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1977

ECONOMIC IMPACT STUDIES



1977

ECONOMIC IMPACT STUDIES

Prepared By:

Resource and Support Division
Iowa Development Commission
250 Jewett Building
Des Moines, IA 50309

Estherville

Cherokee

Mt. Pleasant

Green

Orange

During 1977, the Travel Development Division and the Resource and Support Division of the Iowa Development Commission (IDC) worked with five communities to determine the economic impact of their events on their local area and the State of Iowa.

Upon the request of the host community, someone from the IDC met with those in charge of the event to determine what they wanted to find out from their study. The questionnaires were then geared to collect this desired information.

It should be noted that the local people of the events played a vital part in the studies by doing the surveying. Once the surveying was completed, the Resource and Support Division compiled and tabulated the results and put together the report.

The following table lists the studies that were completed in 1977 with their dates as well as estimated attendance, spending, and economic impact.

Estherville

Cherokee

Mc Plattsburgh

Waterloo

ECONOMIC IMPACT STUDIES

<u>Study and Dates</u>	<u>Estimated Attendance</u>	<u>Estimated Spending</u>	<u>Estimated Impact</u>
Estherville Winter Snow Festival February 5 and 6, 1977	2,322	\$ 21,041	\$ 50,883
Cherokee Memorial Weekend Rodeo May 28 - 30, 1977	Parade: 5,500 Rodeo: 7,760	62,200	141,470
Midwest Old Settlers & Threshers Reunion August 31 - September 5, 1977	60,651	1,769,674	3,811,403
Fort Atkinson Rendezvous September 24 and 25, 1977	14,970	47,392	99,049
National Dairy Cattle Congress September 24 - October 2, 1977	200,862	2,739,083	5,966,571

The studies indicated that Iowa has several successful events and that travel is a big business in the Hawkeye State. Copies of the economic impact studies completed in 1977 follow.

Estherville

Cherokee

Mt. Pleasant

Waterloo

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ECONOMIC IMPACT OF THE ESTHERVILLE
WINTER SNOW FESTIVAL

February 5 and 6, 1977

UPON ESTHERVILLE AND THE
STATE OF IOWA

Compiled By:

RESOURCE AND SUPPORT DIVISION

Iowa Development Commission
250 Jewett Building
Des Moines, IA 50309

March 31, 1977

Cherokee

Mt. Pleasant

Ft. Atkinson

Waterloo

ECONOMIC IMPACT OF THE ESTHERVILLE WINTER SNOW FESTIVAL
UPON ESTHERVILLE AND THE STATE OF IOWA

In the late 1960's, an idea was conceived by Dr. John Powers that would grow into what is known as the Annual Estherville Winter Snow Festival. Dr. Powers saw a need to bring the residents of this Iowa community out from the warmth of their homes to experience and enjoy winter recreation. In addition, the Festival provided the means for rekindling friendships usually mothballed for the winter months.

From this small seed, the first Annual Snow Festival was conducted in 1969. A combination of indoor and outdoor events and attractions have developed over the past nine years to the point that the Snow Festival contains something of interest for almost everyone. Even with a wide assortment of events, the yearly fortunes of the Festival were determined by mother nature. In the years snowfall was adequate, as many as 12,000 people would take part in Festival activities. During the past few years, snowfalls have been less than adequate causing a decline in Festival participation and creating a financial pinch for the Festival Committee.

To help the Snow Festival Committee plan future Festivals, the Snow Festival Committee, chaired by Rosemary Bennett, and the Estherville Chamber of Commerce sought the help of the Iowa Development Commission in designing a survey to assist them in their efforts. The purpose of the survey was to determine the economic benefits of the Festival and obtain other pertinent data for planning future Festivals.

Based on conversations with the Festival Committee and Bill England, Vice President of the Estherville Chamber of Commerce, the Iowa Development Commission designed a research project to: (1) survey approximately 250 randomly-selected people attending the 1977 Festival, (2) survey the retail establishments in the Estherville and Iowa Lakes area to determine retail activity, and (3) obtain aggregate business bank deposits from the three financial institutions in Estherville. Students from the Iowa Lakes Community College and Estherville Community High School graciously donated their time and effort to conduct the personal surveys of people attending the Festival.

The students surveyed 286 people at the miniature tractor pull, at Holiday Mountain, at the archery competition, at the art festival, and in the downtown business district on Saturday and Sunday of the Festival weekend.

Table I provides the distribution of the people surveyed by home town.

TABLE I

Point of Origin of People Attending E. W. S. F.

<u>Point of Origin</u>	<u>Percentage of Sample</u>	<u>Estimated Attendance</u>
Estherville	57.36	1,332
Other Iowa	37.30	866
Minnesota	4.01	93
Other States	1.34	31
Total	100.00	2,322

By working with the responses to several of the survey questions and figures provided by Bill England as to the number of people taking part in the miniature tractor pull, Holiday Mountain, archery, and the art festival; an estimated 2,322 people either participated or were spectators in all Festival events.

The average travel party consisted of three people. Of those people attending the Festival, 71 percent were over 14 years of age; while 49 percent of the survey respondents were between the age of 15 - 30.

Table II illustrates the average spending per travel party by point of origin and the estimated total spending of those people attending the Festival.

TABLE II

Estimated Spending of People Attending E. W. S. F.¹

	<u>Estimated Number of People</u>	<u>Average Group Size</u>	<u>Estimated Number of Groups</u>	<u>Average Spending Per Group</u>	<u>Estimated Total Spending</u>
Estherville	1,332	3.09	431.07	\$ 5.44	\$2,345
Other Iowa	866	3.14	275.80	12.77	3,522
Minnesota	93	3.00	31.00	25.82	800
Other States	<u>31</u>	1.80	<u>17.22</u>	16.11	<u>277</u>
Total	2,322	3.07	755.09	\$ 9.20	<u>\$6,944</u>

¹Excludes admission and lodging expenditures.

Of those attending Festival events, 46 percent spent something other than for admission to Festival events or lodging.

Table III represents the estimated economic impact of the money spent on the Festival. The multiplier represents the number of times \$1 turns over or is respent for the various sectors in the economy. It should be kept in mind the additional spending due to the multiplier is not instantly available, but rather accumulated over a period of time. As most of the spending was confined to the Estherville area, practically all of the economic benefits will accrue to the Estherville economy.

TABLE III
Economic Impact

		<u>Multiplier¹</u>	<u>Estimated Impact</u>
Estimated Spending	\$ 6,944	2.09	\$14,513
E. W. S. F. Receipts	13,347	2.58	34,435
Art Festival Admissions	<u>750</u>	2.58	<u>1,935</u>
Total	\$21,041		<u><u>\$50,883</u></u>

¹Source: The Iowa Economy: Interindustry Structure and Accounts, by Dr. Jerald R. Barnard, Bureau of Business and Economic Research, University of Iowa, January, 1974.

Those people who travel to Estherville for the Festival on the average spent 1.6 days at Festival events. Most of these people (74 percent) commuted to Estherville from home, while 16 percent stayed in the home of friends. The remaining people stayed at motels in Estherville or the Lakes area or camped. Due to the very small percentage in the survey group staying at motels, an extrapolation of the lodging impact could not be adequately justified.

Table IV represents the respondents involvement in various Festival events. As this question was worded to obtain those events the respondent was planning to be involved in, the Stan Kenton Concert, which was canceled, could be checked.

TABLE IV
Respondent's Involvement in Festival Events¹

	<u>Participant</u>	<u>Spectator</u>	<u>Total</u>
Teen Dance	40	14	54
Ice Skating	6	25	29
Trap Shoot	5	24	29
Skiing	29	76	105
Archery	7	53	58
Miniature Tractor Pull	12	74	85
Snow Sculptures	8	105	112
Window/Door Decorations	11	89	95
Snowman Contest	5	32	36
Snow Ball	13	20	33
Art Festival/Coin Auction	24	97	121
Stan Kenton Concert	1	20	22

¹Respondent could check multiple items.

The survey sought to obtain suggestions for inclusion in future Festival plans with the results of this question shown in Table V.

TABLE V
Future Inclusions

	<u>Number Responding¹</u>
Snowmobile Races	128
Indoor Tennis	82
Figure Skating	81
Cross-Country Skiing	77
More Art	66
Motorcycle Endurance Race	65
Snow Golf	65
Muzzleloader Shoot	46
Less Art	7

¹Respondents could check multiple items.

Table VI shows where the respondents obtained their information regarding the Festival.

TABLE VI

Source of Information on E. W. S. F.¹

<u>Point of Origin</u>	<u>TV</u>	<u>Newspaper</u>	<u>Radio</u>	<u>Friends</u>	<u>Knew About It</u>	<u>Other</u>
Estherville	33	78	66	47	120	7
Other Iowa	13	32	27	50	46	9
Minnesota	4	6	6	5	3	1
Other States	<u>1</u>	<u>2</u>	<u>1</u>	<u>4</u>	<u>2</u>	<u>2</u>
Total	51	118	100	106	171	19

¹Respondent could check multiple items.

This information should be useful in planning future promotion strategy and advertising expenditures.

As a supplement to the survey of people attending the Festival, three financial institutions in Estherville were asked to provide aggregate business deposits for January 24 and 25, February 7 and 8; and February 14 and 15. For the Festival weekend of February 4 and 5, deposits increased \$15,000 from the January 24 and 25 weekend. However, any increase in retail activity due to the Festival was not discernible from the financial institutions' data, as commercial bank deposits were up \$55,000 the weekend following the Festival.

Because only 28 percent of the retail businesses surveyed returned the survey questionnaires, results were inconclusive and will not be reported. From the retailers who did report, the Festival did not favorably contribute to their retail activity.

In summary, the Estherville Winter Snow Festival is highly dependent on mother nature for supplying the primary ingredient. It is interesting to observe that of the approximately 8,500 residents of Estherville, less than 16 percent took part in the Festival weekend. Clearly, the Festival Committee should explore ways of increasing resident involvement. In addition, promotion should be undertaken to acquaint more Iowans and residents of Minnesota to come to Estherville for the Festival. Greater involvement by Estherville residents, other Iowans, and people from Minnesota would improve the economic picture of the Festival. In reading through the historic files of prior Festivals, it seemed as if everyone enjoyed the Festival weekend much more when the community was filled with visitors.

The Festival was designed as a means for fun and bringing a community together. For those on the Festival Committee and people who participated in Festival events, the 1977 Estherville Winter Snow Festival was a success. Success breeds further success and it is the hope of the Iowa Development Commission that this project will help future Festival Committees to continue to build a successful Festival.

* * * * *

ESTHERVILLE WINTER SNOW FESTIVAL SURVEY

We are taking a survey of people visiting or participating in the Estherville Winter Snow Festival. Your answers are confidential, so please complete all the questions.

Thank you for assisting us, Iowa Development Commission.

1) Where is your home town? _____, _____
 () Home town is Estherville

2) How many are in your group (including yourself)?
 Over Age 14 _____ Your Age _____
 Age 14 and Under _____

3) Other than the money you have spent for lodging and admission into Festival events, about how much has your group spent in Estherville?
 \$ _____

(IF YOU LIVE IN ESTHERVILLE, SKIP QUESTIONS 4 and 5.)

4. How many days will you spend in Estherville? _____ days

5. Where are you staying? () Home
 () Home of friends
 () Motel (name of motel: _____)
 () Other _____

6) Which Festival events have you enjoyed/plan to enjoy?

<u>As Participant</u>	<u>As Spectator</u>	
()	()	Teen Dance
()	()	Ice Skating
()	()	Trap Shoot
()	()	Skiing
()	()	Archery
()	()	Miniature Tractor Pull
()	()	Snow Sculptures
()	()	Window and Door Decorations
()	()	Snowmen Contest
()	()	Snow Ball
()	()	Art Festival and Coin Auction
()	()	Stan Kenton Concert

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7) Did you, or have you found the Snow Festival everything you thought it was going to be? Yes _____ No _____

Comments: _____

8. Would you like to see:

- | | |
|---|--|
| <input type="checkbox"/> More art type things | <input type="checkbox"/> Figure Skating |
| <input type="checkbox"/> Less art type things | <input type="checkbox"/> Indoor Tennis Tournament |
| <input type="checkbox"/> Cross-Country Skiing | <input type="checkbox"/> Motorcycle Endurance Race |
| <input type="checkbox"/> Muzzle Loader Shoot | <input type="checkbox"/> Snow Golf Tournament |
| <input type="checkbox"/> Snowmobile Races | <input type="checkbox"/> Other _____ |

9) Where, or how did you hear about the Snow Festival?

- Television
- Newspaper
- Radio
- Friends
- Knew about previous Snow Festivals
- Other _____

THANK YOU!!

HAVE A NICE TIME AT THE SNOW FESTIVAL!!

Cherokee

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Waterloo

ECONOMIC IMPACT OF THE CHEROKEE
MEMORIAL WEEKEND RODEO
May 28 - 30, 1977
UPON CHEROKEE AND THE STATE OF IOWA

Compiled By:

RESOURCE AND SUPPORT DIVISION
IOWA DEVELOPMENT COMMISSION

July 12, 1977

Mt. Pleasant

Ft. Atkinson

Waterloo

ECONOMIC IMPACT OF THE CHEROKEE MEMORIAL WEEKEND RODEO
UPON CHEROKEE AND THE STATE OF IOWA

Early in 1977 the Travel Division of the Iowa Development Commission received a letter from the Executive Director of the Cherokee Chamber of Commerce seeking the Commission's help in formulating an economic impact study of the 11th Annual Cherokee Memorial Weekend Rodeo. Following conversations between the Chamber, the Travel Division, and the Resource and Support Division of the Iowa Development Commission, a project was designed to: (1) survey approximately 225 randomly selected people attending the 1977 Memorial Weekend Rodeo performances, (2) survey approximately 100 randomly selected individuals attending the Memorial Weekend Rodeo Parade, and (3) obtain aggregate business bank deposits from the banks in Cherokee. Members of the Rodeo Committee and the Cherokee Chamber of Commerce graciously donated their time and effort to conduct the personal surveys of the people attending the Parade and the Rodeo. The civic-mindedness and helpfulness of this group of people was greatly appreciated.

The interviewers surveyed a total 96 randomly selected people attending the Memorial Weekend Rodeo Parade and a total of 220 randomly selected people who attended any of the three Rodeo performances. Based upon the survey results and crowd figures provided by the Rodeo Committee, Table I was assembled to show the point of origin and the estimated numbers of people at the Parade and attending the Rodeo.

TABLE I

POINT OF ORIGIN OF PEOPLE ATTENDING CHEROKEE
MEMORIAL WEEKEND PARADE AND RODEO

<u>Point of Origin</u>	<u>Percentage of Sample</u>	<u>Estimated Attendance</u>
<u>Parade</u>		
Cherokee	43.8%	2,409
Other Iowa Communities	47.9	2,635
Minnesota	1.0	55
Nebraska	1.0	55
All Other States	6.3	346
Total	100.0%	5,500 ¹
<u>Rodeo</u>		
Cherokee	20.0%	1,552
Other Iowa Communities	68.6	5,326
Minnesota	4.6	353
South Dakota	1.8	141
Nebraska	2.3	176
All Other States	2.7	212
Total	100.0%	7,760 ¹

¹Source: Rodeo Committee.

The average travel party of those attending the Parade was 3.9 people, while the average travel party at the Rodeo performances was 4.1 people.

Table II illustrates the average spending per travel party by point of origin and the estimated total spending of those people attending the Parade and the Rodeo. It is interesting to point out that the average spending of the Parade crowd was \$17.37 per party/per day; while for the Rodeo, the

average spending per party/per day was \$10.92. It is also interesting to observe that those people who attended the Parade stayed an average of 1.5 days while those attending the Rodeo stayed 1.25 days. Two out of every three people attending the Parade spent something in Cherokee while one out of every two attending the Rodeo purchased something other than Rodeo tickets or concessions at the Rodeo grounds.

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TABLE II

Estimated Spending of People Attending Cherokee Memorial Weekend Parade and Rodeo

	<u>Estimated Number of People</u>		<u>Average Travel Party</u>	<u>Estimated Number of Parties</u>	<u>Average Spending/ Party/Day</u>	<u>Average Length of Stay</u>	<u>Estimated Spending in Cherokee</u>
<u>Parade</u>							
Cherokee	2,409		3.6	669	\$17.88	1.00	\$ 6,470
Other Iowa Communities	2,635		4.2	627	13.45	1.36	6,204
Minnesota	55						
Nebraska	55	456 ³	4.25	107	36.25	2.25	4,838
All Other States	346						
Total	5,500 ¹		3.9	1,403	\$17.37	1.50	<u>\$17,291²</u>
		<u>Adjusted Attendance to eliminate Attendance at Multiple Performances</u>					
	<u>Estimated Number of People</u>		<u>Average Travel Party</u>	<u>Estimated Number of Parties</u>	<u>Average Spending/ Party/Day</u>	<u>Average Length of Stay</u>	<u>Estimated Spending in Cherokee</u>
<u>Rodeo</u>							
Cherokee	1,552	1,119	3.6	311	\$11.24	1.00	\$ 3,496
Other Iowa Communities	5,326	5,087	4.1	1,241	10.27	1.11	14,147
Minnesota	353						
South Dakota	141	882 ³	4.8	124	14.36	2.16	3,846
Nebraska	176						
All Other States	212						
Total	7,760 ¹	6,803	4.1	1,676	\$10.92	1.25	<u>\$21,489</u>

¹Source: Rodeo Committee.

²Parade crowd spending was adjusted to eliminate double counting of those attending both the Parade and the Rodeo.

³Due to the small sample obtained in the Surveys of people from other states, this group of data was aggregated to more accurately reflect

Table III represents the estimated economic impact of the money spent during the Memorial Weekend period in Cherokee. The multiplier represents the number of times one dollar turns over or is respent by the various sectors within the economy. It should be kept in mind the additional spending due to the multiplier is not instantly available, but rather accumulated over a period of time. As a vast majority of spending was confined to the Cherokee area, practically all of the economic benefits will accrue to the Cherokee economy.

TABLE III
ECONOMIC IMPACT

	<u>Spending</u>	<u>Multiplier¹</u>	<u>Estimated Impact</u>
Estimated Spending of People Attending Parade Only	\$17,291	2.09	\$ 36,138
Estimated Spending of People Attending Rodeo	21,489	2.09	44,912
Gross Rodeo Income	<u>23,420</u>	2.58	<u>60,424</u>
Total	<u>\$62,200</u>		<u>\$141,470</u>

¹Source: The Iowa Economy: Interindustry Structure and Accounts, by Dr. Jerald Barnard, Bureau of Business and Economic Research, University of Iowa, January, 1974.

Excluding the Rodeo receipts, the survey results showed the people attending the Parade and the Rodeo spent \$38,780 in Cherokee over the weekend. The results from the banking survey substantiate this figure. Table IV shows a net increase in banking activity due to the Parade and Rodeo of \$38,925. Those sectors showing the greatest benefit from the weekend's festivities were grocers, restaurant and food establishments, and taverns. (Amusement facilities, although showing a large percentage gain, did not contribute significantly to the dollar increase in banking activity.) In total, business bank deposits were up 9.7 percent versus the following week which had been arbitrarily selected as a base or typical period for comparison purposes.

TABLE IV

RESULTS OF BUSINESS BANKING SURVEY

Business Bank Deposits Rodeo Weekend vs. Following Weekend

Net Increase Due to Rodeo	\$38,925
Percentage Change by Sector:	
Retail and Discount Stores	- 3.6%
Grocers	+23.5%
Restaurants and Food Establishments	+97.9%
Taverns	+20.7%
Gas Stations	- 2.1%
Clubs	-14.3%
Churches	-33.8%
Hotels/Motels	-36.8%
Amusement Facilities	+257.9%
All Sectors	+ 9.7%

Table V illustrates the overnight accommodations people used while attending the Memorial Weekend festivities. As is shown in the table, the vast majority of the crowd stayed at home.

TABLE V
OVERNIGHT ACCOMMODATIONS OF PEOPLE ATTENDING
CHEROKEE MEMORIAL WEEKEND RODEO

	<u>Stayed at Home</u>	<u>Motel</u>	<u>Camping</u>	<u>Other</u>
Parade Crowd	90.2%	1.2%	0.0%	8.5%
Rodeo Crowd	79.9%	4.1%	4.1%	11.8%

The Parade crowd was surveyed whether or not they were planning to attend a Rodeo performance and the Rodeo crowd was surveyed as to whether or not they attended the Parade. The results of these two questions are shown in Table VI. It is interesting to note, that approximately one out of three people attending the Rodeo were at the Parade, but those people attending the Saturday performance of the Rodeo, two out of every three saw the Parade.

TABLE VI

PARADE CROWD INDICATING ATTENDING RODEO

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
Cherokee	42.9%	47.6%	9.5%
Other Iowa Communities	45.5	37.8	15.9
Minnesota	100.0	----	----
Nebraska	----	100.0	----
All Other States	83.3	16.7	----
Total	46.8%	41.5%	11.7%

RODEO CROWD INDICATING ATTENDING PARADE

	<u>Yes</u>	<u>No</u>
Cherokee	79.5%	20.5%
Other Iowa Communities	22.3	77.7
Minnesota	20.0	80.0
South Dakota	25.0	75.0
Nebraska	0.0	100.0
All Other States	67.7	33.3
Total	34.7%	65.3%

To help the Rodeo Committee evaluate the effectiveness of their promotional campaign, the Parade and Rodeo crowds were asked what their primary source of information about the Rodeo was. Table VII represents the responses to these questions.

TABLE VII

SOURCE OF INFORMATION

<u>Parade Crowd</u>	
Knew About It	39.7%
Cherokee Newspaper	21.9
Friends	21.9
Radio	11.0
Television	4.1
Des Moines Newspaper	1.4
Posters	0.0
Other	0.0
<u>Rodeo Crowd</u>	
Knew About It	40.5%
Friends	17.1
Television	11.4
Radio	9.5
Other	8.9
Cherokee Newspaper	8.2
Des Moines Newspaper	2.5
Posters	1.9

Table VIII represents the age and sex composition of the respondents at the Parade and Rodeo performances.

TABLE VIII

AGE AND SEX COMPOSITION OF RESPONDENTS

	<u>14 or Less</u>	<u>15 - 35</u>	<u>Over 35</u>	<u>Male</u>	<u>Female</u>
Parade	1.1%	31.5%	67.4%	62.9%	37.1%
Rodeo	2.0%	59.8%	38.2%	52.7%	47.3%

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As a supplement to the Impact Project, the Rodeo Committee each year has taken a license plate tally of the vehicles at the Memorial Weekend Rodeo performances. The map on the next page illustrates the county or state of origin based upon the 1976 and 1977 vehicle tallies. The Rodeo Committee should specifically observe that the counties of Sioux, O'Brien, Clay, Cherokee, Sac, and Woodbury were all below the previous year's figures. As this seems to be the primary market area for drawing people to the Weekend festivities, promotional efforts should be directed to these market areas.

In summary, the Cherokee Memorial Weekend festivities are a well-run, successful operation. The residents of the community should take great pride in having such an event and the fine group of individuals who comprise the Rodeo Committee. Improved promotional efforts in surrounding counties should seriously be looked at as this is the primary market area for drawing people to the Weekend festivities.

It is the hope of the Iowa Development Commission that this project serves as a vehicle for future Rodeo Committees to successfully build upon an efficient, well-run, local community attraction. Success breeds further success and enthusiasm which are vital commodities for yearly events like the Cherokee Memorial Weekend Rodeo festivities.

Mt. Pleasant

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Waterloo

LICENSE PLATE TALLY OF CHEROKEE MEMORIAL WEEKEND RODEO

															WI.	
															0	
															1	
															IL.	
															4	
															6	
															OTHER STATES	
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															NE.	
															24	
															27	
															S.D.	
															20	
															13	
															MN.	
															35	
															32	
LYON	OSCEOLA	DICKINSON	EMMET	KOSSUTH	WINNEBAGO	WORTH	MITCHELL	HOWARD	WINNESHIEK	ALLAMAKEE						
9	20	9	2		2	1	1	2	1							
5	10	12	5		2											
SIoux	O'BRIEN	CLAY	PALO ALTO		HANCOCK	CERRO GORDO	FLOYD	CHICKASAW	FAYETTE	CLAYTON						
60	88	49	11	5	3	5	2	1	1							
81	129	76	11	3	1	3										
PLYMOUTH	CHEROKEE	BUENA VISTA	POCAHONTAS	HUMBOLDT	WRIGHT	FRANKLIN	BUTLER	BREMER								
105	544	130	28	2	3	1	1		2	1						
97	689	106	25	2	1	3										
WOODBURY	IDA	SAC	CALHOUN	WEBSTER	HAMILTON	HARDIN	GRUNDY	BLACK HAWK	BUCHANAN	DELAWARE	DUBUQUE					
175	72	39	3		3	2		1	1	1	1					
182	62	43	2	15		2		1			3					
				4		2										
MONONA	CRAWFORD	CARROLL	GREENE	BOONE	STORY	MARSHALL	TAMA	BENTON	LINN	JONES	JACKSON					
19	10	7			4	3	2	2	6	1						
9	8	7	1	1	3	1			3	2						
											CLINTON					
HARRISON	SHELBY	AUDUBON	GUTHRIE	DALLAS	POLK	JASPER	POWESHIEK	IOWA	JOHNSON	CEDAR	SCOTT					
4	4	4			14				1		2					
1			2	2	6	1		1			2					
											2					
POTTAWATTAMIE	CASS	ADAIR	MADISON	WARREN	WARION	MAHASKA	KEOKUK	WASHINGTON	LOUISA	MUSCATINE						
3	1				1											
3	1		3	1	2											
HILLS	MONTGOMERY	ADAMS	UNION	CLARKE	LUCAS	MONROE	WAPELLO	JEFFERSON	HENRY	DES MOINES						
1	1	1				8	2									
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FREMONT	PAGE	TAYLOR	RINGGOLD	DECATUR	WAYNE	APPANOOSE	DAVIS	VAN DUREN	LEE							
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TOTAL:
 1977 1,590
 1976 1,742

SOURCE: RODEO COMMITTEE

CP-11021

Waterloo
 Ft. Atkinson
 Mt. Pleasant

FACTORS WHICH MAY AFFECT AN ECONOMIC REPORT

1. Businesses may deposit daily sales receipts sometime other than the following day.
2. Some gas stations do not deposit receipts in a bank, but obtain a cashier's check for sales, which in turn is sent to the gas station's regional office or headquarters.
3. Events held over a holiday weekend may show hotel/motel receipts lower than the typical period because traveling business people are less likely to be out making calls over a holiday period.
4. The multipliers of 2.09 and 2.58 are for Retail Trade and Amusements, respectively.
5. Interviewer bias in selecting people to be surveyed may skew the sample data to the point where it will not adequately describe the event.

Mt. Pleasant

Ft. Atkinson

Waterloo

PARADE SURVEY

Good afternoon! We are taking a survey of people who are watching the parade today. Could you please take about a minute to answer seven short questions? Have we surveyed you before? (If "Yes," say "Thank you" and move on.) (If the person asks who is taking the survey, tell them you are representing the Iowa Development Commission.)

- 1) Where is your home town? City: _____ State: _____
 Home town is Cherokee (Skip Questions 2 and 3)
- 2) How many total days will you spend in Cherokee? (If only one day, skip Question 3.)
 Number of days _____
- 3) Where are you staying? Motel (name of motel: _____)
 Camping Area (name of area: _____)
 At Home
 Other _____
- 4) How many people (including yourself) are with you today?
 Over Age 14 _____
 Age 14 and Under _____
- 5) Will you attend the Rodeo this weekend? Yes
 No
 Don't know yet.
- 6) About how much has your group spent in Cherokee today? \$ _____
 (excluding lodging and Rodeo tickets)
- 7) Where, or how did you learn about the Parade and Rodeo? (Select the one most beneficial to you.)
 Radio
 Newspaper: _____ Cherokee or _____ Des Moines
 Television
 Posters
 Friends
 Knew about it from previous Rodeos
 Other _____

SAY "THANK YOU" AND LEAVE.

QUESTIONS TO BE ANSWERED BY SURVEYOR

DO NOT ASK THE RESPONDENT

- A) Age of respondent (approximate): Age 14 and Under
 Age 15 - 35
 Over 35
- B) Sex of respondent: Male
 Female
- C) Respondent noted being surveyed before: Yes
 No
- D) Interviewer's initials: _____

Mt. Pleasant

Ft. Atkinson

Waterloo

RODEO SURVEY

We are taking a survey of people who are visiting the Rodeo today. Please answer all of the following questions. Your answers are confidential, so please complete all of the questions before the questionnaires are collected (about 10 minutes).

Thank you, Iowa Development Commission.

1) Where is your home town? City: _____ State: _____

2) How many are in your group (including yourself)? Over Age 14 _____
Age 14 and Under _____

3) Other than the money you have spent at the Rodeo or for lodging, about how much has your group spent in Cherokee today? \$ _____

(IF YOU LIVE IN CHEROKEE, SKIP QUESTIONS 4 and 5.)

4) How many total days will you spend in Cherokee before you leave? _____ days

5) Where are you staying? () Motel (name of motel: _____)
() Camping Area (name of area: _____)
() At Home
() Other _____

6) Did you attend the Parade? () Yes () No

7) Where, or how did you learn about the Rodeo? (Select the one most beneficial to you.)
() Radio
() Newspaper: _____ Cherokee or _____ Des Moines
() Television
() Posters
() Friends
() Knew about it from previous Rodeos
() Other _____

8) Which Rodeo performance(s) have you or will you attend?
() Saturday Evening
() Sunday Afternoon
() Monday Afternoon

9) Which age group best describes you?
() Age 14 and Under () Age 15 - 35 () Over 35

10) Sex: () Male () Female

11) Have you completed this questionnaire before? () Yes () No

Thank you! Have a nice visit to the Rodeo!

Mt. Pleasant

Ft. Atkinson

Waterloo

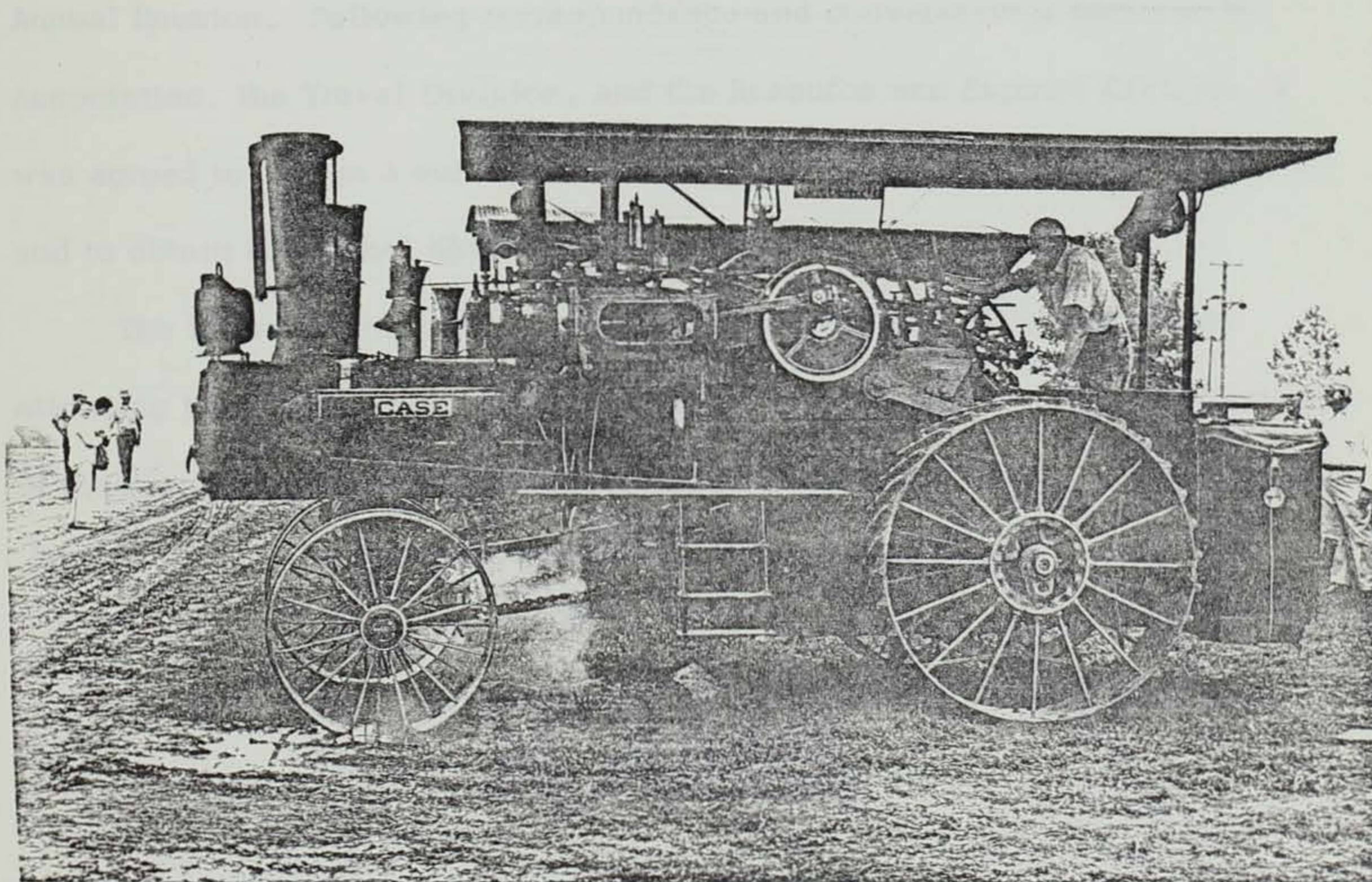
Mt. Pleasant

Ft. Atkinson

Waterloo

AN ECONOMIC IMPACT STUDY OF THE
MIDWEST OLD SETTLERS AND
THRESHERS REUNION

August 31 -- September 5, 1977
UPON MOUNT PLEASANT AND THE
STATE OF IOWA



Resource and Support Division
Iowa Development Commission

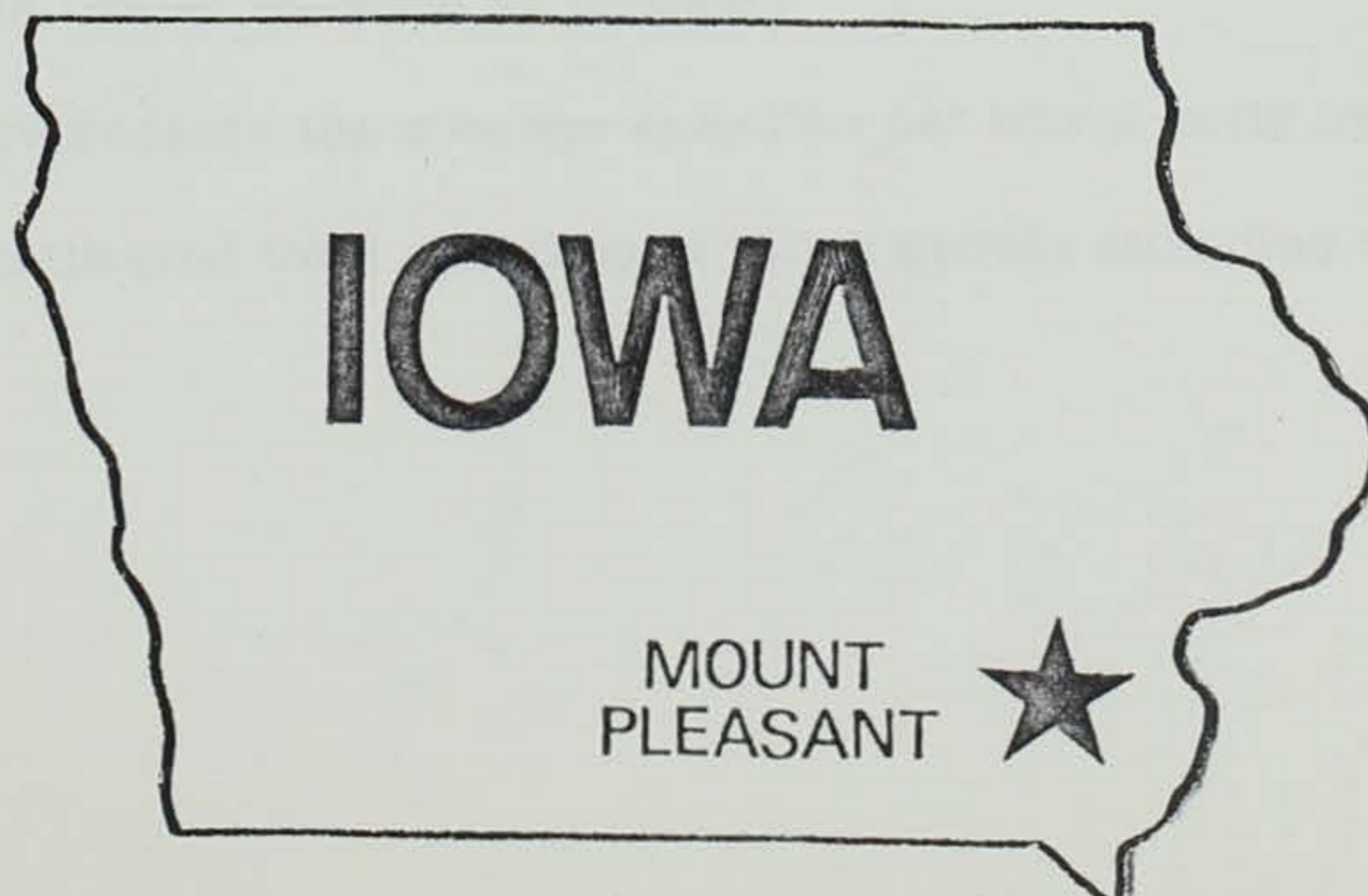
Ft. Atkinson

Waterloo

The Midwest Old Settlers and Threshers Reunion was founded 28 years ago for the preservation of steam power as used to operate threshing machines. Through the interest of both young and old, the event has grown over the years to become one of Iowa's biggest attractions by bringing people into Mount Pleasant from all parts of the country.

To find out what effect the Reunion has on the local community and to obtain information for planning future Reunions, the Administrator of the Midwest Old Settlers and Threshers Association, Jerry Shafer, requested the assistance of the Iowa Development Commission to do a study at the 28th Annual Reunion. Following correspondence and conversations between the Association, the Travel Division, and the Resource and Support Division, it was agreed to design a survey to determine the economic benefits of the event and to obtain additional data for future Reunions.

The interviewers surveyed a total of 443 randomly selected people attending the Old Threshers Reunion. Table I illustrates the age distribution of the respondents that were interviewed at the event.



Ft. Atkinson

Waterloo

TABLE I

AGE DISTRIBUTION OF RESPONDENTS SURVEYED

<u>Age Group</u>	<u>Percentage</u>	<u>Estimated Number</u>
Less than 14	14%	8,491
15 - 25	10	6,065
26 - 45	22	13,343
46 - 65	38	23,047
66 - 75	13	7,885
Over 76	3	1,820
	<hr/>	<hr/>
	100%	60,651

The average travel party size of those attending the Reunion was 3.25 people and their average length of stay was 2.56 days.

The number of people attending the Reunion was down almost 15 percent from the 1976 Reunion, but the adverse weather conditions that persisted throughout the five-day event this year played a big factor in attendance.

However, even though attendance was slightly down, sales from crafts and exhibitors were up 16 percent from the 1976 Reunion and compared to the ten-year average, sales were up 51 percent.

Table II represents the average spending per travel party by point of origin and the estimated total spending of those people attending the Reunion.

TABLE II

ESTIMATED SPENDING OF PEOPLE ATTENDING THE
MOUNT PLEASANT OLD THRESHERS REUNION

<u>Point of Origin</u>	<u>Unduplicated Estimate of People</u>	<u>Average Travel Party</u>	<u>Estimated Number of Parties</u>	<u>Average Spending Per Party</u>	<u>Average Length of Stay</u>	<u>Estimated Spending in Mount Pleasant</u>
Mount Pleasant	2,487	3.11	800	\$ 5.35	1.00	\$ 4,280
Other Iowa	29,052	3.28	8,857	20.69	2.30	421,478
Missouri	10,432	3.13	3,333	25.43	2.76	233,933
Illinois	11,220	3.37	3,329	24.72	2.48	204,086
Other States	7,460	3.16	2,361	36.66	3.34	289,091
TOTALS	60,651 ¹	3.25	18,680	\$23.61	2.56	\$1,152,868

¹Based on paid admissions obtained from the Midwest Old Settlers and Threshers Association and deriving an estimate of those attending the Reunion less than high school age (admitted free) from the sample.

Table III illustrates the estimated economic impact of the money spent during the Old Threshers Reunion. The various spending was grouped by similarities and the appropriate multipliers were selected. The multiplier represents the number of times one dollar turns over or is respent by the various sectors within the economy. The multipliers of 2.09 and 2.58 are for Retail Trade and Amusements, respectively, and were calculated from Dr. Jerald Barnard's research which identifies different multipliers for the various categories due to the fact that all sectors have different spending patterns. It should be kept in mind the additional spending due to the multiplier is not instantly available; but rather, accumulated over a period of time. The economic benefits will accrue principally in the Mount Pleasant area and the State of Iowa.

TABLE III
ECONOMIC IMPACT TO MOUNT PLEASANT
AND THE STATE OF IOWA

	<u>Spending</u>	<u>Multiplier¹</u>	<u>Estimated Impact</u>
Spending of the People	\$1,152,868	2.09	\$2,409,494
Paid Gate Admissions	156,540	2.58	403,873
Revenues of Local Organizations and Exhibitors	314,307	2.09	656,901
Entertainment*	24,058	2.58	62,070
Souvenirs and Camping	72,325	2.09	151,159
Other Revenue Sources	49,576	2.58	127,906
	<hr/>		<hr/>
TOTALS	\$1,769,674		\$3,811,403

*Entertainment included the grandstand performances, Schaffner Players, Horse Pull Donations, Fiddlers' Contest, and other miscellaneous entertainment. Only income received by the Association from the grandstand and Schaffner performances was included, rather than gross sales from these events.

¹Source: The Iowa Economy: Interindustry Structure and Accounts, by Dr. Jerald Barnard, Bureau of Business and Economic Research, University of Iowa, January, 1974.

The respondents were interviewed as to where they were staying during the Old Threshers Reunion. Table IV represents the overnight accommodations of the people attending the event. The majority of the crowd camped and of those groups indicating that they were camping, 87 percent were lodged at the Old Threshers' campground.

TABLE IV

OVERNIGHT ACCOMMODATIONS OF PEOPLE ATTENDING THE
MOUNT PLEASANT OLD THRESHERS REUNION

	<u>Percentage</u>	<u>Estimated Number</u>
Camping	49%	29,719
Stayed at Home	24	14,556
Motel	12	7,278
Friends	6	3,639
Other	5	3,033
Home of Mount Pleasant Resident They Didn't Know Before	4	2,426
	-----	-----
	100%	60,651

The respondents were also questioned if they had attended the Reunion before. The results indicated that 75 percent of the people had been to previous Reunions while the remaining 25 percent were attending for the first time.

Table V illustrates the average number of years the respondents had attended the Reunion by point of origin.

TABLE V

AVERAGE NUMBER OF YEARS OF ATTENDANCE

	<u>Years</u>
Mount Pleasant	20.9
Other Iowa	8.8
Missouri	6.9
Illinois	7.2
Other States	6.3
Overall Average	8.3

The respondents' answers as to the number of years they had attended the Reunion were also tallied to determine the percentage that had attended a given number of years. The following table shows the results:

<u>Year Attended</u>	<u>Percentage</u>	<u>Estimated Number</u>
1 year	4%	2,426
2 years	16	9,704
3 - 5 years	32	19,408
6 - 10 years	24	14,556
11 - 15 years	11	6,672
16 - 20 years	5	3,033
21 - 27 years	4	2,426
28 years	4	2,426
	100%	60,651

In order to determine the success of the promotional efforts prior to the Reunion, the respondents were asked what their primary source of information was. Table VI illustrates the responses to this question.

TABLE VI

SOURCE OF INFORMATION

	<u>Percentage</u>	<u>Estimated Number</u>
Friends	47%	28,506
Knew About It	24	14,556
Old Thresher Mailer	10	6,065
Other ¹	10	6,065
Newspaper	6	3,639
Radio	2	1,213
Television	1	607
	<hr/>	<hr/>
	100%	60,651

¹The following were listed as other sources of information with the number of responses given in parentheses:

Relatives (20)	Black Powder Magazine (1)
Iron Man Album (5)	Literature picked up at
Gas Engine Magazine (4)	Illinois State Fair (1)
Prairie Farmer (2)	Driving in the area (1)
Ford Times (1)	

The respondents were surveyed to find out what best described their participation in the event. As shown in Table VII, the majority of the people were spectators.

TABLE VII

	<u>Percentage</u>	<u>Estimated Number</u>
Spectators	84%	50,947
Volunteer Worker	6	3,639
Operate Arts, Crafts, and/or Antique Booth	5	3,033
Exhibitor	3	1,819
Other	2	1,213
	<hr/>	<hr/>
	100%	60,651

A survey of financial institutions was also conducted in Mount Pleasant. The results from this survey show a net increase of \$144,094 in banking activity during the Old Threshers Reunion, August 31 - September 6 versus the arbitrarily selected base period of August 10 - 15. The sectors receiving the greatest benefit from the event included grocers, restaurants and food establishments, and gas stations. In total, business deposits were up 17.8 percent as shown in Table VIII. Association deposits from the Reunion were not included in this portion of the study.

TABLE VIII

RESULTS OF THE FINANCIAL INSTITUTIONS SURVEY

Net Change in Business Deposits Aug. 10 - 15 vs. Aug. 31 - Sept. 6, 1977

Net Increase During the Reunion	\$144,094
<u>Percentage Change by Sector</u>	
Retail and Discount Stores	+12.4%
Grocers	+30.7
Restaurants	+26.6
Taverns	+ 7.3
Gas Stations	+32.0
Churches	- 6.9
Hotels/Motels ¹	-16.2
Other Amusement Facilities (movie houses, miniature golf, drive-in theaters, etc.)	-12.6
Overall Gain in Above Sectors	+17.8

¹Deposits may have been down due to when deposits were made to financial institutions and/or the number of people using hotels/motels in the surrounding communities of Mount Pleasant.

RESOURCE AND SUPPORT DIVISION'S CONCLUSIONS

With the addition of the Heritage Museum Building No. 2 and the other work that is taking place on the grounds, it is obvious that the Board is very improvement-minded. It is interesting to note that 84 percent of the survey respondents attending this year's Reunion were under the age of 65. There are still a number of people in this group that remember the threshing era; but as years progress, that number will decline. From our observations, some additional background or history about the various pieces of equipment or demonstrations would have given us a better understanding of the process. The possibility of having knowledgeable people give a verbal history at the various demonstrations might be one point to be pondered for future Reunions.

For instance, it could be beneficial to have someone explain what ingredients are used and the steps involved to make apple butter or sorghum syrup. Also, adding a public address system to the threshing demonstration with a verbal description would assist spectators in understanding the process and equipment. The exhibits are very interesting, but a verbal explanation scheduled a few times a day would help the younger members of the crowd to better understand and appreciate the skills and crafts being demonstrated.

Another issue that could be weighed is the possibility of using a stage for the crowning of the queen ceremony. This is one of the traditional highlights of the event and a stage would allow more people to have a better view of the contestants and participants.

In summary, the 28th Annual Old Threshers Reunion was a successful, well-run event despite the unfavorable weather conditions. As indicated earlier in this study, the majority of the respondents had attended the Reunion before which indicates that the people enjoy the event annually. Also, the majority of the respondents stated that their source of information was either from friends or they knew about it which shows that people like the Reunion and are encouraging their friends to attend. The residents of the community should take great pride in hosting such an attraction.

Everyone involved with the Reunion deserves a thank you for their participation in the event and helping with the survey. Special recognition goes to Jerry Shafer, Billie Turley, Martha Hayes, the Sweet Sixteen girls, the Chamber of Commerce members that worked in the soda stand, and the staff of the information centers. The time and effort that these individuals contributed to conduct the surveys was greatly appreciated.

It is the hope of the Iowa Development Commission that the information gathered in this project will serve as a basis to successfully plan and build future Reunions.

OLD THRESHERS REUNION SURVEY

We are taking a survey of people who are visiting the Reunion today. Please answer all of the following questions. Your answers are confidential, so please complete all of the questions before the questionnaires are collected (about 10 minutes).

1) Where is your home town? City: _____ State: _____

2) How many are in your group (including yourself)?

Age 14 and Under _____ Age 26 - 45 _____ Age 66 - 75 _____
Age 15 - 25 _____ Age 46 - 65 _____ Over 76 _____

3) Other than the money you have spent on the Reunion grounds, about how much has your group spent within the last 24 hours? \$ _____

(IF YOU LIVE IN MT. PLEASANT, SKIP QUESTIONS 4 and 5.)

4) How many days will you spend in Mt. Pleasant before you leave? _____ days

5) Where are you staying? () Motel (name of motel: _____ City _____)
() Camping Area (name of area: _____)
() With Friends
() At Home
() Home of Mt. Pleasant Resident You Didn't Know Before
() Other _____

6) Have you attended this Reunion other years? () Yes () No
If "Yes," how many years have you attended this Reunion? _____ years

7) Where or how did you learn about the Reunion? (Select the one most beneficial to you.)
() Radio
() Newspapers
() Television
() Old Thresher Mailer
() Friends
() Knew about it from previous Reunions
() Other _____

8) Which one of the following descriptions best applies to you?
() Spectator
() Volunteer Worker
() Exhibitor
() Operate Arts, Crafts, and/or Antique Booth
() Other _____

9) Which age group best describes you?
() Age 14 and Under () Age 26 - 45 () Age 66 - 75
() Age 15 - 25 () Age 46 - 65 () Over 76

10) Sex: () Male () Female

11) Have you completed this questionnaire before? () Yes () No

Thank you! Have a nice time at the Reunion!

Iowa Development Commission

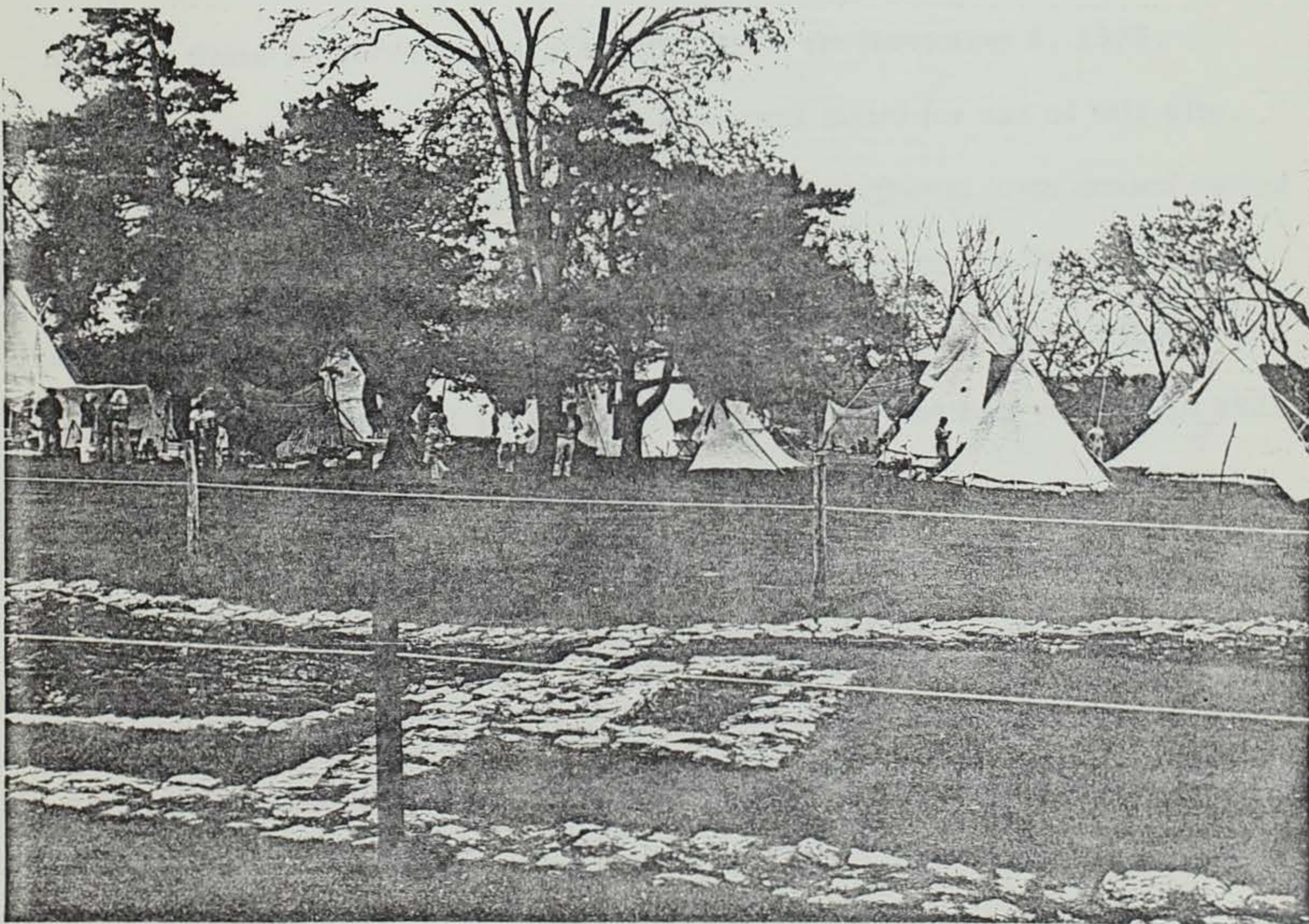
Ft. Atkinson

Waterloo

Ft. Atkinson

Waterloo

AN ECONOMIC IMPACT STUDY OF THE
FORT ATKINSON RENDEZVOUS
September 24 and 25, 1977
UPON FORT ATKINSON AND THE
STATE OF IOWA



Resource and Support Division
Iowa Development Commission

Early in 1976 the Travel Development Division staff of the Iowa Development Commission (IDC) approached the Iowa Conservation Commission staff about jointly exploring a new promotional concept designed to promote interest areas located on state-owned land. Permission to pursue this promotional concept was granted at the Conservation Commission Meeting on October 5, 1976, and the commissioners directed their staff to work with the IDC to develop the new program. On October 25, 1976, a joint planning and implementation group was formed called the Special Events Task Force (SET). SET established long and short range goals and recommended Fort Atkinson State Preserve as the starting point. On November 6, 1976, permission was gained from the State Preserves Board for use of this site.

Fort Atkinson, built in 1840 on a piece of northeast Iowa ground called the Neutral Strip, had the express purpose of protecting the Winnebago Indians living in the area from the Sioux, Sauk, Fox, and Ioway tribes. The fort remained active until 1849 and was acquired by the State of Iowa in 1921. It was dedicated as a state preserve in 1968.

It was determined by SET that the rendezvous should attempt to bring Fort Atkinson back to life for two days providing visitors with historic interpretation and a chance to watch period crafts being performed, people reenacting a time when hunter/trappers came to the fort to trade their furs for supplies, and general military life in the fort. The people of the Fort

Atkinson area formed a committee to help and plans were made to measure the impact of the event on the economy of Fort Atkinson area and the State of Iowa.

The interviewers surveyed a total of 200 randomly selected people attending the Fort Atkinson Rendezvous. Based upon the survey results, the point of origin and the estimated number of people attending the Rendezvous are shown in Table I.

TABLE I
POINT OF ORIGIN OF PEOPLE ATTENDING
THE FORT ATKINSON RENDEZVOUS

	<u>Percentage of Sample</u>	<u>Estimated Attendance²</u>
<u>Spectators</u>		
Fort Atkinson	9%	1,372 ¹
Other Iowa	87	12,906
Illinois	1	133
Minnesota	1	103
Wisconsin	1	103
All Other States	<u>1</u>	<u>103</u>
TOTAL	100%	14,720 ²
<u>Buckskinners/Exhibitors</u>		
Fort Atkinson	0%	0
Other Iowa	62	155
Illinois	11	28
Minnesota	5	12
Wisconsin	20	50
All Other States	<u>2</u>	<u>5</u>
TOTAL	100%	250
TOTAL ESTIMATED ATTENDANCE		14,970 ²

¹Includes those people identifying Fort Atkinson as their hometown community but actually living outside the Fort Atkinson proper.

²Includes people visiting the Fort more than once.

The total estimated attendance was derived from vehicle counts that were conducted by the Iowa Department of Transportation on September 17, 18, 24, and 25, 1977, and the size of the average travel party of those attending the Fort Atkinson Rendezvous each day. Added to this figure was the population of the community of Fort Atkinson and the total number of buckskinners/exhibitors and their families that registered at the Rendezvous.

The average travel party size of the spectators attending the Rendezvous was 3.57 people and their average length of stay was 1.17 days. The average travel party size of the buckskinners/exhibitors was 3.58 people and their average length of stay was 1.92 days.

Table II shows the average spending per travel party by point of origin and the estimated total spending of those people attending the Fort Atkinson Rendezvous.



TABLE II

ESTIMATED SPENDING OF PEOPLE ATTENDING THE FORT ATKINSON RENDEZVOUS

	<u>Adjusted Attendance</u> ¹	<u>Average Travel Party</u>	<u>Estimated Number of Parties</u>	<u>Average Spending Per Party</u>	<u>Adjusted Average Length of Stay</u>	<u>Estimated Spending in Fort Atkinson</u>
<u>Spectators</u>						
Fort Atkinson	1,173 ²	3.33	352	\$ 8.40	1.00	\$ 2,957
Other Iowa	10,845	3.65	2,971	11.39	1.19	40,269
Illinois	133)					
Minnesota	103)					
Wisconsin	69)	2.71	151	8.00	1.14	1,377
All Other States	103)					
	<u>408³</u>					
TOTALS	12,426	3.57	3,474	\$11.00	1.17	<u>\$44,603</u>
<u>Buckskinners/Exhibitors</u>						
Fort Atkinson	0	0	0	0	0	0
Other Iowa	155	3.42	45	\$20.76	1.91	\$ 1,784
Illinois	28)					
Minnesota	12)					
Wisconsin	50)	3.88	24	21.59	1.94	1,005
All Other States	5)					
	<u>95³</u>					
TOTALS	250	3.58	69	\$21.08	1.92	<u>\$ 2,789</u>
GRAND TOTALS	12,676		3,543			<u>\$47,392</u>

¹Total attendance figures were adjusted to eliminate multiple attendance.

²Includes those people identifying Fort Atkinson as their hometown community but actually living outside the Fort Atkinson proper and adjusted for the average length of stay for spectators.

³Due to the small sample obtained in the surveys of people from other states, this group of data was aggregated to more accurately reflect spending.

The estimated total spending of both spectators and buckskinners/exhibitors equalled \$47,392.

Table III illustrates the estimated economic impact of the money spent by those attending the Rendezvous. The multiplier of 2.09 represents the number of times one dollar turns over or is respent by the various sectors within the Iowa economy. It should be kept in mind that the additional spending due to the multiplier is not instantly available, but rather accumulated over a period of time. The economic benefits will accrue in the Fort Atkinson area and the State of Iowa.

TABLE III

ECONOMIC IMPACT

<u>Spending¹</u>	<u>Multiplier²</u>	<u>Estimated Impact</u>
\$47,392	2.09	\$99,049.28

¹The amount spent on crafts and at local booths is not included in this study due to the diversity of the crafts that were available at the Fort. We were planning to use state sales tax figures as a means of determining the amount spent for crafts and at the local booths, but we had difficulty in obtaining this information from in-state participants that already had sales tax permits; and therefore, only had partial information available to us.

²Source: The Iowa Economy: Interindustry Structure and Accounts, by Dr. Jerald Barnard, Bureau of Business and Economic Research, University of Iowa, January, 1974.

Table IV represents the overnight accommodations of people attending the Fort Atkinson Rendezvous. The majority of the spectators stayed at home while the majority of the buckskinners/exhibitors were camping in tipis or lean-tos.

TABLE IV

OVERNIGHT ACCOMMODATIONS OF PEOPLE ATTENDING
FORT ATKINSON RENDEZVOUS

	<u>Percent</u>	<u>Estimated Number</u>
<u>Spectators</u>		
At Home	78%	9,692
Camping	10	1,243
Motel	6	746
Friends/Relatives	5	621
Other	<u>1</u>	<u>124</u>
	100%	12,426
<u>Buckskinners/Exhibitors</u>		
Camping	84%	210
At Home	10	25
Motel	<u>6</u>	<u>15</u>
	100%	250

The crowd was surveyed as to whether or not they were planning to attend any of the local functions sponsored by the people of Fort Atkinson. The results indicated that 38 percent of those surveyed were going to attend the local events and 62 percent were not going to attend.

The events that the people mentioned they were going to attend are listed below with the number of responses in parentheses:

Street Dance	(30)
Flea Market	(17)
Antique Sale	(5)
Afternoon Music	(4)
Band Concert	(2)
Church Service	(1)
Old-Time Children's Games	(1)

The crowd was also asked if the Rendezvous met with their expectations and if they would like to see any changes made for next year. Of those surveyed, 97 percent said the Rendezvous met with their expectations with the remaining 3 percent indicating that it did not.

All respondents were asked what they would like to see in following years. Their opinions are shown below with the number of responses in parentheses:

Indians (8)
More period cooking (7)
More crafts (5)
Restore the Fort (5)
Dry firewood (3)
Literature available on what the craftspeople are doing (3)
Have location of events listed in the schedule (3)
Have stage raised (3)
More parking (3)
Benches to sit on (2)
Closer campground and facilities (2)
Something for the kids to do (2)
Medallion available as collector's item (2)
Better water supply (2)
Rope off area for special events (1)
Better hawk range (1)
More parts for muzzleloaders (1)
More shooting contests (1)
More road signs (1)

- Road gravelled to the campground (1)
- Definite places and equipment for booth exhibitors (1)
- More communication between exhibitors and sponsors of community (1)
- Shoot set up for people not in period dress (1)
- Earlier in the year (1)
- Notify exhibitors in advance of event on sales tax (1)
- Keep crafts to a level the people can support and consider PR in Chicago and central Wisconsin where people might drive in from (1)
- Disappointed in shooting rules--didn't know barrels should be browned instead of blued (1)

In order to determine the success of the promotional efforts prior to the Rendezvous, the crowd was asked what their primary source of information was. Table V illustrates the sources of information given by the spectators and the buckskinners/exhibitors.

TABLE V

SOURCE OF INFORMATION

	<u>Percent</u>	<u>Estimated Number</u>
<u>Spectators</u>		
Newspapers	43%	5,343
Friends/Relatives	20	2,486
Television	16	1,988
Other*	16	1,988
Radio	4	497
Posters	1	124
	<u>100%</u>	<u>12,426</u>

*The following were given as other sources of information from the spectators with the number of responses shown in parentheses:

- Heard about it in the area (7)
- Iowa Development Commission (4)
- Muzzleloader Magazine (2)
- Flyer in the mail (2)

Table V -- Continued

Prairie du Chien Rendezvous (2)
 Calendar of Events (1)
 Possibles Poke, Cedar Falls (1)
 Senior Citizen Club (1)
 Church bulletin (1)
 Muzzle Blast Magazine (1)

	<u>Percent</u>	<u>Estimated Number</u>
<u>Buckskinners/Exhibitors</u>		
Other*	74%	185
Friends/Relatives	14	35
Newspapers	8	20
Television	2	5
Posters	2	5
	<u>100%</u>	<u>250</u>

*The following were given as other sources of information from the buckskinners/exhibitors with the number of responses in parentheses:

Possibles Poke, Cedar Falls (9)
 Prairie du Chien Rendezvous (6)
 Iowa Development Commission (5)
 Turkey Foot Long Rifles (5)
 Muzzle Blast Magazine (4)
 Iowa Conservation Commission (2)
 Contacted by sponsors (2)
 Black Powder Club (1)
 Buckskin Report Magazine (1)
 Club in Rockford (1)
 In town (Fort Atkinson) (1)

The Fort was open to spectators on Saturday, September 24, from 9:30 a.m. to 4:30 p.m. and on Sunday, September 25, from 9:00 a.m. to 4:00 p.m. Adverse weather conditions prevailed throughout the day on Saturday which had some effect on attendance. However, Sunday was a bright, sunny day and there was a notable increase in the number of spectators present. The attendance at the Rendezvous was most impressive and two things that might have contributed to this are that the leaves were just beginning to turn in Northeast Iowa and that it was Parents' Weekend at Luther College in nearby Decorah.

There were two information sites available downtown with community people distributing programs and answering questions of the visitors. The Fort has two entrances and another information table was located just inside the main gate with staff members handing out programs and directing visitors to the various events. The program that was distributed at the Rendezvous listed other points of interest in the surrounding area of Fort Atkinson. These attractions were contacted the week following the Rendezvous to see what effect the event had on their attendance.

Bily Clocks in Spillville noted a definite increase in attendance at their museum. They reported they had 110 more visitors on Saturday than the previous year and 200 more visitors on Sunday than they had on the same weekend of the previous year.

Montauk in Clermont also noted a definite increase in the number of visitors to their museum. On Saturday, 36 people visited Montauk and on Sunday, 114 people enjoyed the tour.

The Norwegian Museum in Decorah noted that there was some increase in attendance although it was slight. They had 116 visitors on Saturday and 133 visitors on Sunday with their normal attendance on weekend days around 100.

The top of the hill (where the Fort is located) was sealed off to all vehicle traffic during the Rendezvous and two shuttle buses were provided at no charge to the visitors. There were designated bus stops downtown to take the spectators up to the Fort and the buses also provided return transportation. The buses made 30 trips each on Saturday and 60 trips each on Sunday.

The State did not charge admission to the Fort or for exhibit or camping space. The people of Fort Atkinson did charge for use of their exhibit space and for camping in their park.

In conclusion, the first Fort Atkinson Rendezvous was a very successful event. The residents of Fort Atkinson and the State of Iowa should take great pride in having such an attraction.



FORT ATKINSON SURVEY

1. Where is your home town? City _____ State _____
2. How many are in your group (including yourself)?
Age 14 and Under _____ Age 15 - 35 _____ Age 36 - 55 _____ Over 55 _____

(IF YOU LIVE IN FORT ATKINSON, SKIP QUESTIONS 3 and 4.)

3. How many days will you spend in Fort Atkinson before you leave? _____ days
4. Where are you staying? () Motel (name of motel: _____ City: _____)
() Camping Area (name of the area: _____)
() With Friends/Relatives
() At Home
() Other _____
5. Where or how did you learn about the Rendezvous? (Select the one most beneficial to you.)
() Radio
() Newspaper
() Television
() Posters
() Friends/Relatives
() Other _____

6. Other than the money you have spent at the Rendezvous, about how much has your group spent within the last 24 hours? \$ _____

7. Does the Rendezvous meet with the expectations you had for the event?
() Yes () No If not, what had you expected?

8. Would you like to see any changes made at the Rendezvous? _____

9. Do you plan to attend any of the functions sponsored by the local people of Fort Atkinson? () Yes () No If "Yes," what events will you be attending?

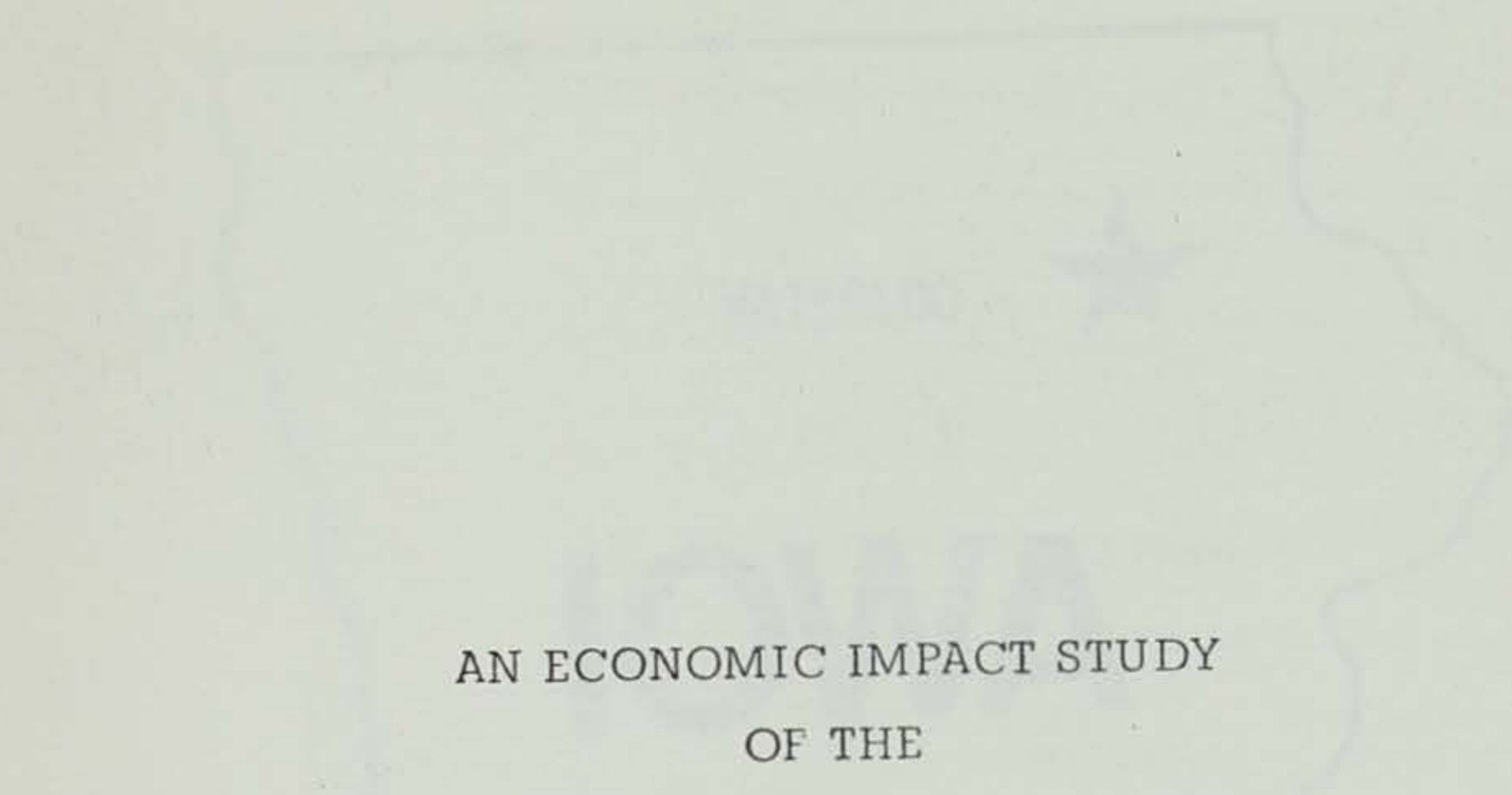
10. Which one of the following best applies to you?
() Spectator
() Volunteer Worker
() Exhibitor
() Other _____

11. Sex: () Male () Female

12. Age Group: () Age 14 and Under () Age 15 - 35 () Age 36 - 55 () Over 55

Initials _____

Waterloo



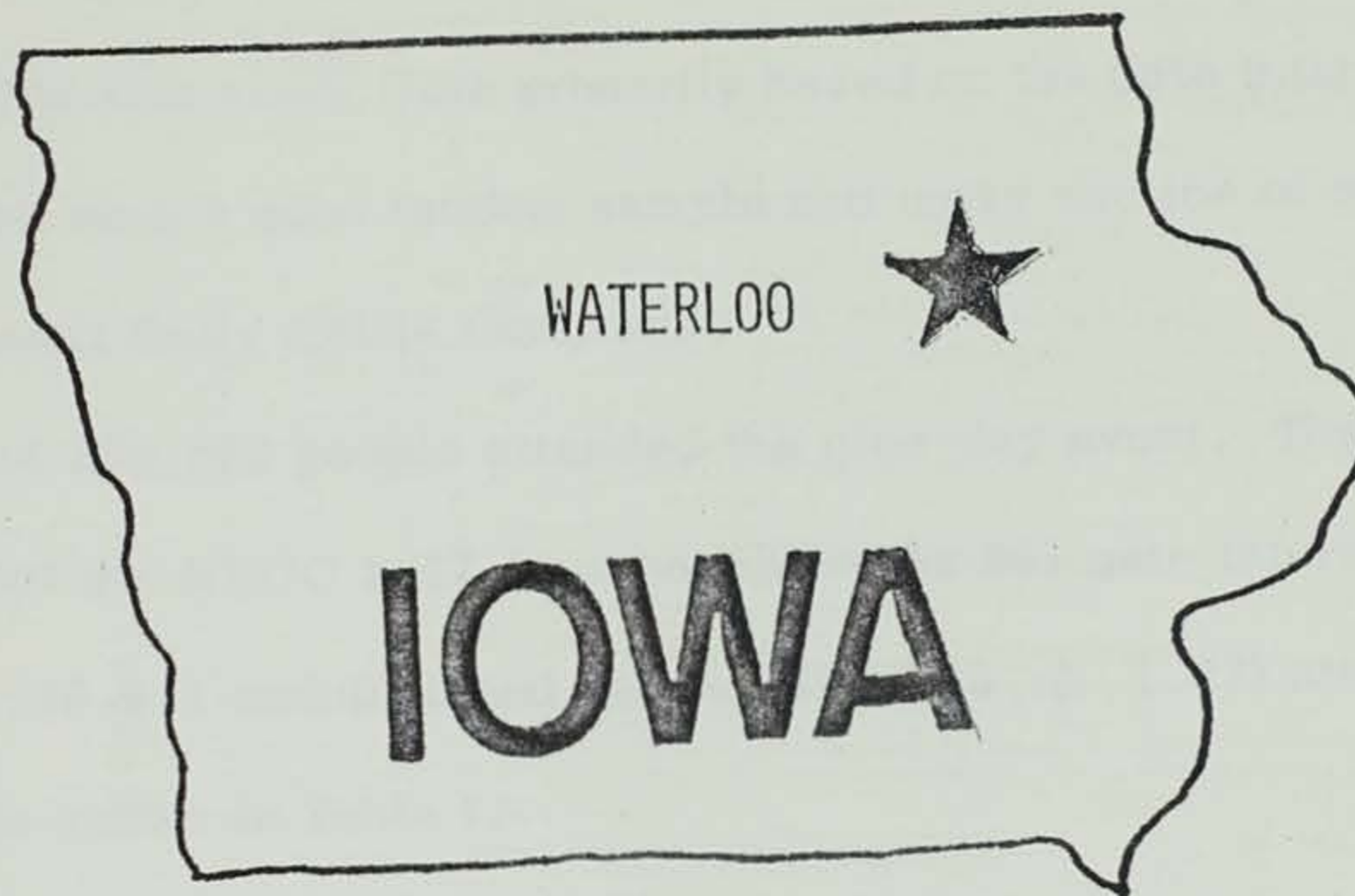
AN ECONOMIC IMPACT STUDY
OF THE
1977 NATIONAL DAIRY CATTLE CONGRESS

September 24 to October 2, 1977
UPON WATERLOO - CEDAR FALLS AND
THE STATE OF IOWA

Prepared By:

Resource and Support Division
Iowa Development Commission

December 30, 1977



The first Dairy Cattle Congress was held in Cedar Rapids, Iowa, in 1909. The following year (1910) Waterloo hosted the event and has done so each fall since.

In order to find out what effect the 1977 National Dairy Cattle Congress (NDCC) has on the local and state economy, Secretary-General Manager Richard Byrum, requested the Iowa Development Commission (IDC) to do an economic impact study. Following correspondence and conversations between the NDCC, the Travel Division of the IDC, and the Resource & Support Division of the IDC, it was agreed to design a survey to determine the economic benefits of the event.

A total of 750 people were surveyed during the nine-day event. A total of 261 people were randomly interviewed when entering through the four entrance gates at various times each day of the NDCC. An additional 489

people filled out questionnaires at the entertainment shows. Estimates and averages used in this study were primarily based on the gate interviews. The gate interviews were a good random sample and cross section of people attending the 1977 National Dairy Cattle Congress.

A total of 200,862 people attended the nine-day event. The average person attended the NDCC 1.47 days based on the 261 gate interviews. Thus, an estimated 136,641 unduplicated people ($200,862 \div 1.47$) attended the event which is shown in Table I.

TABLE I

ESTIMATED SPENDING OF THE PEOPLE ATTENDING
THE 1977 NATIONAL DAIRY CATTLE CONGRESS

<u>Point of Origin</u>	<u>Unduplicated Estimated Number of People (%)</u>		<u>Average Travel Party</u>	<u>Estimated Number of Parties</u>	<u>Average Spending Per Party</u>	<u>Average Length of Stay (Days)</u>	<u>Estimated Spending</u>
Waterloo-Cedar Falls	30,061	(22%)	2.91	10,330	\$12.32	1.00	\$ 127,266
Other Iowa	88,817	(65%)	3.66	24,267	23.53	1.46	833,664
Minnesota	4,099	(3%)	4.18	4,250	59.55	3.21	812,411
Wisconsin	2,733	(2%)					
Illinois	2,733	(2%)					
Other	8,198	(6%)					
TOTALS	136,641	(100%)	3.56	38,847	\$25.27	1.79	\$1,773,341

Table I estimates the spending of people outside of the NDCC grounds. This represents money spent on items such as food, gas, lodging, and amusement. Spectator spending at the NDCC is accounted for using the annual report of the NDCC and information from the Iowa Department of Revenue. As illustrated in Table I, the average travel party was 3.56 persons who were in Waterloo-Cedar Falls an average of 1.79 days and spent a total of \$25.27 per party per day. Total spending outside of the NDCC grounds was an estimated \$1,773,341.

TABLE II
ECONOMIC IMPACT TO WATERLOO-CEDAR FALLS
AND THE STATE OF IOWA

		<u>Spending</u>	<u>Multiplier¹</u>	<u>Estimated Impact</u>
Spending of people (outside NDCC ²)		\$1,773,341	2.09	\$3,706,283
Sales by concessionaires ³ :				
Registered retailers	\$227,510			
Nonpermit retailers	241,093			
Nontaxable sales	<u>3,492</u>	472,095	2.09	986,679
NDCC ² income ⁴ :				
Admissions and parking	\$318,147			
Exhibit and concession space	133,009			
Entry fees and stall rental	36,821			
Other (feed sales, etc.)	<u>5,670</u>	<u>493,647</u>	2.58	<u>1,273,609</u>
TOTALS		\$2,739,083		\$5,966,571

¹Source: The Iowa Economy: Interindustry Structure and Accounts, by Dr. Jerald Barnard, Bureau of Business and Economic Research, University of Iowa, January, 1974.

²NDCC = National Dairy Cattle Congress.

³Source: Iowa Department of Revenue.

⁴National Dairy Cattle Congress' Annual Report, 1977.

Table II shows the total spending of exhibitors and spectators both at and outside of the NDCC. The economic impact is estimated using the appropriate economic multipliers developed by Dr. Jerald Barnard of the University of Iowa. The multipliers of 2.09 and 2.58 are for retail trade and amusements, respectively. A multiplier of 2.09 (for example) means that \$1 spent at a Waterloo restaurant will turn over and generate another \$1.09 (on the average) of business activity in the Waterloo-Cedar Falls and Iowa economies.

In total, an estimated \$2.7 million were spent by exhibitors and spectators attending the 1977 NDCC. This resulted in an estimated economic impact of nearly \$6 million. These economic benefits are not instantly available, but will accrue to the Waterloo-Cedar Falls and Iowa economies over a period of time.

TABLE III

OVERNIGHT ACCOMMODATIONS OF PEOPLE ATTENDING
THE NATIONAL DAIRY CATTLE CONGRESS

Motel	10%
Camping	1
Home	57
Friends/Relatives	29
Other	<u>3</u>
TOTAL	100%

Overnight accommodations are illustrated in Table III. The percentage of people camping (1 percent at the gate) was quite low compared to other events in Iowa. For example, 31 percent of Iowa interstate travelers stopping at Information Sites, 49 percent attending the Old Threshers and Settlers Reunion in Mount Pleasant, 4 percent attending the Cherokee Rodeo over Memorial Day, and 21 percent attending the Tri-State Rodeo in Fort Madison, camped. The availability of motels and hotels in the metropolitan area may partially explain this. Another factor is that many were within driving distance of their homes (57 percent) or stayed with friends and relatives (29 percent).

TABLE IV

SOURCE OF INFORMATION OF THE
NATIONAL DAIRY CATTLE CONGRESS

Radio ¹	0%
Newspaper	9
Television	4
Friends	17
Previous NDCC	67
Other	3
	<hr/>
TOTAL	100%

¹It should be noted that 4 percent of those surveyed at the show performances learned about the event from the radio.

Two-thirds of the people attending knew about the NDCC from previous NDCC.

TABLE V

AVERAGE DAYS ATTENDING THE
NATIONAL DAIRY CATTLE CONGRESS

Waterloo-Cedar Falls	2.25
Other Iowa	1.17
Minnesota	1.37
Wisconsin	1.37
Illinois	1.40
Other	<u>1.57</u>
Weighted Averages	1.47

The average spectator went through the entrance gates 1.5 times during the nine-day event.

This study attempted to examine bank deposits by those types of businesses that would be most affected by the NDCC. Banks in Waterloo-Cedar Falls were contacted and asked to submit data on bank deposits from a base period (September 9-19) and from the 1977 NDCC period (September 23-October 3). Data was incomplete and uncomparable, however, due to end of the month deposit variations and due to deviations from the reporting time periods by some banks. For example, bank deposits varied from "up 65 percent" to "down 46 percent" in the banks reporting. Overall, three banks had business deposits up while two reported declines. The bank reporting the largest decline reported that month-end deposits are usually low.

In conclusion, the NDCC is a well run event that has significant economic importance to the Waterloo-Cedar Falls and Iowa economies, generating \$2.7 million in spending and nearly \$6 million in economic impact. Many of those attending had attended previous NDCC's and felt the NDCC was well worth their time and money. This is substantiated since 84 percent of the people knew about the NDCC from previously attending the event (67 percent) or from friends (17 percent).

A special thank you to Richard Byrum, Secretary-General Manager of the NDCC, and to Richard Lind, who enumerated the many spectators surveyed. Also a special thanks to the banks in the Waterloo-Cedar Falls area, and to Carl Castelda of the Iowa Department of Revenue and the personnel in the Waterloo office.

It is the hope of the Iowa Development Commission that the information gathered in this project will be helpful and serve as a basis to successfully plan and build future National Dairy Cattle Congresses in Waterloo.

* * * * *

NATIONAL DAIRY CATTLE CONGRESS SURVEY

We are taking a survey of people who are visiting the Cattle Congress today. Please answer all of the following questions. Your answers are confidential, so please complete all of the questions before the questionnaires are collected (about 10 minutes).

Thank you, Iowa Development Commission.

- 1) Where is your home town? City: _____ State: _____
- 2) How many are in your group (including yourself)?
Age 12 and Over _____ Age 6 to 11 _____ Age 5 and Under _____
- 3) Other than the money you have spent at the Cattle Congress, about how much has your group spent in the past 24 hours? \$ _____
(IF YOU LIVE IN WATERLOO OR CEDAR FALLS, SKIP QUESTIONS 4 and 5.)
- 4) How many total days will you spend in Waterloo-Cedar Falls before you leave?
_____ days
- 5) Where are you staying? Motel (name of motel: _____)
 Camping Area (name of area: _____)
 At Home
 Friends/Relatives
 Other _____
- 6) Where or how did you learn about the Cattle Congress? (Select the one most beneficial to you.) Radio (which station _____)
 Newspaper (name of paper _____)
 Television (which station _____)
 Friends/Relatives
 Knew about it from a previous Cattle Congress
 Other _____
- 7) How many days will you attend the Cattle Congress? _____ days
- 8) Which age group best describes you?
 Age 14 and Under Age 15 to 35 Over 35
- 9) Sex: Male Female
- 10) Which one of the following best describes you?
 Spectator
 Worker (Where _____)
 Exhibitor (Where _____)
 Other _____

Thank you! Have a nice visit to the National Dairy Cattle Congress!

INTERNATIONAL STUDY CENTER

We are pleased to provide you with the information you need to apply for admission to the International Study Center. You may wish to contact the International Study Center for more information.

Thank you for your interest in the International Study Center.

1) Please send your application to the International Study Center, Room 100, 100 University Avenue, Cambridge, MA 02138.

2) Please send your application to the International Study Center, Room 100, 100 University Avenue, Cambridge, MA 02138.

3) Please send your application to the International Study Center, Room 100, 100 University Avenue, Cambridge, MA 02138.

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