

2021 Coldwater Mountain Fat Tire Festival Economic Impact Assessment

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EVENT FAQs

Dates of Event: [October 22 – 24, 2021](#)

Trail Site: [Coldwater Mountain Bike Trail, Anniston, AL](#)

Camp Site: [Zinn Park, Anniston, AL](#)

Total Number of Registrants: [109](#)

EVENT SCHEDULE

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ANNISTON, AL OCTOBER 22-24

SCHEDULE OF EVENTS

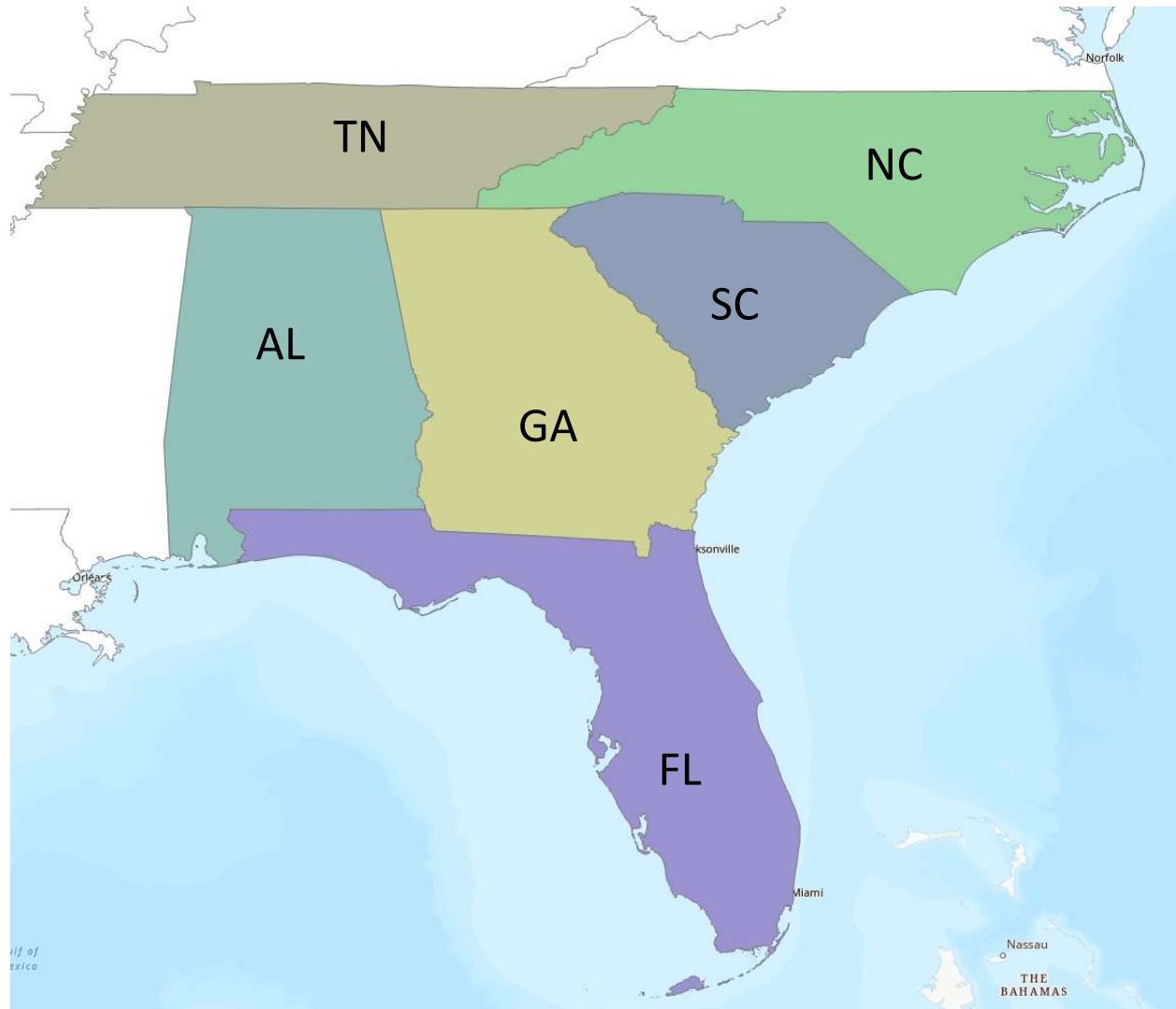
All events take place or begin at the Coldwater Trailhead (CWM) unless specified otherwise.

FRIDAY - OCT 22	SATURDAY - OCT 23	SUNDAY - OCT 24
10:30 AM Registration Opens at Historic Zinn Park	7:00 AM - 9:00 AM Hot Breakfast	7:00 AM - 9:00 AM Hot Breakfast
1:00 PM - 5:00 PM Singletrack Skills Bike Clinic	9:00 AM Scavenger Hunt Opens	10:00 AM - 4:00 PM Funduro Segments / Achievements Open
3:00 PM Fort McClellan Trails Group Ride	9:00 AM - 11:00 AM Cross Country Time Trial Race	10:00 AM - 1:00 PM Game Ride
6:30 PM - 8:30 PM Night Ride (Don't Forget Your Lights!)	9:00 AM - 5:00 PM On-going Festival Events: <ul style="list-style-type: none">• Gravity Trail Shuttles• Vendors• Guided Rides For All Skill Levels• Lunch/Food For Sale by:<ul style="list-style-type: none">◦ Renegade Chef www.facebook.com/ChefInspiredStreetFood◦ Cousins Maine Lobster https://www.cousinsmainelobster.com	10:00 AM - 4:00 PM Sunday Events: <ul style="list-style-type: none">• Poker Ride• Vendors• Lund/Food For Sale by:<ul style="list-style-type: none">◦ Drive by Tacos https://www.drivebytacos.com• Beer Garden• Prize and Swag Giveaway
8:30 PM Pizza, Beer, and Live music by The Laborers	5:00 PM Gear Swap	
	6:00 PM Beer Garden, Dinner, and Live Music by Chris Stalcup and the Grange	

EVENT INTERCEPT SURVEY RESULTS

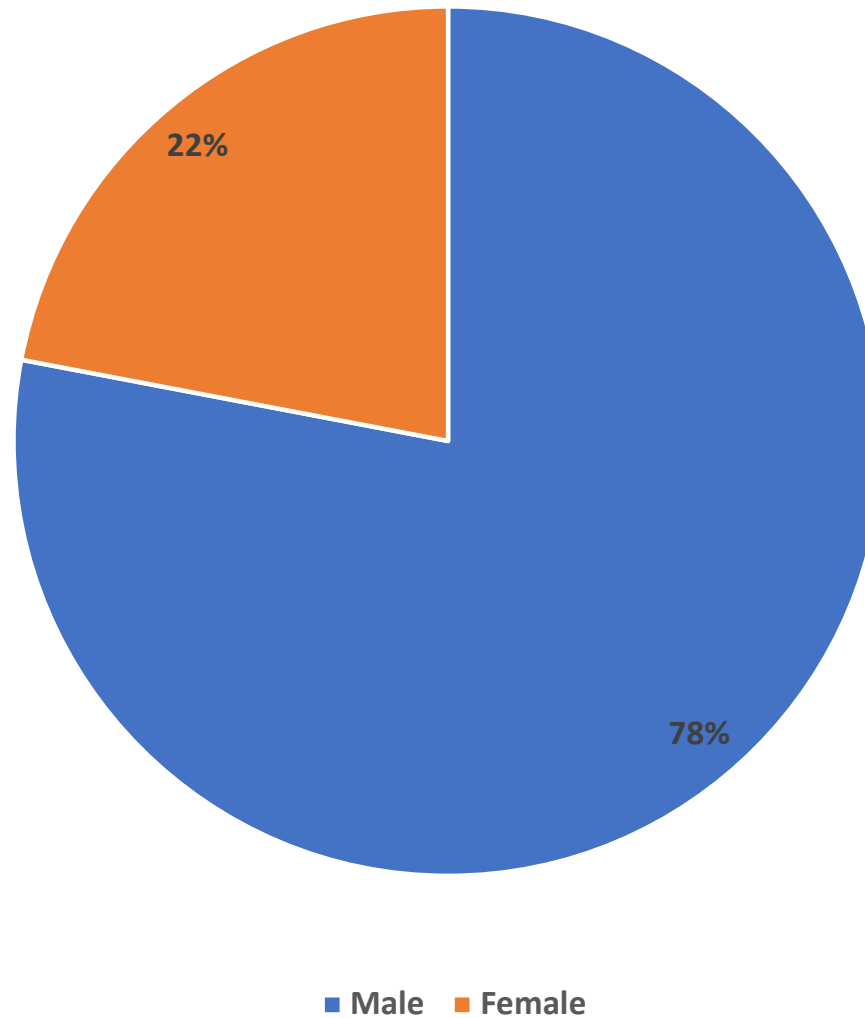
54% Response Rate – 59 out of 109 completed the event Intercept Survey that was administered during the event weekend.

WHERE WERE THE VISITORS FROM?

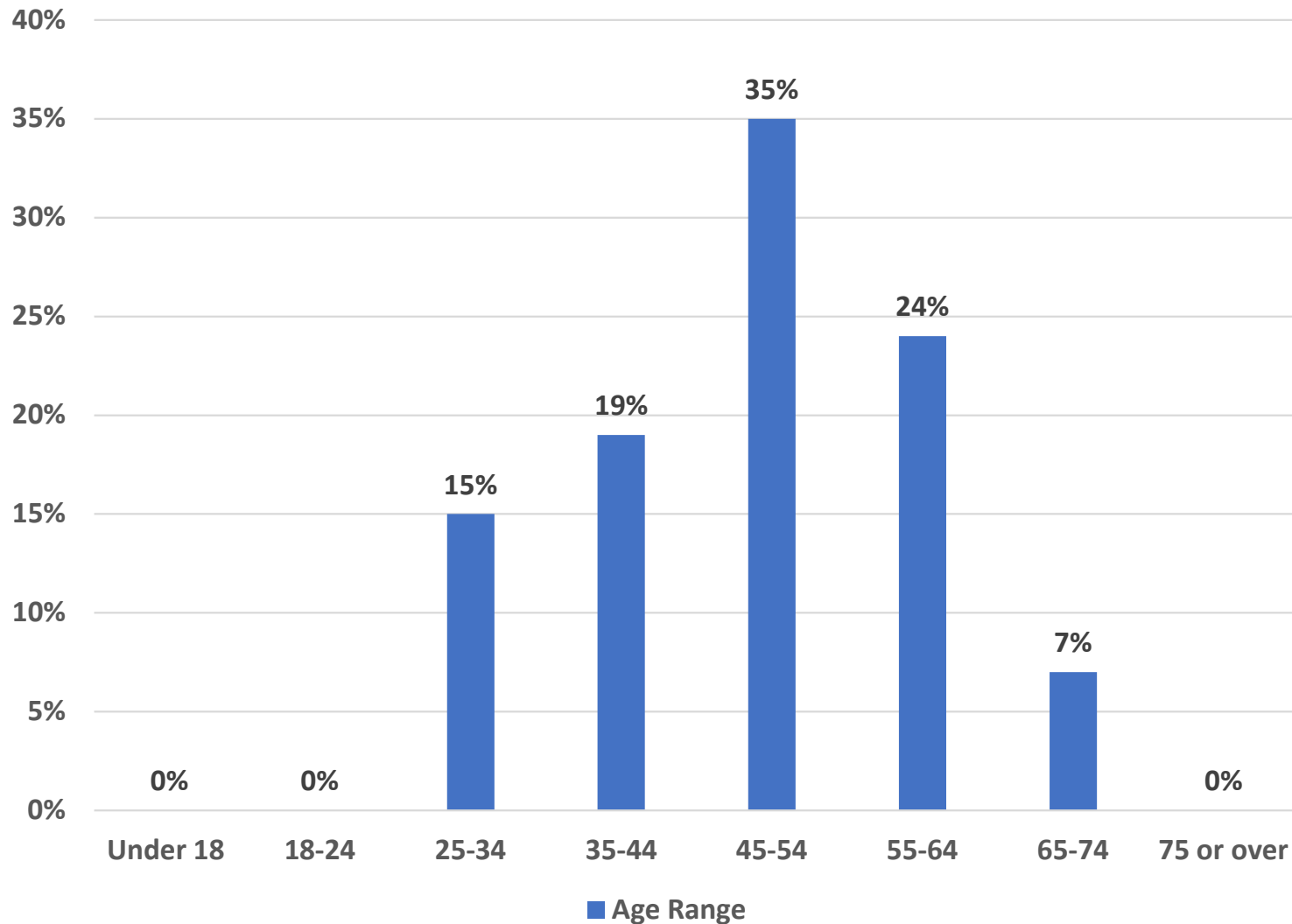


Event participants originated from 39 cities across six southeastern states.

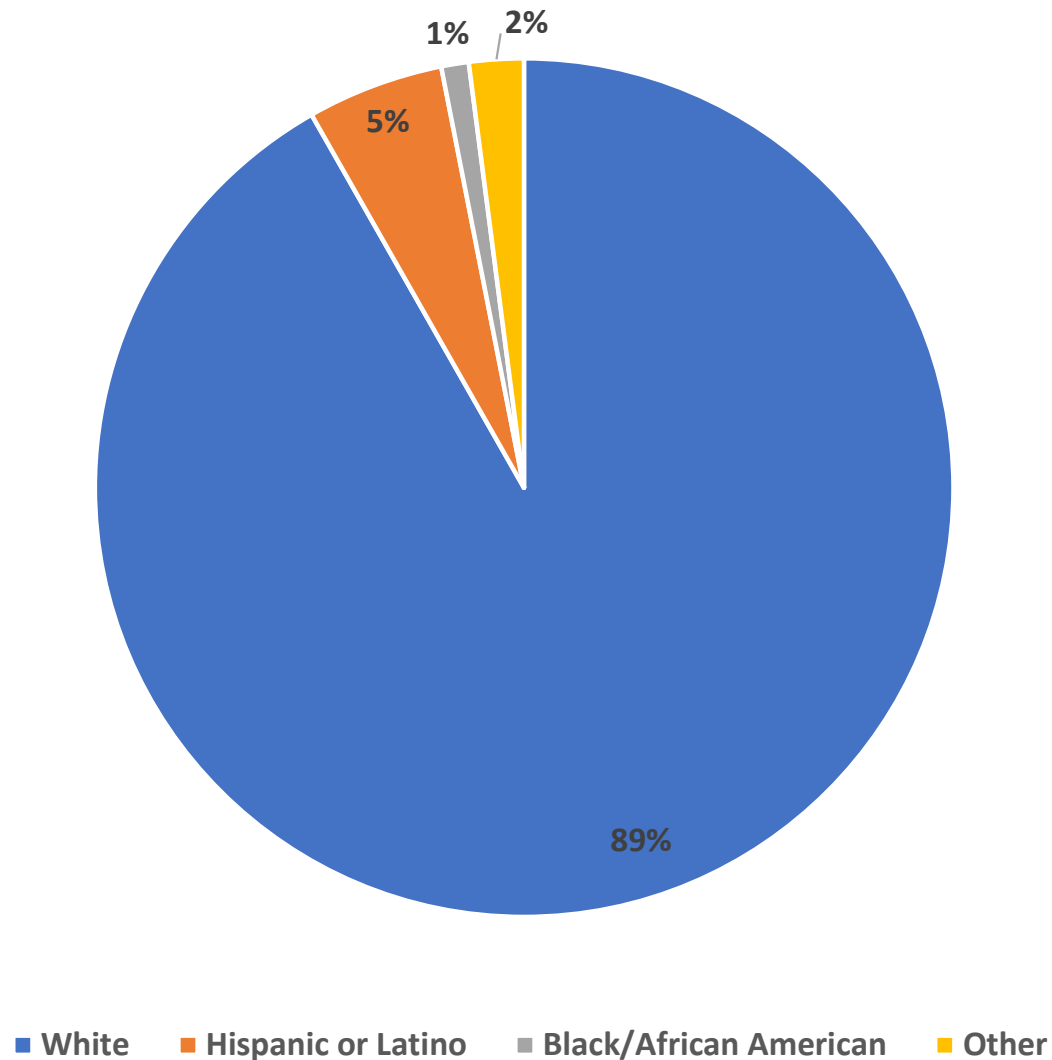
WHAT GENDER DO YOU IDENTIFY WITH?



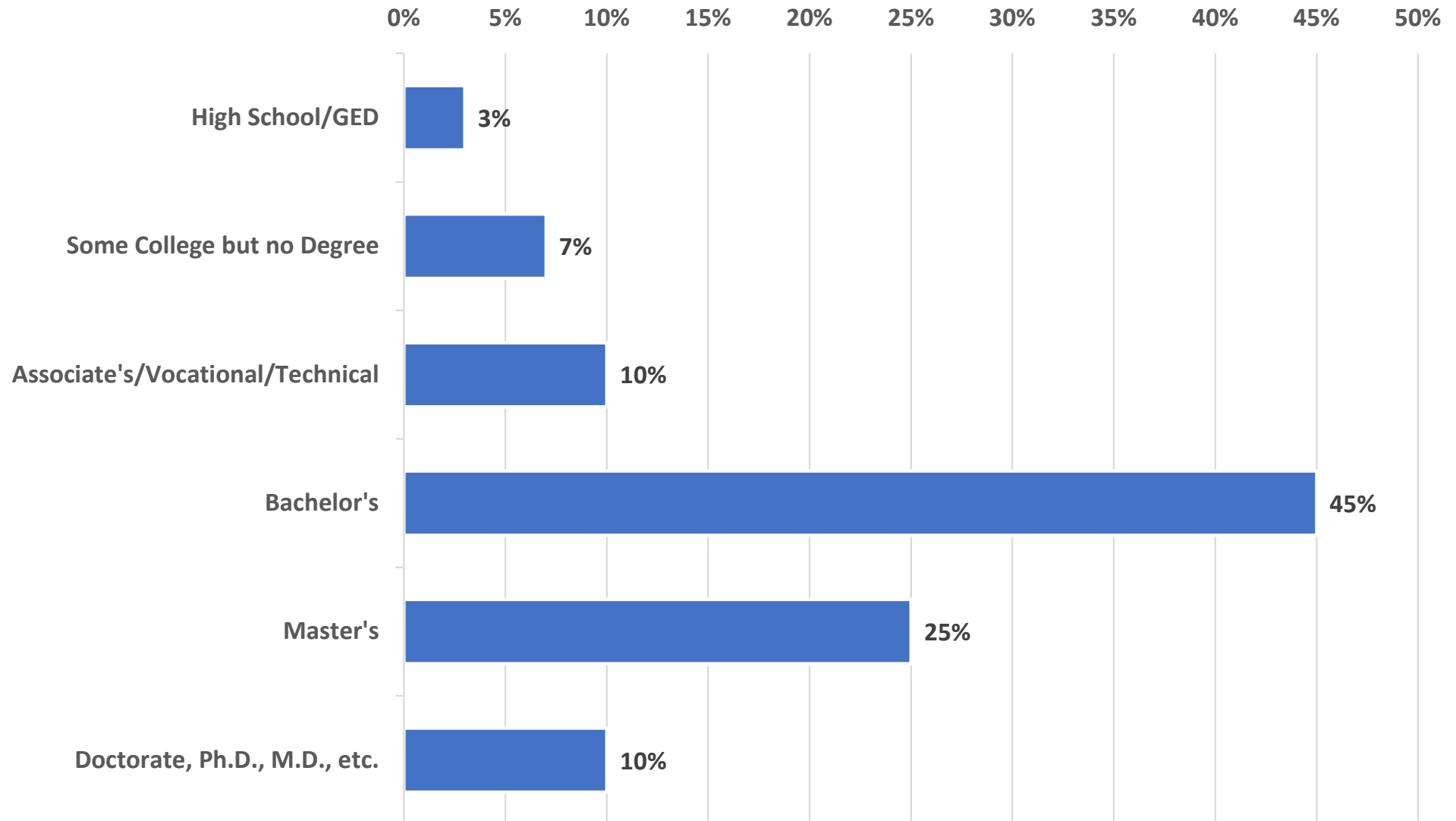
WHAT IS YOUR AGE RANGE?



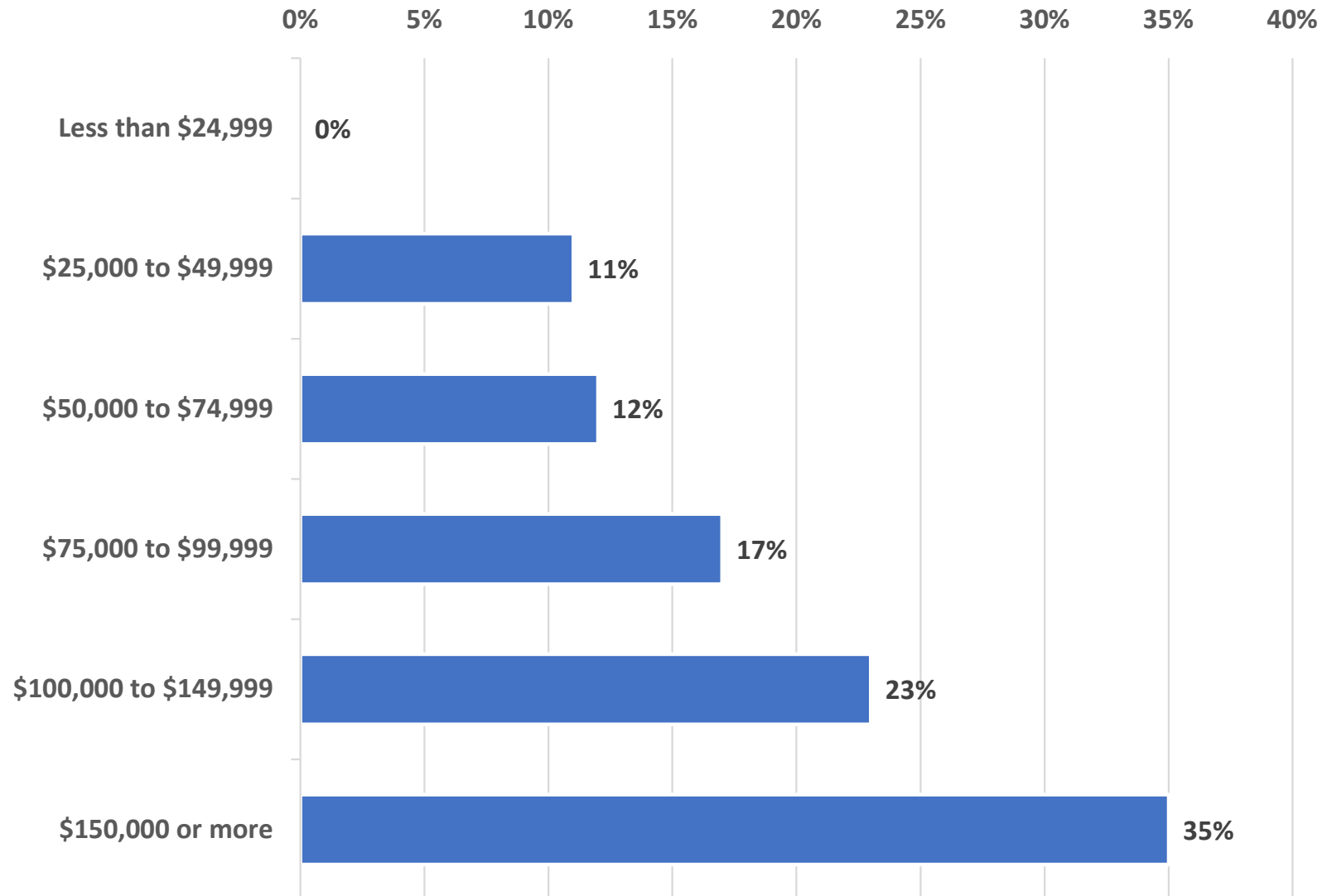
HOW DO YOU DESCRIBE YOUR RACE AND/OR ETHNICITY?



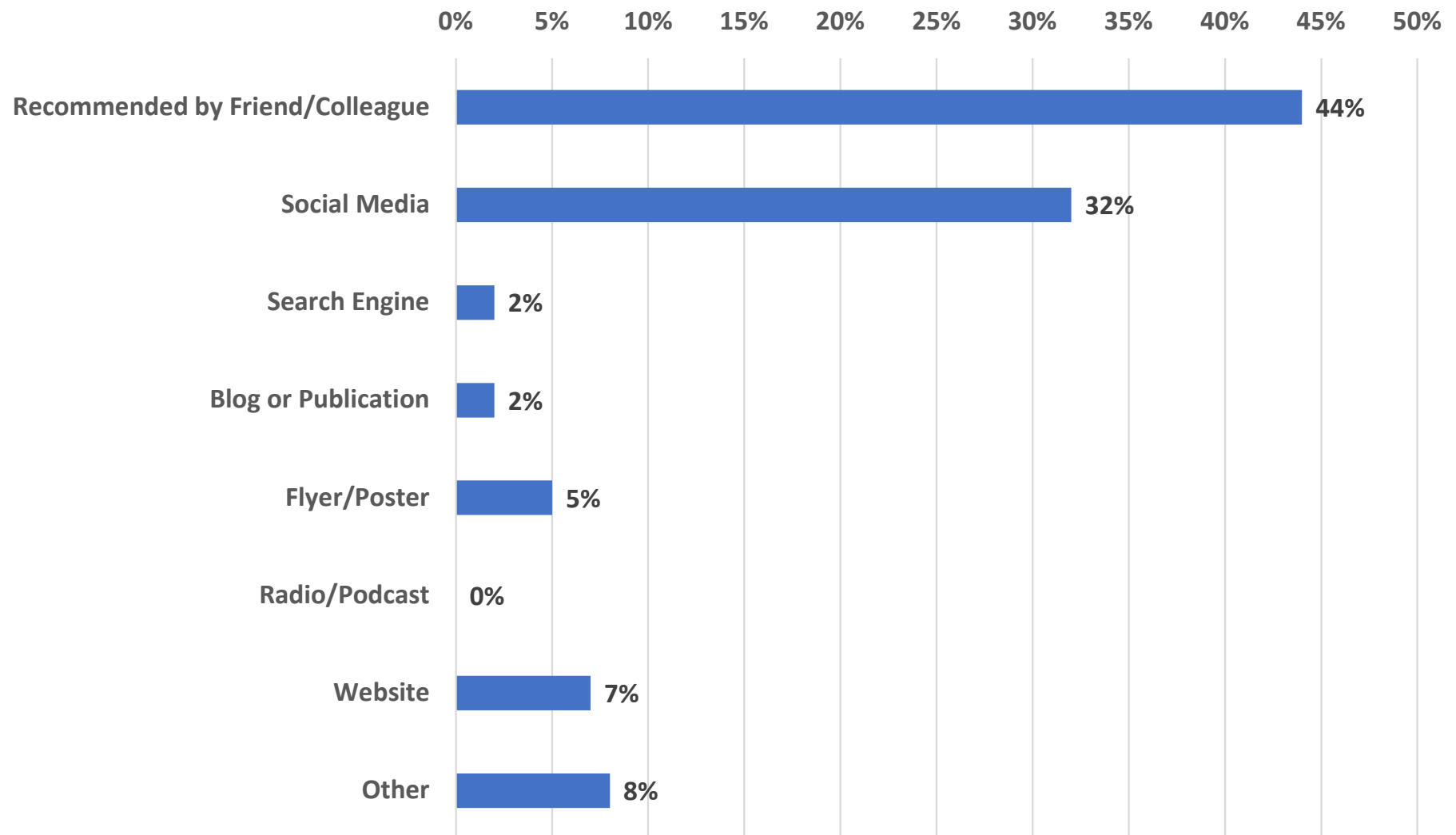
WHAT IS THE HIGHEST EDUCATION LEVEL YOU HAVE COMPLETED?



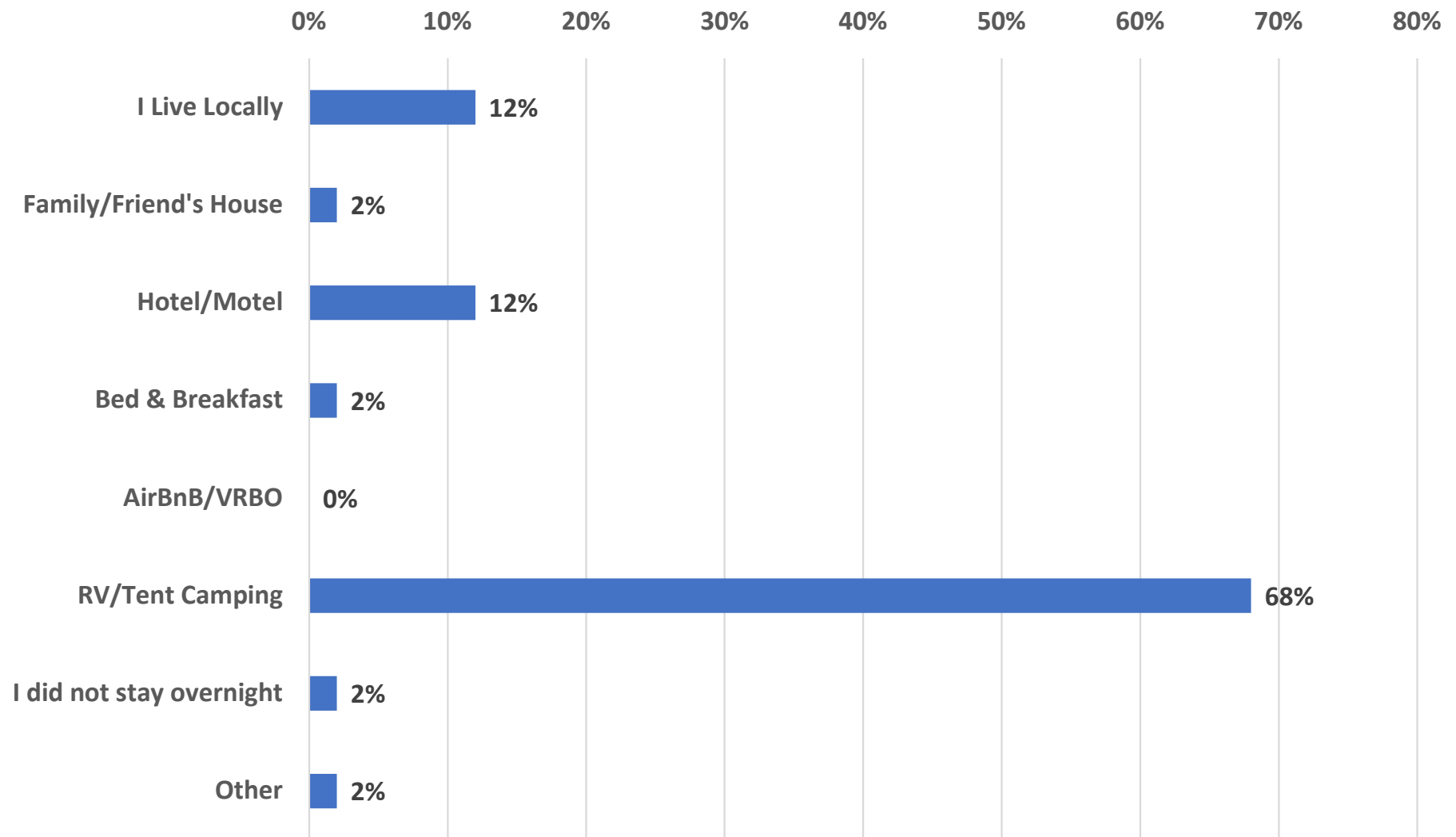
PLEASE INDICATE YOUR TOTAL HOUSEHOLD INCOME BEFORE TAXES LAST YEAR?



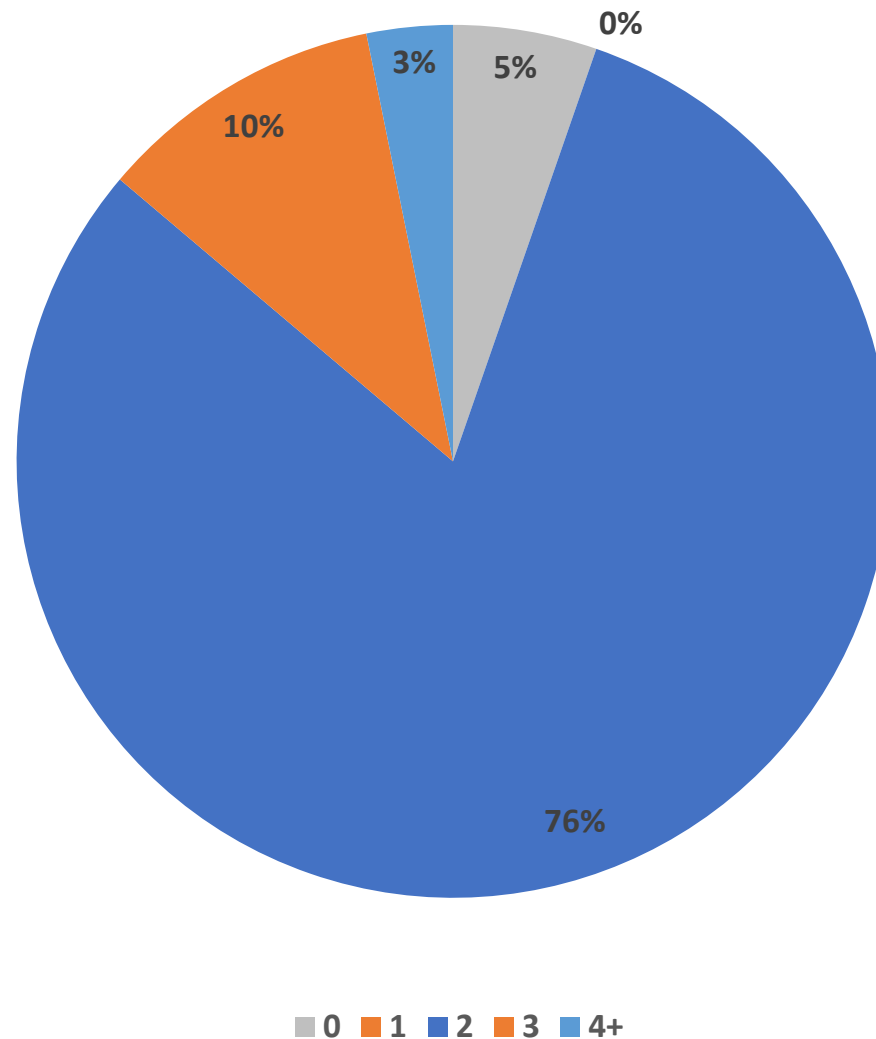
HOW DID YOU HEAR ABOUT THE EVENT?



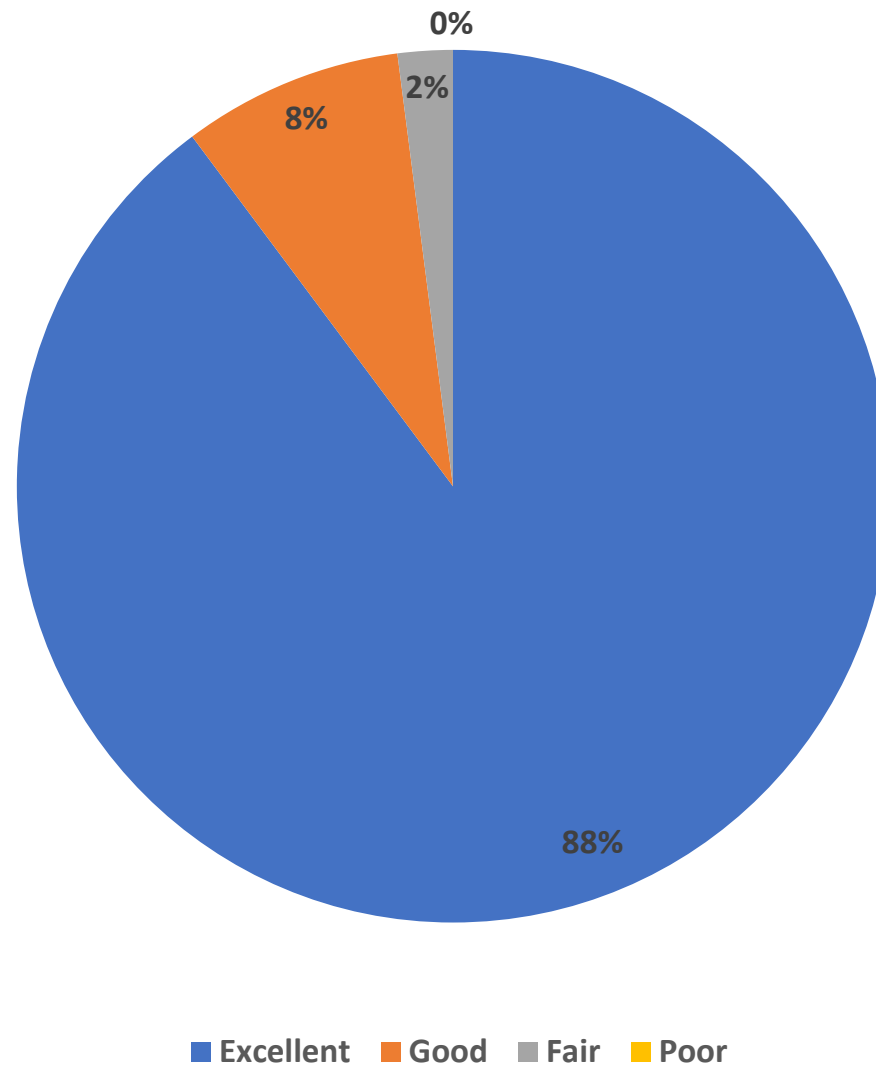
WHERE DID YOU STAY DURING THE EVENT?



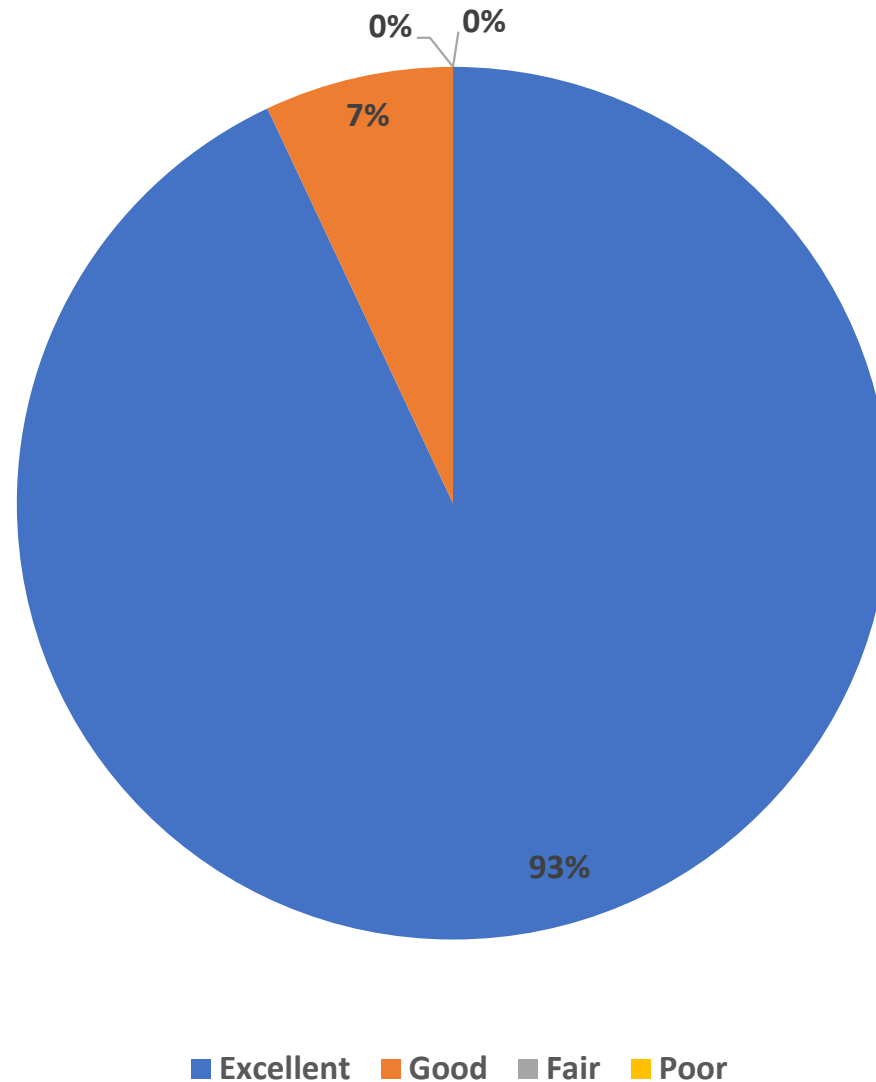
WHERE DID YOU STAY DURING THE EVENT?



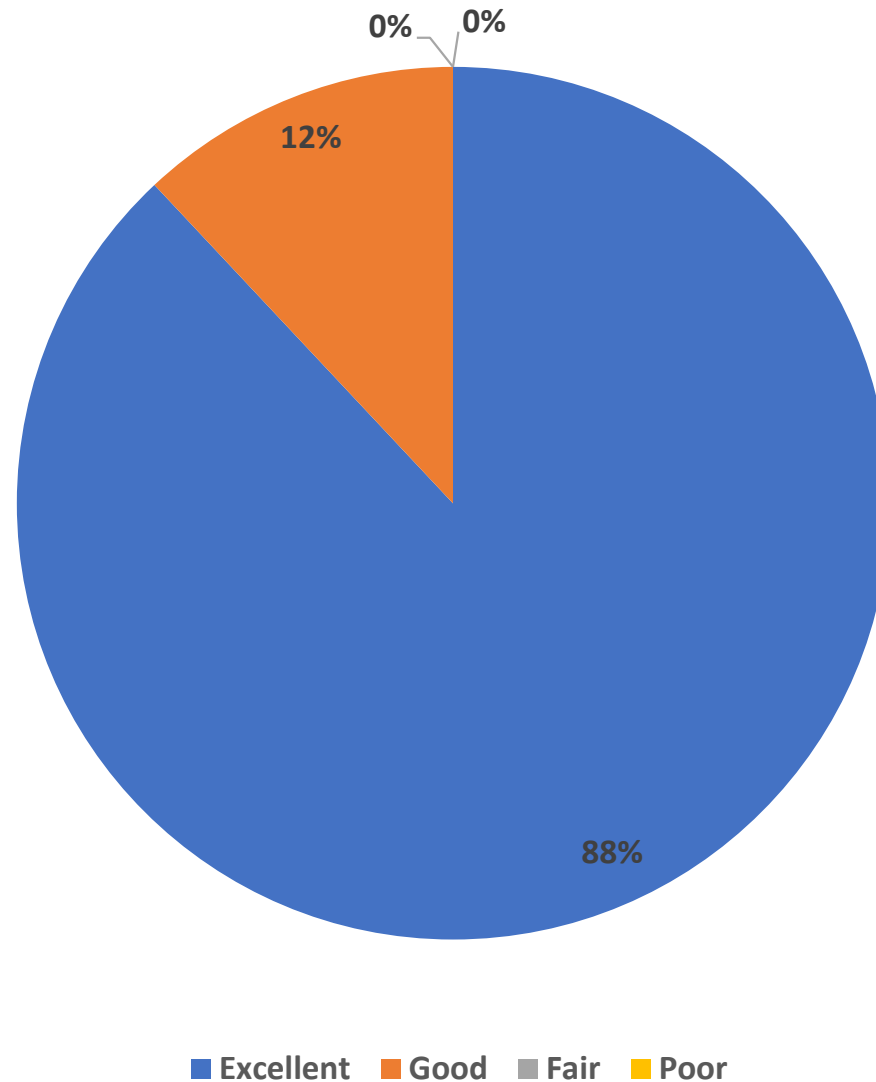
IN YOUR OPINION, THE MAINTENANCE OF THE TRAIL IS:



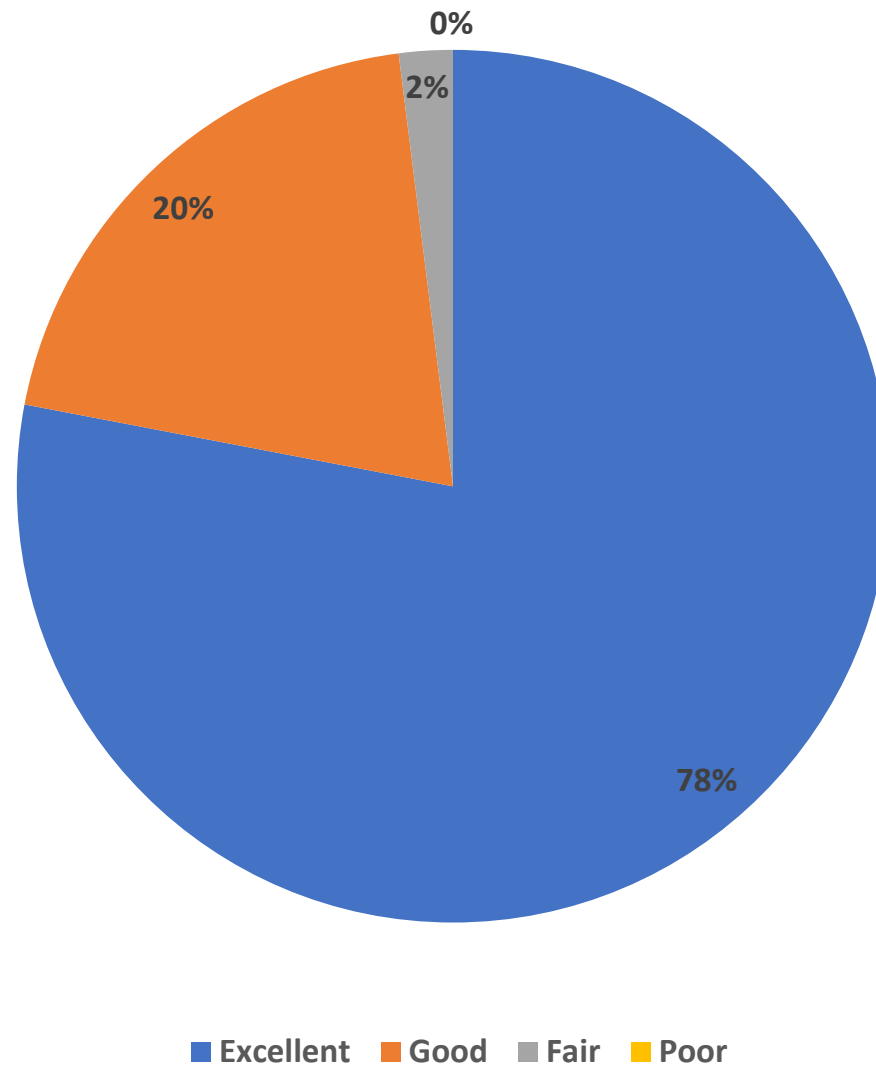
IN YOUR OPINION, THE CLEANLINESS OF THE TRAIL IS:



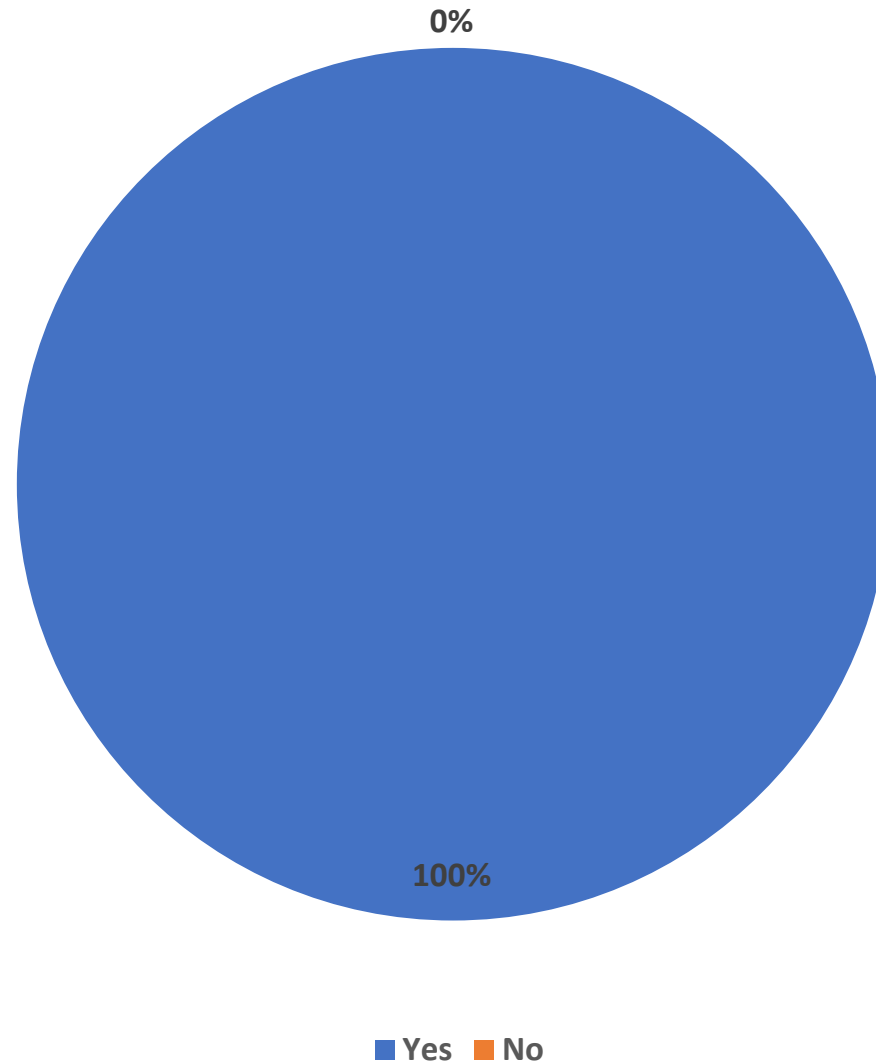
IN YOUR OPINION, THE SAFETY AND SECURITY OF THE TRAIL IS:



IN YOUR OPINION, THE TRAIL'S SURFACE IS:



WOULD YOU RECOMMEND PARTICIPATING IN THIS EVENT TO OTHERS?



WHAT DID YOU LIKE MOST ABOUT THIS EVENT?



WHAT ARE YOUR FAVORITE THINGS ABOUT THIS TRAIL?

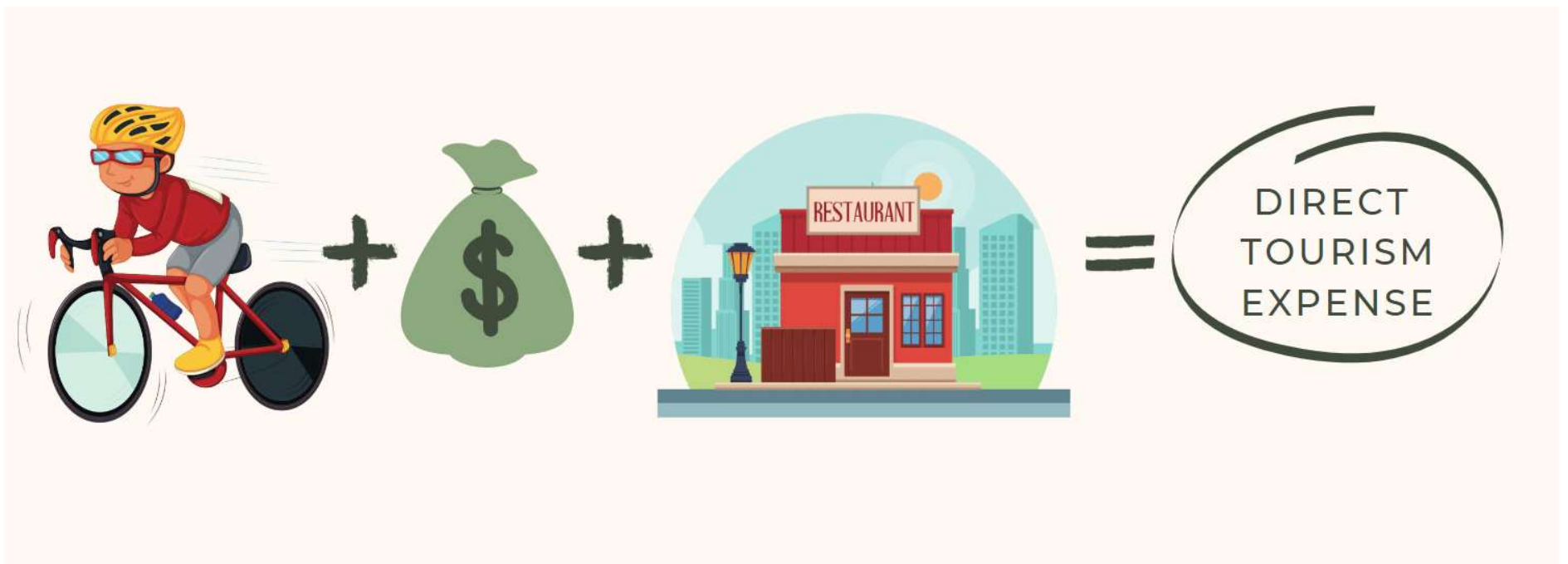


ECONOMIC IMPACT ANALYSIS

What is Economic Impact Analysis?

- Examination of effects of an event (implementation of new project or policy or presence of a business) on the economy
- Impact measured through change in economic activity before event occurs (ex ante) or after event occurs (ex post)
- Input-Output (I/O) model uses inter-industry data to consider linkages across industries
- Linkages are based on economic multipliers

EVENT TOURISM MULTIPLIER EFFECT



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ECONOMIC IMPACT ANALYSIS

What is IMPLAN?

- IMPLAN is an economic impact assessment software
- Combines a set of extensive databases concerning economic factors, multipliers and demographic statistics with a highly refined and detailed system of modeling software
- Database includes information on 546 different industries.

ECONOMIC IMPACT ANALYSIS

Input-output (I/O) analysis

- creates a picture of a regional economy describing flows to and from industries and institutions
- based on the interdependencies between economic sectors. This method is commonly used for estimating the impacts of positive or negative economic shocks and analyzing the ripple effects throughout an economy.

ECONOMIC IMPACT ANALYSIS

Types of Impacts from Economic Activity

- **Employment** – Employment in IMPLAN is an Industry-specific mix of full-time, part-time, and seasonal employment. It is an annual average that accounts for seasonality and follows the same definition used by BLS and BEA. IMPLAN employment is not equal to full time equivalents. Includes wage and salary employment and proprietorships.
- **Labor Income** – All forms of Employment income, including Employee Compensation (wages, salaries, and benefits) and Proprietor Income.

ECONOMIC IMPACT ANALYSIS

Types of Impacts (continued)

- **Value Added** – The difference between an Industry's or establishment's total Output and the cost of its Intermediate Inputs; it is a measure of the contribution to GDP. Value Added is a large portion of Output, as it encompasses Labor Income, Other Property Income, and Taxes on Production and Imports
- **Total Output** – broadest measure of economic impact by calculating total increase in business sales revenue. Not same as business profit, to extent that local firms may pay for goods and services outside of the study region.

ECONOMIC IMPACT ANALYSIS

Sources of Effects (continued)

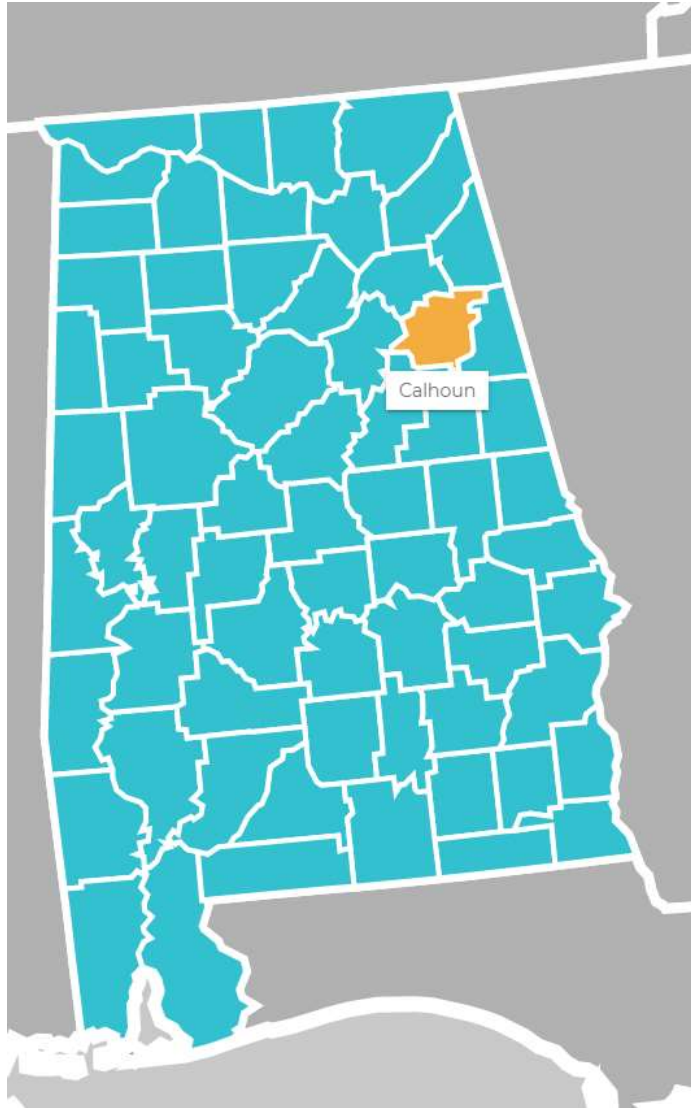
- **Induced Effects** – measures increases in personal income caused by the direct and indirect effects. Businesses experiencing increased revenue from the direct and indirect effects will subsequently increase payroll expenditures (by hiring more employees, increasing payroll hours, raising salaries, etc.). Households will, in turn, increase spending at local businesses. The induced effect is a measure of this increase in household-to-business activity.

ECONOMIC IMPACT ANALYSIS

Utilizing the data obtained from the responses of the event intercept survey, along with spending reported from the Northeast Alabama Bicycle Association (NEABA) that produced the event, we can estimate an approximate economic impact of the Coldwater Mountain Fat Tire Festival on Calhoun County, Alabama. Based on the spending data collected from these surveys, participants spent approximately **\$175 per day** while attending this event. This money is spent on items such as fuel, food, retail and lodging/camping fees primarily within Anniston, Alabama.

Funding obtained from event sponsors and registration fees were used to host the event and pay for items such as tents, security, promotional items, catering, etc. These expenses were also used to estimate the overall economic impact of the event.

ECONOMIC IMPACT ANALYSIS - GEOGRAPHY



Core Geographic Study Area –
Calhoun County, Alabama

ECONOMIC IMPACT ANALYSIS – EVENT IMPACT ON CALHOUN COUNTY

Impact	Employment	Labor Income	Value Added	Output
1 - Direct	1.19	\$28,679.41	\$45,836.01	\$85,369.00
2 - Indirect	0.17	\$5,924.39	\$9,570.64	\$22,822.75
3 - Induced	0.11	\$3,799.09	\$7,492.40	\$13,480.56
TOTAL	1.46	\$38,402.89	\$62,899.05	\$121,672.31

Total Economic Impact on output is for Calhoun County, Alabama.
All dollars are stated in 2022 dollar-values

Source: IMPLAN Group, LLC. IMPLAN [2019, IMPLAN Online] Huntersville, NC. IMPLAN.com.

Please note that this is a conservative estimate as it is only based on spending by the 109 cyclists that registered and from the spending by NEABA to host the event. Cyclists were encouraged to bring friends and family members that did not participate in the race events. Due to the formation of our survey question regarding the number of people in each registrants' party, it was evident the responders were answering based on the number of other cycle registrants with them. This question will be re-worded in future intercept surveys to better gauge the total number of event attendees, not just cyclists registered to cycle in the event. There were also many volunteers for the event that we were not able to quantify and survey. Future surveys will be devised to ascertain whether respondents are registrants, guest of a registrant, or an event volunteer.