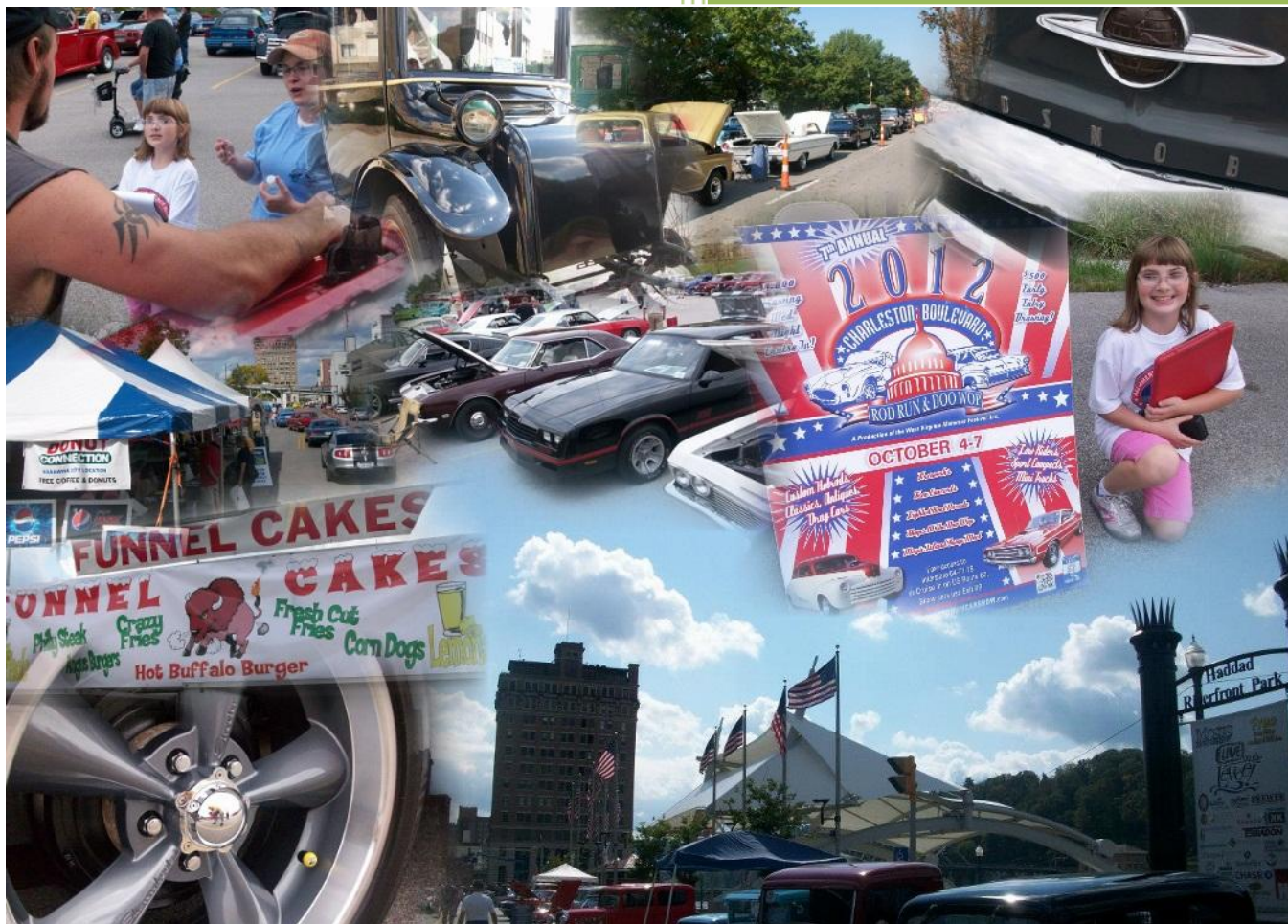


2012

Charleston Boulevard Rod Run & Doo Wop Student Corps: Marshall University



Event Analysis

October 3 – 7

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Executive Summary

The Charleston Boulevard Rod Run and Doo Wop continues to provide an opportunity, for me as a multiple event attendee of a variety of automotive events east of the Mississippi, to compare and contrast what West Virginia has to offer. Additionally, it provides a “fresh” perspective for students of Marshall University – Teays Valley Regional Campus that may have not attended such an event, regardless of place, or an opportunity to participate in a community involvement project.

This five-day event, including the Wednesday evening cruise-in, has now been held for seven years and appears to have built a solid foundation (based upon our multi-year Event Analysis: 2009 - 2012) within West Virginia, immediate surrounding Tri-state region, and beyond. As evidenced in the Findings – Word-of-mouth awareness accounts for a large percentage of those in attendance, next to Advertisement and Previously Attended.

Of those that were interviewed for the Event Analysis, exterior areas outside of West Virginia such as: Ohio, Kentucky, Virginia, North Carolina, Tennessee, Michigan, Maryland, South Carolina, Georgia, Florida, Missouri, Nevada and California were represented – 14 states in total.

In building a solid foundation, meeting and exceeding the expectations of attendees is always at the forefront of successful organizations. The Charleston Boulevard Rod Run and Doo Wop is no exception to this mindset; as an observer of many meetings (2009 – 2013) the conversations and plans are centered around, “what can we do better”. With the input of our Event Analysis and extended conversations that the board members and volunteers have with a variety of stakeholders the meeting and exceeding the expectations of attendees is achieved – and 2013 was no exception.

Even though for the first time during our multi-year Event Analysis, it rained on Saturday and Sunday mornings – normally such an occurrence would dampen the spirits and attendance of an outdoor event, but not the Charleston Boulevard Rod Run and Doo Wop. The Event Analysis data verified such prevailing spirits that the Charleston Boulevard Rod Run and Doo Wop is much more than “just a car show” – as evidenced in the Findings, when asking the attendees:

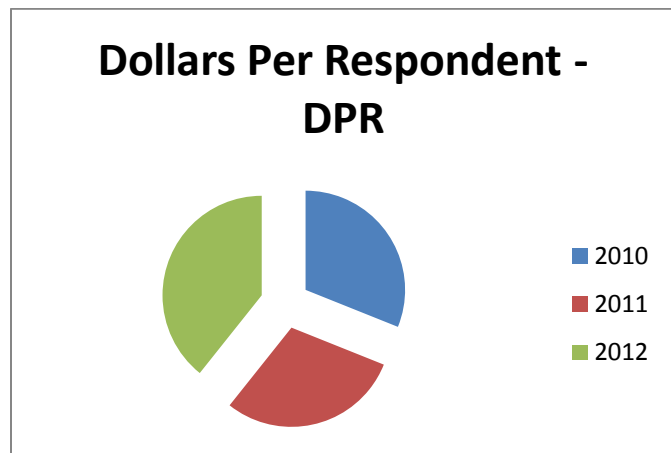
What one event at the Rod Run and Doo Wop, do you like the most? Responses that continued from 2011 into 2012 included: Fireworks, Music and Entertainment – Dancing, Women’s World, Boats, Swap Meet, Engine Build, Cruise-in, FOOD and Cars (naturally). One particular event worth noting is the

repeated appreciation for the Route 60 Cruise. Additionally, it was noted the attendees continued to enjoy the “street with shade” in adding to its uniqueness and their willingness to become a repeat attendee. Other events throughout the country have capitalized upon their “uniqueness” and it appears that the Charleston Boulevard Rod Run and Doo Wop is doing exactly that, thus creating a prestigious event for all stakeholders.

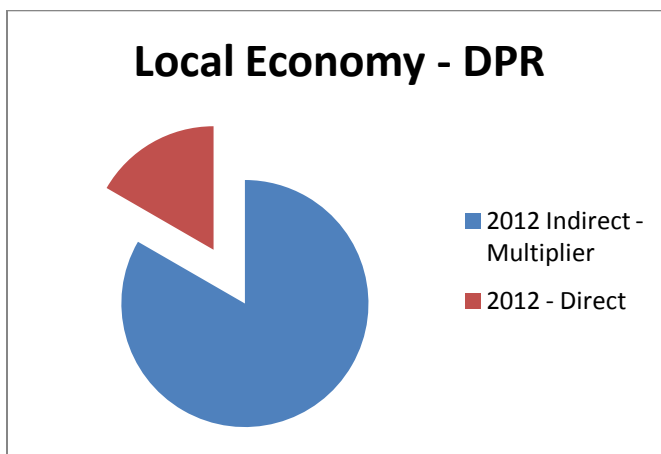
Based upon our multi-year Event Analysis: 2010 – 2012, in regards to asking the attendees:

How much money have you spent / anticipate on spending during the event?

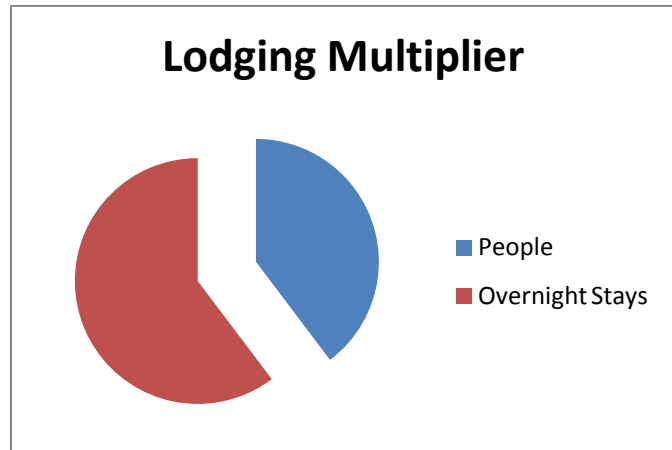
Evidenced in the Findings, display a solid base in 2010 and 2011, with 2013 being an increase of over 25% in spending.



Adding to the local economy is the compounding multiplier effect (using conservative estimate of \$1 = \$5) of \$45,001 (based upon 324 respondents; \$138.89 per respondent) in 2010 to \$57,449 (based upon 327 respondents; \$175.69 per respondent) in 2012 – this does not include any Overnight Stays.



The participants in which were encountered and that planned to stay within the Charleston area – 59 out of 327, as evidenced in the Findings – represented in excess of 108 people and more than 164 overnight stays, with various lodging price ranges that provided a multiplier effect for the local economy.



Lodging accommodations represented within the Charleston area: Ramada, Holiday Inn Express, Hampton Inn, Marriott, Mardi Gras Casino Hotel, Comfort Inn, Motel 6, Red Roof Inn, Microtel, and Recreational Vehicles / Houseboats, along with Friends too.

Lastly, as mentioned in previous Event Analysis:

“..the challenge remains in attracting a younger demographic and capturing “life-long” attendees / participants.” This is not unique to the Charleston Boulevard Rod Run and Doo Wop, and is a common challenge among organizations and events of this type.

The increase in exposure, targeting the younger demographic can be further enhanced by increased usage of social media (Facebook, YouTube, etc.), which will in-turn, increase exposure to all demographics.

Note: Attendees used reference of social media in 2011 and even more so in 2012 when discussing “Word-of-mouth, friends, etc” and how they had been sharing pictures and information about previous – upcoming events within and outside of their immediate area.

Background

This was our (StudENT Corps) fourth consecutive opportunity, with the first being in 2009, to work with the Charleston Boulevard Rod Run and Doo Wop organization.

With 2012 brought the continuation of information gathering utilizing the same questions from the endeavors in 2010 and 2011. This gave students at Marshall University – Teays Valley Regional Campus an opportunity to compare and contrast responses from three time periods, along with providing in-depth discussions of “how to build a customer base” for potential growth.

- Collecting and gathering as much information as possible of one’s “customers” is the beginning stages of database building.

Many other conversations and experiences were had by the students, both from an academic setting and community involvement. As in previous years, the students experienced first-hand, the importance of marketing research and all the intricacies of project management.

Based upon several conversations with the Charleston Boulevard Rod Run and Doo Wop board members and volunteers, along with other individuals / organizations, it was determined the following attendee information would be of continued interest for 2012, as this information was first gathered in 2010:

- Overnight stays – number of days
- Hotel Name
- Amount of money spent during the event for: entertainment, food, shopping, etc.

Additionally, the following information was gathered:

- Demographic
- Promotional awareness
- Most liked event
- Likelihood of repeat attendance

Upon the conclusion of the 2012 – 2013 Fall and Spring Semesters, a Final Report – Event Analysis would be available for review and discussion for all interested stakeholders.

The Event Analysis will provide not only an opportunity for the Charleston Boulevard Rod Run and Doo Wop to gather additional information in the years to come, but also for the students to be exposed to such a “love affair” that Americans have had with cars.

Methodology

With the Charleston Boulevard Rod Run and Doo Wop covering five days – Wednesday – Sunday – a sample representation of each day was desired to accurately provide a “snapshot” of those in attendance.

The following days / times were represented:

- Wednesday – PM (Cruise-in)
- Thursday – AM
- Thursday – PM
- Friday – AM
- Friday – PM
- Saturday – AM
- Saturday – PM
- Sunday – AM

The cruise-in and boulevard was canvassed with each student given a goal of twenty completed interviews. Students were ideally assigned times in teams of two, to ensure complete coverage of the boulevard.

In essence, the following was conducted:

Quantitative Research – Descriptive:

- Questions - limited probing
 - Questionnaires read / responses gathered at the cruise-in and on boulevard, i.e. in-person intercept
- Sample size – large
 - Random respondent selection / day – time dependent upon student availability
 - Three hundred fifty-seven (327) questionnaires were completed
- Amount of information from each respondent – varied
 - Questionnaire design consisted of nine (9) questions
- Type of analysis – statistical, summation
 - Software – Statistical Package for the Social Sciences

Findings

Wednesday – PM (*Questionnaire reformatted and/or modified due to space limitation*)

Questionnaires Completed – 49

- | | | | | | |
|---|----------------------|-------|-------------------|-------------|-------------|
| 1. Do you have an automobile in the Rod Run & Doo Wop? | | | | Yes
72% | No
33% |
| 2. Are you staying overnight? (If Yes, ask a. b. and c.; if not, then 3) | | | | Yes
8% | No
82% |
| a. If Yes, how many nights | 1 | 2 | 3 | 4 | |
| | 0% | 0% | 0% | 100% | |
| b. If yes, how many people? | 1(self) | 2-3 | 4-5 | 5+ | |
| | 0% | 75% | 25% | 0% | |
| c. Name of Hotel
(See listing in Executive Summary) | | | | | |
| 3. How many total days have you / will you be attending? | 1 | 2 | 3 | 4 | |
| | 12.5% | 10% | 12.5% | 65% | |
| 4. How much money have you spent / anticipate on spending during the event for:
Entertainment, Food, Shopping, and Other: \$10,790 (Total) | | | | | |
| 5. Where do you currently reside (live)? | Tri-State (WV-OH-KY) | | Outside Tri-State | | |
| | 96% | | 4% | | |
| 6. What is your age? | | | | | |
| Under 18 | 18-24 | 25-34 | 35-49 | 50-64 | 65+ |
| 0% | 6% | 10% | 27% | 33% | 24% |
| 7. How or where did you hear about the Rod Run & Doo Wop? | | | | | |
| Residence | | | | 0% | |
| Advertisement (Radio, Television/Newspaper, Internet) | | | | 45% | |
| Passing by/ Drive by/Billboard | | | | 0% | |
| Attended last year or previously | | | | 35% | |
| Word-Of-Mouth/Friend | | | | 20% | |
| Different car show | | | | 0% | |
| 8. What one event do you like the most?
(See listing in Executive Summary) | | | | | |
| 9. Do you plan to attend next year? | | | | Yes
100% | No
0% |
| | | | | | Maybe
0% |

Thursday – AM (*Questionnaire reformatted and/or modified due to space limitation*)

Questionnaires Completed – 30

- | | | | | | |
|---|----------------------|-------|-------------------|-------------|-------------|
| 1. Do you have an automobile in the Rod Run & Doo Wop? | | | | Yes
67% | No
33% |
| 2. Are you staying overnight? (If Yes, ask a. b. and c.; if not, then 3) | | | | Yes
20% | No
80% |
| a. If Yes, how many nights | 1 | 2 | 3 | 4 | |
| | 0% | 17% | 34% | 49% | |
| b. If yes, how many people? | 1(self) | 2-3 | 4-5 | 5+ | |
| | 33% | 67% | 0% | 0% | |
| c. Name of Hotel
(See listing in Executive Summary) | | | | | |
| 3. How many total days have you / will you be attending? | 1 | 2 | 3 | 4 | |
| | 0% | 4% | 13% | 83% | |
| 4. How much money have you spent / anticipate on spending during the event for:
Entertainment, Food, Shopping, and Other: \$10,105 (Total) | | | | | |
| 5. Where do you currently reside (live)? | Tri-State (WV-OH-KY) | | Outside Tri-State | | |
| | 83% | | 17% | | |
| 6. What is your age? | | | | | |
| Under 18 | 18-24 | 25-34 | 35-49 | 50-64 | 65+ |
| 3% | 10% | 10% | 10% | 30% | 33% |
| 7. How or where did you hear about the Rod Run & Doo Wop? | | | | | |
| Residence | | | | 0% | |
| Advertisement (Radio, Television/Newspaper, Internet) | | | | 13% | |
| Passing by/ Drive by/Billboard | | | | 0% | |
| Attended last year or previously | | | | 80% | |
| Word-Of-Mouth/Friend | | | | 7% | |
| Different car show | | | | 0% | |
| 8. What one event do you like the most?
(See listing in Executive Summary) | | | | | |
| 9. Do you plan to attend next year? | | | | Yes
100% | No
0% |
| | | | | | Maybe
0% |

Thursday – PM (*Questionnaire reformatted and/or modified due to space limitation*)

Questionnaires Completed – 20

- | | | | | | |
|--|----------------------|-------|-------------------|-------------|-------------|
| 1. Do you have an automobile in the Rod Run & Doo Wop? | | | | Yes
45% | No
55% |
| 2. Are you staying overnight? (If Yes, ask a. b. and c.; if not, then 3) | | | | Yes
40% | No
60% |
| a. If Yes, how many nights | 1 | 2 | 3 | 4 | |
| | 0% | 12.5% | 62.5% | 25% | |
| b. If yes, how many people? | 1(self) | 2-3 | 4-5 | 5+ | |
| | 62.5% | 25% | 12.5% | 0% | |
| c. Name of Hotel
(See listing in Executive Summary) | | | | | |
| 3. How many total days have you / will you be attending? | 1 | 2 | 3 | 4 | |
| | 0% | 15% | 15% | 70% | |
| 4. How much money have you spent / anticipate on spending during the event for:
Entertainment, Food, Shopping, and Other: \$8,645 (Total) | | | | | |
| 5. Where do you currently reside (live)? | Tri-State (WV-OH-KY) | | Outside Tri-State | | |
| | 65% | | 35% | | |
| 6. What is your age? | | | | | |
| Under 18 | 18-24 | 25-34 | 35-49 | 50-64 | 65+ |
| 0% | 5% | 20% | 20% | 30% | 25% |
| 7. How or where did you hear about the Rod Run & Doo Wop? | | | | | |
| Residence | | | | 0% | |
| Advertisement (Radio, Television/Newspaper, Internet) | | | | 20% | |
| Passing by/ Drive by/Billboard | | | | 0% | |
| Attended last year or previously | | | | 75% | |
| Word-Of-Mouth/Friend | | | | 5% | |
| Different car show | | | | 0% | |
| 8. What one event do you like the most?
(See listing in Executive Summary) | | | | | |
| 9. Do you plan to attend next year? | | | | Yes
100% | No
0% |
| | | | | | Maybe
0% |

Friday – AM (*Questionnaire reformatted and/or modified due to space limitation*)

Questionnaires Completed – 27

1. Do you have an automobile in the Rod Run & Doo Wop?				Yes 48%	No 52%	
2. Are you staying overnight? (If Yes, ask a. b. and c.; if not, then 3)				Yes 30%	No 70%	
a. If Yes, how many nights	1 0%	2 12.5%	3 62.5%	4 25%		
b. If yes, how many people?	1(self) 37.5%	2-3 37.5%	4-5 25%	5+ 0%		
c. Name of Hotel (See listing in Executive Summary)						
3. How many total days have you / will you be attending?	1 33%	2 22%	3 12%	4 33%		
4. How much money have you spent / anticipate on spending during the event for: Entertainment, Food, Shopping, and Other: \$3,755 (Total)						
5. Where do you currently reside (live)?		Tri-State (WV-OH-KY) 85%	Outside Tri-State 15%			
6. What is your age?	Under 18 7.5%	18-24 15%	25-34 26%	35-49 30%	50-64 19%	65+ 2.5%
7. How or where did you hear about the Rod Run & Doo Wop?						
Residence				4%		
Advertisement (Radio, Television/Newspaper, Internet)				37%		
Passing by/ Drive by/Billboard				0%		
Attended last year or previously				26%		
Word-Of-Mouth/Friend				33%		
Different car show				0%		
8. What one event do you like the most? (See listing in Executive Summary)						
9. Do you plan to attend next year?				Yes 89%	No 11% Maybe 0%	

Friday – PM (*Questionnaire reformatted and/or modified due to space limitation*)

Questionnaires Completed – 101

1. Do you have an automobile in the Rod Run & Doo Wop?				Yes 45%	No 55%
2. Are you staying overnight? (If Yes, ask a. b. and c.; if not, then 3)				Yes 15%	No 85%
a. If Yes, how many nights	1	2	3	4	
	40%	20%	15%	25%	
b. If yes, how many people?	1(self)	2-3	4-5	5+	
	7%	93%	0%	0%	
c. Name of Hotel (See listing in Executive Summary)					
3. How many total days have you / will you be attending?	1	2	3	4	
	36%	20%	19%	25%	
4. How much money have you spent / anticipate on spending during the event for: Entertainment, Food, Shopping, and Other: \$12,029 (Total)					
5. Where do you currently reside (live)?	Tri-State (WV-OH-KY)		Outside Tri-State		
	95%		5%		
6. What is your age?					
Under 18	18-24	25-34	35-49	50-64	65+
1%	5%	12%	19%	50%	13%
7. How or where did you hear about the Rod Run & Doo Wop?					
Residence				3%	
Advertisement (Radio, Television/Newspaper, Internet)				35%	
Passing by/ Drive by/Billboard				3%	
Attended last year or previously				36%	
Word-Of-Mouth/Friend				18%	
Different car show				5%	
8. What one event do you like the most? (See listing in Executive Summary)					
9. Do you plan to attend next year?				Yes 99%	No 1% Maybe 0%

Saturday – AM (*Questionnaire reformatted and/or modified due to space limitation*)

Questionnaires Completed – 25

1. Do you have an automobile in the Rod Run & Doo Wop?				Yes 20%	No 80%
2. Are you staying overnight? (If Yes, ask a. b. and c.; if not, then 3)				Yes 12%	No 88%
a. If Yes, how many nights	1	2	3	4	
	0%	0%	100%	0%	
b. If yes, how many people?	1(self)	2-3	4-5	5+	
	0%	100%	0%	0%	
c. Name of Hotel (See listing in Executive Summary)					
3. How many total days have you / will you be attending?	1	2	3	4	
	50%	25%	0%	25%	
4. How much money have you spent / anticipate on spending during the event for: Entertainment, Food, Shopping, and Other: \$1,910 (Total)					
5. Where do you currently reside (live)?	Tri-State (WV-OH-KY)		Outside Tri-State		
	75%		25%		
6. What is your age?					
Under 18	18-24	25-34	35-49	50-64	65+
4%	12%	20%	16%	36%	12%
7. How or where did you hear about the Rod Run & Doo Wop?					
Residence				4%	
Advertisement (Radio, Television/Newspaper, Internet)				32%	
Passing by/ Drive by/Billboard				8%	
Attended last year or previously				36%	
Word-Of-Mouth/Friend				16%	
Different car show				4%	
8. What one event do you like the most? (See listing in Executive Summary)					
9. Do you plan to attend next year?				Yes 100%	No 0% Maybe 0%

Saturday – PM (*Questionnaire reformatted and/or modified due to space limitation*)

Questionnaires Completed – 50

1. Do you have an automobile in the Rod Run & Doo Wop?				Yes 30%	No 70%
2. Are you staying overnight? (If Yes, ask a. b. and c.; if not, then 3)				Yes 20%	No 80%
a. If Yes, how many nights	1	2	3	4	
	20%	10%	50%	20%	
b. If yes, how many people?	1(self)	2-3	4-5	5+	
	40%	60%	0%	0%	
c. Name of Hotel (See listing in Executive Summary)					
3. How many total days have you / will you be attending?	1	2	3	4	
	50%	20%	10%	20%	
4. How much money have you spent / anticipate on spending during the event for: Entertainment, Food, Shopping, and Other: \$6,555 (Total)					
5. Where do you currently reside (live)?	Tri-State (WV-OH-KY)		Outside Tri-State		
	90%		10%		
6. What is your age?					
Under 18	18-24	25-34	35-49	50-64	65+
0%	14%	10%	44%	20%	12%
7. How or where did you hear about the Rod Run & Doo Wop?					
Residence				0%	
Advertisement (Radio, Television/Newspaper, Internet)				45%	
Passing by/ Drive by/Billboard				0%	
Attended last year or previously				40%	
Word-Of-Mouth/Friend				15%	
Different car show				0%	
8. What one event do you like the most? (See listing in Executive Summary)					
9. Do you plan to attend next year?				Yes 100%	No 0% Maybe 0%

Sunday – AM (*Questionnaire reformatted and/or modified due to space limitation*)

Questionnaires Completed – 25

1. Do you have an automobile in the Rod Run & Doo Wop?				Yes 36%	No 64%	
2. Are you staying overnight? (If Yes, ask a. b. and c.; if not, then 3)				Yes 20%	No 80%	
a. If Yes, how many nights	1 0%	2 40%	3 40%	4 20%		
b. If yes, how many people?	1(self) 60%	2-3 40%	4-5 0%	5+ 0%		
c. Name of Hotel (See listing in Executive Summary)						
3. How many total days have you / will you be attending?	1 40%	2 25%	3 25%	4 10%		
4. How much money have you spent / anticipate on spending during the event for: Entertainment, Food, Shopping, and Other: \$3,660 (Total)						
5. Where do you currently reside (live)?		Tri-State (WV-OH-KY) 96%	Outside Tri-State 4%			
6. What is your age?	Under 18 0%	18-24 12%	25-34 24%	35-49 36%	50-64 28%	65+ 0%
7. How or where did you hear about the Rod Run & Doo Wop?						
Residence				0%		
Advertisement (Radio, Television/Newspaper, Internet)				24%		
Passing by/ Drive by/Billboard				0%		
Attended last year or previously				44%		
Word-Of-Mouth/Friend				28%		
Different car show				4%		
8. What one event do you like the most? (See listing in Executive Summary)						
9. Do you plan to attend next year?				Yes 100%	No 0% Maybe 0%	

Appendix

Questionnaire

7th Annual Charleston Boulevard Rod Run & Doo Wop

StudENT Corps: Marshall University

Please introduce yourself: name and organizations (above); prior to reading the introduction and each question carefully while circling the appropriate answer and notating responses for opened ended questions.

Introduction

Our success over the past six years could not have been achieved without you, the classic cars lovers. This year, as word of this special event spreads on TV networks, through newspapers, and other venues, we expect even more car owners and spectators to come to Charleston from throughout the United States and Canada. With that being said, we would like to gather some information about you. Rest assured all responses will be reported in statistical form.

-
1. Do you have an automobile in the Rod Run & Doo Wop? Yes No

 2. Are you staying overnight? (If Yes, ask a. b. and c.; if No, skip to 3) Yes No
 - a. How many nights 1 2 3 4
 - b. How many people 1(self) 2-3 4-5 5+
 - c. Name of hotel _____

 3. How many total days have you attended / will be attending? 1 2 3 4

 4. How much money have you spent / anticipate on spending during the event for:
Entertainment _____ Food _____ Shopping _____ Other _____

 5. Where do you currently reside (live)?
 - a. Country _____
 - b. State _____
 - c. Town _____

 6. What is your age?
Under 18 18-24 25-34 35-49 50-64 65 or older

 7. How or where did you hear about the Rod Run & Doo Wop?

 8. What one event at the Rod Run & Doo Wop, do you like the most?

 9. Do you plan to attend next year? Yes No
-

Thank you for your time and information!
Enjoy the show!!

Interviewer Name _____ Date _____ Time _____