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MAIN ST MARKETING

2019
REPORT



CROCUS HILL STAMPEDE & RODEO **REPORT**

ECONOMIC IMPACT REPORT

STUDY BACKGROUND

The Valleyview & Districts Agricultural Society has been an active part of the community since its incorporation in 1967. Its annual rodeo is a key summer event and community showpiece.

This study estimates the economic impacts of the 2019 Crocus Hill Stampede and Rodeo held in Valleyview, August 9-11.

The data is drawn from two primary sources. These are a face-to-face survey of 50 heads of parties, representing 205 attendees (roughly 10% of total attendance), and the operational expenses of the Agricultural Society.



“It is a capital mistake to theorize before one has data.”

-Sherlock Holmes

A Study in Scarlet by Arthur Conan Doyle

KEY NUMBERS

2,000
ATTENDEES*

\$40,000
APPROXIMATE COST

10+
LOCAL ORGANISATIONS &
BUSINESSES DONATED

\$300,000
APPROXIMATE GDP IMPACT*

*1676 Ticket sales Saturday and Sunday, 68 promotional passes, 275 estimated attendance for Friday evening events. Parade attendance is not included.

*Based on an average economic impact of 39 small festivals and events with expenditures up to \$75,000
Economic Impacts of 97 Festivals and Events for the Ontario Trillium Foundation, April 2003
by Hill Strategies

PARTNERS



VALLEYVIEW AND DISTRICT
**CHAMBER OF
COMMERCE**



EXPAND YOUR VISION
GREENVIEW

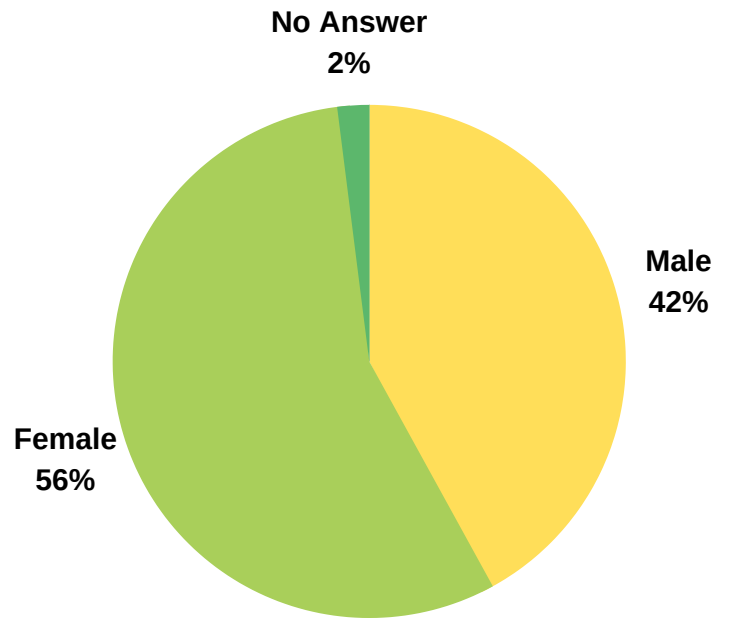
DEMOGRAPHICS

According to this study the rodeo appeals to a broad sector of the regional population. Gender and age categories are quite evenly divided.

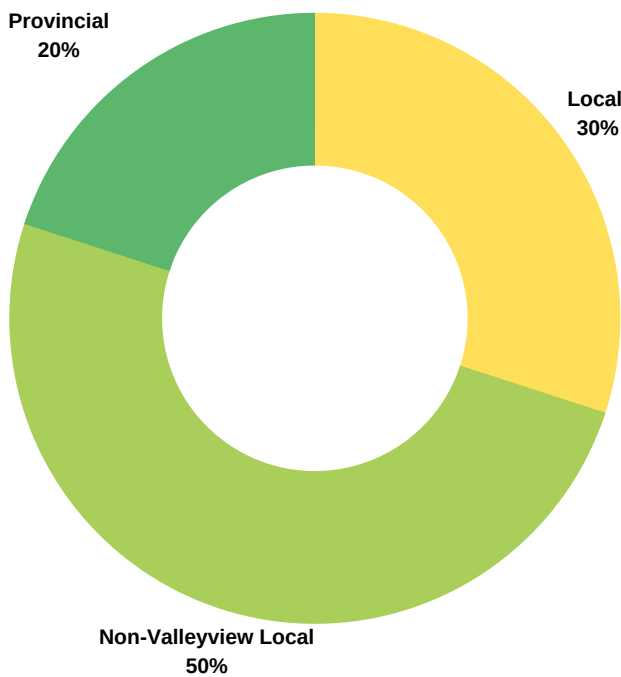
Interestingly the event draws highly from the surrounding region. Non-Valleyview local (NVL) residents are grouped here as visitors within a roughly one hour drive (approximately 100km) meaning the outermost visitors in this category will be from High Prairie, Fox Creek or Grande Prairie. Those from further afield are categorized as provincial since they are less likely to visit as a day trip. In the NVL category the majority are from the MD of Greenview.

Many of the provincial visitors were connected to the rodeo, either as competitors or staff.

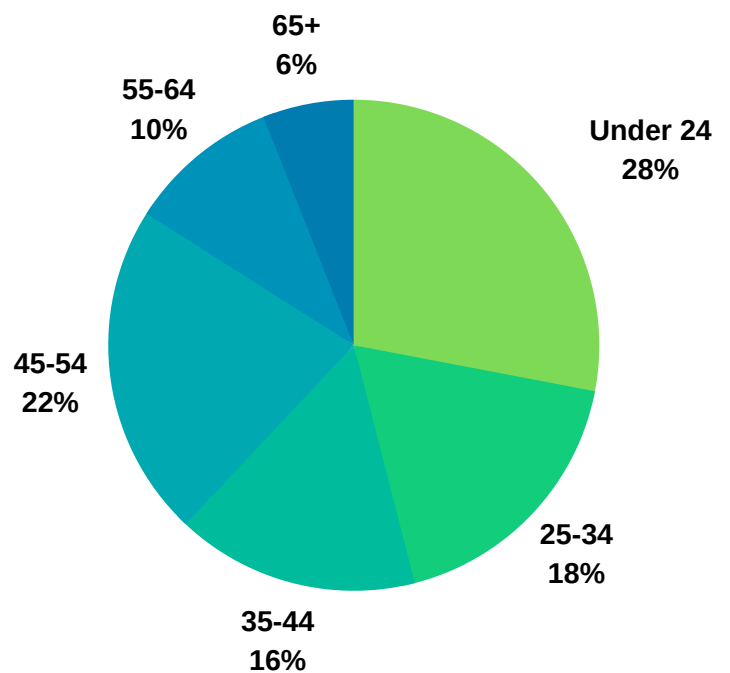
Gender (Head of Party)



Residence (Head of Party)



Age (Head of Party)



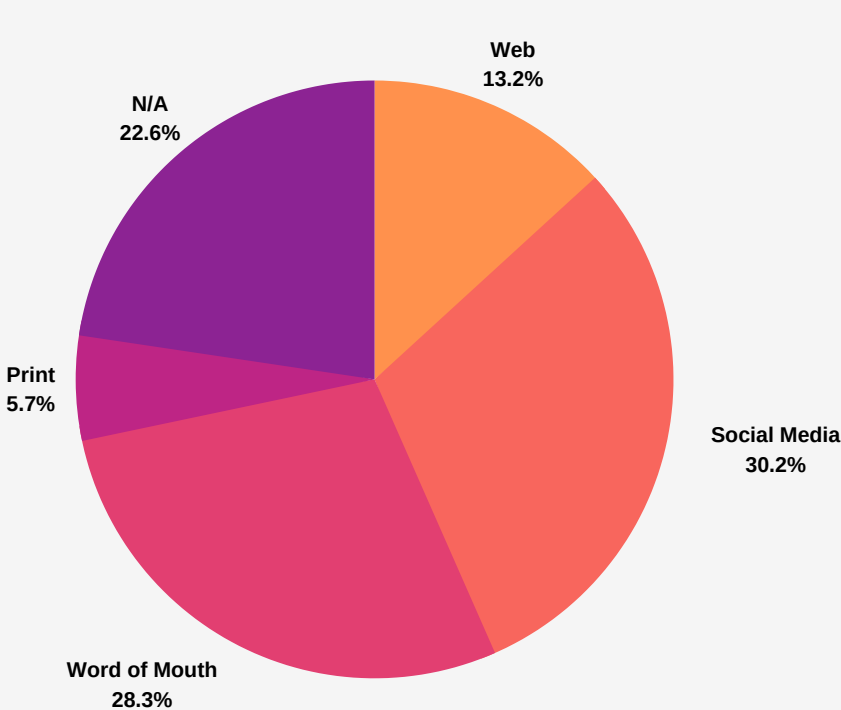
COMMUNICATION

The most common way for people to have learned about the event is by word of mouth. This represents an impressive 68% of all surveyed. This shows that there is significant room to grow in terms of publicizing for the event and that anticipation for the event spreads the message to the core audience.

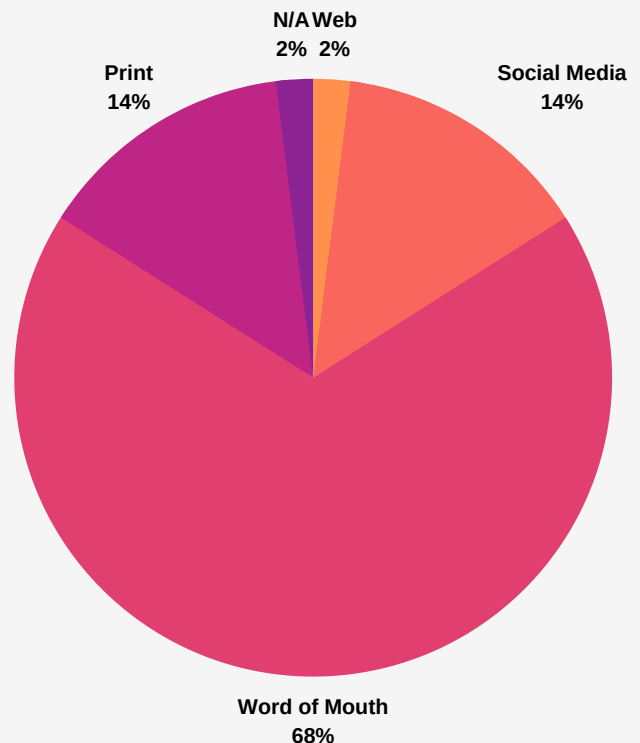
Social media and print are tied in terms of learning about the event with web a distant third however this changes significantly when planning for the event. From the data we can see that once people are informed, they continue to rely on their word of mouth source to plan. If that is insufficient they turn to secondary sources found online (social media and web) to organise their plans (shown by the decline in word of mouth and increase in respective percentages). Print also drops, presumably because of the limited amount of information that can fit on a print ad/poster. This highlights the value of maintaining a resourceful webpage and promoting event details inexpensively via social media.



Source of Planning



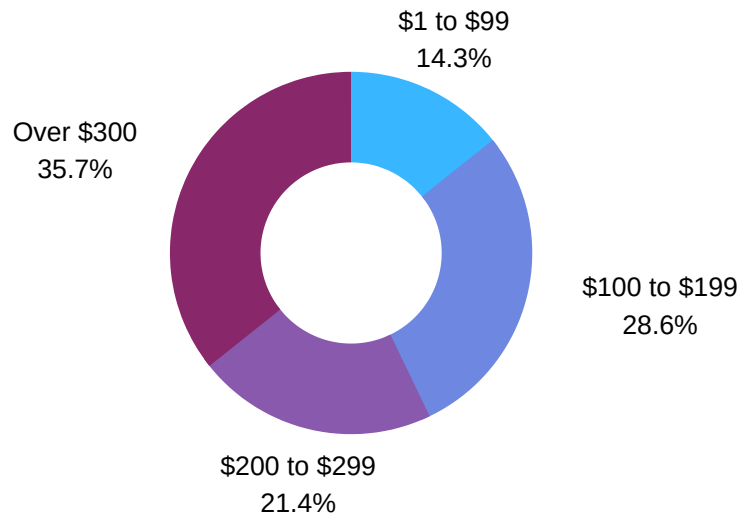
Source of Learning



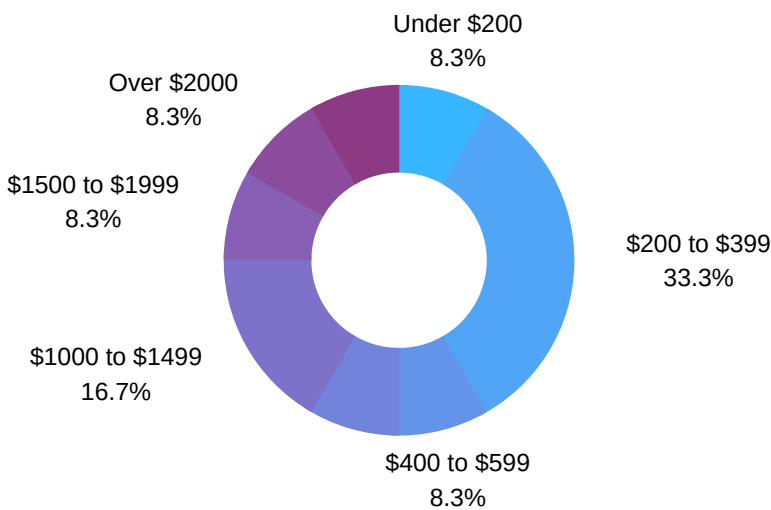
SPENDING

Spending habits were only collected from non-area visitors. This is to ensure that the economic impact does not include "recycled spending"-spending that would have occurred in town over the weekend regardless of the rodeo.

Party Daily Spending



Party Total Trip Spending



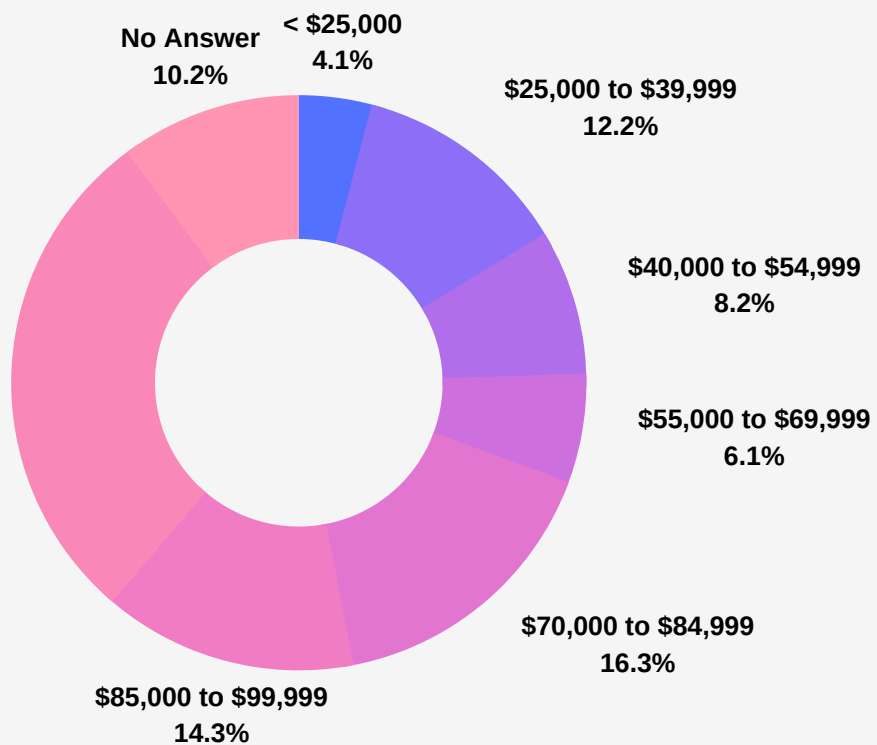
The rodeo generates significant spending within town. Much of the spending was on gas, food purchases and the rodeo.

20%

Of parties surveyed were "provincial" and had data collected

More than \$100,000
28.6%

Household Income



STAYING THE NIGHT

Overnight stays generate a greater economic impact and provide helpful data to gather sponsors as well as give effective planning suggestions to visitors.

The forms of accommodation polled included, rental home/ apartment/ condominium and hotel/ motel, however no respondents captured in this survey stayed at those types of accommodations.

Type of Accomodation



"MULTIPLEX"
Was the most mentioned "other activity" enjoyed during visitors' stays

