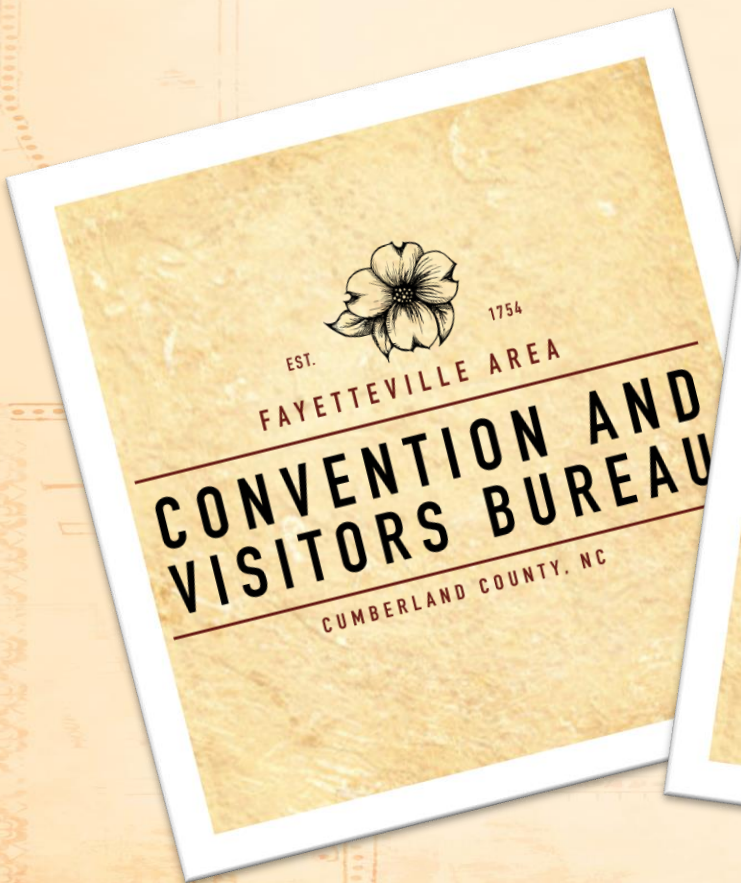


# ***Metrics Associated with the Indigo Moon Film Festival 2016***

***Held October 7-9, 2016***



***October 13, 2016***



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# Introduction

- All data was collected by the Indigo Film Festival staff.
- Indigo Film Festival management estimated **1,500** attendees prior to the event.
- There were **79** completed surveys.
- Using the **1,500** attendees, the Confidence Interval for this presentation with a **79** Sample Size is **+/- 10.74%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.

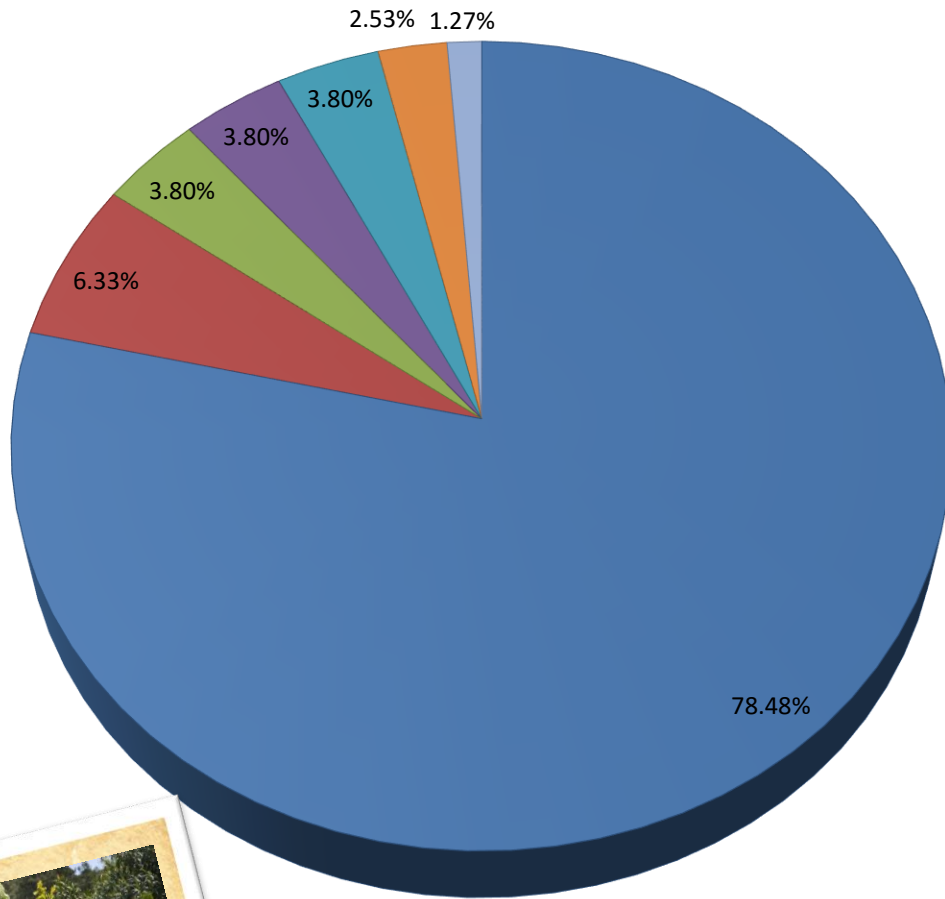


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# They Identified Themselves as...



- 78.48% ■ I am a resident of Fayetteville/Cumberland County.
- 6.33% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 3.80% ■ I am from a surrounding county and drove in for the day for this event.
- 3.80% ■ I am here specifically for the Film Festival and am overnighing in a hotel.
- 3.80% ■ I am visiting the area for other purposes, but heard about the event and came.
- 2.53% ■ I am in the area visiting family or friends and they brought me to this event.
- 1.27% ■ I am here for the Film Festival and staying with family or friends.



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# Where Were They From?

## Overview

- Of the **79** completed surveys 2 provided invalid zip codes.
- **74** were from North Carolina and **6** were from more than 100 miles from Fayetteville.
- **3** identified themselves as being here specifically for the event and overnighting in a hotel.

### Top 5 by State

1. North Carolina	74
2. Invalid Zip	2
3. Alabama	1
4. Georgia	1
5. Florida*	1

*\*Florida person is stationed at Fort Bragg.*

### Top 5 by County

1. Cumberland, NC	67
2. Orange, NC	2
3. Forsythe, NC	2
4. Many Counties Tied	1

### Top 5 by City

1. Fayetteville, NC	60
2. Hope Mills, NC	4
3. Winston Salem, NC	2
4. Chapel Hill, NC	2
5. Spring Lake, NC	2



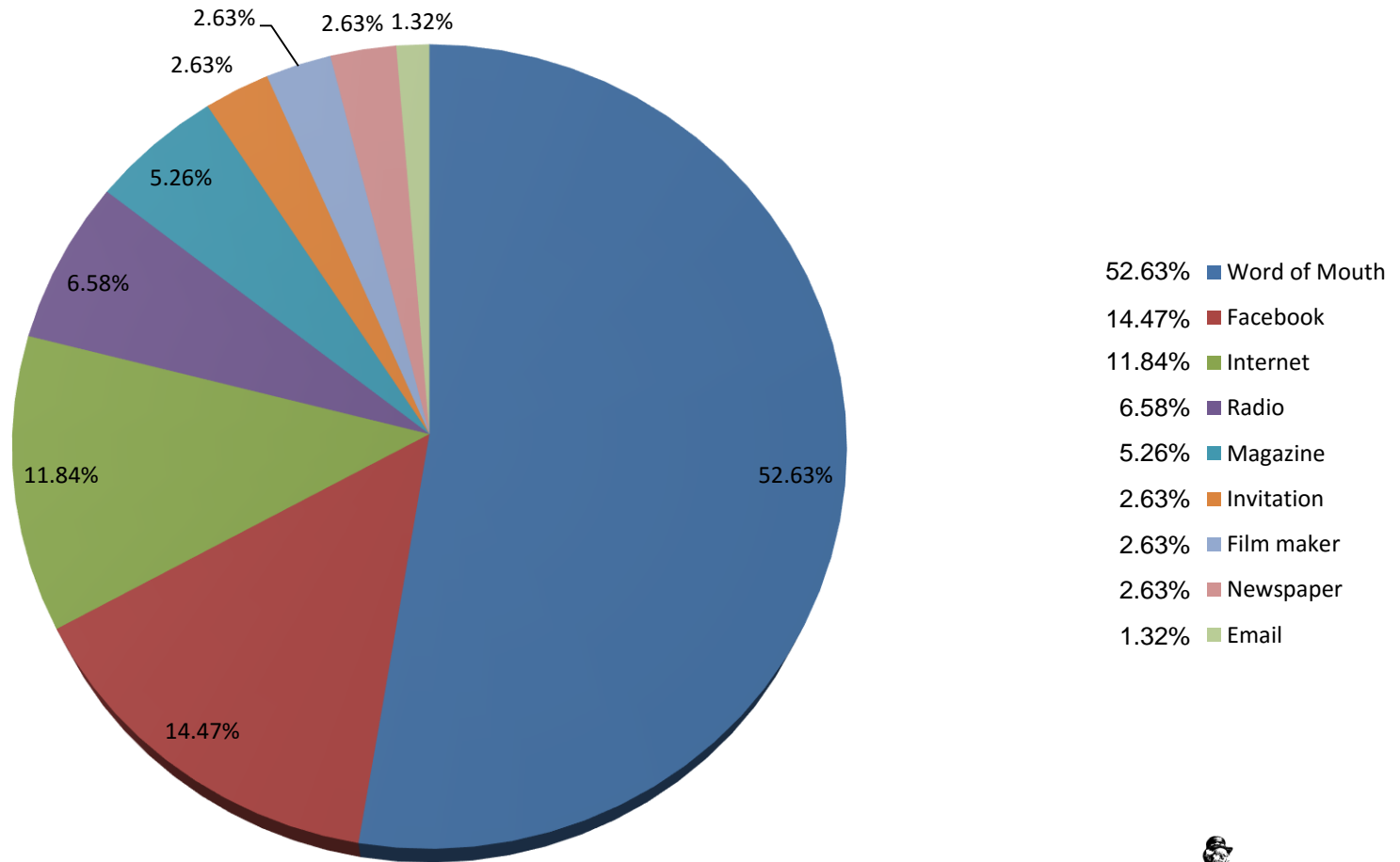
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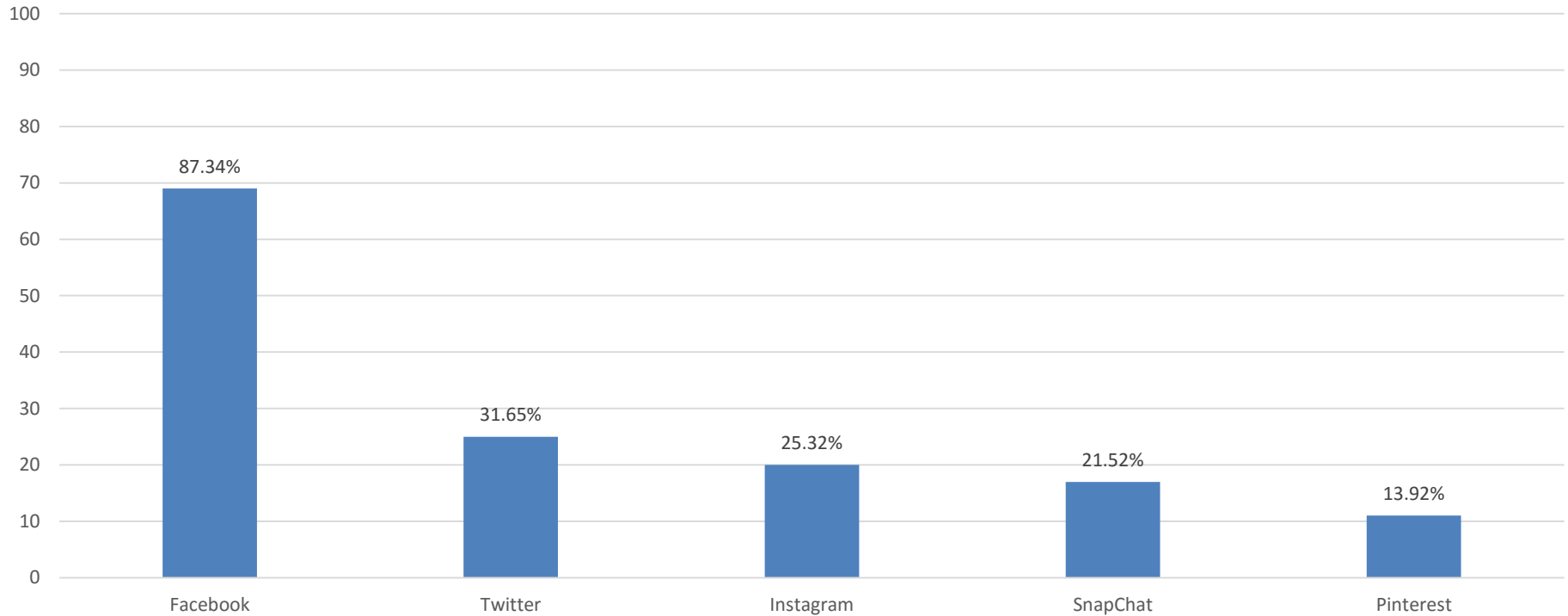


# How Did They Find Out About Event?



# What Social Media networks have you used in the past week?

Social Media Used by the 79 people who responded.



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# Survey Requirements

## Requirement

What is the zipcode where you currently live: \_\_\_\_\_  
(must be a valid 5 digit zipcode)

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
  - A. Which Hotel?
- (6) Here for this event specifically and am overnighing in a hotel
  - A. Which 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

How did you hear about the event:

- Billboard
- Brochure
- Invitation
- Magazine
- Newspaper
- Posters
- Word of Mouth
- Other: \_\_\_\_\_

\*Specific mediums listed based on presentation made on advertising to be used.

## Information Provided

Results by Question Indigo Film Festival 2016 As of: 10/13/2016 12:46:22 PM		
Questions	Answers	Results
<b>Page: 1</b>		<a href="#">View</a>
What is the zip code where you currently reside?	79	<a href="#">View</a>
How did you hear about this event?	79	<a href="#">View</a>
Chose the statement that best applies:	79	<a href="#">View</a>
If you stayed at a hotel, which one?	4	<a href="#">View</a>
If you do NOT live in Cumberland County, what day did you arrive?	5	<a href="#">View</a>
What day will you depart?	5	<a href="#">View</a>
Do you wish to be on our emailing list for future mailings about events and things to do and be eligible for free tickets to next years film festival?	79	<a href="#">View</a>
If YES, please provide EMAIL address.	33	<a href="#">View</a>
What Social Media networks have you used in the past week?	79	<a href="#">View</a>



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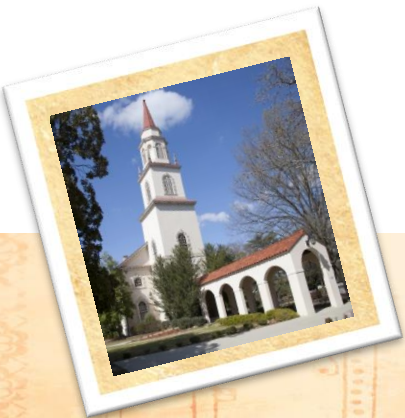
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# Bottom Line

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Indigo Moon Film Festival of **1,500**. The sample size of **79** was considerably less than the required and agreed upon **306** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at +/- **10.74%**.
- **55** surveys were submitted October 7 and **24** surveys on October 8.
- Room Nights – Because the required sample size was significantly below the TDA required amount, the FACVB was unable to accurately project room nights.
- **3** people were specifically here for the event that stayed in a hotel.
- The hotels that were identified were: 1 at “Marriott” and 2 at the Fairfield Inn
- Official Hotel Pick Up: Final hotel pickup reported by hotels was **13** room nights.
- **32** attendees signed up for the FACVB’s E-Promotion Program and provided a valid Email address.
- List of TDA Requirements **Not Met**:
  - The required minimum of **306** completed surveys was not met.



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October 7-9, 2016

***Thank You***  
***Proudly promoting the Communities of***  
***Cumberland County.***



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