

Event Economic Impact Report



November 3rd

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

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Executive Summary and Survey Highlights

The South Padre Island Mariachi Run 5k/10k took place at Schlitterbahn Waterpark on Saturday, November 3rd, 2018. The event was created to celebrate the Mexican culture and to make running fun by having live mariachi groups along the run. The event received \$25,000 in funding and was sponsored by the South Padre Island Convention and Visitors Bureau with Angie Juarez serving as the event organizer. To examine the spending of Mariachi Run attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite for 209 completed questionnaires resulting in 183 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (56.4%) females (65.6%), had an average age of 39 years, had at least some type of college degree (66.1%), worked full-time (81.4%), were primarily Hispanic (84.2%) and had an average annual income above \$50,000 (73.2%). Survey respondents were primarily from the US (97.2%) with 2.8% from Mexico. On average, household participants traveled an average of 90 miles with an average of 2.48 people and spent 0.62 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (80.1%), resulting in an excellent net promoter score of 77.9. Most respondents are satisfied with the Island experience (96.7%) and the event (93.4%) and are likely to return to SPI for a future vacation (93.4%).

Importantly, the survey analysis found that the 343 household groups attended Mariachi Run and spent an estimated weighted average of \$197 per household while on the Island for a total spending of \$67,721. Of total spending, lodging is the highest per household expenditure category with 37% of study respondents spending at least one night on the Island in paid lodging and staying an average of 0.62 nights. This resulted in about 78 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$197 per household that spent the night on the Island, a total of \$20,909 was spent on lodging. Of this amount, 17% or \$3,038 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$1,876, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$21,197 included about \$1,616 in taxes at the 8.25% rate or \$392 at the City 2% tax

rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$25,614, of which \$1,952 was sales taxes, with \$473 the City's share. In total, the \$67,721 spent during Mariachi Run resulted in \$6,606 in tax revenue with \$2,741 the City's share. This represents a loss to the City of -\$22,259 for a -89.0% loss on the \$25,000 cash investment made by the CVB in Mariachi Run as shown in the table.

Summary of Key Performance Indicators (KPI)

<i>KPI</i>	<i>Result</i>	<i>Description of KPI</i>	<i>Page</i>
CVB investment	\$25,000	Amount of funding provided by CVB to event promoter	P1
Total spending	\$67,721	Total spent by event households	Table 1, P6
Average spent per household	\$197	Weighted average spent per household	Table 1, P6
Number of households	343	Number of households at event	Figure 2, P4
Number in household	2.48	Number of people in household group at event	Figure 2, P4
Nights on SPI	0.62	Average number of nights spent on SPI	Figure 2, P4
Lodging tax	\$1,876	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P7
F&B sales tax	\$392	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P7
Other sales tax	\$473	City share of total sales tax revenue	Table 2, P7
Total City tax share	\$2,741	Total City tax revenue from event	Table 2, P7
Total tax ROI	-89.0%	Return on CVB investment considering all taxes	Table 2, P7
Lodging only ROI	-92.5%	Return on CVB investment considering HOT only	Table 2, P7
Net Promoter Score	77.9	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 5, p8
Likely to return	93.4%	Percent somewhat or extremely likely to return to SPI	Figure 6, p8
Satisfied with the SPI	96.7%	Percent satisfied with the SPI experience	Figure 7, P8
Satisfied with event	93.4%	Percent satisfied with event	Figure 8, p9

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SPI Mariachi Run 5k/10k

Introduction

SPI Mariachi Run 5k/10k took place at Schlitterbahn Waterpark on Saturday, November 3rd, 2018. The event was created to celebrate the Mexican culture and to make running fun by having live mariachi groups along the run. The event received \$25,000 in funding and was sponsored by the South Padre Island Convention and Visitors Bureau with Angie Juarez serving as the event organizer.

Race participants could pick up their packets and visit the expo from 10:30am to 4:30pm with race start times beginning at 5:30pm. An after race party with mariachi band performances were from 6:15pm to 8:15pm. Registration for the event ranged from \$35 to \$65 depending on the race entered and when registered.

Method

To estimate the economic impact of the 2018 Mariachi Run, UTRGV interviewers conducted a survey (see Appendix A) among event attendees at the Schlitterbahn Waterpark during the following times as recommended by the event director as best to reach the most attendees:

- Saturday, November 3rd, 2018 from 3:30pm until 8:30pm.
- As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered SPI promotional products which substantially helped to recruit respondents.



Interviews

A total of 15 different trained interviewers, a people counter and the project manager attended SPI Mariachi Run, at Schlitterbahn Waterpark on Saturday, November 3rd. Interviewers were highly visible by wearing bright orange t-shirts and visors and randomly approached potential respondents in a professional manner and administered the paper survey on clipboards to facilitate survey administration with the data to be entered into an online link later by the interview team. The onsite interviews yielded 209 completed responses; however, a number of the responses were eliminated as follows:

- 4 responses were completed by another responding household member;
- 8 responses were from respondents not on the Island for the event; and,
- 6 were from respondents who live within ten miles.

The result is 183 useable questionnaires for analysis. The sample population is about 700 adults who passed by the interviewers. With 209 completed surveys, the completed responses rate is about 29.9%.



Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the research team manually counted attendance during the times they were at the Schlitterbahn Waterpark via a manual hand counter. The manual counter counted 682 adults and 139 children on Saturday, November 3rd from 3:30pm until 8:30pm. Allowing for vendors and volunteers, in total, we estimate that 850 people were at the Schlitterbahn Waterpark for the 2018 SPI Mariachi Run.

The appropriate unit of analysis, however, is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (850) is divided by the average household size (2.48) as found in the survey (see Figure 2) to determine that 343 households were at 2018 SPI Mariachi Run event.



Results

Survey participants travel and SPI stay characteristics

In all, 183 useable surveys were completed by people specifically on South Padre Island for 2018 SPI Mariachi Run. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that by far, most of the respondents surveyed (71.4%) were registered for the event while (20.3%) were event spectators. The remaining survey participants were event sponsor/vendors (1.6%) or volunteer/staff (4.4%).

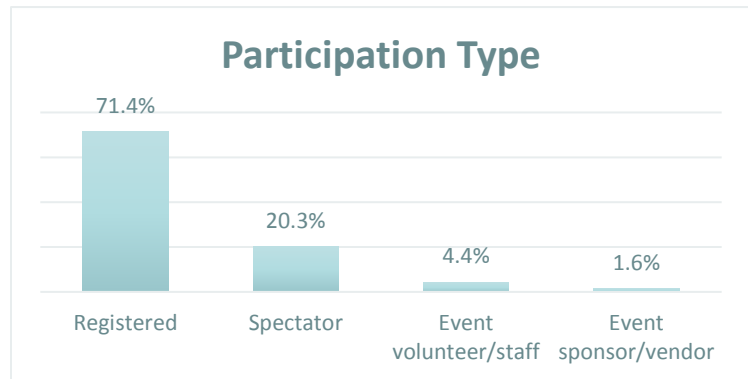


FIGURE 1. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 16 for an average of 2.48 as seen in Figure 2. Data featured in Figure 2 also shows that, on average, study participants traveled 90 miles to attend the event, although distances traveled ranged from 10 to 1500 miles and spent an average of 0.62 nights on SPI for the event with a range of 0 to 3 nights spent on SPI.

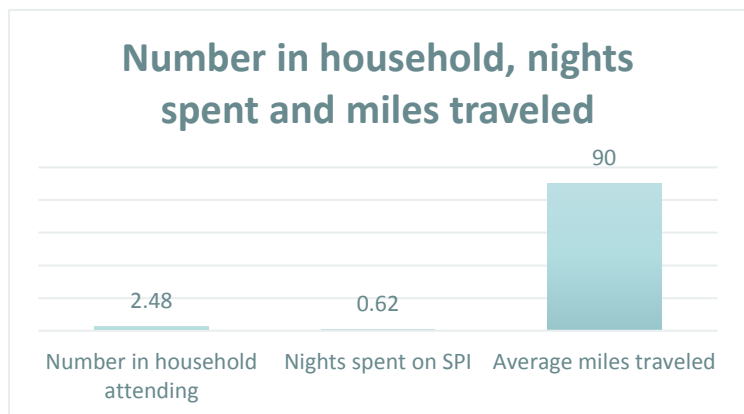


FIGURE 2. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 3 breaks down the percent of respondents by number of nights spent on SPI and shows that 55.2% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (30.1%) or two nights (12.6%) although 2.2% spent 3 nights on the Island. None (0.0%) spent more than five nights on SPI for the event.

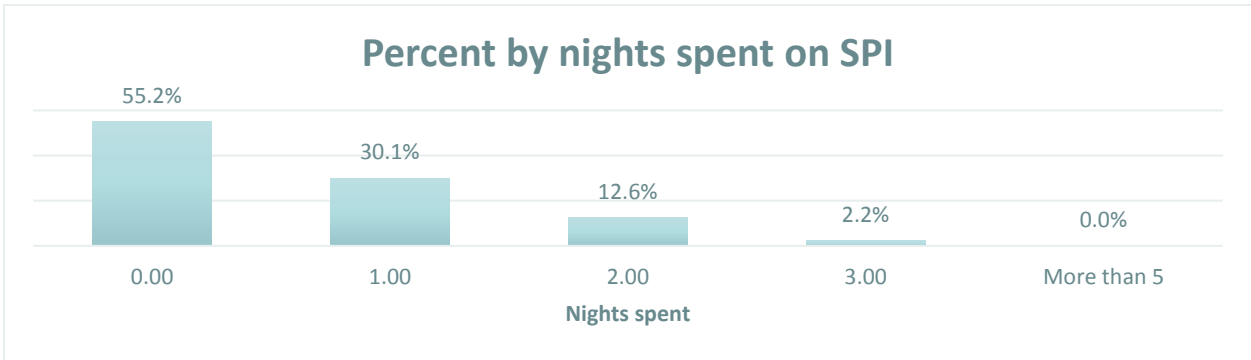


FIGURE 3. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 4 shows the types of lodging used. While most (54.1%) event attendees surveyed did not spend the night on the Island, of those who did, 35.5% spent the night in a hotel/motel room, 3.3% rented a condominium or beach house, 2.2% stayed with family or friends, and 2.2% stayed in their own SPI residence.

With 37% (Table 1, p6) of the estimated 343 households spending an average of 0.62 nights (Figure 2, p4) on the Island, the Mariachi Run event should have resulted in 78 room nights.

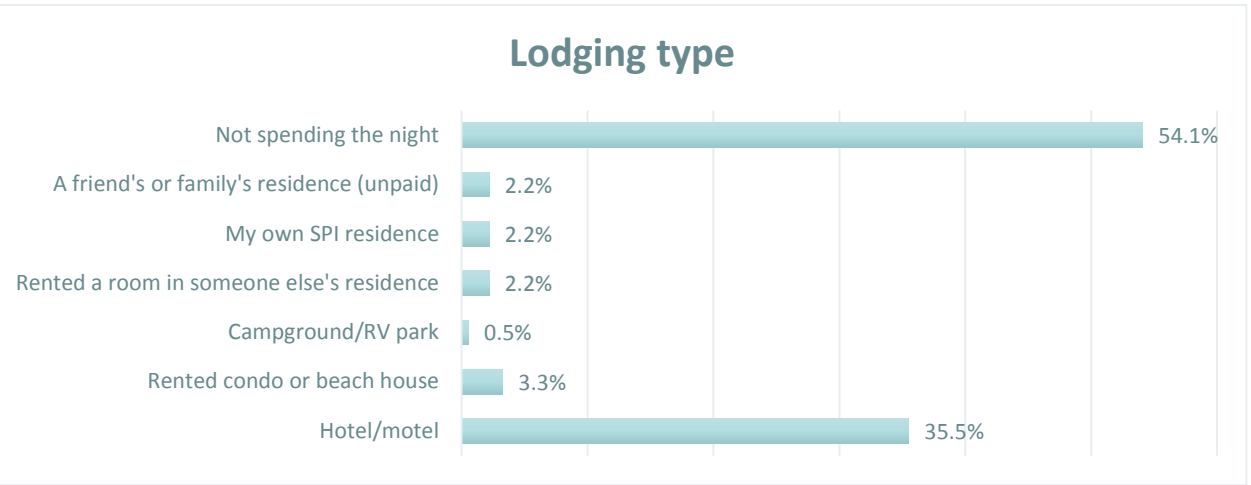


FIGURE 4. TYPE OF LODGING

Mariachi Run attendees accounted for 78 room nights.

Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied times the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$166 with a weighted average of \$61 considering that 37% of respondents spent money on lodging for a total of \$20,909. Average spending on food and beverages was \$75, with a weighted average of \$62, for a total category spending of \$21,197, including sales taxes. The total spent on all other categories was \$25,614. In total, 343 event households spent a weighted average of \$197 for a total SPI spending of \$67,721.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$75	83%	\$62	\$21,197
Night life	\$70	28%	\$20	\$6,704
Lodging	\$166	37%	\$61	\$20,909
Attraction entertainment	\$47	11%	\$5	\$1,756
Retail	\$60	22%	\$13	\$4,580
Transportation	\$38	59%	\$22	\$7,723
Parking	\$31	3%	\$1	\$291
Admission fees	\$43	8%	\$3	\$1,122
Clothing	\$42	12%	\$5	\$1,745
Groceries	\$37	13%	\$5	\$1,606
Other	\$12	2%	\$0	\$86
Total	\$620		\$197	\$67,721

The estimated direct spending on South Padre Island as attributed to the 2018 SPI Mariachi Run is \$67,721, within a 5.7% confidence interval of plus or minus \$3,826 given the assumptions of a random sample selection.

Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- 17% hotel occupancy tax rate;
- 10.5% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$3,038 with the City's share at 10.5% totaling \$1,876. Total spending on food and beverages should result in \$1,616 in tax revenue with \$392 the City's share while total spending in all other expense categories should yield \$1,952 in sales tax revenue with \$473 the City's share. Altogether, the tax revenue should be \$6,606 with \$2,741 the City's share. The loss from the City's share of the hotel tax alone on the \$25,000 invested in the event is -92.5% but is -89.0% considering the City's share of all the tax revenue.

TABLE 2. SPENDING, TAX REVENUE AND ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$20,909	17%	\$3,038	10.50%	\$1,876	-92.5%
Food & Beverage	\$21,197	8.25%	\$1,616	2%	\$ 392	
All nonlodging	\$25,614	8.25%	\$1,952	2%	\$ 473	
Totals	\$67,721		\$6,606		\$2,741	-89.0%

Total spending of 2018 SPI Mariachi Run attendees resulted in an estimate tax revenue of \$6,606, with \$2,741 going to the City of South Padre Island. With an investment of \$25,000 in the event, the return to the City is -92.5% considering only the 10.5% share of HOT but -89.0% considering all the City's estimated tax revenue share.

The SPI Experience

The next section of the survey asked Mariachi Run attendees about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues.

The results, shown in Figure 5, indicate that most study respondents (80.1%) are promoters of SPI while a few (2.2%) are detractors. This yields a net promoter score (NPS) of 77.9, which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 6, by far most respondents (95.1%) are likely to return to the Island at some time in the future.

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Results shown in Figure 7 indicate that 96.7% were satisfied with the SPI experience and that 0.5% were dissatisfied with SPI.

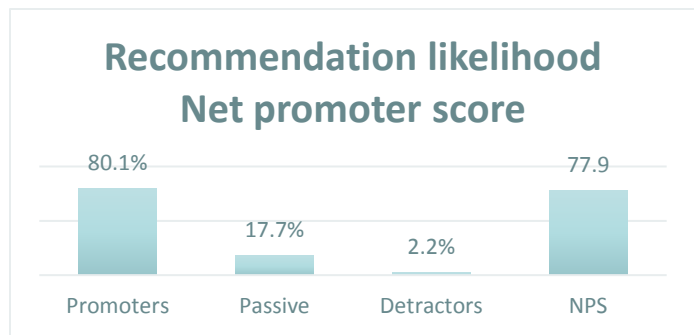


FIGURE 5. NET PROMOTER SCORE

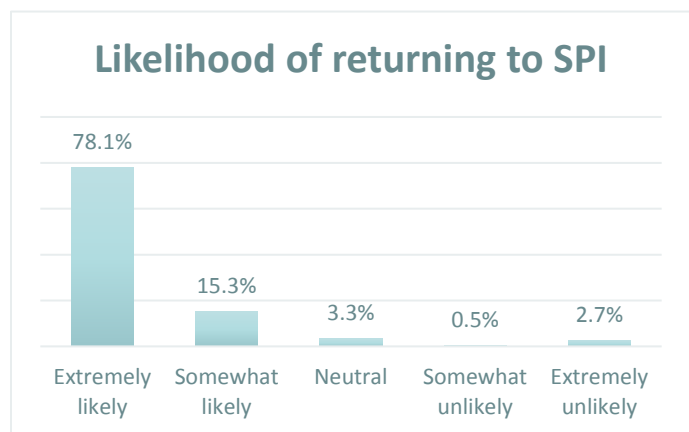


FIGURE 6. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

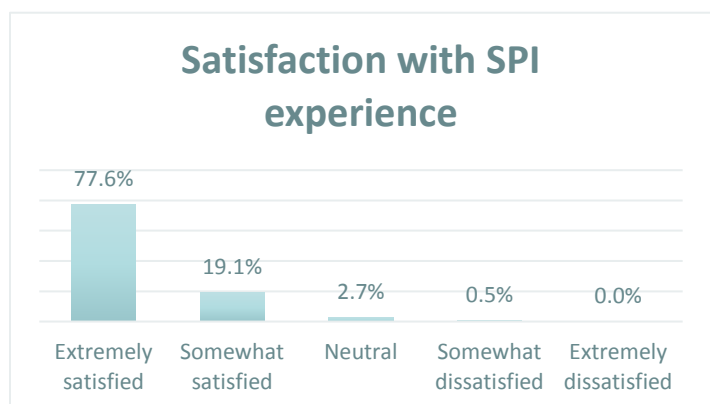


FIGURE 7. SATISFACTION WITH SPI EXPERIENCE

Most respondents (93.4%) were also satisfied with the Mariachi Run event and only 3.3% reported being dissatisfied with the event as seen in Figure 8.

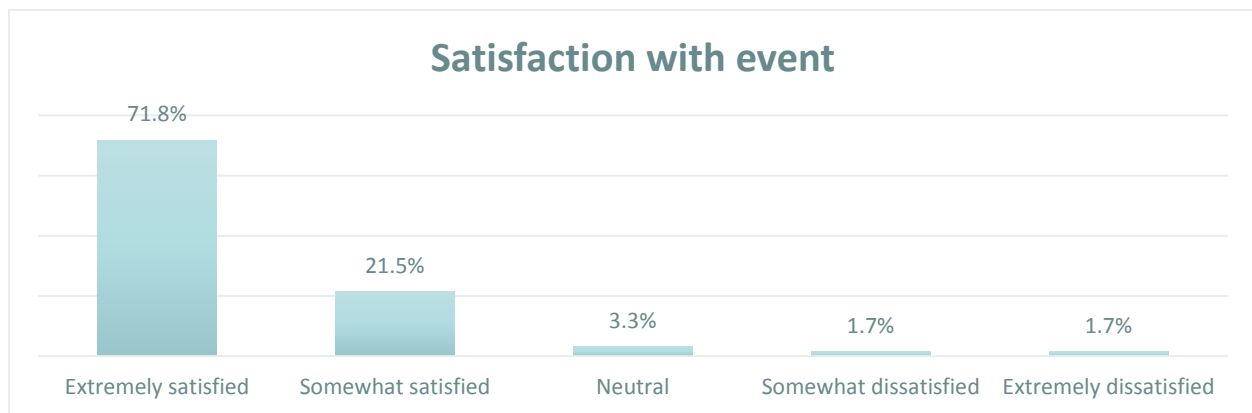


FIGURE 8. SATISFACTION WITH EVENT

NOTE: Respondents were asked to provide suggestions for improving their stay on SPI. The unedited comments are as follows:

- More water stops would be nice for the 10k. But overall awesome production loved the mariachi bands.
- Packet pickup have it on another day
- Start race on time; more communication
- Start on time
- Don't know if there will be signs to differentiate 5k and 10k runners. I don't want to get confused during the run. Are there going to be bananas at the end of the finish line? If no, please consider getting some for next time.
- Flat running ground
- Have a designated entrance for non runners, we ran right into the mariachi.
- Have waters available; signs for parking and pick up
- I will continue to bring my family and tell others about SPI if and only if they don't start to implement the hourly parking fee.
- This was a great event! I understood the water stop thing but I wish that there had been regular water stops. Thank you for a fun event!
- No one was taking numbers of 1st, 2nd, and 3rd place. The run was 6.44 instead of 6.2.
- More promotion

- Need more water stations
- Need more water stations. Better mileage tracking. More personnel.
- Needs to be more timed, badly organized
- Needs to be more timed, not prepared, 5K and 10K priced are not worth it, started late
- Other activities for family and friends
- Package pickup on earlier date. Medal is awesome!
- Starting on time, water steps, course marked better
- Timed chips
- To get cups for the water, to start on time
- Water cups for runners during the run

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 39 year-of-age with ages ranging from 18 to 76.

Most respondents were female (65.6%), a majority were married (56.4%) and most had some type of college degree (66.1%) as shown in Figures 9 through 11, respectively.

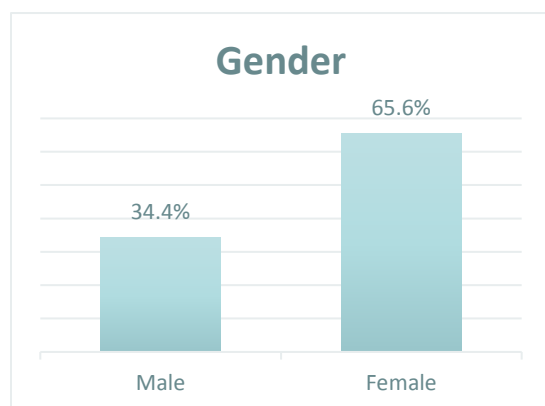


FIGURE 9. GENDER

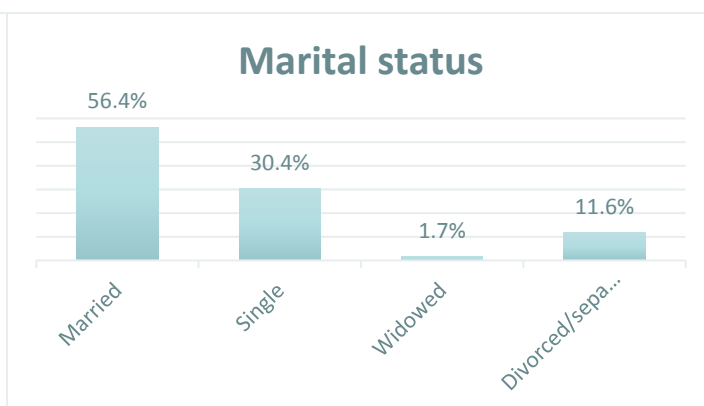


FIGURE 10. MARITAL STATUS

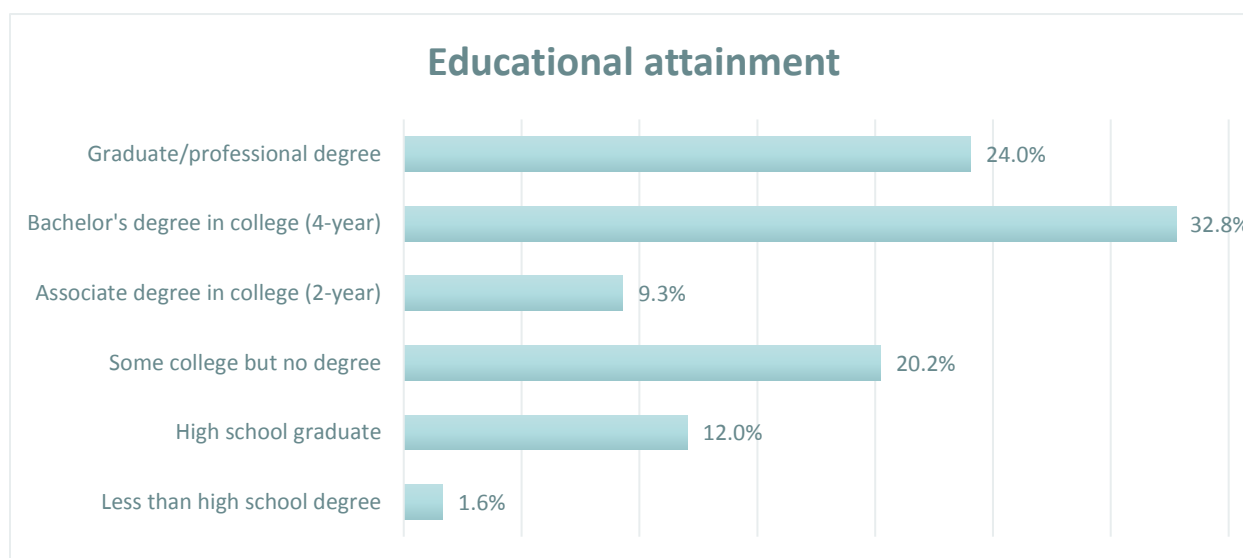


FIGURE 11. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (81.4%), although 7.1% work part-time and 4.4% are retired as seen in Figure 12.

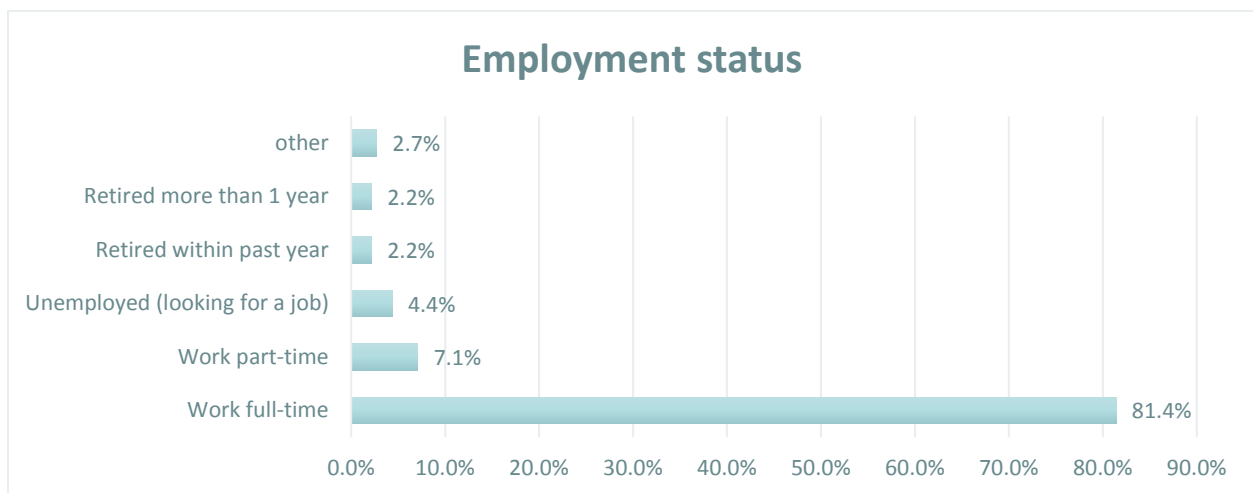


FIGURE 12. EMPLOYMENT STATUS

Most Mariachi Run study participants reported having a higher-than-average household income level: 73.2% indicated an annual household income above \$50,000 (Figure 13).

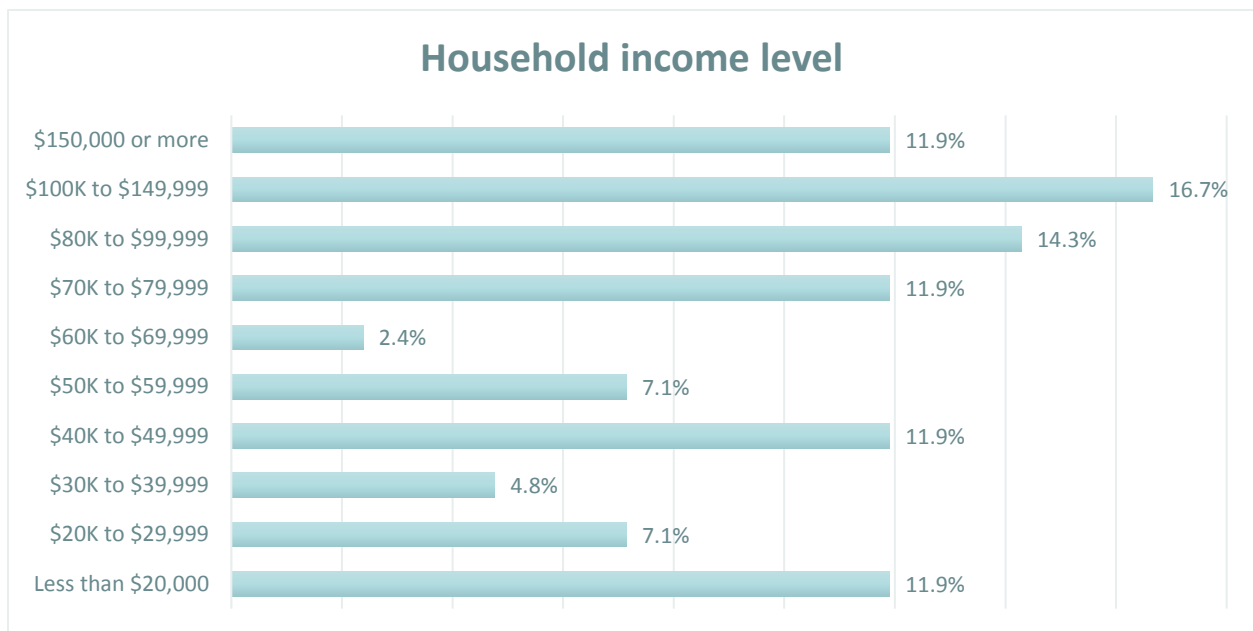


FIGURE 13. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 14 show that 84.2% of respondents considered themselves Hispanic while 12.0% indicated being White.

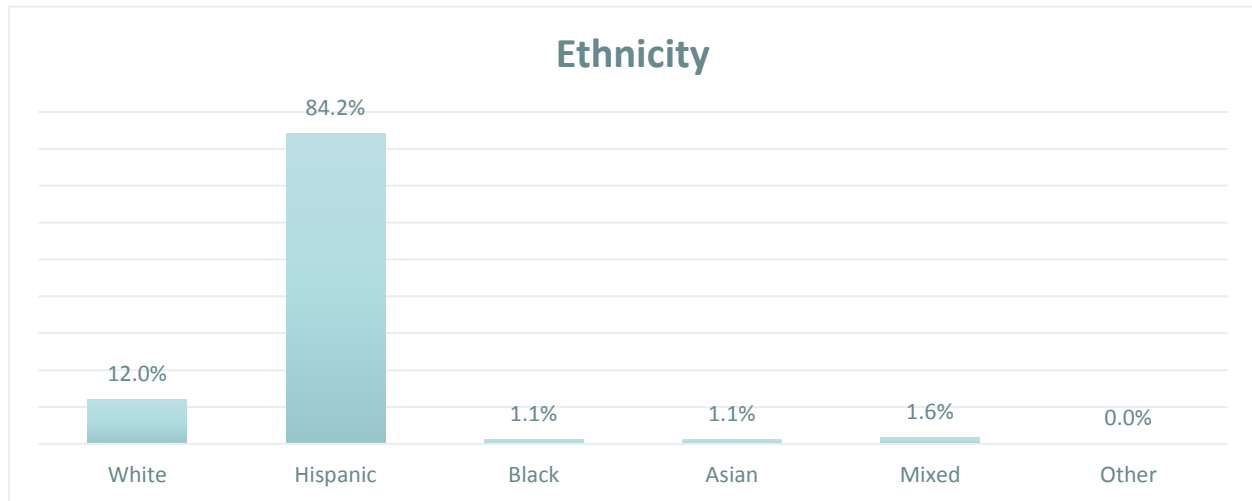


FIGURE 14. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (97.2%) and 2.8% indicated being from Mexico as shown in Figure 15.

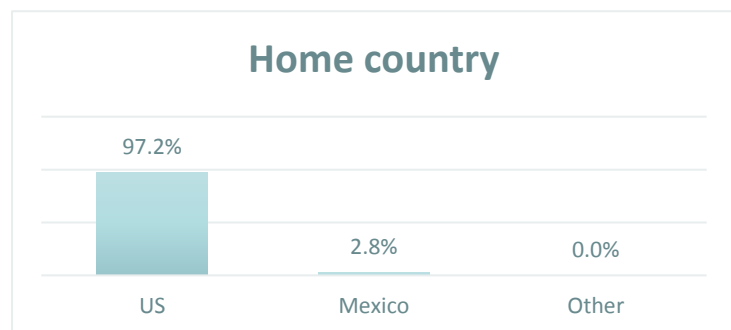


FIGURE 15. HOME COUNTRY

Specific zip or postal codes of study respondents and of study participants are shown and mapped in Appendix B.

Concluding remarks

This report has detailed the amount of money spent on South Padre Island by people attending the South Padre Island Mariachi Run held at the Schlitterbahn Waterpark on Saturday, November 3rd, 2018. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 209 completed surveys resulted in 183 useable responses for the analysis.

Demographically, the study sample was comprised of predominately of married females who were an average of 39 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identify ethnically Hispanic and were from the US. The average household came to the event with 2.48 people, had traveled an average of 90 miles and 37% spent the night on SPI for an average of 0.62 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 78 SPI room nights. With an average total weighted lodging expenditure per household of \$61 event attendees spent a total of \$20,909 on lodging, resulting in about \$1,876 in the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$21,197, which should yield \$392 to the City at a tax rate of 2%. Total spending in other expenditure categories of \$25,614 should provide the City with \$473 in sales tax revenue. Altogether, Mariachi Run participants spent \$67,721, generating \$6,606 in total sales tax with \$2,741 the City's share.

Considering only the City's share of the hotel tax revenue, the City lost -\$23,124 or -92.5% on their \$25,000 investment. Considering all tax revenue from all spending, the City should receive \$2,741 in taxes for a total loss of -\$22,259 or -89.0% on the cash investment provided to the event organizer.

Nevertheless, most Mariachi Run survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. Even though the event did not generate a positive return on the City's investment in the event, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.

Appendix A: Survey

SPI Mariachi Run Survey																							
<p>This survey is to understand your household experience and spending during Mariachi Run. <i>The one person, older than 18, best able to report on spending for all people in your household at the event should complete this survey.</i> Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.665.2829 for questions.</p>																							
<p>1. Have you or someone else in your household already completed this survey? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, return this survey.</p> <p>2. Did you come to South Padre Island specifically for the Mariachi Run? <input type="checkbox"/> Yes <input type="checkbox"/> No: If no, return this survey. Thanks!</p> <p>3. About how many miles did you travel to attend the Run? _____ miles</p> <p>4. Which of the following best describes your participation in the Mariachi Run (Check all that apply)?</p> <p><input type="checkbox"/> Registered participant <input type="checkbox"/> Event volunteer/staff <input type="checkbox"/> Spectator <input type="checkbox"/> Event sponsor/vendor <input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____</p> <p>5. Including yourself, how many people from your household attended Mariachi Run? _____</p> <p>_____ Number adults in household _____ Number of children</p> <p>6. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending the Mariachi Run? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for the Mariachi Run?</p> <p><input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house <input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room <input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid) <input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p> <p>8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for The Mariachi Run. (List only the total dollar amounts spent on SPI)</p> <table border="1"> <tbody> <tr> <td>Food & beverages (restaurants, concessions, snacks, etc.)</td> <td>\$</td> </tr> <tr> <td>Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td>\$</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td>\$</td> </tr> <tr> <td>Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td>\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td>\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td>\$</td> </tr> <tr> <td>Parking fees</td> <td>\$</td> </tr> <tr> <td>SPI Admission fees</td> <td>\$</td> </tr> <tr> <td>Clothing or accessories</td> <td>\$</td> </tr> <tr> <td>Groceries</td> <td>\$</td> </tr> <tr> <td>Other (please specify)</td> <td>\$</td> </tr> </tbody> </table> <p>9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?</p> <p>Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely</p>	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	<p>10. How likely are you to return to South Padre Island for a vacation at some time in the future?</p> <p><input type="checkbox"/> Extremely likely <input type="checkbox"/> Somewhat likely <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat unlikely <input type="checkbox"/> Extremely unlikely</p> <p>11. How satisfied are you with your overall South Padre Island experience?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>12. How satisfied are you with the Mariachi Run?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>13. What suggestions do you have for improving the Mariachi Run or your stay on South Padre Island? (write on back)</p> <p>14. What is your home zip or postal code? _____ code</p> <p>15. What is your home country?</p> <p><input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other _____</p> <p>16. What is your age? _____ (years of age)</p> <p>17. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse</p> <p>18. What is your marital status?</p> <p><input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated</p> <p>19. What is your highest educational attainment?</p> <p><input type="checkbox"/> Less than high school <input type="checkbox"/> Associate's degree <input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree <input type="checkbox"/> Some college, no degree <input type="checkbox"/> Graduate/professional degree</p> <p>20. What is your current employment status?</p> <p><input type="checkbox"/> Work full-time <input type="checkbox"/> Retired within past year <input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year <input type="checkbox"/> Unemployed (looking for a job) <input type="checkbox"/> Other (Please specify)</p> <p>21. What is your combined annual household income?</p> <p><input type="checkbox"/> less than \$20,000 <input type="checkbox"/> \$60K-\$69,999 <input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999 <input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$99,999 <input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999 <input type="checkbox"/> \$50K-\$59,999 <input type="checkbox"/> \$150,000 or more</p> <p>22. What is your ethnicity? (Select all that apply)</p> <p><input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed <input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____</p> <p>Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.</p> <p>Name _____</p> <p>Phone number: _____</p> <p>Email: _____</p> <p>Winners will be notified no later than 2 weeks after event.</p> <p>THANK YOU VERY MUCH!!!</p>
Food & beverages (restaurants, concessions, snacks, etc.)	\$																						
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$																						
Lodging expenses (hotel, motel, condo, room)	\$																						
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Parking fees	\$																						
SPI Admission fees	\$																						
Clothing or accessories	\$																						
Groceries	\$																						
Other (please specify)	\$																						

Appendix B: Respondent's zip or postal code and frequency of response and zip code map

35104	78504	78538	78552	78573	78597
54481	78516	78539	78552	78574	78741
75051	78516	78539	78552	78574	78749
77021	78516	78539	78552	78574	89002
77096	78517	78539	78552	78574	89012
77384	78520	78539	78552	78574	89074
77487	78520	78539	78552	78575	89156
77550	78520	78539	78552	78576	
78108	78520	78539	78552	78576	
78133	78520	78539	78552	78577	
78217	78520	78539	78552	78577	
78217	78520	78542	78552	78577	
78223	78521	78542	78552	78577	
78239	78521	78542	78552	78578	
78242	78521	78542	78557	78578	
78337	78521	78542	78559	78578	
78351	78521	78543	78559	78578	
78412	78521	78543	78560	78582	
78418	78521	78547	78561	78583	
78452	78521	78550	78566	78583	
78501	78521	78550	78566	78586	
78501	78521	78550	78566	78586	
78501	78521	78550	78566	78586	
78501	78521	78550	78566	78586	
78501	78521	78550	78566	78586	
78501	78526	78550	78566	78586	
78501	78526	78550	78566	78586	
78501	78526	78550	78566	78586	
78501	78526	78550	78566	78589	
78501	78526	78550	78566	78589	
78503	78526	78550	78570	78589	
78503	78526	78550	78570	78589	
78503	78526	78550	78570	78596	
78504	78526	78550	78572	78596	
78504	78526	78551	78572	78596	
78504	78526	78551	78572	78596	
78504	78526	78552	78572	78596	
78504	78537	78552	78572	78596	
78504	78538	78552	78572	78596	
78504	78538	78552	78573	78597	

