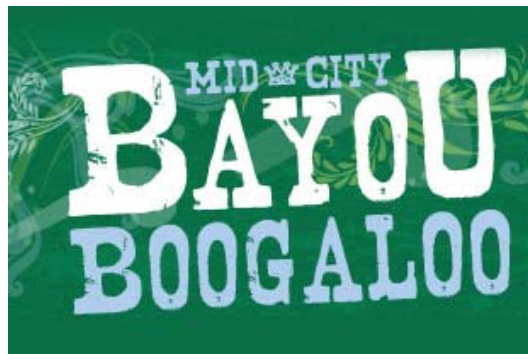




Bayou Boogaloo Festival 2011 Visitor Survey Results



THE UNIVERSITY *of*
NEW ORLEANS

Hospitality Research Center
Defining Tourism Opportunities

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Acknowledgments

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Gratitude also goes to the **Bayou Boogaloo Volunteer Surveyors** who conducted the interviews on which this report is based.

Executive Summary

- Less than half of the respondents (40.3%) were first time attendees to the Bayou Boogaloo Festival.
- About two thirds of the visitors (65.6%) reported they have attended the festival between one to three previous times. 34.3% of respondents reported attending the festival more than three times. The average number of visits was 2.9.
- The vast majority (83.7%) of the attendees of the Bayou Boogaloo Festival live in the Greater New Orleans area.
- 19.2% of out-of-town attendees to the festival came from inside the state of Louisiana, followed by Massachusetts (11.5%). 7.7% of the attendees came from each of California, Illinois, Mississippi, New Jersey and Texas.
- The vast majority (89.6%) of the local attendees to the festival came from Orleans parish.
- International visitors to Bayou Boogaloo Festival were from Denmark, New Zealand and Scotland.
- 82.9% of out-of-town Bayou Boogaloo Festival visitors stayed overnight in the New Orleans area.
- Of the visitors who stayed overnight, 25.0% spent between one and two nights in the New Orleans area while visiting the Bayou Boogaloo Festival. Because some out-of-town attendees stayed in town much longer, the average number of nights was 4.6.
- Nearly half (46.4%) of the out-of-town visitors stayed at a hotel.
- Each of out-of-town visitor party occupied one hotel room.
- The average nightly room rate paid by Bayou Boogaloo attendees from out of town was \$88.38.
- 57.9% of the visitors to the Bayou Boogaloo Festival used a personal vehicle as their mode of transportation to get to New Orleans.
- 21.1% of the attendees to the Bayou Boogaloo Festival visited New Orleans for the primary purpose of attending the festival.
- The largest proportion of daily visitor expenditures was from meals (\$56.24), followed by lodging (\$29.78). Visitors spent an average of \$151.92 per day in New Orleans.
- 46.6% of visitors reported music as their favorite thing about their *trip*, followed by food (25.0%), people (25.0%), the Bayou Boogaloo Festival (10.7%), and the city (10.7%).

- 21.6% of the visitors attended the festival alone. Over half (61.2%) of the visitor groups had two to four people in their party. The average party size of visitor groups was 2.97 people.
- Most parties (84.0%) were not accompanied by children under the age of 18. Those who were accompanied by children brought an average of about 2 to the Bayou Boogaloo Festival.
- Attendees expected to spend an average of 1.7 days at the festival.
- The average amount of money spent at the Bayou Boogaloo Festival by all attendees was \$61.11 per day.
- 52.8% of visitors named bands/music/live entertainment as their favorite thing about *Bayou Boogaloo Fest*, followed by food/drinks (20.6%), and vendors/arts/crafts (20.4%).
- 58.5% of respondents could name a sponsor of the Bayou Boogaloo Festival. Of those, over half (63.2%) named Abita Beer, followed by Nola.com (16.9%), and Whole Foods (11.0%).
- 42.0% of respondents heard about Bayou Boogaloo Festival from friends, followed by the internet (18.0%) and newspapers (6.5%).

Demographics

- Respondents with household income between \$25,000 and \$99,999 represent over half (51.7%) of visitors that attended the festival. 18.9% of attendees reported a household income above \$100,000.

The following demographic questions were answered by observation only.

- The majority (78.0%) of people who attended the Bayou Boogaloo Festival were white, followed by African-American (11.5%), Hispanic (3.2%) and Asian (1.8%).
- 58.6% of the visitors who attended the Bayou Boogaloo Festival were between the ages of 25 and 49 years old.
- 67.5% of respondents were female.

Economic Impact of Bayou Boogaloo Festival

The 2011 Bayou Boogaloo Festival brought approximately 539 out-of-town visitors into the New Orleans metropolitan area, resulting in 2,491 visitor days. The festival generated a total economic impact of \$743,306. This figure includes \$378,470 in direct spending and \$364,836 in secondary spending. In addition, the festival generated \$50,394 in state and local tax revenue.

****It is important to note that although the total sample size is statistically valid, the number of out-of-town visitors is extremely small. Any result, including economic impact calculations, involving visitors from outside of the Greater New Orleans Area must be interpreted with caution.****

Introduction

Representatives of the Mid-City Bayou Boogaloo (MCBB) contacted the Hospitality Research Center (HRC) at the University of New Orleans (UNO) for the purpose of providing MCBB with information about visitors to the 2011 Bayou Boogaloo Festival. A section of the visitor survey was dedicated to questions that help determine the economic impact of the festival. The end result was a survey of visitors to the festival. The analysis of the survey responses follows. The description of the economic impact of the festival is presented in a separate section.

Methodology

Representatives from UNO designed the questionnaire to be administered. A team of volunteers administered the survey during the festival's operations from Friday, May 20, 2011 throughout Sunday, May 22, 2011, in addition to online surveys administered online through Survey Monkey (www.surveymonkey.com). A total of 258 completed surveys was obtained.

The completed questionnaires were forwarded to the HRC for data entry and editing. The HRC developed and executed statistical analysis software and tabulated the results. Open-ended questions were tabulated by hand. The HRC also analyzed the results and developed this summary report.

Analysis of Visitor Profile Survey

Question 1 – Is this the first year you’ve attended the Bayou Boogaloo Festival?

Table 1: First Visit to the Bayou Boogaloo Festival

Response	Percentage
Yes	40.3%
No	59.7%
Total	100%
Valid Cases	248

- Less than half of the respondents (40.3%) were first time attendees to the Bayou Boogaloo Festival.

Question 1A – If no, how many others have you attended?

Table 2: Repeat Visitors – Number of Years Attended?

Response	Percentage
1	20.4%
2	25.5%
3	19.7%
4	16.1%
5	18.2%
Total	100%
Valid Cases	137

- About two thirds of the visitors (65.6%) reported they have attended the festival between one to three previous times. 34.3% of respondents reported attending the festival more than three times. The average number of visits was 2.9.

Question 2 – Do you live in the Greater New Orleans Area?

Table 3: Greater New Orleans Area Resident

Response	Percentage
Yes	83.7%
No	16.3%
Total	100.0%
Valid Cases	258

- The vast majority (83.7%) of the attendees of the Bayou Boogaloo Festival live in the Greater New Orleans area.

Question 3 – What is your home Zip Code?

Zip codes were identified with state of residence as follows:

Table 4: State of Residence of Out-of-Town Visitors to the Bayou Boogaloo Festival

Response	Percentage
Louisiana	19.2%
Massachusetts	11.5%
California	7.7%
Illinois	7.7%
Mississippi	7.7%
New Jersey	7.7%
Texas	7.7%
Connecticut	3.8%
Florida	3.8%
Minnesota	3.8%
Missouri	3.8%
North Carolina	3.8%
Ohio	3.8%
South Carolina	3.8%
District of Columbia	3.8%
Total	100.0%
Valid Cases*	26

*Due to the small sample size caution should be used when interpreting this statistical finding

- 19.2% of out-of-town attendees to the festival came from inside the state of Louisiana, followed by Massachusetts (11.5%). 7.7% of the attendees came from each of California, Illinois, Mississippi, New Jersey and Texas.

Table 4A: Parish of Residence of Local Visitors to the Bayou Boogaloo Festival

Response	Percentage
Orleans	89.6%
Jefferson	6.8%
Saint Tammany	1.6%
Saint Charles	1.0%
Plaquemines	0.5%
Saint Bernard	0.5%
Total	100.0%
Valid Cases	192

- The vast majority (89.6%) of the local attendees to the festival came from Orleans parish.

Question 4 – If not from the USA, in what country do you live?

Table 5: Country of Residence of International Visitors to the Bayou Boogaloo Festival

Response	Frequency
Denmark	1
New Zealand	1
Scotland	1
Valid Cases*	3

*Due to the small sample size caution should be used when interpreting this statistical finding

- International visitors to Bayou Boogaloo Festival were from Denmark, New Zealand and Scotland.

Question 5 – Are you staying overnight in the New Orleans area?

Table 6: Staying Overnight in New Orleans Area

Response	Percentage
Yes	82.9%
No	17.1%
Total	100.0%
Valid Cases*	41

*Due to the small sample size caution should be used when interpreting this statistical finding

- 82.9% of out-of-town Bayou Boogaloo Festival visitors stayed overnight in the New Orleans area.

Question 5A – If yes, how many nights are you staying?

Table 7: Number of Nights in New Orleans Area

Response	Percentage
1	16.7%
2	8.3%
3	16.7%
4+	58.3%
Total	100.0%
Valid Cases*	24

*Due to the small sample size caution should be used when interpreting this statistical finding

- Of the visitors who stayed overnight, 25.0% spent between one and two nights in the New Orleans area while visiting the Bayou Boogaloo Festival. Because some out-of-town attendees stayed in town much longer, the average number of nights was 4.6.

Question 5B – If staying overnight in the New Orleans area, where are you staying?

Table 8: Visitor Lodging in the New Orleans Area

Response	Percentage
Hotel	46.4%
Friends/Relatives	32.1%
Campground	3.6%
RV	3.6%
Bed and Breakfast	3.6%
Timeshare/Condo	3.6%
Other	10.7%
Total	100.0%
Valid Cases*	28

*Due to the small sample size caution should be used when interpreting this statistical finding

- Nearly half (46.4%) of the out-of-town visitors stayed at a hotel.

Question 5B.1 – If staying in a Hotel, how many rooms?

Table 9: Number of Hotel Rooms

Response	Percentage
1 room	100%
2 +rooms	-
Valid Cases*	9

*Due to the small sample size caution should be used when interpreting this statistical finding

- Each of out-of-town visitor party occupied one hotel room.

Question 5B.2 – What is your nightly room rate?

Table 10: Nightly Room Rate

Response	Percentage
\$100 or less	62.5%
\$101-\$150	25.0%
\$151 -\$250	12.5%
\$250 and above	-
Total	100.0%
Valid Cases*	8

*Due to the small sample size caution should be used when interpreting this statistical finding

- The average nightly room rate paid by Bayou Boogaloo attendees from out of town was \$88.38.

Question 6 – What was your mode of transportation?

Table 11: Mode of Transportation

Response	Percentage
Personal Vehicle	57.9%
Airplane	39.5%
Other	2.6%
Total	100.0%
Valid Cases*	38

*Due to the small sample size caution should be used when interpreting this statistical finding

- 57.9% of the visitors to the Bayou Boogaloo Festival used a personal vehicle as their mode of transportation to get to New Orleans.

Question 7 – What is the primary purpose of your visit to New Orleans?

Table 12: Primary Purpose

Response	Percentage
Vacations/Pleasure	52.6%
Bayou Boogaloo	21.1%
Business/Convention	18.4%
Other	7.9%
Total	100.0%
Valid Cases*	38

*Due to the small sample size caution should be used when interpreting this statistical finding

- 21.1% of the attendees to the Bayou Boogaloo Festival visited New Orleans for the primary purpose of attending the festival.

Question 8 – How much money did you personally expect to spend in total in New Orleans on this visit?

Table 13: Individual Daily Average Expenditures

Response	Average Out-of-Town Expenditure
Meals	\$56.24
Bars and Nightclubs	\$25.82
Entertainment	\$11.57
Shopping	\$19.24
Transportation	\$7.71
Gambling	\$1.56
Lodging	\$29.78
Total	\$151.92

- The largest proportion of daily visitor expenditures was from meals (\$56.24), followed by lodging (\$29.78). Visitors spent an average of \$151.92 per day in New Orleans.

Question 9 – What is your favorite thing about your *trip*?

Table 14: Favorite Thing About Your *Trip*

Response	Percent of Cases
Music	46.6%
Food	25.0%
People	25.0%
The Bayou Boogaloo Festival	10.7%
City	10.7%
Weather	7.1%
Family	3.6%
Sale of art	3.6%
Drinks	3.6%
Lifestyle	3.6%
Friends	3.6%
Home	3.6%
Total	146.4%
n = 41	

*Due to the small sample size caution should be used when interpreting this statistical finding
Total equals more than 100% due to multiple responses

- 46.6% of visitors reported music as their favorite thing about their *trip*, followed by food (25.0%), people (25.0%), the Bayou Boogaloo Festival (10.7%), and the city (10.7%).

Question 10 – How Many People in your Party

Table 15: People in Your Party

Response	Percentage
1	21.6%
2	39.6%
3	13.2%
4	8.4%
5+	17.2%
Total	100.0%
Valid Cases	250

- 21.6% of the visitors attended the festival alone. Over half (61.2%) of the visitor groups had two to four people in their party. The average party size of visitor groups was 2.97 people.

Question 10A – How Many Children under age 18?

Table 16: Children Under Age 18

Response	Percentage
0	84.0%
1	9.7%
2	4.6%
3+	1.7%
Total	100.0%
Valid Cases	238

- Most parties (84.0%) were not accompanied by children under the age of 18. Those who were accompanied by children brought an average of about 2 to the Bayou Boogaloo Festival.

Question 11 – How many days do you plan to participate in the Bayou Boogaloo Festival?

Table 17: Days Attended to the Festival

Response	Percentage
1	47.4%
2	36.8%
3	15.8%
Total	100.0%
Valid Cases	248

- Attendees expected to spend an average of 1.7 days at the festival.

Question 12 – How much money will you spend today?

Table 18: Expenditures at the Bayou Boogaloo Festival

Response	Percentage
\$0-\$50	69.6%
\$51-\$100	19.0%
\$101-\$150	5.1%
\$151+	6.3%
Total	100.0%
Valid Cases	237

- The average amount of money spent at the Bayou Boogaloo Festival by all attendees was \$61.11 per day.

Question 13 – What is your favorite thing about *Bayou Boogaloo Festival*?

Table 19: Favorite Thing about *Bayou Boogaloo Festival*

Response	Percent of Cases
Bands/Music/Entertainment	52.8%
Food/Drinks	20.6%
Vendors/Arts/Crafts	20.4%
Location	17.2%
Vibe/Environment	10.1%
Free to attend	9.7%
People	6.2%
Friends	2.8%
Not Crowded	1.3%
Art Buyers/Customers	0.9%
Models	0.9%
Bike Pub	0.4%
Camel Tent	0.4%
Assisting Others	0.4%
Flow Tribe	0.4%
Total	144.5%
n=328	

*Total equals more than 100% due to multiple responses

- 52.8% of visitors named bands/music/live entertainment as their favorite thing about *Bayou Boogaloo Fest*, followed by food/drinks (20.6%), and vendors/arts/crafts (20.4%).

Question 14 – Can you name two sponsors of Bayou Boogaloo Festival?

Table 20: Sponsors of the Bayou Boogaloo Festival

Response	Percent of Cases
Abita	63.2%
Nola.com	16.9%
Whole Foods	11.0%
Positive Vibrations Foundation	10.4%
Pal’s Lounge	6.5%
River Parish Disposal	5.8%
Mid City Yatch Club	4.5%
WWOZ	3.9%
Camel	3.9%
People’s Health	3.2%
Mothership Foundation	3.2%
Coca Cola	2.6%
Off Beat	2.6%
Garnier Fructis	2.6%
Other	25.9%
Total	166.2%
n=256	

***Total equals more than 100% due to multiple responses**

- 58.5% of respondents could name a sponsor of the Bayou Boogaloo Festival. Of those, over half (63.2%) named Abita Beer, followed by Nola.com (16.9%), and Whole Foods (11.0%). For a list of “Other” responses, see Appendix B.

Question 15 – How did you hear about Bayou Boogaloo Festival?

Table 21: How Did You Hear about the Festival?

Response	Percentage
Friends	42.0%
Internet	18.0%
Newspaper	6.5%
Other*	33.5%
Total	100.0%
Valid Cases	245

- 42.0% of respondents heard about Bayou Boogaloo Festival from friends, followed by the internet (18.0%) and newspapers (6.5%).
- See list of other responses in Appendix C.

Demographics

Question 16 – Which category listed best describes your annual household income?

Table 22: Household Income of Respondents

Response	Percentage
Under \$25,000	16.2%
\$25,000 - \$49,999	25.0%
\$50,000 - \$74,999	14.9%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	12.3%
Over \$150,000	6.6%
Prefer not to answer	13.2%
Total	100.0%
Valid Cases	228

- Respondents with household income between \$25,000 and \$99,999 represent over half (51.7%) of visitors that attended the festival. 18.9% of attendees reported a household income above \$100,000.

The following demographic questions were answered by observation only.

Table 23 – Race

Response	Percentage
White	78.0%
Black	11.5%
Hispanic	3.2%
Asian	1.8%
Other	5.5%
Total	100.0%
Valid Cases	218

- The majority (78.0%) of people who attended the Bayou Boogaloo Festival were white, followed by African-American (11.5%), Hispanic (3.2%) and Asian (1.8%).

Table 24 – Age

Response	Percentage
Under 25 years	10.4%
25 – 49 years old	58.6%
50 – 64 years old	28.8%
65 years or older	2.3%
Total	100.0%
Valid Cases	222

- 58.6% of the visitors who attended the Bayou Boogaloo Festival were between the ages of 25 and 49 years old.

Table 25 – Gender

Response	Percentage
Male	32.5%
Female	67.5%
Total	100.0%
Valid Cases	157

- 67.5% of respondents were female.

Economic Impact of Bayou Boogaloo Festival

Introduction

The purpose of this section of this report is to estimate the total economic impact of the 2011 Bayou Boogaloo Festival on the New Orleans economy. The total economic impact is based on the total spending in the New Orleans area that occurred as a result of the festival and related activities.

Direct and Indirect Spending

Attendance at the 2011 Bayou Boogaloo Festival was approximately 27,000. According to this survey, 16.3% of those attendees were visitors to the New Orleans area. Of the visitors to the New Orleans area, approximately 21.1% indicated that the main reason for visiting New Orleans was because of the Bayou Boogaloo Festival. This information is important in determining the true economic impact of the festival.

Using the information presented above, calculations determined that 2,491 visitor days can be attributed to the Bayou Boogaloo Festival. Table 26 presents the spending of individual visitors on a per day basis.

Table 26 – Estimated Individual Daily Expenditures of Bayou Boogaloo Festival Visitors

Response	Individual Daily Spending
Meals	\$56.24
Bars and Nightclubs	\$25.82
Entertainment	\$11.57
Shopping	\$19.24
Local Transportation	\$7.71
Gambling	\$1.56
Lodging	\$29.78
Total	\$151.92

Based on individual daily expenditures shown in Table 26, estimation can be made of the total direct spending due to visitors who came to New Orleans because of the Bayou Boogaloo Festival. Total direct spending is the product of the average spending in Table 26 and the total number of out-of-town visitor days. Secondary spending, or the ripple effect, is based on the direct spending. That is to say, for every new dollar of direct spending, additional dollars of secondary spending are generated in the economy. Total direct and secondary expenditures in the area economy due to these visitors are shown in Table 27.

Table 27 – Bayou Boogaloo Festival Economic Impact

Response	Direct Visitor Expenditures	Secondary Expenditures	Total Economic Impact
Meals	\$140,116	\$144,964	\$285,080
Bars and Nightclubs	\$64,313	\$66,538	\$130,851
Entertainment	\$28,824	\$30,297	\$59,121
Shopping	\$47,942	\$14,886	\$62,808
Local Transportation	\$19,214	\$27,856	\$47,070
Gambling	\$3,882	\$4,080	\$7,962
Lodging	\$74,179	\$76,234	\$150,413
Total	\$378,470.00	\$364,836.00	\$743,305.59

Note: Totals may not add due to rounding

Thus, the visitors who came to the New Orleans area for the Bayou Boogaloo Festival spent a total of \$378,470 in the area during their visit. This is the direct or primary spending. The largest category was for meals, followed by lodging expenditures. This primary spending by out-of-town visitors generated another \$364,836 for secondary spending in the local economy. Combining direct and secondary spending produces a total economic impact of \$743,306 resulting from the out-of-town visitors who came to New Orleans because of the Bayou Boogaloo Festival in 2011.

State and Local Tax Impact

When an event such as the Bayou Boogaloo Festival brings people and money into the area, tax revenues are generated for state and local governments. That revenue is both direct and indirect. Direct revenues are those tax revenues that are paid directly by the visitors. Examples of this are the hotel taxes that the visitors pay on their hotel rooms and the state and local sales taxes that they pay on their retail purchases, including food and drinks.

Indirect taxes are the taxes paid on the income generated by the direct and secondary spending. On that income, the recipient pays state income taxes; in addition, the taxpayer buys goods and services and pays the taxes that apply to those goods and services. The retail sales tax applies to the purchase of some of those goods and services. Other goods and services, however, are not taxable under the retail sales tax, but are taxable under various other taxes. Examples of these are the gasoline tax, the insurance premium tax, and the beer tax. These are referred to as excise taxes. The assumption used to estimate the revenue from these taxes is that the recipient of newly created income is no different from the average Louisiana consumer. Therefore the proportion of secondary income that is paid in these various taxes is equal to average values for the state as a whole.

In total, the state of Louisiana received \$26,950 in tax revenue from the economic activity produced by the Bayou Boogaloo Festival. In addition to state taxes, local governments in the New Orleans area received a total of \$23,445 in tax revenue. Total state and local tax revenue is the sum of these two values. The 2011 Bayou Boogaloo Festival resulted in a total of \$50,394 in tax revenue for state and local governments. Table 28 provides the detailed revenue that comprises these tax figures.

Table 28 – State and Local Tax Revenue Due to Bayou Boogaloo Festival

Government and Tax	Total Revenue
<u>State Taxes</u>	
Sales Taxes	\$15,195
Hotel Taxes	\$5,934
Excise Taxes	\$2,227
Gambling Taxes	\$835
Income Taxes	\$2,758
Total State Taxes	\$26,950
<u>Local Taxes</u>	
Sales Taxes	\$18,994
Hotel Taxes	\$4,451
Total Local Taxes	\$23,445
Total Governmental Revenue	\$50,394

Note: Details may not add to totals due to rounding.

Conclusion

The 2011 Bayou Boogaloo Festival brought approximately 539 out-of-town visitors into the New Orleans metropolitan area, resulting in 2,491 visitor days. The festival generated a total economic impact of \$743,306. This figure includes \$378,470 in direct spending and \$364,836 in secondary spending. In addition, the festival generated \$50,394 in state and local tax revenue. The Bayou Boogaloo Festival is making a valuable contribution to Orleans Parish and the New Orleans area.

APPENDIX A

Hello, I'm _____. We're conducting a survey of visitors to Bayou Boogaloo Festival. May I have a minute of your time to ask you some questions about your visit?

1. Is this the first year you've attended the BB? Yes No → If no, how many other have you attended? ____
2. Do you live in the Greater New Orleans Area? Yes → If yes, 3. ZIPCODE go to 10. No → If no, go to #4

4. What is your home zip code? _____
If not from USA, What country do you live in? _____

5. Are you staying overnight in the New Orleans area? Yes ↓ No → If no, go to # 6
If yes, → 5a. How many nights are you staying? _____

5b. Where are you staying? Hotel/Motel → How many rooms? _____ → Nightly room rate \$ _____
 With Friends/Relative Campground RV Bed and Breakfast Timeshare/Condo Other

6. What was your mode of transportation? Airplane Personal Vehicle Other

7. What is the primary purpose of your visit to New Orleans?
 Bayou Boogaloo Other Vacation/ Pleasure Business/Convention Hurricane Related Other

8. How much do you personally expect to spend in total in New Orleans in this visit?

For Restaurant/Meals	\$ _____
For Bars and Nightclub	\$ _____
For Recreation/Entertainment	\$ _____
For Shopping	\$ _____
For Local Transportation	\$ _____ (this includes parking)
For Gambling	\$ _____
Totals about	\$ _____

9. What is your favorite thing about your trip? _____
↓ Go to Question 10

10. How many people are in your party today? _____ How many are children under 18? _____
11. How many days do you plan to participate in Bayou Boogaloo Festival? _____ days
12. How much money will you spend today? \$ _____
13. What is your favorite thing about BB? _____
14. Can you name two sponsors of BB? _____
15. How did you hear about BB? Internet Friends Newspaper Other
16. Which category best describes your annual income? A B C D E F G

Report by Observation Only

17. Race: White Black Asian Hispanic Other 18. Age: Under 25 25-49 50-64 65+ 19. Sex: M/F

Area _____ Time _____ Date _____ Surveyor _____

APPENDIX B

Question 14 – Can you name two sponsors of Bayou Boogaloo Festival?

Other Responses

Response	Frequency
Gardner	4
VET	2
LA Green	2
Finn MC Cobs	2
Solar Energy	1
Praline Connections	1
American can Co.	1
Good Fruit	1
Chevron	1
LA Music Factory	1
BBG	1
VES	1
Green Corp	1
Where Y'at Magazine	1
WFB	1
Brocato's	1
Magic 101.9	1
Shell	1
Tulane	1
Jared Zella	1
Renaissance Nola	1
Barefoot Wine	1
Oceana Grills	1
Budweiser	1
Marlboro	1
South Coast Solar	1
Mona's Café	1
Vinezias	1
Guarnairi	1
Bayou Bicycle	1
AT&T	1
Three Ring Circus	1
Rouse's Supermarket	1
Blue Cliff College	1
LA Travel	1

APPENDIX C

Question 15 – How did you hear about Bayou Boogaloo Festival?

Other Responses

Response	Frequency
Local Resident	18
All	3
Coworkers	2
Neighbor	2
Shop Owner	2
Signs	2
TV	2
Bartender	1
Coffee Shop Poster	1
Consigner	1
Hood	1
Hotel	1
Husband	1
Passed by	1
Radio	1