

*Metrics Associated with the
2016 Coastal Plain League All-Star Game and Fan Fest
Held July 10-11, 2016*



July 19, 2016



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Introduction

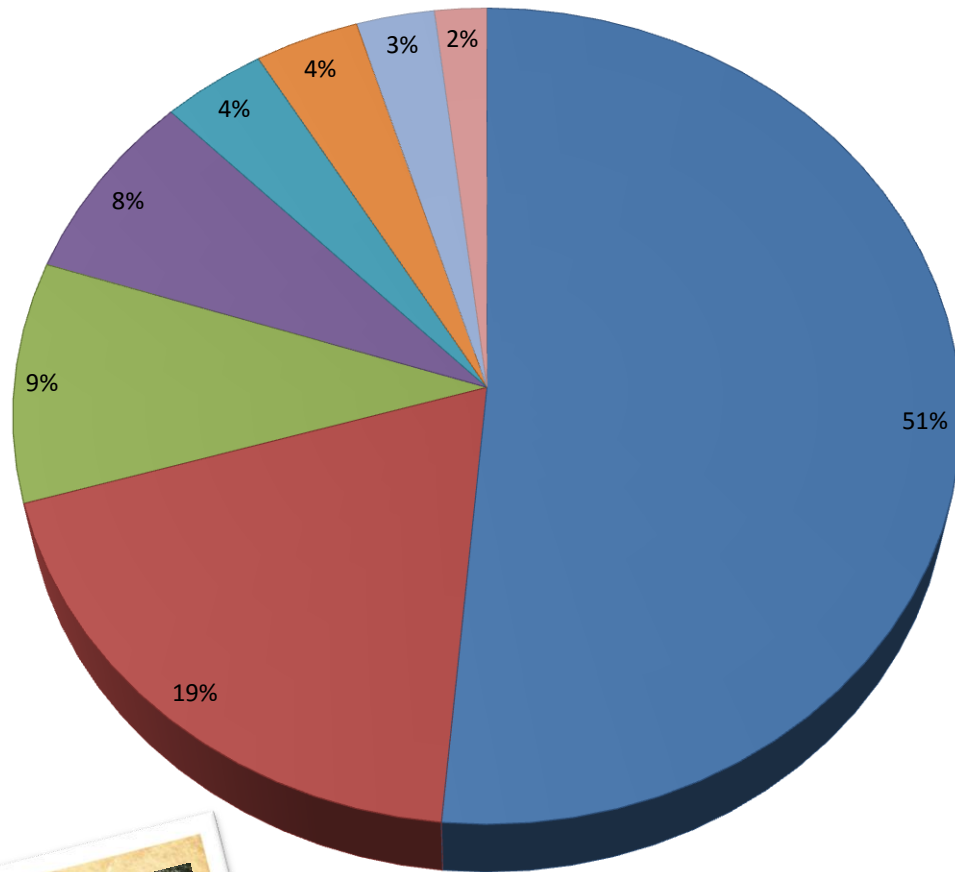
- All data was collected by the SwampDog staff.
- SwampDog management estimated **2,500** attendees prior to the event.
- There were **105** completed surveys.
- Using the **2,500** attendees, the Confidence Interval for this presentation with a **105** Sample Size is **+/- 9.36%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.



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They Identified Themselves as...



- 51% ■ I am a resident of Fayetteville/Cumberland County.
- 19% ■ I am here specifically for the All Star Game and am overnighing in a hotel.
- 9% ■ I am from a surrounding county and drove in for the day for this event.
- 8% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 4% ■ I am visiting the area for other purposes, but heard about the event and came.
- 4% ■ I am in the area visiting family or friends and they brought me to this event.
- 3% ■ I am here for the event and staying with family or friends.
- 2% ■ I am staying at a hotel and the hotel referred me to this event.



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Where Were They From?

Overview

- Of the **105** completed surveys, 1 provided an invalid zip code.
- **83** were from North Carolina, and **27** were from more than 100 miles from Fayetteville.
- **20** identified themselves as being here specifically for the event and overnighing in a hotel.

Top 5 by State

1. North Carolina	83
2. Virginia	5
3. Georgia	3
4. 4 States Tied	2
5. 5 States Tied	1

Top 5 by County

1. Cumberland, NC	56
2. Randolph, NC	5
3. Guilford, & Robison, NC	4
4. Rutherford, & Hoke, NC	3
5. Beaver, PA, Moor, NC & Shawnee, KA	2

Top 5 by City

1. Fayetteville, NC	44
2. Asheboro & Hope Mills, NC	5
3. Fort Bragg, NC	4
4. Saint Paul & Raeford, NC	3
5. 7 Cities Tied	2

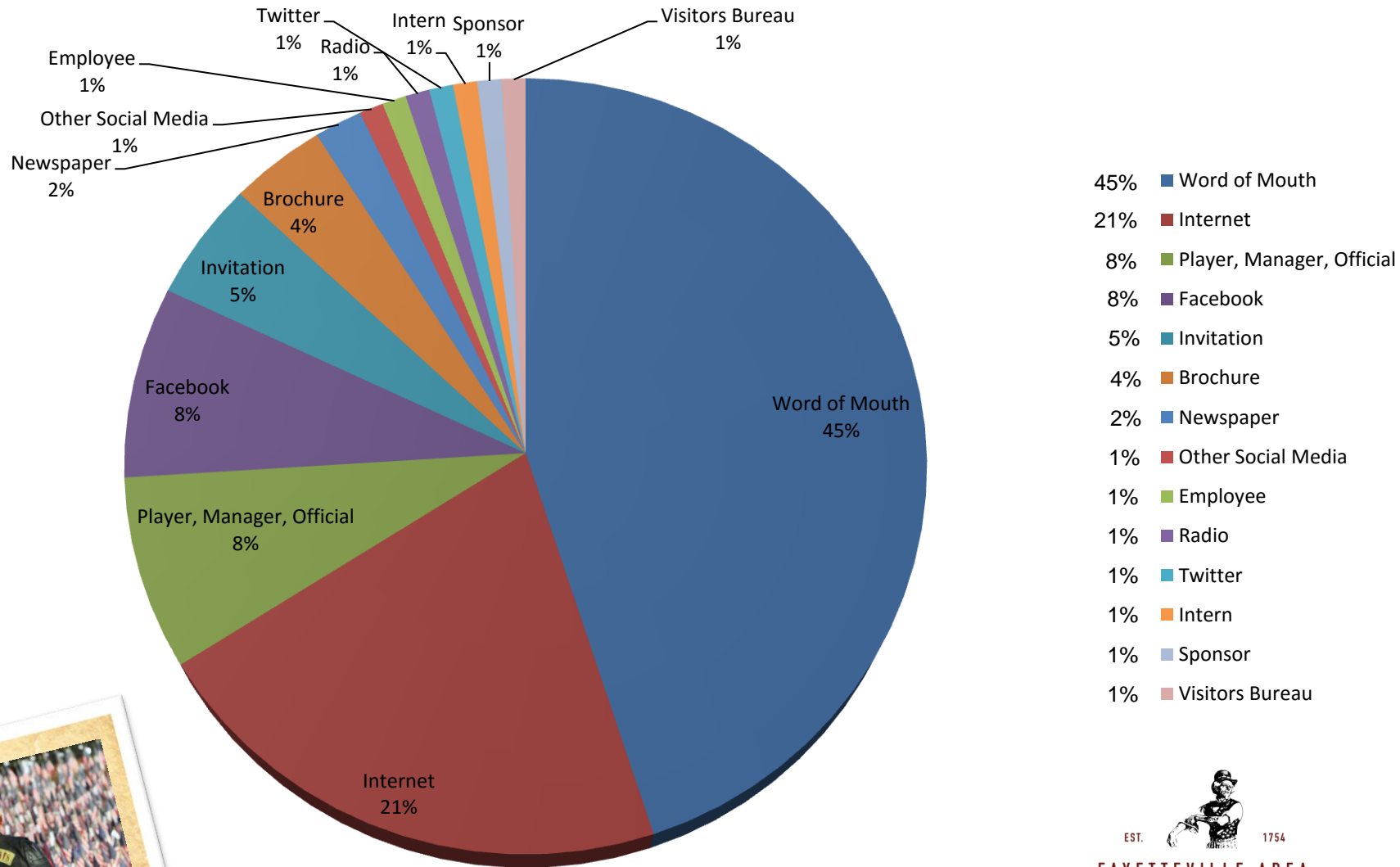


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How Did They Find Out About Event?



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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 TDA Event Swampdog All Star Game As of: 7/19/2016 9:37:50 AM		
Questions	Answers	Results
Page: 1		View
What is the zip code where you currently reside?	105	View
How did you hear about this event?	105	View
Chose the statement that best applies:	105	View
If you stayed at a hotel, which one?	29	View
If you do NOT live in Cumberland County, what day did you arrive?	33	View
What day will you depart?	35	View
Do you wish to be on our email mailing list for future invitations?	105	View
If YES, please provide EMAIL address.	17	View



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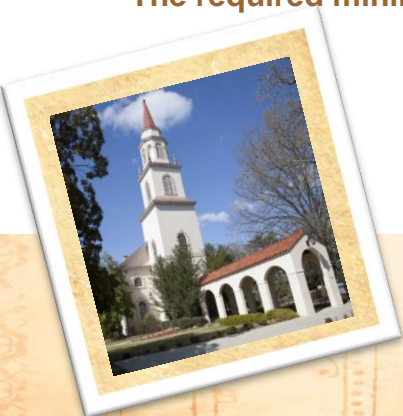
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Bottom Line

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the SwampDogs of **2,500**. The sample size of **105** was less than the required **334** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 9.38%**.
- 105** surveys were submitted on the 1st day of the event and **Zero** for the 2nd Day.
- Room Nights – Because the required sample size was significantly below the TDA required amount, the FACVB was unable to accurately project room nights.
- Of those that were here specifically for the event and stayed in a hotel, the following hotels were mentioned:

Ramada Plaza	10
Baymont	2
Travel Place	1
Fort Bragg	1
Motel 6	1

- Hotel Pickups reported back to the FACVB: 47 Rooms from Ramada Plaza.
- 1** person said they were here for the event and staying in a hotel, however they provided a Fayetteville, NC zip code..
- 15** attendees signed up for the FACVB’s E-Promotion Program.
- The required minimum of 334 completed surveys was not met.**



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Thank You

Proudly promoting the Communities of Cumberland County.



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