

QUE

on the Yazoo



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Que on the Yazoo

Methods

Que on the Yazoo takes place in Greenwood, Mississippi, in the downtown area along the Yazoo River. The 2018 gathering, managed by the Greenwood Main Street Association, was held May 4 and 5. The event both engages the local community and attracts visitors from outside the region. Que on the Yazoo features a series of cooking contests sponsored by the Memphis BBQ Network, as well as a local fashion show, a motorcycle show, musical entertainment, and a beer run.

The Mississippi State University Extension Service Center for Government and Community Development and the Mississippi Main Street Association conducted this study to determine the economic impacts of Que on the Yazoo and to allow the Greenwood Main Street Association to assess their success and methods to maximize the economic benefits of the event.

Attendees were given intercept surveys at the event, and 104 individuals responded. They indicated an average party size of 3.1. An online survey was posted on social media and emailed to cooking contest participants, and 94 responses indicated an average group size of 2.9. Altogether, with approximately 200 responses representing an average of three people per response, the survey sample can be expanded to approximately 600.

Then, to compute the event's direct effects on Greenwood, the sample survey information was compiled in Excel for statistical analysis, and IMPLAN software was used to compute secondary impacts. To determine the impacts of local spending versus the impacts of visitor spending, respondents were divided into attendees from within 50 miles of Greenwood and participants who traveled more than 50 miles to attend. The nonlocal, or visitor, spending is considered here as new money spent in the region because of Que on the Yazoo.



Attendance

The estimated total crowd attendance of 2,189 was estimated from multiple crowd counts throughout the event. Most attendees indicated that they planned to attend both days of the event, but poor weather ended the event early on the first day. However, positive economic impacts did continue over two days; many surveyed visitors indicated that they planned to stay in Greenwood for two nights.



Economic Impacts

The estimated direct expenditures were \$388,192. The total value added to the community, including secondary impacts, was estimated to be \$441,275. Direct impacts of new money were estimated at \$190,250, and secondary impacts from visitor spending were estimated to be \$67,512. The total value added from visitor spending alone was estimated at \$257,763. According to the survey responses, 76.4% of the visitors came from the local area, and 23.6% traveled more than 50 miles to attend the event. The average distance traveled, however, was 51 miles, indicating that many visitors came from the surrounding communities.

Chart 1 depicts the indirect and induced impacts that spending generated by Que on the Yazoo has on employment. The full-service restaurant and retail sectors were the areas most positively impacted by people visiting Greenwood for Que on the Yazoo.

Chart 1

Description	Total Employment	Total Labor Income	Total Value Added	Total Output
Full-service restaurants	1.8	\$32,435.0	\$38,908.90	\$85,358.70
Retail - Miscellaneous store retailers	0.8	\$13,558.8	\$16,893.60	\$27,184.70
Retail - Food and beverage stores	0.3	\$7,988.3	\$12,938.90	\$19,942.30
Retail - Gasoline stores	0.1	\$2,243.8	\$3,245.10	\$4,959.10
Real estate	0.1	\$385.3	\$6,170.30	\$8,438.80
Management of companies and enterprises	0.0	\$1,808.9	\$2,369.00	\$5,321.60
Wholesale trade	0.0	\$1,409.3	\$2,659.50	\$3,903.70
Limited-service restaurants	0.0	\$265.8	\$446.10	\$827.40
Services to buildings	0.0	\$252.0	\$373.20	\$671.70
Warehousing and storage	0.0	\$710.0	\$907.50	\$1,639.80



Chart 2 depicts the economic impacts of visitor-only spending generated by Que on the Yazoo. Attendees who traveled more than 50 miles to the event contributed to the total value added, including induced and indirect impacts, an estimated \$67,512.86. Chart 3 summarizes the economic impacts of both local and visitor spending. Note that the average distance traveled to the event was 51 miles, so many attendees considered themselves local but did not necessarily live in Greenwood. Thus, attendees who came to Que on the Yazoo from the surrounding areas, including Carrolton, Itta Bena, Indianola, and Yazoo City, make up a good portion of the local spending impacts. The total value added from secondary impacts was \$103,083.

Chart 2

Impact Summary - Leflore County Visitor Impacts Only

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	1.4	\$28,291.06	\$47,385.33	\$92,745.23
Indirect Effect	0.2	\$7,930.05	\$13,616.51	\$27,515.55
Induced Effect	0.1	\$3,323.81	\$6,511.01	\$11,505.45
Total Effect	1.7	\$39,544.93	\$67,512.86	\$131,766.23



Chart 3

Impact Summary - Leflore County Local and Visitor Impacts

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	2.9	\$55,479.24	\$70,979.65	\$135,611.41
Indirect Effect	0.3	\$10,616.46	\$20,140.17	\$38,484.82
Induced Effect	0.2	\$6,107.32	\$11,963.26	\$21,140.29
Total Effect	3.3	\$72,203.02	\$103,083.08	\$195,236.52

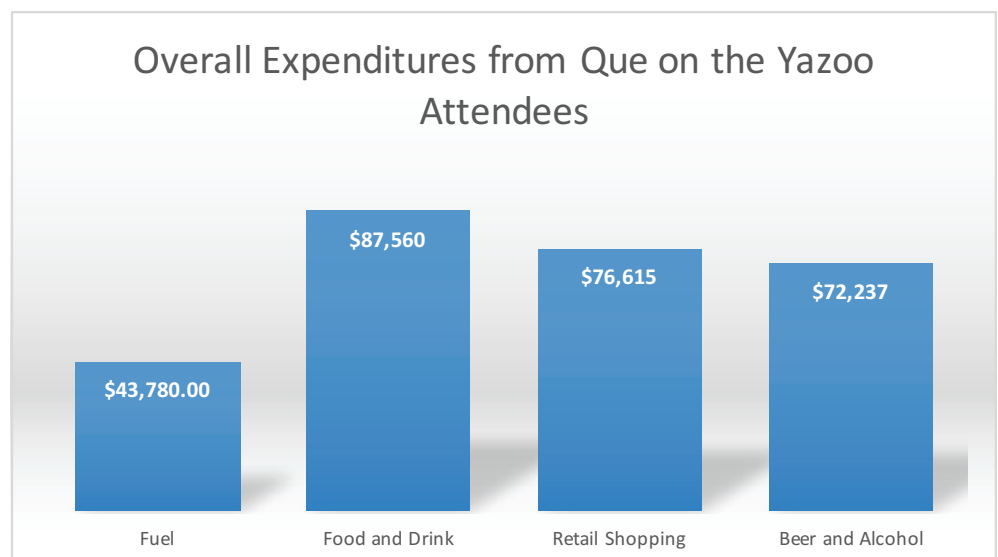
Hotels

Visitors who stayed overnight stayed either with friends or family or in Greenwood hotels. The survey indicated that approximately 218 guests stayed at local hotels. After adjusting for party size of three and accounting for the assumption that some guests stayed together since they considered themselves to be a single party, the number of hotel rooms reserved for each night is estimated to be 164.17. Approximately 344 rooms were reserved over the weekend by Que on the Yazoo attendees, which generated an estimated \$58,692.56 of additional spending on hotel rooms.

Additional Spending

Event attendees were asked how much they planned to spend on fuel, food and beverages, retail shopping, and beer and other alcoholic beverages. The visitors estimated spending between \$15 and \$25 on fuel, \$25 and \$50 on food and beverages, \$25 and \$50 on retail shopping, and \$25 and \$50 on beer and alcohol. Chart 4 presents the overall estimated expenditures.

Chart 4



According to the Mississippi Department of Revenue, Greenwood has a 1% tax on hotel and motel proceeds, as well as on restaurants and bars that sell prepared food and alcoholic beverages. Restaurants with a gross annual income of less than \$100,000 are excluded. However, this study does not differentiate between these types of establishments to compute these estimates. Instead, this analysis assumes that all food, beverage, and alcohol purchases made by attendees were subject to the 1% tourism tax.

Also, sales tax for the state of Mississippi is 7%, and 18.5% of these collections return to the city of purchase. The estimates in Chart 5 depict tax revenues from Que on the Yazoo attendees' expenditures for Greenwood.

Chart 5

Tax Revenues

\$2,622.70

\$23,721.92

\$4,388.56

Tax Category and Rate

1% tourism tax

7% state taxes

18.5% city diversion

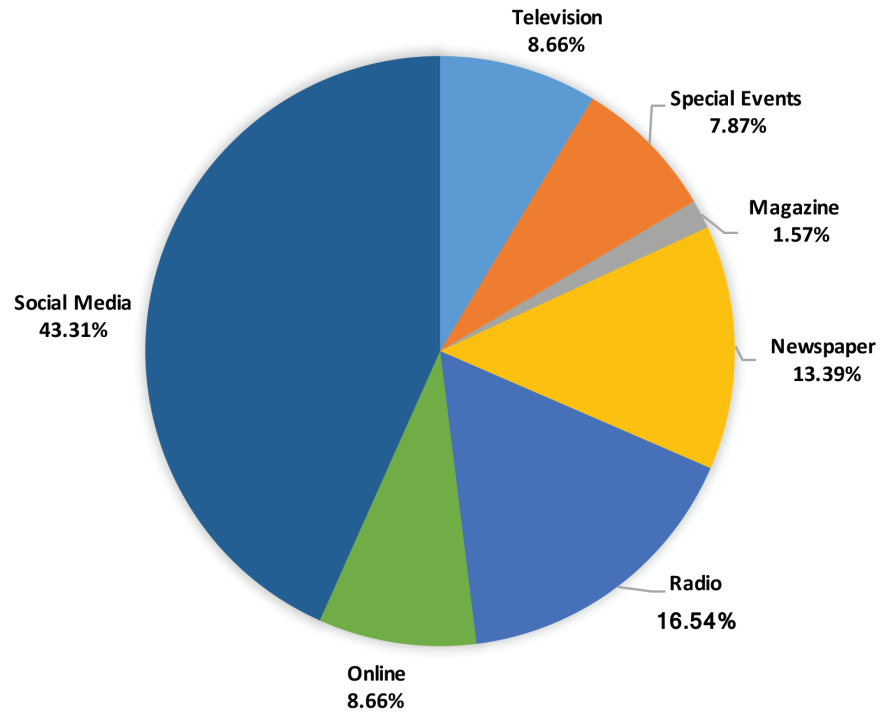


Marketing

Chart 6

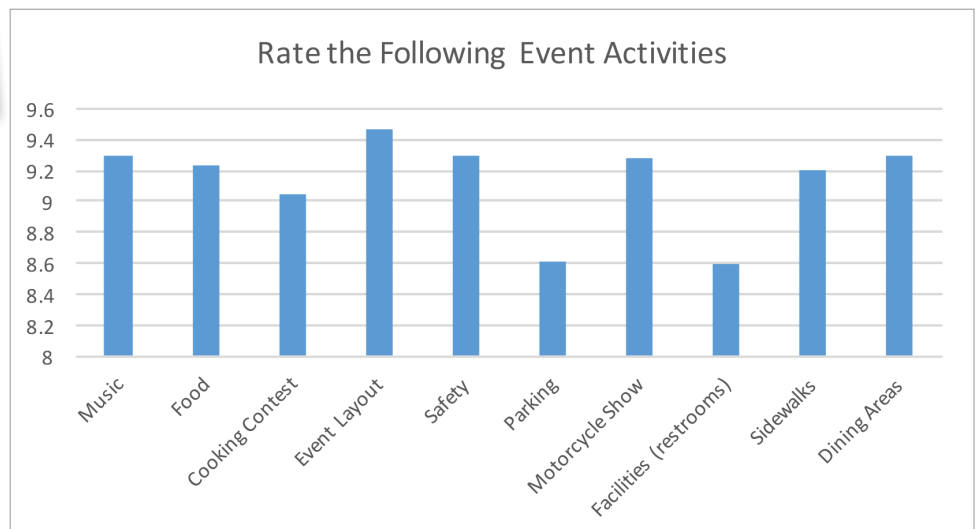
Que on the Yazoo survey respondents were asked how they heard about the event, and the most popular choice was social media at 43.31%, followed by radio at 16.54%.

MARKETING IMPACT



All the activities at Que on the Yazoo received above-average ratings on a scale of 1 to 10, with 10 being the highest possible rating. Music, food, the cooking contest, safety, the motorcycle show, and dining all averaged a rating higher than 9.

Chart 7

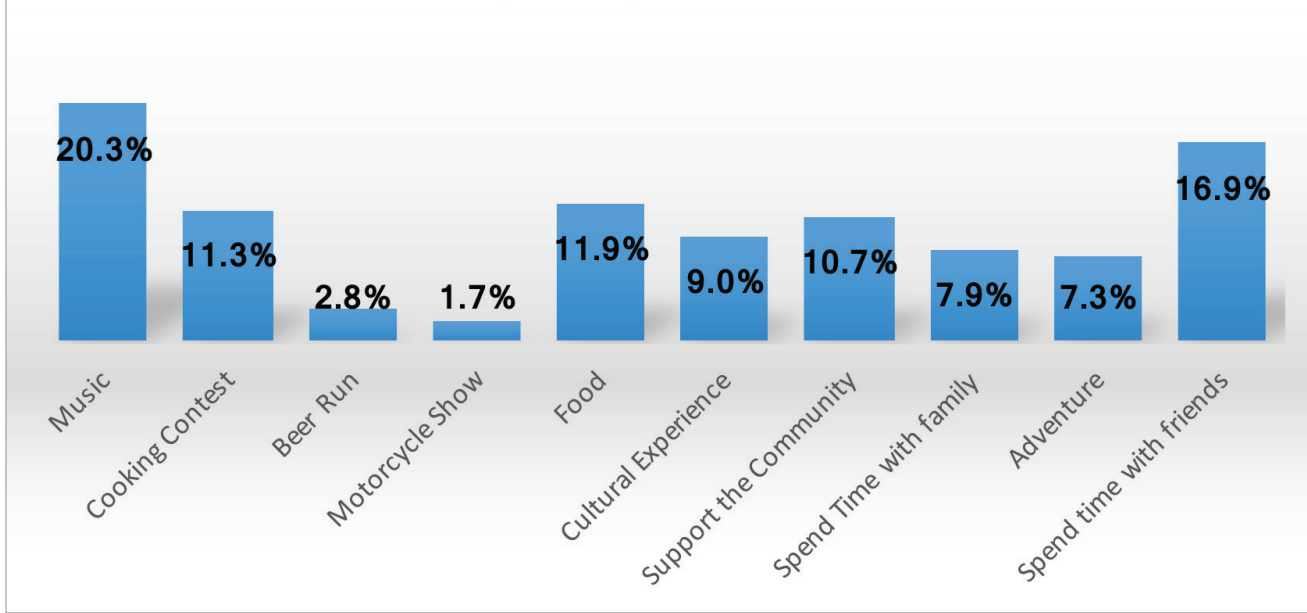


Survey respondents were also asked why they chose to attend Que on the Yazoo. Music was the most popular choice, and the second most popular choice was to spend time with friends and family. The event was held during the same weekend as many area graduations and class reunions. People who had already come to town for these events also attended Que on the Yazoo.



Chart 8

Why Did you Attend?



APPENDIX

Chart 9

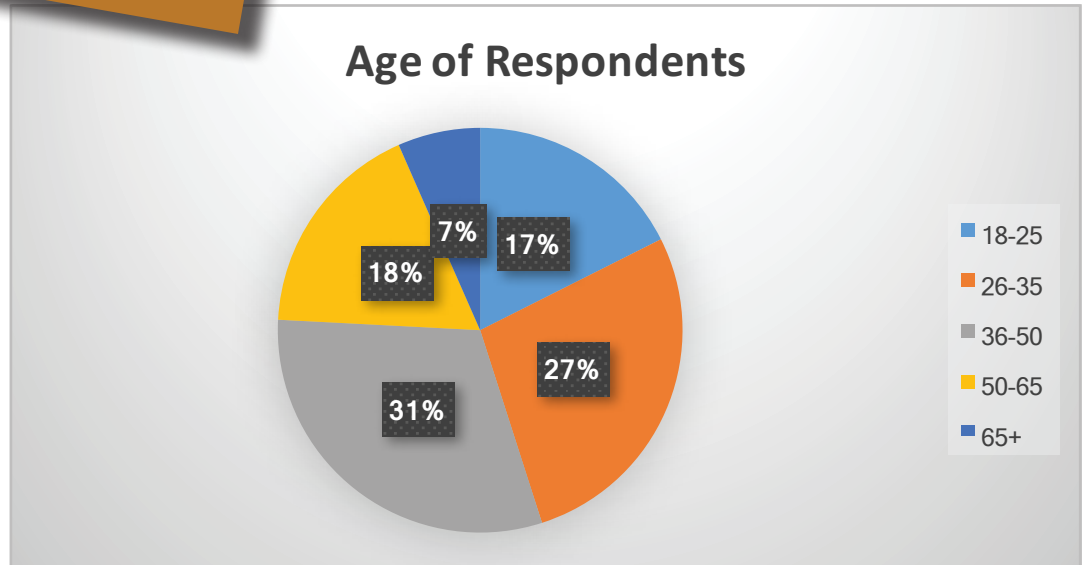
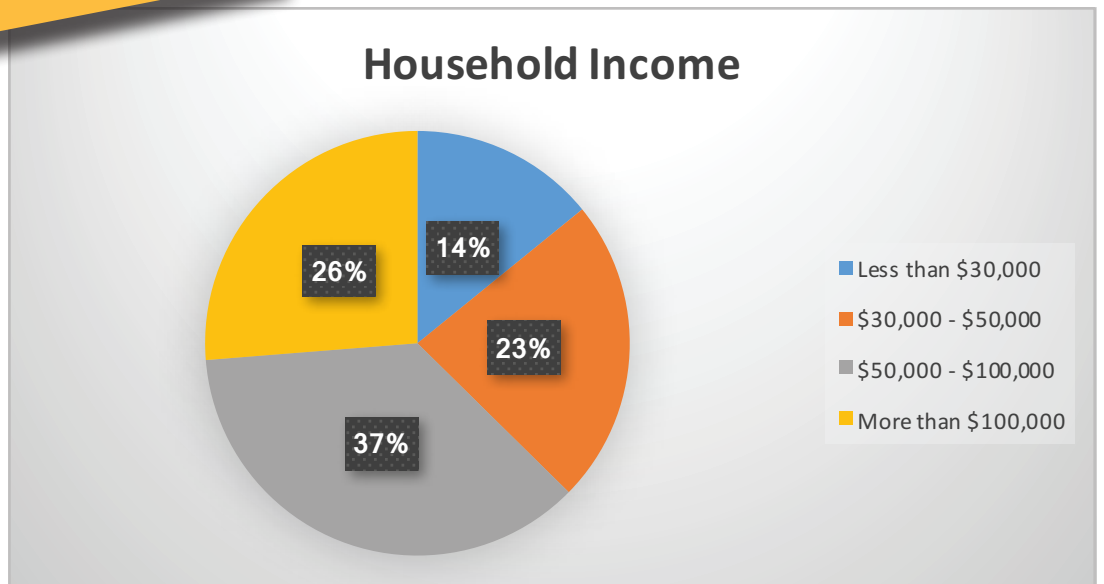


Chart 10







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Produced by Agricultural Communications.

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Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. GARY B. JACKSON, Director