



**Metrics Associated with the  
Alumni Weekend Music MegaFest 2018**

*Held May 25-26, 2018*

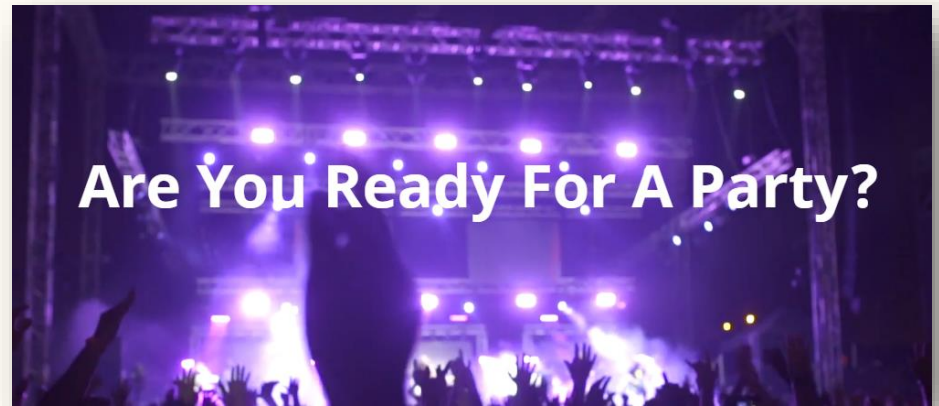
**Prepared by:**  
David Nash  
Research and Data Manager

John Meroski  
Chief Executive Officer

June 4, 2018

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# Introduction

- All data was collected by the Heart and Soul Management.
- The Heart and Soul management estimated **8,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **367**.
- The final number of submitted surveys was **95**.
- Using the **8,000** attendees, the Confidence Interval for this presentation with a **95** Sample Size is **+/- 10%**. Because of the size of the sample the Confidence Interval is **far above** the “best practice” of +/- 5.00%.
- *Observation:*
  - *50 surveys were completed in under a minute with 19 in less than 30 seconds. This survey averages 90 seconds.*

# Introduction

- Surveys were collected at the following times:

Time	Completed Surveys	Time	Completed Surveys
<b>Friday, May 25, 2018</b>		<b>Saturday, May 26, 2018</b>	
5-6 p.m.	11	2-3 p.m.	0
6-7 p.m.	40	3-4 p.m.	0
7-8 p.m.	15	4-5 p.m.	4
8-9 p.m.	20	5-6 p.m.	2
9-10 p.m.	1	6-7 p.m.	2
<b>Total Collected Day 1</b>	<b>87</b>	<b>Total Collected Day 2</b>	<b>8</b>

# They Identified Themselves As

We are unable to present this slide with any confidence of accuracy because it appears the people collecting the data did not understand how to collect the data regarding the statement that best describes the person taking the survey.

- 2 people living outside Cumberland County said they lived in Cumberland County.
- 32 people living in Cumberland County said they were staying with Friends and Family.
- Of the 2 people who were here for the event and staying at a hotel, one person stated they were from Fayetteville, NC.

# Where Were They From

- 1 of the 95 completed surveys provided an invalid zip code.
- 82 (86.32%) were from North Carolina.
- 14 (14.74%) were from more than 100 miles from Fayetteville.
- 2 (2.11%) identified themselves as being here specifically for the event and overnighting in a hotel.

## Top 5 by State

1. North Carolina	82
2. Georgia & Maryland	4
3. Florida	2
4. New York & Virginia	1
5. No Zip Code	1

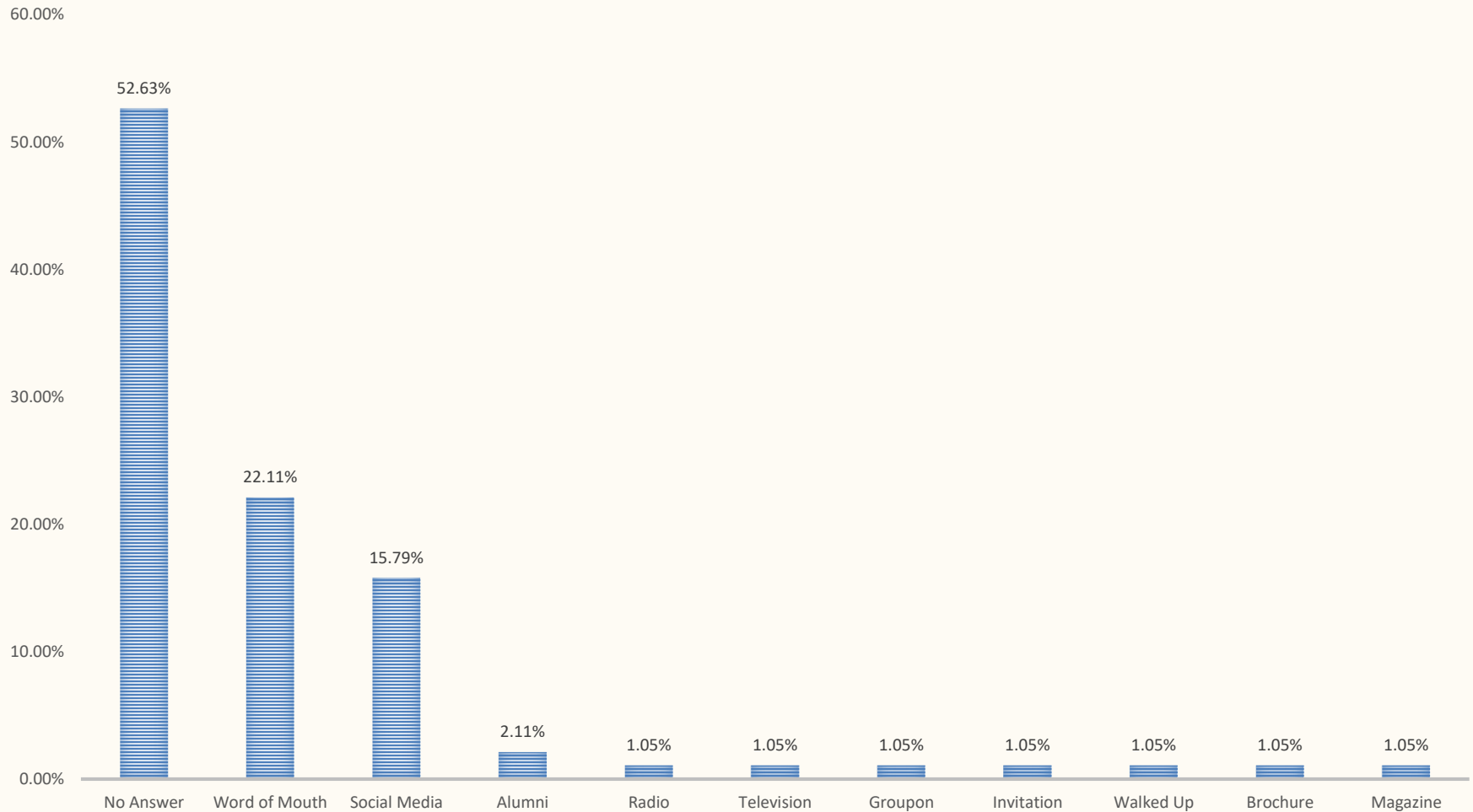
## Top 5 by County

1. Cumberland, NC	66
2. Hoke, NC	7
3. Many Tied	2
4. Many Tied	1

## Top 5 by City

1. Fayetteville, NC	60
2. Raeford, NC	7
3. Many Tied	2
4. Many Tied	1

# How Did They Find Out About Event



# Survey Requirements

## Requirement

What is the current zip code that you currently reside in: \_\_\_\_\_

I AM: (Select One)

1. A resident of Fayetteville/Cumberland County
2. Stationed or affiliated with Fort Bragg and live in Cumberland County
3. From a surrounding county and drove in for the day for this event
4. Visiting the area for other purposes, but heard about this event and came
5. Staying at a hotel and the hotel referred me to this event
6. Here for this event specifically and am over-nighting in a hotel
7. Here for this event and staying with family/friends
8. In the area visiting family and friends and they brought me to this event

If you stayed at a hotel, which one: \_\_\_\_\_

If you do NOT live in Cumberland County, what day did you arrive?  
\_\_\_\_\_

What day will you depart? \_\_\_\_\_

How did you hear about the event?

## Information Provided

<b>Page Summary Report</b>				
<b>Heart and Soul Fest 2018</b>				
As of: 6/4/2018 10:09:57 AM				
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>				
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)
Entire Survey	128	95	74.22%	00:02:49



# Bureau Generated Publicity

## Calendar of Events

Event Calendar Listing Uploaded and Published to: AAA Go Magazine Web, ABC 11 Web, Carolina Country Print and Web, Carolina Festival Print and Web, Event Crazy, Fayetteville Observer, Go Fayetteville Blog, News 14 Carolina, Our State, SC Living, TripAdvisor, VisitFayettevilleNC.com, VisitNC.com and WRAL.com.



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# Bureau Generated Publicity

## Press Release

Sent April 7 – to 70 media contacts

### **Two Day Music MegaFest May 25-26 in Fayetteville**

*Heart & Soul in the Park Features the Temptations and Blackstreet*

Fayetteville, NC - The Memorial Day Weekend Heart and Soul Music Festival, planned in conjunction with the massive E.E. Smith High School reunion, runs for two days in Festival Park in downtown Fayetteville.

“We invite attendees to bring a chair and relax and enjoy old school and a mix of new school music performed by some of the nation’s greatest artists,” said planner Janet Simpson.

Gates open on Friday, May 25 at 5 p.m., and music starts at 7 p.m. Featured artists The Temptations are joined by special guests Con Funk Shun and The Gap Experience. On Saturday, May 26, gates open at 2 p.m., and music starts at 4 p.m. Featured artists Blackstreet are joined by special guests Ying Yang Twins and an appearance by Eric Darius. Mr. Cheeks and Pastor Troy will also appear Saturday evening.

Tickets are \$65 per day or \$100 for both nights of music. VIP options are also available. Purchase your tickets at [www.AlumniMusicFest.com](http://www.AlumniMusicFest.com) .

### **About The Temptations:**

The Temptations are the embodiment of harmony, dignity and class. They are the most popular male vocal and soul group in the world. And they have influenced every ensemble that has followed in their footsteps, from old-schoolers the Delfonics to New Edition, from Jodeci, to BLACKstreet, and from Dru Hill to one of the biggest selling artists in history, Boyz II Men.

### **About Blackstreet:**


Blackstreet is one of the most celebrated American R&B groups of all time. Found in 1994 by Teddy Riley, other members include Chauncey Hannibal, Eric Williams, and Terrell Philips, whilst Joe Stonestreet, Levi Little, David Hollister, and Mark Middleton have also all played a part over the years. As soon as they released their debut album they saw chart success and singles such as “Booti Call” and “Before I Let You Go” both became Top 40 hits. It was their collaboration with Dr Dre, “no Diggity”, though, that really shot them to global stardom and since then they have never looked back.

### **About Fayetteville Area Convention & Visitors Bureau:**

Fayetteville Area Convention and Visitors Bureau (FACVB) is a private, not-for-profit organization responsible for positioning Cumberland County as a destination for conventions, tournaments and individual travel. For additional information, visit [www.VisitFayettevilleNC.com](http://www.VisitFayettevilleNC.com) or call 1-800-255-8217.

# Bureau Generated Publicity

## FACVB Social Media Outlets: Facebook


 **Fayetteville Area Convention and Visitors Bureau** ✓  
Published by Melody Vealey Foote [?] · May 20 at 8:45am · 🌐

This week Go Fayetteville shines a light on what's hot this summer in Fayetteville and Cumberland County. The summer season of fun officially opens next weekend with the Music Megafest Heart and Soul concert at Festival Park. The following weekend cold beer and hot blues are on the agenda for Blues-N-Brewss at Festival Park.

Click below to get all the details.

#HeartandSoul #GoFay #HotBeerColdBlues #bluesNBrews2018

Temptations Blackstreet Ying Yang Twins Ramada Plaza Fayetteville Fort Bragg Area Cape Fear Regional Theatre Huske Mash House Brewing Company Dirtbag Ales Brewery and Taproom Bright Light Brewing Company, Inc. Locally owned and operated. Lake Gaston Brewing Company & Restaurant Southern Coals Burney's Sweets & More Fayetteville SwampDogs Baseball Gilbert Theater Paradise Acres Fayetteville Motor Speedway Umami



GOFAYETTEVILLE.COM

**What's HOT in Fayetteville! - Go Fayetteville**

I've narrowed down my "What's HOT in Fayetteville" list to a few personal...

# Bureau Generated Publicity

Go Fayetteville Blog

WHAT'S HOT IN FAYETTEVILLE!



Sizzling concerts, smokin' barbecue, fireworks, spicy ramen and more made my list of "What's HOT in Fayetteville!" this summer. As you may have guessed, I spend a large part of my job tracking all the events, attractions and restaurants that pop up in Cumberland County, but I also make a point to visit as many as I can. I've [...]

[READ MORE](#)

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# Bureau Generated Publicity

## Go Fayetteville Blog

Link to Blog: <http://www.gofayetteville.com/things-to-do-summer/>

Blog Post Content (showing where it is mentioned)

### *Sizzling Concerts*

Festival Park is the destination for folks wanting to hear the hottest sounds of the summer. This concert season is kicking off over Memorial Day weekend with the **Music Megafest: Heart & Soul in the Park**. Each year the alumni of E.E. Smith High School get together for a massive reunion, but for the first time, they're inviting the public to join them at a big bash in the park, May 25th and 26th.

The impressive line-up for both days' concerts is stirring up quite the buzz around here, and we aren't talking small-time musicians, either. The Temptations and Blackstreet will be headlining the Megafest, and several other special guests, such as Con Funk Shun and the Ying Yang Twins, will be heating up the stage. Food trucks, plus beer and wine, will make this a true festival experience for everyone. All you need to do is grab your [tickets](#) and bring your chairs or picnic blanket.

*Tip: You don't want to miss the hot Music Megafest After Party, **An Evening of Jazz: The Eric Darius Experience**, on May 27th at the Bourdeaux Convention Center (Ramada Plaza)-featuring acclaimed jazz musician Eric Darius with special guest Black Seed, plus hors d'oeuvres and a cash bar.*



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# Bureau Generated Publicity

Free Publicity Supporting this Event

## The Mrs. Tee Blog

14 Things to Do In Fayetteville This Memorial Day Weekend

Link to the blog: <https://themrstee.com/14-things-to-do-in-fayetteville-this-memorial-day-weekend/>

FUN / LOCAL EVENTS / MY NORTH CAROLINA / MYFAYETTEVILLE

## 14 Things To Do In Fayetteville This Memorial Day Weekend

By TheMrsTee

Share the love!

Press Release Disclosure

To all the folks who say there's 'nothing to do' in Fayetteville I raise you 14! That's right, Fayetteville and our surrounding areas have organized 14 things to do to help you make the most of your **Memorial Day Weekend!**



14 Things To Do  
in Fayetteville  
this  
Memorial Day Weekend  
themrstee.com

## Heart & Soul In The Park – Festival Park

May 15 – 26, 2018 | Tickets \$65 & Up | 910-987-5148 | [BUY TICKETS](#)

Join the National Association of E. E. Smith Alumni and Friends Memorial Day Weekend for a two-day concert in the park. The Alumni Weekend Music MegaFest 2018 is a community event, open to the public. Headlining the Friday show will be The Temptations, and it doesn't stop there. The Gap Experience and Con Funk Shun will warm up the stage! Saturday's show will feature the R&B sounds of BlackStreet, and for Hip-Hop lovers, get ready to rock with Mr. Cheeks, Pastor Troy and the Ying Yang Twins. Food trucks will be keeping the crowds fed well, and beer and wine will be available for purchase. Refer to the [event website](#) for more details, including ticket purchases.

Bring your own chair and blanket if you like, but to make it easier on yourself, join us in the VIP section. You'll have a seat waiting for you in a private area in front of the stage. You will have all day access to the VIP tent for complimentary snacks & water.

### Event Times:

Friday, May 25 – Gates Open at 5:00 p.m. \*Show Starts at 7:00 p.m.

Saturday, May 26 – Gates Open at 2:00 p.m. \*Show Starts at 4:00 p.m.

-Alumni Music Fest

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# Public Relations Recap

- 1 Press Release
- 10 Calendar of Events listings secured
- 1 Facebook Social Media posts
- 2 GoFayetteville Mentions in Blog
- 1 Free Publicity post

# Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

*Information is pulled directly from the STR Report*

Occupancy %	Friday	Saturday
2018	64.5%	69.6%
2017	68.4%	74.5%
Percent Change	-5.8	-6.6



# Bottom Line

- Granted **\$10,000** for public relations, advertising, print, social and other mediums determined to reach the targeted visitor market.
- **All** Tourism Development Authority (TDA) requirements were **NOT** met.
- The actual attendance for the event was between **403-463** well below the estimate of 8,000 prior to the event.
- **367** completed surveys was the agreed upon requirement, only **95** were collected. Even if the FACVB used the lowest amount of 403 attendees, the required number of surveys needed would have been **197**.
- **2.11% (2)** of the surveys were overnights and came specifically for the event.
- **0** participants were referred by their hotel.
- **Unable to accurately determine** how many were from Cumberland County, including Fort Bragg.
- Only **1** person stated they were from a surrounding county and were a day-tripper.
- Over half of the completed surveys did not answer the question about where they heard about the event. Word of Mouth and Social Media were the top two items.
- **23** attendees signed up for the FACVB's E-Promotion Program with 2 duplicates.
- The FACVB was unable to determine potential room nights because of lack of information.

# Bottom Line Continued

- The 2 who came for the event and stayed at a hotel, listed the following hotels:

Hotel	Rooms
Marriott	1
Doubletree	1

- Official Hotel Pick Up: **44** Room Nights as reported from hotels.

Hotel	Rooms
Host Hotel: Ramada Plaza	44

- Official Room Revenue as reported by hotels is  $44 \times \$79$  per night = **\$3,476.00**
- Potential economic impact for 44 people  $\times \$114$  = **\$5,016.**

# Bottom Line Continued

The organizers of the event sent the following email regarding the event:

- The response we received by phone and in person was that people wanted free entertainment like they have been getting in Festival Park.
- The Groups we had were good but people said they would not pay.
- We were also asked over and over were the artists really coming (apparently Fayetteville has a history of cancelled shows).
- The process with Parks and Recreation, City of Fayetteville, and the Health Department is cumbersome, fragmented, and disjointed. The departments do not work together to make the process smooth, navigable, or clear. You have to know what questions to ask and to whom to decipher the regulations.
- A lot of what you need to know is not written and what is written is not clear, concise or complete.
- The marketing experts from Fayetteville that we used don't know the market that well or just were not honest with us.
- The advertising we did online, by radio and tv, and in print was a waste of time and money. People stated over and over they did not see or hear about the event. The advertising in other cities was pointless and yielded no benefits.
- The surveys were not completed because there were not enough people to survey. The surveys should be based on actual attendance not estimated numbers for first time events. We aimed for the sky and ended up in a hole because we tried to bring something to Fayetteville that Fayetteville was not ready for with their present outlook and mindset regarding entertainment.

Janet Simpson

# Thank You



**Proudly Promoting the  
Communities of Cumberland County**

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