A Country Music Festival and its Local Community Economic Impacts:

The Case Study of Country Thunder 2012 and Kenosha County, Wisconsin

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Executive Summary

Large outdoor music festivals can provide an important form of economic activity for rural regions and the communities that serve as hosts. While of short duration, regional music festivals have been shown to attract significant inflows of dollars from non-local visitors and serve as important forms of private-sector regional economic stimuli.

In this report, we outline results of a recent study of the Country Thunder Music Festival that took place during late July of 2012 in Twin Lakes, Wisconsin. Our regional focus looked at the economic impacts driven by non-local spending that occurred within Kenosha County, Wisconsin. Primary data on visitor profiles and a focus on patterns of expenditures were analyzed. Non-local expenditure patterns were then used as demand drivers for an input-output model of the county economy. Results suggest how this form of local tourism generates jobs and income that help contribute to local household well-being. A brief snapshot of key findings includes:

- The Country Thunder music festival took place over four days in July of 2012 and attracted a total of 30,879 visitors to its grounds.
- Based on survey responses of attendees, approximately 29,000 (94%) of these visitors had a home of origin that was outside of Kenosha County.
- Over 70% of non-local visitors reported spending money off-site (outside of the festival grounds) and within the county.
- The vast majority of nonlocal visitors reported being in the county for the entire 4-day festival event.
- Approximately $5.2 million was spent on-site for food, drinks, camping, parking and merchandise (this included ticket sales).
- Approximately $5.4 million was spent off-site from the festival grounds by non-local visitors to Kenosha County.
- About $304,000 was spent off-site by residents of Kenosha County.

- According to input output model results, non-local visitor spending supported an annual equivalent of approximately 58 jobs in the county through direct, indirect and induced effects.

- Local businesses found within the personal services and retail trades were among the sectors most affected by the non-local festival attendees and accounted for the vast majority of labor income disbursed to employees.

- Approximately $3.9 million of the $5.4 million exogenous shock to the county remained within Kenosha County as output change (indirect purchased inputs, firm profits and labor income), while $1.5 million was immediately lost from the county through imported purchased inputs accounted for as part of retail margins.

Acknowledgments

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Introduction and review of literature

Over the past several decades the impact of festivals and special events on communities has become well known. The economic impacts generated by these local business stimulators can vary in terms of both size and quality. Early studies by John Crompton and others sought to establish the phenomenon in the context of the economic impact of tourism (Crompton 1999; Long, et al. 1990; Murphy and Carmichael 1991; Mitchell 1993; Chhabra, et al. 2003).

Festivals are, in a sense, able to turn an otherwise non-touristic area into a visitor destination for a short period of time often with considerable economic impact to the region. Many studies that look at festivals deal with method while others incorporate method but are more concerned with providing a case study example of a particular festival or series of events. In this report, we are informed by the former but emphasize the latter; we present a case study of the local economic impact of the Country Thunder festival on Kenosha County in southeastern Wisconsin. It is our hope that this will provide a contribution to a growing body of literature on the subject specifically dealing with festival impacts on rural economies.

While festivals can often be profitable for producers, their effect on local economies represents our scope of interest. Several scholars have put together resources that outline the purpose and elements of a successful economic impact study, often emphasizing their contents and structure (Crompton, 1999; Jackson, et al. 2005; Crompton, et al. 2001). These resources illustrate how municipal governments can put together a basic analysis of a festival's economic impact on a region. In general, visitor

demographics, their expenditure patterns, and total attendance figures represent the most basic and necessary inputs for an economic impact study. These can be analyzed using an export-based economic modeling framework such as input-output analysis. Combining data on characteristics of festival attendees with information about the regional economic structure of the county, a basic estimate of the economic impact of a festival can be made.

Other studies deal in more depth with methods of conducting economic impact analyses of festivals. Most of these incorporate a standard method and apply it to a case study (Crompton, et. al. 2001; Tyrrell and Johnston 2001; McHone and Rungeling 2000; Burgan and Mules 1992). Many also propose new innovations to the standard method for conducting economic impact studies based on their findings (Gazel and Schwer 1997; Gelen, 2003 and Ritchie, 1984). Other studies look more specifically at how expenditures by different types of tourists affect a local economy (Lee and Taylor 2005). For example, visitors who are local residents typically are found to have different spending habits than visitors who do not reside locally (non-locals). Yet other studies look at the role of local government in fostering and subsidizing events (Burgan and Mules 1992; Mules 1998).

While some generalization is required to apply the findings of the above studies to our region in southeastern Wisconsin, there are a number of studies specific to the Lake States that deal both with method and specific case studies. A number of studies have been conducted to measure the economic impact of state fairs and cultural events throughout Wisconsin, Minnesota, and Michigan. Most often, these begin with the collection of expenditure patterns and data related to visitor profiles from selected events. The data is then used as a shock applied to an input-output model to gain an understanding of how the injection of new money within a local region affects that locale in terms of sales, income and jobs created, and local tax revenue generated. Some studies are more general, dealing with multiple events and offering a synthesis of their

common traits and effects on a region (Cottingham et al. 1996; Moyer, H., et al. 1995; Gray and Hamilton 1991). Others offer specific case-studies of a particular event in Wisconsin or another Lake State (Marcouiller, et al. 1995; Norman, et al. 1994a; Norman, et al. 1994b; Hamilton, et al. 1992). By offering a look at the economic impact of the Country Thunder 2012 Music Festival on Kenosha County, Wisconsin it is our hope that we will be able to assist local decision-makers in understanding the role of these types of events in providing stimulus to the local economy. Like other studies, our work summarized here looks at the local economic impact of visitor expenditure patterns on a specific area (Kenosha County) due to a single event (Country Thunder 2012). This type of study is typically conducted as the first look at a particular event; as such it can be best categorized as exploratory (Sumathi and Berard 1992). Certainly, the single event case study approach and exploratory nature of this study provides a limited snapshot of the impact of an event of this nature.[1]

In this report, we describe the results of a one-shot survey intended to measure the local economic impact of the 2012 Country Thunder music festival in Kenosha County, WI. To do this we utilized expenditure data gathered through the surveying process to answer questions such as "from where are attendees to the Country Thunder 2012 event coming?", "how much money is spent by festival attendees?" and "in what local business sectors is this money spent?" These results are then used as demand stimulus to the regional economy to arrive at an answer to the question, "what happens to this money after it is spent?"

[1] In contrast, it is important to point to the need for further research. For instance, the uniqueness of the 2012 event and the context of an economy rebounding from the recession of 2008-2012 requires pause. An improvement to this would develop and refine further surveys during multiple years to provide an understanding of impact change through time. One such series of studies by J. Gray looked at the Wisconsin State Fair over a period of several years to gain a more objective analysis of its economic impact (Gray, J. 1982a; Gray and Jensen 1985b; Gray and Mueller 1985c; Gray, et. al. 1986d; Gray, et. al. 1988e; Gray, et. al. 1989; Hovland, et. al 1989; Gray, et. al. 1990f).

This report is organized into four sections. Following this brief introduction and review of relevant literature, we describe the methods used to collect and analyze the data. This includes some geographical context, survey design and specific detail about the implementation process. Next we offer a synopsis of key findings from our input output analysis in the results section. Finally, we conclude with a summary and a set of policy implications resulting from this assessment.

Methods

Country Thunder is an annual festival held in the village of Twin Lakes, WI. Each year the festival draws approximately 30,000 visitors to this otherwise quiet, rural region in southeastern Wisconsin. The Kenosha County region and the Country Thunder Festival Site are shown in the map designated as Figure 1.

Our survey instrument was developed with the assistance of April Harbour (Country Thunder) and the Kenosha County Department of Planning and Development. The survey instrument used for this study is found in Appendix A. We adopted an approach to crafting our survey instrument that targeted a fairly quick (two minute) and straightforward (simple) response requirement. This was in order to minimize confusion and maximize the number of responses. Our main interest was on gathering information that allows us to estimate overall expenditure patterns of visitors, particularly those by non-residents off the festival site and within Kenosha County. Other contextual questions were asked to determine money spent on-site and resident status. In sum our survey inquired into the following categories:

a) Length of time spent at festival
b) Whether money was spent off-site within Kenosha County
c) How much money was spent off-site?

d) Residence status (local or non-local)

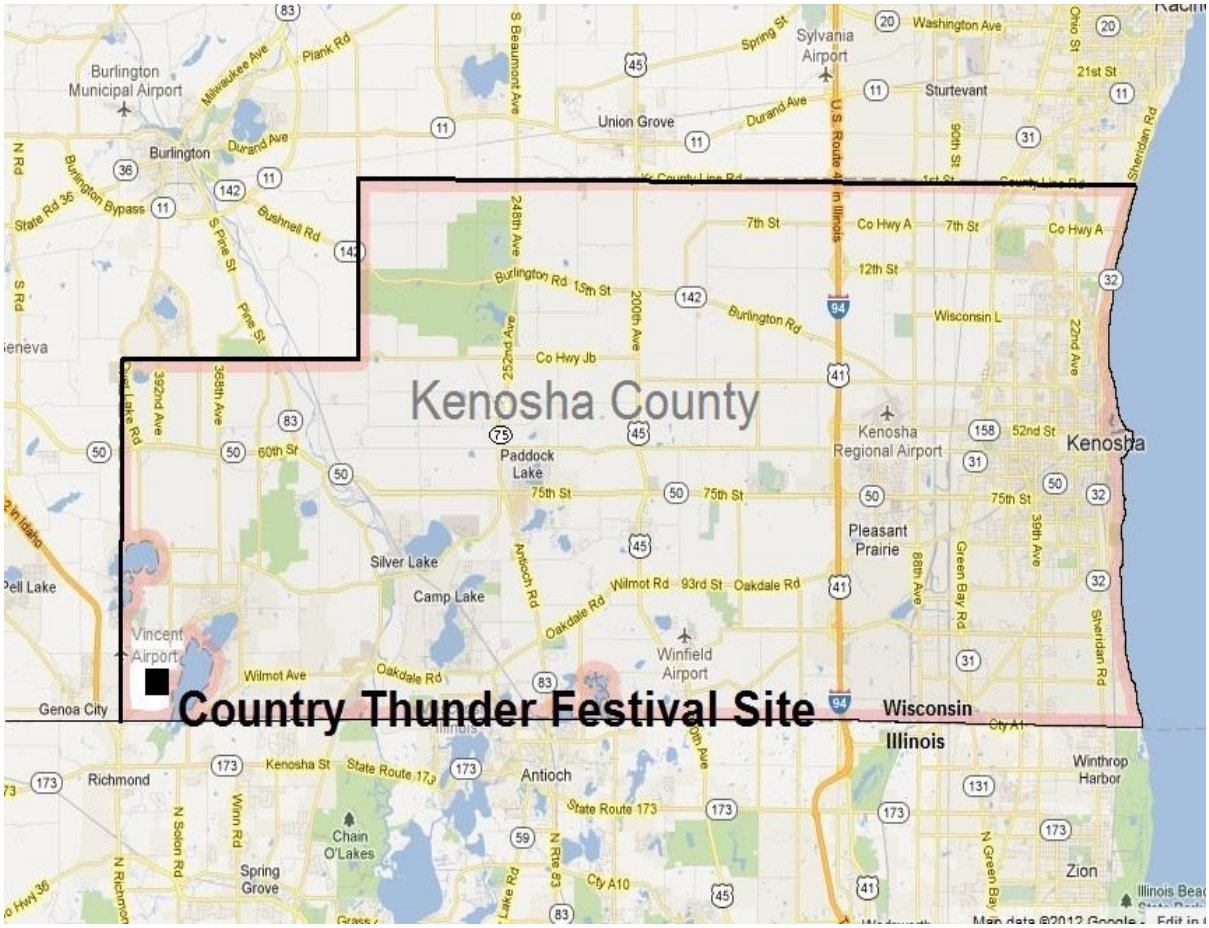

Figure 1. Map of the Country Thunder festival site with nearby towns within Kenosha County, WI

To assist respondents in understanding the region of interest, the instrument included the map found in Figure 1. This was used to define where Kenosha County boundaries extend relative to where the festival site was located. For purposes of analysis, this region also represents the defining element of local and non-local.

Implementation of the survey utilized a newsletter and mailing list maintained by County Thunder that included all who purchased tickets for the 2012 event. This mailing list contained approximately 28,377 individual names and addresses.[2] An online survey instrument was developed for implementation using Constant Contact. We decided not to collect responses on-site but wait until respondents had a chance to return home from the excitement and chaos of the festival where expenditures could more easily be remembered. The email based process to voluntarily fill out the on-line survey instrument resulted in approximately 690 responses over a three-day window (August 01-03).[3] Our response rate was 2.4%. This was due to a few hurdles in the implementation process which shall be stated here. Firstly, our survey respondents belonged mostly to the 18-24 year old age demographic. It is likely that on Monday morning when the email containing the survey link arrived respondents were too busy returning to work or school to fill out the survey. Secondly, as an email link embedded in the festival newsletter text it is likely that we were limited to those respondents who decided to 1) open the email and 2) read through the text to find the survey link. Respondents would then need to either click to follow the link or copy and paste it into their browser. Certainly, this approach to collecting respondents served as a limitation to the results reported below.

The data that resulted from the responses were received in the form of an Excel spreadsheet. Questions were displayed horizontally along the top of the sheet while respondents categorized by email and zip code, as well as their answers were displayed vertically below each respective question. Their responses, due to their multiple choice format (i.e. respondents never had to input a number), were recorded as a series of "1"s under the answer column they wished to select. Local and non-local respondents were

[2] 28,377 is based on ticket sales; non revenue attendance of 2,502 in addition gives us our total 2012 attendance figure of 30,879

[3] As an incentive, newsletter recipients were informed that were they to fill out the survey, they would be entered into a random selection process to receive a guitar autographed by musicians Easton Corbin and Blake Shelton.

first separated for the purpose of data analysis. Next, to determine expenditure patterns each "1" which represented a mid-point range in a multiple choice expenditure category was changed to represent the midpoint in that dollar range. For example, if a respondent reported spending somewhere $20-$40 on groceries, their answer recorded as a "1" in that column was replaced by a 30. After this was done for all questions and categories for expenditures, summary descriptive statistics were calculated. The same was done to determine whether or not festival attendees spent money within Kenosha County.

To estimate regional economic impact of the expanded expenditure pattern, we employed a county-level input output analysis. A more complete description of regional economic impact assessment using input-output analysis is found in Appendix A. For this work we used MicroIMPLAN software and a 2009 Kenosha County dataset to conduct the export-based input-output analysis. MicroIMPLAN is a tool that allows us to utilize our estimated off-site expenditures to measure economic impact within the county. As noted above, we derived our estimates of expenditure patterns directly from data reported by festival attendees. These expenditures were grouped according to NAICS industry codes (accommodations, transportation, construction etc). Once expenditure data were summarized and expanded to the total population of festival attendees, these resulting estimates served as the exogenous demand shock to the MicroIMPLAN model created to represent the Kenosha County economy.

Results

Results of the survey suggested that average individual spending off-site during the four day event was roughly $180. The pattern of these expenditures is summarized in Table 1. The two left-hand columns represent average individual expenditures by category for both local and non-local visitors. The two right-hand columns represent an expanded estimate of total expenditures by festival attendees based on a total festival

attendance of 30,879. The money spent off-site by non-local festival attendees (roughly $5.4 million) represented the exogenous shock, or private sector stimulus, resulting from the festival with respect to Kenosha County.

Table 1. Off-site spending within Kenosha County of local and non-local event participants to Country Thunder 2012

	Individual		Expanded	
Category of Spending	Local	Non-local	Local	Non-local
Lodging	$30.00	$33.54	$51,043	$978,675
Groceries	$47.66	$45.03	$81,090	$1,313,757
Restaurants	$26.47	$29.12	$45,037	$849,688
Transportation	$55.88	$59.28	$95,076	$1,729,598
Gifts	$18.82	$18.49	$32,021	$539,628
Totals	**$178.83**	**$185.46**	**$304,267**	**$5,411,346**

This table is based on survey results of 690 respondents; amounts reflect individual average spending patterns by category during the entire festival trip length adjusted using midpoints of range limits. For example, in most categories of spending (excluding transportation which employed $50 increments) respondents chose from a multiple choice selection in which they could select in $20 intervals up to $100+. The expanded column is based on total attendance figures for each of the four days combined to reflect single and multiple day visitors. These dollar amounts represent reported spending by individuals multiplied by total festival attendance numbers.

Note from this table that the amount of money spent off-site and within the county amounted to just under $6 million. Using only the non-local spending allows us to isolate the private sector stimulus resulting from new money coming into the county as spent by non-local festival attendees.

While this study is primarily concerned with the influx of new dollars from outside the County spent as a result of the festival by attendees, it is also worth noting that a significant amount was paid to the County by the festival organizers. These expenses were paid in the areas of health, sanitation, inspection, signage, law enforcement and administrative costs. For a more complete display of this material, please see table C4 in Appendix C.

Local businesses felt the impact of the Country Thunder music festival during the period of late July and early August, 2012. Local grocery store employees noted that mornings were extremely busy as festival goers restocked their liquor and grocery supplies. People tended to frequent local businesses in the mornings and before the main act commenced in the early evening. Restaurant owners reported being very busy between shows and in time periods leading up to when the headlining musician took the stage (before 8:30pm).[4] The official attendance figure for Country Thunder 2012 was 30,879 and through our collection of responses we discerned that approximately 94.5% of attendees were non-local and 5.5% were local residents. Again, local and non-local was defined using the county boundaries shown in Figure 1. "Local" referred to people who resided within Kenosha County based upon their reported zip code. While off-site was specific to Kenosha County, it is fair to assume a much more localized effect of money was spent in Twin Lakes, Paddock Lake or Genoa City. It is worth mentioning that at the festival's main entrance, there were signs directing traffic northeast to Twin Lakes as the location of the nearest food services and grocery establishments. Some local employees in the village of Twin Lakes mentioned that it was common for festival attendees to walk from the festival site to town, which was approximately one mile away.

[4] This was substantiated through conversation with operators of grocery stores on 2 different days (July 26, 27) and restaurants (July 28th) in the Village of Twin Lakes.

With respect to the economic impact of the Country Thunder Music Festival on Kenosha County, it is important to note that the overall regional economy is large and fairly diverse. Kenosha County sits in the southeast corner of the state and is home to a population of about 166,000. Of this number there are approximately 45,000 paid employees working in just over 3000 establishments; total county employee compensation was roughly $1.5 billion in 2011.[5] This takes place in the context of a region generating roughly $5 billion in gross product (output) per year. Country Thunder, as shall be stated in more detail later, forms a small but nonetheless noteworthy contribution to the county economy. Agriculture, utilities, construction, manufacturing and healthcare form the majority of the economic activities in the county. The sectors which were most affected by expenditures from Country Thunder 2012 attendees occurred in the retail trade (grocery stores, gift shops, and gasoline stations) and personal services (accommodations and restaurants) sectors.

Employment

The first area in which Country Thunder had an economic impact on the county was in the area of jobs partially supported by visitor spending. The private sector stimulus generated by non-local Country Thunder festival attendees directly supported roughly 45 jobs in the county. These jobs were primarily found in the retail and service sectors of the economy. The direct, indirect and induced impacts on jobs supported by the new money brought in by Country Thunder are summarized in Figure 2. Note also that the Tables found in Appendix C support these Figures.

[5] County Business Patterns (2012). US Census Bureau. Retrieved from: http://censtats.census.gov/cgi-bin/cbpnaic/cbpsect.pl

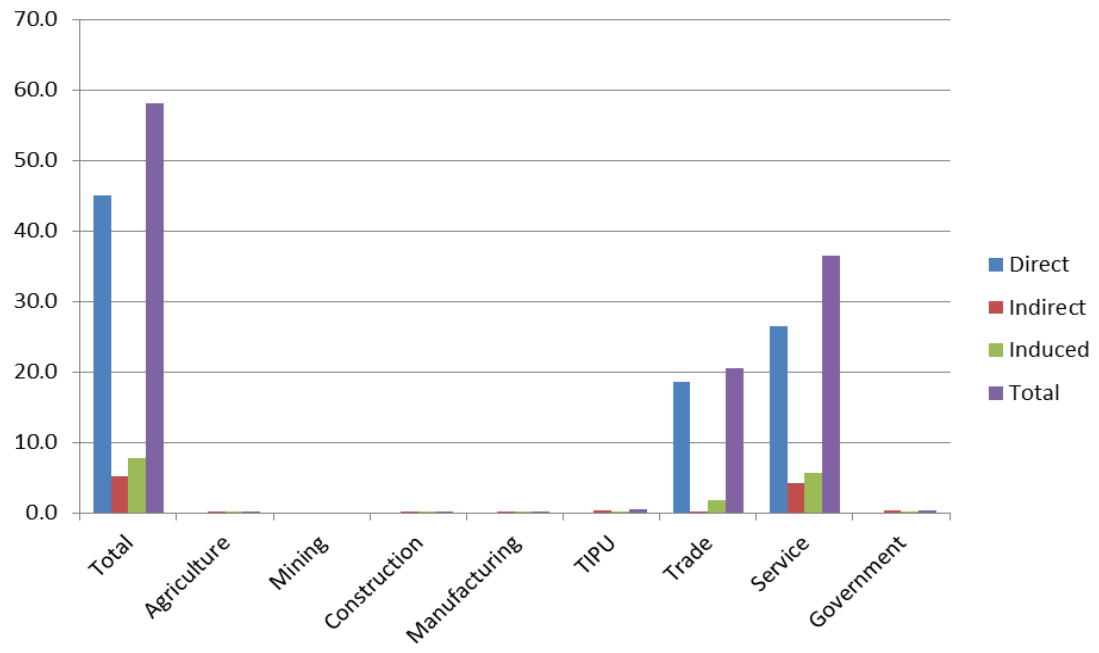

Figure 2. Employment (# jobs) resulting from non-local visitor spending of attendees to Country Thunder 2012 (Source: MicroIMPLAN).

As this figure illustrates, the majority of jobs supported by attendees to the 2012 Country Thunder Music Festival were in the trade, service and government sectors. While these numbers show some support of local jobs in the county as a result of the festival, it is important to note that these jobs tend to reflect the low-wage structure of jobs in trade and personal service related establishments such as grocery stores, restaurants and trade related business. A small number of government jobs are created through indirect and induced effects. Our total employment multiplier for Kenosha County was calculated at 1.29. This means that for every one job that non-local festival attendee spending supported in the county, an additional .29 jobs were supported either indirectly or through induced means through spillover effects.

Employment income

Local jobs generate local income and can be tracked through impacts to employee compensation. Employment income represents the dollar value of compensation paid to employees as a result of the expenditures by non-local festival attendees within local off-site businesses. According to J. Crompton this variable gives us the best indication of how an event impacts local residents due to its ability to represent money that is disbursed to them in return for the labor resources offered. Again, the support of local employment opportunities results from an increase in spending by non-local event attendees. As Crompton elucidates, the typical cycle of touristic festivals involves an event that creates foot traffic and results in an influx of new money to a region thereby resulting in income and jobs for nearby residents.[6]

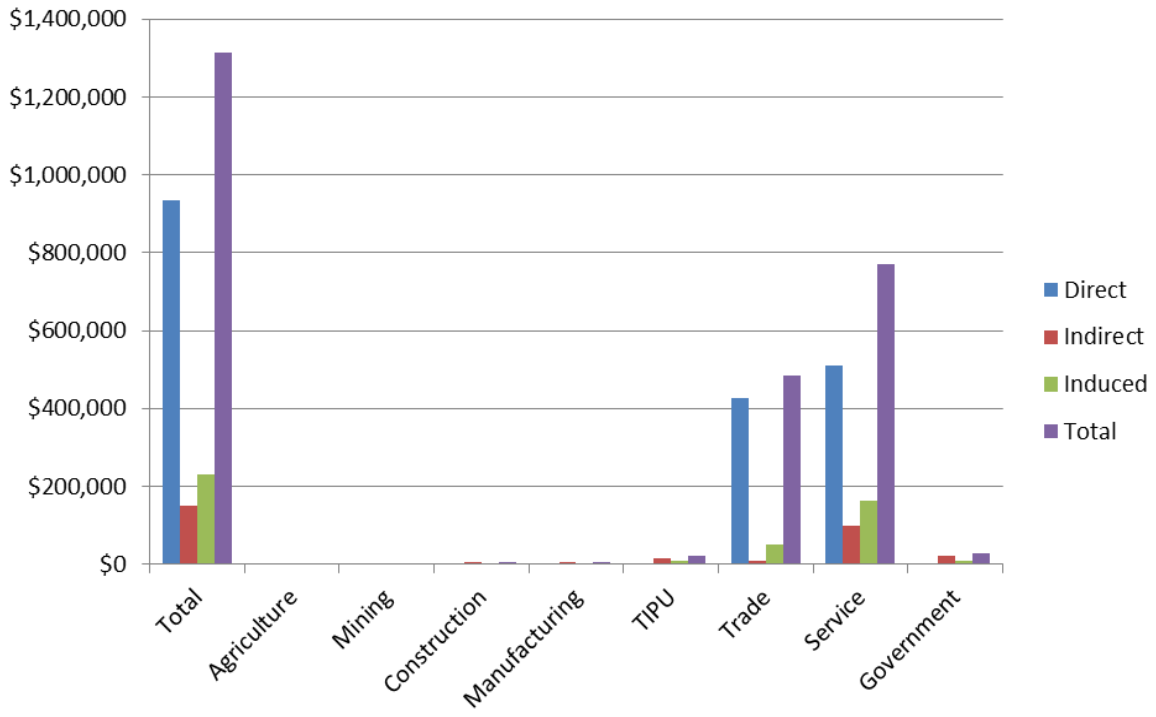

Figure 3. Employee compensation resulting from non-local visitor spending of attendees to Country Thunder 2012 (Source: MicroIMPLAN).

[6] Crompton, et al. 2001; See pp. 1; 4

As is similarly reflected in figure 2 above, these wages reflect an impact to specific sectors which are affected by non-local visitor spending. Once again it is noted that most of the wages disbursed occur as a result of jobs in the trade and service sectors representing an occupational structure specific to these sectors In total approximately $1.3 million in employee compensation is disbursed as a direct, indirect, or induced result of non-local festival attendee spending off-site of the festival grounds. Our employment compensation multiplier for Kenosha County was 1.40 meaning that for every $1 generated in employee compensation by the festival, an additional $.40 is created through indirect and induced effects.

Output/ Sales

Output represents the total dollar value of receipts for all goods and services produced in the economy; it is analogous to regional domestic product. For this case study, the output effect represents stimulus resulting from the spending of new money by non-local festival attendees; money spent mostly within the trade and services sectors. A summary of output change resulting from non-local visitor spending is found in Figure 4.

Note from this figure that a $5.4 million infusion of new money (non-local festival attendee spending off-site) resulted in $3.9 million in total local economic impact measured by output change. The leakage represented by the loss of $1.5 million was due to retail margining. Retail margins represent the portion of retail spending that remains within the county. For example, if festival attendees spend $1 at a local gas station, only the portion of that spending that represents either local-sourced items or the retail margin (employee compensation, proprietor's profit, other property type income, and indirect business taxes) will remain within the county. So, the wholesale value of gas (not produced locally) and other non-locally sourced items does not remain in the county to generate local economic impact. Our economic multiplier for output in

Kenosha County was 1.45 meaning that for every $1 generated in output by the festival an additional $.45 in economic activity results.

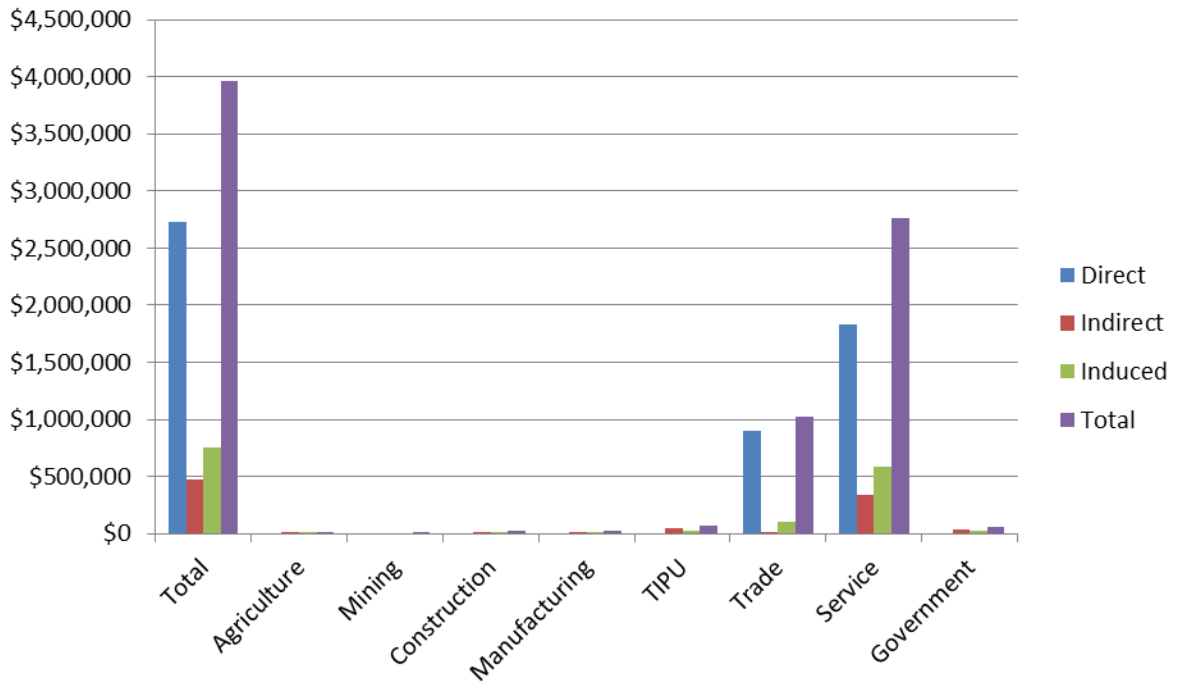

Figure 4. Output resulting from non-local visitor spending of attendees to Country Thunder 2012 (Source: MicroIMPLAN).

Conclusion and policy implications

Off-site spending by non-local attendees to the Country Thunder music festival provided an infusion of approximately $5.4 million into Kenosha County. This money was isolated from spending that took place on-site. Moreover, we excluded off-site spending reported by Kenosha County residents (approximately $304,000) in order to generate a more cautious estimate of our private sector stimulus; only that which represents new money to the region. This new money infused into the Kenosha County

economy by non-resident visitors, we forward, would not have been spent in Kenosha County had the festival not occurred.

While the money infused into the county by the festival is a relatively small portion of the county's GRP ($5 billion), and is reduced to $3.9 million through retail margining, the end result is a positive effect on the county felt over a relatively short period of time. Through our analysis we have developed an estimate of the festival's impact and effects.

Key results from our work include the following key elements. The Country Thunder music festival took place over a four day period and attracted roughly 30,879 visitors to its grounds. Based on our findings, approximately 94% of these visitors originated from outside the County, and almost all of them remained in the area for the entire 4-day festival period.

The vast majority of respondents indicated that they spent money off the festival site and within Kenosha County. Approximately $5.2 million was spent onsite according to festival receipts, $304,000 was spent off-site by local residents, and $5.4 million was spent off-site by non-local visitors to Kenosha County.[7] These numbers are directly derived from data reported by respondents. The financial injection $5.4 million formed the basis for our analysis.

Based on the exogenous shock of $5.4 million the results of our input output analysis indicate that the festival's presence supported the equivalent of 58 jobs in the county through direct, indirect and induced effects. Money spent by festival attendees was largely in the areas of personal services and retail trades. Approximately $3.9 million of the $5.4 million remained within the county while $1.5 million was lost through imported purchase inputs accounted for as part of retail margins.

[7] For a breakdown of onsite expenditures please see table C5 in Appendix D

Further research could be done to learn more about this festival's impact. This would likely include a more involved and rigorous survey instrument which would be implemented in a more repeated, random, and representative fashion. This could be done for multiple festivals over the course of more than one time period. Moreover our implementation process in the festival newsletter limited our response rate and was the source of potential bias. We received 690 responses out of a total festival population of 30,879. We theorize that this was due to the fact that respondents were limited to those who 1) opened the newsletter email 2) read through and happened upon the survey and 3) copied and pasted the link into their browser to complete the survey. A future effort to gather responses could be based on a more direct survey method of sampling respondents at kiosks at the festival, or allowing a longer sampling window, as ours was a period of three days.

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Appendix A. Economic Impact Analysis: A Brief Description

Input-output analysis is a tool that can measure change in an economy based on an exogenous shock.[8] Input-output analysis works by calculating the inter-industry transactions that take place within the regional economy as a result of an exogenous shock to demand that takes place within the same county. It is a model that accounts for the complex interrelatedness of various segments working within an economy, and operating within certain limitations, can produce an interpretable result whereby the policy analyst can understand how a shock affects a local economy.[9]

Through our survey we gathered information regarding off-site expenditures by festival attendees. From our 690 responses we derived an average, festival length expenditure pattern by category. For example, if on average, individual survey respondents reported spending $30.00 on lodging over the 4-day span of the festival this number was multiplied by total festival attendees (roughly 30,000) to derive the estimated exogenous shock to the lodging sector in Kenosha County. We found that roughly $5.4 million were spent off-site and within Kenosha County by non-local festival attendees. These expenditures were used as the exogenous demand shock (private sector stimulus) to the input output model of the Kenosha County economy developed using MicroIMPLAN software and a 2009 county-level dataset. All values used in the model are developed and reported in 2012 US Dollars.

Results of input-output analysis calculated using MicroIMPLAN are displayed in the form of numerical and dollar value estimates of how a shock will impact an economy in terms of 1) employment in the form of total jobs created/supported, 2) employee compensation, 3) regional output and 4) value added which includes other forms of income including proprietor's income. Moreover, results are displayed in detail as to

[8] Exogenous shock refers to money coming into a county from outside the county. In our case, it is money spent off the Country Thunder festival site by nonresidents of Kenosha County.
[9] Schafer, et al. (2004), see Chapter 15, pp. 282-301.

how they affect various industry sectors (accommodations, transportation, construction etc). For more detail on this information see Schaffer et. al. Chapter 15, pp. 282-301

Impacts are also displayed in terms of direct, indirect and induced effects in both numerical values and economic multipliers. Direct effects refer to changes in production to respond to a change in demand for a good or service. This is the most basic phenomenon associated with monetary transactions. Indirect effects refer to changes in the inputs that are required to meet inter-industry demands stemming from direct impacts. For example, money spent in a county to increase inventory as the result of a spike in demand represents the indirect effect of economic activity. Finally, induced effects represent changes in household spending that result from increased wages due to direct and indirect effects. Economic multipliers are expressed for both numerical and dollar values. These multipliers represent total effects divided by direct effects to represent the change in a variable due to an exogenous variable. For example, the festival might hire 100 employees creating 100 jobs that might not have otherwise existed. Due to peripheral needs to serve these employees, such as food, goods and utilities (things that might stimulate extra economic activity within the county), the number of jobs created is greater than 100. It might be 125, for instance. Therefore, our employment multiplier would be 100/125 = 1.25 Multipliers that represent dollar values work in a similar way. For example, if $1 spend creates an additional $ .25 through indirect and induced impacts the result would be a multiplier of $1.00/$1.25 = 1.25.[10]

[10] For more explanation of input-output analysis and economic base multipliers see Schafer et. al., (2004) see Chapter 15, pp. 282-301.

Appendix B: The Survey Instrument

COUNTRY THUNDER
MUSIC FESTIVALS

Win A Signed Guitar by Blake Shelton and Easton Corbin!

1. How many days were you in the region for the Country Thunder music event?
   - 1
   - 2
   - 3
   - 4
   - 5+

2. Please examine the map provided. It shows an outlined display of Kenosha County, WI. Did you spend money *outside* of the Country Thunder Festival grounds, but *within* Kenosha County?

   - Yes
   - No

If you answered yes to Question 2, please estimate the amount of spending in each category to the nearest dollar. Remember, we are interested in your individual spending outside of the Country Thunder Festival site, and within Kenosha County WI.

3. Off-site spending on Hotels, Motels, Bed & Breakfast and Camping

- $0-$20
- $20-$40
- $40-$60
- $60-$80
- $80-$100
- $100+

4. Off-site spending on groceries

- $0-$20
- $20-$40
- $40-$60
- $60-$80
- $80-$100
- $100+

5. Off-site spending on Restaurants and Bars

- $0-$20
- $20-$40
- $40-$60
- $60-$80
- $80-$100
- $100+

6. Off-site spending on Transportation, Auto or Motorcycle repairs and Gasoline

- $0-$50
- $50-$100
- $100-$150
- $150-$200
- $200-$250
- $250+

7. Off-site spending on Gifts, Souvenirs or Clothing

- $0-$20
- $20-$40
- $40-$60
- $60-$80
- $80-$100
- $100+

8. What is your home zip code?

50 characters left.

9. To be entered to win the signed guitar please provide the following information:

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

First Name:

Last Name:

Email Address:

emailaddress@xyz.com

Finish

Appendix C. Supporting Tables

Table C1. Impact detail for employment. Country Thunder 2012

Sector	Description	Direct	Indirect	Induced	Total
0	Total	45.0	5.2	7.8	58.1
1	Agriculture	0.0	0.0	0.0	0.0
2	Mining	0.0	0.0	0.0	0.0
3	Construction	0.0	0.1	0.1	0.2
4	Manufacturing	0.0	0.1	0.0	0.1
5	TIPU	0.0	0.3	0.2	0.5
6	Trade	18.5	0.2	1.8	20.5
7	Service	26.5	4.3	5.7	36.5
8	Government	0.0	0.3	0.1	0.4

*Source: Input-output results for Kenosha County WI. Copyright 2012 Minnesota IMPLAN Group, Inc.

Table C2. Impact detail for employee compensation. Country Thunder 2012

Sector	Description	Direct	Indirect	Induced	Total
0	Total	$935,179	$150,007	$229,384	$1,314,571
1	Agriculture	$0	$45	$90	$135
2	Mining	$0	$0	$0	$0
3	Construction	$0	$4,505	$1,931	$6,436
4	Manufacturing	$0	$3,765	$956	$4,722
5	TIPU	$0	$13,843	$6,978	$20,821
6	Trade	$426,167	$7,757	$50,258	$484,182
7	Service	$509,012	$98,261	$161,744	$769,017
8	Government	$0	$21,830	$7,427	$29,257

*Source: Input-output results for Kenosha County WI. Copyright 2012 Minnesota IMPLAN Group, Inc.

Table C3. Impact detail for output. Country Thunder 2012

Sector	Description	Direct	Indirect	Induced	Total
0	Total	$935,179	$150,007	$229,384	$1,314,571
1	Agriculture	$0	$45	$90	$135
2	Mining	$0	$0	$0	$0
3	Construction	$0	$4,505	$1,931	$6,436
4	Manufacturing	$0	$3,765	$956	$4,722
5	TIPU	$0	$13,843	$6,978	$20,821
6	Trade	$426,167	$7,757	$50,258	$484,182
7	Service	$509,012	$98,261	$161,744	$769,017
8	Government	$0	$21,830	$7,427	$29,257

*Source: Input-output results for Kenosha County WI. Copyright 2012 Minnesota IMPLAN Group, Inc.

Table C4. Country Thunder miscellaneous expenses: administrative, law enforcement and other expenses. Country Thunder 2012

Vendor	Service Provided	Invoice Amt
Kenosha Co Health Dept	Sanitation/Health Svs	**$3,352.68**
Kenosha Co. Hwy Dept	Signage	**$1,621.67**
No Charge	Rent AirCard(s)	**$0.00**
Kenosha City/Co. Joint Svcs	Dispatch Services	**$4,377.92**
Village of Paddock Lake	L.E. Services	**$930.10**
City of Kenosha PD	L.E. Services	**$982.11**
UW Parkside Police	L.E. Services	**$2,342.45**
Kenosha Co. Sheriff	Command Post Sup.	**$5,202.00**
Kenosha Co. Sheriff	L.E. Services OT	**$71,243.09**
Kenosha Co. Sheriff	Suprv & Comm Post	**$16,904.10**
Kenosha Co. Sheriff	Administrative Cost	**$1,486.14**
	Total Cost:	**$108,442.26**

*Source: Tedi J. Winnett, Kenosha County Department of Planning and Development. 2012

Table C5. On-site expenditures. Country Thunder 2012

On-site spending	Information	Category	Totals
Total attendance	28,377	ticket sales	
RSVD	$463,675.00	sales	**$463,675.00**
4 day	$2,607,831.00	sales	**$2,607,831.00**
1 day	$295,241.06	sales	**$295,241.06**
Parking	$101,985.00	sales	**$101,985.00**
Portalets	$88,205.00	sales	**$88,205.00**
Camping	$561,425.00	sales	**$561,425.00**
Food	$11.88	per person	**$337,118.76**
Alcohol	$17.99	per person	**$510,502.23**
Merch.	$5.70	per person	**$161,748.90**
			$5,127,731.95

*Source: April Harbor, Country Thunder. Nashville, TN 2012