

2019 SCBWF EIR REPORT

EXECUTIVE SUMMARY

The 21st Annual Space Coast Birding & Wildlife Festival (hereafter SCBWF), presented by the Brevard Nature Alliance, was held January 24-29, 2018, in Brevard County, Florida. The SCBWF is based in the iconic city of Titusville, whose wealth of environmental, historical, and cultural resources provides an idyllic setting. “The Festival focuses on the abundance and diversity of the natural world around us – from the Atlantic Ocean west through the Indian River Lagoon estuary system to the St. Johns River and surrounding wetlands.” As a testament to this wondrous environmental bounty, during the 2018 Festival, 186 distinct species of birds were observed on scheduled SCBWF activities with a few rarities such as the Black-headed Gull and the Glaucus Gull and ten Florida specialty birds.

Offerings

The 2019 Festival offered 225+ activities, including but not limited to:

- Field trips - 14 of which were on Brevard County Environmentally Endangered Lands properties.
- Photo workshops
- Species ID workshops
- Classroom presentations
- Keynotes
- Spotlights
- Exhibit Center
- Pontoon boat tours
- Offshore boat trip
- Saturday Family Wildlife Day
- Saturday Evening Celebration

Participation

Some classroom events (regular presentations) were offered on a first-come-first-served basis to registered participants. Counting only those sessions requiring prior enrollment,

- 966 registered participants
- 223 sessions
- 2203 session seats were filled

Exhibitors

Available exhibit space was rented to capacity, with 82 exhibitors staffing booths.

- governmental and non-governmental organizations
- tour companies
- guiding services
- camera, optics, and other merchandise vendors and distributors

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DEMOGRAPHICS

Participants arrived from...

- 26% were Brevard locals
- 30% came from 34 other Florida counties
- 41% came from 39 other states encompassing all regions of the United States;
- And less than 3% (20 people) came from 16 other countries, including Albania, Brazil, Canada, Chile, England, France, Ghana, Honduras, Ireland, Mexico, Panama, Peru, Portugal, South Africa, and Uganda.

Gender, age, income, education...

- Gender was not requested on the registration form. Website visits were 42% male, Registrants who responded to the post-event survey were 56% female
- More than 80% of respondents were above the age of 55.
- About 19% of survey respondents reported residing in households where annual income is greater than \$140,000; another 30% reported incomes between \$80,000 and \$120,000.
- About 25% of surveyed registrants hold a Ph.D. or a professional degree, and almost 97% held at least a baccalaureate degree

LODGING

- Festival visitors spent an aggregate 1318 nights at hotels/motels
- 10 people indicated they would be staying at campgrounds or RV Parks.

WEBSITE & FACEBOOK

The SCBWF website received over 6329 visits between September 1, 2017 and January 31, 2018. Between July 1, 2018 and January 31, 2019 there were 312 posts to Facebook, Twitter and Instagram, with 1299 likes and 1317 followers on Facebook.

SATISFACTION

Positive satisfaction for the event is very high. 90.7% of responses indicate that they would encourage a friend to attend the event in the next 2 years. 86.2% of responses say they plan on returning to the event themselves in the next 2 years.

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ECONOMIC IMPACT REPORT

The SCBWF has quantified economic value. In terms of the Festival's regional impact, survey data estimates the effect of SCBWF activities on Brevard County's economy amounted to over \$899,000 in terms of sales or output.

BREAKING DOWN THE NUMBERS *From the survey data*

Aggregate averages for the 56 exhibitors-trip leaders-volunteers surveyed 2019									\$555.36
\$238.23	\$8.04	\$153.96	NA	\$70.96	\$17.59	\$18.59	\$7.23	\$35.00	\$40.75
motel/hotel	other lodge	restaurant	food trucks	groceries	transportation	gas	Leisure	retail	services/Other
Aggregate averages for the 39 local registrants surveyed 2019									\$275
0	0	\$97	NA	\$99	NA	\$17	\$0	NA	\$62
motel/hotel	other lodge	restaurant	food trucks	groceries	transportation	gas	Leisure	retail	services/Other
Aggregate averages for the 172 non-local registrants surveyed 2019									\$959.61
\$360.99	\$109.10	\$221.75	NA	\$86.42	\$8.03	\$45.08	\$59.77	NA	\$68.48
motel/hotel	other lodge	restaurant	food trucks	groceries	transportation	gas	Leisure	retail	services/Other

Table 1. Economic Impact of the Space Coast Birding & Wildlife Festival

	DIRECT SPENDING ¹	INDIRECT & INDUCED SPENDING ²	TOTAL ECONOMIC IMPACT
NON-LOCAL REGISTRANTS	\$502,836	\$200,543	\$703,379
LOCAL REGISTRANTS	\$ 53,075	\$ 23,890	\$ 76,965
EXHIBITORS - TRIP LEADERS - VOLUNTEERS	<u>\$157,117</u>	<u>\$ 65,096</u>	<u>\$222,213</u>
FESTIVAL VISITORS (SUBTOTAL)	\$713,028	\$289,529	\$1,002,557
FESTIVAL ORGANIZERS ³	<u>\$132,646</u>	<u>\$ 73,705</u>	<u>\$206,351</u>
TOTAL	\$845,674	\$363,234	\$1,208,908

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¹ Participant expenditures excluding items purchased from the exhibitors or festival.

² Indirect and induced effects are estimated via multipliers from the 2016 report on the 19th SCBWF.

³ Data supplied by Brevard Nature Alliance

Table 2. Direct Personal Spending by Festival Participants

	SAMPLE SIZE	AVERAGE SPENDING ¹	POPULATION ESTIMATES ²	TOTAL DIRECT SPENDING
NON-LOCAL REGISTRANTS	172	\$959.61	524	\$502,836
LOCAL REGISTRANTS	39	\$275.00	193	\$ 53,075
EXHIBITORS - TRIP LEADERS - VOLUNTEERS	56	\$555.36	283	\$157,117
TOTAL	267	\$774.82	1000	\$774,820

¹ Total reported spending divided by sample size.

² Provided through registration data

This report was prepared by Bob Witenhafer. Bob holds a BA and MA in Math Education and an MA in Applied Statistics, all from the University of South Florida in Tampa. He wrote Ground Support Software and Math Models for Space Shuttle operations, and was trained in Lean 6 Sigma methods. He is Business Operations Manager for Arrow Design Solutions, Inc.