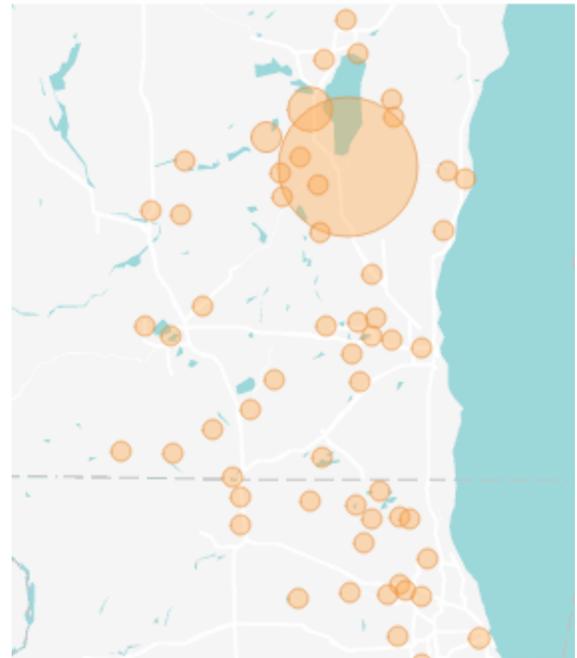


2017 WINE WALK IMPACT

The Downtown Fond du Lac Partnership hosted its second annual wine walk event on June 16, 2017. 351 individuals purchased admission to the event, which allowed them to choose ten samples out of 33 total tasting options offered at 16 participating business locations. As a follow-up to the event, 58 attendees provided additional data and feedback on their activities over the course of the evening.

VISITOR PROFILE

In total, 351 individuals purchased tickets to the event and 342 attended. Nearly one quarter of these, or 81 attendees, participated in last year's event. The event attracted visitors from a large geographic area – 36 percent were from Fond du Lac or surrounding towns, 20 percent are from the surrounding trade area, and 44 percent were visitors to the community. Visitor origins included individuals from the Oshkosh, Madison and Milwaukee markets, as well as more than 50 visitors from the Chicago area. This is a significantly higher percentage of outside visitors than last year, when only 13 percent traveled from outside the trade area to attend the event. A map of visitor points of origin is provided at right.



The wine walk is a group event – 64 percent of purchases were for multiple tickets, with an average group size of 2.5. Visitors reported a positive experience at the event, with 88 percent committed to participating in the future. Facebook and word of mouth drove the bulk of attendance, although email communications also reached a number of participants.

BUSINESS PROFILE

In total, 16 businesses offered wine to taste as part of the event. Of these businesses, six carry liquor licenses of their own and ten used a special Class B one-day permit for the event. As a follow up to the event, 8 businesses provided data and feedback on their experience during the evening.

Businesses overall were pleased with the impact of the event, with 75 percent rating it as excellent and 88 percent planning to participate in future walks. Half of respondents would like to see the event grow to include more participants. Businesses reporting positive experiences all had increased sales during the event, ranging from a 75 percent to 1,400 percent increase in same-day sales. The remaining two businesses did not see an increase, but neither did they see a decline in sales. The percentage of businesses experiencing positive sales growth was higher than last year, when only 45 percent reported increased sales, and the sales increase

per business was also higher. Those businesses hosting artists at their location also felt that the artists experienced positive sales as a result of the event.

Businesses that offered return visitor specials had mixed results – while 75 percent had at least one coupon redeemed, only one businesses reported significant return visitor sales volume due to the coupon. This is in keeping with visitor surveys which identified 10 percent of participants that utilized this program.

SPENDING

Based on a survey of 59 attendees, 83 percent of participants spent money downtown in addition to the price of admission to the event. Of those that spent money, the average participant spent \$49. The average spending per attendee (including those who purchased nothing) was \$40. Attendees traveling from outside Fond du Lac reported spending more during the evening - \$48 per attendee versus \$37 per attendee for Fond du Lac residents. The level of spending was consistent with last year, although more participants reported making additional purchases this year.

Visitor spending included additional dollars spent at the 16 participating businesses as well as at additional businesses downtown. Nearly 90 percent of visitors reported visiting businesses that were new to them as part of the event, with attendees visiting an average of 5 new businesses during the evening. This is fewer than last year, likely due to a combination of 63% percent of participating businesses repeating from 2016 and the 23 percent of participants that participated in previous events. Not surprisingly, out of town visitors reported visiting more businesses for the first time – 5.5 businesses on average, versus 4.4 businesses for local resident attendees.

IMPACT

Total spending as part of the event included \$28,146 in direct spending downtown, and more than \$44,000 in total regional spending.