

2020 SCBWF EIR REPORT

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(Note: 2020 is the last time the Space Coast Birding and Wildlife Festival was held.)

EXECUTIVE SUMMARY

The 23rd Annual Space Coast Birding & Wildlife Festival (hereafter SCBWF), presented by the Brevard Nature Alliance, was held January 22-27, 2020, 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 2020 Festival, 189 distinct species of birds were observed on scheduled SCBWF activities with a few rarities such as the Great White Pelican, Cinnamon Teal and the Hybrid Blue-winged Teal/Cinnamon Teal.

Offerings

The 2020 Festival offered 215 activities, including but not limited to:

- Field trips - 12 of which were on Brevard County Environmentally Endangered Lands properties.
- Photo workshops
- Species ID workshops
- Classroom presentations
- Keynotes
- Spotlights
- Exhibit Center
- Pontoon boat tours
- Airboat tours
- Kayak tours
- Offshore boat trip
- Saturday Family Wildlife Day
- Saturday Popcorn and Movie

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,

- 950 registered participants
- 152 sessions
- 1782 session seats were filled

Exhibit hall traffic (those who came only to see the exhibits) totaled 650 over the 4 days that the hall was open. No count was made of participant traffic.

Exhibitors

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

- governmental and non-governmental organizations
- tour companies

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- guiding services
- camera, optics, and other merchandise vendors and distributors

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DEMOGRAPHICS

Participants arrived from...

- 24% were Brevard locals
- 23% came from 37 other Florida counties
- 50% came from 38 other states encompassing all regions of the United States;
- And less than 3% (22 people) came from 15 other countries, including Bahamas, Belize, Borneo, Canada, Columbia, Costa Rica, Cuba, Malaysia, New Zealand, Panama, Peru, Portugal, South Africa, Uganda and the United Kingdom.

Gender, age, income, education...

- Gender was not requested on the registration form. Registrants who responded to the post-event survey were 61% female
- More than 83% of respondents were age of 55 or older.
- About 25% 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 20% of surveyed registrants hold a Ph.D. or a professional degree, and almost 84% 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 19013 visits between February 1, 2019 and January 31, 2020. Between July 1, 2019 and January 31, 2020 there were 328 posts to Facebook, Twitter and Instagram, with 371 new likes, a total of 2090 likes and 2158 followers on Facebook.

SATISFACTION

Positive satisfaction for the event is very high. 93.5% of responses indicate that they would recommend the festival to others. 70% of responses say they plan on attending the festival next year.

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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 63 exhibitors-trip leaders-volunteers surveyed 2020									\$508.66
\$210.00	\$16.13	\$111.37	\$3.23	\$45.48	\$43.47	\$15.00	\$32.10	\$17.42	\$13.47
motel/hotel	other lodge	restaurant	food trucks	groceries	transportation	gas	Leisure	retail	services/Other
Aggregate averages for the 42 local registrants surveyed 2020									\$211.43
\$101.59	0	\$48.63	\$1.43	\$16.75	10.71	\$10.36	\$11.64	\$6.62	\$3.69
motel/hotel	other lodge	restaurant	food trucks	groceries	transportation	gas	Leisure	retail	services/Other
Aggregate averages for the 133 non-local registrants surveyed 2020									\$667.03
\$272.88	\$68.23	\$163.83	\$0.26	\$38.20	\$30.59	\$18.28	\$16.65	\$56.49	\$1.62
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	\$278,152	\$110,994	\$389,146
LOCAL REGISTRANTS	\$ 49,263	\$ 22,174	\$ 71,437
EXHIBITORS - TRIP LEADERS - VOLUNTEERS	<u>\$152,598</u>	<u>\$ 63,224</u>	<u>\$215,822</u>
FESTIVAL VISITORS (SUBTOTAL)	\$480,013	\$196,392	\$676,405
FESTIVAL ORGANIZERS ³	<u>\$145,530</u>	<u>\$ 80,864</u>	<u>\$226,394</u>
TOTAL	\$625,543	\$277,256	\$902,799

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

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Table 2. Direct Personal Spending by Festival Participants

	SAMPLE SIZE	AVERAGE SPENDING ¹	POPULATION ESTIMATES ²	TOTAL DIRECT SPENDING
NON-LOCAL REGISTRANTS	133	\$667.03	417	\$278,152
LOCAL REGISTRANTS	42	\$211.43	233	\$ 49,263
EXHIBITORS - TRIP LEADERS - VOLUNTEERS	62	\$508.66	300	\$152,598
TOTAL	237	\$544.86	950	\$480,013

¹Total reported spending divided by sample size.

²Provided 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.