

Kansas State Fair Economic Impact and Marketing Study

Volume 2

An Overview of Non-Fair Events

by

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EXECUTIVE SUMMARY: OVERVIEW OF NON-FAIR EVENTS

During 1996 and 1997, the Institute for Public Policy and Business Research at the University of Kansas conducted a study of the marketing aspects and economic impacts of events that take place at the State Fairgrounds in Hutchinson during the off-season. The Fair staff and IPPBR together designed and implemented surveys of spectators, participants, and other visitors attending ten of these Non-Fair events. Survey data from nine of the surveys was considered to be of sufficient quality for analysis. Findings from the surveys and economic impact analysis are summarized below.

- C The events that were included in the surveys varied widely in size. Some events drew over 10,000 visitors, while others drew under 200. Overall, about 32,700 people attended the nine Non-Fair events.
- C Some events drew most of their visitors from Reno and surrounding counties, while other events were statewide or even nationwide in scope. On average for the nine events, 39.7 percent of visitors were from Reno County, 29.3 percent were from other counties in South Central Kansas, 19.5 percent were from the remainder of Kansas, and 11.5 percent were from out-of-state.
- C Visitors to most of the Non-Fair events rated facilities as good or adequate. Among those who were dissatisfied with facilities, restrooms were most frequently cited as inadequate.
- C Most of the visitors to Non-Fair events had attended the State Fair in 1996 and even higher percentage were planning to attend in 1997.
- C On average, visitors from South Central Kansas each spent about \$47 in Hutchinson during their visit to or participation in Non-Fair events. Visitors from more distant parts of Kansas and from out of state spend an average of \$63 in Hutchinson. Spending varied widely across events, from a low of \$18 per capita to a high of \$92 for visitors from South Central Kansas, and from a low of \$24 to a high of \$101 for visitors from other areas.
- C In terms of economic impact, tourism related to the the nine Non-Fair events supported about \$294,000 in wages and salaries and 21 jobs within Reno county after all multiplier effects were taken into account. The events supported \$219,000 in wages and salaries and 15 jobs within South Central Kansas, and \$142,000 and 9 jobs statewide (see Table Exec.1).
- C Overall county impacts are larger than regional impacts, which in turn are larger than statewide impacts. For the most part, a visitor from within Reno County does not bring new money into the county. A visitor from within the region (for instance a visitor from Wichita) brings new money into Reno county, but takes money out of another county in the region. A visitor from another part of Kansas (say from Johnson County) brings new

money into the region but takes money out of another county in the state. Visitors from out-of-state bring new money into Kansas without a corresponding downside for the state.

Table Exec.1
Summary of Economic Impacts of Non-Fair Events

Event	Payroll Added: Reno County	Jobs Added: Reno County	Payroll Added : S. Central Kansas	Jobs Added: S. Central Kansas	Payroll Added: All of Kansas	Jobs Added: All of Kansas
Hutchinson National Auto Races	37,293	2.65	27,404	1.95	9,637	0.64
Kansas Angus Futurity	20,566	1.52	13,864	0.99	2,951	0.20
Salt City Rod and Custom Car Show	20,023	1.51	2,534	0.19	0.0	0.00
Showcase '97 Home and Garden Expo	40,184	2.92	24,947	1.82	1,452	0.10
GrassRoots Team Roping	112,309	8.07	110,877	7.70	108,317	6.91
Mennonite Relief Sale	46,548	3.06	27,251	1.80	12,443	0.78
Salt City Rabbit Show	3,574	0.26	3,187	0.22	2,499	0.16
Kansas Classic Beef and Sheep Show	10,177	0.72	6,799	0.47	660	0.04
Kansas Appaloosa Horse Show	3,227	0.24	2,189	0.16	2,624	0.17
Total	293,901	20.95	219,052	15.30	140,583	9.00

- Events (such as GrassRoots Team Roping) that bring in visitors and participants from out of state have a larger economic impact on the state, regional, and local economies than do events (such as the Rod and Custom Car Show) that draw most of their visitors from the local area.

- C As a rule of thumb, 100 visitors from South Central Kansas who attend a Non-Fair event create about \$1,700 of new income in Reno County due to their tourism expenditures. They do not, however, add income to the region or the state as a whole. The visitors move income from one area of the state to another.

- C One-hundred visitors from outside of South Central Kansas (but from within the state) who attend a Non-Fair event create about \$2,700 of new income in Reno County and \$2,800 of new income in South Central Kansas.

- C One-hundred visitors from out-of-state create about \$2,700 of new income in Reno County, \$2,800 of new income in South Central Kansas, and \$3,300 for the state of Kansas as a whole.

INTRODUCTION

During 1996 and 1997, the University of Kansas conducted a study of State Fair activities. The research involved an examination of the marketing aspects and economic impacts of events that take place at the Fairgrounds during the off-season. The State Fair staff chose ten events to be included in the study:

1. Hutchinson National Auto Races
2. Dillons Distribution Center Vendor Show
3. Kansas Angus Futurity
4. Salt City Rod and Custom Car Show
5. Showcase '97 Home and Garden Expo
(Hutchinson/Reno County Chamber of Commerce)
6. GrassRoots Team Roping
7. Mennonite Relief Sale
8. Salt City Rabbit Club Show
9. Kansas Classic Beef and Sheep Show
10. Kansas Appaloosa Horse Show.

In cooperation with the State Fair staff, the University of Kansas designed surveys of participants and visitors appropriate for each event. For the most part, the surveys were administered by State Fair staff members and compiled and analyzed at KU. Our goal was to complete 200 surveys for each large event and as many as possible for small events. But sometimes the nature and timing of the event made this goal unfeasible. Nevertheless, we collected sufficient surveys to conduct an analysis for nine of the ten cases, all except the Dillons Vendor Show.

This report begins with summaries of the survey results for each individual non-fair event (with the exception of the Dillons Show). The survey results are then combined with information obtained directly from event organizers to estimate attendance and spending by geographic area. These results are used, in turn, to conduct an economic impact analysis of all of the events. The report concludes with a chapter providing “rules of thumb” for estimating the impacts of future events.

1. HUTCHINSON NATIONAL AUTO RACES

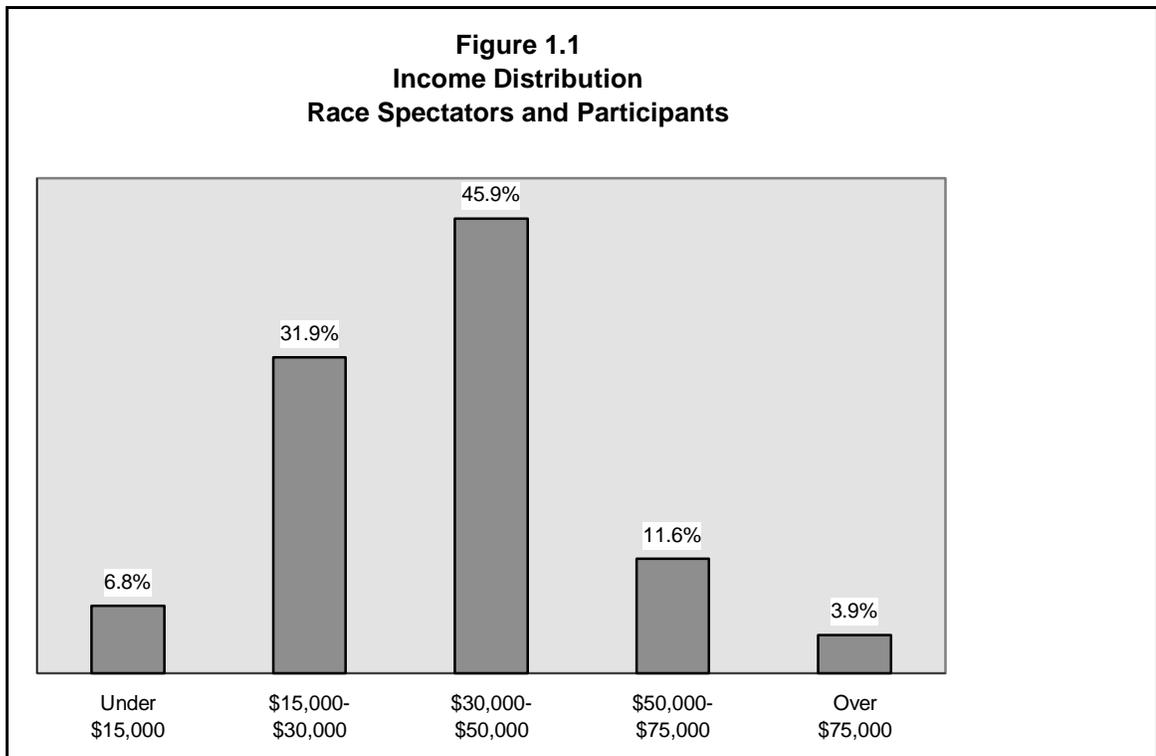
Overview of Event

The Hutchinson National Auto Races take place annually. In 1996, the event ran two days, from July 20-July 21. The paid attendance at the event was 6,577. After accounting for visitors who attended both days, we estimate that this represented about 4,600 distinct people. Admissions were \$12 for reserved seating each day, \$10.00 for general admission, and \$5.00 for children. Some visitors paid extra for a pit pass. The event drew 193 drivers and 586 crew members. Altogether, the participants paid over \$32,000 in entry fees.

Survey

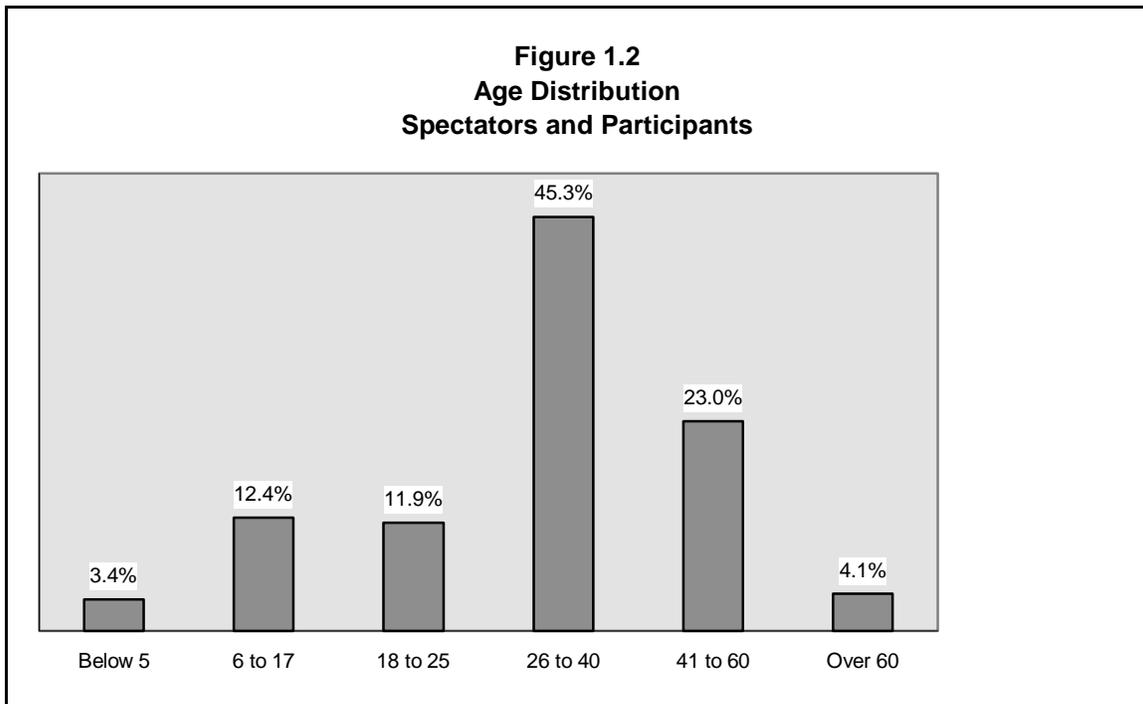
Staff from the State Fair and the Institute for Public Policy and Business Research conducted an on-site survey during races. Surveyors approached spectators as they were entering the grandstand as well as in the grandstand itself. Drivers and crew members were also surveyed in the pits. A total of 242 surveys was collected. A summary of the results of the survey is presented below.

Demographics



The income distribution of survey respondents (spectators and participants) is presented in Figure 1.1, above. Seventy-seven percent of the respondents had household incomes between \$15,000 and \$50,000 per year, with nearly half of the respondents in the \$30,000 to \$50,000 range. Sixteen percent of the respondents had household incomes above \$50,000 per year.

Respondents were asked to give their age range and the age range of the members of the group that they were with at the races. The total number reported represents 784 spectators and participants, more than ten percent of the total number at the races. The age distribution of the respondents and the members of their groups is shown in Figure 1.2. Nearly half of those represented in the survey were between 26 and 40 years of age, while nearly another quarter were between the ages of 40 and 60. About twelve percent of those represented were in the 18 to 25 year age range. A very small fraction of the respondents and the groups that they represented were less than five years old or more than 60 years old.



Eighty-seven percent of the respondents were at the races as part of a group of friends or family, while only 13 percent attended alone.

About 61 percent of the members of groups represented by those who answered our survey were males while 39 percent were females.

Eighty-nine percent of the respondents were from Kansas, while the other 11 percent were from surrounding states. About two-thirds were from one of seven counties: Butler, Finney,

Harvey, McPherson, Reno, Saline, and Sedgwick. The percentages from each of those counties is shown in Table 1.1. The percentage of respondents from various states is shown in Table 1.2.

Table 1.1
Percentage of Survey Respondents from Each of Seven Kansas Counties

County	Percent
Butler	2.1
Finney	2.1
Harvey	3.4
McPherson	3.8
Reno	38.4
Saline	3.4
Sedgwick	13.5

Table 1.2
Percentage of Survey Respondents from each State

State	Percent
Arizona	0.8
Colorado	0.4
Iowa	0.8
Kansas	89.2
Missouri	1.2
Nebraska	1.2
Ohio	0.4
Oklahoma	5.0
Texas	0.8

Publicity, Spending Patterns and Length of Stay

The spectators and participants in the Hutchinson National Auto Races learned about the races in a variety of ways, as illustrated in Table 1.3. The most common means of getting such knowledge was through previous attendance, while the next most common means was through a newspaper advertisement. The most common ways listed under “other” were (1) family or friends, (2) at other races, (3) having a family member in racing, and (4) being a fan.

Table 1.3
How Respondents Learned of Hutchinson Races

Method	Percent
Ad in newspaper	11.7
Article in newspaper	2.6
Outside sign	0.7
Radio ad	2.2
TV ad	4.4
Radio or TV story	4.7
Mailing	0.4
Went last year	40.1
Other	33.2

The spending patterns of all spectators represented in the survey at the Hutchinson national auto races is summarized in Tables 1.4 and 1.5. Note that spectators who lived in Reno County were not asked questions about tourism expenditures such as restaurants and motels. A more complete summary of expenditures broken down by type of visitor and location of residence is included in Section 10 of this report.

Table 1.4
Expenditures Per Spectator from Reno County

Expenditure Class	Expenditure per Spectator
Admissions	\$10.67
Food, Souvenirs, Concessions	4.52

Table 1.5
Expenditures Per Spectator
Spectators from Outside Reno County

Expenditure Class	Expenditure per Spectator
Admissions	\$13.23
Food, souvenirs, concessions	6.58
Other attractions in Reno County	.18
Motels or other lodging	3.26
Gas and other car expenses	
In Reno County	2.09
Restaurants in Hutchinson area	3.64
Retail shopping in Hutchinson area	3.48

Among those respondents who were from outside of Reno County, more than ninety-seven percent cited the races as the main reason for their visit to Hutchinson. The length of time that these visitors spent in the Hutchinson area was relatively short; for the overwhelming majority of such visitors the length of stay was three days or less, as illustrated in Table 1.6.

Table 1.6
Length of Stay in Hutchinson Area
Spectators and Participants from Outside of Reno County

Number of Days	Percent of Respondents
0	8.5
1	41.8
2	42.6
3	5.0
More than 3	2.1

Fairground Facilities

Respondents were asked if particular fairground facilities needed improvement. The percentage answering yes or no to each category of facility is shown in Table 1.7. The results in the table show that the fair facilities were viewed favorably by a vast majority of spectators and participants.

Table 1.7
Do the Following Facilities Need Improvement?
Percent Answering Yes and No

Facility	Yes	No
Landscaping	4.7	94.4
Buildings	6.9	93.1
Parking	16.3	83.7
Restrooms	16.5	81.7

Respondents were allowed to add comments about each type of fairground facility. Most of the comments about the landscaping were favorable. The suggestions for improvement tended to focus on adding trees and shade. Favorable comments also outnumbered unfavorable in relation to the fair buildings. Suggestions for improvement of buildings centered on updating and adding air conditioning or shade. Comments on parking were about equally divided between favorable and unfavorable. Suggestions for improvement in parking focused on more parking for the elderly and handicapped, relieving crowded conditions, and providing more exits. Suggestions for improving restrooms were mainly focused on increasing the number of restrooms and portables. Suggestions for other improvements included improving the conditions of the race track and adding more concessions to relieve long lines.

Plans to Attend Fair

Fully 86 percent of those surveyed said that they planned to attend the State Fair in Hutchinson in September. Seven percent were undecided, while 7 percent (15 respondents) said they would not attend the Fair. Of the 15 respondents who said they would not attend, two stated that they were not interested in the Fair, five stated that the Fair was too far from where they lived, four said the time of the Fair conflicted with other events, and four cited other reasons.

2. KANSAS ANGUS FUTURITY

Overview of Event

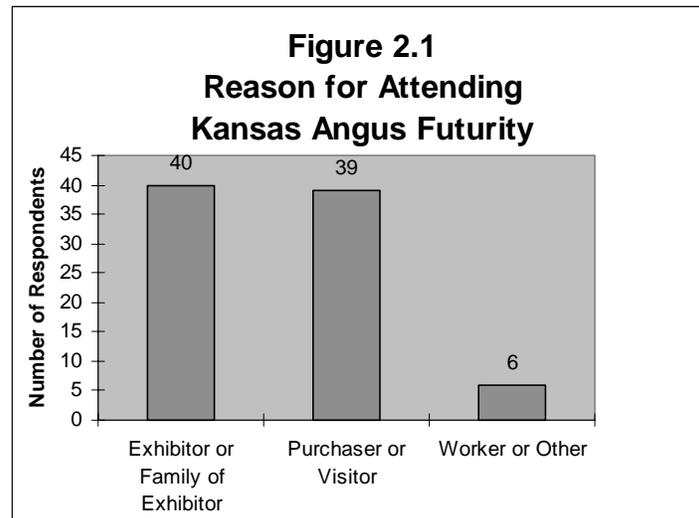
The Kansas Angus Futurity was held on the grounds of the Kansas State Fair during January 31 through February 1, 1997. The event drew 91 participants, many of whom brought family to the event. In addition, the event included a cattle auction with an estimated 200 people in attendance. Adults paid no entry fee, but did pay a commission on cattle sold at the auction. Junior entrants paid \$7.50 per head of cattle.

Survey and Visitor Profile

A brief survey instrument, designed to develop basic marketing information and data related to economic impacts, was developed by IPPBR in conjunction with the Kansas State Fair, with additional input from the Kansas Angus Futurity. The survey was supervised and administered on site by the Kansas State Fair. Eighty-five surveys were completed and analyzed for this report. Surveys were completed by three groups:

- Exhibitors or families of exhibitors
- Purchasers or visitors
- Workers or others

The distribution of the survey sample among these three groups is illustrated in Figure 2.1.



Most people attended the Kansas Angus Futurity in groups of 2 or more. Table 2.1 shows the distribution of group sizes among the members of the survey sample. Assuming that only one

person from each group was surveyed, one can make the following inferences about the group structure of the attendees:

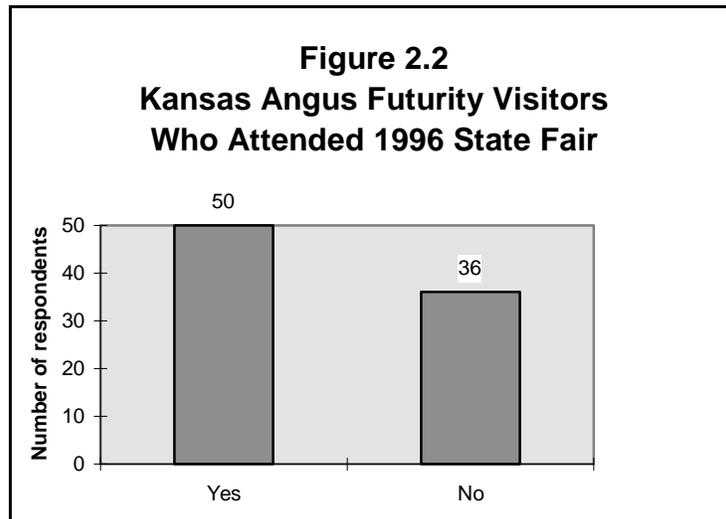
- The median attendee was present in a group with three other people.
- About 57 percent of the attendees were in groups of from 2 to 5 people.
- More than 34 percent attended as part of a group of more than 5 people.
- Only 9 percent attended alone.

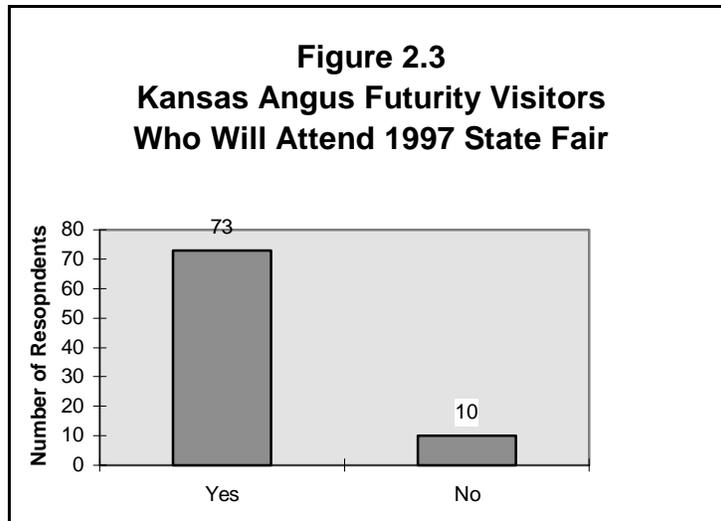
Table 2.1
Size of Attending Group
Kansas Angus Futurity

Group Size	Number of Respondents	Percent of Respondents
1	24	28
2	19	22
3	14	17
4	11	13
5	5	6
More than 5	12	14
Total	85	100
(2 respondents were missing group size)		

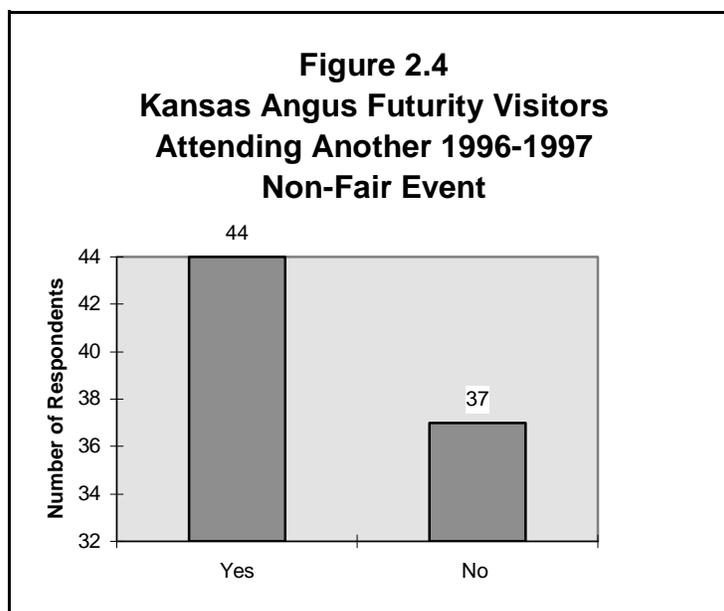
Percentages may not add to 100 because of rounding.

A majority of those responding to the questionnaire had attended the Kansas State Fair in 1996, and were planning to attend the Kansas State Fair in September, 1997. These results are illustrated in Figure 2.2 and Figure 2.3.

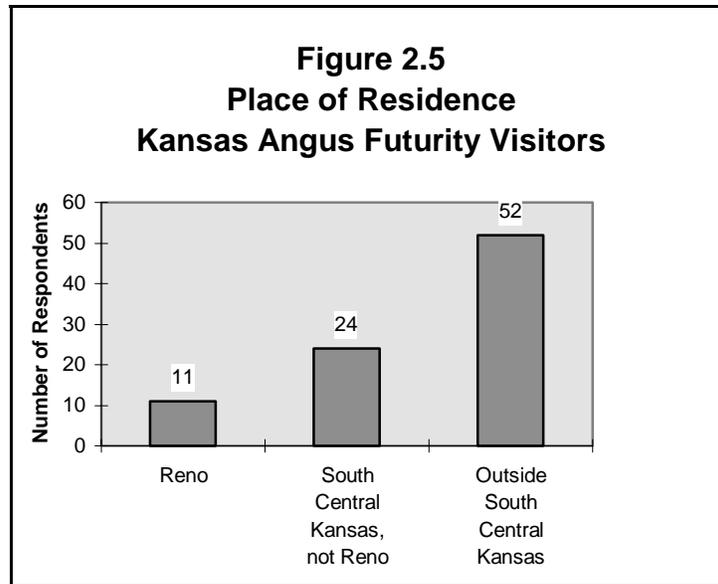




In addition, a majority of the attendees at the Kansas Angus Futurity attended another Non-Fair event in 1996, or was planning to do so in 1997, as shown in Figure 2.4, below.



Most of the people (87 percent) who attended the Kansas Angus Futurity came from outside of Reno County, as shown in Figure 2.5. Eleven respondents (13 percent) were from Reno County, 24 respondents (28 percent) were from South Central Kansas (not including Reno County) while 52 respondents (60 percent) were from outside of South Central Kansas. Those from outside of Reno County traveled an average of 144 miles to attend the event.



Fairground Facilities

Those surveyed at the Kansas Angus Futurity were asked to rate the facilities at the Kansas State Fair. A summary of the responses is shown in Table 2.2. In general, an overwhelming majority of respondents rated all fairground facilities as either “good” or “adequate.” Only 2 percent of respondents said that the landscape needed improvement. Larger proportions, although still less than 10 percent, felt that buildings, parking, restrooms, and walkways needed improvement. More than half of all respondents rated each of the facilities as “good,” the highest rating available on the survey form.

Table 2.2
Rating of Fairground Facilities
Kansas Angus Futurity
Percent of Respondents

	Good	Adequate/OK	Needs Improvement
Landscape	65	33	2
Buildings	69	22	9
Parking	55	37	8
Restrooms	62	31	7
Walkways	55	37	8

Percentages may not add to 100 because of rounding.

Spending

Average spending per person for groups represented by survey respondents at the Kansas Angus Futurity is shown in Table 2.3. The survey responses below have been weighted to reflect the relative proportions of exhibitors, buyers, and workers attending the event. We assumed that tourism expenditures for Reno County residents were zero; that is, we assumed that their spending would have taken place within the county in any case. The largest single category of expenditure per person is expected cattle purchases. Other substantial expenditures, for those from outside of Reno County, were lodging, and restaurants and food. Attendees also made significant per person expenditures on feed and animals, concessions, gas and other automobile expenditures, and retail shopping. A more detailed breakdown of expenditures is found in Section 10 of this report.

Table 2.3
Average Spending Per Person
Kansas Angus Futurity

Activity	Spending
\$ Fees ^a	\$ 4.73
\$ Concessions ^a	6.65
\$ Expected cattle purchases ^a	251.77
\$ Other purchases on site ^a	8.33
<i>Total at event</i>	271.49
\$ Tourist attractions ^b	0.82
\$ Motels ^b	24.24
\$ Gas and car expenses ^b	6.06
\$ Restaurants and food ^b	18.48
\$ Retail shopping ^b	6.43
\$ Other ^b	1.84
<i>Total local tourism</i>	57.86
\$ Total	329.35

^a Asked of all respondents.

^b Asked only of respondents from outside Reno County.

3. SALT CITY ROD AND CUSTOM CAR SHOW

Overview of Event

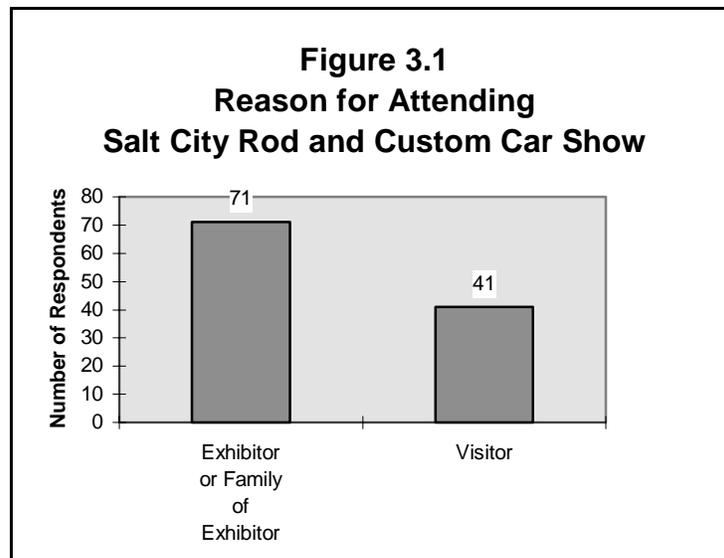
The Salt City Rod and Custom Car Show was held on the grounds of the Kansas State Fair during February 15-16, 1997. The event drew approximately 3,200 visitors. Adults paid a \$4.00 admission fee, seniors paid \$2.50, and children paid \$2.00. Exhibitors paid a fee of \$20. 105 exhibitors participated in the event.

Survey and Visitor Profile

A brief survey instrument, designed to develop basic marketing information and data related to economic impacts, was developed by IPPBR in conjunction with the Kansas State Fair, with additional input from the Salt City Rod and Custom Car Show. The survey was supervised and administered on site by the Kansas State Fair. One hundred twelve surveys were completed and analyzed for this report. Surveys were completed by two groups:

- Exhibitors or families of exhibitors
- Visitors

The distribution of the survey sample between these two groups is illustrated in Figure 3.1



Most people attended the Salt City Rod and Custom Car Show in groups of 2 or more. Table 3.1 shows the distribution of group sizes among the members of the survey sample. Assuming that only one person from each group was surveyed, one can make the following inferences about the group structure of the attendees:

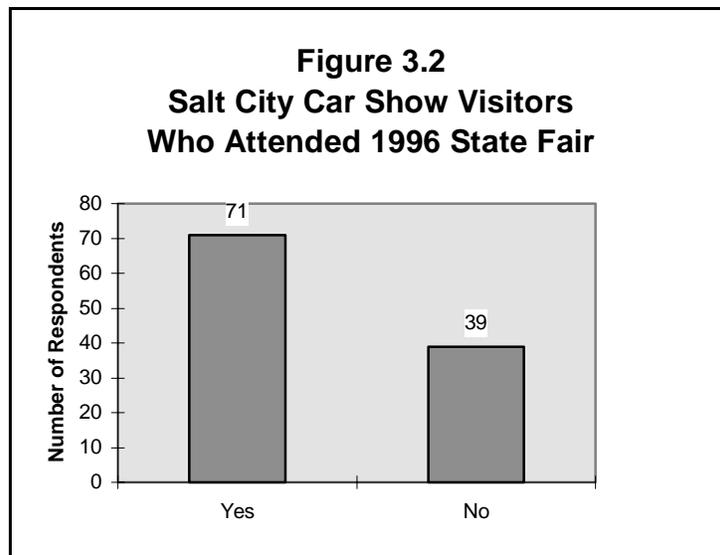
- The median attendee was present in a group with three other people.
- About 61 percent of the attendees were in groups of from 2 to 5 people.
- More than 35 percent attended as part of a group of more than 5 people.
- Only 4 percent attended alone.

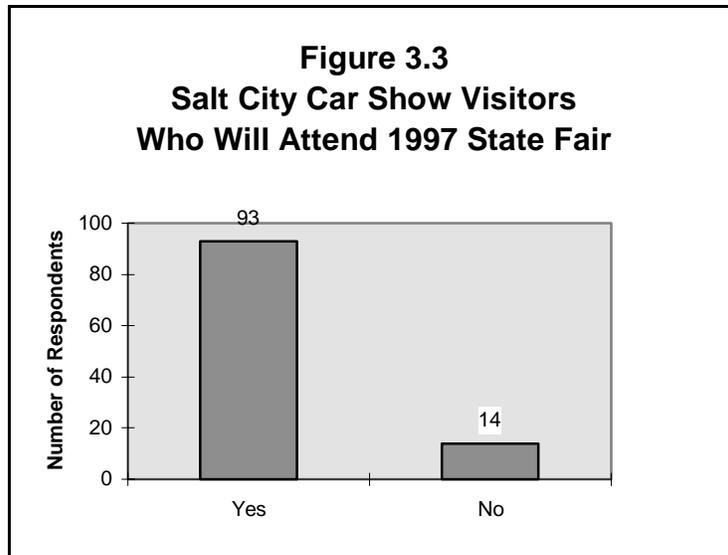
Table 3.1
Size of Attending Group
Salt City Rod and Custom Car Show

Group Size	Number of Respondents	Percent of Respondents
1	13	12
2	51	46
3	12	11
4	17	15
5	4	4
More than 5	15	13
Total	112	100

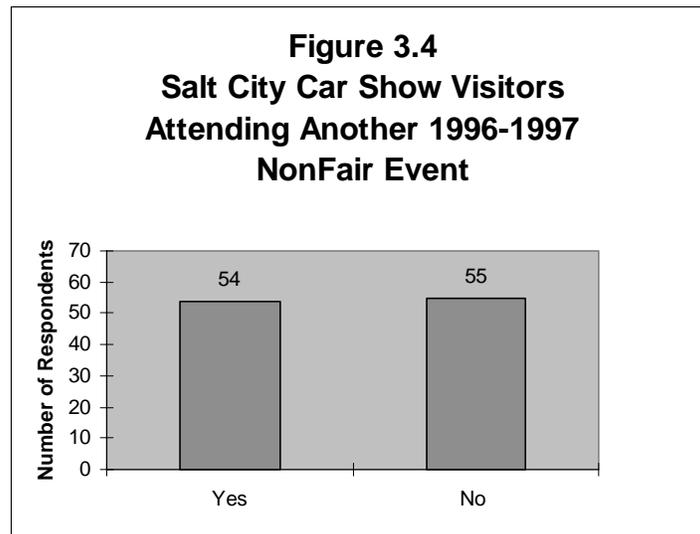
Percentages may not add to 100 because of rounding.

A vast majority of those attending the Salt City Rod and Custom Car Show attended the Kansas State Fair in 1996, and were planning to attend the Fair in September of 1997. These results are illustrated in Figure 3.2 and Figure 3.3.

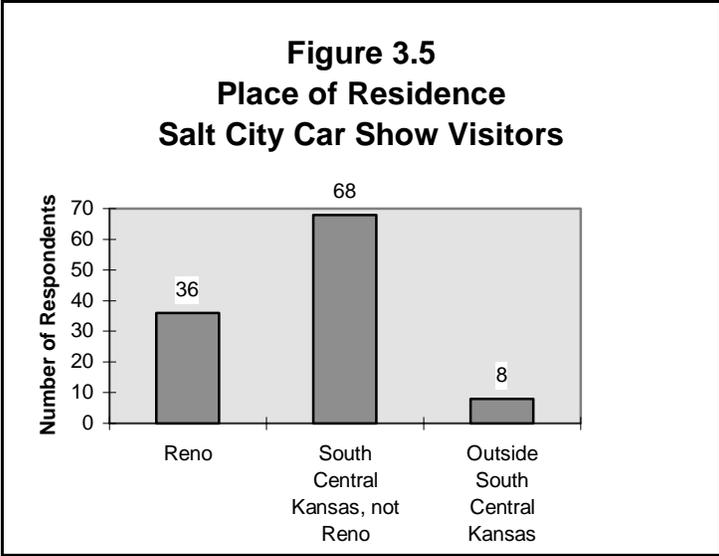




In addition, as illustrated in Figure 3.4, about half of the attendees at the Salt City Rod and Custom Car Show attended a Non-Fair event at the Kansas State Fairgrounds in 1996, or planned to do so in 1997.



About two-thirds of the attendees at the Salt City Rod and Custom Car Show came from outside of Reno County, as shown in Figure 3.5. Thirty-six respondents (32 percent) were from Reno County, 68 respondents (61 percent) were from South Central Kansas (not including Reno County) while only 8 respondents (7 percent) were from outside of South Central Kansas. Those from outside of Reno County traveled an average of 56 miles to attend the event.



Fairground Facilities

Those surveyed at the Salt City Rod and Custom Car Show were asked to rate the facilities at the Kansas State Fairgrounds. A summary of those responses is shown in Table 3.2. Landscaping and buildings were rated “good” or “adequate” by more than 90 percent of the respondents, and received the highest rating of “good” by more than half. Parking and restrooms were the areas that were deemed the most in need of improvement, with a fourth of respondents placing parking in this category, and nearly a fifth feeling that restrooms deserved this rating.

**Table 3.2
Rating of Fairground Facilities
Salt City Rod and Custom Car Show
Percent of Respondents**

	Good	Adequate/OK	Needs Improvement
Landscape	55	40	6
Buildings	65	33	2
Parking	32	44	25
Restrooms	44	39	18
Walkways	43	52	6

Percentages may not add to 100 because of rounding.

Spending

Average spending per person for groups represented by survey respondents at the Salt City Rod and Custom Car Show is shown in Table 3.3. The survey responses below have been weighted to reflect the relative proportions of exhibitors and spectators attending the event. We assumed that tourism expenditures for Reno County residents were zero; that is, we assumed that their spending would have taken place within the county in any case. The largest per person spending categories are admission fees, restaurants and food, and retail shopping. A more detailed breakdown of expenditures is found in Section 10 of this report.

Table 3.3
Salt City Rod and Custom Car Show
Average Spending Per Person

Activity	Spending
\$ Fees ^a	\$ 3.95
\$ Concessions ^a	2.13
\$ Purchases ^a	0.79
<i>Total at event</i>	6.88
\$ Tourist attractions ^b	0.36
\$ Motels ^b	2.13
\$ Gas and car expenses ^b	1.27
\$ Restaurants and food ^b	3.75
\$ Retail shopping ^b	2.79
\$ Other ^b	0.76
<i>Total local tourism</i>	11.07
\$ Total	17.95

^a Asked of all respondents.

^b Asked only of respondents from outside Reno County.

4. SHOWCASE '97 HOME AND GARDEN EXPO

Overview of Event

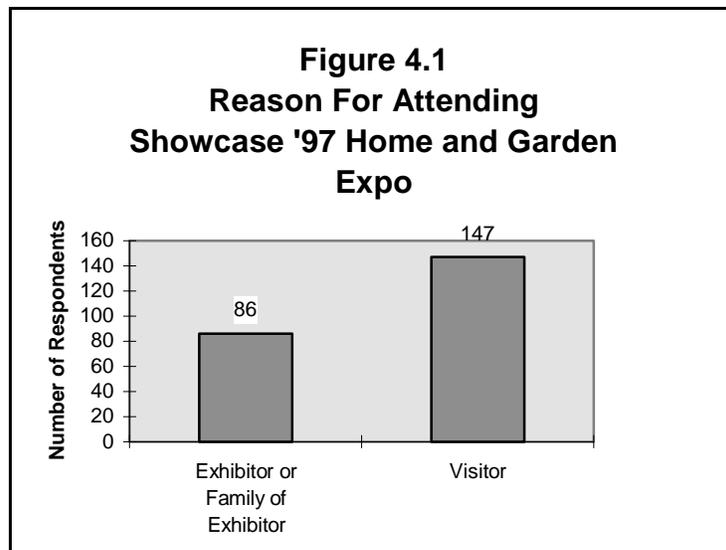
The Showcase '97 Home and Garden Expo was held on the grounds of the Kansas State Fair during March 14-16, 1997. According to the event organizers, between 8,000 and 9,000 people attended the event. Admission was \$2.50 per person. Exhibitors numbered 275. The cost to exhibitors depended on the amount of space rented--altogether, the exhibitors paid about \$70,000 for their participation.

Survey and Visitor Profile

A brief survey instrument, designed to develop basic marketing information and data related to economic impacts, was developed by IPPBR in conjunction with the Kansas State Fair, with additional input from the Showcase '97 Home and Garden Expo. The survey was supervised and administered on site by the Kansas State Fair. Two hundred thirty-three surveys were completed and analyzed for this report. Surveys were completed by two groups:

- Exhibitors or families of exhibitors
- Visitors

The distribution of the survey sample among these two groups is illustrated in Figure 4.1



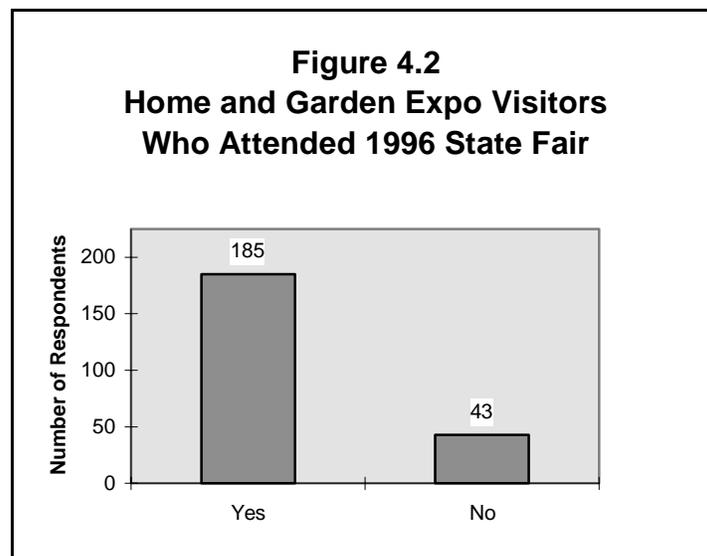
Most people attended the Showcase '97 Home and Garden Expo in groups of 2 or more. Table 4.1 shows the distribution of group sizes among the members of the survey sample. Assuming that only one person from each group was surveyed, one can make the following inferences about the group structure of the attendees:

- The median attendee was present in a group with two or three other people.
- About 65 percent of the attendees were in groups of from 2 to 5 people.
- More than 28 percent attended as part of a group of more than 5 people.
- Only 6 percent attended alone.

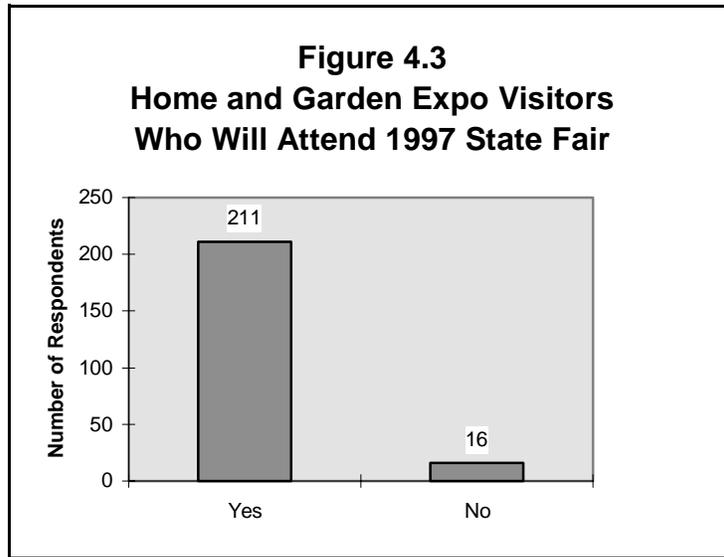
Table 4.1
Size of Attending Group
Showcase '97 Home and Garden Expo

Group Size	Number of Respondents	Percent of Respondents
1	42	19
2	97	43
3	32	14
4	28	12
5	8	4
More than 5	19	8
Total	226	100
(9 responses missing group size)		

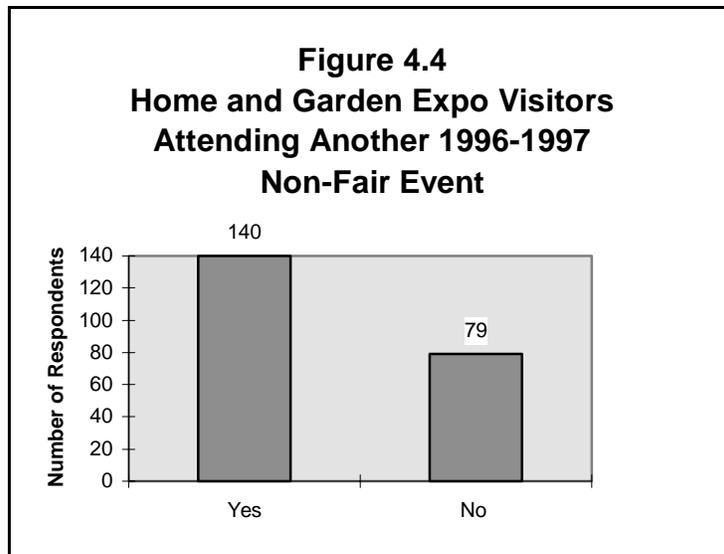
Percentages may not add to 100 because of rounding.



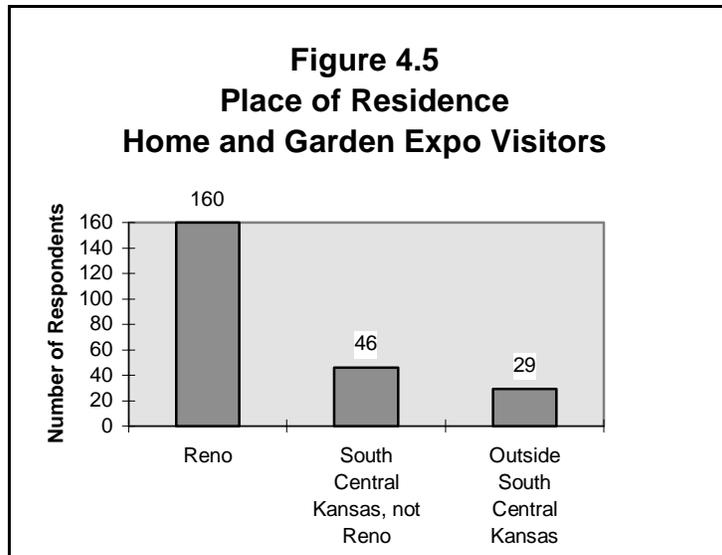
A large majority of those who attended the Showcase '97 Home and Garden Expo attended the Kansas State Fair in 1996. Similarly, a large majority planned to attend the Kansas State Fair in September, 1997. These results are shown in Figure 4.2 and Figure 4.3.



In addition, more than 63 percent of the attendees at the Showcase '97 Home and Garden Expo attended a Non-Fair event at the Kansas State Fairgrounds in 1996, or attended or planned to attend such an event in 1997. This is illustrated in Figure 4.4.



More than two-thirds of the attendees at the Showcase '97 Home and Garden Expo came from Reno County, as shown in Figure 4.5. One hundred sixty respondents (68 percent) were from Reno County, 46 (20 percent) were from South Central Kansas (not including Reno County), while 29 respondents (12 percent) were from outside of South Central Kansas. Those from outside of Reno County traveled an average of 75 miles to attend the event.



Fairground Facilities

Those surveyed at the Showcase '97 Home and Garden Expo were asked to rate the facilities at the Kansas State Fairgrounds. A summary of their responses is shown in Table 4.2. Landscaping, buildings, and walkways all received the highest rating of good by a majority of the respondents. These facilities were seen as in need of improvement by less than 10 percent, with buildings seen as in need of improvement by a bare 2 percent of respondents. Parking and restrooms were rated somewhat lower, although even these facilities were judged "good" or "adequate" by more than 80 percent of respondents, with restrooms rated as "good" by a small majority.

**Table 4.2
Rating of Fairground Facilities
Showcase '97 Home and Garden Expo
Percent of Respondents**

	Good	Adequate/OK	Needs Improvement
Landscape	59	36	5
Buildings	70	28	2
Parking	44	39	17
Restrooms	51	36	14
Walkways	58	35	8

Percentages may not add to 100 because of rounding.

Spending

Average spending per person for groups represented by survey respondents at the Showcase '97 Home and Garden Expo is shown in Table 4.3. The survey responses below have been weighted to reflect the relative proportions of exhibitors and spectators attending the event. We assumed that tourism expenditures for Reno County residents were zero; that is, we assumed that their spending would have taken place within the county in any case. The largest category of expenditures is entry fees--these include the fees of exhibitors. Other purchases, mainly purchases from the exhibitors at the Expo, are also a significant expenditure. Among those who were not from Reno County, expenditures on restaurants and food, and retail shopping are the most significant. A more detailed breakdown of expenditures is included in Section 10 of this report.

Table 4.3
Average Spending Per Person
Showcase '97 Home and Garden Expo

Activity	Spending
\$ Fees ^a	\$ 9.24
\$ Concessions ^a	2.39
\$ Purchases ^a	13.25
<i>Total at event</i>	24.89
\$ Tourist attractions ^b	0.48
\$ Motels ^b	0.98
\$ Gas and car expenses ^b	2.00
\$ Restaurants and food ^b	2.70
\$ Retail shopping ^b	4.57
\$ Other ^b	0.30
<i>Total local tourism</i>	11.02
\$ Total	25.18

^a Asked of all respondents.

^b Asked only of respondents from outside Reno County.

5. GRASSROOTS TEAM ROPING

Overview of Event

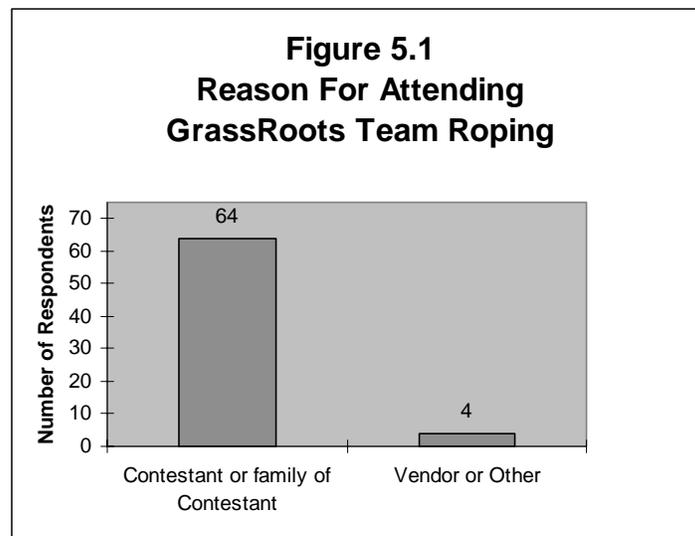
The GrassRoots Team Roping was held on the grounds of the Kansas State Fair during March 27-30, 1997. The event drew approximately 1,200 participants and 2,000 teams, plus family members. Attendance by people not associated with the event was minimal. Exact numbers on the fees paid by each team were not available.

Survey and Visitor Profile

A brief survey instrument, designed to develop basic marketing information and data related to economic impacts, was developed by IPPBR in conjunction with the Kansas State Fair, with additional input from the GrassRoots Team Roping. The survey was supervised and administered on site by the Kansas State Fair. Sixty-eight surveys were completed and analyzed for this report. Surveys were completed by two groups:

- Contestants or family of contestant
- Vendor or other

The distribution of the survey sample between these groups is illustrated in Figure 5.1



Most people attended the GrassRoots Team Roping in groups of 2 or more. Table 5.1 shows the distribution of group sizes among the members of the survey sample. Assuming that only one person from each group was surveyed, one can make the following inferences about the group structure of the attendees:

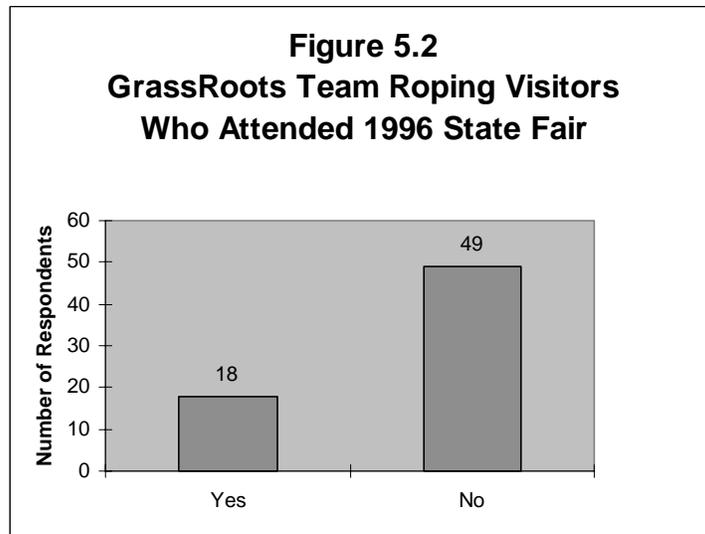
- The median attendee was present in a group with three other people.
- About 65 percent of the attendees were in groups of from 2 to 5 people.
- More than 29 percent attended as part of a group of more than 5 people.
- Only 6 percent attended alone.

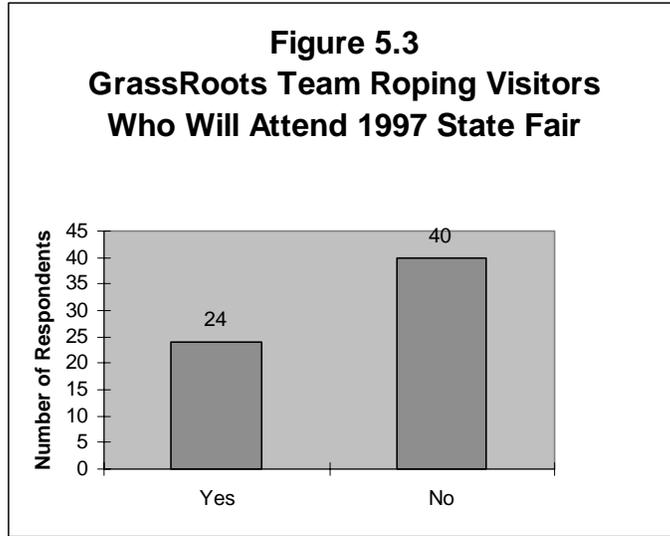
Table 5.1
Size of Attending Group
GrassRoots Team Roping

Group Size	Number of Respondents	Percent of Respondents
1	13	19
2	21	31
3	12	18
4	6	9
5	8	12
More than 5	8	12
Total	68	100

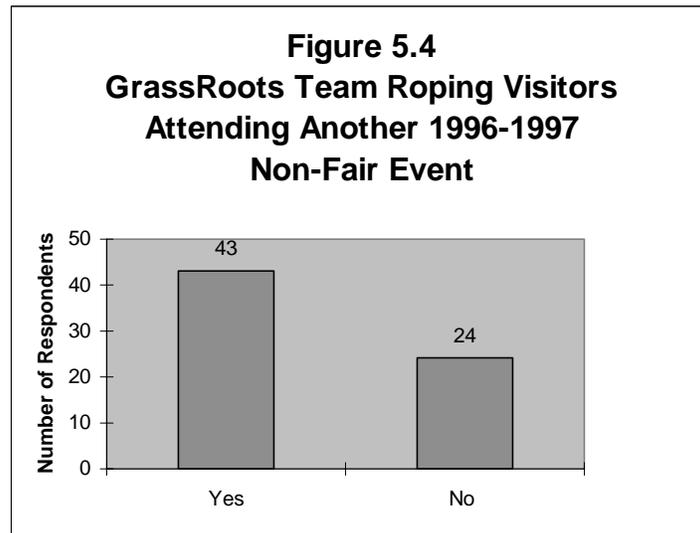
Percentages may not add to 100 because of rounding.

About three-fourths of those surveyed did not attend the Kansas State Fair in 1996, and nearly two-thirds had no plans to attend the Kansas State Fair in September, 1997. These results are illustrated in Figure 5.2 and Figure 5.3.

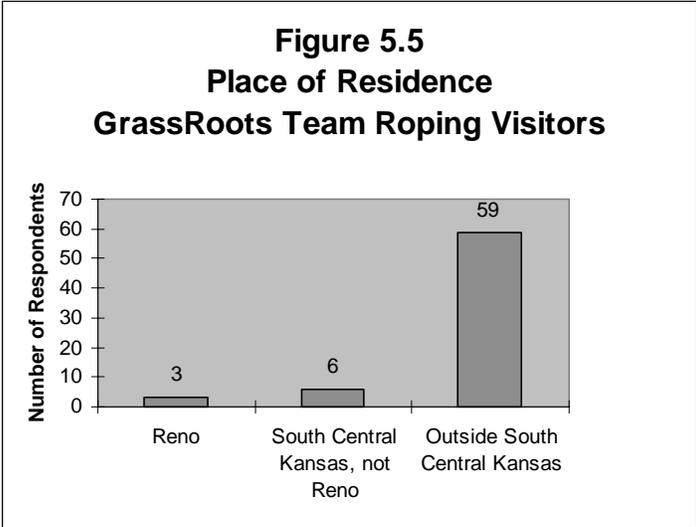




However, more than half of the attendees at the GrassRoots Team Roping either attended a Non-Fair event at the Kansas State Fairgrounds in 1996, or attended or planned to attend such an event in 1997, as shown in Figure 5.4.



The vast majority of the attendees of the GrassRoots Team Roping came from outside Reno County, as shown in Figure 5.5. Three respondents (4 percent) were from Reno County, 6 respondents (9 percent) were from South Central Kansas (not including Reno County) while 59 respondents (87 percent) were from outside of South Central Kansas. Those from outside of Reno County traveled an average of 260 miles to attend the event.



Fairground Facilities

Those surveyed at the GrassRoots Team Roping were asked to rate the facilities at the Kansas State Fairgrounds. Their responses are summarized in Table 5.2. All categories except parking received the highest rating of good from a majority of those surveyed. Buildings and walkways were rated “good” or “adequate” by more than 90 percent of respondents, while landscape and restrooms were rated as “good” or “adequate” by more than 80 percent of respondents. Parking, however, was rated as “good” by only 37 percent of respondents, and as needing improvement by a nearly equal 32 percent.

Table 5.2
Rating of Fairground Facilities
GrassRoots Team Roping
Percent of Respondents

	Good	Adequate/OK	Needs Improvement
Landscape	52	34	13
Buildings	62	34	4
Parking	37	31	32
Restrooms	59	29	12
Walkways	59	38	3

Percentages may not add to 100 because of rounding.

Spending

Average spending per person for the groups represented by the survey respondents at the GrassRoots Team Roping is given in Table 5.3. We assumed that tourism expenditures for Reno County residents were zero; that is, we assumed that the spending would have taken place within the county in any case. The largest category of spending is entry fees, averaging \$154 per person. Concessions and other purchases at the GrassRoots Team Roping also represented significant spending. Among those (the vast majority) who were not from Reno County, spending on lodging, restaurants and food gasoline and auto expenses, make up most of their spending off of the Fairgrounds. A more detailed breakdown of expenditures is included in Section 10 of this report.

Table 5.3
Average Spending Per Person
GrassRoots Team Roping

Activity	Spending
\$ Fees ^a	\$154.24
\$ Concessions ^a	11.02
\$ Purchases ^a	19.28
<i>Total at event</i>	184.54
\$ Tourist attractions ^b	1.28
\$ Motels ^b	26.52
\$ Gas and car expenses ^b	11.87
\$ Restaurants and food ^b	17.62
\$ Retail shopping ^b	5.94
\$ Other ^b	3.09
<i>Total local tourism</i>	66.32
\$ Total	250.86

^a Asked of all respondents.

^b Asked only of respondents from outside Reno County.

6. MENNONITE RELIEF SALE

Overview of Event

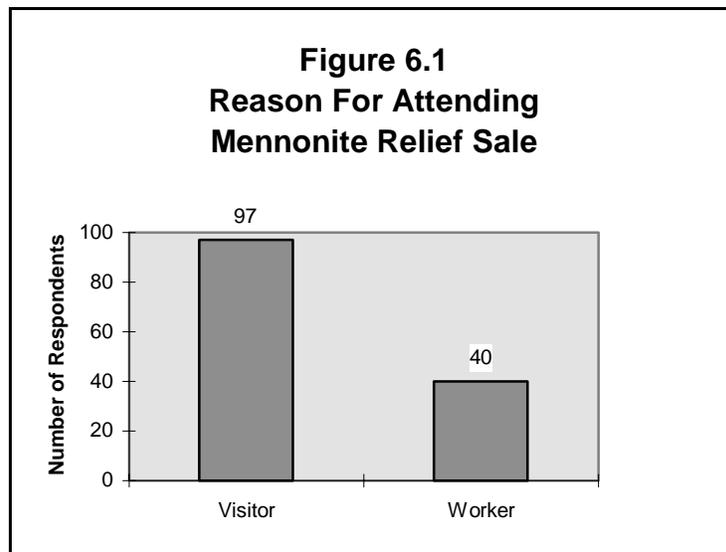
The Mennonite Relief Sale was held on the grounds of the Kansas State Fair during April 11-12, 1997. According to the event organizers, this year's sale drew crowds of approximately 15,000 visitors over two days. Adjusting for the fact that some visitors attended the sale two days, we estimate that a little over 10,000 people came to the event. In addition to the public attending the sale, some 200 volunteers worked at the sale. Purchases of food, and hand-crafted and other items totaled over \$400,000.

Visitor Profile

A brief survey instrument, designed to develop basic marketing information and data related to economic impacts, was developed by IPPBR in conjunction with the Kansas State Fair, with additional input from the Mennonite Relief Sale. The survey was supervised and administered on site by the Kansas State Fair. One hundred thirty-eight surveys were completed and analyzed for this report. Surveys were completed by two groups:

- Visitors
- Workers

The distribution of the survey sample between these groups is illustrated in Figure 6.1.



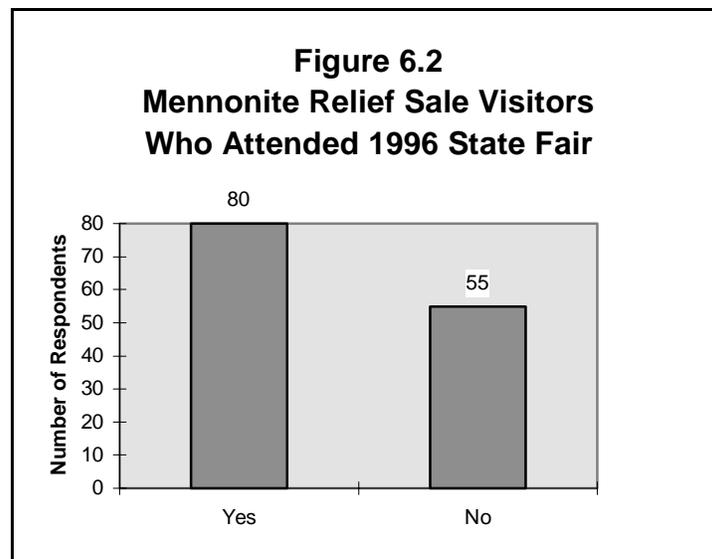
Most people attended the Mennonite Relief Sale in groups of 2 or more. Table 6.1 shows the distribution of group sizes among the members of the survey sample. Assuming that only one person from each group was surveyed, one can make the following inferences about the group structure of the attendees:

- The median attendee was present in a group with three other people.
- About 62 percent of the attendees were in groups of from 2 to 5 people.
- More than 37 percent attended as part of a group of more than 5 people.
- Only 2 percent attended alone.

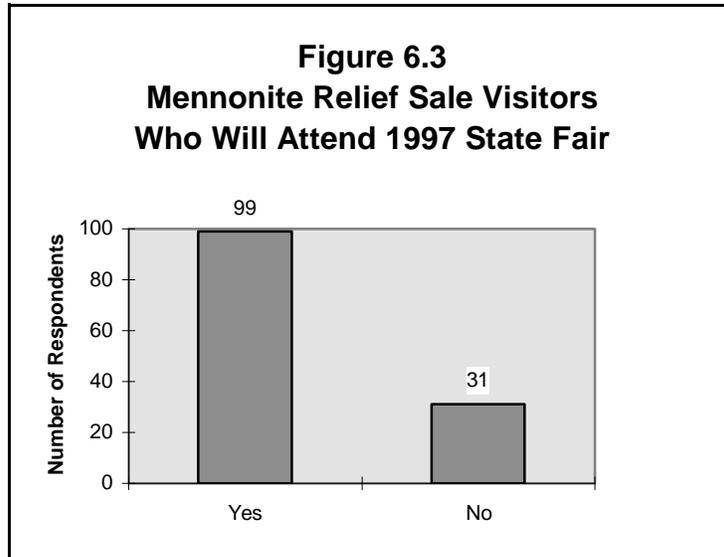
Table 6.1
Size of Attending Group
Mennonite Relief Sale

Group Size	Number of Respondents	Percent of Respondents
1	7	5
2	79	57
3	15	11
4	12	9
5	5	4
More than 5	20	15
Total	138	100
(1 missing group size)		

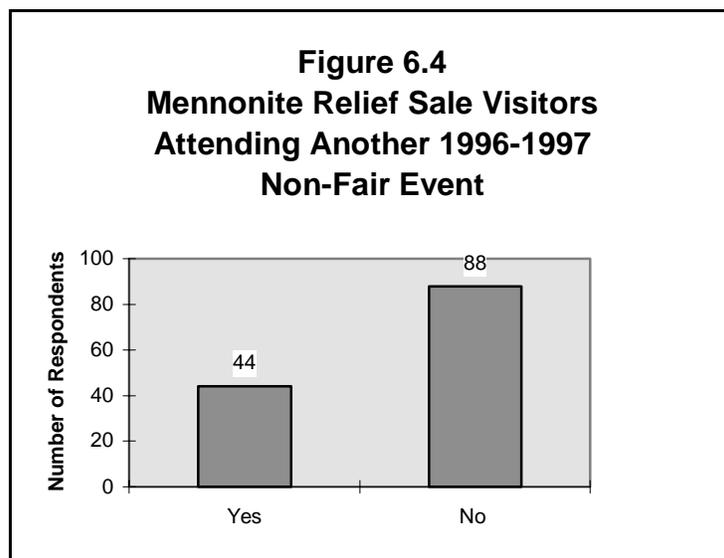
Percentages may not add to 100 because of rounding.



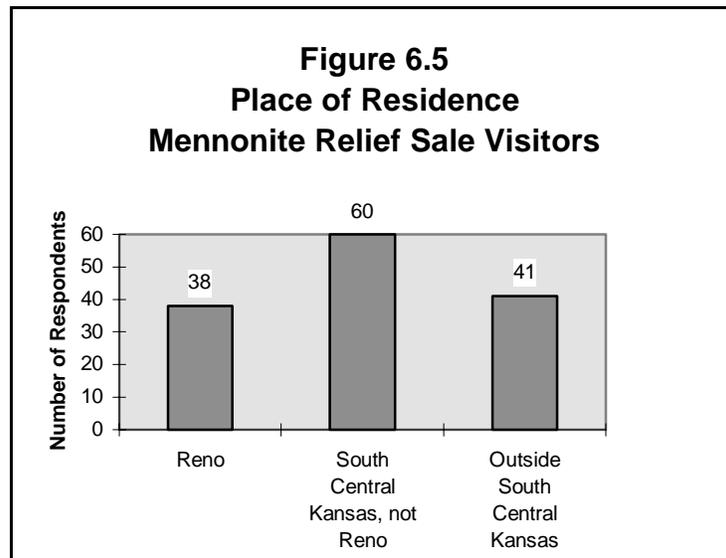
A majority of those attending the Mennonite Relief Sale (over 59 percent) attended the Kansas State Fair in 1996, while an even larger proportion (more than three-fourths) planned to attend the Kansas State Fair in September, 1997. These results are illustrated in Figure 6.2 and Figure 6.3.



Only a third of those surveyed, however, attended a Non-Fair event at the Kansas State Fairgrounds in 1996 or attended or planned to attend such an event in 1997. These results are shown in Figure 6.4.



Most of the attendees of the Mennonite Relief Sale came from outside Reno County, as shown in Figure 6.5. Thirty-eight respondents (27 percent) were from Reno County, 60 respondents (43 percent) were from South Central Kansas (not including Reno County) while 41 respondents (30 percent) were from outside of South Central Kansas. Those from outside of Reno County traveled an average of 174 miles to attend the event.



Fairground Facilities

Those surveyed at the Mennonite Relief Sale were asked to rate the facilities at the Kansas State Fairgrounds. Their responses are summarized in Table 6.2. Landscape, buildings, and walkways were given the highest rating of good by two-thirds or more of the respondents, while parking and restrooms were rated good by about 60 percent of respondents. Fewer than 10 percent felt that any category needed improvement.

Table 6.2
Rating of Fairground Facilities
Mennonite Relief Sale
 Percent of Respondents

	Good	Adequate/OK	Needs Improvement
Landscape	66	30	5
Buildings	78	20	2
Parking	61	34	6
Restrooms	59	35	7
Walkways	66	29	5

Percentages may not add to 100 because of rounding.

Spending

Average spending per person for groups represented by survey respondents at the Mennonite Relief Sale is shown in Table 6.3. The survey responses below have been weighted to reflect the relative proportions of exhibitors and workers attending the event. We assumed that tourism expenditures for Reno County residents were zero; that is, we assumed that the spending would have taken place within the county in any case. The sale is famous for its specialty foods, which no doubt explains the high per capita concessions spending. Expected purchases at the sale averaged almost \$29. Among those attendees who live outside Reno County, the biggest categories were retail shopping and gas and car expenses. Many local tourism-type expenditures such as motels are small compared with other off-season events at the Fairgrounds. A more detailed breakdown of expenditures is found in Section 10 of this report.

Table 6.3
Average Spending Per Person
Mennonite Relief Sale

Activity	Spending
\$ Concessions ^a	\$ 9.10
\$ Purchases ^a	28.87
<i>Total at event</i>	<i>37.97</i>
\$ Tourist attractions ^b	0.19
\$ Motels ^b	1.66
\$ Camping ^b	0.08
\$ Gas and car expenses ^b	1.77
\$ Restaurants and food ^b	1.40
\$ Retail shopping ^b	3.13
\$ Other ^b	0.73
<i>Total local tourism</i>	<i>8.96</i>
<i>\$ Total</i>	<i>46.93</i>

^a Asked of all respondents.

^b Asked only of respondents from outside Reno County.

7. SALT CITY RABBIT CLUB SHOW

Overview of Event

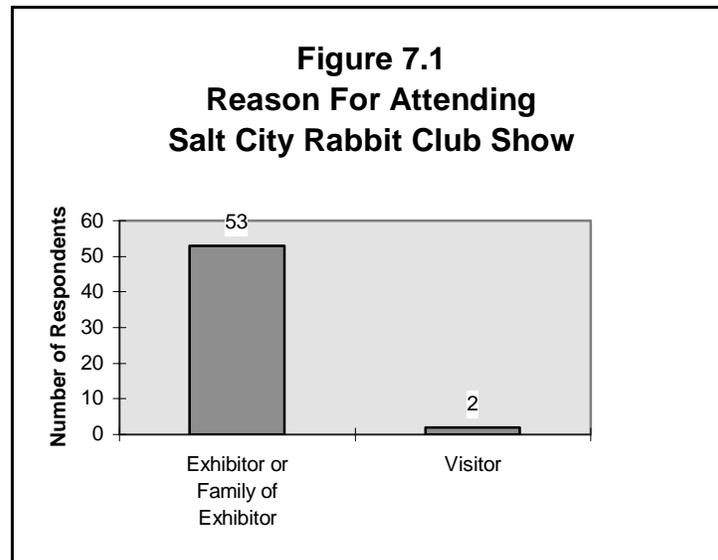
The Salt City Rabbit Club Show was held on the grounds of the Kansas State Fair during April 26-27, 1997. The show drew 69 family entries; 91 adults and 81 youths showed rabbits at the event. Entrants came from across Kansas and from six other states. Entrants paid \$2.00 for each rabbit shown. Spectators not associated with the event were minimal.

Survey and Visitor Profile

A brief survey instrument, designed to develop basic marketing information and data related to economic impacts was developed by IPPBR in conjunction with the Kansas State Fair, with additional input from the Salt City Rabbit Club. The survey was supervised and administered on site by the Kansas State Fair. Fifty-five surveys were completed and analyzed for this report. Surveys were completed by two groups:

- Exhibitor or Family of Exhibitor
- Visitor

The distribution of the survey sample between these groups is illustrated in Figure 7.1.



Most people attended the Salt City Rabbit Club Show in groups of 2 or more. Table 7.1 shows the distribution of group sizes among the members of the survey sample. Assuming that only one person from each group was surveyed, one can make the following inferences about the group structure of the attendees:

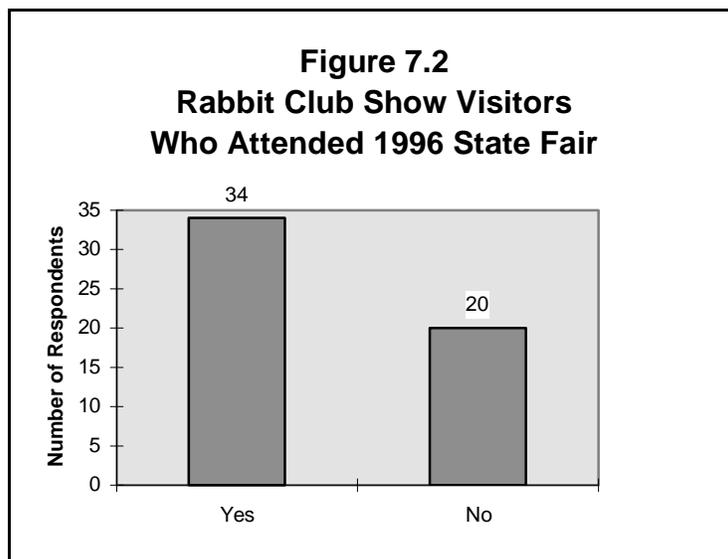
- The median attendee was present in a group with three other people.
- About 92 percent of the attendees were in groups of from 2 to 5 people.
- About 5 percent attended as part of a group of more than 5 people.
- Only 2 percent attended alone.

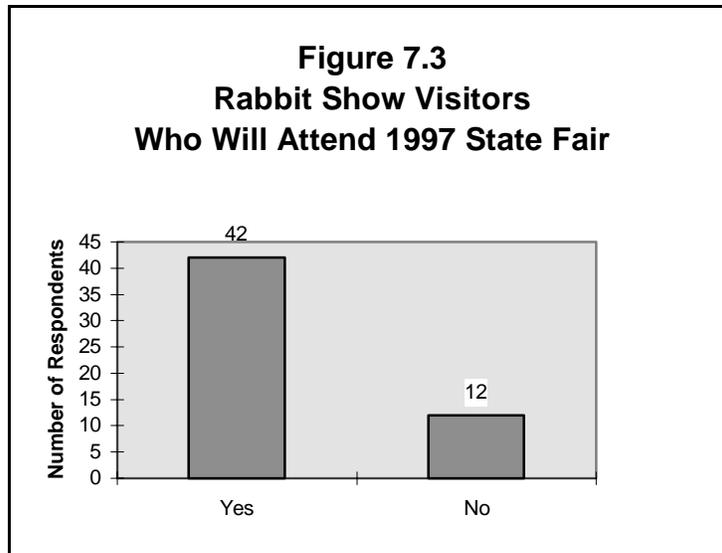
Table 7.1
Size of Attending Group
Salt City Rabbit Club Show

Group Size	Number of Respondents	Percent of Respondents
1	4	7
2	16	30
3	12	22
4	14	26
5	7	13
More than 5	1	2
Total	54	100

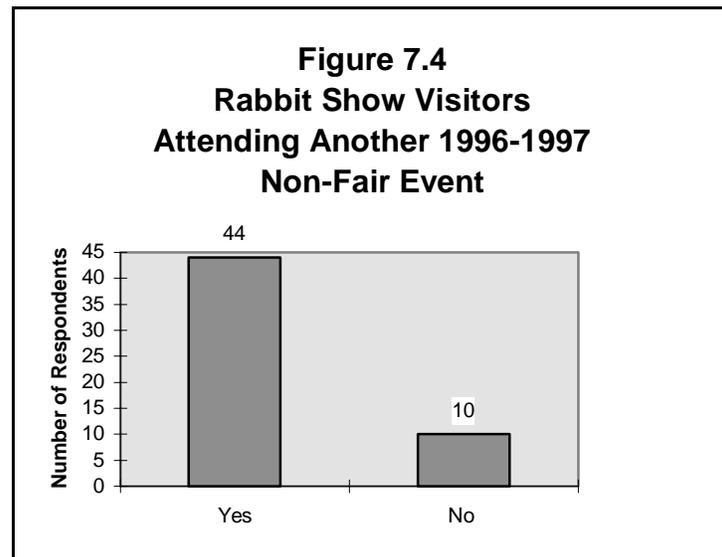
Percentages may not add to 100 because of rounding.

A majority (63 percent) of those attending the Salt City Rabbit Club Show attended the Kansas State Fair in 1996, and more than three-fourths of the Rabbit Club Show attendees planned to attend the Kansas State Fair in September, 1997. These results are illustrated in Figure 7.2 and Figure 7.3.

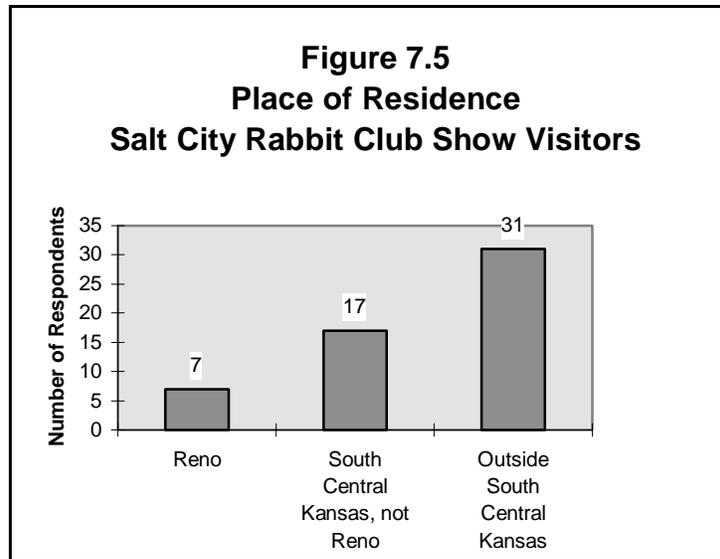




In addition, more than 80 percent of the respondents either attended a Non-Fair event at the Kansas State Fairgrounds in 1996, or attended or planned to attend such an event in 1997. These results are shown in Figure 7.4.



Most of the attendees of the Salt City Rabbit Club Show came from outside Reno County, as shown in Figure 7.5. Seven respondents (13 percent) were from Reno County, 17 respondents (31 percent) were from South Central Kansas (not including Reno County) while 31 respondents (56 percent) were from outside of South Central Kansas. Those from outside of Reno County traveled an average of 157 miles to attend the event.



Fairground Facilities

Those surveyed at the Salt City Rabbit Club Show were asked to rate the facilities at the Kansas State Fairgrounds. These responses are summarized in Table 7.2. Landscape and walkways were given the highest rating of good by a wide majority of respondents. Parking and buildings were rated “good” by about half the respondents. Restrooms, however, were rated “good” by only slightly more than a fifth of respondents. Restrooms were viewed as needing improvement by more than half the respondents, while a third believed that buildings needed improvement. Note that there are no restrooms in the Rabbit Barn, so that participants used the restrooms in another building. This may be the reason for their dissatisfaction.

Table 7.2
Rating of Fairground Facilities
Salt City Rabbit Club Show
Percent of Respondents

	Good	Adequate/OK	Needs Improvement
Landscape	66	29	6
Buildings	49	18	33
Parking	51	38	11
Restrooms	22	26	53
Walkways	78	22	0

Percentages may not add to 100 because of rounding.

Spending

Average spending per person for groups represented by survey respondents at the Salt City Rabbit Club Show is shown in Table 7.3. The survey responses have been weighted to reflect the information on the proportion of out-of-state participants that was provided by the event organizer. We assumed that tourism expenditures for Reno County residents were zero; that is, we assumed that the spending would have taken place within the county in any case. Among the categories of expenditures on the Fairgrounds, entry fees accounted for the largest per person expenditure; they were larger than concessions and other purchases at the show combined. Expenditures for those attendees who were not from Reno County were dominated by lodging, and restaurants and food. A more detailed breakdown of expenditures is included in Section 10 of this report.

Table 7.3
Average Spending Per Person
Salt City Rabbit Club Show

Activity	Spending
\$ Fees ^a	\$ 16.90
\$ Concessions ^a	4.08
\$ Purchases on-site ^a	6.36
<i>Total at event</i>	27.34
\$ Tourist attractions ^b	0.33
\$ Motels ^b	10.11
\$ Gas and car expenses ^b	4.39
\$ Restaurants and food ^b	8.37
\$ Retail shopping ^b	4.10
\$ Other ^b	0.00
<i>Total local tourism</i>	27.30
Total	54.64

^a Asked of all respondents.

^b Asked only of respondents from outside Reno County.

8. KANSAS CLASSIC BEEF AND SHEEP SHOW

Overview of Event

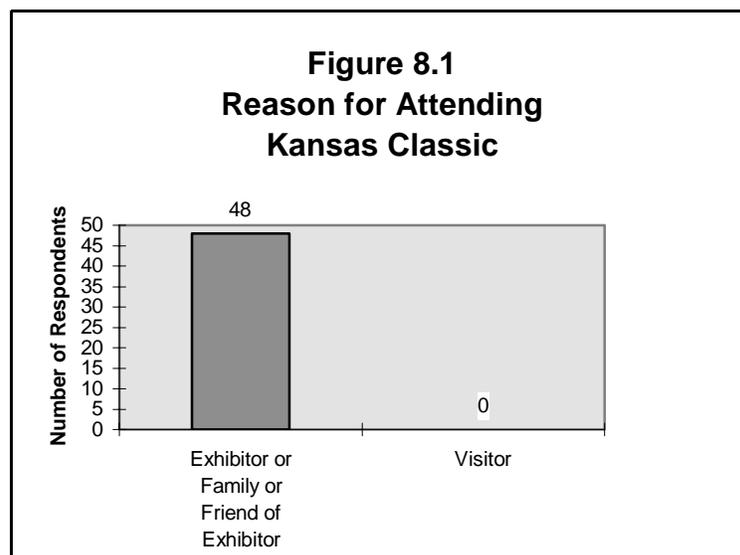
The Kansas Classic Beef and Sheep Show was held on the grounds of the Kansas State Fair during May 3-4, 1997. The show allows young people to exhibit their animals for a modest entry fee: \$25 per head of cattle and \$7 per sheep. This year the event drew 256 youths from 62 counties. Family members sometimes accompany the exhibitors, but attendance by the general public is minimal.

Survey and Visitor Profile

A brief survey instrument, designed to develop basic marketing information and data related to economic impacts was developed by IPPBR in conjunction with the Kansas State Fair, with additional input from the Kansas Classic. The survey was supervised and administered on site by the Kansas State Fair. Forty-eight surveys were completed and analyzed for this report. Surveys were completed by two groups:

- Exhibitor or Family of Exhibitor
- Visitor

The distribution of the survey sample between these groups is illustrated in Figure 8.1.



Most people attended the Kansas Classic in groups of 2 or more. Table 8.1 shows the distribution of group sizes among the members of the survey sample. Assuming that only one

person from each group was surveyed, one can make the following inferences about the group structure of the attendees:

- The median attendee was present in a group with three other people.
- About 46 percent of the attendees were in groups of from 2 to 5 people.
- About 54 percent attended as part of a group of more than 5 people.
- No respondent attended alone.

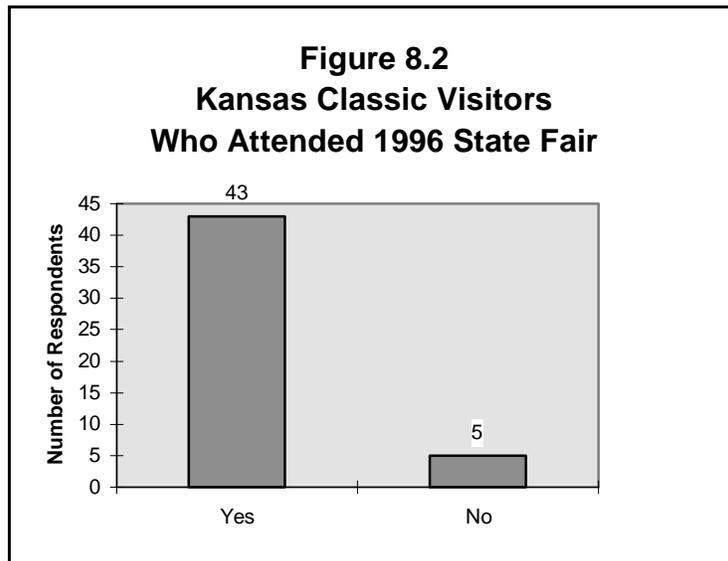
Table 8.1
Size of Attending Group
Kansas Classic

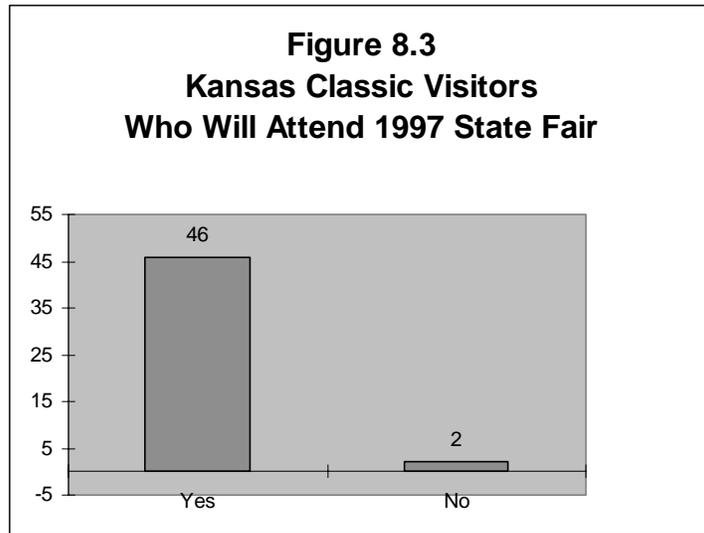
Group Size	Number of Respondents	Percent of Respondents
1	0	0
2	8	17
3	13	27
4	8	17
5	6	13
More than 5	13	27
Total	48	100

(1 missing group size)

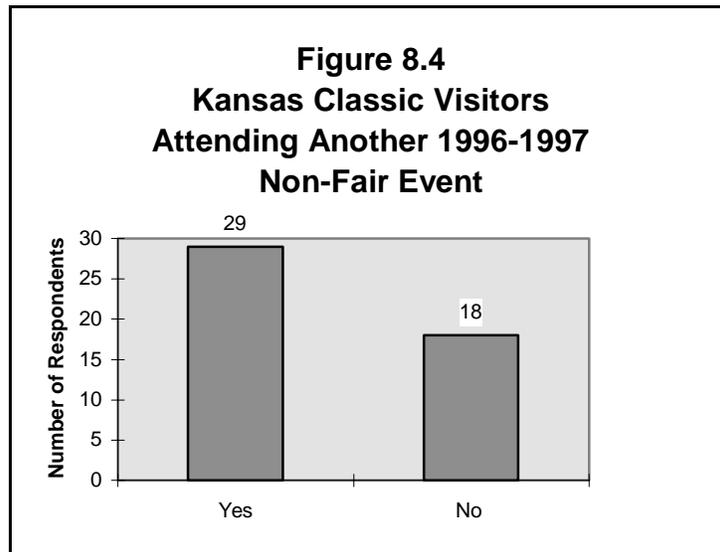
Percentages may not add to 100 because of rounding.

Most of the respondents to the Kansas Classic Survey attended the Kansas State Fair in 1996 and planned to attend the Fair again in 1997. The results are illustrated in Figure 8.2 and Figure 8.3.

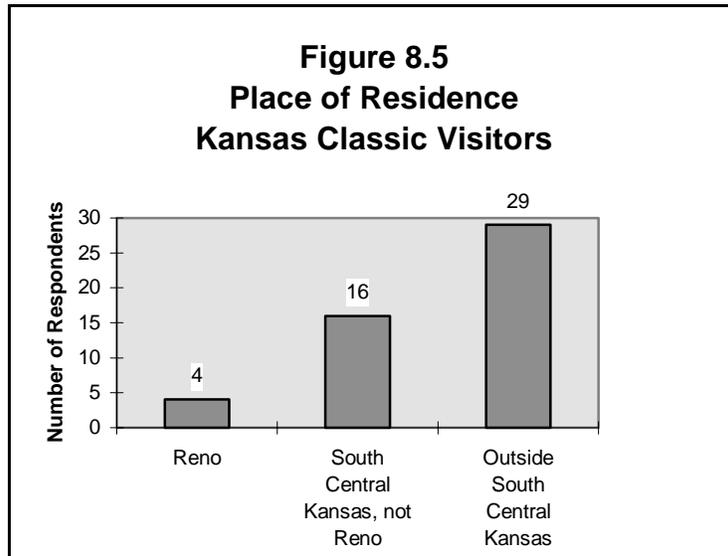




A majority of the respondents to the Kansas Classic Survey have either attended a Non-Fair event at the Kansas State Fairgrounds in 1996, or have attended or are planning to attend such an event in 1997. These results are shown in Figure 8.4.



Most of the respondents to the Kansas Classic Survey were from outside of Reno County, as shown in Figure 8.5. Four respondents (8 percent) were from Reno County, 16 (33 percent) were from South Central Kansas (not including Reno County), while 29 respondents (59 percent) were from outside of South Central Kansas. Those from outside of Reno County traveled an average of 160 miles to attend the Kansas Classic.



Fairground Facilities

The respondents to the Kansas Classic Survey were asked to rate the facilities at the Kansas State Fairgrounds. Their responses are summarized in Table 8.2. More than 60 percent of the respondents rated landscape, buildings, and parking as “good” (the highest rating on the survey), while more than 50 percent rated restrooms and walkways as “good.” No respondent thought that the landscape and walkways needed improvement, while less than 10 percent felt that buildings and restrooms needed improvement. Nearly 20 percent, however, felt that parking needed improvement.

Table 8.2
Rating of Fairground Facilities
Kansas Classic
 Percent of Respondents

	Good	Adequate/OK	Needs Improvement
Landscape	64	36	0
Buildings	60	34	6
Parking	62	19	19
Restrooms	53	43	4
Walkways	57	43	0

Percentages may not add to 100 because of rounding.

Spending

Average spending per person for groups represented by survey respondents at the Kansas Classic is shown in Table 8.3. A more detailed breakdown of expenditures is found in Section 10 of this report. Spending of fees, concessions, and other purchases (such as livestock supplies) were all significant. For those from outside of Reno county, lodging, restaurants and food, and retail shopping dominated their off Fairgrounds expenditures.

Table 8.3
Average Spending Per Person
Kansas Classic

Activity	Spending
\$ Fees ^a	13.82
\$ Concessions ^a	8.13
\$ Purchases ^a	12.52
<i>Total at event</i>	34.46
\$ Tourist attractions ^b	0.34
\$ Motels ^b	21.96
\$ Gas and car expenses ^b	6.18
\$ Restaurants and food ^b	14.86
\$ Retail shopping ^b	11.49
\$ Other ^b	1.01
<i>Total local tourism</i>	55.84
\$Total	90.30

^a Asked of all respondents.

^b Asked only of respondents from outside Reno County.

9. KANSAS APPALOOSA HORSE SHOW

Overview of Event

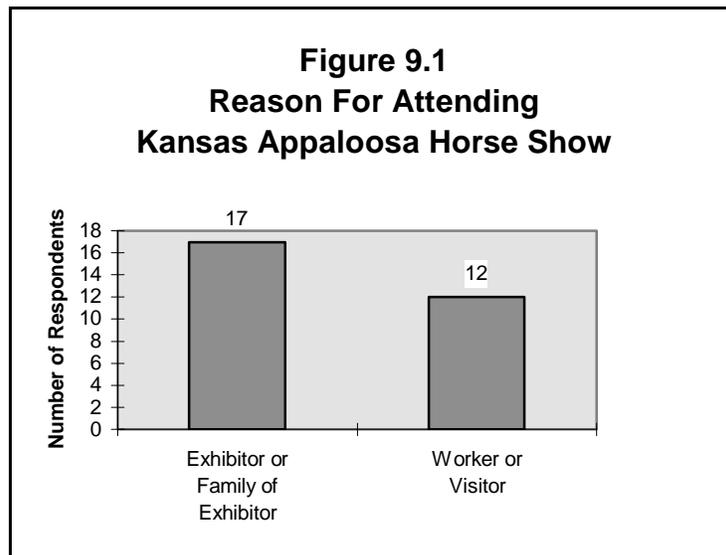
The Kansas Appaloosa Horse Show was held on the grounds of the Kansas State Fair during June 14-15, 1997. The event drew 44 exhibitors, many of whom were accompanied by family members. In addition the show drew judges and other event workers, as well as a few members of the general public. According to the event organizers, fifteen exhibitors came from outside Kansas. Overall, entry fees totaled about \$7,000.

Visitor Profile

A brief survey instrument, designed to develop basic marketing information and data related to economic impacts was developed by IPPBR in conjunction with the Kansas State Fair, with additional input from the Kansas Appaloosa Horse Show. The survey was supervised and administered on site by the Kansas State Fair. Twenty-nine surveys were completed and analyzed for this report. Surveys were completed by two groups:

- Exhibitor or Family of Exhibitor
- Worker or Visitor

The distribution of the survey sample between these groups is illustrated in Figure 9.1.



Most people attended the Kansas Classic in groups of 2 or more. Table 9.1 shows the distribution of group sizes among the members of the survey sample. Assuming that only one

person from each group was surveyed, one can make the following inferences about the group structure of the attendees:

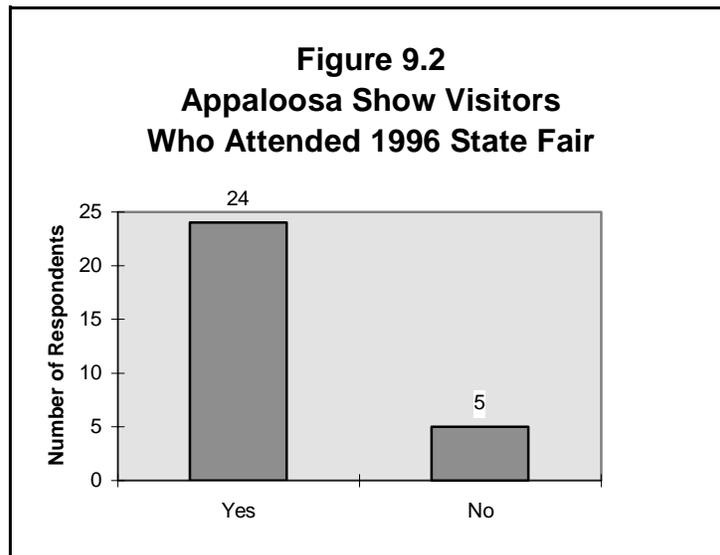
- The median attendee was present in a group with two other people.
- About 80 percent of the attendees were in groups of from 2 to 5 people.
- About 14 percent attended as part of a group of more than 5 people.
- About 6 percent of respondents attended alone.

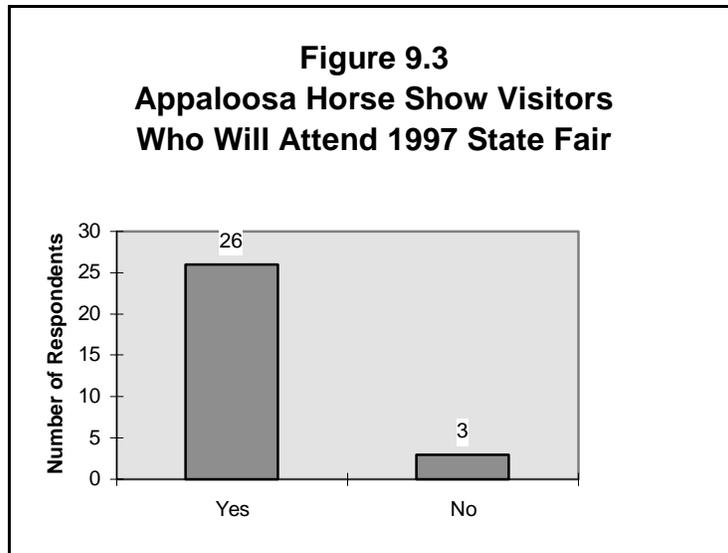
Table 9.1
Size of Attending Group
Kansas Appaloosa Horse Show

Group Size	Number of Respondents	Percent of Respondents
1	5	19
2	3	11
3	9	33
4	5	19
5	3	11
More than 5	2	7
Total	27	100

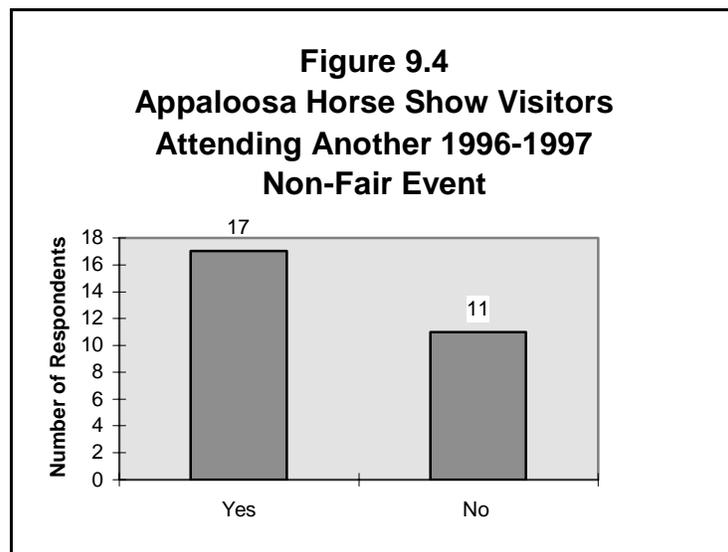
Percentages may not add to 100 because of rounding.

Most of the respondents to the Kansas Appaloosa Horse Show survey had attended the Kansas State Fair in 1996, and were planning to do so again in September of 1997. These results are illustrated in Figure 9.2 and Figure 9.3.

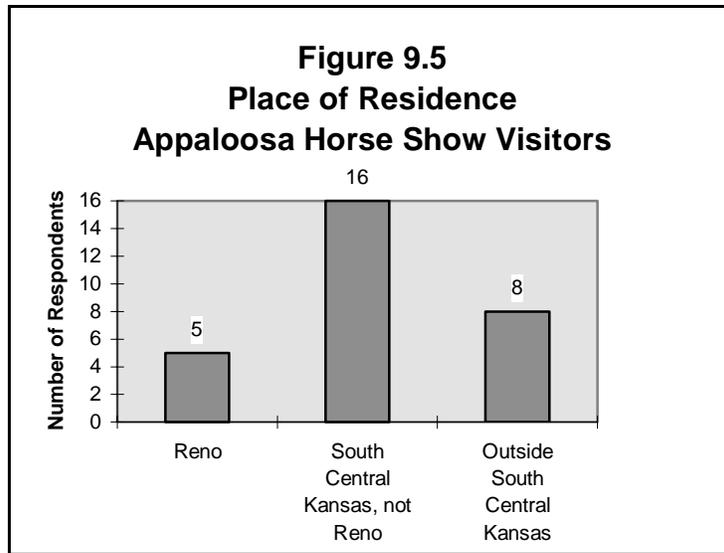




A majority of the respondents to the Kansas Appaloosa Horse Show survey had either attended a Non-Fair event at the Kansas State Fairgrounds in 1996, or had attended or were planning to attend such an event in 1997. Figure 9.4 illustrates this result in more detail.



Most of the people who attended the Kansas Appaloosa Horse Show came from outside Reno County, as shown in Figure 9.5. Five respondents (17 percent) were from Reno County, 16 (55 percent) were from South Central Kansas (not including Reno County), while 8 (28 percent) were from outside South Central Kansas. The respondents from outside Reno County traveled an average of 80 miles to attend the Kansas Appaloosa Horse Show.



Fairground Facilities

Those who were surveyed at the Kansas Appaloosa Horse Show were asked to rate the facilities at the Kansas State Fairgrounds. Their responses are summarized in Table 9.2. Walkways received the highest good rating with 61 percent, followed by landscape with a “good” rating from 54 percent of the respondents, and restrooms with a “good” rating from 52 percent of those surveyed. Landscape and walkways were not seen as needing improvement by any respondent, while restrooms were felt to need improvement by only three percent of respondents. Buildings, on the other hand, were felt to need improvement by 20 percent of respondents, while parking was seen to need improvement by 45 percent of those responding.

Spending

Average spending per person for groups represented by survey respondents at the Kansas Appaloosa Horse Show is shown in Table 9.3. We assumed that tourism expenditures for Reno County residents were zero; that is, we assumed that the spending would have taken place within the county in any case. The major share of on-site spending is for fees, with other purchases at the show (primarily livestock supplies) second. Among those who were from outside Reno County, the major off-site spending categories were restaurants and food, and retail shopping. The average of \$4.33 per person on lodging is quite small compared to the results from the other non-fair event surveys. A more detailed breakdown of expenditures is found in Section 10 of this report.

Table 9.2
Rating of Fairground Facilities
Kansas Appaloosa Horse Show
 Percent of Respondents

	Good	Adequate/OK	Needs Improvement
Landscape	54	46	0
Buildings	45	35	20
Parking	28	28	45
Restrooms	52	45	3
Walkways	61	39	0

Percentages may not add to 100 because of rounding.

Table 9.3
Average Spending Per Person
Kansas Appaloosa Horse Show

Activity	Spending
\$ Fees	\$36.14
\$ Concessions	5.62
\$ Purchases	15.86
<i>Total at event</i>	<i>57.62</i>
\$ Tourist attractions	1.95
\$ Motels	4.33
\$ Gas and car expenses	3.88
\$ Restaurants and food	10.70
\$ Retail shopping	7.79
\$ Other	1.83
<i>Total local tourism</i>	<i>30.47</i>
\$ Total	88.09

^a Asked of all respondents.

^b Asked only of respondents from outside Reno County.

10. ESTIMATES OF ATTENDANCE AND SPENDING BY EVENT AND REGION

Overview

In an ideal survey situation, everyone attending an event should have an equal probability of inclusion in the survey sample. When this ideal is not achieved, survey results must be weighted --that is, corrected for over or under sampling of some categories of respondents. For example, several of the surveys described in the previous sections sample a higher percentage of exhibitors than of the general public. To get a more accurate picture of the impact of the event, the raw survey results described previously can be adjusted to take into account additional information about event characteristics such as the relative percentages of exhibitors versus visitors.

This chapter describes the weighting procedures used to adjust each survey. It then applies the procedures to estimate attendance and spending by type of visitor and geographic area. Geographic areas include:

- 1) Reno County;
- 2) the remainder of South Central Kansas: Barber, Barton, Butler, Cowley, Ellsworth, Harper, Harvey, Kingman, McPherson, Marion, Pratt, Rice, Sedgwick, Stafford, and Sumner counties;
- 3) the remainder of Kansas outside of the South Central area; and
- 4) other states.

It should be pointed out that in some cases the total number of surveys was quite small. Although the numbers reported are the best estimates of the breakdown of visitors and the expenditures by each, these estimates are subject to error. The error is generally larger the smaller the number of surveys collected.

Overall, the nine Non-Fair events drew a total of about 32,700 people.¹ This total includes spectators, exhibitors, participants, and any other event visitors. Of the total, 39.7 percent were from Reno County, 29.3 percent were from South Central Kansas other than Reno county, 19.5 percent were from the remainder of Kansas, and 11.5 percent were from out-of-state. Table 10.1 contains a breakdown of attendance at each of the nine Non-Fair events that were surveyed by geographical region of the home of the attendee. The extent to which visitors were drawn from outside of Reno County, outside of South Central Kansas, and out of Kansas varies significantly across events. For example, the Salt City Rod and Custom Car Show drew more than 92 percent of its visitors from Reno and other South Central Kansas counties, while the GrassRoots Team Roping drew less than 13 percent of its visitors from these counties.

¹ Note that if a person attends an event two or more days, that person is still counted only once in our totals.

Table 10.1
Summary of Attendance at Non-Fair Events: 1996-1997

Event	Total	Reno	Other SC Kansas	Other Kansas	Out of State
1. Hutchinson National Auto Races	5,411	1,843	1,505	1,496	567
2. Kansas Angus Futurity	583	61	159	303	61
3. Salt City Rod and Custom Car Show	3,621	1,584	1,774	264	0
4. Showcase '97 Home and Garden Expo	9,049	6,373	1,731	896	49
5. GrassRoots Team Roping	2,819	134	224	805	1,656
6. Mennonite Relief Sale	10,535	2,932	3,945	2,374	1,283
7. Salt City Rabbit Club Show	220	28	68	56	68
8. Kansas Classic Beef and Sheep Show	307	26	96	173	13
9. Kansas Appaloosa Horse Show	194	18	96	20	60
Total	32,739	12,999	9,597	6,386	3,756
Percent of Total		39.7%	29.3%	19.5%	11.5%

note: numbers may not add up because of rounding errors.

Hutchinson National Auto Races

Of 242 total surveys, 235 contained information on whether the respondent was a visitor or participant (Table 10.2). The event organizer provided us with information on the total number of drivers and crew, broken down by state and county of residence. We used this information to adjust the geographic breakdown of participants. The organizer also provided information on total paid attendance. We adjusted this number using survey responses to the question “number of days in Hutchinson” to account for people who attended both days of the event. We used information from the survey responses themselves to estimate the percentage of spectators living in each geographic area (Table 10.3 and Figure 10.1).

Table 10.2
Attendance at Hutchinson National Auto Races

Type of Visitor	Attending	# Surveys	# People covered by survey	% of attendance surveyed
Drivers and Crew	779	49	398	51.1%
Paid admissions	6577	--	--	--
Public (adj. for 2-day attendance)	4632	186	609	13.1%
Total	5411	235	1007	18.6%

Table 10.3
Estimated Geographic Breakdown of Attendance
Hutchinson National Auto Races

Type of Visitor	Total	Reno	Other SC Kansas	Other Kansas	Out of State
Drivers and Crew	779	274	210	226	69
Public (adj. for 2-day attendance)	4,632	1,569	1,295	1,270	498
Total	5,411	1,843	1,505	1,496	567

note: figures may not add up because of rounding errors

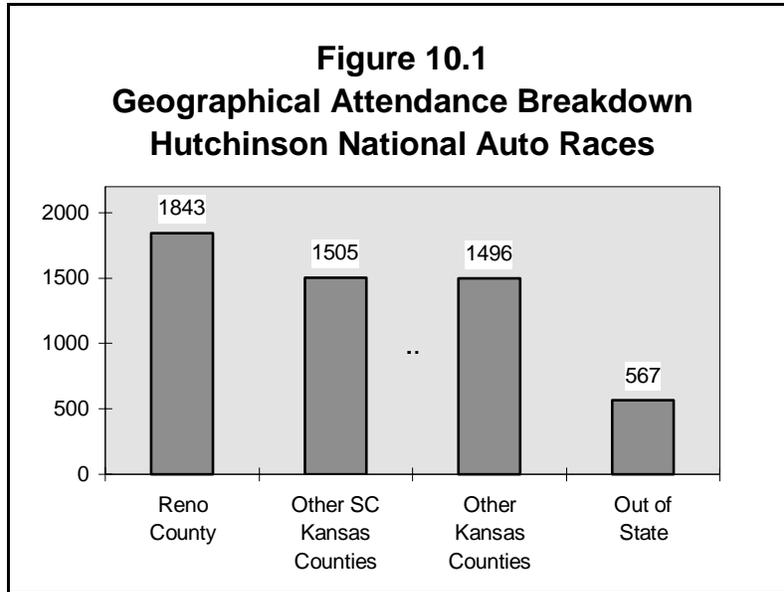


Table 10.4 below presents estimates of the per capita expenditures of visitors to the Hutchinson National Auto Races.

Table 10.4
Estimated Expenditures by Place of Residence of Visitor
Hutchinson National Auto Races

Type of Expenditure	Average All Locations	Reno	Other SC Kansas	Other Kansas and Out of State
\$ Fees	18.44	14.94	17.04	22.59
\$ Concessions	7.13	6.01	6.78	8.38
<i>Total at event</i>	25.57	20.96	23.82	30.97
\$ Tourist attractions	0.26	0.00	0.25	0.50
\$ Motels and other lodging	3.94	0.00	2.83	8.27
\$ Gas and car expenses	2.51	0.00	2.14	5.01
\$ Restaurants and food	3.54	1.20	2.28	6.55
\$ Retail shopping	2.57	0.00	5.00	3.09
\$ Other	0.20	0.00	0.04	0.48
<i>Total local tourism</i>	13.01	1.20	12.53	23.92
\$ Total	38.58	22.16	36.35	54.89

Note: although tourism expenditures for Reno county residents are generally zero, we included one positive expenditure where a Reno county resident told us that he would have spent money in a restaurant in another county.

Kansas Angus Futurity

Eighty-five valid surveys were collected. The event organizer provided us with information on the total number of exhibitors. She also estimated the number in attendance at the cattle auction. The estimate of family of exhibitors came from the survey responses (Table 10.5). We also used the survey information to get a geographic breakdown of participants (Table 10.6 and Figure 10.2).

Table 10.5
Attendance at Kansas Angus Futurity

Type of Visitor	Attending	# Surveys	# People covered by survey	% of attendance surveyed
Exhibitors	91	--	--	--
Exhibitors plus family	373	40	164	44.0%
Other (buyers, spectators)	210	45	45	21.4%
Total	583	85	209	35.8%

Table 10.6
Estimated Geographic Breakdown of Attendance
Kansas Angus Futurity

Type of Visitor	Total	Reno	Other SC Kansas	Other Kansas	Out of State
Exhibitors plus family	373	37	93	214	28
Other (buyers, spectators)	210	23	65	89	33
Total	583	61	159	303	61

note: figures may not add up because of rounding errors

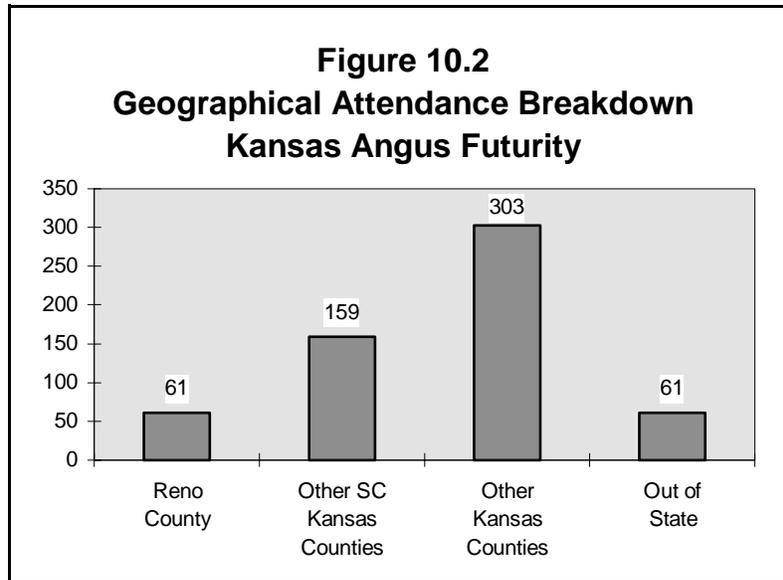


Table 10.7 presents estimates of the per capita expenditures of visitors to the Kansas Angus Futurity, broken down by type of expenditure.

Table 10.7
Estimated Expenditures by Place of Residence of Visitor
Kansas Angus Futurity

Type of Expenditure	Average All Locations	Reno	Other SC Kansas	Other Kansas and Out of State
\$ Fees	4.73	1.87	3.67	5.68
\$ Concessions	6.65	3.59	5.21	7.79
\$ Expected cattle purchases	251.77	422.99	101.03	288.92
\$ Other purchases on site	8.33	1.87	15.77	6.16
<i>Total at event</i>	271.49	430.33	125.68	308.55
\$ Tourist attractions	0.82	0.00	0.66	1.03
\$ Motels	24.24	0.00	26.59	27.25
\$ Gas and car expenses	6.06	0.00	5.62	7.26
\$ Restaurants and food	18.48	0.00	26.19	18.20
\$ Retail shopping	6.43	0.00	7.49	7.04
\$ Other	1.84	0.00	0.94	2.53
<i>Total local tourism</i>	57.86	0.00	67.49	63.31
\$ Total	329.35	430.33	193.18	371.86

Salt City Rod and Custom Car Show

All 112 surveys collected contained complete information on whether the respondent was a visitor or participant. The event organizer provided us with information on the total exhibitors, and estimated the number of people who attended as spectators (Table 10.8). We used information from the surveys themselves to estimate the number of family members who accompanied exhibitors, and to construct a geographic breakdown (Table 10.9 and Figure 10.3).

Table 10.8
Attendance at Salt City Rod and Custom Car Show

Type of Visitor	Attending # Surveys		# People covered by survey	% of attendance surveyed
Exhibitors	105	--	--	--
Exhibitors plus family	421	71	285	67.6%
Public	3200	41	84	2.6%
Total	3621	112	369	10.2%

Table 10.9
Estimated Geographic Breakdown of Attendance
Salt City Rod and Custom Car Show

Type of Visitor	Total	Reno	Other SC Kansas	Other Kansas	Out of State
Exhibitors plus family	421	101	291	30	0
Other	3200	1483	1483	234	0
Total	3621	1584	1774	264	0

note: figures may not add up because of rounding errors

Table 10.10 presents estimates of the per capita expenditures of visitors to the Salt City Rod and Custom Car Show, broken down by type of expenditure.

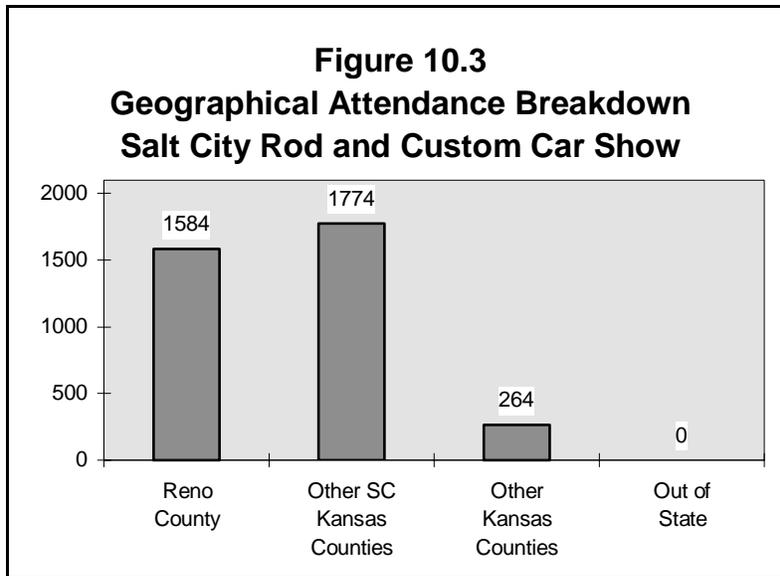


Table 10.10
Estimated Expenditures by Place of Residence of Visitor
Salt City Rod and Custom Car Show

Type of Expenditure	Average All Locations	Reno	Other SC Kansas	Other Kansas and Out of State
\$ Fees	3.95	3.52	4.54	0.00
\$ Concessions	2.13	1.24	2.99	0.00
\$ Purchases	0.79	0.08	1.51	0.00
<i>Total at event</i>	6.88	4.84	9.03	0.00
\$ Tourist attractions	0.36	0.00	0.44	0.00
\$ Motels	2.13	0.00	3.30	0.00
\$ Gas and car expenses	1.27	0.00	2.50	0.00
\$ Restaurants and food	3.75	0.00	7.08	0.00
\$ Retail shopping	2.79	0.00	5.64	0.00
\$ Other	0.76	0.00	1.55	0.00
<i>Total local tourism</i>	11.07	0.00	20.52	0.00
\$ Total	17.95	4.84	29.55	0.00

Showcase '97 Home and Garden Expo

All 233 surveys collected contained complete information on whether the respondent was a spectator or exhibitor. The event organizer estimated the total number of spectators, and provided us with information on the total number of exhibitors (Table 10.11). We used information from the surveys themselves to estimate the number of family members who accompanied exhibitors, and to construct a geographic breakdown (Table 10.12 and Figure 10.4).

Table 10.11
Attendance at Showcase '97 Home and Garden Expo

Type of Visitor	Attending # Surveys	# People covered by survey	# People covered by survey	% of attendance surveyed
Exhibitors	275	--	--	--
Exhibitors plus family	1049	86	328	44.0%
Estimated public attendance	8000	147	361	4.5%
Total	9049	233	689	7.6%

Table 10.12
Estimated Geographic Breakdown of Attendance
Showcase '97 Home and Garden Expo

Type of Visitor	Total	Reno	Other SC Kansas	Other Kansas	Out of State
Exhibitors plus family	1,049	659	207	134	49
Public	8,000	5,714	1,524	762	0
Total	9,049	6,373	1,731	896	49

note: figures may not add up because of rounding errors

Table 10.13 presents estimates of the per capita expenditures of visitors to the Showcase '97 Home and Garden Expo, broken down by type of expenditure.

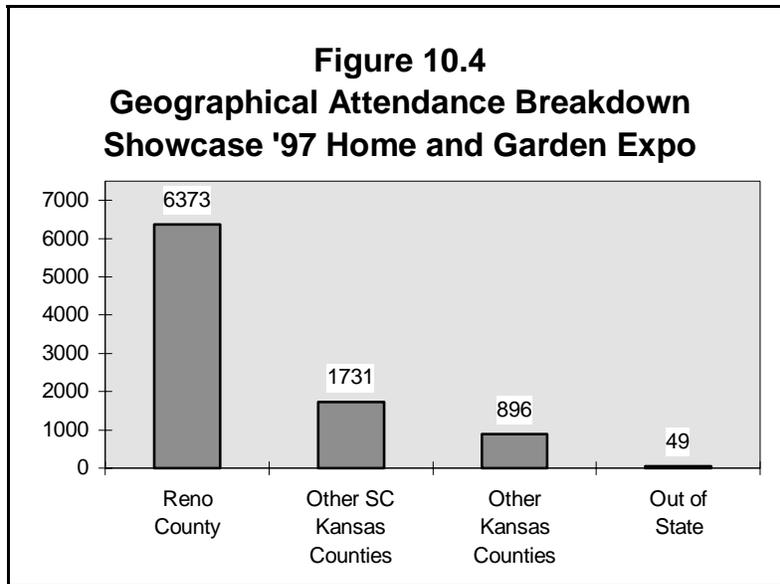


Table 10.13
Estimated Expenditures by Place of Residence of Visitor
Showcase '97 Home and Garden Expo

Type of Expenditure	Average All Locations	Reno	Other SC Kansas	Other Kansas and Out of State
\$ Fees	9.24	9.06	8.02	12.72
\$ Concessions	2.39	2.39	2.24	2.69
\$ Purchases	13.25	17.48	2.16	5.08
<i>Total at event</i>	24.89	28.93	12.42	20.50
\$ Tourist attractions	0.48	0.00	0.75	3.23
\$ Motels	0.98	0.00	1.51	6.67
\$ Gas and car expenses	2.00	0.00	1.77	15.90
\$ Restaurants and food	2.70	0.00	4.65	17.31
\$ Retail shopping	4.57	0.00	9.67	26.02
\$ Other	0.30	0.00	0.09	2.66
<i>Total local tourism</i>	11.02	0.00	18.45	71.80
\$ Total	25.18	11.35	35.26	100.07

GrassRoots Team Roping

Sixty-eight surveys were collected at this event. Four of the surveys were from vendors and other visitors--this group was too small for analysis. The remaining 64 surveys were from participants; one survey was unusable because it did not contain information on group size (Table 10.14). The State Fair staff estimated the total number of participants at 2,000 teams and 1,200 participants. Unfortunately, we did not ask each group how many were actually ropers and how many were family members. Instead, we assumed that every other group included two participants instead of one. We used information from the surveys themselves to construct a geographic breakdown (Table 10.15 and Figure 10.5).

Table 10.14
Attendance at GrassRoots Team Roping

Type of Visitor	Attending	# Surveys	# People covered by survey	% of attendance surveyed
Exhibitors	1,200	--	--	--
Exhibitors plus family	2,819	63	222	7.9%
Total	2,819	63	222	0

Table 10.15
Estimated Geographic Breakdown of Attendance
GrassRoots Team Roping

Type of Visitor	Total	Reno	Other SC Kansas	Other Kansas	Out of State
Exhibitors plus family	2,819	134	224	805	1,656
Total	2,819	134	224	805	1,656

note: figures may not add up because of rounding errors

Table 10.16 presents estimates of the per capita expenditures of visitors to the GrassRoots Team Roping, broken down by type of expenditure.

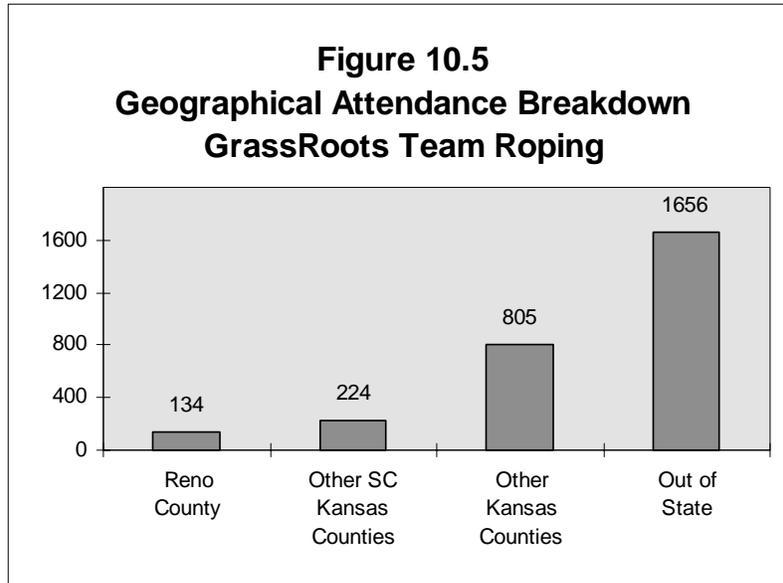


Table 10.16
Estimated Expenditures by Place of Residence of Visitor
GrassRoots Team Roping

Type of Expenditures	Average All Locations	Reno	Other SC Kansas	Other Kansas and Out of State
\$ Fees	154.24	53.59	122.00	162.66
\$ Concessions	11.02	8.71	12.77	10.99
\$ Purchases	19.28	13.39	5.67	20.83
<i>Total at event</i>	184.54	75.70	140.45	194.48
\$ Tourist attractions	1.28	0.00	0.00	1.47
\$ Motels	26.52	0.00	20.43	28.52
\$ Gas and car expenses	11.87	0.00	9.65	12.72
\$ Restaurants and food	17.62	0.00	21.00	18.27
\$ Retail shopping	5.94	0.00	17.03	5.26
\$ Other	3.09	0.00	5.67	3.02
<i>Total local tourism</i>	66.32	0.00	73.78	69.26
\$ Total	250.86	75.70	214.23	263.74

Mennonite Relief Sale

Surveys were collected from 138 respondents. All but one contained valid information on whether the event-goer was a spectator/buyer or worker. The event organizer estimated the number of people who attended as spectators and provided us with information on the total number of workers (Table 10.17). We used information from the surveys themselves to estimate the number of family members who accompanied workers, the number of people who attended both days, and the geographic breakdown of spectators and workers (Table 10.18 and Figure 10.6).

Table 10.17
Mennonite Relief Sale

Type of Visitor	Attending	# Surveys	# People covered by survey	% of attendance surveyed
Estimated public attendance	15,000	--	--	--
Adjusted for 2-day visits	10,135	97	309	3.0%
Organization workers	200	40	137	68.5%
Total	10,335	137	446	4.3%

Table 10.18
Estimated Geographic Breakdown of Attendance
Mennonite Relief Sale

Type of Visitor	Total	Reno	Other SC Kansas	Other Kansas	Out of State
Organization workers	200	55	110	30	5
Public (total)	15,000				
Public (adjusted for 2-day visits)	10,335	2,877	3,835	2,344	1,278
All	10,535	2,932	3,945	2,374	1,283

note: figures may not add up because of rounding errors

Table 10.19 presents estimates of the per capita expenditures of visitors to the Mennonite Relief Sale, broken down by type of expenditure.

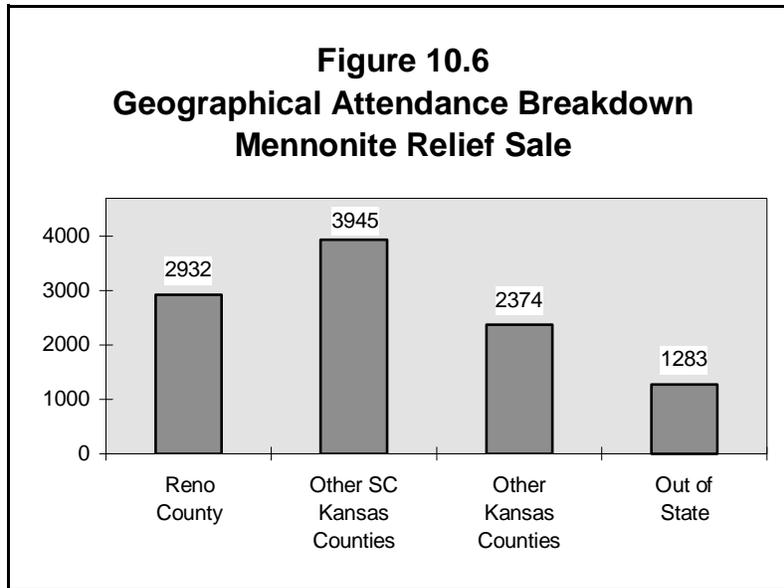


Table 10.19
Estimated Expenditures by Place of Residence of Visitor
Mennonite Relief Sale

Type of Expenditure	Average All Locations	Reno	Other SC Kansas	Other Kansas and Out of State
\$ Concessions	9.10	9.45	10.13	7.69
\$ Purchases	28.87	43.08	14.57	32.91
<i>Total at event</i>	37.97	52.53	24.71	40.60
\$ Tourist attractions	0.19	0.00	0.31	0.21
\$ Motels	1.66	0.00	1.42	3.26
\$ Camping	0.08	0.00	0.02	0.19
\$ Gas and car expenses	1.77	0.00	1.20	3.80
\$ Restaurants and food	1.40	0.00	1.26	2.68
\$ Retail shopping	3.13	0.00	3.15	5.60
\$ Other	0.73	0.00	0.51	1.56
<i>Total local tourism</i>	8.96	0.00	7.89	17.32
\$ Total	46.93	52.53	32.59	57.92

Salt City Rabbit Club Show

Surveys were collected from 53 participants and 2 visitors. The sample of visitors was too small to allow analysis. The event organizer provided information on the total number of event entrants (Table 10.20). Total exhibitors plus family were estimated from the survey results, as was the geographic breakdown of attendance (Table 10.21 and Figure 10.7).

Table 10.20
Attendance at Salt City Rabbit Club Show

Type of Visitor	Attending	# Surveys	# People covered by survey	% of attendance surveyed
Exhibitor entries	69	--	--	--
Exhibitors plus family	220	55	175	79.7%
Total	220	55	175	79.7%

Table 10.21
Geographic Breakdown of Attendance
Salt City Rabbit Show

Type of Visitor	Total	Reno	Other SC Kansas	Other Kansas	Out of State
Exhibitors plus family	220	28	68	56	68
Total	220	28	68	56	68

note: figures may not add up because of rounding errors

Table 10.22 presents estimates of the per capita expenditures of visitors to the Salt City Rabbit Club Show, broken down by type of expenditure.

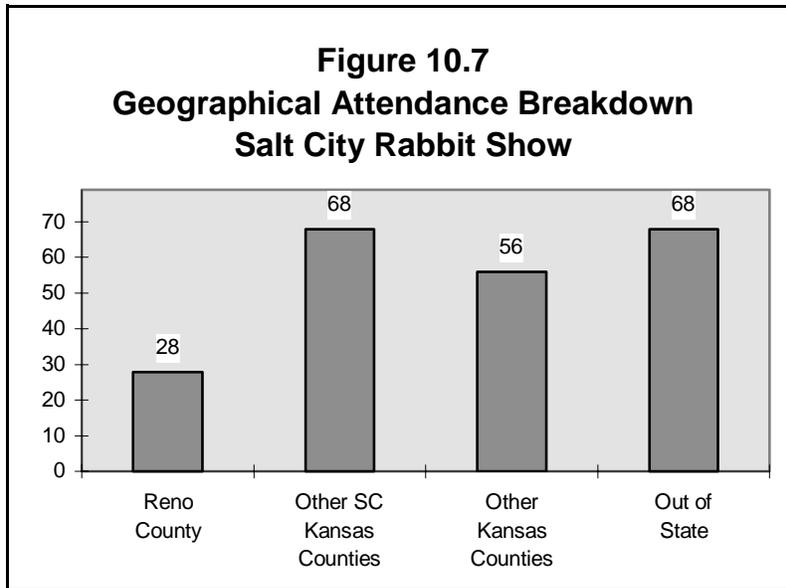


Table 10.22
Estimated Expenditures by Place of Residence of Visitor
Salt City Rabbit Show

Type of Expenditure	Average All Locations	Reno	Other SC Kansas	Other Kansas and Out of State
\$ Fees	16.90	15.25	14.75	18.45
\$ Concessions	4.08	4.71	3.92	4.02
\$ Purchases on-site	6.36	1.48	2.13	9.78
<i>Total at event</i>	27.34	21.43	20.81	32.26
\$ Tourist attractions	0.33	0.00	0.00	0.58
\$ Motels	10.11	0.00	3.29	16.13
\$ Gas and car expenses	4.39	0.00	1.80	6.80
\$ Restaurants and food	8.37	0.00	5.40	11.90
\$ Retail shopping	4.10	0.00	5.28	4.38
\$ Other	0.00	0.00	0.00	0.00
<i>Total local tourism</i>	27.30	0.00	15.77	39.79
\$ Total	54.64	21.43	36.58	72.04

Kansas Classic Beef and Sheep Show

Surveys were collected from 48 participants. The event organizer provided information on the total number of event entrants, 256 (Table 10.23). We estimated the size of a typical “group” of participants from the survey results, and assumed that one adult family member accompanied each group (Table 10.24 and Figure 10.8).

Table 10.23
Kansas Classic Beef and Sheep Show

Type of Visitor	Attending	# Surveys	# People covered by survey	% of attendance surveyed
Exhibitors	256	--	--	--
Exhibitors plus family	307	48	252	82.1%
Total	307	48	252	82.1%

Table 10.24
Geographic Breakdown of Attendance
Kansas Classic Beef and Sheep Show

Type of Visitor	Total	Reno	Other SC Kansas	Other Kansas	Out of State
Exhibitors plus family	307	26	96	173	13
Total	307	26	96	173	13

note: figures may not add up because of rounding errors

Table 10.25 presents estimates of the per capita expenditures of visitors to the Kansas Classic Beef and Sheep Show, broken down by type of expenditure.

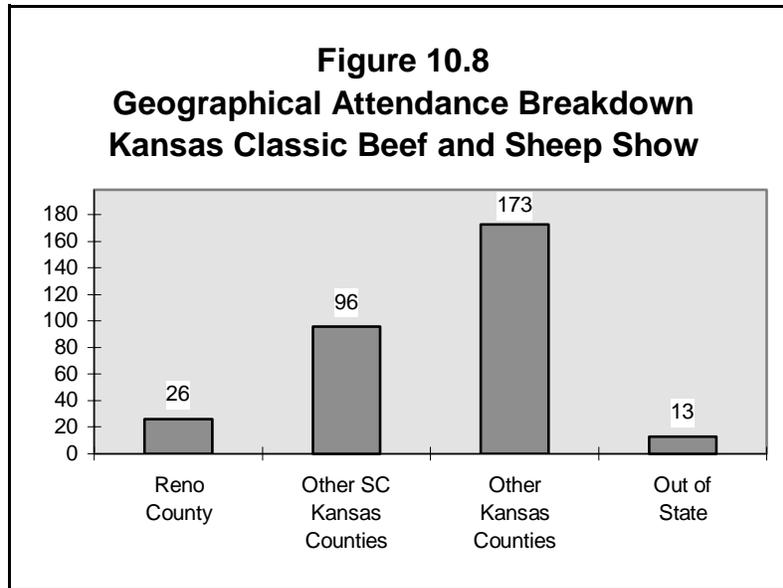


Table 10.25
Estimated Expenditures by Place of Residence of Visitor
Kansas Classic Beef and Sheep Show

Type of Expenditure	Average All Locations	Reno	Other SC Kansas	Other Kansas and Out of State
\$ Fees	13.82	14.30	15.23	13.02
\$ Concessions	8.13	5.71	7.51	8.78
\$ Purchases	12.52	5.71	15.88	11.72
<i>Total at event</i>	34.46	25.73	38.63	33.51
\$ Tourist attractions	0.34	0.00	0.63	0.23
\$ Motels	21.96	0.00	19.61	26.20
\$ Gas and car expenses	6.18	0.00	6.59	6.81
\$ Restaurants and food	14.86	0.00	20.45	14.02
\$ Retail shopping	11.49	0.00	22.63	7.31
\$ Other	1.01	0.00	0.79	1.27
<i>Total local tourism</i>	55.84	0.00	70.72	55.85
\$Total	90.30	25.73	109.34	89.36

Kansas Appaloosa Horse Show

Surveys were collected from 29 exhibitors, vendors, workers, and others, 28 of whom could be categorized in Table 10.26. According to the event organizer, 44 exhibitors, 15 of whom were from out-of-state, attended the event. In addition, the event involved 11 workers and vendors. Totals including family members were estimated from the survey results. The geographic breakdown of participants is shown in Table 10.26 and Figure 10.9.

Table 10.26
Kansas Appaloosa Horse Show

Type of Visitor	Attending	# Surveys	# People covered by survey	% of attendance surveyed
Exhibitors	44	--	--	--
Exhibitors plus family	160	16	58	36.4%
Vendors, workers, family	34	12	29	85.7%
Total	194	28	87	45.1%

Table 10.27
Estimated Geographic Breakdown of Attendance
Kansas Appaloosa Horse Show

Type of Visitor	Total	Reno	Other SC Kansas	Other Kansas	Out of State
Exhibitors plus family	160	7	84	14	54
Other	34	11	11	6	6
Total	194	18	96	20	60

note: figures may not add up because of rounding errors

Table 10.28 presents estimates of the per capita expenditures of visitors to the to the Kansas Appaloosa Horse Show, broken down by type of expenditure.

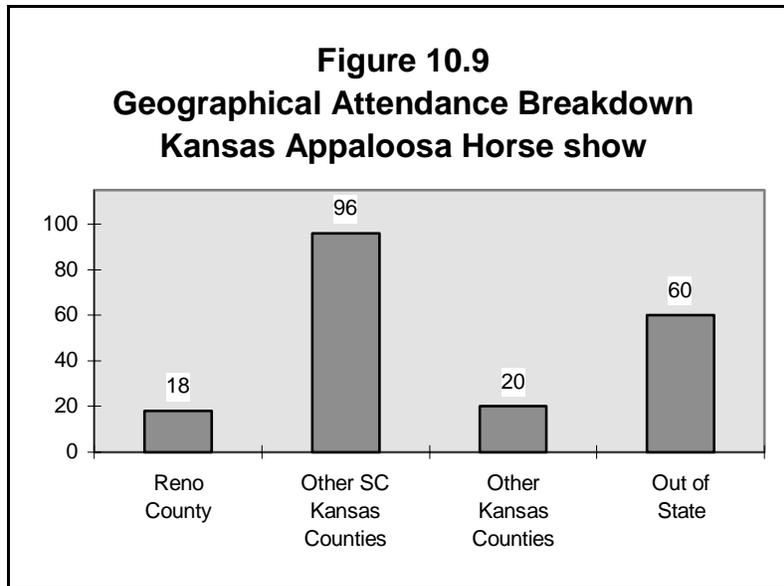


Table 10.28
Estimated Expenditures by Place of Residence of Visitor
Kansas Appaloosa Horse Show

Type of Expenditure	Average All Locations	Reno	Other SC Kansas	Other Kansas and Out of State
\$ Fees	36.14	9.33	33.86	35.81
\$ Concessions	5.62	6.34	6.65	3.25
\$ Purchases	15.86	6.33	16.13	14.10
<i>Total at event</i>	57.62	22.01	56.64	53.16
\$ Tourist attractions	1.95	0.00	0.24	3.52
\$ Motels	4.33	0.00	5.30	3.24
\$ Gas and car expenses	3.88	0.00	1.66	5.57
\$ Restaurants and food	10.70	0.00	7.25	13.06
\$ Retail shopping	7.79	0.00	5.57	9.73
\$ Other	1.83	0.00	0.00	3.52
Total local tourism	30.47	0.00	20.03	38.64
\$ Total	88.09	22.01	76.67	91.80

11. ECONOMIC IMPACT ANALYSIS NON-FAIR EVENTS

Introduction: What Is An Economic Impact Analysis?

In order to gauge the economic impact of an event, it is necessary to compare two alternative scenarios--in one scenario, the event takes place, while in the other, the event does not take place. The economic impact of the event is measured as the difference between the two scenarios for key variables such as income and employment. In the context of this study, we compare the actual economic situation wherein Non-Fair events take place with a fictitious scenario in which the Fair facility and its associated events do not exist. What are the key differences between these scenarios? When an event takes place at the Fairgrounds, exhibitors and visitors are drawn into Hutchinson from other areas of the state and nation. The spending that takes place because of the event creates income and employment that otherwise would not exist in the area.

Economic impact studies distinguish two broadly defined types of impacts: direct and indirect. In the context of our study, *direct effects* are the jobs and income that result from the spending of event participants and visitors. *Indirect effects* are the jobs and income that result when these funds are re-spent within the community to stimulate additional economic activity. This spending and re-spending is commonly known as the “multiplier effect.” The total impact is the sum of direct and indirect effects.

It should be kept in mind that economic impact studies involve the calculation of direct and indirect effects for two alternative scenarios. This is mathematically equivalent to calculating *net direct impacts* (the difference of direct impacts between the two scenarios) and then using net direct effects to calculate net indirect impacts.

Channels of Direct Effects

In our analysis of Non-Fair events, we examine two major channels of direct economic impacts: 1) expenditures of visitors on-site at the Fair facility (such as concessions), and 2) tourism expenditures of visitors to Non-Fair events (such as restaurant meals and motels). These expenditures serve as a stimulus to the economy. A key purpose of our study is to try to measure the magnitude of this stimulus. We assume that if the Non-Fair events had not taken place, participants and visitors from Reno County would still have spent their money in the area. But participants and visitors from other parts of the state would have spent their funds elsewhere.

The Importance of Geography and its Relation to Direct Effects

Exactly how net direct effects should be calculated depends on the size of the geographic area under consideration. Take, for example, the case of a visitor from Wichita who attends a Non-Fair event and spends \$100 on a motel and food in Hutchinson. The \$100 in spending is a

direct impact on the economies of Hutchinson and Reno county, because it is very unlikely that the visitor would have come to Hutchinson in the absence of the Fairgrounds. It is unlikely that the \$100 in expenditures is a direct impact on South Central Kansas¹ or on the state as a whole. The question here is where the person would have spent the \$100 if the event had not taken place. The most likely scenario is that the person would have spent the money elsewhere in South Central Kansas, probably in Wichita. In this case, there is an offset to the visitor's direct expenditures at the Non-Fair event--the spending that did not take place elsewhere in the region. These offsets must be subtracted from direct effects to calculate net direct effects. In general, net direct effects in the county and city will be higher than net direct effects for the region or state as a whole.

The Methodology for Estimating Direct Effects

To estimate direct effects, we started with information gathered from surveys of a sample of participants in and visitors to Non-Fair events. We asked all respondents questions about expenditures at the Fairgrounds itself. For respondents from outside Reno county, we asked additional questions about "tourism" spending on motels, restaurants, gas, retail shopping, and other items. We used estimates of the total number of people attending the events to expand expenditure estimates from the survey samples to estimates for the event as a whole.

We adjusted the expenditures for imports. For example, if someone purchases gasoline in Reno County, it is unlikely that the gasoline was actually refined in Reno County. Part of the purchase of gasoline goes to pay suppliers in other parts of the state or nation. We also adjusted expenditures to reflect whether the purchase was actually a stimulus to output and employment. For example, we assumed that cattle sold at the Kansas Angus Futurity would have been produced and sold anyway, just at a different location.

We coded expenditure information by county of residence of the respondent. Only expenditures for people living outside Reno county were counted as impacts on Reno county. Similarly, only expenditures for people living outside South Central Kansas were counted as impacts on South Central Kansas, and only expenditures for people living outside the state were counted as impacts on Kansas.

Finally, we used ratios of payroll to output and jobs to output that had been constructed previously at the University of Kansas, IPPBR, to determine the payroll and job equivalents of various types of expenditures.

¹ We define South Central Kansas to include the following counties: Barber, Barton, Butler, Cowley, Ellsworth, Harper, Harvey, Kingman, McPherson, Marion, Pratt, Reno, Rice, Sedgwick, Stafford, and Sumner.

The Methodology for Constructing Indirect Effects

Indirect effects occur when money is recycled within a community. For example, employees of motels that receive business from visitors to the Fairgrounds will spend some portion of their income at local businesses, providing a second round of jobs and income within the local community. By their very nature, indirect impacts cannot be measured precisely; they can only be estimated based on the net direct impact.

The standard method for estimating indirect impacts is by use of *multipliers*. Technically speaking, a multiplier is the ratio: (net indirect plus net direct effects) / (net direct effects). Multipliers differ by industry and by size of the community. In general, multipliers for the state are larger than those for the region, which are in turn larger than those for the county.

The validity of an estimate of indirect effects depends on the methodology employed to derive the multipliers used to make the estimate. The best method for estimating multipliers is to use an input-output model developed specifically for the region studied. We used this approach to estimate a matrix of multipliers for Kansas, South Central Kansas, and Reno County.

Our model does not have a single multiplier; rather, it has different multipliers for each industry and each geographic location. Nevertheless, it is possible to define an aggregate multiplier after the model has been applied. Aggregate multipliers are defined by:

$$\frac{\text{(sum over all industries of net indirect plus direct effects)}}{\text{(sum over all industries of direct effects)}}$$

Summary of Findings

Three key factors influence the size of the impact of a Non-Fair event. The first factor is the number of people attending the event--in general, larger events have larger impacts. The second factor is the extent to which people who attend the event travel from outside the immediate area. An event with a statewide or national draw will generally have a bigger impact than an event that draws mostly from the locality. The third factor is the expenditure pattern of participants and visitors. Events for which attendees stay overnight have bigger impacts than events that draw mostly day-visitors. These three factors are found in various combinations in the events that were surveyed, and all influence the outcome.

Table 11.1 summarizes the economic impact of the events. Of the Non-Fair events surveyed, the event with the biggest impact on Reno County, South Central Kansas, and the state was the GrassRoots Team Roping competition. The event brings in about 1,200 participants. Including family members, we estimate that the event draws in about 2,800 people. It adds about \$112,000 in payroll to the Reno County economy, and about \$108,000 to the state economy as a whole. Although some events have an even greater attendance, this event is unique in that most of the participants (almost 60%) come from out-of-state; less than 5 percent of participation comes from Reno County. Magnifying the effect of the event is that participants reported a high per-capita level of spending on motels and restaurants in the Hutchinson area.

Overall, the Non-Fair events covered by this study add about \$294,000 in wages and about 21 additional jobs to Reno County annually. The events add about \$140,000 in wages and about 9 new jobs to the entire state. The aggregate payroll multiplier, already built into the numbers above, is about 1.92 for Reno County, 1.96 for South Central Kansas, and 2.35 for the entire state. Aggregate jobs multipliers are slightly smaller (Table 11.2).

Table 11.1
Summary of Impacts of Non-Fair Events

Event	Payroll Added: Reno County	Jobs Added: Reno County	Payroll Added : S. Central Kansas	Jobs Added: S. Central Kansas	Payroll Added: All of Kansas	Jobs Added: All of Kansas
Hutchinson National Auto Races	\$37,293	2.65	\$27,404	1.95	\$9,637	0.64
Kansas Angus Futurity	20,566	1.52	13,864	0.99	2,951	0.20
Salt City Rod and Custom Car Show	20,023	1.51	2,534	0.19	0.0	0.00
Showcase '97 Home and Garden Expo	40,184	2.92	24,947	1.82	1,452	0.10
GrassRoots Team Roping	112,309	8.07	110,877	7.70	108,317	6.91
Mennonite Relief Sale	46,548	3.06	27,251	1.80	12,443	0.78
Salt City Rabbit Club Show	3,574	0.26	3,187	0.22	2,499	0.16
Kansas Classic Beef and Sheep Show	10,177	0.72	6,799	0.47	660	0.04
Kansas Appaloosa Horse Show	3,227	0.24	2,189	0.16	2,624	0.17
Total	\$293,901	20.95	\$219,052	15.30	\$140,583	9.00

Table 11.2
Aggregate Multipliers for Non-Fair Events

Event	Payroll Added: Reno County	Jobs Added: Reno County	Payroll Added : S. Central Kansas	Jobs Added: S. Central Kansas	Payroll Added: All of Kansas	Jobs Added: All of Kansas
Hutchinson National Auto Races	1.94	1.52	1.99	1.53	2.39	1.74
Kansas Angus Futurity	1.90	1.47	1.95	1.51	2.33	1.70
Salt City Rod and Custom Car Show	1.92	1.47	1.96	1.50	n/a	n/a
Showcase '97 Home and Garden Expo	1.87	1.48	1.92	1.49	2.29	1.70
GrassRoots Team Roping	1.90	1.49	1.96	1.54	2.35	1.77
Mennonite Relief Sale	1.98	1.61	1.99	1.61	2.39	1.82
Salt City Rabbit Club Show	1.90	1.48	1.95	1.53	2.34	1.74
Kansas Classic Beef and Sheep Show	1.90	1.49	1.95	1.54	2.34	1.75
Kansas Appaloosa Horse Show	1.93	1.49	1.98	1.53	2.37	1.77
Total	1.92	1.50	1.96	1.53	2.35	1.75

Individual Non-Fair Events

Event 1. Hutchinson National Auto Races: Drivers and crews attend the event from throughout the state, but visitors are drawn primarily from South Central Kansas, particularly from Hutchinson and Wichita. The event creates the equivalent of about \$37,000 in payroll and 2.6 jobs annually for Reno County. The effect on the state as a whole is small, because most of the visitors and participants live in Kansas.

Event 2. Kansas Angus Futurity: The event draws exhibitors and buyers from throughout Kansas, but few from other states. The major expenditure at the event is cattle purchases. We assume that the cattle would have been produced even in the absence of the event, so cattle purchases *per se* are not included in the direct or indirect impacts. Overall, the event supports about \$20,000 in payroll and 1.5 jobs in Reno County, and \$3,000 and 0.2 jobs in Kansas.

Event 3. Salt City Rod and Custom Car Show: The show draws primarily from South Central Kansas. It supports about \$20,000 in payroll and 1.5 jobs in Reno County, but has virtually no effect on the state as a whole.

Event 4. Showcase '97 Home and Garden Expo: This event draws most of its visitors from Reno County. Exhibitors are primarily from Reno County and other areas of South Central Kansas. A few exhibitors, but almost no visitors come from outside the state. The event supports about 2.9 jobs in Reno County, but has almost no net impact on the state.

Event 5. GrassRoots Team Roping: This competition is a large event that draws participants from throughout the country. Coupled with that, individual participants spend substantial amounts in Hutchinson motels and restaurants. Altogether, this event has the largest economic impact of the Non-Fair events examined, supporting about \$112,000 in payroll in Reno county and \$108,000 in the state of Kansas.

Event 6. Mennonite Relief Sale: This event has a draw from throughout the state. About 35 percent of visitors come from outside South Central Kansas, and 12 percent come from out of state. Total attendance for this year was estimated at about 15,000 visitor-days, and attendance was apparently hampered by bad weather. Limiting the impact of the event are low per-capita reported "tourism" expenditures such as motels and restaurants. Purchases of goods at the event were not included as impacts, because the goods are for the most part donated. The event supports about \$47,000 in payroll and 3.1 jobs in Reno County; it supports about \$12,000 in payroll in the state as a whole.

Event 7. Salt City Rabbit Club Show: This event draws participants from throughout Kansas, and from several different states. According to the event organizer, out-of-state participation is growing. The overall impact of the event is modest (about \$3,500 in payroll supported in Reno County) because of the scale of the event: the event draws about 200 participants and families.

Event 8. Kansas Classic Beef and Sheep Show: This is a youth event that draws participants and families from throughout Kansas. Although individual participants make substantial tourism expenditures, the overall impact is limited by the relatively small size of the show.

Event 9. Kansas Appaloosa Horse Show: This event also draws about 200 participants and families. The scale of the event indicates that its economic impact will be modest.

**Table 11.3
Economic Impact of the Hutchinson National Auto Races**

1. Estimated total expenditures in Hutchinson

Expenditures	Total Spending	<i>Alternative Spending Location</i>		
		Outside Reno	Outside SC KS	Outside Kansas
\$ Fees	99,782	72,238	46,598	9,189
\$ Concessions	38,569	27,482	17,286	5,386
<i>Total at event</i>	138,351	99,720	63,884	14,575
\$ Tourist attractions	1,414	1,414	1,035	39
\$ Motels and other lodging	21,323	21,323	17,067	5,094
\$ Gas and car expenses	13,563	13,563	10,344	3,535
\$ Restaurants and food	19,149	16,930	13,502	3,531
\$ Retail shopping	13,903	13,903	6,383	971
\$ Other	1,056	1,056	1,000	0
<i>Total local tourism</i>	70,408	68,188	49,331	13,170
\$ Total	208,759	167,908	113,215	27,745

2. Total direct expenditure impact on Reno county, SC Kansas, and State of Kansas

Type of Direct Impact	Reno County	SC Kansas	State of Kansas
Direct spending, adj. for imports(\$)	51,065	38,573	10,697
Payroll content of direct spending (\$)	19,250	13,756	4,025
Number of jobs supported	1.74	1.27	0.37

3. Total impacts, including multiplier effects

Type of Total Impact	Reno County	SC Kansas	State of Kansas
Total spending (\$)	103,538	80,923	27,440
Payroll content of total spending (\$)	37,293	27,404	9,637
Number of jobs supported	2.65	1.95	0.64

**Table 11.4
Economic Impact of the Kansas Angus Futurity**

1. Estimated total expenditures in Hutchinson

Expenditures	<i>Alternative Spending Location</i>			
	Total Spending	Outside Reno	Outside SC KS	Outside Kansas
\$ Fees at event	2,761	2,647	2,066	238
\$ Concessions	3,879	3,661	2,834	430
\$ Expected cattle purchases	146,825	121,180	105,160	23,019
\$ Other purchases on site	4,858	4,745	2,243	265
<i>Total at event</i>	158,323	132,234	112,304	23,952
\$ Tourist attractions	478	478	373	75
\$ Motels	14,134	14,134	9,918	1,623
\$ Gas and car expenses	3,536	3,536	2,644	413
\$ Restaurants and food	10,776	10,776	6,623	1,062
\$ Retail shopping	3,751	3,751	2,563	452
\$ Other	1,071	1,071	922	159
<i>Total local tourism</i>	33,745	33,745	23,042	3,784
\$ Total	192,068	165,978	135,346	27,736

2. Total direct expenditure impact on Reno county, SC Kansas, and State of Kansas

Type of Direct Impact	Reno County	SC Kansas	State of Kansas
Direct spending, adj. for imports (\$)	27,130	18,802	3,135
Payroll content of direct spending (\$)	10,810	7,099	1267
Number of jobs supported	1.03	0.66	0.12

3. Total impacts, including multiplier effects

Type of Total Impact	Reno County	SC Kansas	State of Kansas
Total spending (\$)	54,945	39,451	8,087
Payroll content of total spending (\$)	20,566	13,864	2,951
Number of jobs supported	1.52	0.99	0.20

Table 11.5
Economic Impact of the Salt City Rod and Custom Car Show

1. Estimated total expenditures in Hutchinson

Expenditures	Total Spending	<i>Alternative Spending Location</i>		
		Outside Reno	Outside SC KS	Outside Kansas
\$ Fees	14,319	8,740	695	0
\$ Concessions	7,729	5,769	472	0
\$ Purchases	2,876	2,755	74	0
<i>Total at event</i>	24,924	17,264	1,241	0
\$ Tourist attractions	1,301	1,301	521	0
\$ Motels	7,704	7,704	1,847	0
\$ Gas and car expenses	4,604	4,604	169	0
\$ Restaurants and food	13,590	13,590	1,029	0
\$ Retail shopping	10,121	10,121	113	0
\$ Other	2,758	2,758	0	0
<i>Total local tourism</i>	40,077	40,077	3,679	0
\$ Total	65,001	57,341	4,920	0

2. Total direct expenditure impact on Reno county, SC Kansas, and State of Kansas

Type of Direct Impact	Reno County	SC Kansas	State of Kansas
Direct spending, adj. for imports (\$)	27,754	3,427	0
Payroll content of direct spending (\$)	10,450	1,295	0
Number of jobs supported	1.02	0.12	0

3. Total impacts, including multiplier effects

Type of Total Impact	Reno County	SC Kansas	State of Kansas
Direct plus indirect spending (\$)	55,550	7,175	0
Payroll content of total spending (\$)	20,083	2,534	0
Number of jobs supported	1.51	0.19	0

Table 11.6
Economic Impact of Showcase '97 Home and Garden Expo

1. Estimated total expenditures in Hutchinson

Expenditures	Total Spending	<i>Alternative Spending Location</i>		
		Outside Reno	Outside SC Kansas	Outside Kansas
\$ Fees	83,639	25,906	12,019	2,746
\$ Concessions	21,636	6,423	2,545	222
\$ Purchases	119,934	8,528	4,796	225
<i>Total at event</i>	225,209	40,857	19,359	3,192
\$ Tourist attractions	4,360	4,360	3,054	33
\$ Motels	8,912	8,912	6,303	899
\$ Gas and car expenses	18,090	18,090	15,019	177
\$ Restaurants and food	24,402	24,402	16,347	415
\$ Retail shopping	41,321	41,321	24,583	229
\$ Other	2,677	2,677	2,514	358
<i>Total local tourism</i>	99,761	99,761	67,820	2,110
\$ Total	227,885	155,569	94,519	5,748

2. Total direct expenditure impact on Reno county, SC Kansas, and State of Kansas

Type of Direct Impact	Reno County	SC Kansas	State of Kansas
Direct spending, adj. for imports (\$)	52,839	34,119	1,511
Payroll content of direct spending (\$)	21,469	12,990	633
Number of jobs supported	1.97	1.22	0.06

3. Total impacts, including multiplier effects

Type of Total Impact	Reno County	SC Kansas	State of Kansas
Direct plus indirect spending	106,386	70,652	3,907
Payroll content of total spending (\$)	40,184	24,947	1,452
Number of jobs supported	2.92	1.82	0.10

**Table 11.7
Economic Impact of GrassRoots Team Roping**

1. Estimated total expenditures in Hutchinson

Expenditures	Total Spending	<i>Alternative Spending Location</i>		
		Outside Reno	Outside SC KS	Outside Kansas
\$ Fees	434,813	427,622	400,314	269,306
\$ Concessions	31,067	29,897	27,039	18,190
\$ Purchases	54,341	52,544	51,274	34,494
<i>Total at event</i>	520,221	510,063	478,626	321,990
\$ Tourist attractions	3,608	3,608	3,608	2,428
\$ Motels	74,766	74,766	70,193	47,222
\$ Gas and car expenses	33,466	33,466	31,305	21,060
\$ Restaurants and food	49,659	49,659	44,959	30,245
\$ Retail shopping	16,758	16,758	12,946	8,710
\$ Other	8,706	8,706	7,436	5,003
<i>Total local tourism</i>	186,964	186,964	170,449	114,667
\$ Total	707,185	697,027	649,075	436,657

2. Total direct expenditure impact on Reno County, SC Kansas, and State of Kansas

Type of Direct Impact	Reno County	SC Kansas	State of Kansas
Direct spending, adj. for imports (\$)	147,081	149,701	114,207
Payroll content of direct spending (\$)	59,065	56,614	46,118
Number of jobs supported	5.41	5.00	3.91

3. Total impacts, including multiplier effects

Type of Total Impact	Reno County	SC Kansas	State of Kansas
Direct plus indirect spending (\$)	299,013	315,627	297,801
Payroll content of total spending (\$)	112,309	110,877	108,317
Number of jobs supported	8.07	7.70	6.91

Table 11.8
Economic Impact of the Mennonite Relief Sale

1. Estimated total expenditures in Hutchinson

Expenditures	Total Spending	<i>Alternative Spending Location</i>		
		Outside Reno	Outside SC KS	Outside Kansas
\$ Concessions	95,821	68,110	28,130	9,893
\$ Purchases	304,179	177,868	120,374	42,390
<i>Total at event</i>	400,000	245,978	148,504	52,284
\$ Tourist attractions	2,018	2,018	777	271
\$ Motels	17,525	17,525	11,905	4,178
\$ Camping	794	794	710	251
\$ Gas and car expenses	18,659	18,659	13,910	4,905
\$ Restaurants and food	14,796	14,796	9,813	3,447
\$ Retail shopping	32,932	32,932	20,499	7,234
\$ Other	7,721	7,721	5,719	2,018
<i>Total local tourism</i>	94,445	94,445	63,334	22,304
\$ Total	494,445	340,423	211,838	74,588

2. Total direct expenditure impact on Reno County, SC Kansas, and State of Kansas

Type of Direct Impact	Reno County	SC Kansas	State of Kansas
Direct spending, adj. for imports (\$)	66,200	38,386	13,767
Payroll content of direct spending (\$)	23,519	13,660	5,211
Number of jobs supported	1.90	1.13	0.43

3. Total impacts, including multiplier effects

Type of Total Impact	Reno County	SC Kansas	State of Kansas
Direct plus indirect spending (\$)	134,769	81,031	35,466
Payroll content of total spending (\$)	46,548	27,251	12,443
Number of jobs supported	3.06	1.80	0.78

Table 11.9
Economic Impact of the Salt City Rabbit Club Show

1. Estimated total expenditures in Hutchinson

Expenditures	<i>Alternative Spending Location</i>			
	Total Spending	Outside Reno	Outside SC KS	Outside Kansas
\$ Fees	3,711	3,285	2,283	1,252
\$ Concessions	895	764	498	273
\$ Purchases on-site	1,397	1,355	1,210	664
<i>Total at event</i>	6,003	5,404	3,992	2,189
\$ Tourist attractions	72	72	72	39
\$ Motels	2,219	2,219	1,996	1,095
\$ Gas and car expenses	964	964	842	462
\$ Restaurants and food	1,839	1,839	1,473	808
\$ Retail shopping	900	900	542	297
\$ Other	0	0	0	0
<i>Total local tourism</i>	5,994	5,994	4,924	2,700
\$ Total	11,997	11,398	8,915	4,890

2. Total direct expenditure impact on Reno County, SC Kansas, and State of Kansas

Type of Direct Impact	Reno County	SC Kansas	State of Kansas
Direct spending, adj. for imports (\$)	4,739	4,329	2,651
Payroll content of direct spending (\$)	1,878	1,632	1,067
Number of jobs supported	0.18	0.15	0.09

3. Total impacts, including multiplier effects

Type of Total Impact	Reno County	SC Kansas	State of Kansas
Total spending (\$)	9,583	9,076	6,869
Payroll content of total spending (\$)	3,574	3,187	2,499
Number of jobs supported	0.26	0.22	0.16

Table 11.10
Economic Impact of the Kansas Classic Beef and Sheep Show

1. Estimated total expenditures in Hutchinson

Expenditures	Total Spending	<i>Alternative Spending Location</i>		
		Outside Reno	Outside SC KS	Outside Kansas
\$ Fees	4,242	3,876	2,415	167
\$ Concessions	2,495	2,349	1,628	112
\$ Purchases	3,843	3,697	2,173	150
<i>Total at event</i>	10,580	9,922	6,216	429
\$ Tourist attractions	103	103	43	3
\$ Motels	6,741	6,741	4,859	335
\$ Gas and car expenses	1,897	1,897	1,264	87
\$ Restaurants and food	4,563	4,563	2,600	179
\$ Retail shopping	3,528	3,528	1,357	94
\$ Other	312	312	236	16
<i>Total local tourism</i>	17,143	17,143	10,359	715
\$Total	27,723	27,065	16,575	1,144

2. Total direct expenditure impact on Reno county, SC Kansas, and State of Kansas

Type of Direct Impact	Reno County	SC Kansas	State of Kansas
Direct spending, adj. for imports (\$)	13,259	9,147	695
Payroll content of direct spending (\$)	5,337	3,486	283
Number of jobs supported	0.48	0.31	0.02

3. Total impacts, including multiplier effects

Type of Total Impact	Reno County	SC Kansas	State of Kansas
Direct plus indirect impacts (\$)	26,880	19,254	1,807
Payroll content of total spending (\$)	10,117	6,799	660
Number of jobs supported	0.72	0.47	0.04

Table 11.11
Economic Impacts of the Kansas Appaloosa Horse Show

1. Estimated total expenditures in Hutchinson

Expenditures	<i>Alternative Spending Location</i>			
	Total Spending	Outside Reno	Outside SC KS	Outside Kansas
\$ Fees	7,000	6,828	3,594	2,858
\$ Concessions	1,089	973	338	259
\$ Purchases	3,072	2,955	1,415	1,125
<i>Total at event</i>	11,161	10,756	5,347	4,242
\$ Tourist attractions	377	377	354	281
\$ Motels	839	839	333	258
\$ Gas and car expenses	752	752	593	444
\$ Restaurants and food	2,072	2,072	1,380	1,042
\$ Retail shopping	1,508	1,508	976	776
\$ Other	354	354	354	281
<i>Total local tourism</i>	5,902	5,902	3,990	3,083
\$ Total	17,064	16,659	9,336	7,325

2. Total direct expenditure impact on Reno County, SC Kansas, and State of Kansas

Type of Direct Impact	Reno County	SC Kansas	State of Kansas
Direct spending, adj. for imports (\$)	4,462	3,092	2,857
Payroll content of direct spending (\$)	1,671	1,108	1,106
Number of jobs supported	0.16	0.10	0.10

3. Total impacts, including multiplier effects

Type of Total Impact	Reno County	SC Kansas	State of Kansas
Total spending (\$)	8,957	6,424	7,355
Payroll content of total spending (\$)	3,227	2,189	2,624
Number of jobs supported	0.24	0.16	0.17

12. ESTIMATING THE IMPACTS OF FUTURE NON-FAIR EVENTS

Introduction

The previous two chapters illustrate the wide variation among Non-Fair events of event size, per capita expenditures, place of residence of visitors, and economic impacts. No single model will be able to project the expenditures and related economic impacts of any randomly-chosen event. However, we can construct a model of the impacts of various types of events, based on estimates of where the visitors to these events live. This, combined with information provided by event organizers, should allow the Fair staff to come up with very rough approximations of the economic impacts of events other than those that were surveyed.

Expenditures and Accuracy

Tables 12.1-12.2 below illustrate the expenditures on various types of goods and services made by visitors to selected 1996-1997 Non-Fair events. We have included only those expenditures that we believe are directly tied to jobs and employment. As mentioned earlier, we have specifically excluded purchases of cattle at the Kansas Angus Futurity and purchases of quilts and other handicrafts at the Mennonite Relief Sales. We have also excluded fees that go to the sponsoring organizations. However, to the extent that the fees paid by exhibitors and spectators are used to rent Fairground space, the impact of these expenditures is picked up in the "State Fair Operations" volume of our report. Expenditures are presented for two groups of visitors: 1) those from within South Central Kansas (other than Reno County), and 2) those from other parts of Kansas or from other states. The second group is much more likely to make expenditures on lodging, restaurants and food, and gas and auto-related items than is the first. In theory, we could have broken down the second group further into in-state versus out-of-state visitors. In practice, most events had very few out-of-state visitors. Estimates based on such a small sample would have been very unreliable.

As is clear from the tables, there is a great deal of variation in expenditures across events. The standard deviations of the individual expenditure items and of the total are large in comparison with the average. This simply reiterates that the events that we surveyed really were quite different from each other. It should be pointed out that the average of these expenditures, while far from perfect, is still the best information available on expenditures at the Fairgrounds. But estimates of tourism based on these averages will not be highly accurate. It should also be pointed out that the expenditures numbers are based on events that lasted two or three days, and may be completely unrepresentative of a single-day event.

Table 12.1
Per-Capita Expenditures at Non-Fair Events
Visitors from South Central Kansas

Expenditure Category	Average: 9 Events	Standard Deviation	Hutchinso n Nation Auto Races	Kansas Angus Futurity	Salt City Rod and Custom Car Show	Showcase '97 Home and Garden Expo	GrassRoots Team Roping	Mennonite Relief Sale	Salt City Rabbit Club Show	Kansas Classic Beef and Sheep Show	Kansas Appaloosa Horse Show
\$ Concessions	6.47	3.40	6.78	5.21	2.99	2.24	12.77	10.13	3.92	7.51	6.65
\$ Other spending at event	6.58	7.20	0	15.77	1.51	2.16	5.67	0	2.13	15.88	16.13
\$ Tourist attractions	0.37	0.28	0.25	0.66	0.44	0.75	0.00	0.31	0.00	0.63	0.24
\$ Motels and other lodging	9.36	9.89	2.83	26.59	3.30	1.51	20.43	1.42	3.29	19.61	5.30
\$ Gas and car expenses	3.66	2.94	2.14	5.62	2.50	1.77	9.65	1.20	1.80	6.59	1.66
\$ Restaurants and food	10.62	9.29	2.28	26.19	7.08	4.65	21.00	1.26	5.40	20.45	7.25
\$ Retail shopping	9.05	6.52	5.00	7.49	5.64	9.67	17.03	3.15	5.28	22.63	5.57
\$ Other	1.07	1.81	0.04	0.94	1.55	0.09	5.67	0.51	0.00	0.79	0.00
\$ Total	47.18	34.12	19.31	88.48	25.02	22.84	92.23	18.00	21.82	94.11	42.81
Visitor days	1.87	0.62	1.50	2.59	1.30	1.25	3.00	1.24	1.89	2.00	2.04

Table 12.2
Per-Capita Expenditures at Non-Fair Events
Visitors from Outside South Central Kansas and from Other States

Expenditure Category	Average: 9 Events	Standard Deviation	Hutchinso n Nation Auto Races	Kansas Angus Futurity	Salt City Rod and Custom Car Show	Showcase '97 Home and Garden Expo	GrassRoots Team Roping	Mennonite Relief Sale	Salt City Rabbit Club Show	Kansas Classic Beef and Sheep Show	Kansas Appaloosa Horse Show
\$ Concessions	6.70	2.99	8.38	7.79	n/a	2.69	10.99	7.69	4.02	8.78	3.25
\$ Other spending at event	8.46	7.14	0.00	6.16	n/a	5.08	20.83	0.00	9.78	11.72	14.10
\$ Tourist attractions	1.35	1.32	0.50	1.03	n/a	3.23	1.47	0.21	0.58	0.23	3.52
\$ Motels and other lodging	14.94	11.02	8.27	27.25	n/a	6.67	28.52	3.26	16.13	26.20	3.24
\$ Gas and car expenses	7.99	4.15	5.01	7.26	n/a	15.90	12.72	3.80	6.80	6.81	5.57
\$ Restaurants and food	12.75	5.65	6.55	18.20	n/a	17.31	18.27	2.68	11.90	14.02	13.06
\$ Retail shopping	8.56	7.34	3.09	7.04	n/a	26.02	5.26	5.60	4.38	7.31	9.73
\$ Other	1.88	1.25	0.48	2.53	n/a	2.66	3.02	1.56	0.00	1.27	3.52
\$ Total	62.62	25.75	32.30	77.26	n/a	79.57	101.08	24.81	53.59	76.34	55.99
Visitor days	2.29	0.45	1.50	2.37	n/a	1.85	2.77	2.39	2.10	2.51	2.80

Impact of 100 Tourists

The tourism expenditures in the tables above were used to estimate impacts on jobs and income in Reno County, South Central Kansas, and the state as a whole. To make the interpretation of the results easier, we multiplied all per capita expenditures by a factor of 100. We then asked the questions “What is the impact of 100 visitors coming from South Central Kansas”? and “What is the impact of 100 visitors from outside of South Central Kansas”? Our notion of visitors included all people attending an event--for livestock events, it included participants and family members.

Once we constructed the expenditures vector for 100 tourists, we ran the results through our economic impact model. The model provided estimates of jobs and income by geographic location. For event visitors from Reno county, impacts are assumed to be zero--that is, we assume that the visitors would have spent their money in Reno county in any case.

Table 12.3
Impact of 100 Tourists Attending Off Season Events at the Fairgrounds

Type of Economic Impact	<i>Place of Residence of Tourist</i>		
	From SC Kansas (excl. Reno)	From Other Parts of Kansas	From Out-of-State
Jobs-Reno county	0.13	0.19	0.19
Personal Income-Reno county (\$)	1,734	2,721	2,721
Jobs-SC Kansas (inc. Reno)	0.00	0.20	0.20
Personal Income, SC Kansas (\$)	0	2,814	2,814
Jobs-Entire State	0.00	0.00	0.22
Personal Income-Entire State (\$)	0	0	3,348

Summary of Tourism “Rules of Thumb”

This chapter has developed some rough estimates of the impacts of tourism at Non-Fair events other than those covered by our survey. In general:

- C A typical tourist from South Central Kansas who attends a Non-Fair event stays in Reno County for a little less than two days and spends about \$47.00 on goods and services that have an economic impact. One-hundred such tourists create about \$1,700 of new income in

Reno County. The tourist has no economic impact on South Central Kansas as a whole, because the tourist otherwise would have spent his or her money elsewhere in South Central Kansas--for example in the Wichita area.

- C A typical tourist from outside of South Central Kansas (but from within the state) who attends a Non-Fair event stays in Reno County for a little more than two days and spends about \$63.00 on goods and services that have an economic impact. One-hundred such tourists create about \$2,700 of new income in Reno County and \$2,800 of new income in South Central Kansas. The tourist has no economic impact on the state of Kansas as a whole, because the tourist otherwise would have spent his or her money elsewhere in the state.

- C A typical tourist from out-of state stays for a little more than two days and spends about \$63.00 on goods and services that have no economic impact. One-hundred such tourists create about \$2,700 of new income in Reno County, \$2,800 of new income in South Central Kansas, and \$3,300 for the state of Kansas. Tourists from out-of-state bring new money not just to the locality and the region, but to the state as a whole.

Appendix 1

Copies of Survey Forms

1. Hutchinson National Auto Races
2. Kansas Angus Futurity
3. Salt City Rod and Custom Car Show
4. Showcase '97 Home and Garden Expo
5. GrassRoots Team Roping
6. Mennonite Relief Sale
7. Salt City Rabbit Club Show
8. Kansas Classic Beef and Sheep Show
9. Kansas Appaloosa Horse Show

Hutchinson National Auto Races

Date: _____ **Time:** _____ **Surveyor Initials:** _____

Refusals _____

Hello. My name is XXX and I am working with the University of Kansas on behalf of the Kansas State Fair Board. Today we are doing a survey of visitors to the Hutchinson National Auto Races. Do you have a few minutes to answer some questions?

(If yes, continue. If no, thank them, record refusal, and move to next group)

I'd like you to know that participation in this survey is strictly voluntary, and all responses will be kept confidential. This card (give card) has a phone number that you can call if you have any questions about the survey. I'll start the survey now.

0. *Don't read. Just check off. Is respondent*
_____ Male _____ Female

1. How would you best describe yourself. Are you a:
___ a) spectator or visitor at the auto races
___ b) participant or exhibitor at the auto races
___ c) family of a participant or exhibitor
___ d) concessionaire
___ e) or other (please describe) _____

2.1 Are you visiting the Hutchinson National Auto Races with a group of family or friends?
___ yes ___ no

If person alone, don't read, just enter 1.

2.2 How many people including yourself are in your group?
___ (number of people)

(Note: if person with a tour group, have person confine the answer to immediate friends and family)

Skip if person alone.

2.3 How many of the group including yourself are females and how many are males?
_____females _____males

2.4 What is your general age category? Are you...
___ less than 18 _____ 26-40
___ 18-25 _____ 41-60
___ _____ over 60

Skip if person is alone.

2.5 And how about the others in your group? How many are...
___ under 5 _____ 26-40
___ 6-18 _____ 41-60
___ 18-25 _____ over 60

3. a) In what state do you live? _____
b) and in what county? _____
c) and in what city? _____

d) (if not in Hutchinson/Reno County) About how far is that from Hutchinson in miles? _____

(If person lives in Hutchinson or Reno County, skip directly to 6)

(if person does not live in Hutchinson or Reno County)

4.1 Are the auto races the main reason for your trip to Hutchinson and Reno county?

_____ yes _____no

If yes, skip to 5. If no, ask 4.2

4.2 What is the main reason for your visit to the Hutchinson area?

(check off best option. do not cue.)

___to visit friends or relatives

___to go shopping

___to conduct business

___passing through on the way to another destination

___to attend other tourism attractions

___other: describe _____

(if person does not live in Hutchinson or Reno County)

5. How many days do you plan to stay in the Hutchinson area?

_____ (enter number of days)

6. We are trying to get an idea of how visitors to the auto races affect the Hutchinson and Reno County economies. We would like to get an estimate of how much you think your group will spend

(if from out of town) **during the length of your stay in the Hutchinson area.**

(if from in town) **as a result of your visit to the races.**

I am going to list several possible categories of expenditures, and I will ask you to estimate how much your group is likely to spend in each.

_____ a) **First, how much on admissions and entry fees to the auto races?**

_____ b) **How about food, souvenirs, and other concessions here on the grounds?**

_____ c) (skip if live in Hutch/Reno) **How much on other attractions in Reno County such as the Cosmosphere, Fun Valley, etc?**

_____ d) (skip if live in Hutch/Reno) **How much on motels or other lodging?**

_____ e) (if has lodging) **Is your lodging located in the Hutchinson area?**

_____ f) **If has lodging elsewhere, where?** _____

_____ g) (skip if live in Hutch/Reno) **How much on gas and other car expenses here in the Hutchinson area?**

_____ h) **How about restaurants and food in the Hutchinson area, other than concessions here at the races?**

_____ I) (skip if in-town) **How much do you think you will spend on retail shopping in the Hutchinson area?**

_____ j) **Have we missed any major expenditures?**

(if yes) **Could you describe your other spending?**

\$ _____

type of expense _____

8. Suppose for a moment that you had NOT made a trip to the Hutchinson National Auto Races. Which of the following best describes what you would have done with your money? Would you have

a) spent it elsewhere in Hutchinson and Reno County

b) spent it in another area in Kansas

c) spent it outside Kansas

d) or would you have done something else?

9. How did you learn about the Hutchinson National Auto Races?
(don't cue)

- | | |
|---|--|
| <input type="checkbox"/> ad in newspaper | <input type="checkbox"/> radio or TV story |
| <input type="checkbox"/> article in newspaper | <input type="checkbox"/> mailing |
| <input type="checkbox"/> outside sign | <input type="checkbox"/> went last year |
| <input type="checkbox"/> radio ad | <input type="checkbox"/> Other . Describe |
| <input type="checkbox"/> TV ad | |
-

10. I am going to list some facilities at the Fairgrounds , and I would like you to tell me if any of them needs improvement. (the respondent should answer yes or no to each. They may also add some comments)

- landscaping _____
- buildings _____
- parking _____
- restrooms _____

Are there other facilities that need improvement? Yes _____ No _____

Please explain: _____

11.1 Do you plan to attend the Kansas State Fair in Hutchinson in September?

- yes no don't know

(if no)

11.2 What is the main reason why not? (don't cue)

- | | |
|--|--|
| <input type="checkbox"/> not interested | <input type="checkbox"/> conflicts with other events |
| <input type="checkbox"/> too far to travel | <input type="checkbox"/> weather too hot |
| <input type="checkbox"/> too expensive | <input type="checkbox"/> other (explain) _____ |
-

12. We have one final question for classification purposes only. Which best describes your annual household income before taxes? Is it..

- | | |
|--|--|
| <input type="checkbox"/> under 15 thousand | <input type="checkbox"/> 50 to 75 thousand |
| <input type="checkbox"/> 15 to 30 thousand | <input type="checkbox"/> over 75 thousand |
| <input type="checkbox"/> 30 to 50 thousand | |

THANK YOU VERY MUCH. WE HOPE YOU HAVE A GREAT TIME AT THE AUTO RACES.

Survey of Fairgrounds Events

Kansas Angus Futurity

January 31-February 1, 1997

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of events that take place at the Fairgrounds. As part of this research, we are surveying people who participate in events such as the Kansas Angus Futurity. Could you please take a few minutes to fill out this short survey? When you are finished, you may drop the survey in the box located on the east wall of the Beef Pavilion, or you may return it directly to us in the postage-paid envelope provided. Thank you.

1. Which best describes the main reason you are attending the Kansas Angus Futurity?

(please check one)

- ' I am (or my family is) here to show cattle.
- ' I am (or my family is) here to see the cattle show.
- ' I am (or my family is) here to buy cattle.
- ' Other (please describe) _____

2. How many people (family, etc.) are with you at the Kansas Angus Futurity? Please enter the total number of people in your group including yourself. Enter 1 if alone. _____

3. How much do you think your group has spent or will spend on each of the following categories during the Kansas Angus Futurity? Please enter the dollar amount.

- a) Entry fees and admissions for the Kansas Angus Futurity \$_____
- b) Concessions at the Fairgrounds \$_____
- c) Feed and other animal expenses \$_____
- d) Cattle purchased at the Kansas Angus Futurity \$_____

4. How would you rate the following Fairground facilities? (Please check your choice on each and write any comments you may have below.)

Landscaping	'	Good	'	Adequate/OK	'	Needs Improvement
Buildings	'	Good	'	Adequate/OK	'	Needs Improvement
Parking	'	Good	'	Adequate/OK	'	Needs Improvement
Restrooms	'	Good	'	Adequate/OK	'	Needs Improvement
Streets/Walkways	'	Good	'	Adequate/OK	'	Needs Improvement

5. Did you attend the Kansas State Fair in 1996? ' yes ' no

Do you plan to attend the Kansas State Fair next September? ' yes ' no

If you do attend, will you be an exhibitor? ' yes ' no

6. Besides the Kansas Angus Futurity, did you attend any other off-season events at the Fairgrounds in 1996, or do you plan to attend any in 1997? ' yes ' no

7. In what state, city, and county do you live?

a) State _____ b) City _____ c) County _____

8-10. Please answer the questions in the box below only if you live outside Hutchinson/Reno county

8. How far did you travel to get to the Kansas Angus Futurity? _____ (miles)

9. How many days do you plan to stay in Hutchinson? _____ (enter number of days)

10. We would like to get an estimate of how much you think your group will spend during your visit to the Kansas Angus Futurity. Here are several possible categories of expenditures. Please estimate how much your group is likely to spend in each.

a) Motel or other lodging. Dollar total for all nights. \$ _____

b) How many nights of motel or other lodging? (enter # nights) _____

c) Spending at other Reno County tourist attractions such as the Cosmosphere. \$ _____

d) Gas and other car expenses, just in the Hutchinson area. \$ _____

e) Restaurants and food (not including concessions at Fairgrounds). \$ _____

f) Retail shopping in Hutchinson. \$ _____

g) Any other spending? \$ _____

(please describe) _____

THANK YOU VERY MUCH FOR COMPLETING OUR SURVEY.
HAVE A SAFE TRIP HOME!

All survey responses are kept strictly confidential by the University of Kansas.
Survey participation is voluntary.

If you have any questions about this survey, you may call the University of Kansas
Survey Research Team at 913-864-3701.

Survey of Fairgrounds Events

Salt City Rod and Custom Car Show February 15-16, 1997

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of events that take place at the Fairgrounds. As part of this research, we are surveying people who participate in events such as the Salt City Rod and Custom Car Show. Could you please take a few minutes to fill out this short survey? When you are finished, you may drop the survey in the box located near the entrance to the Industrial Building, or you may return it directly to us in the postage-paid envelope provided. Thank you.

1. Which best describes the main reason you are attending the Salt City Rod and Custom Car Show?

(please check one)

- ' I am an exhibitor.
- ' I am here with family members who are exhibitors.
- ' I am here to see the show.
- ' Other (please describe) _____

2. How many people (family, etc.) are with you at the Salt City Rod and Custom Car Show?

Please enter the total number of people in your group including yourself. Enter 1 if alone.

3. How much do you think your group has spent or will spend on each of the following categories during the Salt City Rod and Custom Car Show? Please enter the dollar amount.

- a) Entry fees and admissions for the Salt City Rod and Custom Car Show \$ _____
- b) Concessions (refreshments and souvenirs) at the Fairgrounds \$ _____
- c) Other purchases here at the car show \$ _____

4. How would you rate the following Fairground facilities? (Please check your choice on each and write any comments you may have below.)

Landscaping	'	Good	'	Adequate/OK	'	Needs Improvement
Buildings	'	Good	'	Adequate/OK	'	Needs Improvement
Parking	'	Good	'	Adequate/OK	'	Needs Improvement
Restrooms	'	Good	'	Adequate/OK	'	Needs Improvement
Streets/Walkways	'	Good	'	Adequate/OK	'	Needs Improvement

5. Did you attend the Kansas State Fair in 1996? ' yes ' no

Do you plan to attend the Kansas State Fair next September? ' yes ' no

6. Besides the Salt City Rod and Custom Car Show, did you attend any other off-season events at the Fairgrounds in 1996, or do you plan to attend any in 1997? ' yes ' no

7. In what state, city, and county do you live?

a) State _____ b) City _____ c) County _____

8-10. Please answer the questions in the box below only if you live outside Hutchinson/Reno county

8. How far did you travel to get to the Salt City Rod and Custom Car Show?

_____ (miles)

9. How many days do you plan to stay in Hutchinson? _____ (enter number of days)

10. We would like to get an estimate of how much you think your group will spend during your visit to the Salt City Rod and Custom Car Show. Here are several possible categories of expenditures. Please estimate how much your group is likely to spend in each.

a) Motel or other lodging. Dollar total for all nights. \$ _____

b) How many nights of motel or other lodging? (enter # nights) _____

c) Spending at other Reno County tourist attractions such as the Cosmosphere. \$ _____

d) Gas and other car expenses, just in the Hutchinson area. \$ _____

e) Restaurants and food (not including concessions at Fairgrounds). \$ _____

f) Retail shopping in Hutchinson. \$ _____

g) Any other spending? \$ _____

(please describe) _____

THANK YOU VERY MUCH FOR COMPLETING OUR SURVEY.
HAVE A SAFE TRIP HOME!

All survey responses are kept strictly confidential by the University of Kansas. Survey participation is voluntary. If you have any questions about this survey, you may call the University of Kansas Survey Research Team at 913-864-3701. Institute for Public Policy and Business Research, 607 Blake Hall, Lawrence, KS 66045.

Survey of Fairgrounds Events

Showcase '97 Home and Garden Expo

March 14-16, 1997

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of events that take place at the Fairgrounds. As part of this research, we are surveying people who participate in events such as the Showcase '97 Home and Garden Expo. Could you please take a few minutes to fill out this short survey? When you are finished, you may drop the survey in one of the boxes located at the survey booth in each building, or you may return it directly to us in the postage-paid envelope provided. Thank you.

1. Which best describes the main reason you are attending the Showcase '97 Home and Garden Expo?

(please check one)

- ' I am an exhibitor.
- ' I am a visitor.
- ' Other (please describe) _____

2. How many people (family, etc.) are with you at the Showcase '97 Home and Garden Expo?

Please enter the total number of people in your group including yourself. Enter 1 if alone.

3. How much do you think your group has spent or will spend on each of the following categories during the Showcase '97 Home and Garden Expo? Please enter the dollar amount.

- a) Entry fees and admissions for the Showcase '97 Home and Garden Expo \$ _____
- b) Concessions (refreshments) at the Home and Garden Expo \$ _____
- c) Other purchases here at the Home and Garden Expo \$ _____

4. How would you rate the following Fairgrounds facilities? (Please check your choice on each and write any comments you may have below.)

Landscaping	'	Good	'	Adequate/OK	'	Needs Improvement
Buildings	'	Good	'	Adequate/OK	'	Needs Improvement
Parking	'	Good	'	Adequate/OK	'	Needs Improvement
Restrooms	'	Good	'	Adequate/OK	'	Needs Improvement
Streets/Walkways	'	Good	'	Adequate/OK	'	Needs Improvement

5. Did you attend the Kansas State Fair in 1996? ' yes ' no
 Do you plan to attend the Kansas State Fair next September? ' yes ' no
6. Besides the Showcase '97 Home and Garden Expo, did you attend any other off-season events at the Fairgrounds in 1996, or do you plan to attend any in 1997? ' yes ' no
7. In what state, city, and county do you live?
 a) State _____ b) City _____ c) County _____

8-10. Please answer the questions in the box below only if you live outside Hutchinson/Reno county

8. How far did you travel to get to the Showcase '97 Home and Garden Expo?
 _____ (miles)

9. How many days do you plan to stay in Hutchinson? _____ (enter number of days)

10. We would like to get an estimate of how much you think your group will spend during your visit to the Showcase '97 Home and Garden Expo. Here are several possible categories of expenditures. Please estimate how much your group is likely to spend in each.

a) Motel or other lodging. Dollar total for all nights. \$ _____

b) How many nights of motel or other lodging? (enter # nights) _____

c) Spending at other Reno County tourist attractions such as the Cosmosphere. \$ _____

d) Gas and other car expenses, just in the Hutchinson area. \$ _____

e) Restaurants and food (not including concessions at Fairgrounds). \$ _____

f) Retail shopping in Hutchinson. \$ _____

g) Any other spending? \$ _____
 (please describe) _____

THANK YOU VERY MUCH FOR COMPLETING OUR SURVEY.
 HAVE A SAFE TRIP HOME!

All survey responses are kept strictly confidential by the University of Kansas. Survey participation is voluntary. If you have any questions about this survey, you may call the University of Kansas Survey Research Team at 913-864-3701. Institute for Public Policy and Business Research, 607 Blake Hall, Lawrence, KS 66045.

Survey of Fairgrounds Events

GrassRoots Team Roping

March 27-30, 1997

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of events that take place at the Fairgrounds. As part of this research, we are surveying people who participate in events such as the Grassroots Team Roping. Could you please take a few minutes to fill out this short survey? When you are finished, you may drop the survey in the box located across from the office in the Horse Exhibition Center, or you may return it directly to us in the postage-paid envelope provided. Thank you.

1. Which best describes the main reason you are attending the GrassRoots Team Roping?

(please check one)

- ' I am a contestant.
- ' I am here with family or friends who are contestants.
- ' Other (please describe) _____

2. How many people (family, etc.) are with you at the GrassRoots Team Roping? *Please enter the total number of people in your group including yourself. Enter 1 if alone.*

3. How much do you think your entire group has spent or will spend on each of the following categories during the GrassRoots Team Roping? *Please enter the dollar amount.*

- a) Entry fees and admissions for the GrassRoots Team Roping \$ _____
- b) Concessions (refreshments) at the GrassRoots Team Roping \$ _____
- c) Other purchases here at the GrassRoots Team Roping \$ _____

4. How would you rate the following Fairgrounds facilities? *(Please check your choice on each and write any comments you may have below.)*

Landscaping	'	Good	'	Adequate/OK	'	Needs Improvement
Buildings	'	Good	'	Adequate/OK	'	Needs Improvement
Parking	'	Good	'	Adequate/OK	'	Needs Improvement
Restrooms	'	Good	'	Adequate/OK	'	Needs Improvement
Streets/Walkways	'	Good	'	Adequate/OK	'	Needs Improvement

5. Did you attend the Kansas State Fair in 1996? ' yes ' no
 Do you plan to attend the Kansas State Fair next September? ' yes ' no
6. Besides the GrassRoots Team Roping, did you attend any other off-season events at the Fairgrounds in 1996, or do you plan to attend any in 1997? ' yes ' no
7. In what state, city, and county do you live?
 a) State _____ b) City _____ c) County _____

8-10. Please answer the questions in the box below only if you live outside Hutchinson/Reno county.

8. How far did you travel to get to the GrassRoots Team Roping?
 _____ (miles)

9. How many days do you plan to stay in Hutchinson? _____ (enter number of days)

10. We would like to get an estimate of how much you think your group will spend during your visit to GrassRoots Team Roping. Here are several possible categories of expenditures. Please estimate how much your group is likely to spend in each.

a) Motel or other lodging. Dollar total for all nights. \$ _____

b) How many nights of motel or other lodging? (enter # nights) _____

c) Spending at other Reno County tourist attractions such as the Cosmosphere. \$ _____

d) Gas and other car expenses, just in the Hutchinson area. \$ _____

e) Restaurants and food (not including concessions at Fairgrounds). \$ _____

f) Retail shopping in Hutchinson. \$ _____

g) Any other spending? \$ _____
 (please describe) _____

THANK YOU VERY MUCH FOR COMPLETING OUR SURVEY.
 HAVE A SAFE TRIP HOME!

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Survey of Fairgrounds Events

Mennonite Relief Sale

April 11-12, 1997

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of events that take place at the Fairgrounds. As part of this research, we are surveying people who participate in events such as the Mennonite Relief Sale. Could you please take a few minutes to fill out this short survey? When you are finished, you may drop the survey in one of the boxes located in the Industrial or Pride of Kansas buildings, or you may return it directly to us in the postage-paid envelope provided. Thank you.

1. Which best describes the main reason you are attending the Mennonite Relief Sale?

(please check one)

- ' I am a visitor.
- ' I am working at the sale.
- ' Other (please describe) _____

2. How many people (family, etc.) are with you at the Mennonite Relief Sale? Please enter the total number of people in your group including yourself. Enter 1 if alone. _____

3. How much do you think your entire group has spent or will spend on each of the following categories during the Mennonite Relief Sale? Please enter the dollar amount.

- a) Food and beverages at the Mennonite Relief Sale \$_____
- b) Items other than food purchased at the Mennonite Relief Sale \$_____

4. How would you rate the following Fairgrounds facilities? (Please check your choice on each and write any comments you may have below.)

Landscaping	'	Good	'	Adequate/OK	'	Needs Improvement
Buildings	'	Good	'	Adequate/OK	'	Needs Improvement
Parking	'	Good	'	Adequate/OK	'	Needs Improvement
Restrooms	'	Good	'	Adequate/OK	'	Needs Improvement
Streets/Walkways	'	Good	'	Adequate/OK	'	Needs Improvement

5. Did you attend the Kansas State Fair in 1996? ' yes ' no

Do you plan to attend the Kansas State Fair next September? ' yes ' no

6. Besides the Mennonite Relief Sale, did you attend any other off-season events at the Fairgrounds in 1996, or do you plan to attend any in 1997? ' yes ' no

7. In what state, city, and county do you live?

a) State _____ b) City _____ c) County _____

8-10. Please answer the questions in the box below only if you live outside Hutchinson/Reno county.

8. How far did you travel to get to the Mennonite Relief Sale?

_____ (miles)

9. How many days do you plan to stay in Hutchinson? _____ (enter number of days)

10. We would like to get an estimate of how much you think your group will spend during your visit to Mennonite Relief Sale. Here are several possible categories of expenditures. Please estimate how much your group is likely to spend in each.

a) Motel or other lodging. Dollar total for all nights. \$ _____

b) How many nights of motel or other lodging? (enter # nights) _____

be) Did you camp at the Fairgrounds? (yes/no) _____

c) Spending at other Reno County tourist attractions such as the Cosmosphere. \$ _____

d) Gas and other car expenses, just in the Hutchinson area. \$ _____

e) Restaurants and food (not including concessions at Fairgrounds). \$ _____

f) Retail shopping in Hutchinson. \$ _____

g) Any other spending? \$ _____

(please describe) _____

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Institute for Public Policy and Business Research, 607 Blake Hall, Lawrence, KS 66045.

Survey of Fairgrounds Events

Kansas Classic May 3-4, 1997

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of events that take place at the Fairgrounds. As part of this research, we are surveying people who participate in events such as the Kansas Classic. Could you please take a few minutes to fill out this short survey? When you are finished, you may drop the survey in the box located in the Beef Pavilion, or you may return it directly to us in the postage-paid envelope provided. Thank you.

1. Which best describes the main reason you are attending the Kansas Classic?

(please check one)

- ' I am an exhibitor.
- ' I am here with family or friends who are exhibitors.
- ' I am visiting the show.
- ' Other (please describe) _____

2. How many people (family, etc.) are with you at the Kansas Classic? Please enter the total number of people in your group including yourself. Enter 1 if alone. _____

3. How much do you think your entire group has spent or will spend on each of the following categories during the Kansas Classic? Please enter the dollar amount.

- a) Entry fees for the Kansas Classic \$ _____
- b) Concessions (refreshments) at the Kansas Classic \$ _____
- c) Other expenditures on-site at the Kansas Classic \$ _____

4. How would you rate the following Fairgrounds facilities? (Please check your choice on each and write any comments you may have below.)

Landscaping	'	Good	'	Adequate/OK	'	Needs Improvement
Buildings	'	Good	'	Adequate/OK	'	Needs Improvement
Parking	'	Good	'	Adequate/OK	'	Needs Improvement
Restrooms	'	Good	'	Adequate/OK	'	Needs Improvement
Streets/Walkways	'	Good	'	Adequate/OK	'	Needs Improvement

5. Did you attend the Kansas State Fair in 1996? ' yes ' no

Do you plan to attend the Kansas State Fair next September? ' yes ' no

6. Besides the Kansas Classic, did you attend any other off-season events at the Fairgrounds in 1996, or do you plan to attend any in 1997? ' yes ' no

7. In what state, city, and county do you live?

a) State _____ b) City _____ c) County _____

8-10. Please answer the questions in the box below only if you live outside Hutchinson/Reno county.

8. How far did you travel to get to the Kansas Classic?

_____ (miles)

9. How many days do you plan to stay in Hutchinson? _____ (enter number of days)

10. We would like to get an estimate of how much you think your group will spend during your visit to the Kansas Classic. Here are several possible categories of expenditures. Please estimate how much your group is likely to spend in each.

a) Motel or other lodging. Dollar total for all nights. \$ _____

b) How many nights of motel or other lodging? (enter # nights) _____

c) Spending at other Reno County tourist attractions such as the Cosmosphere. \$ _____

d) Gas and other car expenses, just in the Hutchinson area. \$ _____

e) Restaurants and food (not including concessions at Fairgrounds). \$ _____

f) Retail shopping in Hutchinson. \$ _____

g) Any other spending? \$ _____

(please describe) _____

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Survey of Fairgrounds Events

Salt City Rabbit Club Show

April 26-27, 1997

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of events that take place at the Fairgrounds. As part of this research, we are surveying people who participate in events such as the Salt City Rabbit Club Show. Could you please take a few minutes to fill out this short survey? When you are finished, you may drop the survey in the box located in the office in the Rabbit Barn, or you may return it directly to us in the postage-paid envelope provided. Thank you.

1. Which best describes the main reason you are attending the Salt City Rabbit Club Show?

(please check one)

- ' I am an exhibitor.
- ' I am here with family or friends who are exhibitors.
- ' Other (please describe) _____

2. How many people (family, etc.) are with you at the Salt City Rabbit Club Show? Please enter the total number of people in your group including yourself. Enter 1 if alone.

3. How much do you think your entire group has spent or will spend on each of the following categories during the Salt City Rabbit Club Show? Please enter the dollar amount.

- a) Entry fees for the Salt City Rabbit Club Show \$_____
- b) Concessions (refreshments) at the Salt City Rabbit Club Show \$_____
- c) Other purchases on-site at the Salt City Rabbit Club Show \$_____

4. How would you rate the following Fairgrounds facilities? (Please check your choice on each and write any comments you may have below.)

Landscaping	'	Good	'	Adequate/OK	'	Needs Improvement
Buildings	'	Good	'	Adequate/OK	'	Needs Improvement
Parking	'	Good	'	Adequate/OK	'	Needs Improvement
Restrooms	'	Good	'	Adequate/OK	'	Needs Improvement
Streets/Walkways	'	Good	'	Adequate/OK	'	Needs Improvement

5. Did you attend the Kansas State Fair in 1996? ' yes ' no
 Do you plan to attend the Kansas State Fair next September? ' yes ' no
6. Besides the Salt City Rabbit Club Show, did you attend any other off-season events at the Fairgrounds in 1996, or do you plan to attend any in 1997? ' yes ' no
7. In what state, city, and county do you live?
 a) State _____ b) City _____ c) County _____

8-10. Please answer the questions in the box below only if you live outside Hutchinson/Reno county.

8. How far did you travel to get to the Salt City Rabbit Club Show?
 _____ (miles)

9. How many days do you plan to stay in Hutchinson? _____ (enter number of days)

10. We would like to get an estimate of how much you think your group will spend during your visit to Salt City Rabbit Club Show. Here are several possible categories of expenditures. Please estimate how much your group is likely to spend in each.

a) Motel or other lodging. Dollar total for all nights. \$ _____

b) How many nights of motel or other lodging? (enter # nights) _____

c) Spending at other Reno County tourist attractions such as the Cosmosphere. \$ _____

d) Gas and other car expenses, just in the Hutchinson area. \$ _____

e) Restaurants and food (not including concessions at Fairgrounds). \$ _____

f) Retail shopping in Hutchinson. \$ _____

g) Any other spending? \$ _____
 (please describe) _____

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Survey of Fairgrounds Events

Kansas Appaloosa Horse Show

June 14-15, 1997

On behalf of the Kansas State Fair, the University of Kansas is studying the economic impact of events that take place at the Fairgrounds. As part of this research, we are surveying people who participate in events such as the Kansas Appaloosa Horse Show. Could you please take a few minutes to fill out this short survey? When you are finished, you may drop the survey in the box located across from the office in the Horse Exhibition Center, or you may return it directly to us in the postage-paid envelope provided. Thank you.

1. Which best describes the main reason you are attending the Kansas Appaloosa Horse Show?

(please check one)

- ' I am an exhibitor.
- ' I am here with family or friends who are exhibitors.
- ' Other (please describe) _____

2. How many people (family, etc.) are with you at the Kansas Appaloosa Horse Show? Please enter the total number of people in your group including yourself. Enter 1 if alone.

3. How much do you think your entire group has spent or will spend on each of the following categories during the Kansas Appaloosa Horse Show? Please enter the dollar amount.

- a) Entry fees for the Kansas Appaloosa Horse Show \$_____
- b) Concessions (refreshments) at the Kansas Appaloosa Horse Show \$_____
- c) Other purchases on-site at the Kansas Appaloosa Horse Show \$_____

4. How would you rate the following Fairgrounds facilities? (Please check your choice on each and write any comments you may have below.)

Landscaping	'	Good	'	Adequate/OK	'	Needs Improvement
Buildings	'	Good	'	Adequate/OK	'	Needs Improvement
Parking	'	Good	'	Adequate/OK	'	Needs Improvement
Restrooms	'	Good	'	Adequate/OK	'	Needs Improvement
Streets/Walkways	'	Good	'	Adequate/OK	'	Needs Improvement

5. Did you attend the Kansas State Fair in 1996? ' yes ' no

Do you plan to attend the Kansas State Fair next September? ' yes ' no

6. Besides the Kansas Appaloosa Horse Show, did you (or do you plan to) attend any other off-season events at the Fairgrounds in 1996 or 1997? ' yes ' no

7. In what state, city, and county do you live?

a) State _____ b) City _____ c) County _____

8-10. Please answer the questions in the box below only if you live outside Hutchinson/Reno county.

8. How far did you travel to get to the Kansas Appaloosa Horse Show?

_____ (miles)

9. How many days do you plan to stay in Hutchinson? _____ (enter number of days)

10. We would like to get an estimate of how much you think your group will spend during your visit to Kansas Appaloosa Horse Show. Here are several possible categories of expenditures. Please estimate how much your group is likely to spend in each.

a) Motel or other lodging. Dollar total for all nights. \$ _____

b) How many nights of motel or other lodging? (enter # nights) _____

c) Spending at other Reno County tourist attractions such as the Cosmosphere. \$ _____

d) Gas and other car expenses, just in the Hutchinson area. \$ _____

e) Restaurants and food (not including concessions at Fairgrounds). \$ _____

f) Retail shopping in Hutchinson. \$ _____

g) Any other spending? \$ _____

(please describe) _____

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