

**COTTON LAND CLUSTER DOG SHOW
AUGUST 27-30, 2004**

ECONOMIC IMPACT

By

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COTTON LAND CLUSTER DOG SHOW

Economic Impact

Executive Summary

The Cotton Land Cluster Dog Show was held at the Monroe Civic Center August 27 – August 30, 2004. This study was prepared by the Center for Business and Economic Research (CBER) at the University of Louisiana at Monroe in November, 2004 for the Monroe-West Monroe Convention & Visitors Bureau (CVB) to assess the economic impact of the event.

Attendee attitudes concerning the show and Ouachita Parish were found to be overwhelmingly positive. The survey revealed that 86% of those in attendance believed the show enhances the image of the area. A total of 89% gave the event an overall rating of either "excellent" or "good". Of persons not from Ouachita Parish, 98% indicated that the show was their primary reason for their being in the area; hence this event is an excellent mechanism to attract people to Ouachita Parish.

Attendance for the show was estimated at 2,812. Approximately 96% of those in attendance were overnight visitors from outside the Northeast Louisiana area. The average length of stay was about 3 nights and 4 days. A total of approximately 2,746 total hotel room nights were used by all attending.

It should be noted that a basic assumption of this study, as well as all previous studies prepared by CBER for the CVB, is that it attempts to measure the additional economic activity that occurs as the result of the subject activity. Economic impact includes only new cash flow injected into the Ouachita Parish economy by visitors and other external entities. This study does not, nor should it, measure economic activity that would already be present. Hence, expenditures by local residents were not considered.

The Cotton Land Cluster Dog Show's direct economic impact on Ouachita Parish was estimated to be \$1,165,607. This represented the expenditures by non-Ouachita Parish visitors and local spending to produce the show.

The indirect economic impact of the show was estimated to be \$810,751. This represented the additional economic activity generated in Ouachita Parish as a result of the direct economic effect. The indirect effect was calculated using economic multipliers

Total economic effect was calculated by adding direct and indirect impacts and was estimated to be \$1,976,358.

The study methodology and results may be found in the following sections.

Introduction

The Cotton Land Cluster Dog Show was held at the Monroe Civic Center August 27 – August 30, 2004. The Bayou Kennel Club hosted the first two days of the show with the Vicksburg Kennel Club hosting the last two days. There were a total of 10 shows held over the 4 days including several night “specialty” shows. The Chinese Shar-Pei Club of America, the German Shepard Dog Club of Greater Shreveport and the German Shepard Club of Jackson, MS all held night shows. The Giant Schnauzer Club of America held day shows on August 27th and 28th.

Attendance Count Methodology

The objective of the attendance count was to determine the total number of show attendees. Attendees fall into one of four possible categories; exhibitors (and those traveling with exhibitors), judges/vendors, spectators, and club members. Since the latter two categories tended to be local, only exhibitors and judges/vendors were considered in calculating economic impact.

Mr. Pat Booker, the treasurer of the Bayou Kennel Club, provided attendance figures and lodging information from the registration records. There were a total of 1,611 exhibitors participating. Survey results indicates about 1.7 people are associated with one exhibitor, therefore the total estimated number of exhibitors including those traveling with them was 2,755. In addition, there were 34 vendors and 23 judges (including traveling party). Total attendance was 2,812. An estimated 95.7%, or 2,691 people, were non-local and required overnight accommodations.

Survey Methodology and Demographics

The method to poll the show attendees would best be categorized as a convenience sample. The interviewers were instructed to interview as many respondents (concentrating on exhibitors and judges/vendors) as possible. Data from a total of 124 show participants were collected during the first two days of the show. Of this total, 93 were in the category of exhibitors, vendors and judges.

Table 1 below reflects the demographic breakdown of all survey respondents. As can be seen, the modal respondent was white, female, and between the ages of 31 and 60.

TABLE 1 DEMOGRAPHICS		
ATTRIBUTE	SAMPLE PERCENT	TOTAL ESTIMATED ATTENDEES
ALL RESPONDENTS	100%	2,812
AGE		
15-30	7.8%	219
31-60	63.5%	1,786
60 Plus	28.7%	807
SEX		
MALE	29.6%	832
FEMALE	70.4%	1980
RACE		
WHITE	93.9%	2,641
BLACK/AFRICAN-AMERICAN	4.3%	122
OTHER	1.7%	49

The show attracted people from a wide geographic area. A majority of attendees, over 80%, were from states other than Louisiana. Texas, Mississippi, and Arkansas accounted for about 70% of those in attendance. The table below indicates the estimated attendance by primary residence.

TABLE 2 ESTIMATED ATTENDANCE BY PRIMARY RESIDENCE *			
PRIMARY RESIDENCE	SAMPLE FREQUENCY	SAMPLE PERCENT**	TOTAL ESTIMATED ATTENDANCE**
ALL AREAS	93	100.0%	2,812
OUACHITA PARISH	1	1.1%	30
OTHER LOUISIANA	13	14.0%	393
TEXAS	41	44.1%	1,240
ARKANSAS	14	15.1%	423
MISSISSIPPI	9	9.7%	272
OKLAHOMA	5	5.4%	151
TENNESSEE	3	3.2%	91
CALIFORNIA	2	2.2%	60
OTHER STATES	5	5.4%	151

- * Based on survey data of exhibitors, judges, vendors and their parties. Local spectators and club members who do not provide economic impact were not included or deliberately under-sampled.
- ** Figures are rounded

Findings

Attendees were polled on a number of issues related to the show and Ouachita Parish including image of area, overall show rating, ratings of the facilities, etc. The results are summarized below. Additional comments relating to the show may be found in the appendices.

CATEGORY	EXCELLENT	GOOD	FAIR	POOR	UNDECIDED	NOT APPLICABLE**
OVERALL SHOW RATING	38%	51%	4%	1%	5%	1%
FACILITIES RATING	42%	49%	5%	0%	1%	0%

* Sums may not equal 100% due to rounding

** The "Not Applicable" category was applied to those respondents who had just arrived and had not had an opportunity to form an opinion.

- Of all respondents polled:
 - 73% were participating or traveling with a participant
 - 4% were judges or vendors
 - 23% were club members or spectators

- Average party size of all attendees was 2.3 people and 1.7 people for exhibitors.

- The mean length of stay for all visitors was 3.9 days and 2.9 nights

- The show was given as the primary reason for their trip to Ouachita Parish by 98% of visitors polled

- When asked if the show enhances the image of Ouachita Parish:
 - 86% responded YES
 - 2% responded NO
 - 12% were not sure

When visitors were asked if they had plans to visit any other area attractions, 57% responded "NO", 32% responded YES, and 11% were "NOT SURE". Visitors were presented with a list of area attractions and asked to indicate whether they planned to attend or had already visited the attraction. The top attractions are listed below (visitors could select more than one attraction):

- 15% of visitors polled planned to shop
- 5% of visitors polled planned to attend the movies
- 2% of visitors polled planned to visit Antique Alley
- 2% of visitors polled planned to visit the Garden District

Expenditures

The objective of this portion of the study is to estimate the additional economic activity that occurs in Ouachita Parish as a result of the show. The information received from CBER surveys and from the Cotton Land Cluster official registration records made it possible to look at attendee spending patterns by place of residence, lodging used, nights stayed, etc. In determining the show's economic impact due to new money, only the spending by those visitors not from Ouachita Parish and spending at least one night was considered.

Lodging Expenditures Estimate

Survey and attendance data were used to determine room nights used for the show. See the calculations below:

People per party = 2.3
95.7% required overnight accommodations

Therefore, parties requiring overnight accommodations =
 $(2,812) \times (95.7\%) / 2.3 \text{ people per party} =$
1,170 parties requiring accommodations

Survey found that of people using overnight accommodations:
80.9% used hotels
13.5% used campers/RV
5.6% used private residences

By Party: $(1,170) \times (80.9\%) = 947 \text{ hotel rooms}$
 $(1,170) \times (13.5\%) = 158 \text{ RVs/Campers}^1$
 $(1,170) \times (5.6\%) = 66 \text{ Private Residences}$

Contracted Hotel Rates = \$64.85
Average Length of Stay = 2.9 nights & 3.9 days

Hotels:
 $(947 \text{ rooms}) \times (2.9 \text{ nights}) = 2,746 \text{ room nights}$

$(2,746) \times (\$64.85) = \$178,078$

RVs/Campers:
 $[(158) \times (2.9 \text{ nights}) \times (\$15^2)] + [(158) \times (\$20^3)] = \$10,033$

As can be seen from the calculations above, the total estimated hotel room nights attributed to the show were estimated at 2,746 with total estimated hotel expenditures of \$178,078. Total estimated RV/camper expenditures of \$10,033 bring the total estimated lodging expenditures to \$188,111.

¹ RV estimate appears to be slightly high due to sampling, but does not impact overall economic impact significantly

² \$15 per night charged by Civic Center for RVs

³ \$20 charge for septic dump

Other Visitor Expenditures Estimate

The average "per person" spending for the categories of Food & Drink, Transportation, Entertainment/Services and Other (shopping) derived from the CBER surveys were used to estimate expenditures in each area. See the calculations below:

$$(2,812) \times (95.7\%) = 2,691 \text{ (non-locals requiring over night accommodations)}$$

Food & Drink

$$(2,691) \times (3.9 \text{ days}) \times (\$40.81 \text{ per person per day}) = \$428,297$$

Transportation

$$(2,691) \times (3.9 \text{ days}) \times (\$16.25 \text{ per person per day}) = \$170,542$$

Entertainment/Services

$$(2,691) \times (3.9 \text{ days}) \times (\$8.08 \text{ per person per day}) = \$84,799$$

Other (shopping, etc.)

$$(2,691) \times (3.9 \text{ days}) \times (\$18.82 \text{ per person per day}) = \$197,541$$

As indicated above, the largest expenditure category was that of Eating and Drinking and was an estimated \$428,297. The average per person spending per day was higher than that of other studies (probably due in part to the large percentage of adults in attendance as opposed to children). The second highest expenditure was an estimated \$170,542 in the category of Transportation. This included rental car expenses and all other transportation-related expenditures in the area. Entertainment and Services⁴ spending were an estimated \$84,799. An estimated \$197,541 was spent in the category of Other, which was primarily comprised of shopping at retail establishments.

Organizational Spending

Expenditures to produce the show also contributed to the local economy and must be considered. Financial data were supplied by the organization indicating a total of \$96,317 in local expenditures. This figure included items such as civic center rental, show supplies, catering, security, advertising, and some travel expenses for judges and official show personnel. This total also included contributions totaling \$9,685 to the Ouachita Parish Sheriff's Department Canine Unit, the Professional Dog Handlers Relief fund, and for a ULM Pre-vet scholarship.

The table below summarizes the total economic impact of the Cotton Land Cluster Dog Show.

⁴ Services included barber, beauticians, vet, doctor, etc.

**TABLE 4
TOTAL ESTIMATED ECONOMIC IMPACT
COTTON LAND CLUSTER**

EXPENDITURE CATEGORY	ESTIMATED DIRECT IMPACT	FINAL DEMAND MULTIPLIER	ESTIMATED INDIRECT IMPACT	ESTIMATED TOTAL ECONOMIC IMPACT
Lodging	\$188,111	1.7536	\$141,760	\$329,871
Food/Drink	\$428,297	1.7550	\$323,364	\$751,661
Transportation	\$170,542	1.6883	\$117,384	\$287,926
Entertainment/ Services	\$84,799	1.6025	\$51,091	\$135,890
Other	\$197,541	1.6254	\$123,542	\$321,083
Organizational Spending	\$96,317	1.5566	\$53,610	\$149,927
Total spending	\$1,165,607	-	\$810,751	\$1,976,358

The estimated direct economic impact of the event on Ouachita Parish was \$1,165,607 and is the sum of organizational spending to produce the event and the estimated expenditures of non-local visitors in each of the categories detailed above. In order to calculate the total economic impact, the estimated direct spending in each category was multiplied by its "final demand multiplier". The multipliers used and the estimated indirect impacts are shown in the table above. The total estimated economic impact of the show was found to be \$1,976,358.

The multipliers come from the RIMS II Regional Input-Output Modeling System obtained from the Bureau of Economic Analysis of the U.S. Department of Commerce and are considered the best and most appropriate for this study. The geographic area of economic impact is defined as an eight parish area centered on Ouachita Parish. Multipliers for this area are slightly larger than those of Ouachita Parish, but are more appropriate since they represent impact on the trade area.

**APPENDIX 1
RESTAURANTS VISITED***

RESTAURANT	FREQUENCY	PERCENT OF SAMPLE	TOTAL ESTIMATED VISITORS
ALL RESPONDENTS	124	100	2,812
Warehouse	9	7.3	205
Copeland's	8	6.5	183
Cracker Barrel	6	4.8	135
Outback Steakhouse	6	4.8	135
Logan's Roadhouse	5	4.0	112
El Chico's	4	3.2	90
Lean Star Steakhouse	4	3.2	90
Chile Verde	3	2.4	67
Chill's Grill & Bar	3	2.4	67
Waterfront Grill	3	2.4	67
Applebee's	2	1.6	45
Boudreaux's	2	1.6	45
China Garden	2	1.6	45
IHOP	2	1.6	45
La Bella Vita	2	1.6	45
Mc Donald's	2	1.6	45
Mohawk Seafood	2	1.6	45
Red Lobster	2	1.6	45
RJ Gators	2	1.6	45
Ryan's	2	1.6	45
Butter Bean	1	0.8	22
Captain D's	1	0.8	22
Catfish King	1	0.8	22
Chateau	1	0.8	22
Chick-Fil-A	1	0.8	22
Church's Chicken	1	0.8	22
Corky's BBQ	1	0.8	22
Johnny's Pizza	1	0.8	22
KFC	1	0.8	22
McAlister's Deli	1	0.8	22
Olive Garden	1	0.8	22
Pueblo Viejo	1	0.8	22
River West Seafood	1	0.8	22
Shoney's	1	0.8	22
Tokyo Japanese Steakhouse	1	0.8	22
Tony's	1	0.8	22
Waffle House	1	0.8	22
Wendy's	1	0.8	22

* Does not sum to 100% since respondents could select more than one restaurant.

APPENDIX 2

**RESPONDENTS' COMMENTS
REGARDING THE SHOW**

This item was a "text" input and in the respondents' own words.)

POSITIVE COMMENTS

LIKE THE AMOUNT OF VENDORS
SET UP REAL NICE
EVERYTHING'S AVAILABLE
CLEAN BATHROOM
IMPRESSED IT IS AS LARGE AS IT IS
DRAWS WELL (PEOPLE)
CLEARLY MARKED; LOTS OF GROOMING SPACE
VERY ORGANIZED; LIKE BIG FACILITIES; REAL NICE SHOW SITE
THE PEOPLE AT THE HOTEL ARE VERY NICE
BEST SHOW HE HAS DONE OUT OF ALL
ONE OF THE BEST SHOWS
ITS GREAT
EASY TO FIND; GOOD LOCATION
WE ALWAYS LIKE THE SHOW, IT'S RUN WELL
IN EMERGENCY SITUATIONS THEY WERE VERY HELPFUL
I COME EVERY YEAR AND ENJOY IT
NICE FACILITIES; EVERYBODY'S FRIENDLY
FRIENDLY SHOW
PARKING IS GOOD; EASY SET UP
RING IS GOOD SIZE; AND QUIET FOR TODAY
SO FAR SO GOOD
ALWAYS BEEN NICE IN THE PAST
ROOMY FACILITY; EASY TO FIND
HOPE THEY KEEP HAVING IT HERE
HAVING A GOOD TIME
GOOD SEATING WITH STANDS
FOUNTAIN WAS FUN WITH MUSIC AND LIGHTS
IT'S NICE AND BIG
BUILDING EMPLOYEES GOOD AMBASSADORS FOR THE AREA
EASY ACCESS OFF I-20
I LOVE THE SHOW
KEEP COMING
I'M GLAD IT'S A FOUR DAY SHOW
ENJOYED COMING

Cotton Land Cluster Survey 8/27-30/2004

Interview Time: _____ Interview Date: _____ Interviewer: _____

Interviewer, verify that the interviewee has not been interviewed at the Show, and then proceed with interview.

1. Interviewer, please estimate respondent's age.
(1) 15-30 (2) 31-60 (3) 60 Plus
Young Middle aged Older

2. Interviewer, please indicate respondent's sex.
(1) Male (2) Female

3. Interviewer, what is respondent's race/ethnicity (or ask if uncertain).
(1) White/Caucasian (2) Black/African American
(3) Asian (4) Other, e.g. American Indian, Hispanic

4. Are you:
(1) An Exhibitor
(2) A Judge
(3) A Vendor
(4) A Spectator only
(5) A Club Member only

5. How many adults are in your party, i.e., those traveling with you?

_____ Adults (over 15)

_____ Children not (15 and under)

6. What is your residence (Parish/County, State)? _____
(If Ouachita Parish STOP here)

7. Is the Show the primary reason for your trip here?
(1) Yes (2) No (3) Not sure

8. Are you staying overnight? (1) Yes (2) No
(If No Stop here)

9. Where are you staying?
(1) Hotel/Motel (list) _____

If Hotel, how many total rooms for your personal party? _____

(2) Camper/RV
(3) Private home
(4) Other (specify) _____

10. What is your planned length of stay?

_____ Days _____ Nights

Cotton Land Cluster Survey 8/27-30/2004

11. Did you or any of your party visit or plan to visit any other area attractions?

- (1) Yes
- (2) No
- (3) Not sure

12. If "Yes", which area attractions will or have you visited (can chose more than one):

- (1) LA Purchase Gardens & Zoo
- (2) African American Museum
- (3) Masur Museum
- (4) LA Children's Museum
- (5) Garden District
- (6) Biedenharn Museum and Gardens
- (7) Miniature Golf
- (8) Movies
- (9) Antique Alley
- (10) Other (Specify) _____

wal mart
Mall

14. Please list and comment on any restaurants you visited.

Restaurants

Comments

_____	_____
_____	_____
_____	_____
_____	_____

13. Please provide a rough estimate of the total your entire party spent or plans to spend in each category on a per day basis for your visit (interviewer, read category)

- \$ _____ Food and drink
- \$ _____ Lodging
- \$ _____ Transportation (gas, taxi, bus, rental car)
- \$ _____ Entertainment
- \$ _____ Services (automotive, vet services, barber, beautician, etc.)
- \$ _____ Other (shopping, farm related purchases, etc.)

14. How would you rate the Show over all? Would you say?

- (1) Excellent
- (2) Good
- (3) Fair
- (4) Poor
- (5) Undecided
- (6) Refuse

15. Do you think the Show enhances the image of Ouachita Parish?

- (1) Yes
- (2) No
- (3) Not sure

16. How would you rate the facilities overall? Would you say?

- (1) Excellent
- (2) Good
- (3) Fair
- (4) Poor
- (5) Undecided
- (6) Refuse

17. Would you care to comment on the Show?
