

2013 RENO SANTA CRAWL

Analysis of Visitor and Merchant Participation and Economic and Fiscal Impacts



MAY 7, 2014



University of Nevada, Reno
Center for Economic Development



Center For Regional Studies
College of Business
University of Nevada, Reno

EKAY | ECONOMIC CONSULTANTS

2013 Reno Santa Crawl

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The University Center for Economic Development (UCED) at the University of Nevada, Reno was established in the fall of 1992 in response to the growing need within the state for economic development research, technical assistance and educational services. The UCED's primary objective is fostering economic development throughout Nevada by making the extensive resources of University of Nevada, Reno available to organizations and areas that can benefit from job and income creation and job retention efforts. The UCED is sponsored by the University of Nevada, Reno with support provided by the Economic Development Administration (EDA) of the U.S. Department of Commerce.

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The Center for Regional Studies (adopted June 21, 2007 by the Board of Regents) is an economic research collaborative between the College of Business and the Nevada Small Business Development Center (NSBDC), located at the University of Nevada, Reno. The mission of the Center is to provide economic development analyses to businesses, entrepreneurs, governments, non-profits and other community networks using University faculty and students in order to assist in the understanding of the dynamics that drive our economy and demographics. Daily operations include data research and acquisition, mapping, and analyzing economic and demographic information at both the sub-area and regional levels.

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Ekay Economic Consultants, Inc., "EEC" was formed with the goal of providing law firms, businesses and government clients with a clear and quality analysis of complex litigation, real estate, gaming, and local government finance issues. EEC specializes in expert witness testimony in economic damages cases, financial analysis, fiscal and economic impact analyses, feasibility, and economic analysis. We have experience in a broad range of industries, including, but not limited to, construction, real estate, energy, transportation, retail, medical, and entertainment.

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The University Center for Economic Development (UCED) at the University of Nevada, Reno was retained by the City of Reno to conduct a survey of the attendees of the 2013 Santa Crawl event which took place in Downtown Reno in December 2013. The survey estimated the number of total and primary visitors¹ to the event, visitor expenditures associated with the event, and other visitor-related data.

The Center for Regional Studies (CRS) at the University of Nevada, Reno, and Ekay Economic Consultants, Inc. were retained by the City of Reno to estimate fiscal and economic impacts of the event based on the visitor data collected through the UCED survey. The following report summarizes relevant results of the survey, as well as the estimated economic and fiscal impacts of the event.

ATTENDEE SURVEY RESULTS

Overview

This section of the report describes the data collected through the onsite and follow-up surveys from attendees of the 2013 Reno Santa Pub Crawl (Santa Crawl). The study was conducted by students and researchers at the University of Nevada, Reno (UNR). The City of Reno (City) contracted UNR to conduct this study with the focus of better understanding the economic impacts of the Santa Crawl to the City of Reno.

Survey data informs both the descriptive statistics in this section, but also serves as a basis for the fiscal and economic impacts. Definitions for data parameters are provided when relevant throughout all sections. It should be noted that similar statistics are discussed across sections, but the resulting values may slightly vary depending on the geographic and associated data parameters.

Survey Process and Response

A two-step foot-in-the-door survey process was implemented at the 2013 Santa Crawl. The methodology for this process requires a trained surveyor to randomly select individuals at the event site and invite them to participate in a short in-person survey (Appendix 1). Surveyors screened each person to ensure they are at least 21 years old and have not taken the survey previously. Individuals who choose to take the onsite survey are asked to provide either an email or physical address to participate in a future, more in-depth follow-up survey (Appendix 2). The follow-up survey is implemented using Dillman implementation procedure for mail and internet². The first stage of the survey was conducted onsite at various locations in downtown Reno (Figure 1) on Saturday 12/14/2013 from 2:30pm – 10:00pm. Initial contact for the follow-up survey was made on 12/19/2013; the last follow-up survey was received on 2/1/2014.

¹ Primary visitors are defined as visitors whose primary reason for visiting the region was to attend the Santa Crawl event.

² Don A. Dillman, Jolene D. Smyth, Leah Melani Christian, *Internet, Mail, and Mixed-Mode Surveys The Tailored Design Method*, (Hoboken, New Jersey: John Wiley & Sons, Inc., 2009), 234-330.

A total of 421 individuals were sampled across the three survey days, with 227 (53.9%) agreeing to participate. Of those who participated, 138 (60.8%) provided contact information for the follow-up survey. Of those who provided contact information, 54 submitted follow-up surveys. Adjusting for bad contact information (10/7.3%), the response rate for the follow-up survey was 42.2%. Reliability and validity of data is a function of both the number of responses collected as well as the population framework. Further discussion about population counts appears in the “Attendance” section of this report.

Attendance

The Santa Crawl is non-ticketed and that takes place in downtown Reno on public streets and inside a portion of participating downtown businesses. While event organizers have added companion events in recent years, (e.g. costume contest, 5k walk/run) the keystone event is the Saturday night pub crawl which culminates with a group photo shoot at the Reno arch (10:00 pm in 2013). Because this event is heavily anchored on the Saturday pub crawl, total attendance estimates are equivalent to unique attendance estimates. Question 9 of the onsite survey and question 12 of the follow-up survey asks participants to check a box next to each day they attended the Santa Crawl. Table 1 reports the percentage of total respondents' attendance per day.

TABLE 1 – Attendance Days

On-site Survey Q9			Follow-up Survey Q12		
Day	Count	% of Count	Day	Count	% of Count
Thurs	1	0.44%	Thurs	0	0.00%
Fri	8	3.52%	Fri	3	5.56%
Sat	227	100.00%	Sat	54	100.00%
Total	227	100.00%		54	100.00%

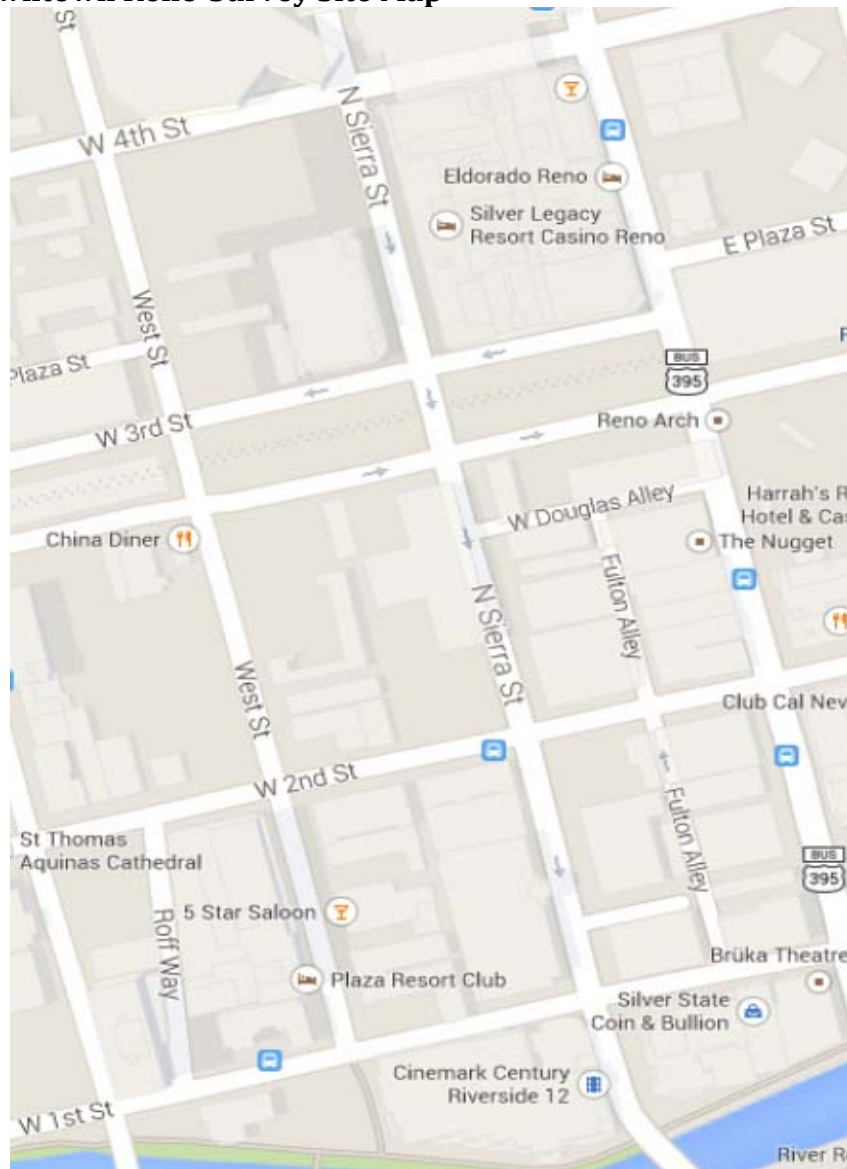
Estimation

Data collected in both the onsite survey and follow-up survey is used to describe the characteristics of the attendants, but because only a portion of attendees are surveyed, the survey is not used to estimate total or unique attendance numbers. Determining attendance of special events is a key component of estimating the economic impact. However, this can be a challenge even at ticketed events with well-defined boundaries³. Santa Crawl is a non-ticketed event that takes place in an open venue without a distinct perimeter. Despite continued efforts to develop a reliable methodology, estimating attendance for events of this type remains a challenge for community administrators, researchers, and event professionals.

³ eventIMPACTS, *Introduction to Measuring Attendance*, http://www.eventimpacts.com/project/resources/attendance/basic_resource/introduction/ (November 5, 2013).

The Santa Crawl event map (Appendix 3) shows five semi-contiguous event zones located within downtown Reno. Within each zone, approximately a dozen bars, restaurants, or other entertainment venues participate in the Santa Crawl. There are businesses within each zone that do not participate in the event. Participating venues did not exclude non-event attendees and non-participating venues did not necessarily exclude attendees. Not all individuals at event locations were attending the event, and not all individuals attending the event were necessarily within the event perimeter. Figure 1 shows the central downtown area where the onsite surveys occurred – this area centered around the Reno arch and included a portion of each of the five zones.

FIGURE 1-Downtown Reno-Survey Site Map



Source: Google Maps.

The highlight of the event is a group photo under the Reno arch and for this reason the photo, along with area square footage and onsite observation, is used to estimate total event attendance for the 2013 Santa Crawl. The photographs used for the estimation were taken from the event promoter's Facebook page. Figure 2 is the photo selected from many because the angle and frame offer a broad coverage and sufficient detail of persons to estimate a count. Figure 3 is a Google Maps street view of the area in the photo.

The photos were used in conjunction with estimated square footage of the photo area. The general boundary used for the square footage estimation is reflected in Figure 3. The general boundary is broken down into sections by density and square footage for each section in Table 2. 'SqFt Density' estimates the space per individual and is the basis for 'SqFt Factor'. 'Section SqFt' is divided by 'SqFt Factor' to arrive at 'Estimated Attendees' for each section. Summing across all sections reveals the estimated number of attendees in the photo. Note that 'SqFt Density' is determined by a head count from photo and not onsite measurement.

FIGURE 2-Santa Crawl Photo “Under the Arch”



Source: <https://www.flickr.com/photos/santacrawl/11499709166/in/photostream/>

FIGURE 3-Reno Arch Overview



Source: Google Maps

TABLE 2 – Analysis of Reno Arch Photo for Attendance Estimation

Section Description	Section SqFt	SqFt Density	SqFt Factor	Estimated Attendees
Whitney Peak (WP) Frontage - Harrah's Frontage	13,500	1.5	2.25	6,000
Little Nugget - Harrah's Frontage	12,000	3	9	1,333
Little Nugget N to WP S - Harrah's Frontage	9,600	1.5	2.25	4,267
NE Corner of Harrah's Frontage	200	2.5	6.25	32
Comm Row - Virginia Intersection	3,600	2	4	900
ReTRAC Plaza Frontage - 50 E Plaza Frontage	13,500	3	9	1,500
Total				14,032

Several considerations should be given when considering an attendance of 14,032. Square footage and densities are estimated based on photo, not on-site measurements. Not all attendees participated in the photo or are captured in the photo. There are likely individuals in the photo that are not event attendees.

In order to anchor the estimation, the estimated attendee count was compared with the number of official event cups sold by the event organization and participating vendors. The event promoter reported approximately 13,800 cups sold in total but was unable to provide detailed aggregate information due to non-disclosure agreements with participating casinos. For estimation purposes throughout this report, including sections reporting economic and fiscal impacts, total event attendance is estimated at 14,000. Note that multi-day events often require a distinction between *total* attendance and *unique* attendance. As mentioned briefly at the beginning of the 'Attendance' section above, total attendance is equivalent to unique attendance due to a very strong anchoring to the Saturday event.

Using total attendance as the estimated Santa Crawl population, 421 individuals sampled, the confidence interval is ± 4.7 for any single statistic at a 95% confidence level. The confidence interval expands to ± 8.3 if considering the 138 survey participants that provided contact information for the follow-up survey as the population sample.

Local v. Non-local

Another important factor in understanding how attendance contributes to economic impacts, is examining the distribution of local attendees to non-local attendees. The definition of 'local' depends on perspective and context. Traditionally, only non-local expenditures are included in the economic impact analysis of special events⁴. This methodology is used because non-local spending is categorized as 'new' money, or money injected into the economy that otherwise would not have been if the event did not occur. In contrast, local spending at a special event is calculated as a net zero impact to the area economy – given a limited budget, expenditures allocated by locals to a special event will diminish non-event expenditures they would have otherwise made within the area. Because the measure of economic impact is to the *area*, spending shifted within the area economy does not contribute to (or decrease from) economic impact.

In actuality, estimating the true economic impact of special events is far more complex. Some non-locals attending special events would visit the area despite the occurrence of the event. Some locals at area events would have allocated funds from their limited budget outside of the area if the special event didn't occur. Because the definition of local is flexible, it is likely that some individuals categorized as local act in all their spending choices as a non-local. The reverse of this scenario may also be true. While the design of this survey considers these nuances and takes steps to address them in the future, incorporating most of these factors is beyond the scope of this study. A modified traditional economic impact analysis will be calculated using only data reported by non-locals who signaled the Santa Crawl as the primary reason for visiting the area.

Both the onsite survey and follow-up survey ask participants to self-report if they are local or non-local (onsite survey question 3, follow-up survey question 4) and for their zip code (onsite survey question 5, follow-up survey question 31). Furthermore, two different set of non-local parameters are relevant to this study. City defines non-local as visitors living outside a 100 mile radius from the 89501 zip code⁵. Economic impacts are parameterized using Washoe County zip codes (see section on economic impacts for further discussion). Table 3 compares responses between the surveys, across questions, and under different parameter definitions. Lists for both sets of zip codes are provided in the attached Appendix 4. A potential explanation for the slightly higher proportion of locals in the follow-up survey may be due to locals being more likely to engage with a local economic study.

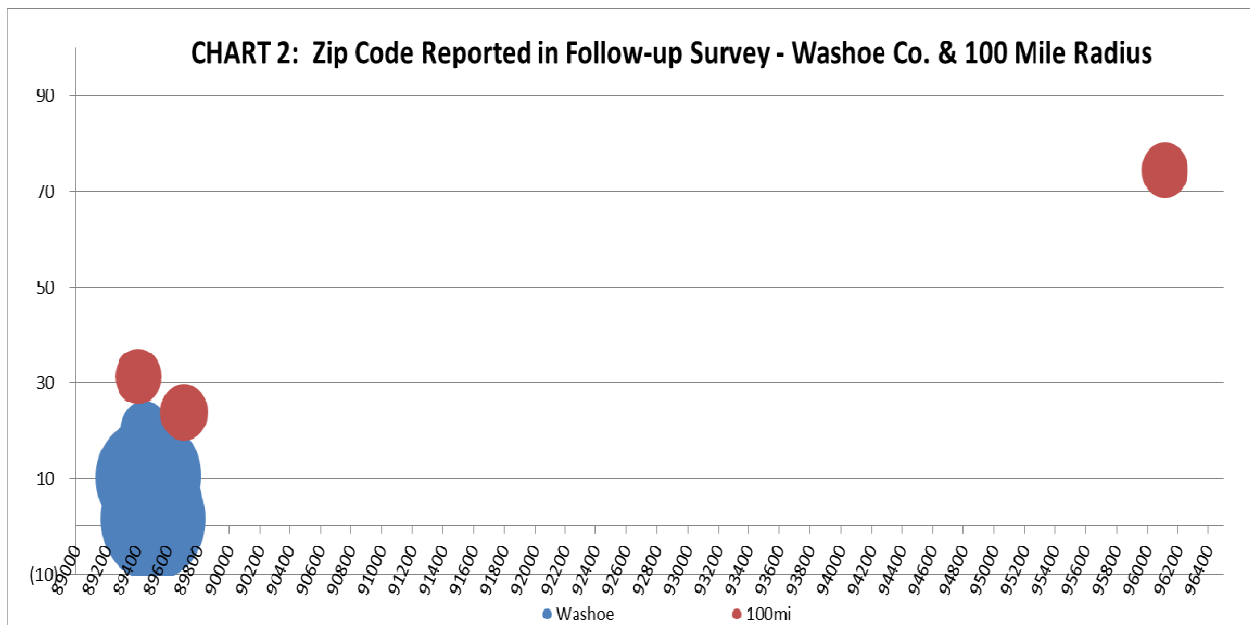
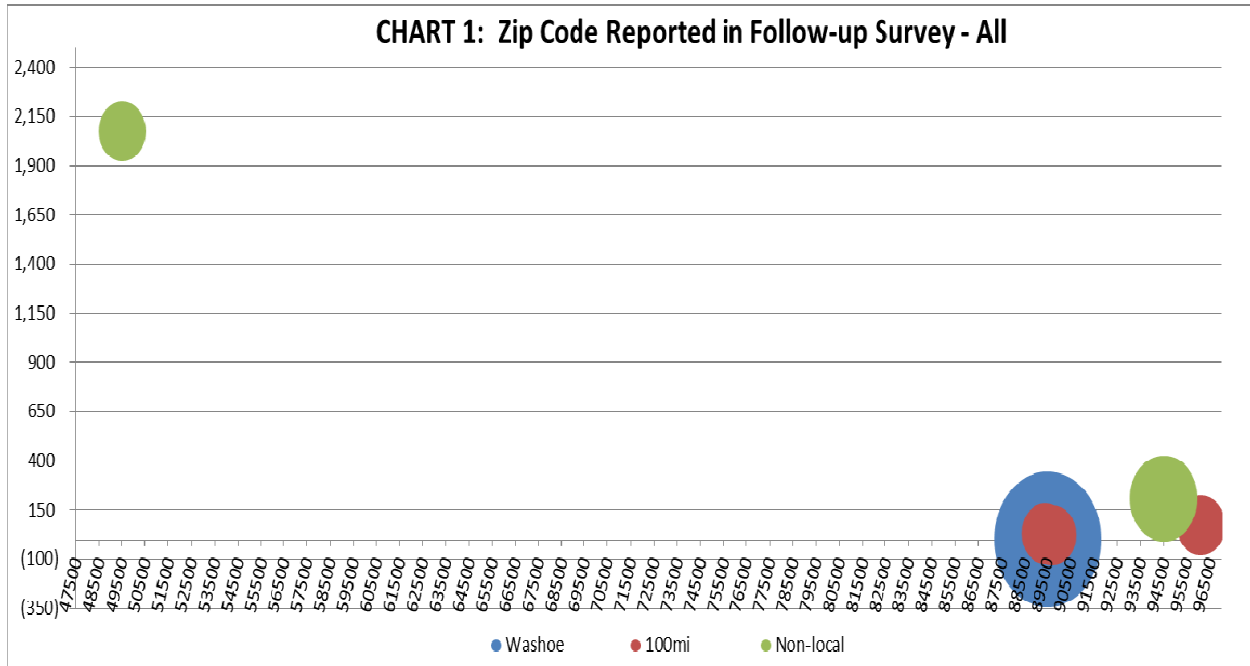
TABLE 3 - Local v. Non-local Attendees

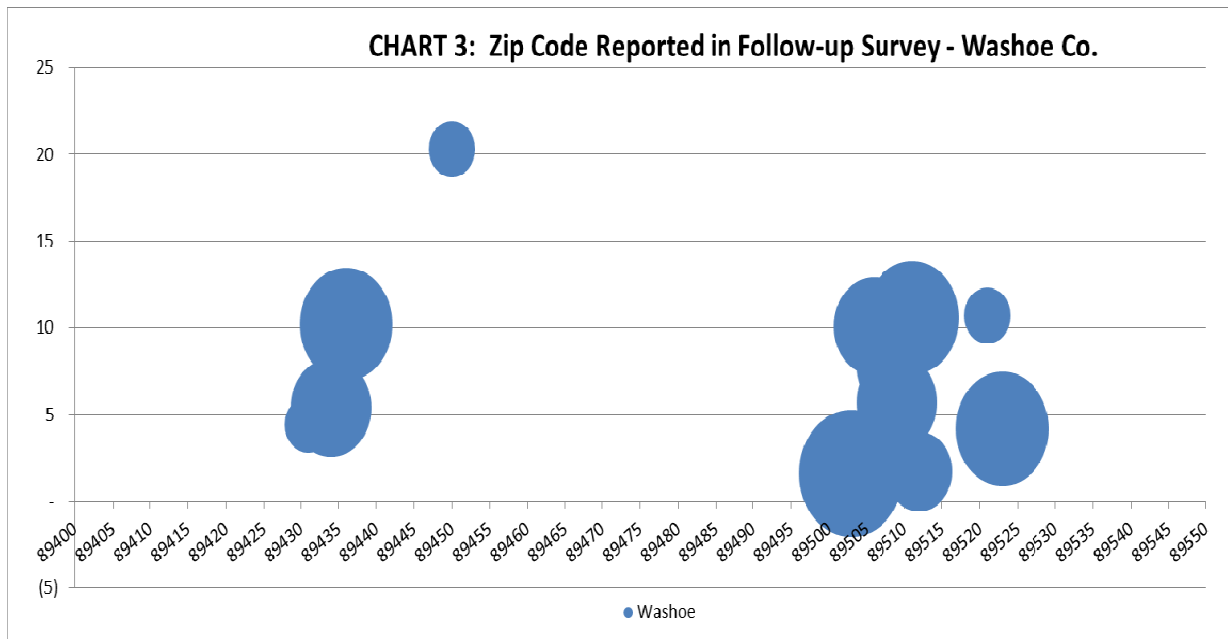
	On-site Survey					Follow-up Survey								
	Self-report Q4		In 100mi Q5		In Washoe Q5	Self-report Q4		In 100mi Q4		In Washoe Q4		In Employment Q32		
Local	137	81.98%	131	92.62%	106	48.32%	39	88.04%	38	87.82%	34	84.12%	30	81.90%
Non-local	32	17.44%	94	52.38%	107	48.68%	18	33.95%	17	32.08%	19	34.89%	16	37.90%
Total	219	98.48%	219	94.71%	219	94.71%	93	98.19%	93	98.19%	93	98.19%	46	98.89%

⁴ Watson, Philip, Wilson, Joshua, Thilmany, Dawn D. and Winter, Susan, (2007), "[Determining Economic Contributions and Impacts: What is the difference and why do we care?](#)", *Journal of Regional Analysis and Policy*, 37, issue 2.

⁵ Free Map Tools, <http://www.freemaptools.com/find-zip-codes-inside-radius.htm> (November, 12, 2013).

Chart 1 through Chart 3 show the proportional distribution of zip codes by distance from 89501 as reported by follow-up survey respondents. Note that the charts progressively 'zoom-in' on the most narrowly defined 'local' parameter, Washoe County resident.





Non-local Attendees

Questions 6 through 10 in the follow-up survey were posed only to self-reporting non-locals. The purpose of questions 6, 7, and 10 is to better understand what motivated their decisions to visit the Reno-Tahoe area. Of the 18 respondents self-reporting as non-locals, 14 (77.8% of non-locals, 25.9% of surveyed attendees) stated that attending the Santa Crawl was their primary reason for visiting the area during the week of the event. The 2 respondents who said the Santa Crawl was not their primary reason for visiting were then asked to weight the factors that influenced their visit from 0 (not at all influential) to 10 (most influential). One individual ranked ‘visiting friends and family’ at 2 out of 10 and ‘other’ as 10 out of 10, describing ‘other’ as son’s 21st birthday. The other individual selected ranked ‘other’ as 8 out of 10 and described ‘shopping’.

Questions 8 and 9 in the follow-up survey ask the 18 non-locals their dates of arrival and departure for their visit surrounding the Santa Crawl. The average length of visit was approximately 5 (4.63) days, though the most frequent length of visit (mode) is 2 days occurring during the weekend.

TABLE 4 – Arrival and Departure Dates

Follow-up Q8 & Q9			
	<u>Arrival</u>	<u>Departure</u>	<u>Days</u>
min	12/13/2013	12/14/2013	1.00
max	12/14/2013	1/20/2014	38.00
mean	12/13/2013	12/17/2013	4.63
mode	12/14/2013	12/15/2013	2.00
Count	16	16	16
Response	88.89%	88.89%	88.89%

Question 10 asks self-reporting non-locals if they would have visited the Reno/Tahoe area had they not attended the 2013 Santa Crawl. The mean response was 2.2 and the mode was 1.

TABLE 5 – Visit Outside of Santa Crawl

Follow-up Q10			
1	Yes, in the next 3 months	8	50%
2	Yes, in the next 6 months	0	0%
3	Yes, in the next 12 months	5	31%
4	No	3	19%
Total		16	89%

All Attendees

All participants were asked how many years they have attended the Santa Crawl, how many weeks in advance they plan for their attendance, and what activity they would have participated in during the same dates had they not attended the Santa Crawl. Counting 2013 as one year, the average attendance was 2.1 years for the 44 (81.48%) respondents, with the mode being 1 year, and 10 reported as the maximum attendance years.

Table 6 reports the weeks in advance respondents planned their 2013 Santa Crawl attendance. For all respondents, the mean is 3.4 (approximately 2-4 weeks in advance) and the mode is 4 (approximately 4-6 weeks in advance). The distribution of responses suggests that 50% plan their attendance 4 weeks or more from the start of the event. Locals and non-locals report similar means at 3.37 and 3.42 respectively. However, locals report a mode of 1, the shortest planning horizon at less than a week, while non-locals report a mode of 4, suggesting that they plan at least a month out more frequently than locals.

TABLE 6 – Planned Weeks in Advance for Santa Crawl

Follow-up Q13							
		All		Local		Non-local	
1	Less than 1 week	12	22.22%	9	25.00%	3	16.67%
2	1 week - 2 weeks	9	16.67%	7	19.44%	2	11.11%
3	2 weeks - 4 weeks	6	11.11%	3	8.33%	3	16.67%
4	4 weeks - 6 weeks	14	25.93%	9	25.00%	5	27.78%
5	6 weeks - 8 weeks	3	5.56%	0	0.00%	3	16.67%
6	8 weeks - 12 weeks	6	11.11%	4	11.11%	2	11.11%
7	More than 12 weeks (please specify)	4	7.41%	4	11.11%	0	0.00%
Total		54	100.00%	36	100.00%	18	100.00%

Question 14 asked respondents to report what alternate activity they would have undertaken during the same dates had they not attended the 2013 Santa Crawl. The mean response is 2.24 and the mode response is 2. Table 7 reports a distribution between activities within the area and outside of the area very similar to the distribution of local v. non-local attendees. However, that does not necessarily imply all locals would have engaged in an activity within the area, and non-locals outside of the area. Further analysis of this data may provide more exact detail about how area economics are impacted by both locals and non-locals, but is beyond the scope of this specific analysis. See Appendix 5 for detail about specific activities reported.

TABLE 7 – Alternate Activity During Same Dates if not at Santa Crawl

Follow-up Q14			
1	Attended another pub crawl (please specify)	2	4.00%
2	A different activity WITHIN the Reno/Tahoe area (please specify)	34	68.00%
3	A different activity OUTSIDE the Reno/Tahoe area (please specify)	14	28.00%
	Total	50	92.59%

As mentioned previously, the Santa Crawl is heavily anchored in the Saturday night pub crawl. In recent years the event has offered several companion events both earlier on Saturday as well as the Thursday and Friday leading up to the pub crawl. Table 8 reflects the sub-events reported in Question 15 of the follow-up survey. Spectating at the 5k 'Great Santa Dash' earlier on Saturday 12/14/13 was reported as the second most attended event by 5 respondents (9.3%).

TABLE 8 – Description of Participation in Santa Crawl

Follow-up Q15			
1	Attended 'Miss Naughty or Nice' on Thursday 12/12/13	0	0.00%
2	Contestant in 'Miss Naughty or Nice' on Thursday 12/12/13	0	0.00%
3	Attended 'Friday Night Cheer' on Friday 12/13/13 (please specify event(s)) _____	1	1.85%
4	Spectator 'Great Santa Dash' on Saturday 12/14/13	5	9.26%
5	Runner/Walker 'Great Santa Dash' on Saturday 12/14/13	1	1.85%
6	Participant 'Santa Crawl Skiing Extravaganza' on Saturday 12/14/13	1	1.85%
7	Participant 'Santa Pub Crawl' on Saturday 12/14/13	54	100.00%
8	Other (please specify) _____	0	0.00%

Participants

This section will describe the demographics of the survey participants including which information sources the use for Santa Crawl information, as well as what other area special events they attend.

Demographics

As mentioned previously, survey participants were screened and included if 21 or older. Given that survey parameters required participants to be 21 or older, the average age was reported as 39.5, with a mode of 33, a minimum age of 22 and maximum age of 57 (51 respondents reporting). Women comprised 40.7% (22) responses (54 respondents reporting). 81.5% (44) of respondents are non-native Nevadans, 15 of the 44 (34.1%) non-native Nevadans reported moving from California.

Table 9 describes the combined annual household income. The mean response is 5.6 and the mode is 7.0. 53 (98.2%) respondents answered this question. It should be noted that questions about age and income have a notoriously high drop-out rate, regardless of population or sample.

TABLE 9 – Combined Annual Household Income

Follow-up Q36			
1	Under \$15,000	2	3.77%
2	\$15,000 – \$24,999	4	7.55%
3	\$25,000 – \$34,999	2	3.77%
4	\$35,000 – \$49,999	5	9.43%
5	\$50,000 – \$74,999	9	16.98%
6	\$75,000 – \$99,999	9	16.98%
7	\$100,000 – \$149,999	15	28.30%
8	\$150,000 – \$199,999	5	9.43%
9	\$200,000 or more	2	3.77%
	Total	53	98.15%

Table 10 reports the highest level of education completed. The mean response is 5.7 and the mode is 7.

TABLE 10 – Highest Level of Education Completed

Follow-up Q37			
1	Less than high school	1	1.85%
2	GED	1	1.85%
3	High School Diploma	1	1.85%
4	Some College	16	29.63%
5	Vocational certificate	3	5.56%
6	Associates Degree	6	11.11%
7	Bachelor's Degree	20	37.04%
8	Post-graduate Degree	6	11.11%
	Total	54	100.00%

Table 11 reports respondents' employment status. Respondents were asked to 'check all that apply'. 54 respondents in total reported.

TABLE 11 – Current Employment Status

Follow-up Q38			
1	Self-employed full-time	4	7.41%
2	Self-employed part-time	0	0.00%
3	Employed full-time	41	75.93%
4	Employed part-time	3	5.56%
5	Unemployed, job seeking	2	3.70%
6	Unemployed, not job seeking	0	0.00%
7	Student	6	11.11%
8	Retired	4	7.41%
	Total	54	100.00%

Chart 4 reflects the weighted values of the reported information sources for the Santa Crawl. Respondents were asked to 'select all that apply' in order to capture all information outlets. The average weight (0-10) for each source was multiplied by the number of times the source was selected to arrive at the weighted value. 51 (94.4%) respondents selected at least one information source. Graph points represent the weighted value, averages and counts for each category are shown next to each graph point.

CHART 4 - Event Information Sources

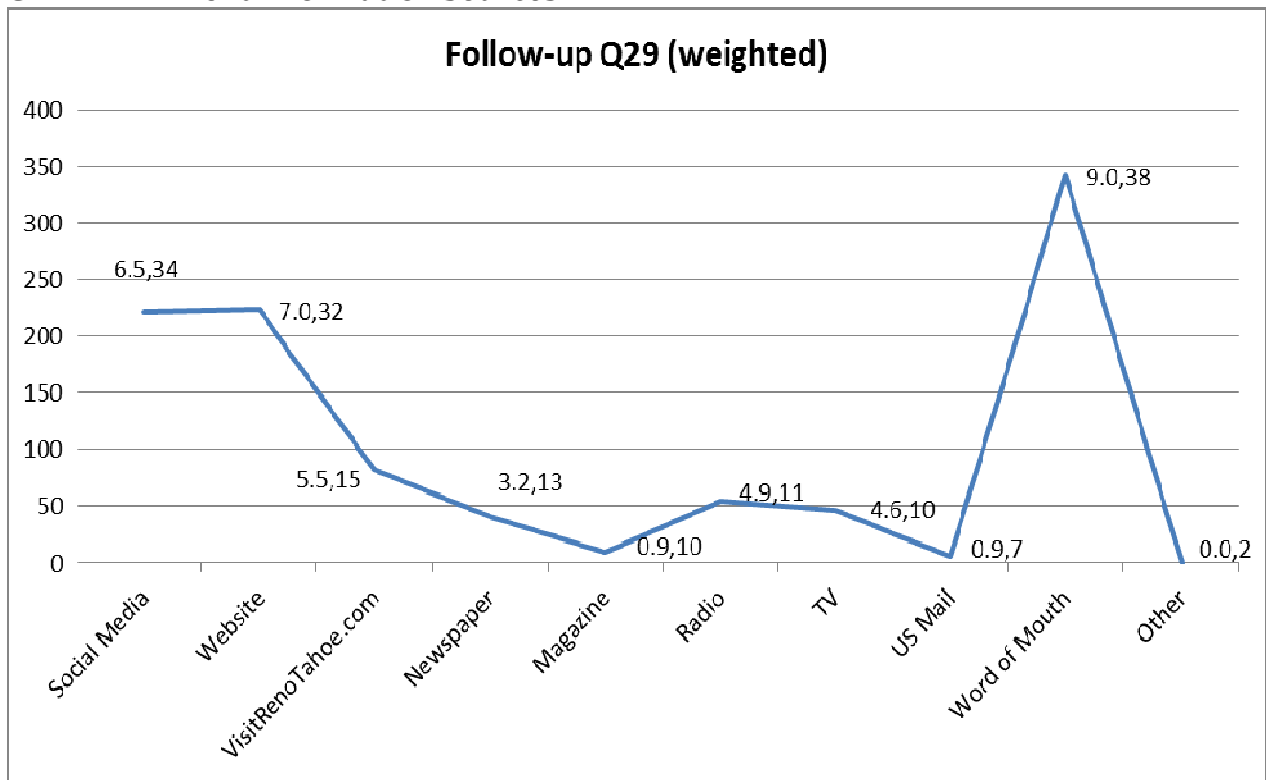


Table 12 reports which other area events survey respondents said they have attended or would attend in 2013. Respondents were asked to 'select all that apply'. 53 respondents answered the question, with 46 (86.3%) selecting at least one other 2013 area event. The average number of events selected is 5.0 and the mode is 1. Selections 19-22 asked respondents to specify: UNR sports and Reno Aces were the most frequently specified participant and spectator events, the Zombie Crawl was the second in frequency after Santa Crawl for the 'Pub Crawl' category, and wine walks were most frequently specified as 'Other'.

TABLE 12 – Other Reno-Tahoe Area Events Attended in 2013

Follow-up Q30			
1	No	7	2.64%
2	Reno River Festival (May)	13	4.91%
3	Reno Rodeo (June)	18	6.79%
4	Street Vibrations Spring (June)	15	5.66%
5	Great Eldorado BBQ, Brews, & Blues (June)	19	7.17%
6	Eldorado Reno 500 (July)	1	0.38%
7	Artown (July)	12	4.53%
8	Artown (July)	5	1.89%
9	Reno-Tahoe Open (Aug)	5	1.89%
10	Hot August Nights (Aug)	31	11.70%
11	Barrett-Jackson Car Auction (Aug)	3	1.13%
12	Concours d'Elegance (Aug)	2	0.75%
13	Lucas Oil Off-Road Racing (Aug)	8	3.02%
14	Best in the West Nugget Rib Cook-off (Sep)	23	8.68%
15	Burning Man (Sep)	34	12.83%
16	Great Reno Balloon Race (Sep)	6	2.26%
17	National Championship Air Races (Sep)	15	5.66%
18	Street Vibrations Fall (Sep)	17	6.42%
19	Sporting Events [participant (please specify)]	3	1.13%
20	Sporting Events [spectator (please specify)]	14	5.28%
21	Pub Crawl (please specify)	15	5.66%
22	Other (please specify)	6	2.26%
	Total	265	100.00%

Event Opinions

Several questions addressed participant feedback about the quality of the Santa Crawl as an event as well as their likelihood of future participation.

Chart 5 reports weighted results for question 23 of the follow up survey which asked participants to grade (from 0 to 10) what attracts them to the Santa Crawl. The weighted values are calculated by multiplying the average 'grade' for each category by the number of responses for each category. 54 (100%) respondents provided a grade for at least one category. Graph points represent the weighted value; averages and counts for each category are shown next to each graph point. Of those who reported a specific 'other' attraction not represented by the given categories, most reported dressing up or the people as an attractive characteristic of attending the Santa Crawl.

CHART 5 - Attendee Attraction to the Santa Crawl

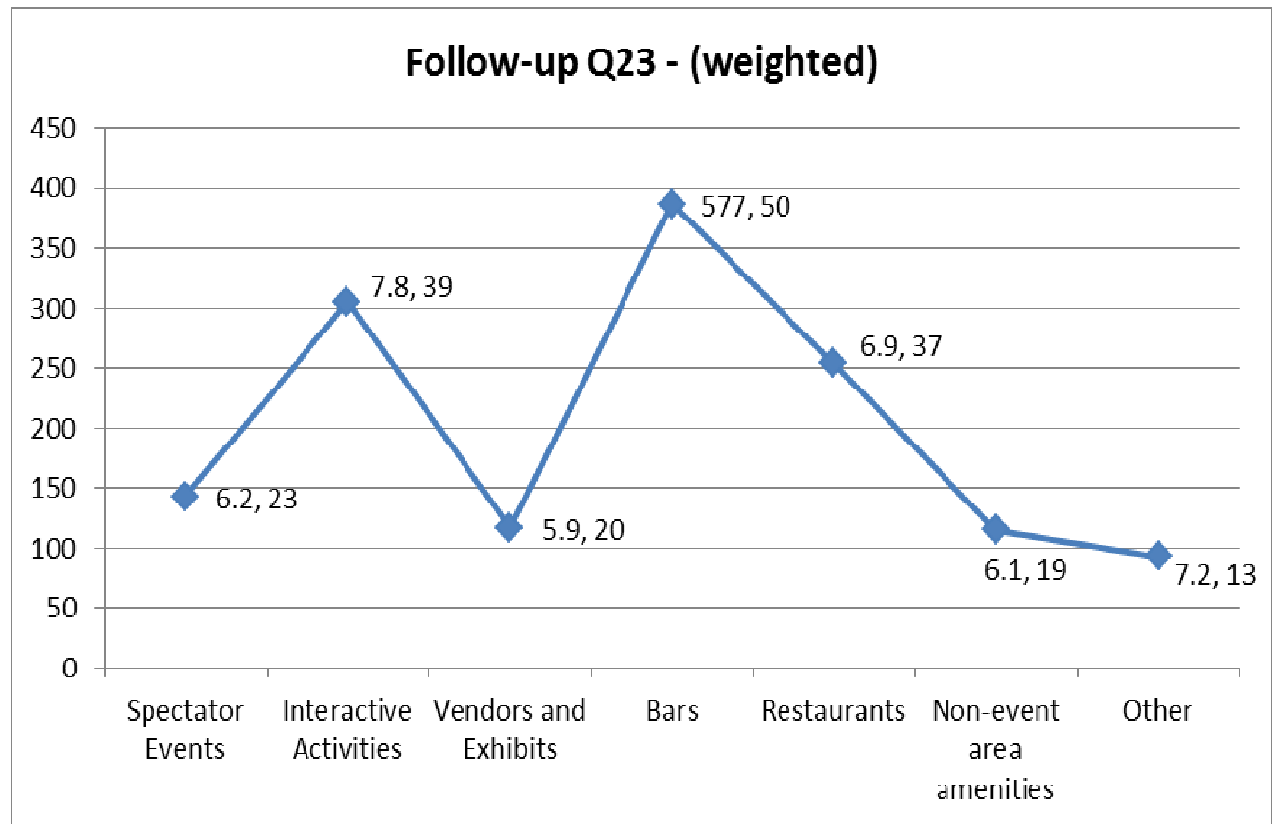


Chart 6 reports the weighted results for question 22 of the follow up survey which asked participants to grade (from 0 to 10) their overall experience of the Santa Crawl. Weighted values are calculated by multiplying the average 'grade' for each category by the number of responses for each category and are shown next to each graph point. 54 (100%) respondents provided a grade for at least one category. Lines represent all respondents (blue), only local (red), and only non-local (green). Please note level of line is a function of the total respondents in each group. The strongest difference across groups is non-local ranking of prior year Santa Crawl. The difference is an average ranking approximately 16% lower than local ranking for the same category and proportionate number of respondents. The lower ranking may be due to lack of experience with prior year events rather than poor experience.

CHART 6 - Overall Santa Crawl Experience

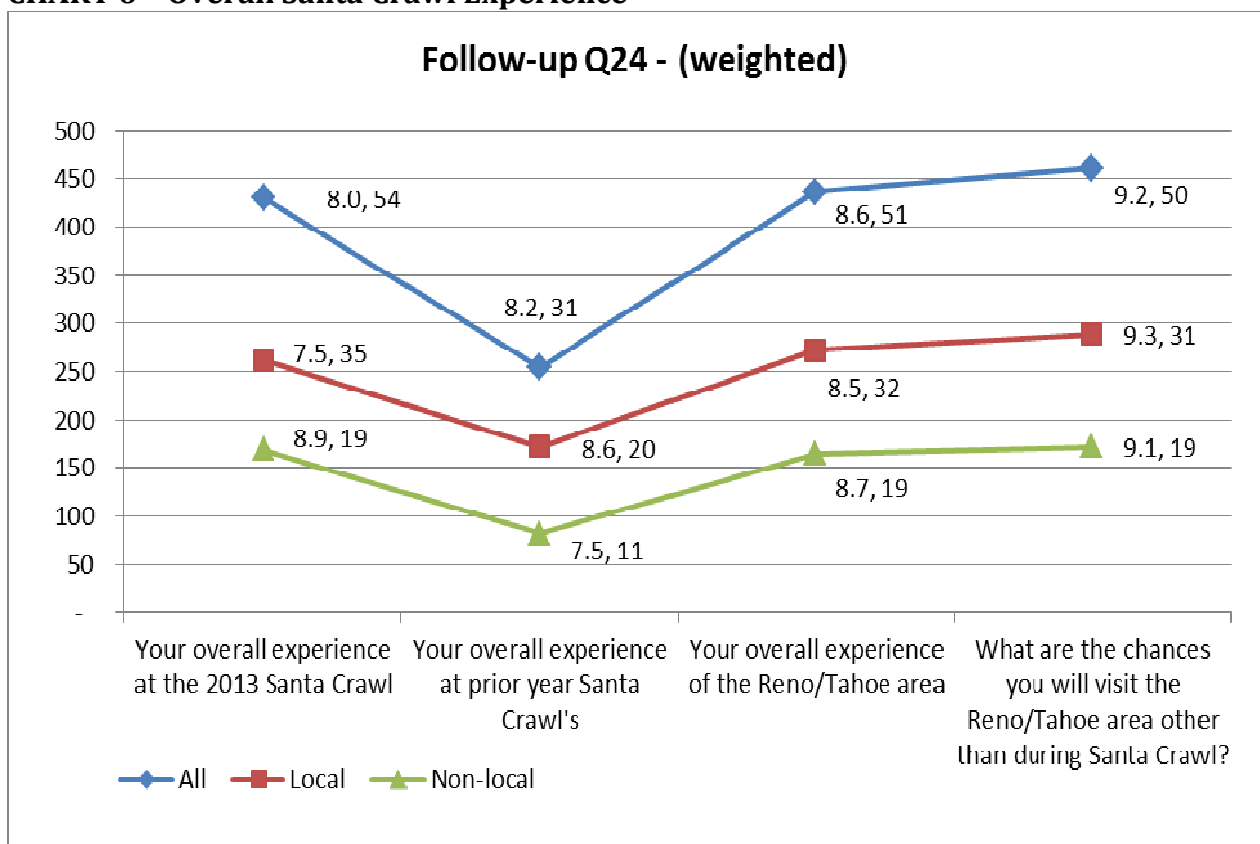


Table 13 reports how likely respondents are to attend future Santa Crawl’s and Table 14 reports how likely respondents are to recommend Santa Crawl attendance to friends and family.

TABLE 13 – Attendance at future Santa Crawl Events

Follow-up Q25		
1 Yes, next year	35	64.81%
2 Yes, for the foreseeable future	13	24.07%
3 No	6	11.11%
Total	54	100.00%

TABLE 14 – Recommend Santa Crawl to Others

Follow-up Q26		
1 Yes	48	88.89%
2 No	6	11.11%
Total	54	100.00%

Appendix 6 reports the write-in responses for questions 27 and 28 of the follow-up survey. These questions asked respondents to state what contributed to the success of the 2013 Santa Crawl and what could be improved for future Santa Crawl’s, respectively. There are 36 (66.7%) responses to question 27 and 33 (61.1%) responses to question 28. 6 of the 33 (18.2%) responses to question 28 actually recorded an answer along the lines of nothing/not sure. The responses to both questions are presented side-by-side so that an individual’s response to both questions is made transparent.

Spending Patterns

Questions 17 through 22 of the follow-up survey focus on participants' spending patterns during their visit associated with Santa Crawl attendance. Detail from most of these questions was used to estimate economic fiscal impacts detailed in later sections of this report. Note that the tables and charts within this section reflect the descriptive statistics from the overall survey and are not necessarily aggregated or disaggregated using the same methods employed when estimating economic and/or fiscal impacts. For this reason counts and percentages for a given variable reported in this section may differ from counts and percentages reported in other report sections.

Table 15 reports the number of people in the respondent's party at the Santa Crawl. Question 17 is a four part question asking how many people traveled with the respondent to the Santa Crawl from their same zip code, from a different zip code and for both categories to further break down the count into 21 and over and 20 and younger. Table 15 reflects the survey responses for all, as well as disaggregating to reveal the differences between locals and non-locals (based on self-reporting as local). Non-local parties were larger on average (3.4 v. 2.9 and 5.3 v. 3.2) whether traveling from same or different zip codes. Local parties attending with others from *different* zip codes were also reported as larger than locals attending with others from the same zip code (3.2 v. 2.9). 100% of respondents replied and 19 was the maximum party size.

TABLE 15 – Party Size

Follow-up Q17												
	All Respondents				Local Only				Non-local Only			
	Same Zip Code		Different Zip Code		Same Zip Code		Different Zip Code		Same Zip Code		Different Zip Code	
	21+	≤20	21+	≤20	21+	≤20	21+	≤20	21+	≤20	21+	≤20
min	1	0	0	0	1	0	0	0	1	0	0	0
max	13	1	19	0	8	1	8	0	13	0	19	0
mean	3.07	0.25	4.25	0.00	2.91	0.50	3.17	0.00	3.37	0.00	5.33	0.00
mode	1	0	1	0	1	#N/A	1	#N/A	1	0	2	0
count	54	4	12	3	35	2	6	1	19	2	6	2
Variable Response %	100.00%	7.41%	22.22%	5.56%	64.81%	3.70%	11.11%	1.85%	35.19%	3.70%	11.11%	3.70%

Tables 16, 17, and 18 report the descriptive statistics for spending reported by all respondents, local only respondents, and non-local only respondents. These tables report data summaries only and should not be directly interpreted as economic measures – see appropriate report sections for detail regarding economic and fiscal impact analysis.

TABLE 16 – Total Amount Spent by Category – All Respondents

Follow-up Q21									
	<u>Lodging</u>	<u>Gaming</u>	<u>Event Fees</u>	<u>Beverages</u>	<u>Food</u>	<u>Retail Shopping</u>	<u>Entertainment</u>	<u>Fuel / Transport</u>	<u>Other</u>
sum	3,764.00	3,175.00	560.00	3,783.00	2,875.00	1,216.00	475.00	1,495.50	69.00
min	-	-	-	-	-	-	-	-	-
max	1,185.00	500.00	200.00	300.00	500.00	400.00	250.00	200.00	60.00
mean	69.70	58.80	10.37	70.06	55.29	22.52	8.96	27.69	1.30
mode	-	-	-	-	-	-	-	-	-
count	54	54	54	54	52	54	53	54	53
Variable Response %	100.00%	100.00%	100.00%	100.00%	96.30%	100.00%	98.15%	100.00%	98.15%

TABLE 17 – Total Amount Spent by Category – Local Only

Follow-up Q21									
	<u>Lodging</u>	<u>Gaming</u>	<u>Event Fees</u>	<u>Beverages</u>	<u>Food</u>	<u>Retail Shopping</u>	<u>Entertainment</u>	<u>Fuel / Transport</u>	<u>Other</u>
sum	369.00	190.00	140.00	1,743.00	690.00	466.00	90.00	195.50	69.00
min	-	-	-	-	-	-	-	-	-
max	95.00	100.00	25.00	200.00	150.00	120.00	60.00	50.00	60.00
mean	10.54	5.43	4.00	49.80	20.91	13.31	2.65	5.59	2.03
mode	-	-	-	-	-	-	-	-	-
count	35	35	35	35	33	35	34	35	34
Variable Response %	64.81%	64.81%	64.81%	64.81%	61.11%	64.81%	62.96%	64.81%	62.96%

TABLE 18 – Total Amount Spent by Category – Non-Local Only

Follow-up Q21									
	<u>Lodging</u>	<u>Gaming</u>	<u>Event Fees</u>	<u>Beverages</u>	<u>Food</u>	<u>Retail Shopping</u>	<u>Entertainment</u>	<u>Fuel / Transport</u>	<u>Other</u>
sum	3,395.00	2,985.00	420.00	2,040.00	2,185.00	750.00	385.00	1,300.00	-
min	-	-	-	-	-	-	-	-	-
max	1,185.00	500.00	200.00	300.00	500.00	400.00	250.00	200.00	-
mean	178.68	157.11	22.11	107.37	115.00	39.47	20.26	68.42	-
mode	-	200.00	-	100.00	100.00	-	-	50.00	-
count	19	19	19	19	19	19	19	19	19
Variable Response %	35.19%	35.19%	35.19%	35.19%	35.19%	35.19%	35.19%	35.19%	35.19%

Questions 18, 19, and 20 address attendees lodging patterns. 100% respondents answered question 18 which asked if they lodged at home or a home of a friend or family member during the Santa Crawl. 23 (42.6%) answered 'No'. These 23 were comprised on non-locals (15/65.2%) and 7 were locals. Lodging details were asked in question 19 and 21 (91.3%) recorded the name and type of lodging – all reported as hotel, motel, or bed and breakfast. 15 (60.1%) reported lodging at the Silver Legacy, an event partner. The average night stay reported was 1.5, at \$89.74 per night, and renting an average of 1.5 rooms. Question 20 inquired about methods used to book lodging and 21 (91.3%) recorded at least one method. Direct facility websites was the most common method used by far with 14 (66.7%) reporting.

Question 22 inquires about transportation type to the event – 46 (85.2%) responded with 45 (83.3%) reporting travel to the event by personal vehicle.

MERCHANT SURVEY RESULTS

Overview

A short survey was sent to a sample of Reno downtown merchants on 12/9/13. The sample was generated by the City of Reno and the invitation to the survey link was emailed by the City of Reno as well. The attached survey (Appendix 7) and invitation letter were a collaboration between the City of Reno and UNR.

Nine merchants completed the survey out of the 15 who accessed the survey (60%). This survey was not intended to collect primary data for analysis, but rather act as an electronic ‘focus group’, or fact finding process. The first survey was completed on 12/9/13 and the final survey was completed on 12/21/13.

Participants

Table 19 reports the type of business described by participants. A range of industry sectors are represented.

TABLE 19 – Business Description

Vendor - Q3
Reiki and Alternative Healing
bottle shop and bar (on and off-premise alcohol sales)
government affairs
Consulting/small business
Financial Services
Restaurant
retail sales and service
Pizza Restaurant
Clothing and Costumes for both

According to the survey results, 66.7% of respondents are male. The average age of respondent is 43 (though ages were reported in ranges - average is midpoint of range). Two of the 9 respondents were born in Nevada – the remaining 7 have lived in Nevada for 19.3 years, 6 of the 7 moving from California. The average years in operations was reported as 26.4 (one outlier reported 176 years). Table 20 reports counts across several employee classifications. Note that 2 of the 9 (22.2%) businesses report zero employees of any classification.

TABLE 20 – Employee Count (owner not counted)

Vendor - Q5					
	<u>FT - Perm</u>	<u>PT - Perm</u>	<u>FT - Temp</u>	<u>PT - Temp</u>	<u>Other</u>
min	-	-	-	-	-
max	60.00	12.00	1.00	-	4.00
mean	8.25	2.25	0.13	-	4.00
no empl	4.00	5.00	8.00	8.00	-
Count	9.00	9.00	9.00	9.00	1.00
Response	100.00%	100.00%	100.00%	100.00%	11.11%

Likely correlated to different business types, hours of operation vary. Only one business, a pizza parlor, reported staying open past midnight regularly. 2 businesses (one restaurant, one clothing retailer) reported extending hours during Santa Crawl – both from 11p or 12p closings until 2am.

Two businesses report increased receipts during Santa Crawl – a pizza parlor reports a 20% increase and a clothing retailer reports a 25% increase. Merchants were asked how Santa Crawl was most beneficial and least beneficial to their business. Table 21 reports the responses. Note that comments made side-by-side are made by same merchant.

TABLE 21 – In What Ways is the Santa Crawl....

Vendor - Q9 Most Beneficial	Vendor - Q10 Least Beneficial
I am not involved in Santa Crawl no impact	I am not involved in Santa Crawl no impact
none	Increases the already poor image of the community and region. This fits in with prostitution, drugs and gambling. / If we want to successful like salt lake city we need to bring higher quality events. / / This event is good for bars and hotels. / / Crap breeds crap
Anytime the downtown area benefits from an event, it helps all businesses.	n/a
No impact to our business.	No impact to our business.
Extra Income	Its very rowdy and hard to control
It brings people to the area, creates local revenue and offers something cool for people to be in downtown/midtown.	I see no problems with the event, at my business or the surrounding area.
On that particular day we almost double our average sales on a Saturday. However the weekdays leading up to the Santa Crawl are typically slower so it may just average out to a normal week,	Trashed people trashing the restaurant and downtown
It creates business for the entire Midtown District by bringing a huge amount of people out for the event. Traffic = Sales, and that is the basis for business.	The event increases sales city wide, how could there be a negative??

Question 11 asked participants to report area events attended in 2013, both as an attendee and separately as a vendor. Table 22 details the responses. 100% of respondents selected at least one event, with an average of 7.9 events attended as both attendee and vendor (though this is likely more representative of attendee based on distribution in Table 22).

TABLE 22 – Reno-Tahoe Area Events Attended in 2013

Vendor - Q11		
Event (Scheduled Month)	Attendee	Vendor
Reno River Festival (May)	6	0
Reno Rodeo (June)	6	0
Street Vibrations Spring (June)	2	0
Great Eldorado BBQ, Brews, & Blues (June)	3	0
Eldorado Reno 500 (July)	2	0
Artown (July)	8	2
Lake Tahoe Shakespeare Festival (July/Aug)	3	0
Reno Tahoe Open (Aug)	3	0
Hot August Nights (Aug)	4	0
Barrett-Jackson Car Auction (Aug)	1	0
Concours d'Elegance (Aug)	1	0
Lucas Oil Off-Road Racing (Aug)	2	0
Best in the West Nugget Rib Cook-off (Sep)	8	0
Burning Man (Sep)	3	0
Great Reno Balloon Race (Sep)	8	0
National Championship Air Races (Sep)	3	0
Street Vibrations Fall (Sep)	3	0
Sporting Events [participant (please specify)]	0	0
Sporting Events [spectator (please specify)]	2	0
Pub Crawl (please specify)	0	0
Other (please specify)	0	1

Question 12 asked merchants which of the area special events were perceived to be most and least beneficial to their business specifically and the Reno-Tahoe area in general. 100% of participants responded to at least one section. Many events were selected as most beneficial and few were selected as least beneficial. Benefits were reported to area in general more frequently, and least beneficial events were accrued to business more frequently.

TABLE 23 – Most and Least Beneficial Reno-Tahoe Area Events

Vendor - Q12				
Event (Scheduled Month)	Most Beneficial to Business	Most Beneficial to Reno-Tahoe	Least Beneficial to Business	Least Beneficial to Reno-Tahoe
Reno River Festival (May)	2	5	1	1
Reno Rodeo (June)	2	5	2	0
Street Vibrations Spring (June)	1	2	4	2
Great Eldorado BBQ, Brews, & Blues (June)	0	3	2	0
Eldorado Reno 500 (July)	0	3	1	0
Artown (July)	5	6	0	0
Lake Tahoe Shakespeare Festival (July/Aug)	1	4	1	1
Reno Tahoe Open (Aug)	1	7	1	0
Hot August Nights (Aug)	0	7	3	0
Barrett-Jackson Car Auction (Aug)	0	5	1	1
Concours d'Elegance (Aug)	0	5	1	0
Lucas Oil Off-Road Racing (Aug)	0	5	1	0
Best in the West Nugget Rib Cook-off (Sep)	1	7	2	0
Burning Man (Sep)	5	6	1	0
Great Reno Balloon Race (Sep)	0	7	2	0
National Championship Air Races (Sep)	1	7	1	0
Street Vibrations Fall (Sep)	2	4	2	2
Sporting Events [participant (please specify)]	0	2	1	0
Sporting Events [spectator (please specify)]	1	2	0	0
Pub Crawl (please specify)	1	2	0	0
Other (please specify)	1	1	0	0

ECONOMIC & EMPLOYMENT IMPACTS OF PRIMARY VISITORS

Thriving local economies are driven by “basic” industries. Basic industries are industries that import new dollars to the region by exporting goods and services outside the region. In Reno-Sparks, special events that draw visitors from outside the region act as basic industries as the visitors spend on commercial lodging, gaming, food & drink, entertainment, and shopping during their stay. These visitor expenditures generate jobs, support local establishments, and provide local governments with necessary tax revenues.

This report estimates the economic and employment impacts of expenditures made in Washoe County by those whose primary reason for visiting the region was the Reno Santa Crawl event.

Visitor Demographics

Accurate attendance totals, unique attendance, visitor demographics and purchasing behaviors are the necessary data inputs for estimating the economic impacts of visitor expenditures. The economic impacts are based on total and unique attendance estimates calculated by the University Center for Economic Development, University of Nevada, Reno (UCED); and survey intercepts conducted during the event by UCED.

The total number of primary visitors, average nights stayed, and average expenditures per day by type are calculated using survey sample methodology based on surveys collected by UCED (see discussion of survey methods in this report). Table 24 reports the resulting attendance, visitor, and visitor budget breakdowns.

The estimate of primary visitors used for analyzing economic impacts is calculated using survey respondent zip codes and other survey questions to determine those that do not live or work in the region but spent money on local lodging, gaming, entertainment, food & drink, and shopping during their visit to the event.

It should be noted that the economic impacts do not include all non-local visitors. Only those visitors that reported the primary reason for visiting the Reno-Sparks area was the Reno Santa Crawl are included in the impacts. Expenditures made by non-local visitors that visited the area for other reasons, but happened to attend the Santa Crawl, cannot be contributed to the event.

Table 24. Reno Santa Crawl Attendance, Visitor Totals, and Visitor Budgets

Total Attendees	14,000	
Non-local attendance	6,077	43.4%
Santa Crawl was PRIMARY reason for visit	5,412	38.7%
		<u>% of Primary Visitors</u>
Primary visitors that used commercial lodging	4,776	88.2%
Primary visitors that gambled	4,457	82.4%
Primary visitors with shopping expenditures	1,273	23.5%
Primary visitors with entertainment expenditures	4,139	76.5%
Average length of stay for primary visitors	1.69	
Average nights of stay for commercial lodging	1.53	

Average Expenditures Per Day					
Commercial Lodging	Gaming	Food & Drink	Shopping	Entertainment	Transportation
\$ 94.27	\$ 108.21	\$ 145.93	\$ 139.58	\$ 25.14	\$ 59.19
Average daily budget with lodging and gaming			\$ 572.33		
Average daily budget without lodging and gaming			\$ 369.85		

Total dollars spent by type of expenditure for non-locals who visited because of the Reno Santa Crawl					
Commercial Lodging	Gaming	Food & Drink	Shopping	Entertainment	Transportation
\$ 690,264.73	\$ 813,928.23	\$ 1,332,818.68	\$ 299,962.55	\$ 175,590.02	\$ 445,198.15

Economic Impacts

Economists measure the changes in the economy using economic and employment impacts of expenditure events in a region. For the Reno Santa Crawl event the economic and employment impacts are a result of non-local expenditures on commercial lodging, gaming, entertainment, food & drink, and shopping during their stay. The following important notes and definitions should be noted:

Direct Impacts - Represents the expenditure and employment amounts that directly impact the economy as a result of the event.

Indirect Impacts - Represent the economic effects of inter-industry purchases as industries respond to the new demands of the directly affected industries ("ripple effect").

Induced Impacts - Represent the spending of new household income resulting from the direct and indirect impacts.

Multipliers - Represent the mathematical equations that measure the total impacts (direct, indirect, and induced) based on every dollar spent or employee supported.

The resulting impacts and multipliers are calculated by the IMPLAN input-output model based on the amount of expenditures applied to industry types.

The total expenditures made by non-locals that visited Reno-Sparks primarily because of the Reno Santa Crawl amounted to \$3,757,762. After adjusting to include only retail price mark-ups for retail items not manufactured in the region, the direct economic impact is estimated at \$3,542,089. The secondary spending by the directly impacted industries is estimated at \$835,931. The resulting spending of new wages initiated by the direct and indirect spending (induced impact) is estimated at \$1,213,046. The total economic impact from non-local visitation to the Reno Santa Crawl is estimated at \$5,591,067 and is summarized in Table 25.

Table 25. Economic Impacts of Primary Visitors to the Reno Santa Crawl

Economic Impacts				
Total Expenditures	Direct Impact	Indirect Impact	Induced Impact	Total Impact
\$ 3,757,762	\$3,542,089	\$835,931	\$1,213,046	\$5,591,067
Multipliers:	1.000	0.236	0.342	1.578

The total economic multiplier resulting from the visitor expenditures, 1.578, indicates that for every \$1.00 spent by visitors, another \$0.58 ripples through the region’s economy through secondary spending by impacted industries and the spending of new wages.

Employment Impacts

The spending by the non-locals that visited Reno-Sparks primarily because of the Reno Santa Crawl directly supports 45 full-time jobs for a year. The secondary spending by impacted industries and the spending of new wages support 6 full-time jobs for a year, and the spending by new wages supports another 9 jobs. The total employment impact from the visitor expenditures accounts for 61 full-time jobs supported for a year, and is summarized in Table 26.

Table 26. Employment Impacts of Primary Visitors to the Reno Santa Crawl

Employment Impacts				
	Direct Impact	Indirect Impact	Induced Impact	Total Impact
	45.2	6.4	9.4	61.0
Multipliers:	1.000	0.142	0.208	1.350

The total employment multiplier resulting from the visitor expenditures, 1.35, indicates that for every full-time job supported by the spending, another 0.35 jobs is supported in the region as a result of the secondary spending by impacted industries and the spending of new wages.

FISCAL IMPACT OF PRIMARY VISITORS

As discussed in the above sections, the Santa Crawl event attracts visitors to the City of Reno and these visitors spend money in the City on commercial lodging (hotels), gaming, food & drink, shopping, entertainment, and transportation goods and services. Many of these purchases generate revenues for the City of Reno, Washoe County School District, and other State and local governments. This section of the report estimates revenues generated by the Santa Crawl primary visitors⁶ for the City of Reno, Washoe County School District, and Washoe County. The County and School District revenues are included in the report as City of Reno residents benefit from revenues generated for the local schools and County services.

According to the results shown in the Economic & Employment Impact section of this report, the following expenditures were made by primary visitors to the event:

Table 27. Expenditures, by Type, of Primary Visitors

Expenditure Type	Amount
Commercial Lodging	\$ 690,265
Gaming	813,928
Food & Drink	1,332,819
Shopping	299,963
Entertainment	175,590
Transportation	445,198
Total	\$ 3,757,762

It should be noted that the economic impact is estimated for the Washoe County region, also referred to throughout this analysis as the “region.” Local government revenue and expenditure impacts are estimated for specific local government entities and these entities are stated in the report as impacts are shown.

⁶ Primary visitors to the Santa Crawl event are non-local visitors whose primary reason for visiting the region is to attend the Santa Crawl event.

Sales Tax Revenue

The analysis assumes sales tax revenue was generated for local government entities through two expenditure sources. First, primary visitors to the region made food & beverage and shopping expenditures in the region, both of which are taxable for sales tax purposes. The total expenditure amount for these sources is shown above. The analysis assumes all purchases were made in Washoe County, generating revenue for all Washoe County entities, including City of Reno.

Second, all purchases made by the event visitors in the region help support employees in the region, as a portion of sales made to visitors is used to pay employee salaries and benefits. The Economic and Employment Impacts section of this report shows visitor expenditures of \$3.76 million in the region generated the following labor income impacts:

Table 28. Labor Income Impacts of Primary Visitors

Impact Type	Labor Income
Direct Effect	\$ 1,502,183
Indirect Effect	363,215
Induced Effect	446,355
Total Effect	\$ 2,311,752

These impacts include salaries, wages, and benefits paid to employees and supported by expenditures of event visitors. The labor income amount must be adjusted to exclude benefits, as only salaries will be spent in the region on taxable purchases. According to the Bureau of Labor Statistics, salaries make up approximately 69.8% of total compensation; this ratio is applied to the estimated labor income to arrive at the amount of salaries supported by visitor expenditures.⁷

Only a portion of an employee's salary is spent on taxable items, other items, such as taxes, mortgage, health care expenditures, etc. are not taxable for sales tax purposes. As a result, the estimated salaries amount is further reduced to include only taxable sales expenditures. Using the Consumer Expenditure Survey data for the West Coast, the analysis estimates that approximately 24% of total income is spent on taxable items.⁸ This amount is applied to the estimated salaries amount to arrive at the total taxable purchases made by local employees supported by primary Santa Crawl visitors.

⁷ "Employer Costs for Employee Compensation." Bureau of Labor Statistics. Data for 2004-2013.

⁸ "Table 1800. Region of Residence, Consumer Expenditure Survey, 2012." Consumer Expenditure Survey.

Sales tax rates for the City of Reno, Washoe County, and the Washoe County School District are applied to the estimated taxable expenditures made directly by primary Santa Crawl visitors and indirectly by employees supported by visitor expenditures. The following sales tax rates apply to the three jurisdictions:

Table 29. Relevant Sales Tax Rates for City of Reno, Washoe County⁹, and Washoe County School District

0.500%	Basic City County Relief Tax (BCCRT)
1.750%	Supplemental City County Relief Tax (SCCRT)
0.250%	Fair Share (AB 104)
2.600%	Local School Support Tax

Of the total BCCRT and SCCRT revenue collected in the County, City of Reno receives an average of 29.3% and the County receives 51.2%.¹⁰ Of the total AB 104 revenue collected in the County, the City receives 15.5% and Washoe County receives 66.6%.¹¹ The Washoe County School District receives the entire amount of sales tax revenue collected through the School District tax rate. A state administrative fee of 1.75% is deducted from local government revenue to cover the costs of the State's administration of these taxes.¹²

Total sales tax revenue estimates for the City of Reno, Washoe County, and the Washoe County School District are summarized below.

Table 30. Estimated Sales Tax Impacts of Primary Visitors

Impact Type	Total Taxable Sales	City of Reno Revenue	Washoe County Revenue	Washoe Co. School District Revenue
Employment Impacts-Visitors	\$ 624,518	\$ 4,286	\$ 8,087	\$ 15,953
Visitor Expenditures	<u>1,632,781</u>	<u>11,205</u>	<u>21,143</u>	<u>41,709</u>
Total	\$2,257,299	\$ 15,491	\$ 29,230	\$ 57,663

⁹ Washoe County's sales tax rate does not include the Infrastructure and Railroad tax rates of 0.125% each.

¹⁰ Distribution based on average percentage share of Washoe County C-Tax distribution from FY 2011-12 to partial year FY 13-14. Nevada Department of Taxation. "Consolidated Tax Distribution: Revenue Summary by County."

¹¹ Distribution based on average percentage share of Washoe County AB104 distribution from FY 2011-12 to partial year FY 13-14. Nevada Department of Taxation. "Local Government Tax Act Distribution."

¹² AB 552.

Room Tax Revenue

The Economic and Employment Impacts section of this report estimates primary visitors to the Santa Crawl event made lodging purchases in the amount of \$690,265. The analysis assumes the majority of these expenditures were made in the Downtown Reno area due to the proximity to the Santa Crawl event. The combined room tax for the Downtown properties area is summarized below.

Table 31. Transient Occupancy Tax (Room Tax) Rates for Downtown Reno Area

8.625%	RSCVA
1.000%	National Bowling Stadium
1.500%	Events Center
1.000%	Railroad
1.000%	Parks and Recreation
0.375%	Nevada Commission on Tourism
13.50%	TOTAL

Using visitor lodging expenditure estimates and the above room tax rates, the analysis estimates the following room tax revenue for the City of Reno and RSCVA.

Table 32. Estimated Room Tax Impacts of Primary Visitors

Impact Type	Estimated Room Revenue	RSCVA Revenue	Bowling Stadium Revenue	Events Center Revenue	Railroad Revenue	Parks & Rec. Revenue
Visitor Expenditures	\$ 690,265	\$59,535	\$ 6,903	\$10,354	\$ 6,903	\$ 6,903

Other Revenue

In addition to sales and room tax revenues, primary Santa Crawl visitors will generate gaming tax revenue for the City through their gaming expenditures and continued demand for slot machines and table games. Transportation expenditures by visitors are expected to generate gas tax revenue for the City. Revenues generated for business owners by Santa Crawl visitors are used in the calculation of business license fee revenue for the City. Additionally, visitors to the region may receive speeding, parking and other citations, generating further revenue for the City of Reno. It is difficult to quantify revenues generated through these sources, but revenues through these sources are expected to benefit the City’s budget.

Total quantifiable revenue generated by primary Santa Crawl visitors through sales and room tax sources for the City of Reno, Washoe County, and Washoe County School District is summarized below.

Table 33. Total Quantifiable Impacts of Primary Visitors

Entity	Sales Tax Revenue	Room Tax Revenue	Total Revenue
City of Reno	\$ 15,491	\$ 31,062	\$ 46,553
Washoe County	29,230	-	29,230
WC School District	57,663	-	57,663
Total	\$ 102,384	\$ 31,062	\$ 133,446

Summary

In 2013 City of Reno provided direct and indirect public services to the Santa Crawl event in the amount of approximately \$40,500. This included police, fire, equipment rental and other services. Given the estimated quantifiable revenue for the City of Reno from primary visitors of \$46,553, the Santa Crawl event generated sufficient revenue to cover costs associated with the event. The analysis estimated only the sales and room tax revenues to the City, though it is expected other revenues, such as business license, gas tax, gaming tax, fines and forfeitures and other revenue sources were also impacted.

Furthermore, while the analysis estimates revenues to the City associated only with the visitors to the region whose primary reason for visiting was the Santa Crawl event, public service costs are provided for the entire event, including non-primary visitors and local residents of the region. According to the University of Nevada, Reno survey, primary visitors made up only 38.7% of the total estimated 14,000 visitors of the event.

CHARITABLE CONTRIBUTIONS

In addition to the fiscal and economic impacts of the event, the Santa Crawl event promoter made charitable contributions in the amount of \$34,321 to schools in the State. Of this amount, \$26,621 was provided to schools in Washoe County.

A total of \$20,900 in playground equipment was donated to 19 schools in Washoe County and seven schools outside Washoe County (\$1,100 per school). The \$20,900 in playground equipment was purchased from Mountain Hardware & Sports in Truckee, California after attempts to purchase the equipment in Washoe County were unsuccessful.

An additional \$3,500 was contributed to local schools that provided a list of desired donations, including \$1,500 for Washoe County School District medical supplies and \$721 for Hug High School uniforms.

APPENDIX 1 - Onsite_General_Attendee – final

Q1 <AGREE TO PARTICIPATE IN SURVEY?>

- Yes (1)
- No (2)

If No Is Selected, Then Skip To <SURVEY TEAM NUMBER>

Q2 Is this the first time you've agreed to participate in the UNR survey during the Reno Santa Crawl?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To <SURVEY TEAM NUMBER>

Q3 Are you 21 or older?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To <SURVEY TEAM NUMBER>

Q4 Are you local / from the area?

- Yes (1)
- No (2)

Q5 What is your zip code?

Answer If Are you local / from the area? No Is Selected

Q7 Is attending the Santa Crawl the primary reason for your visit to the Reno/Tahoe area?

- Yes (1)
- No (2)

Answer If Is your primary reason for visiting the area to attend the event... No Is Selected

Q8 If no, what is your primary purpose for visiting the Reno/Tahoe area? [select all that apply]

- Visiting friends or family (1)
- Business (2)
- Vacation - Reno/Sparks (3)
- Vacation - Tahoe (4)
- Vacation - Other than Reno/Sparks or Tahoe (please specify) (5) _____
- Other (please specify) (6) _____

Q9 Which days will you attend the Santa Crawl?

- Thursday, 12/12/13 (1)
- Friday, 12/13/13 (2)
- Saturday, 12/14/13 (3)

Q10 How many years have you attended the Santa Crawl? <FIRST YEAR COUNTED AS 1>

Answer If Are you local / from the area? No Is Selected

Q11 How many total days will you stay in the Reno/Tahoe area during this visit?

Q12 Including yourself, how many people traveled with you to the event?

- _____ 21 or older (1)
- _____ 20 or younger (2)

APPENDIX 1 - *Onsite _General_Attendee – final*

Q14 For participation in a single future survey that expands on your experience at the Santa Crawl, we are offering the chance to win a \$500 cash card. Would you be willing to participate online or by mail?

- No (1)
- Yes, online (record email address below) (2) _____
- Yes, by mail (record physical address below) (3) _____

Q15 <GENDER (DO NOT ASK - surveyor observation)>

- Male (1)
- Female (2)

Q16 <SURVEY TEAM NUMBER>

APPENDIX 2 - *FollowUp_General_Attendee – final*

Q1 This is a follow-up survey based on your recent participation of a face-to-face survey at the Reno Santa Crawl ('Crawl'). Be sure to click the link at the end of the survey to enter the drawing to win a \$500 cash card.

Q2 Are you 21 or older?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To End of Survey

Q3 Are you local to the Reno/Tahoe area?

- Yes (1)
- No (2)

[Remainder of Page Intentionally Left Blank]

APPENDIX 2 - FollowUp_General_Attendee – final

Q4 What is your zip code?

- 89402 (1)
- 89405 (2)
- 89412 (3)
- 89421 (4)
- 89431 (5)
- 89432 (6)
- 89433 (7)
- 89434 (8)
- 89435 (9)
- 89436 (10)
- 89439 (11)
- 89441 (12)
- 89442 (13)
- 89450 (14)
- 89451 (15)
- 89452 (16)
- 89501 (17)
- 89502 (18)
- 89503 (19)
- 89504 (20)
- 89505 (21)
- 89506 (22)
- 89507 (23)
- 89508 (24)
- 89509 (25)
- 89510 (26)
- 89511 (27)
- 89512 (28)
- 89513 (29)
- 89515 (30)
- 89519 (31)
- 89520 (32)
- 89521 (33)
- 89523 (34)
- 89533 (35)
- 89555 (36)
- 89557 (37)
- 89570 (38)
- 89595 (39)
- 89599 (40)
- 89704 (41)
- Other (42)

If Other Is Not Selected, Then Skip To How many YEARS have you attended the ...If Other Is Selected, Then Skip To If 'other' was selected in Q4

APPENDIX 2 - FollowUp_General_Attendee – final

Answer If What is your zip code? Other Is Selected

Q5 If 'other' was selected in Q4, what is your zip code?

Q6 Was attending the 'Crawl' your primary reason for being in the Reno/Tahoe area December 12, 2013 through December 14, 2013?

- Yes (1)
- No (2)

Answer If Was attending the Santa Crawl your primary reason for being in th... No Is Selected

Q7 How influential are the following reasons for your visit to the Reno/Tahoe area during the 2013 'Crawl'?[(0 = Not at all influential) and (10 = Most influential)]

- _____ Visiting friends/family (1)
- _____ Business (2)
- _____ Attending the 'Race' (3)
- _____ Vacation - Reno/Sparks (4)
- _____ Vacation - Lake Tahoe (5)
- _____ Vacation - Other (please specify) (6)
- _____ Other (please specify) (7)

Q8 What date did you ARRIVE in the Reno/Tahoe area during your recent visit that included attending the 'Crawl'?

Q9 What date did you DEPART the Reno/Tahoe area during your recent visit that included attending the 'Crawl'?

Q10 Would you have visited the Reno/Tahoe area if you did not attend the 2013 'Crawl'?

- Yes, in the next 3 months (1)
- Yes, in the next 6 months (2)
- Yes, in the next 12 months (3)
- No (4)

Q11 How many YEARS have you attended the 'Crawl'? (First year is counted as 1)

Q12 Which day(s) did you attend the 'Crawl'? [select all that apply]

- Thursday, 12/12/2013 (1)
- Friday, 12/13/2013 (2)
- Saturday, 12/14/2013 (3)

Q13 How many weeks in advance did you plan your attendance at the 'Crawl'?

- Less than 1 week (1)
- 1 week - 2 weeks (2)
- 2 weeks - 4 weeks (3)
- 4 weeks - 6 weeks (4)
- 6 weeks - 8 weeks (5)
- 8 weeks - 12 weeks (6)
- More than 12 weeks (please specify) (7) _____

Q14 If you had not attended the 'Crawl' this year, what would you have done with your time during the same week instead?

- Attended another pub crawl (please specify) (1) _____
- A different activity WITHIN the Reno/Tahoe area (please specify) (2) _____
- A different activity OUTSIDE the Reno//Tahoe area (please specify) (3) _____

APPENDIX 2 - FollowUp_General_Attendee – final

Q15 Which 'Crawl' events did you participation in?

- Attended 'Miss Naughty or Nice' on Thursday 12/12/13 (1)
- Contestant in 'Miss Naughty or Nice' on Thursday 12/12/13 (2)
- Attended 'Friday Night Cheer' on Friday 12/13/13 (please specify event(s)) (3) _____
- Spectator 'Great Santa Dash' on Saturday 12/14/13 (4)
- Runner/Walker 'Great Santa Dash' on Saturday 12/14/13 (5)
- Participant 'Santa Crawl Skiing Extravaganza' on Saturday 12/14/13 (6)
- Participant 'Santa Pub Crawl' on Saturday 12/14/13 (7)
- Other (please specify) (8) _____

Q16 The intention of the next few questions is to gain better understanding of YOUR personal spending patterns while attending the 'Crawl'. Budget and lodging questions are specific to the amount of money YOU personally spent in relation to your attendance of the 2013 Santa Crawl.

Q17 Including yourself, how many people traveled with you to the 'Crawl'?

	21 and older (1)	20 and younger (2)
From your zip code (1)		
From a different zip code [please specify] (2)		

Q18 During the 'Crawl', did you lodge at home or the home of a friend or relative?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To What is the total amount you spent on...

Answer If During the Santa Crawl, did you lodge at home or the home of a fr... No Is Selected

Q19 Where did you lodge?

	Name of Facility (1)	Location of Facility (2)	Lodging Nights (3)	# of Rooms/Sites (4)	Nightly Rate (5)
Hotel / Motel / B&B (please specify) (1)					
RV Park / Campground (please specify) (2)					
Timeshare (please specify) (3)					
Residential Rental (please specify leasing agent) (4)					
Other (please specify) (5)					

APPENDIX 2 - FollowUp_General_Attendee – final

Answer If During the Santa Crawl, did you lodge at home or the home of a fr... No Is Selected

Q20 What method did you use to book you reservations? [select all that apply]

- Website - direct to lodging facility (please specify) (1) _____
- Website - third party (please specify) (2) _____
- Phone - direct to lodging facility (please specify) (3) _____
- Phone - third party (please specify) (4) _____
- Other (please specify) (5) _____

Q21 What is the total amount you spent on the following?

- _____ Lodging (1)
- _____ Gaming (2)
- _____ Event fees (entrance, participation, etc.) (3)
- _____ Beverages (4)
- _____ Food (5)
- _____ Retail shopping (6)
- _____ Entertainment (7)
- _____ Fuel / transportation (8)
- _____ Other (9)

Q22 What mode(s) of transportation did you use for your recent visit surrounding the 'Crawl'? [select all that apply]

- Air travel (1)
- Personal vehicle (2)
- Rental vehicle (3)
- Limousine service (4)
- Taxi (5)
- Train (6)
- Bus (7)
- Other (please specify) (8) _____

Q23 What attracts you to the 'Crawl'? [(0 = Not at all attracted) and (10 = Most attracted)]

- _____ Spectator Events (e.g. Friday Night Cheer events) (1)
- _____ Interactive Activities (e.g. pub crawl, 5k) (2)
- _____ Vendors and Exhibits (3)
- _____ Bars (4)
- _____ Restaurants (5)
- _____ Non-event area amenities (6)
- _____ Other (please specify) (7)

Q24 Please rate the following statements about your experience at the 'Crawl'. [(0 = Poor) and (10 = Excellent)]

- _____ Your overall experience at the 2013 'Crawl' (1)
- _____ Your overall experience at prior year's 'Crawl' (2)
- _____ Your overall experience of the Reno/Tahoe area (3)
- _____ What are the chances you will visit the Reno/Tahoe area other than during 'Crawl'? (4)

Q25 Will you attend the 'Crawl' in the future?

- Yes, next year (1)
- Yes, for the foreseeable future (2)
- No (3)

Q26 Would you recommend the 'Crawl' to family and friends?

- Yes (1)
- No (2)

Q27 What contributed to the success of this year's 'Crawl'?

Q28 What can be improved for future 'Crawl' events?

Q29 How much do you rely on the following sources for information about the 'Crawl'?[(0 = Don't rely at all) and (10 = Rely the most)]

- _____ Social Media (please specify) (1)
- _____ Website (please specify) (2)
- _____ VisitRenoTahoe.com (3)
- _____ Newspaper (name) (4)
- _____ Magazine (name) (5)
- _____ Radio (station name) (6)
- _____ TV (station name) (7)
- _____ US Mail (8)
- _____ Word of Mouth (9)
- _____ Other (please specify) (10)

Q30 Will you attend or have you attended any other special events in the Reno/Tahoe area in 2013? [select all that apply]

- No (1)
- Reno River Festival (May) (2)
- Reno Rodeo (June) (3)
- Street Vibrations Spring (June) (4)
- Great Eldorado BBQ, Brews, & Blues (June) (5)
- Eldorado Reno 500 (July) (6)
- Artown (July) (7)
- Lake Tahoe Shakespeare Festival (July/Aug) (8)
- Reno Tahoe Open (Aug) (9)
- Hot August Nights (Aug) (10)
- Barrett-Jackson Car Auction (Aug) (11)
- Concours d'Elegance (Aug) (12)
- Lucas Oil Off-Road Racing (Aug) (13)
- Great Reno Balloon Race (Sep) (14)
- Best in the West Nugget Rib Cook-off (Sep) (15)
- Burning Man (Sep) (16)
- National Championship Air Races (Sep) (17)
- Street Vibrations Fall (Sep) (18)
- Sporting Events [participant (please specify)] (19) _____
- Sporting Events [spectator (please specify)] (20) _____
- Pub Crawl (please specify) (21) _____
- Other (please specify) (22) _____

Q31 How old are you?

Q32 What is your gender?

- Male (1)
- Female (2)

APPENDIX 2 - FollowUp_General_Attendee – final

Q33 Were you born in Nevada?

- Yes (1)
- No (2)

Q34 If you weren't born in Nevada...

	. (1)
How long have you lived in Nevada? (1)	
Where did you move from? (2)	

Q35 Including yourself, how many people in each age group live in your household?

	0-17 yrs (1)	18-24 yrs (2)	25-64 yrs (3)	65+ yrs (4)
Number of household members (1)				

Q36 What is your combined annual household income?

- Under \$15,000 (1)
- \$15,000 – \$24,999 (2)
- \$25,000 – \$34,999 (3)
- \$35,000 – \$49,999 (4)
- \$50,000 – \$74,999 (5)
- \$75,000 – \$99,999 (6)
- \$100,000 – \$149,999 (7)
- \$150,000 – \$199,999 (8)
- \$200,000 or more (9)

Q37 What is the highest level of education completed?

- Less than high school (1)
- GED (2)
- High School Diploma (3)
- Some College (4)
- Vocational certificate (5)
- Associates Degree (6)
- Bachelor's Degree (7)
- Post-graduate Degree (8)

Q38 What is your current employment status? [check all that apply]

- Self-employed full-time (1)
- Self-employed part-time (2)
- Employed full-time (3)
- Employed part-time (4)
- Unemployed, job seeking (5)
- Unemployed, not job seeking (6)
- Student (7)
- Retired (8)

APPENDIX 2 - FollowUp_General_Attendee – final

Answer If What is your current employment status? [check all that apply] Self-employed full-time Is Selected Or
What is your current employment status? [check all that apply] Self-employed part-time Is Selected Or What is your
current employment status? [check all that apply] Employed full-time Is Selected Or What is your current
employment status? [check all that apply] Employed part-time Is Selected
Q39 What is the zip code of your primary place of employment?

APPENDIX 3 – Official Reno Santa Pub Crawl Map



Source: <http://renosantacrawl.com/wp-content/uploads/2013/12/Front-of-Map.jpg>

APPENDIX 4***'Local' Washoe County Zip Codes*****<http://www.unitedstateszipcodes.org/nv/#zips>**

Zip Code	Town(s)	area code	county	state
89402	Crystal Bay	775	Washoe County	Nevada (NV)
89405	Empire	775	Washoe County	Nevada (NV)
89412	Gerlach, Smoke Creek	775	Washoe County	Nevada (NV)
89424	Nixon	775	Washoe County	Nevada (NV)
89431	Greenbrae, Happy Valley, Sparks, Sun Valley	775	Washoe County	Nevada (NV)
89432	Sparks	775	Washoe County	Nevada (NV)
89433	Sparks, Sun Valley	775	Washoe County	Nevada (NV)
89434	Lockwood, McCarran, Mustang, Patrick, Sparks, Tracy-Clark	775	Washoe County	Nevada (NV)
89435	Sparks	775	Washoe County	Nevada (NV)
89436	Spanish Springs, Sparks	775	Washoe County	Nevada (NV)
89439	Verdi	775	Washoe County	Nevada (NV)
89441	Spanish Springs, Sparks	775	Washoe County	Nevada (NV)
89442	Olinghouse, Wadsworth	775	Washoe County	Nevada (NV)
89450	Incline Village	775	Washoe County	Nevada (NV)
89451	Incline Village	775	Washoe County	Nevada (NV)
89452	Incline Village	775	Washoe County	Nevada (NV)
89501	Reno	775	Washoe County	Nevada (NV)
89502	Hidden Valley, Reno	775	Washoe County	Nevada (NV)
89503	Lawton, Reno	775	Washoe County	Nevada (NV)
89504	Reno	775	Washoe County	Nevada (NV)
89505	Reno	775	Washoe County	Nevada (NV)
89506	Anderson Acres, Black Springs, Bordertown, Golden Valley, Lemmon Valley, Panther Valley, Rancho Haven, Red Rock, Reno, Sierra, Silver Knolls, Stead	775	Washoe County	Nevada (NV)
89507	Reno, University	775	Washoe County	Nevada (NV)
89508	Bordertown, Cold Springs, Reno, Silver Knolls	775	Washoe County	Nevada (NV)
89509	Reno	775	Washoe County	Nevada (NV)
89510	Sutcliffe, Cottonwood Creek, Palomino Valley, Pyramid, Reno, Sand Pass, Sutcliffe	775	Washoe County	Nevada (NV)
89511	Galena, Pleasant Valley, Reno, Steamboat, Virginia Foothills	775	Washoe County	Nevada (NV)
89512	Reno	775	Washoe County	Nevada (NV)
89513	Reno	775	Washoe County	Nevada (NV)
89515	Reno	775	Washoe County	Nevada (NV)
89519	Reno	775	Washoe County	Nevada (NV)
89520	Reno	775	Washoe County	Nevada (NV)
89521	Reno, Virginia City Highlands	775	Washoe County	Nevada (NV)
89523	Mogul, Reno, Somerset	775	Washoe County	Nevada (NV)
89533	Reno	775	Washoe County	Nevada (NV)
89555	Parcel Return Reno, Reno	775	Washoe County	Nevada (NV)
89557	Reno, UNR	775	Washoe County	Nevada (NV)
89570	Reno	775	Washoe County	Nevada (NV)
89595	Grand Sierra Hotel, Reno	775	Washoe County	Nevada (NV)
89599	J C Penney Co, Reno	775	Washoe County	Nevada (NV)
89704	Branch #1, Carson City, Washoe Valley	775	Washoe County	Nevada (NV)

APPENDIX 4

‘Local’ Zip Codes within 100 Miles of 89501

<http://www.freemaptools.com/find-zip-codes-inside-radius.htm>

<u>Zip</u>	<u>Name</u>	<u>State</u>	<u>Zip</u>	<u>Name</u>	<u>State</u>	<u>Zip</u>	<u>Name</u>	<u>State</u>	<u>Zip</u>	<u>Name</u>	<u>State</u>
89402	Crystal Bay	NV	89701	Carson City	NV	95675	River Pines	CA	95962	Oregon House	CA
89403	Dayton	NV	89702	Carson City	NV	95677	Rocklin	CA	95965	Oroville	CA
89405	Empire	NV	89703	Carson City	NV	95678	Roseville	CA	95966	Oroville	CA
89406	Fallon	NV	89704	Carson City	NV	95681	Sheridan	CA	95967	Paradise	CA
89407	Fallon	NV	89705	Carson City	NV	95682	Shingle Springs	CA	95968	Palermo	CA
89408	Fernley	NV	89706	Carson City	NV	95683	Sloughhouse	CA	95971	Quincy	CA
89410	Gardnerville	NV	89710	Carson City	NV	95684	Somerset	CA	95972	Rackerby	CA
89411	Genoa	NV	89711	Carson City	NV	95685	Sutter Creek	CA	95975	Rough and Ready	CA
89412	Gerlach	NV	89712	Carson City	NV	95689	Volcano	CA	95976	Chico	CA
89413	Glenbrook	NV	89713	Carson City	NV	95692	Wheatland	CA	95977	Startsville	CA
89415	Hawthorne	NV	89714	Carson City	NV	95699	Drytown	CA	95978	Stirling City	CA
89419	Lovelock	NV	89721	Carson City	NV	95701	Alta	CA	95980	Storrie	CA
89423	Minden	NV	93517	Bridgeport	CA	95703	Applegate	CA	95981	Strawberry Valley	CA
89424	Nixon	NV	95223	Arnold	CA	95709	Camino	CA	95983	Taylorville	CA
89427	Schurz	NV	95224	Avery	CA	95712	Chicago Park	CA	95984	Twain	CA
89428	Silver City	NV	95232	Glencoe	CA	95713	Colfax	CA	95986	Washington	CA
89429	Silver Springs	NV	95233	Hathaway Pines	CA	95714	Dutch Flat	CA	96020	Chester	CA
89430	Smith	NV	95245	Mokelumne Hill	CA	95715	Emigrant Gap	CA	96053	unknown	CA
89431	Sparks	NV	95246	Mountain Ranch	CA	95717	Gold Run	CA	96103	Blairsden-Graeagle	CA
89432	Sparks	NV	95248	Rail Road Flat	CA	95720	Kuburz	CA	96105	Chilcoat	CA
89433	Sparks	NV	95250	unknown	CA	95721	Echo Lake	CA	96106	Cilo	CA
89434	Sparks	NV	95255	West Point	CA	95722	Meadow Vista	CA	96107	Coleville	CA
89435	Sparks	NV	95257	Wilseyville	CA	95724	Norden	CA	96109	Doyle	CA
89436	Sparks	NV	95335	Long Barn	CA	95726	Pollock Pines	CA	96111	Floriston	CA
89439	Verdi	NV	95375	unknown	CA	95728	Soda Springs	CA	96113	Herlong	CA
89440	Virginia City	NV	95601	Amador City	CA	95735	Twin Bridges	CA	96114	Janesville	CA
89441	Sparks	NV	95602	Auburn	CA	95736	Weimar	CA	96117	Litchfield	CA
89442	Wadsworth	NV	95603	Auburn	CA	95742	Rancho Cordova	CA	96118	Loyalton	CA
89444	Wellington	NV	95604	Auburn	CA	95746	Granite Bay	CA	96120	Markleeville	CA
89447	Yerington	NV	95610	Citrus Heights	CA	95747	Roseville	CA	96121	Milford	CA
89448	Zephyr Cove	NV	95613	Coloma	CA	95762	El Dorado Hills	CA	96122	Portola	CA
89449	Kingsbury	NV	95614	Cool	CA	95765	Rocklin	CA	96123	Ravendale	CA
89450	Incline Village	NV	95619	Diamond Springs	CA	95901	Marysville	CA	96124	Calpine	CA
89451	Incline Village	NV	95621	Citrus Heights	CA	95903	Beale Air Force Base	CA	96125	Sierra City	CA
89452	Incline Village	NV	95623	El Dorado	CA	95910	Alleghany	CA	96126	Sierraville	CA
89496	Fallon	NV	95628	Fair Oaks	CA	95914	Bangor	CA	96127	Susanville	CA
89501	Reno	NV	95629	Fiddletown	CA	95915	Belden	CA	96128	Standish	CA
89502	Reno	NV	95631	Foresthill	CA	95916	Berry Creek	CA	96129	Beckwourth	CA
89503	Reno	NV	95633	Garden Valley	CA	95918	Browns Valley	CA	96130	Susanville	CA
89504	Reno	NV	95634	Georgetown	CA	95919	Brownsville	CA	96133	Topaz	CA
89505	Reno	NV	95635	Greenwood	CA	95922	Camptonville	CA	96135	Vinton	CA
89506	Reno	NV	95636	Grizzly Flat	CA	95923	Canyon Dam	CA	96136	Wendel	CA
89507	Reno	NV	95642	Jackson	CA	95924	Cedar Ridge	CA	96137	Westwood	CA
89508	Reno	NV	95644	Kit Carson	CA	95925	Challenge	CA	96140	Carnelian Bay	CA
89509	Reno	NV	95646	Kirkwood	CA	95930	Clipper Mills	CA	96141	Homewood	CA
89510	Reno	NV	95648	Lincoln	CA	95934	Crescent Mills	CA	96142	Tahoma	CA
89511	Reno	NV	95650	Loomis	CA	95935	Dobbins	CA	96143	Kings Beach	CA
89512	Reno	NV	95651	Lotus	CA	95936	Downieville	CA	96145	Tahoe City	CA
89513	Reno	NV	95654	Martell	CA	95940	Feather Falls	CA	96146	Olympic Valley	CA
89515	Reno	NV	95656	Mount Aukum	CA	95941	Forbestown	CA	96148	Tahoe Vista	CA
89519	Reno	NV	95658	Newcastle	CA	95942	Forest Ranch	CA	96150	South Lake Tahoe	CA
89520	Reno	NV	95661	Roseville	CA	95944	Goodyears Bar	CA	96151	South Lake Tahoe	CA
89521	Reno	NV	95662	Orangevale	CA	95945	Grass Valley	CA	96152	South Lake Tahoe	CA
89523	Reno	NV	95663	Penryn	CA	95946	Penn Valley	CA	96154	South Lake Tahoe	CA
89533	Reno	NV	95664	Pilot Hill	CA	95947	Greenville	CA	96155	South Lake Tahoe	CA
89557	Reno	NV	95665	Pine Grove	CA	95949	Grass Valley	CA	96156	South Lake Tahoe	CA
89564	Reno	NV	95666	Pioneer	CA	95954	Magalia	CA	96157	South Lake Tahoe	CA
89570	Reno	NV	95667	Placerville	CA	95956	Meadow Valley	CA	96158	South Lake Tahoe	CA
89595	Reno	NV	95669	Plymouth	CA	95959	Nevada City	CA	96160	Truckee	CA
89599	Reno	NV	95672	Rescue	CA	95960	North San Juan	CA	96161	Truckee	CA
			95674	Rio Oso	CA	95961	Olivehurst	CA	96162	Truckee	CA

APPENDIX 5

Follow-up Question 14

If you had not attended the 'Crawl' this year, what would you have done with your time during the same week instead?
1 = different pub crawl, 2 = different activity in area, 3 = different activity out of area
1 San Francisco
2 Christmas event in Genoa, NV
2 clubbing
2 concert or dinner
2 friends birthday
2 gone to the movies
2 Hotel Stay, Shopping etc.
2 I would have gone to a movie with friends
2 Just normal holiday prep
2 Local concert
2 Movie and/or out to eat
2 night in
2 Other bar, movie, stay in
2 Poker tournament
2 Private social gathering at a residence
2 Probably gamble
2 Probably just stayed at home :)
2 Probably worked
2 Stay Home
2 stay home
2 Stay in Carson City
2 Stayed home
2 Stayed home
2 Stayed home
2 Stayed home
2 stayed home
2 Took our son to Reno for his 21st birthday
2 Watched a movie
2 went to see a movie
2 would have stayed home
2 would have went to a different party
3 a onesie party in Modesto, Ca
3 Attended another party
3 not sure
3 out with friends
3 Probably stayed at home
3 Stayed home
3 stayed home
3 stayed in my town of santa rosa, ca
3 Stayed local in sacramento
3 Wine tasting in the Amador valley
3 Would have gone to a high school basketball game in Michigan

APPENDIX 6 – Comments from Participants

Follow-up Q27 What contributed to the success of this year's Santa Crawl?	Follow-up Q28 What can be improved for future Santa Crawl events?
great costumes	more activities
Good vibe - fun costumes - discount hotel room	Mobile Application with line times for each venue - like @ Disneyland for rides.
I left early enough to miss the drunks	Not sure
discounted drinks, friends	portable bathrooms!
the amount of enforcement on the streets kept things quiet	more bars participating
More cups	Littler lines in bars
Booze and bad girls	More bad girls
The people	More outdoor vendors and heat lamps
better communcation and weather	
great price for the cups and drinks	More food vendors located on the streets
Police security	More information as to what places will have what for the older crowd to decipher where they'd have more fun
Fun drunk times with a lot of people dressing up!	More direct participation from all local businesses.
FRIENDSHIP FUN EVENT	
over all crowd involvement, costumes, attitude, and merriment	have a more organized event under the arch at 10 p.m. live music, fireworks,
Good security	Better direction to participating vendors
High numbers of people who wanted to have fun	More music/live bands
	Less people
	Loved it all.
Me being there	Lower drink prices- more activities- seemed like all there is to do is wander around looking for a bar that isn't full.
The costumes	
having something to do	not sure
	The bar tenders and local vendors are not welcoming to the crawlers; the rules are
Fun	
The bars seemed less crowded and easier to maneuver, probably because of the cold and most people stayed within the casinos (liked that!)	More relevant drink specials - better beers, not sugary specialty drinks (I am old!)
	less cops
The great turnout of people	Doing the Arch event later in the evening
Good turn out	
participation by patrons and businesses	large areas like convention rooms for entertainment and dancing
	Shorter drink lines
Everything was so much fun! Great bars, great drinks, great people!	Nothing
The atmosphere and excitement of the unknown	Better drink selections
attendance	Not sure
people, drinks, variety of events at the bars	N/A
10:00pm arch photo.	
The people I went with, and the friendly atmosphere	
	setup beer gardens, the overcrowding in bars made caused long delays
Great attitude of participants. Safe event, lots of police enforcement.	Many participating bars were overwhelmed. Need better service for the size of
Everything	
First time for us and we had a blast!	
Creative Outfits	
the funny way that the drunk Santas looked	not being so crowded
Good Vendor / Bar Locations	SHWAG!!!

APPENDIX 7 - Vendor - final

Q1 What is the name of your business?

Q2 What is your business address?

Q3 How would you best describe your type of business?

Q4 How many years have you been in business?

Q5 Excluding yourself, how many people do you employ?

_____ FT employees, permanent (1)

_____ PT employees, permanent (2)

_____ FT employees, temporary (3)

_____ PT employees, temporary (4)

_____ Other (5)

Q6 What are your normal operating hours during a typical non-holiday week?

	Open (1)	Close (2)
Monday (1)		
Tuesday (2)		
Wednesday (3)		
Thursday (4)		
Friday (5)		
Saturday (6)		
Sunday (7)		

Q7 Do you extend hours of operation around the Santa Crawl?

No (1)

Yes, additional hours per week: (2) _____

Q8 Do your average weekly gross receipts change around Santa Crawl?

No (1)

Yes, % change in gross average weekly receipts: (2) _____

Q9 In what way(s) is the Santa Crawl MOST beneficial to your operation?

Q10 In what way(s) is the Santa Crawl LEAST beneficial to your operation?

APPENDIX 7 - Vendor - final

Q11 Will you attend or have you attended any other special events in the Reno/Tahoe area in 2013? [select all that apply]

	Attendee (1)	Vendor (2)
Reno River Festival (May) (1)	<input type="checkbox"/>	<input type="checkbox"/>
Reno Rodeo (June) (2)	<input type="checkbox"/>	<input type="checkbox"/>
Street Vibrations Spring (June) (3)	<input type="checkbox"/>	<input type="checkbox"/>
Great Eldorado BBQ, Brews, & Blues (June) (4)	<input type="checkbox"/>	<input type="checkbox"/>
Eldorado Reno 500 (July) (5)	<input type="checkbox"/>	<input type="checkbox"/>
Artown (July) (6)	<input type="checkbox"/>	<input type="checkbox"/>
Lake Tahoe Shakespeare Festival (July/Aug) (7)	<input type="checkbox"/>	<input type="checkbox"/>
Reno Tahoe Open (Aug) (8)	<input type="checkbox"/>	<input type="checkbox"/>
Hot August Nights (Aug) (9)	<input type="checkbox"/>	<input type="checkbox"/>
Barrett-Jackson Car Auction (Aug) (10)	<input type="checkbox"/>	<input type="checkbox"/>
Concours d'Elegance (Aug) (11)	<input type="checkbox"/>	<input type="checkbox"/>
Lucas Oil Off-Road Racing (Aug) (12)	<input type="checkbox"/>	<input type="checkbox"/>
Best in the West Nugget Rib Cook-off (Sep) (13)	<input type="checkbox"/>	<input type="checkbox"/>
Burning Man (Sep) (14)	<input type="checkbox"/>	<input type="checkbox"/>
Great Reno Balloon Race (Sep) (15)	<input type="checkbox"/>	<input type="checkbox"/>
National Championship Air Races (Sep) (16)	<input type="checkbox"/>	<input type="checkbox"/>
Street Vibrations Fall (Sep) (17)	<input type="checkbox"/>	<input type="checkbox"/>
Sporting Events [participant (please specify)] (18)	<input type="checkbox"/>	<input type="checkbox"/>
Sporting Events [spectator (please specify)] (19)	<input type="checkbox"/>	<input type="checkbox"/>
Pub Crawl (please specify) (20)	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify) (21)	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX 7 - Vendor - final

Q12 Which events are most and least beneficial to your business? To the Reno/Tahoe community? [select all that apply]

	Most beneficial to my business (1)	Most beneficial to Reno/Tahoe community (2)	Least beneficial to my business (3)	Least beneficial to the Reno/Tahoe community (4)
Reno River Festival (May) (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reno Rodeo (June) (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Vibrations Spring (June) (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Eldorado BBQ, Brews, & Blues (June) (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eldorado Reno 500 (July) (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artown (July) (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lake Tahoe Shakespeare Festival (July/Aug) (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reno Tahoe Open (Aug) (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot August Nights (Aug) (9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Barrett-Jackson Car Auction (Aug) (10)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concours d'Elegance (Aug) (11)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lucas Oil Off-Road Racing (Aug) (12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best in the West Nugget Rib Cook-off (Sep) (13)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Burning Man (Sep) (14)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Reno Balloon Race (Sep) (15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Championship Air Races (Sep) (16)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Vibrations Fall (Sep) (17)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sporting Events [participant (please specify)] (18)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sporting Events [spectator (please specify)] (19)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pub Crawl (please specify) (20)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify) (21)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 What is your gender?

- Male (1)
- Female (2)

APPENDIX 7 - Vendor - final

Q14 What is your age group?

- 18-19 (1)
- 20-24 (2)
- 25-29 (3)
- 30-34 (4)
- 35-39 (5)
- 40-44 (6)
- 45-49 (7)
- 50-54 (8)
- 55-59 (9)
- 60-64 (10)
- 65-69 (11)
- 70-74 (12)
- 75-79 (13)
- 80-84 (14)
- 85+ (15)

Q15 Were you born in Nevada?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To If you weren't born in Nevada....

Answer If Were you born in Nevada? No Is Selected

Q16 If you weren't born in Nevada....

	. (1)
How long have you lived in Nevada? (1)	
Where did you move from? (2)	

Q17 Thank you so much for taking the time to respond to this questionnaire.