

Blue Spruce Park - Festival of Lights

▪ 2006 Festival Summary

2006 Festival Statistics:

Years festival has operated:	15
Number of nights open:	31
Attendance:	18,849
Number of vehicles:	4,712
Entry fee charged:	\$6 per car (fifth year at this rate)
Number of \$1 coupons returned:	1,198
Gate Gross Revenue:	\$27,001
Gift Shop Gross Sales:	\$13,287
Gift Shop Net Revenue for County:	\$2,657
Full-time employees needed:	6
Seasonal employees needed:	3
Volunteer workers:	SCI Pine Grove – 4 days
Volunteer groups staffing entry gate:	27

Possible factors for increased attendance (+24%) from previous year:

- Exceptionally good weather (only one night of bad roads)
- Lower gasoline prices – more holiday travel
- Christmas and New Year's holidays fell on a Monday this year resulting in a longer holiday weekend for most people
- Return of previous visitors who have not visited festival for several years
- Road-side advertising
- Word-of-mouth advertising, especially interest in new displays
- Television ads purchased by Tourist Bureau (difficult to measure impact after only one year)
- Routine cyclical increase, attendance fluctuates yearly.

Attendance

Blue Spruce Park Festival of Lights Statistical Summary (1992 - 2006)

Year	Avg./night	Vehicles	Attendance*	Entry fee	Gate receipts
2006	\$871	4,712	18,849	\$6	\$27,001
2005	\$647	3,628	14,510	\$6	\$20,689
2004	\$675	3,933	15,733	\$6	\$22,266
2003	\$690	3,599	14,397	\$6	\$20,687
2002	\$796	3,966	15,863	\$6	\$23,192
2001	\$744	4,761	19,046	\$5	\$23,907
2000	\$455	3,455	13,822	\$5	\$17,277
1999	\$572	4,464	17,856	\$5	\$22,230
1998	\$667	5,066	20,264	\$5	\$25,330
1997	\$564	5,073	25,291	\$4	\$20,291
1996	\$560	4,760	19,040	\$4	\$19,040
1995	\$572	4,437	17,748	\$4	\$17,747
1994	\$667	4,697	18,788	\$4	\$18,789
1993	\$564	5,987	23,948	\$3	\$17,900
1992	\$560	6,000	24,000	\$3	\$18,000
Total=		68,538	279,155		\$314,346

*Note: Attendance is calculated at @ 4 people per vehicle for total attendance.

- Prior to the year 2000 festival revenues were retained by the Tourist Bureau to operate the event. From 1997 – 1999 the Parks & Trails Department retained 10% of the gate receipts.
- The Parks & Trails Department did not assume sole management of the event until 2000. Since then all revenues have been retained by the County and are placed into a restricted account managed by the Indiana County Treasurer. All revenues are used solely to operate and maintain the event.
- Revenues received recoup approximately 50% of the cost of operating the event. The balance of funding to operate the event is provided from the Indiana County Parks & Trails general operating budget, primarily for employee labor and benefit costs.

Report compiled by:
Ed Patterson, Director
January 5, 2007