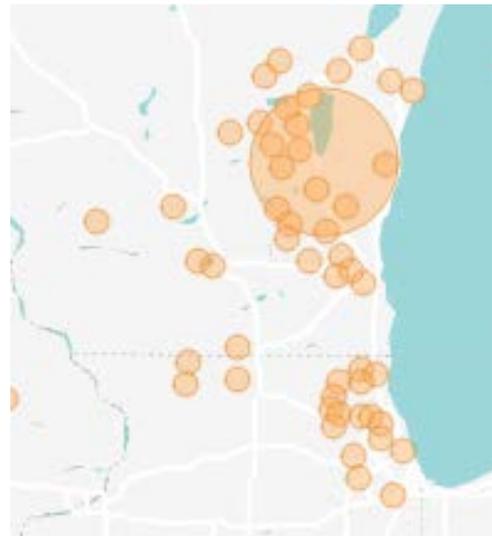


2018 WINE WALK IMPACT

The Downtown Fond du Lac Partnership hosted its third annual wine walk event on June 15, 2018. 407 individuals purchased admission to the event choosing from three ticket options: Sweet, Dry, or Designated Driver. Each ticket allowed them to choose ten samples out of 12 total tasting options at the 12 different participating business locations. As a follow-up to the event, 61 attendees provided additional data and feedback on their activities over the course of the evening.

VISITOR PROFILE

In total, 407 individuals purchased tickets to the event and 383 attended. Nearly 60 participants, or 15%, participated in a prior year wine walk event. The event attracted visitors from a large geographic area – 59 percent were from Fond du Lac or surrounding towns, 11 percent are from the surrounding trade area, and 30 percent were visitors to the community. Visitor origins included individuals from the Madison, Milwaukee and Chicago markets, as well as more than several visitors from other states. The number of outside visitors was smaller than the 44 percent last year, but significantly higher than the 13 percent in the event's first year. A map of visitor points of origin is provided at right.



Visitors reported a positive experience at the event, with 97 percent committed to participating in the future (higher than last year's 88%). As with prior years, Facebook and word of mouth drove the bulk of attendance, although email communications also reached many participants. The average visitor was 44 years of age, although there were roughly equal numbers of participants among each 10-year age group from 20 through 65.

BUSINESS PROFILE

In total, 12 businesses offered wine to taste as part of the event. Of these businesses, three carry liquor licenses of their own and nine 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 the same number planning to participate in future walks. Virtually all businesses reported increased sales during the event, averaging a 60 percent increase. Everyone reported higher foot traffic, with many indicating 100% greater foot traffic than a typical Friday evening.

Many businesses offering return coupons received some redemption, but it was not an overwhelming number of immediate repeat visitors, although many businesses reporting seeing new faces in the store during the event. Several recommended providing additional information

regarding the wine offered to the individual sites to allow them to interact with guests and answer questions more easily.

SPENDING

Based on a survey of 61 attendees, 90 percent of participants spent money downtown in addition to the price of admission to the event. This included the 74 percent dining downtown during the event and 18 percent who visited other businesses downtown the following day. Of those that spent money, the average participant spent \$42. The average spending per attendee (including those who purchased nothing) was \$37. There was no difference in spending by residential location, although out of town visitors were slightly more likely to eat dinner downtown during the evening, and individuals between the age of 30 and 50 spent nearly twice as much over the course of the evening as participants under 30 or over age 50. The level of spending was consistent with prior years, although slightly more participants reported making additional purchases this year.

Nearly 80 percent of visitors reported visiting businesses that were new to them as part of the event, with attendees visiting an average of 4 new businesses during the evening. This is fewer than last year, likely due to a combination of businesses and participants repeating from prior year events. Not surprisingly, out of town visitors reported visiting more businesses for the first time – 5 businesses on average, versus 3 businesses for local resident attendees.

IMPACT

Total spending as part of the event included \$29,656 in direct spending downtown, and more than \$38,000 in total regional spending.