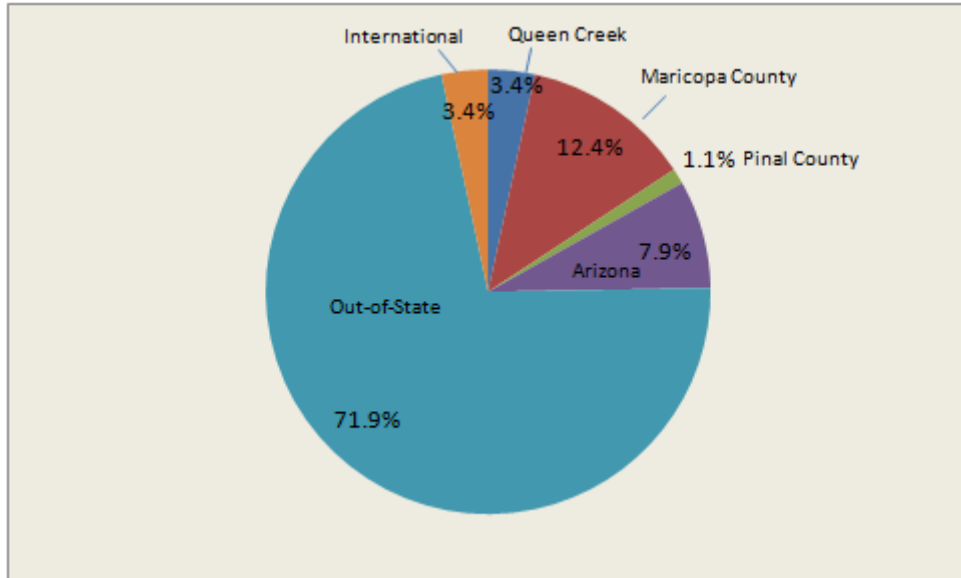
Q.9. If not from the U.S. what is your country of origin?

Major Findings

The vast majority of participants at Horseshow Park were from out of state (71.9%) and of those 42 percent were from California followed by 10 percent from Colorado

- 13.5 percent were from Maricopa and Pinal Counties
- International visitors represented 3.4 percent of the respondents and all were from Canada.

Place of Permanent Residence
Horseshoe Park & Equestrian Center



BARNEY FAMILY SPORTS COMPLEX

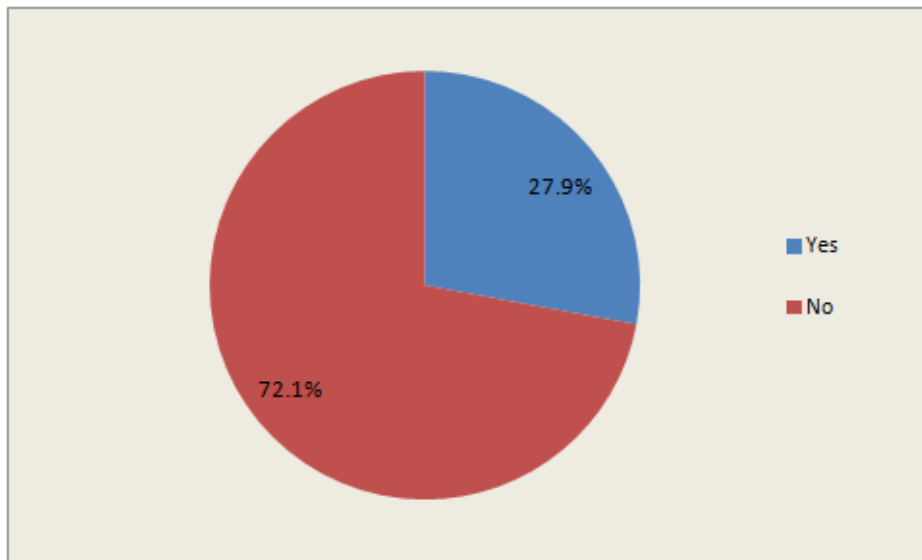
Barney Family Sports Complex is a family oriented sports facility, part of the Barney Family Sports Complex where a variety of adult and youth leagues, sporting camps and birthday celebrations are staged. Volunteers collected surveys on December 17 and 19, 2011 and March 31, 2012. A total of 86 surveys were collected.

Q.1. Is this your first time attending Barney Family Sports Complex? If no, how many other times have you attended?

Major Findings

- 72 percent of the attendees are repeat visitors to Barney Family Sports Complex.
- On average they have attended 27 times. (Some respondents indicated that they attend five days a week)

First-Time Attendance at Barney Family Sports Complex

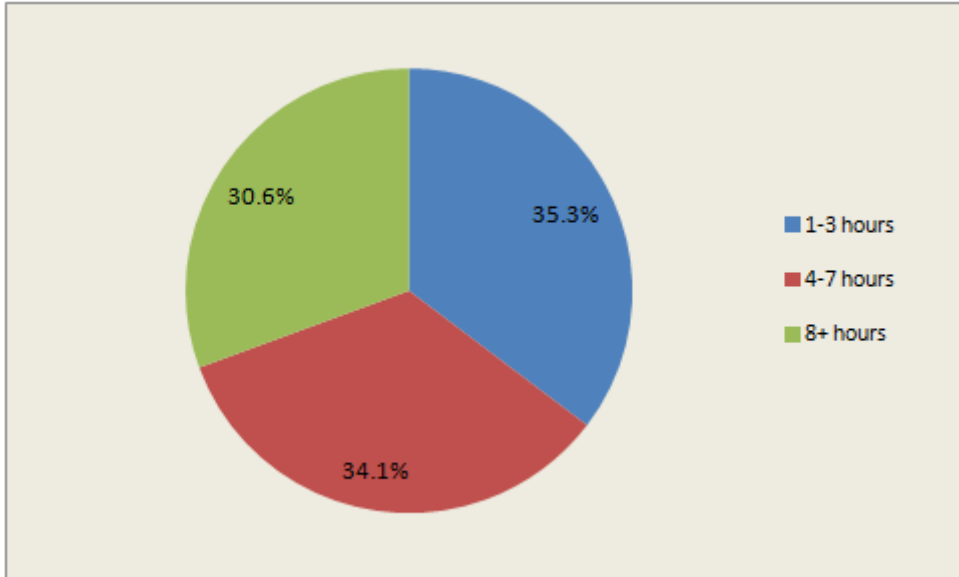


Q.2. How much time, in total, will you spend at this event?

Major Findings

- 35.3 percent of the attendees stayed at Barney Family Sports Complex from 1 to 3 hours, while 34.1 percent stayed between 4 to 7 hours, with the remainder of the respondents (30.6%) staying over 8 hours.
- Only 1 percent of the respondents stayed overnight.

Total Time Spent at Barney Family Sports Complex

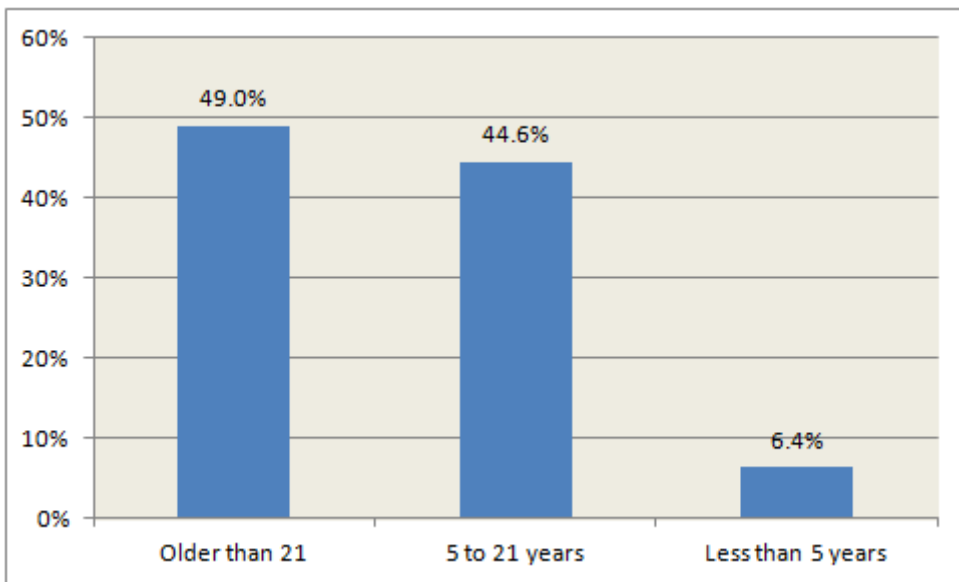


Q.3. How many people are in your travel party and what is their age range?

Major Findings

- The average party size was 1.32 people.
- The split between over 21 and under 21 years of age was nearly equal.

Age Range of Party Members Visiting Barney Family Sports Complex

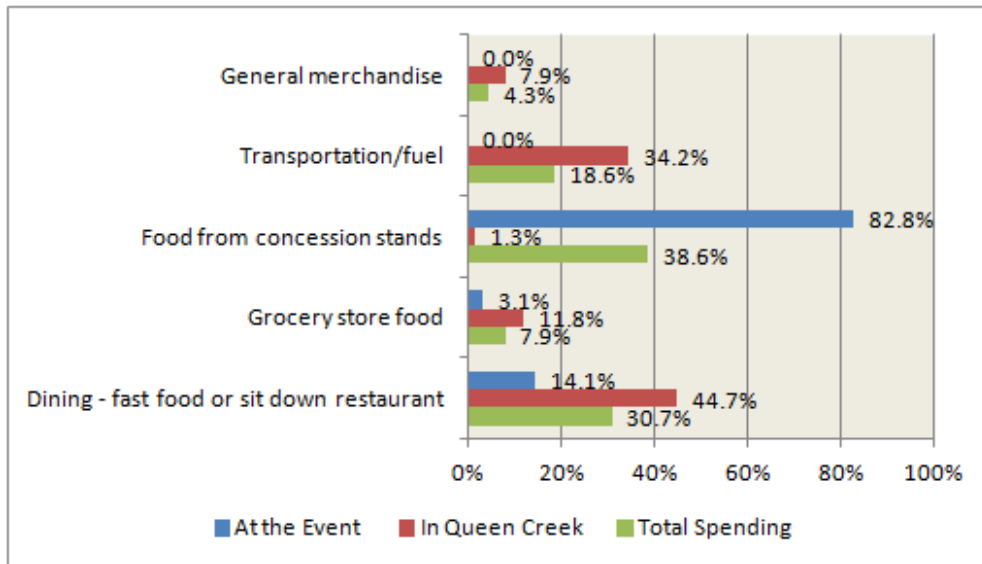


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

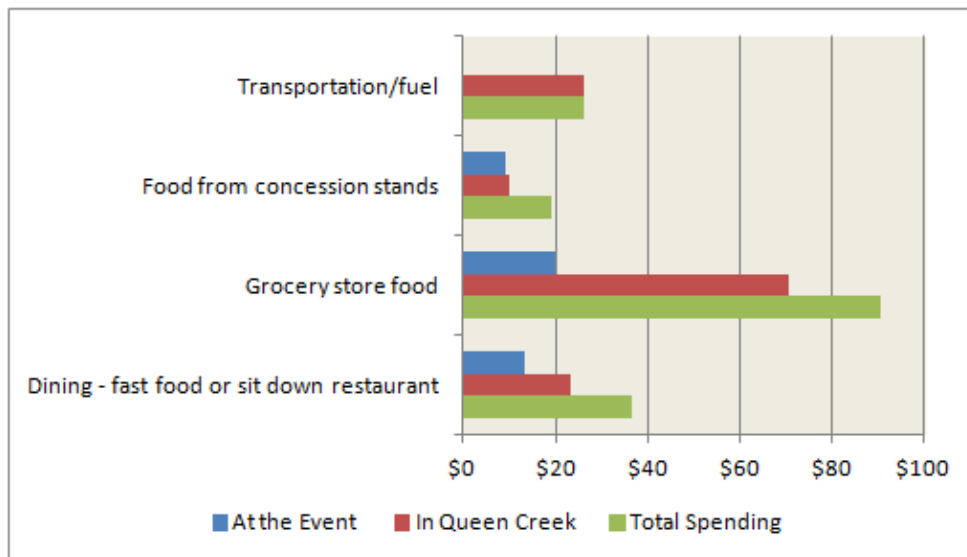
Major Findings

- The largest percentage of overall spending at the event (82.3%) was for food from concession stands.
- The largest percentage of overall spending in the Town of Queen Creek was for dining (44.7%).
- In terms of total actual expenditures by category, the greatest dollar amount went to grocery store food followed by dining.

**Percent of Spending by Travel Party by Category
Barney Family Sports Complex**



**Average Travel Party Spending by Category
Barney Family Sports Complex**

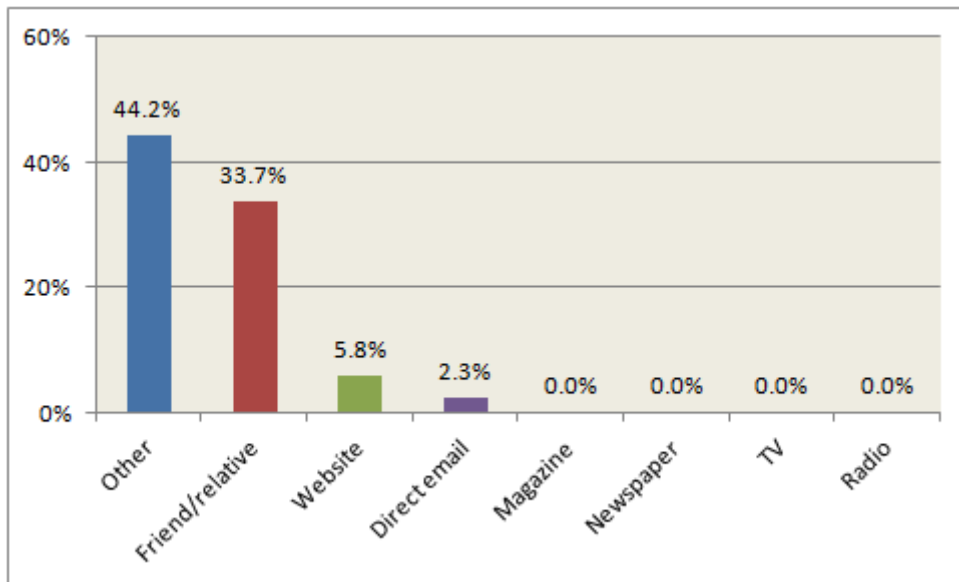


Q.5. How did you find out about the event?

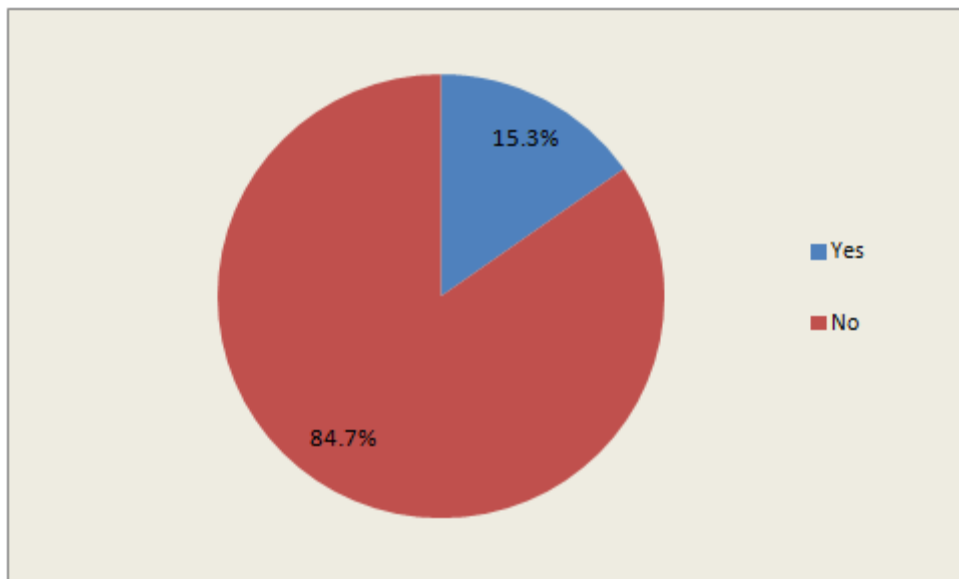
Major Findings

- 44.2 percent of respondents found out about Barney Family Sports Complex through other means including leagues and associations, such as Club Volleyball and USA Volleyball.
- 33.7 percent learned about Barney Family Sports Complex through friends and relatives

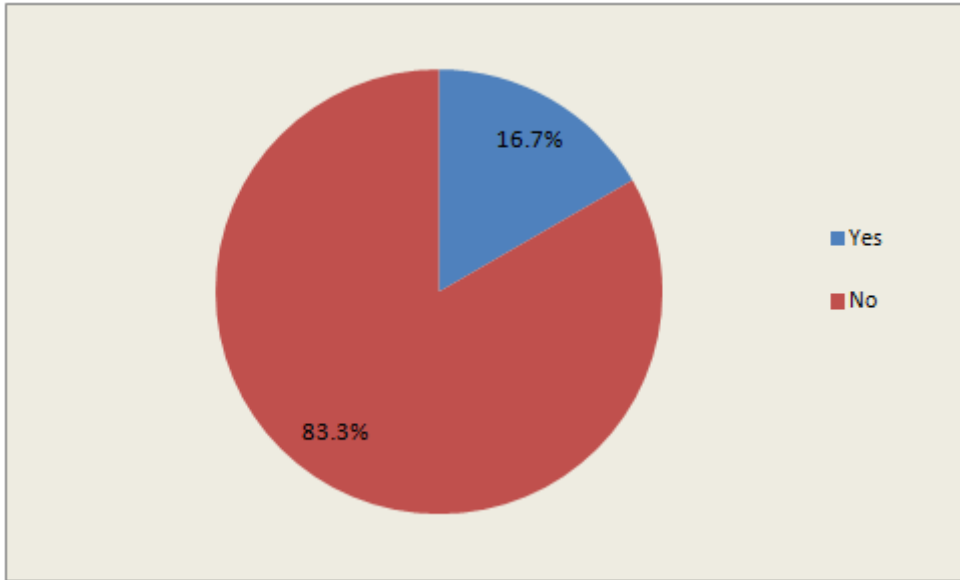
How Respondents Found Out About Barney Family Sports Complex



Q.6.a. Did you choose this event/facility to attend over another event/facility in Queen Creek?



Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?

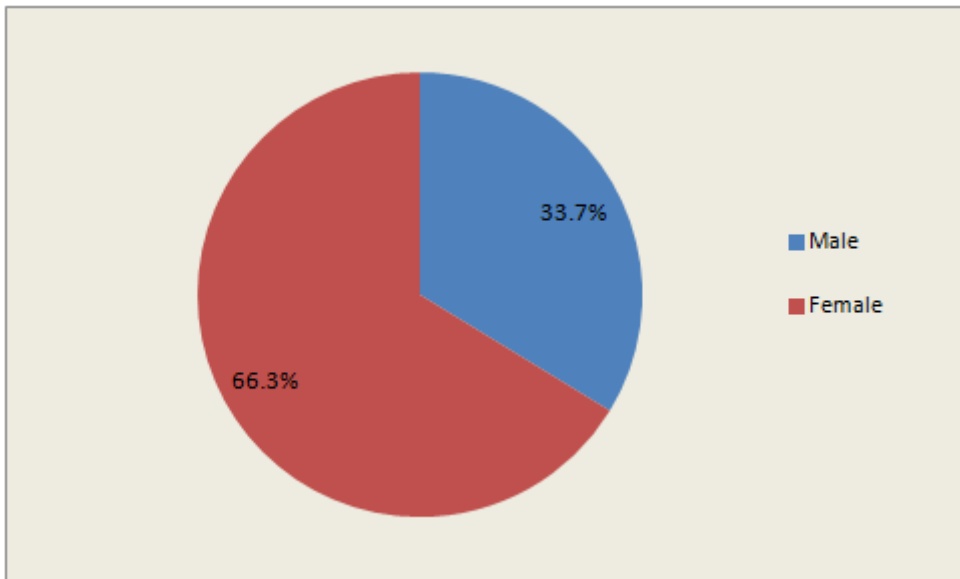


Q.7. What is your gender?

Major Findings

- The majority of the respondents to the survey were female.

Gender of Respondent
Barney Family Sports Complex



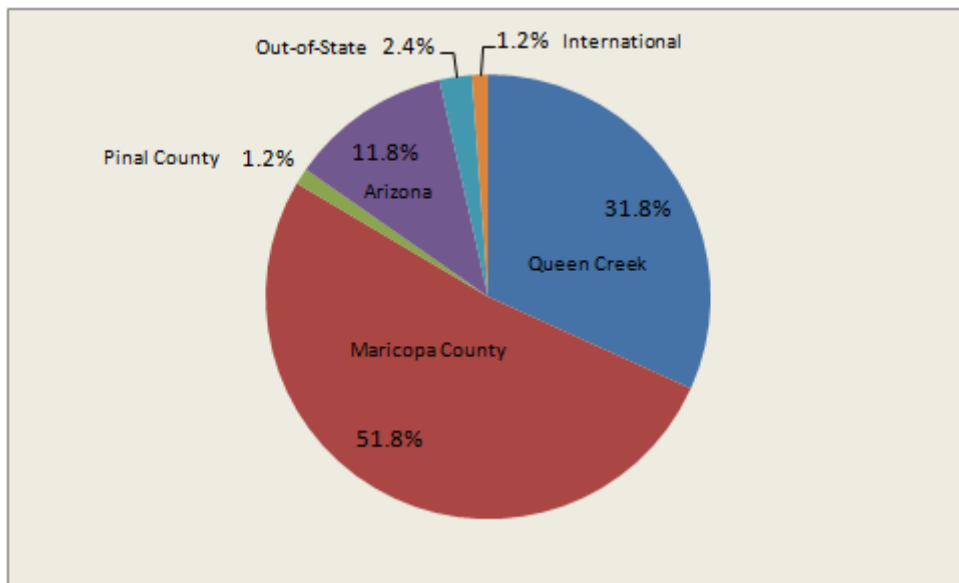
Q.8. What is the zip code of your permanent residence in the U.S.

Q.9. If not from the U.S. what is your country of origin?

Major Findings:

- The majority of the attendees at Barney Family Sports Complex were from Maricopa County at 51.8 percent followed by residents of Queen Creek at 31.8 percent.
- 1 percent of the respondents were from outside of the U.S. (Canada).

**Place of Permanent Residence
Barney Family Sports Complex**



3. ECONOMIC IMPACT ANALYSIS

This economic impact analysis was prepared to help the Town of Queen Creek understand the direct and multiplier effects of spending that these five venues have on the local and regional economy. Input into the econometric model was based on the primary research obtained during the on-site surveys.

The economic impact analysis takes the direct inputs of the survey findings (annualized) and measures the indirect and induced impacts that would likely accrue to an area. ESI Corp utilized the IMPLAN econometric model² to effectively estimate the economic impact of a variety of arts and entertainment venues on the economy in Queen Creek and Maricopa County. The IMPLAN model is a computerized input-output model which analyzes the economic impact on a user defined study area. Regional information gathered from federal data sets is used to develop custom models for each individual study area. Study areas can be defined as an aggregation of zip codes, single counties, multi-county regions, one or more states, or the entire national economy.

The IMPLAN econometric model operates by estimating the direct impacts, indirect impacts, and induced impacts of specific economic activity within the study area:

- **Direct** economic impacts are those attributable to the initial economic activity. For example, an operation with ten full-time employees creates ten direct jobs.
- **Indirect** economic impacts are those economic activities undertaken by vendors and suppliers within the supply chain of the direct activity as a result of the initial economic activity. For example, suppliers of goods, materials, and services used in the direct activities produce indirect economic impacts.
- **Induced** economic impacts result from the spending of wages paid to employees in local industries involved in direct and indirect activities. These wages, which are analogous to household spending, support additional local activities, such as the purchase of goods and services within the region. In turn, that portion of spending that accrues to local businesses and employees is once again re-circulated within the local economy, producing additional activity.

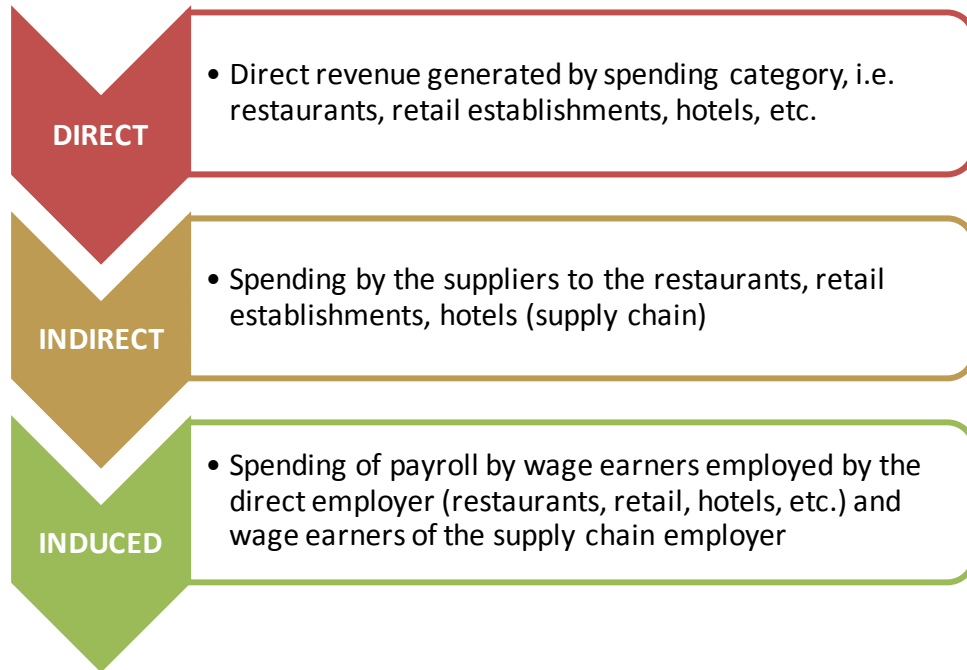
The categories of impacts which were analyzed in the modeling process include:

1. **Employment impact** – this represents the full and part time jobs, including self employed.
2. **Earnings impact** – wages paid to personnel associated with the economic activity. Includes total wage and salary including benefits of the direct, indirect and induced employees
3. **Economic Output** – this represents the spending or gross receipts for goods or services generated.

The model measures the amount of economic activity in each round of spending until all of the spending within the defined region has been leaked outside the study area.

² IMPLAN stands for Impact Analysis for Planning. The software was created and is distributed by the Minnesota IMPLAN Group (MIG) out of Stillwater, Minnesota.

The following chart describes the various economic impacts that spending generated by the various arts and entertainment venues has on the economy.



METHODOLOGY

Modeling the economic impact of the various arts and entertainment venues began by utilizing direct revenue and spending data provided by the various venues. This data was supplemented by the intercept survey results. The Town also provided annual attendance figures for each of the five venues.

When using the survey data, a variety of steps were undertaken to organize the data; including calculating spending per person, identifying the percent of respondents that spent money in each category, computing the annualized spending and finally multiplying annual spending by the annual attendance. The annual spending was then used in the impact model to estimate the direct and multiplier effects on the economy.

The Schnepf Farms Pumpkin & Chili Festival analysis was limited to attendance at the Pumpkin Festival. This was due to the nature of activities offered throughout the year. For example, some of the activities, such as the Peach Festival, do not require an admission fee. They also rent out the facility for wedding and birthday parties for a fee. By omitting attendance at these other events prevented the skewing of the spending data.

Utilizing the economic impact software, two econometric models were prepared, one for Queen Creek and one for Maricopa County, to analyze the direct and multiplier effects (indirect and induced) that the associated spending generated by these five venues have on the Town of Queen Creek and Maricopa County as a whole. A comparison between these two models was also performed to see how much of the economic impact was captured by the Town of Queen Creek.

When setting up the Queen Creek econometric model, the study area boundaries for the Town were represented by zip codes 85140, 85142, and 85298. The Maricopa model was based on the county, plus the Pinal County zip code 85140.

ECONOMIC IMPACT FINDINGS

An economic impact analysis was conducted on each of the five arts and entertainment venues, assessing the impact to the Town of Queen Creek and Maricopa County as a whole. Following are the model inputs and summarized findings for each venue and a separate analysis for Horseshoe Park and Equestrian Center (HPEC).

Impact Model Inputs

Data entered into the model was represented by the revenue generated for each venue by spending category and is noted in Table 4. When examining all five venues the total amount of money spent during Fiscal Year 2011-12 equals \$18.8 million. Queen Creek Olive Mill generated the most revenue at \$6.1 million, followed by HPEC at \$4.7 million. The largest category of overall spending is dining at \$5.5 million (fast food or sit down) followed by general merchandise (\$3.9 million) and transportation and fuel (\$2.4 million). The Queen Creek Olive Mill contributed the most in general merchandise sales and dining, while HPEC generated the most in lodging.

Table 4 - Economic Impact Model Inputs, Direct Spending by Category

	Schnepf Farms Pumpkin & Chili Festival ¹	Olive Mill	Queen Creek Performing Arts Center	Horseshoe Park & Equestrian Center	Barney Family Sports Complex	Totals per Category
Dining - fast food or sit down restaurant	\$762,882	\$1,507,300	\$1,729,909	\$1,342,387	\$197,557	\$5,540,035
Grocery store food	\$196,125	\$747,832	\$481,453	\$276,069	\$242,248	\$1,943,726
Food from concession stands	\$503,871	\$0	\$48,160	\$84,929	\$49,781	\$686,741
Transportation/fuel	\$487,757	\$511,546	\$379,351	\$614,551	\$440,891	\$2,434,098
General merchandise	\$449,633	\$3,225,900	\$4,500	\$245,742	\$0	\$3,925,775
Ticket/admission	\$1,164,564	\$170,800	\$199,000	n/a	\$250,000	\$1,784,364
Facility rental fees	\$40,483	\$0	\$117,700	\$381,681	\$105,000	\$644,864
Classes/workshops	n/a	n/a	\$22,000	n/a	n/a	\$22,000
Lodging/camping	\$8,081	\$0	\$0	\$1,794,806	\$0	\$1,802,887
Overnight RV at HPEC	n/a	n/a	n/a	\$29,310	n/a	\$29,310
Totals per Event	\$3,613,395	\$6,163,378	\$2,982,073	\$4,769,475	\$1,285,478	\$18,813,800
Annual Attendance	100,000	750,000	112,000	34,130	125,000	1,121,130
Average Spending per Person	\$36.13	\$8.22	\$26.63	\$139.74	\$10.28	\$16.78

¹Figures for Pumpkin Festival only.

Arts and Entertainment Venue Impact Results

A total of 1.1 million people participated in the five arts and entertainment venues in Queen Creek, in which they spent on average \$16.78 per person. Based on the estimated revenue of \$18.8 million, these venues support 228 direct jobs within Queen Creek with an annual payroll value of \$6 million. The total direct economic output is valued at \$13 million. When taking into consideration the multiplier effects (indirect and induced) the total number of jobs supported by these five arts and entertainment venues in Queen Creek is 268, with an annual payroll valued at \$7.7 million and a grand total economic output of \$23.7 million. When analyzing the economic impact to the county as a whole, there are 329 jobs associated with these venues, contributing \$10.6 million in payroll and generating \$29.8 million in economic output (Table 5).

Table 5 - Economic Impact of All Venues			
Queen Creek			
Impact Type	Employment	Labor Income	Economic Output
Direct Effect	228	\$6,056,400	\$18,813,800
Indirect and Induced	40	\$1,684,033	\$4,893,772
Queen Creek Total Effect	268	\$7,740,433	\$23,707,571
Maricopa County			
Direct Effect	243	\$6,597,431	\$18,813,800
Indirect and Induced	86	\$4,016,747	\$11,069,637
Maricopa County Total Effect	329	\$10,614,178	\$29,883,437

Source: IMPLAN

Every community has a degree of leakage to neighboring communities or states. The economic impact that Queen Creek derives from these five venues is fairly significant and captures nearly 79.3 percent of the total economic output as denoted in Table 6. When reviewing the industry detail, the two categories in which leakage occurs the most is in lodging and food services and drinking places.

Table 6 - Economic Impact Leakage (direct, indirect and induced)			
Impact Type	Employment	Labor Income	Economic Output
Maricopa County	329	\$10,614,178	\$29,883,437
Queen Creek	268	\$7,740,433	\$23,707,571
Leakage	61	\$2,873,745	\$6,175,865

Source: IMPLAN

Table 7 is a summary of the economic impact of each venue within the Town of Queen Creek. When reviewing the economic impact of the various arts and entertainment venues within Queen Creek, it is apparent there is some variation. The largest generator of total jobs are the Queen Creek Olive Mill at 106 followed by Schnepf Farms Pumpkin & Chili Festival at 55. When looking at total economic output,

the greatest contributor to the local economy includes Queen Creek Olive Mill followed by Horseshoe Park & Equestrian Center. Impacts resulting from Queen Creek Performing Arts Center and Horseshoe Park & Equestrian Center are inclusive of event activities and the operational payroll associated with the venue.

The direct figures, which are generated by the impact model, include the first round of spending within the community, which means it captures the jobs and payroll of the suppliers to these venues.

Table 7 - Queen Creek Economic Impact Summary, 2012

	Direct	Indirect & Induced	Total Effect
Schnepf Farms			
Jobs	46	9	55
Payroll	\$1,229,622	\$366,146	\$1,595,777
Output	\$3,613,395	\$1,033,927	\$4,647,322
Queen Creek Olive Mill			
Jobs	91	15	106
Payroll	\$2,418,417	\$631,466	\$3,049,883
Output	\$6,163,378	\$1,854,639	\$8,018,017
Queen Creek PAC (Combined Events and Operations)			
Jobs	40	8	48
Payroll	\$1,074,178	\$317,262	\$1,391,440
Output	\$2,982,073	\$919,813	\$3,901,886
HPEC (Combined Events and Operational Payroll)			
Jobs	35	7	41
Payroll	\$1,041,955	\$272,714	\$1,314,669
Output	\$4,769,475	\$799,678	\$5,569,153
Barney's Family Sports			
Jobs	16	2	18
Payroll	\$292,228	\$96,445	\$388,673
Output	\$1,285,478	\$285,715	\$1,571,193
Total Jobs	228	40	268
Total Payroll	\$6,056,400	\$1,684,033	\$7,740,442
Total Output	\$18,813,799	\$4,893,772	\$23,707,571

Source: IMPLAN

Horseshoe Park & Equestrian Center

The Town of Queen Creek owns and operates Horseshoe Park & Equestrian Center. This facility plays host to a variety of equestrian events, such as breed shows, performance disciplines (cutting, roping,

reined cowhorse) and rodeos or other spectator events such as horse expos. During FY2011-12 HPEC hosted 123 events (49 event days) with an annual attendance of 34,130 people.

To gain a comprehensive understanding of the impact that Horseshoe Park & Equestrian Center has on the local economy, the economic analysis examined two things: 1) the economic impact of events staged at HPEC and 2) the economic impact of the value of the HPEC operations relating to payroll. Impact of the events included participant spending on food and beverage, transportation and fuel, general merchandise, lodging and the like. Impact of the Town operations was based on payroll spending, which are the induced effects.

When first examining the economic impact of the events staged at Horseshoe Park & Equestrian Center and the associated spending of the 34,130 attendees, these activities support 34 total jobs with a total payroll of \$875,542 and a total economic output of \$5.3 million. Payroll spending (induced effects) associated with Horseshoe Park & Equestrian Center indicates another 8 jobs with an additional \$439,127 in total payroll. When combining events and operations, the total economic impact that Horseshoe Park & Equestrian Center has on Queen Creek's economy, translates into 41 jobs and total economic output of \$5.5 million. Based on an annual operating budget of \$793,671, the return on investment to the community is substantial. For every direct dollar Queen Creek spends to support HPEC, there results another \$7.02 that is generated or spent within the community from the events.

Table 8 - HPEC Economic Impact on Queen Creek			
HPEC Events Impact			
Impact Type	Employment	Labor Income	Output
Direct Effect	29	\$664,207	\$4,769,475
Indirect and Induced	5	\$211,335	\$619,505
Total Effect	34	\$875,542	\$5,388,980
HPEC Payroll Impact			
Direct Effect	6	\$377,748	\$0
Induced	2	\$61,379	\$180,173
Total Effect	8	\$439,127	\$180,173
HPEC Combined Events and Operations			
Direct Effect	35	\$1,041,955	\$4,769,475
Indirect and Induced	7	\$272,714	\$799,678
Total Effect	41	\$1,314,669	\$5,569,153

Source: IMPLAN

When analyzing the economic impact that Horseshoe Park & Equestrian Center has on the Maricopa County economy the impact grows to 71 total jobs with an annual payroll of \$2.6 million and total economic output of \$7.5 million. One of the primary differences between the impact generated in Queen Creek versus the balance of Maricopa County is the lodging dollars that are spent outside of the Town of Queen Creek.

There are many industries that are the recipients of the direct spending and subsequent multiplier effects of the arts and entertainment venues hosted in Queen Creek. Based on the total economic impact, the top 10 industries who are the largest beneficiaries of this spending include food services and drinking places followed by hotels and motels.

Table 9 - Top 10 Industries Impacted by Arts and Entertainment Venues

- Food services and drinking places
- Hotels and motels, including casino hotels
- Retail Stores - General merchandise
- Amusement parks, arcades, and gambling industries
- Retail Stores - Food and beverage
- Real estate establishments
- Retail Stores - Gasoline stations
- Offices of physicians, dentists, and other health practitioners
- Private hospitals
- Wholesale trade businesses

Source: IMPLAN

FINDINGS AND CONCLUSIONS

The findings of the economic impact analysis provide the Town with valuable information on how various arts and entertainment venues contribute to the local economy. The Arizona Office of Tourism reports that during 2011 in Arizona, \$2.7 billion was generated in local, state and federal tax collections from out of town visitors. This out of town visitor spending contributes significantly to the state's economy and has the effect of reducing the tax burden to Arizona residents.

Queen Creek's arts and entertainment venues also contribute to the local economy through sales tax collections. Survey findings show that nearly 82 percent of the visitors to these five venues live outside of the Town of Queen Creek, and are spending their money and contributing to the Town's tax base. When taking the Queen Creek's taxable visitor spending at the five venues of \$11.4 million, it is estimated that the Town received \$256,715 in sales tax collections. When applying 79.3 percent (Queen Creek's capture rate) to the indirect and induced taxable spending of \$2.4 million, the Town collected another \$55,731 in sales tax for a grand total of \$312,446.³ Tourism spending within the Town helps fund local government and can have the effect of reducing the overall tax burden to the residents of Queen Creek.

Queen Creek Fiscal Impact Analysis	
Dining - fast food or sit down restaurant	\$5,540,035
Grocery store food	\$1,943,726
General merchandise	\$3,925,775
Subtotal Direct Spending	\$11,409,536
Indirect and Induced Spending (79.3% capture)	\$2,476,942
Total Taxable Spending	\$13,886,478
Queen Creek Tax Collections @2.25%	\$312,446

As noted earlier in the report, there is some trade leakage occurring out of Queen Creek to other cities within Maricopa County. Queen Creek does not yet possess lodging accommodations which are utilized by visitors and could generate jobs and tax revenue to the Town. Attracting lodging will help stem the outflow of dollars and serve to generate more jobs and greater economic and fiscal impact in Queen Creek.

³ Taxable spending included dining, grocery and general merchandise. To be conservative, the Town's 2.25% tax rate was applied, as opposed to the 2.50% rate applicable to the special district.

APPENDIX A – SURVEY INSTRUMENT



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www.esicorp.net

QUEEN CREEK ECONOMIC IMPACT STUDY SURVEY QUESTIONS

1. Is this your first time attending (fill in the name of the venue)?

- Yes
- No

a. If no, how many other times have you attended _____.

2. How much time, in total, will you spend at this event?

- 1-3 hours
- 4-7 hours
- 8+ hours
- 1 night
- 2 nights
- 3-4 nights

a) If staying overnight what type of lodging are you using?

- Not applicable
- Hotel/motel
- Home of friends/relative
- Condominium/vacation rental
- Campground/RV Park
- Second home
- Other (explain)_____

b) If this is an overnight trip, what city are you staying in_____.

c) If this is an overnight trip, how many days are you staying in the area?

- 1 night
- 2 nights
- 3-4 nights
- 5-7 nights
- More than 7 nights



3. How many people are in your travel party, including yourself, that are?

- _____ Less than 5 years old
- _____ 5 to 21 years old
- _____ Older than 21

4. Please estimate the amount of money that your travel party is spending per day during this event? (not all spending categories are applicable to everyone)

	At the event	In Queen Creek
Dining - fast food or sit down restaurant		
Grocery store food		
Food from concession stands		
Transportation/fuel		
General merchandise		
Ticket/admission		
Facility rental fees		
Lodging/camping		

5. How did you find out about the event? (check all that apply)

- Magazine
- Newspaper
- TV
- Radio
- Website
- Direct email
- Friend/relative
- Other _____



6. a. Did you choose this event/facility to attend over another event/facility in Queen Creek?

Yes

No

If yes, name of the event _____.

b) Did you choose this event/facility to attend over another event/facility in another city?

Yes

No

If yes, name of the event _____.

7. Gender:

Male

Female

8. What is the zip code of your permanent residence in the U.S. _____.

9. If you are not from the U.S., what is your country of origin? _____.

THANK YOU FOR TAKING OUR SURVEY.

**AS A TOKEN OF OUR APPRECIATION HERE IS A
"SHOP QUEEN CREEK" BAG.**

Name of Survey Taker _____

Date of Survey _____

APPENDIX B - SURVEY TABULATIONS

OLIVE MILL SURVEY TABULATION

Question 1: Is this your first time attending the Olive Mill in Queen Creek?

Response	Count	Percent
Yes	63	63.6%
No	36	36.4%
Total Question Respondents	99	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Total
1	5	15.2%
2	3	9.1%
3	7	21.2%
4	1	3.0%
5	2	6.1%
6	5	15.2%
10	6	18.2%
11	1	3.0%
12	3	9.1%
Total Question Respondents	33	100.0%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	95	96.0%
4-7 hours	4	4.0%
Total Question Respondents	99	100.0%

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Not applicable	57	57.6%
Hotel/motel	8	8.1%
Home of friends/relative	17	17.2%
Condominium/vacation rental	4	4.0%
Campground/RV Park	5	5.1%
Second home	6	6.1%
Other (please specify)	2	2.0%
Total Question Respondents	99	100.0%

OLIVE MILL SURVEY TABULATION

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Ahwatukee	4	11.1%
Anthem	1	2.8%
Apache Junction	2	5.6%
Chandler	2	5.6%
Maricopa	2	5.6%
Mesa	13	36.1%
Phoenix	2	5.6%
Queen Creek	4	11.1%
San Tan Valley	2	5.6%
Scottsdale	2	5.6%
Sun City West	1	2.8%
Tempe	1	2.8%
Total Question Respondents	36	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
1 night	1	2.8%
2 nights	10	27.8%
3-4 nights	6	16.7%
5-7 nights	4	11.1%
More than 7 nights	15	41.7%
Total Question Respondents	36	100.0%

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	0	0.0%
5 to 21 Years	9	2.8%
Older than 21	318	97.2%
Total Members of all Respondent Parties	327	100.0%

OLIVE MILL SURVEY TABULATION

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Event Spending	QC Count	Total QC Spending
Dining - fast food or sit down restaurant	88	\$2,330	2	\$90
Grocery store food	1	\$12	10	\$295
Food from concession stands	4	\$85	5	\$55
Transportation/fuel	1	\$50	7	\$160
General merchandise	79	\$3,321	3	\$189
Ticket/admission	39	\$403	0	\$0
Facility rental fees	0	\$0	0	\$0
Lodging/camping	0	\$0	0	\$0
Total		\$6,694		\$2,487

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Magazine	3	3.0%
Newspaper	12	12.1%
Website	14	14.1%
Direct email	4	4.0%
Friend/relative	66	66.7%
Other (please specify)	6	6.1%
Total Respondents	99	

Other Responses	Count
Saw the Olive Mill	2
Drive by	1
Other, Not specified	1
Resort	1
Schools	1
Total	6

OLIVE MILL SURVEY TABULATION

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	2	2.1%
No	95	97.9%
Total Question Respondents	97	100.0%

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	15	15.3%
No	83	84.7%
Total Question Respondents	98	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	26	26.5%
Female	72	73.5%
Total Question Respondents	98	100.0%

OLIVE MILL SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

Response	Count	Percent	Response	Count	Percent
20194	1	1.20%	85209	1	1.20%
48419	1	1.20%	85212	1	1.20%
50211	2	2.40%	85224	1	1.20%
50434	2	2.40%	85225	1	1.20%
50601	1	1.20%	85233	2	2.40%
52546	1	1.20%	85234	1	1.20%
54893	2	2.40%	85249	1	1.20%
55125	3	3.60%	85250	1	1.20%
55443	1	1.20%	85268	1	1.20%
56377	1	1.20%	85282	1	1.20%
58201	1	1.20%	85295	1	1.20%
59873	1	1.20%	85297	2	2.40%
60506	1	1.20%	85298	2	2.40%
61008	1	1.20%	85304	1	1.20%
62702	1	1.20%	85338	1	1.20%
63123	1	1.20%	85375	1	1.20%
67204	1	1.20%	85383	1	1.20%
68008	1	1.20%	85395	1	1.20%
85016	1	1.20%	85412	1	1.20%
85044	2	2.40%	85648	1	1.20%
85086	1	1.20%	85739	1	1.20%
85118	4	4.80%	86286	1	1.20%
85132	2	2.40%	86303	2	2.40%
85138	1	1.20%	87110	1	1.20%
85140	2	2.40%	89011	1	1.20%
85142	7	8.40%	89511	1	1.20%
85143	2	2.40%	91326	1	1.20%
85205	1	1.20%	91350	1	1.20%
85207	1	1.20%	92037	1	1.20%
85208	1	1.20%	92081	1	1.20%
			94607	1	1.20%
Total Question Respondents			83	100.00%	

OLIVE MILL SURVEY TABULATION

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
Canada	9	9.1%
Total Respondents	99	100.0%

SCHNEPF FARMS PUMPKIN AND CHILI FESTIVAL SURVEY TABULATION

Question 1: Is this your first time attending Schnepf Farms in Queen Creek?

Response	Count	Percent
Yes	49	49.5%
No	50	50.5%
Total Question Respondents	99	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Percent
1	9	18.8%
2	13	27.1%
3	8	16.7%
4	4	8.3%
5	3	6.3%
6	1	2.1%
8	2	4.2%
9	1	2.1%
10	1	2.1%
12	1	2.1%
15	4	8.3%
Total Question Respondents	48	100.0%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	37	37.4%
4-7 hours	57	57.6%
8+ hours	5	5.1%
Total Question Respondents	99	100.0%

SCHNEPF FARMS PUMPKIN AND CHILI FESTIVAL SURVEY TABULATION

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Not applicable	96	97.0%
Hotel/motel	3	3.0%
Total Question Respondents	99	100.0%

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Gilbert	1	50.0%
Queen Creek	1	50.0%
Total Question Respondents	2	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
1 night	1	33.3%
2 nights	1	33.3%
More than 7 nights	1	33.3%
Total Question Respondents	3	100.0%

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	72	16.7%
5 to 21 Years	128	29.6%
Older than 21	232	53.7%
Total Members of all Respondent Parties	432	100.0%

SCHNEPF FARMS PUMPKIN AND CHILI FESTIVAL SURVEY TABULATION

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Event Spending	QC Count	Total QC Spending
Dining - fast food or sit down restaurant	47	\$1,441	\$10	\$500
Grocery store food	18	\$384	\$2	\$115
Food from concession stands	49	\$1,197	\$3	\$85
Transportation/fuel	0	\$0	\$53	\$1,241
General merchandise	39	\$934	\$3	\$210
Ticket/admission	67	\$2,627	\$6	\$336
Facility rental fees	4	\$103	\$0	\$0
Lodging/camping	1	\$8	\$0	\$0
Totals		\$6,694		\$2,487

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Newspaper	3	3.0%
TV	14	14.1%
Radio	3	3.0%
Website	20	20.2%
Friend/relative	45	45.5%
Other (please specify)	16	16.2%
Total Respondents	99	100.0%

Other Responses	Count
drive by	2
Been before	1
Company Event	1
Every year attendance	1
Facebook	1
Fry's Clerk	1
google	1
Live in Arizona	1
Live in Queen Creek	1
Live Near	1
pass by daily	1
previously attended	1
show up	1
work	1
Total	15

SCHNEPF FARMS PUMPKIN AND CHILI FESTIVAL SURVEY TABULATION

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	25	25.8%
No	72	74.2%
Total Question Respondents	97	100.0%

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	19	19.6%
No	78	80.4%
Total Question Respondents	97	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	30	31.3%
Female	66	68.8%
Total Question Respondents	96	100.0%

SCHNEPF FARMS PUMPKIN AND CHILI FESTIVAL SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

Response	Count	Percent	Response	Count	Percent
85003	1	1.00%	85208	2	0.02
85013	1	1.00%	85209	1	1.00%
85014	2	2.00%	85224	2	2.00%
85018	2	2.00%	85226	1	1.00%
85019	2	2.00%	85233	3	3.10%
85020	1	1.00%	85234	1	1.00%
85023	1	1.00%	85248	1	1.00%
85035	3	3.10%	85255	2	2.00%
85037	1	1.00%	85261	1	1.00%
85041	2	2.00%	85269	1	1.00%
85044	6	6.10%	85281	1	1.00%
85083	1	1.00%	85283	2	2.00%
85118	2	2.00%	85286	3	3.10%
85122	3	3.10%	85295	4	4.10%
85128	2	2.00%	85296	3	3.10%
85130	1	1.00%	85297	1	1.00%
85138	2	2.00%	85298	1	1.00%
85140	6	6.10%	85304	1	1.00%
85142	3	3.10%	85308	1	1.00%
85143	5	5.10%	85338	1	1.00%
85194	1	1.00%	85339	1	1.00%
85201	1	1.00%	85340	2	2.00%
85204	3	3.10%	85355	2	2.00%
85205	3	3.10%	85532	1	1.00%
85206	2	2.00%	86403	1	1.00%
85207	1	1.00%			
			Total Question Respondents	98	100.00%

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
Ireland	1	1.0%
Total Respondents	99	100.0%

PERFORMING ARTS CENTER SURVEY TABULATION

Question 1: Is this your first time attending the Performing Arts Center in Queen Creek?

Response	Count	Percent
Yes	54	51.9%
No	50	48.1%
Total Question Respondents	104	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Percent
2	3	6.8%
3	5	11.4%
4	2	4.5%
5	4	9.1%
10	2	4.5%
12	1	2.3%
15	2	4.5%
20	10	22.7%
22	1	2.3%
25	5	11.4%
30	2	4.5%
40	3	6.8%
50	2	4.5%
100	1	2.3%
200	1	2.3%
Total Question Respondents	44	100.0%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	102	97.1%
4-7 hours	3	2.9%
Total Question Respondents	105	100.0%

PERFORMING ARTS CENTER SURVEY TABULATION

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Not applicable	91	89.2%
Home of friends/relative	5	4.9%
Second home	4	3.9%
Hotel/motel	1	1.0%
Condominium/vacation rental	1	1.0%
Total Question Respondents	102	100.0%

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Queen Creek	2	100.0%
Total Question Respondents	2	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
1 night	1	16.7%
3-4 nights	1	16.7%
5-7 nights	1	16.7%
More than 7 nights	3	50.0%
Total Question Respondents	6	100.0%

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	3	1.0%
5 to 21 Years	18	6.1%
Older than 21	275	92.9%
Total Members of all Respondent Parties	296	100.0%

PERFORMING ARTS CENTER SURVEY TABULATION

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Event Spending	QC Count	Total QC Spending
Dining - fast food or sit down restaurant	10	\$458.00	61	\$3,710.00
Grocery store food	4	\$195.00	11	\$965.00
Food from concession stands	15	\$116.00	11	\$546.00
Transportation/fuel	0	\$0.00	33	\$924.00
General merchandise	1	\$145.00	8	\$350.00
Ticket/admission	97	\$7,922.00	2	\$107.00
Facility rental fees	2	\$130.00	0	\$0.00
Lodging/camping	0	\$0.00	0	\$0.00
Totals		\$8,966.00		\$6,602.00

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Newspaper	28	27.2%
Website	32	31.1%
Direct email	8	7.8%
Friend/relative	19	18.4%
Other (please specify)	16	15.5%
Total Respondents	103	100.0%

Other Responses	Count
showup.com	4
online	3
E-mail	2
Member	2
ASU	1
AZ AVM	1
Season ticket holder	1
show up	1
word of mouth	1
Total	16

PERFORMING ARTS CENTER SURVEY TABULATION

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	29	29.6%
No	69	70.4%
Total Question Respondents	98	100.0%

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	42	41.2%
No	60	58.8%
Total Question Respondents	102	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	49	49.0%
Female	51	51.0%
Total Question Respondents	100	100.0%

PERFORMING ARTS CENTER SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

Response	Count	Percent	Response	Count	Percent
61523	1	1.00%	85242	1	0.01
63146	1	1.00%	85249	5	4.90%
80013	1	1.00%	85255	1	1.00%
85028	1	1.00%	85281	1	1.00%
85118	1	1.00%	85283	1	1.00%
85120	3	2.90%	85290	1	1.00%
85128	1	1.00%	85295	2	1.90%
85132	1	1.00%	85297	3	2.90%
85133	1	1.00%	85298	7	6.80%
85138	1	1.00%	85331	1	1.00%
85139	1	1.00%	85338	1	1.00%
85140	6	5.80%	85339	1	1.00%
85142	21	20.40%	85340	1	1.00%
85143	6	5.80%	85396	1	1.00%
85193	1	1.00%	85543	1	1.00%
85194	1	1.00%	85705	1	1.00%
85204	1	1.00%	85718	1	1.00%
85206	1	1.00%	85786	1	1.00%
85207	1	1.00%	85933	1	1.00%
85209	6	5.80%	87047	1	1.00%
85212	3	2.90%	95142	1	1.00%
85213	1	1.00%	97504	1	1.00%
85215	1	1.00%	98346	1	1.00%
85226	1	1.00%	98604	1	1.00%
85233	1	1.00%	98607	1	1.00%
85236	1	1.00%			
Total Question Respondents			103	100.00%	

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
No Responses	N/A	N/A

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 1: Is this your first time attending the Performing Arts Center in Queen Creek?

Response	Count	Percent
Yes	24	27.0%
No	65	73.0%
Total Question Respondents	89	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Percent
1	3	7%
2	9	20%
3	5	11%
4	4	9%
5	8	17%
6	11	24%
7	2	4%
9	1	2%
10	1	2%
11	1	2%
12	1	2%
Total Question Respondents	46	100%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	6	6.8%
4-7 hours	3	3.4%
8+ hours	4	4.5%
1 night	1	1.1%
2 nights	8	9.1%
3-4 nights	47	53.4%
5 nights	2	2.3%
6 nights	7	8.0%
7 nights	6	6.8%
8 nights	1	1.1%
9 nights	1	1.1%
13 nights	2	2.3%
Total Question Respondents	88	100.0%

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Second home	5	5.7%
Not applicable	12	13.8%
Hotel/motel	49	56.3%
Home of friends/relative	4	4.6%
Campground/RV Park	17	19.5%
Total Question Respondents	87	100.0%

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Scottsdale	1	1.4%
San Tan	1	1.4%
Queen Creek	16	22.2%
Mesa	17	23.6%
Gilbert/Mesa	1	1.4%
Gilbert	32	44.4%
Chandler	1	1.4%
Cave Creek	1	1.4%
Apache Junction	2	2.8%
Total Question Respondents	72	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
2 nights	8	10.5%
3-4 nights	18	23.7%
5-7 nights	40	52.6%
More than 7 nights	10	13.2%
Total Question Respondents	76	100.0%

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	2	1.0%
5 to 21 Years	18	9.0%
Older than 21	180	90.0%
Total Members of all Respondent Parties	200	100.0%

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Event Spending	QC Spending Count	Total QC Spending
Dining - fast food or sit down restaurant	4	\$205	76	\$8,109.00
Grocery store food	2	\$175	36	\$1,729
Food from concession stands	73	\$3,813	4	\$273
Transportation/fuel	0	\$0	54	\$4,631
General merchandise	27	\$928	30	\$1,884
Ticket/admission	2	\$305	1	\$5
Facility rental fees	0	\$0	0	\$0
Lodging/camping	9	\$1,636	32	\$7,044
Totals		7,062		\$23,675

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Magazine	3	3.4%
Newspaper	1	1.1%
Website	6	6.7%
Direct email	2	2.2%
Friend/relative	5	5.6%
Other (please specify)	71	79.8%
Total Respondents	89	

Other Responses	Count
National Reined Cow Horse Association	22
Assoc.	14
AZ Cutting Horse Association	12
Assoc. Schedule, National Reined Cow Horse Association	7
Assoc. Schul. National Reined Cow Horse Association	3
Association Schedule	3
All National Reined Cow Horse Association Events	1
Assoc. Newsletter	1
Association	1
Billboard	1
Competitor	1
Occupation	1
Show Work	1
Trade Publication	1
Trainers	1
WCHA Website	1
Total	71

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	6	7.2%
No	77	92.8%
Total Question Respondents	83	100.0%

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	12	16.9%
No	59	83.1%
Total Question Respondents	71	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	44	50.0%
Female	44	50.0%
Total Question Respondents	88	100.0%

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

<u>Response</u>	<u>Count</u>	<u>Percent</u>	<u>Response</u>	<u>Count</u>	<u>Percent</u>
34601	2	2.30%	85749	1	1.20%
59339	1	1.20%	86323	1	1.20%
76834	1	1.20%	86338	3	3.50%
79706	1	1.20%	87413	1	1.20%
79758	1	1.20%	87505	2	2.30%
80117	1	1.20%	88022	1	1.20%
80863	3	3.50%	90001	2	2.30%
81403	1	1.20%	90401	2	2.30%
81424	1	1.20%	92064	1	1.20%
81625	3	3.50%	92067	2	2.30%
83714	1	1.20%	92154	1	1.20%
84036	1	1.20%	92243	1	1.20%
84726	1	1.20%	92501	1	1.20%
85063	2	2.30%	92792	1	1.20%
85119	1	1.20%	92801	4	4.70%
85139	1	1.20%	93022	4	4.70%
85140	1	1.20%	93023	2	2.30%
85142	2	2.30%	93245	1	1.20%
85207	1	1.20%	93427	2	2.30%
85209	1	1.20%	93440	1	1.20%
85224	1	1.20%	93446	2	2.30%
85262	3	3.50%	93455	1	1.20%
85266	1	1.20%	93620	2	2.30%
85331	1	1.20%	93636	1	1.20%
85338	2	2.30%	95076	2	2.30%
85354	3	3.50%	95333	1	1.20%
85441	1	1.20%	95357	1	1.20%
85534	1	1.20%	95961	1	1.20%
85719	1	1.20%			
Total Question Respondents			86	100.00%	

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
Canada	3	3.4%
Total respondents	89	100.0%

BARNEY FAMILY SPORTS COMPLEX SURVEY TABULATION

Question 1: Is this your first time attending the Performing Arts Center in Queen Creek?

Response	Count	Percent
Yes	24	27.9%
No	62	72.1%
Total Question Respondents	86	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Percent
1	8	16%
2	8	16%
3	8	16%
4	2	4%
5	2	4%
6	2	4%
8	1	2%
10	3	6%
15	1	2%
20	5	10%
25	2	4%
30	2	4%
50	2	4%
75	1	2%
100	1	2%
150	1	2%
250	1	2%
375	1	2%
Total Question Respondents	51	100%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	30	35.3%
4-7 hours	29	34.1%
8+ hours	26	30.6%
Total Question Respondents	85	100.0%

BARNEY FAMILY SPORTS COMPLEX SURVEY TABULATION

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Second home	1	1.2%
Not applicable	84	98.8%
Total Question Respondents	85	100.0%

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Queen Creek	1	50.0%
Phoenix	1	50.0%
Total Question Respondents	2	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
No Question Responses	N/A	N/A

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	13	6.4%
5 to 21 Years	90	44.6%
Older than 21	99	49.0%
Total Members of all Respondent Parties	202	100.0%

BARNEY FAMILY SPORTS COMPLEX SURVEY TABULATION

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Spending at Event	QC Spending Count	Total QC Spending
Dining - fast food or sit down restaurant	9	\$121	\$34	\$785
Grocery store food	2	\$40	\$9	\$635
Food from concession stands	53	\$492	\$1	\$10
Transportation/fuel	0	\$0	\$26	\$684
General merchandise	0	\$0	\$6	\$325
Ticket/admission	0	\$0	\$0	\$0
Facility rental fees	0	\$0	\$0	\$0
Lodging/camping	0	\$0	\$0	\$0
Totals		\$653.00		\$2,439.00

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Website	5	5.8%
Direct email	2	2.3%
Friend/relative	29	33.7%
Other (please specify)	38	44.2%
Total Respondents	86	

Other Responses	Count
Club volleyball	11
League	8
USA Volleyball	3
Club league	2
Club team	2
Referral	2
Volleyball tournament	2
AZ Region USAV	1
Childs soccer game	1
Club Schedule	1
Drove past facility	1
In neighborhood	1
school	1
Volleyball	1
Work	1
Total	38

BARNEY FAMILY SPORTS COMPLEX SURVEY TABULATION

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	13	15.3%
No	72	84.7%
Total Question Respondents	85	100.0%

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	14	16.7%
No	70	83.3%
Total Question Respondents	84	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	29	33.7%
Female	57	66.3%
Total Question Respondents	86	100.0%

BARNEY FAMILY SPORTS COMPLEX SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

Response	Count	Percent	Response	Count	Percent
80021	1	1.20%	85242	1	1.20%
85020	1	1.20%	85249	1	1.20%
85023	2	2.40%	85263	1	1.20%
85048	2	2.40%	85284	1	1.20%
85086	1	1.20%	85286	4	4.80%
85128	1	1.20%	85297	4	4.80%
85140	4	4.80%	85298	2	2.40%
85142	20	23.80%	85308	3	3.60%
85143	2	2.40%	85704	1	1.20%
85202	1	1.20%	85715	2	2.40%
85203	5	6.00%	85741	1	1.20%
85204	1	1.20%	85742	1	1.20%
85206	1	1.20%	85745	2	2.40%
85210	1	1.20%	85749	1	1.20%
85212	5	6.00%	85750	1	1.20%
85213	2	2.40%	86001	1	1.20%
85226	4	4.80%	89742	1	1.20%
85234	2	2.40%			
Total Question Respondents			84	100.00%	

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
Canada	1	1.2%
Total respondents	86	100.0%



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