

Audience Research  
and  
Economic Impact Study of  
the Baltimore Book Festival

September 25<sup>th</sup>, 26<sup>th</sup> & 27<sup>th</sup>

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## Highlights of the Study

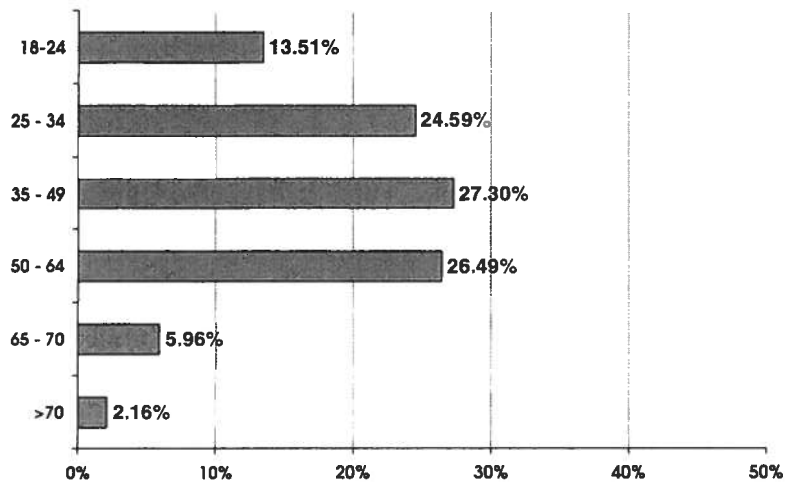
The Baltimore Book Festival is a growing, free public event presenting an array of literary stars and emerging authors who represent the exciting world of literature today and yesterday. One of America's premier literary and literacy events, this hip, smart, diverse gathering attracts thousands of book lovers of all ages. The inclusion of top national and international authors and new partners has expanded the festival's reach while continuing to celebrate and enhance the Mt. Vernon neighborhood.

- In 2009, the Baltimore Book Festival attracted an estimated 55,000 visitors. Seventy-five percent (an estimated 41,250 guests) came from outside of Baltimore's downtown and traveled to the Mt. Vernon neighborhood to celebrate books and literature. Approximately, 6,270 attendees traveled from outside of the State of Maryland.
- The 2009 Baltimore Book Festival had a total economic impact on the City of Baltimore business volume of \$4.51 million, comprising \$1.22 million in direct impact and a further \$3.29 million in indirect impact. Direct spending by out-of-area festival goers generates \$60,914 in sales tax revenues for the State of Maryland.
- Book Festival attendees spent \$134,177 at local hotels. Hotel expenditures generate an estimated \$10,108 in tax revenues that go directly to the City of Baltimore.
- Travel to and from the Festival increased gas expenditures in the City of Baltimore by \$85,246 and generated \$7,705 in gasoline excise tax for the State of Maryland.
- According to survey data, 2009 Book Festival attendees spent \$1.32 million with Festival vendors. Book vendors received an overwhelming \$651,908 in sales. Food and alcohol vendors gained received \$620,252 in revenue. Other retailers gained \$42,880 in revenue.
- The top attraction at the Book Festival (as indicated by survey respondents) is shopping or browsing for books (72.97%) Attendees also enjoy author appearances and book signings (50.27%). Music (45.95%) and food (39.19%) are also an important part of the Book Festival. Forty-two percent of attendees spent two or more days at the Book Festival.
- Book Festival attendees have exceptional awareness of the corporate sponsors of the 2009 Festival. Survey research demonstrates that unaided sponsorship awareness is high. Attendees are asked, "When you think of Book Festival sponsors, which companies or brands come to mind?" An overwhelming 58.64% of attendees can identify two or more Festival sponsors.
- Survey demographics show that 37.40% percent of attendees are married while 42.55% are single. Twenty-two percent live with dependent children, while 17.61% came to the Festival with children.
- Forty percent of all survey respondents earned a post graduate degree. An additional 33.60% earned a four-year college degree. Accordingly, 36.31% of respondents (not including students) indicate their household income to be \$80,000 and above.

## Attendee Demographics

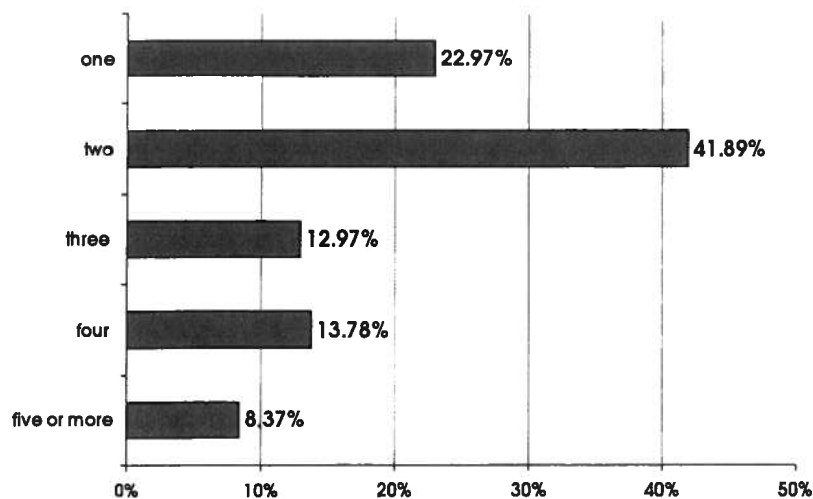
*Who attends the Baltimore Book Festival?* The Baltimore Book Festival offers an all-day menu of literary activities and events that attract people of all ages. The median age of the population surveyed is 42 years old. The bar chart below shows the age distribution of respondents.

Demographics- Ages of Respondents



The Book Festival is a comfortable environment for all. While 22.97% of attendees came to the Book Festival alone, 41.89% visited as pairs. And 35.12% of attendees visited the Book Festival as a group of three or more.

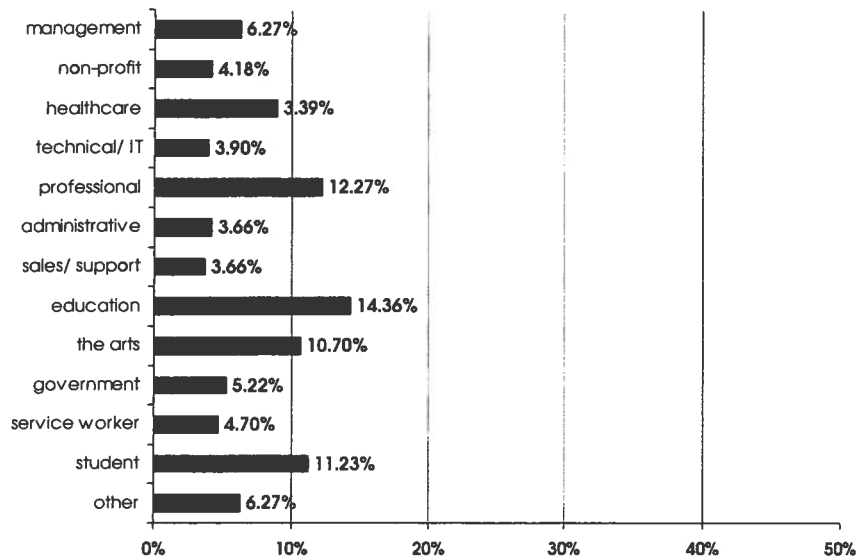
Including yourself, how many people are in your group today?



These visiting groups consist of married couples (34.94%) or friends and other relatives (43.18%). Some people visited with social groups (4.26%); including book clubs. Seventeen percent of attendees brought their children to the Book Festival.

The Baltimore Book Festival is a great opportunity for students and professionals in education. Demographics prove that these audiences are taking advantage of the event. Students represent 11.23% of festival attendees. The educational profession represents 14.36% of attendees. Nearly 11% of attendees are retirees.

Occupations of Book Festival Attendees



Sixty percent of Book Festival attendees reside in the Baltimore Metropolitan Area. Eleven percent of attendees come from outside of the State of Maryland, including the northeastern states of Pennsylvania, Massachusetts, New Jersey, New York, New Hampshire, and Vermont. Book Festival attendees also traveled from southern states, including Florida, Georgia, and Alabama. Book lovers come from the Midwest, too! Some attendees came from Wisconsin, Idaho, Nebraska, and Illinois.

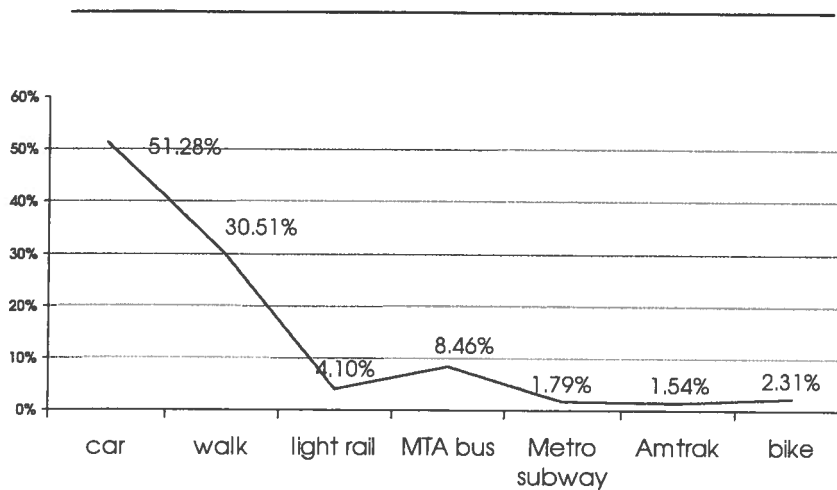
Residence of Book Festival Attendees

Downtown Baltimore	25.1%
Baltimore Metropolitan Area, not including downtown	34.6%
In Maryland, but outside Baltimore Metropolitan Area	28.9%
out-of-state	11.4%

## Accessibility

Accessibility can determine the success of an event, such as Book Festival. Fortunately, the Mt. Vernon neighborhood allows many walkers, bikers, and public transportation riders to easily attend the Book Festival. Slightly more than half of attendees (51.28%) relied on automobiles to transport them to the Book Festival. Based on the average party size of 2.7 persons, Book Festival adds an additional 10,445 cars the streets and parking lots of the Mt. Vernon area.

What is the main transportation method you used to get to the Book Festival?



## Sponsorship Awareness

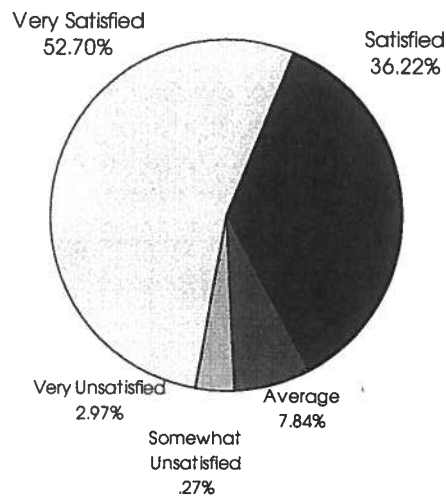
Corporate sponsors seem to be everywhere in today's world. Take the home of the Ravens, M&T Stadium, for example. It's hard to imagine what the football field would look like without those ubiquitous banners touting fast-food restaurants and telephone companies. It's not just the big events that draw sponsors, either. Small, local events-10K runs, award dinners, neighborhood festivals-usually have a slew of corporate logos in the accompanying literature. And it's true in this case; the Baltimore Book Festival might not be possible without the support of corporations, businesses, and community.

Why is corporate sponsorship so prevalent? Quite simply, it makes money. Sponsorship can make a lot of money and build important relationships. Survey research among Book Festival attendees demonstrates just this!

- **Attendees recognize and appreciate sponsor contributions.** The majority of attendees (89.43%) agree that corporate sponsorship makes the Book Festival possible
- **Book Festival sponsorship touches the soul.** 89.13% of attendees indicate having a positive attitude toward Book Festival sponsors because of their association.
- **Book Festival sponsorship is a "good buy" in marketing.** 88.25% of attendees feel that sponsorship of the literary arts is a better way for companies/ brands to reach them than through traditional advertising.
- **Attendees "like" corporate sponsors.** And, 67.75% of attendees agree that they are more likely to purchase brands from Book Festival sponsors over similar products and brands who are not sponsors.

How would you rate your OVERALL satisfaction of the 2009 Book Festival?

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### Economic Impact

While the Baltimore Book Festival, like most special events, is designed to bring people together to have fun, the three-day event also impacts the local businesses and revitalizes the City of Baltimore.

The attendance for the 2009 Book Festival is estimated at 55,000 persons. Survey data reveals that the Festival attracts a significant number of "tourists", or out-of-area visitors. Over the three-day weekend, an estimated 41,250 Book Festival attendees (75%) traveled to Mt. Vernon from outside of downtown Baltimore. This figure includes nearly 22,165 visitors (40.3%) traveling from out of the Metropolitan area.

This section of the report measures the direct and indirect business volume and government revenues generated by these out-of-area visitors to the Book Festival. Economic impact generally measures *new money* brought into the economy by out-of-area visitors. Spending by local (downtown Baltimore) residents is not included. Local spending merely represents a redistribution of existing money in the community and as such is not considered new money.

The linear cash flow model that we use in this study takes into account the re-spending of money within the economy as a result of what professional economists term "the multiplier effect". The multiplier effect measures the circulation of dollars originally attributable to the Book Festival, and tracks their spending by successive recipients until the funds eventually leak out of the economy.

The following report focuses on these impact categories:

- Business Volume Impacts, and
- Government Revenues Impacts.

### **State Gasoline Excise Tax**

Out-of-area attendees spent \$85,246 in gasoline during their travels to the Mt. Vernon neighborhood. A gasoline excise tax of \$.235 per gallon generates \$7,705 for the State of Maryland.

### **Additional Impacts Allocable to the Book Festival**

The economic impact of the Baltimore Book Festival encompasses much more than audience spending. The following section indicates multi-faceted ways in which the festival impacts the City of Baltimore, and specifically the Mt. Vernon neighborhood.

#### **Direct Spending by Baltimore Office of Promotion and Arts for services, supplies, capital improvements, and wages**

This category of impact includes the spending by BOPA for improvements to the City of Baltimore and capital equipment purchases made with local contractors and vendors. In addition, the category includes the purchases of goods, professional services, and supplies from local businesses with money from the organization's operating budget.

#### **Vendor/Partner Spending**

Each year the Book Festival contracts with a variety of vendors, concessionaires, and suppliers. The festival generates an extended sales channel and marketplace where local and non-local vendors/partners have an opportunity to grow their revenues. The Book Festival turns out such great profits for these vendors that many return year-after-year to reap the marketing opportunities and financial benefits.

According to survey data, 2009 Book Festival attendees spent \$1,315,040 with the event vendors. (These figures represent *all* Book Festival attendees, not only out-of-area visitors).

<b>Spending with Book Festival Vendors</b>	<b>Spending</b>
food & alcohol	\$620,252
books	\$651,908
other retail	\$42,880

Book Festival vendors also generate money for the City and State. In taking part in the festival, vendors purchase products and services. Their expenditures include artisan supplies, materials and equipment for building and equipping their temporary operations, transportation, advertising, printing, giveaways, public relations, etc. Non-local vendors spend additional dollars on food, retail and entertainment, not to mention hotel accommodations.

Forward Analytics, Inc. is a Pittsburgh-based market research firm. The research team conducts custom studies for corporations, health care, higher education, governments, arts and tourism, and non-profits. Our experience extends to audience development and economic impact studies for special events throughout the country. These clients include the National Cherry Blossom Festival, Summerfest in Milwaukee, Albuquerque International Balloon Fiesta, Pittsburgh Marathon, Pro Rodeo Challenge, Cleveland Marathon, and TCF Bank Air Expo to name a few. Contact Forward Analytics at (412) 207-2114 or [research@forwardanalytics.com](mailto:research@forwardanalytics.com).