



Economic/demographic indicators	2009	2006	2003
Overall direct and indirect economic impact	\$21,778,023	\$18,121,632	\$19,710,173
Total sales tax to state	\$1,583,267	\$1,686,168	\$1,582,269
Total sales tax to city	\$383,822	\$408,727	\$383,580
Spending per day (visitors)	\$88.06	\$76.72	\$59.66
Spending per day (locals)	\$41.24	\$48.70	\$32.93
Total spending per day on site - <b>visitors</b>	\$1,363,444	\$1,190,329	\$1,762,527
Total spending per day on site - <b>locals</b>	\$13,171,976	\$15,125,437	\$10,694,288
Total spending per day in the region - <b>visitors</b>	\$3,163,761	\$2,284,921	\$5,735,167
Total spending per day in the region - <b>locals</b>	\$1,403,079	\$1,658,226	\$930,178
Total spending per day in the region - <b>vendors</b>	\$88,856	\$79,482	\$56,852
Number of days with significant rain fall	2.0	1.5	0.0
Attendance	390,000	385,000	430,000
Local attendance	91%	90%	82%
Visitors	9%	10%	18%
Visitors who came from over 50 miles	36,510	40,336	76,983
Number of attendees who visited multiple times	220,034	198,811	262,114
Locals that would have left the area (no festival)	56,417	43,304	46,995
Money that would have left the area (no festival)	\$8,318,689	\$6,737,427	\$6,315,484
Individuals that attended in groups	95%	78%	87%
Groups who attended with children	47%	51%	27%
Attendees older than 36	51%	57%	64%
Attendees younger than 36	49%	43%	36%
Attendees that spent at least 2 days at the festival	49%	52%	41%
Attendees who have attended at least 3 previous festivals	61%	53%	57%
Attendees with college degree	47%	44%	54%
Attendees with household income greater than \$75,000	37%	39%	35%
Attendees who arrived in private car	72%	71%	81%
Average number of hours spent at the festival	4.54	4.86	4.29
Zip code with highest number of visitors	76116	76116	76116
Zip code with second highest number of visitors	76133	76133	76137
Zip code with third highest number of visitors	76102	76132	76110

Source: Economic Impact of Main Street Fort Worth Arts Festival, Birchhill Enterprises 2003, 2006 and 2009