

**Pryor Bluegrass and Chili Festival
2024 Summary
Pryor EDTA
September 18, 2024**

The 44th Annual Bluegrass and Chili Festival was held on September 6th and 7th of 2024. The event was hosted and funded by the Pryor EDTA. Funding was provided using the dedicated Fund 68 Downtown Tax and separate EDTA funds not from Fund 68.

Through a Memorandum of Understanding the EDTA reached an agreement with Dell Davis, organizer for the Bluegrass and Chili Festival, to bring the festival to Pryor for its 44th year. The MOU provided the needed structure to ensure the festival was a successful venture for the EDTA and that all parties involved were aware of their respective duties and that controls were in place to protect the funds and each party to the MOU.

Planning for the event included several organizations in Pryor, with meetings beginning immediately after the signing the MOU in May 2024. Involvement in planning and organization included Pryor EDTA, MUB, City of Pryor, Pryor Main Street, Pryor Area Chamber of Commerce, Mayes County HOPE, American Legion, and many others including individuals.

Determining Success

We defined success as a combination of the following conditions:

- Impact on Pryor Businesses
- Impact on Public Services, such as Street Department Police, Fire, and Emergency Management
- Impact on Volunteer base
- Impact on Pryor Residents and Attracting Outside Visitors
- Return of Initial Investment

While each of these items were important and their consideration was necessary to consider the festival's impact, none of them were exclusive of the others. For example, returning the initial investment to the EDTA but severely impacting Pryor's Public Services and Businesses in Pryor not benefiting from the festival would not be sufficient for the festival to be a success. However, positive results from three (3) or more of the conditions would be sufficient for the festival to be a success.

Expenses - Still being finalized and reconciled

The EDTA established a budget that included funds for Performance Fees, Lodging, Stage, Sound and Lighting, Hospitality, Chili Team Prizes, Port-a-potties, tents, and car and tractor show awards. The budget also included funding for pop/water and ice purchases, as those items were for resale or resell related the EDTA was aware that they could exceed the budget as the income from those items would also increase revenue. The total budget was \$75,000 plus overages caused by the purchase of items for resale. This budget excluded items that the EDTA approved separately to protect the EDTA, City, and the investment. The total amount spent on the festival budget was \$75,173.52.

Festival Budget Expenses	
Performance Fees	\$ 43,000.00
Lodging	\$ 1,805.00
Stage, Sound & Lighting	\$ 22,500.00
Green Room Hospitality	\$ 364.28
Chili Team Prizes	\$ 1,305.00
Kiddie Korral	\$ -
Port A Potties	\$ 1,977.00
Tent Rentals	\$ 1,975.00
T-Shirts – Volunteers	\$ 388.00
General Supplies	\$ 200.00
Car & Tractor Show Awards	\$ 271.20
Pop/Water Costs	\$ 677.04
Ice	\$ 711.00
TOTAL FESTIVAL BUDGET EXPENSES	\$ 75,173.52

Income - Still being finalized and reconciled

Income for the festival was dependent on sponsorships, entry fees for chili and the car show, food truck and marketplace vendor fees, and the sale of various items related to the festival. The total income for the festival was \$75,193.91. Income generated during the festival was diversified and from multiple sources. However, sponsorships totaled \$42,195 for the festival, accounting for 56% of the total festival income. The Arts Grant has been confirmed but various reports must be submitted and actual receipt of the funds will not occur for several months.

Income	
Sponsorships*	\$ 42,195.00
Vendor Marketplace Fees - Pre-Sale	\$ 9,240.00
Food Truck Fees - Pre-Sale	\$ 3,370.00
Hot Seat Passes - Pre-Sale	\$ 3,460.00
Shirts - Pre-Sale	\$ 147.82
Chili Cookoff Entries - Presale	\$ 105.00
Pop Sales	\$ 1,599.00
Water Sales	\$ 1,154.00
Shirt Sales – Full Price	\$ 4,032.00
Shirt Sales – Discounted	\$ 300.00
Poster Sales	\$ 70.00
Poster Sales - Discounted	\$ 5.00
Hot Seat Passes – On Site	\$ 960.00
Tasting Kits – Individual	\$ 384.00
Tasking Kits – Double	\$ 1,980.00
Ice Sales	\$ 350.00
Chili Cookoff Entries	\$ 490.00
Car Show	\$ 600.00
Food Truck – On Site	\$ 3,500.00
Marketplace Fees – On Site	\$ 625.00
Open Inventory Sold	\$ 161.09
Donations	\$ 500.00
Unaccounted for Income	\$ 22.00
Refund	\$ (56.00)
TOTAL INCOME	\$ 75,193.91

EDTA Separate Expenses

After setting the budget, the EDTA determined it was in the best interest of the Trust and the Festival to approve some expenses outside of the Festival Budget. These items were designed to help the Trust in making the festival successful. While these items were costs and were associated with the Festival, **the EDTA did not expect them to be recouped from Festival Income**, but these should be considered when setting future Festival Budgets and in the overall cost to host the event.

These expenses included the insurance to cover the credit card fees, sales taxes, insurance for liability and event cancellation, music license fees, digital sign advertising, and the purchase of shirts for the festival to resale. The EDTA did obtain a separate sponsorship to cover the cost of the shirts, giving the EDTA zero cost in purchasing the shirts.

The EDTA will be looking at the overtime caused by the festival for the street department and the police department at the next EDTA meeting. The importance of festivals and events held within Pryor that cause a draw on the city budget should be recognized and those responsible for the festival should consider the need to cover those costs. The overtime associated with the festival for the Street Department and the Police Department is \$4,533.75.

Assuming all these costs will bring the total cost to the EDTA to \$13,732.70. While this is a cost that will not be directly recouped from the festival income, it is a very low cost for hosting a festival for the first year at a new venue, with so many unknowns, and that so much good has come from.

This \$13,732.70 represents the EDTA's continuing investment in Economic Development in Pryor. This investment, while a cost, should not be looked any differently than the funds expended by the EDTA for other items to attract Economic Development into Pryor; including the funds expended for the downtown alleyway resurfacing (\$150,000), pool task force funding study (\$30,000), youth sports facility improvements (\$25,000+), and many more investments in Pryor's economic future.

Success

Impact on Pryor Businesses

Before and during the event, Bridgette Nichols with Pryor Main Street, maintained close contact with downtown businesses. Like the EDTA and Pryor as a whole, those businesses were unsure of the impact the festival would have on their business and bottom line. However, during the days of the festival and in the following days downtown businesses reported record attendance in their stores and record sales. Lines were observed at many local businesses and restaurants throughout the festival.

It should be considered that this condition was a success.

Impact on Public Services, such as Police, Fire, Street Department, and Emergency Management

While the festival did bring a large amount of people into downtown Pryor and while it was hosted on a very busy weekend for Pryor and Mayes County, the crowd that the festival attracted to Pryor was not a substantial drain on public services. That is not to say that Pryor's Police, Fire, Street Department, and Emergency Services were not busy during this time and did not provide a large amount of support for the festival. Support including cleanup, setting up barricades, patrolling the festival grounds, and filling ballast tanks with water. Their contributions were invaluable to the EDTA and the festival and very much appreciated.

It should be considered that this condition was a success.

Impact on Volunteer base

We could not host the festival without volunteers and the period of time that the festival was held during is a very busy time for the volunteers in the community. Dam Jam, the County Fair, Rocklahoma, and Born and Raised all require a large number of volunteers. However, we were very fortunate that through careful coordination and several volunteers who worked tirelessly before, during and after the festival, the volunteer community in Pryor was able to work the festival. We were also blessed by the continued support of volunteers who have worked with the festival for many years. The knowledge and experience in setup and tear down provided by the longtime festival volunteers was invaluable to the event's success.

It should be considered that this condition was a success.

Impact on Pryor Residents and Attracting Outside Visitors

The festival provided a wonderful Quality of Life event for residents of Pryor. With the event held in the center of town, within walking distance for many residents, the event attracted many of Pryor's residents. However, the number of attendees that traveled from out of town was important and a big part of the festival's success.

While more subjective than the other conditions, the positive feedback received from residents and outside visitors was overly positive.

It should be considered that this condition was a success.

Return of Initial Investment

The initial budget for the festival was \$75,000 of which we spent \$75,173.52. The overage of \$173.52 was attributed to the cost of products that were sold (pop and water). This possibility of going over budget for those two items was anticipated as their purchase was directly offset by the funds raised by the sale of those items. It should be clearly noted that the \$173.52 does not represent an overage caused by any other line item of the budget, performance fees, lodging, stage related items, port a potties, tents, and other components were not over budget.

The festival income was \$75,193.91, which provided a slight income of \$20.39. This slight income was directly related to the festival budget set by the EDTA.

The investment in the festival by the EDTA of \$13,732.70, is just that an investment in Pryor's future and those costs were understood by the EDTA to be funds that were separate from the festival budget and might not be recouped.

As stated above, this \$13,732.70 represents the EDTA's continuing investment in Economic Development in Pryor. This investment, while a cost, should not be looked any differently than the funds expended by the EDTA for other items to attract Economic Development into Pryor; including the funds expended for the downtown alleyway resurfacing (\$150,000), pool task force funding study (\$30,000), youth sports facility improvements (\$32,000), and many more investments in Pryor's economic future.

The recouping of the funds should be considered successful.

Summary

In closing the 44th Annual Bluegrass and Chili Festival was a success by all the metrics that were put into place before the festival was held and when the budget was created. The coordination of the event by and between the Bluegrass Festival Committee, headed by Dell Davis, and the EDTA, City of Pryor, Pryor Area Chamber of Commerce, Pryor Main Street, MUB and many others is proof of what is possible when everyone comes together to hold a successful event. The festival was a huge benefit to our community, our businesses, it was not a massive drain on city resources, and financially returned what was expected to be returned to the EDTA.

There is room for improvement, certain behind the scenes aspects could be improved upon but those are all minor in the grand planning of the event. Those aspects include minor changes to layout, adjustments to placement of bathrooms, and dumpster placement to better accommodate vendors. All those items will be considered and discussed during the post event wrap-up meetings that are planned in the coming weeks.

Future

In the coming weeks we will be discussing this and future events and making plans for what those events could look like. The success of this event shows the need for these types of events being held in Pryor. However, with more time for planning of future events we hope to improve on those events and the EDTA hopes to drive more economic development to Pryor through the events.

Police and Street Department Overtime

Street Department 10 hours

Police Department 92.75 hours

Total Hours 102.75 hours

Total Dollar Amount \$4,533.76

Hours and amounts provided by the City Clerk's Office



Placer.ai

for

City of Pryor Creek

September 2024

How Placer.ai Works

Observe. Analyze. Present.



For any location in the U.S., Placer.ai observes a portion of the visiting customers. Akin to a statistical survey, this observed data is aggregated and used to generate insights into any venue. Placer.ai then extrapolates a range of metrics that provide visibility into consumer behavior.

01 - Observe

Anonymized location data from tens of millions of mobile devices used as a core panel.

- Visitation Trends
- Trade Area Analysis
- Customer Demographics

02 - Analyze

Accurate and reliable estimations on activity across the entire U.S. population.

- Extrapolated Panel Data
- Normalized & Debiased
- “Ground Truth” Validated

03 - Present

A wealth of detailed reports containing critical insights into what is truly happening offline.

- 30M Active Devices
- 1.5B Monthly Retail Visits
- 500 Mobile Apps w/ SDK

Placer's Data

ACTIONABLE INSIGHTS FOR **ANY** LOCATION



Panel

25M+ devices representing ~8% of the U.S. population. Panel history begins on January 1, 2017.



Coverage

Every county in the U.S. running iOS (55%) and Android (45%) mobile operating systems.



Accuracy

Placer.ai benchmarks its data against “ground truth” sets, or public and validated data sources.



Quality

Validation checks include daily and weekly reviews of a set of statistical features to detect upstream errors.



Privacy

Data sourced from apps that require affirmative opt-in and disclose how anonymized data will be used.



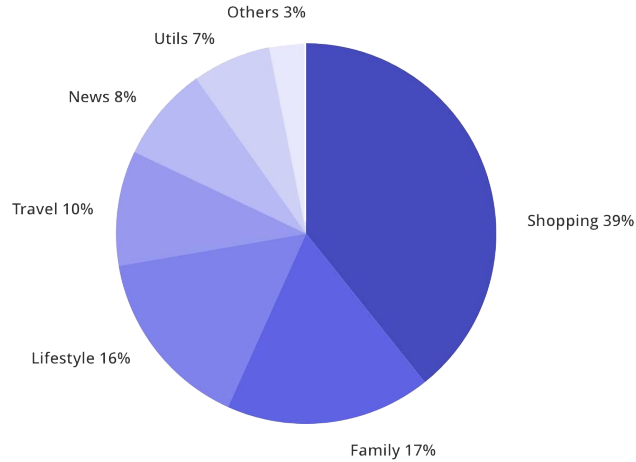
Compliance

Data partners required to represent and warrant that they are operating in compliance with all regulations.



Coverage

POWERED BY MOBILE LOCATION DATA



Large & Representative Panel

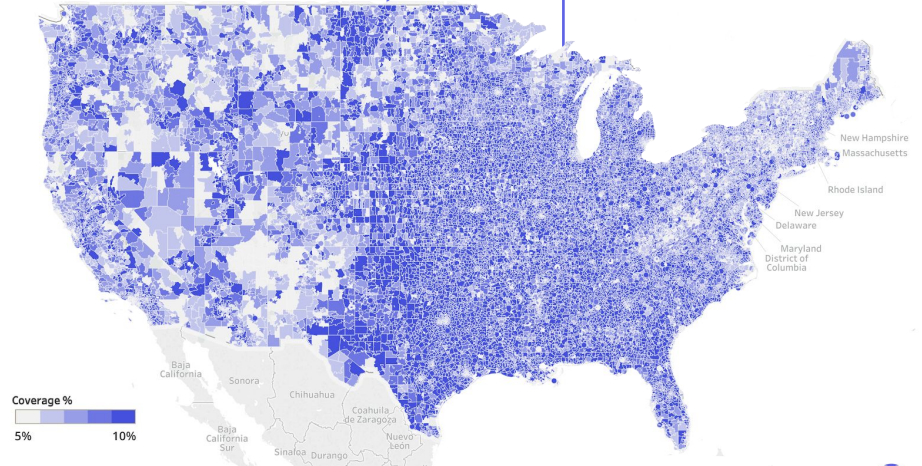
Location and visitor attribution data originate from hundreds of mobile apps that integrate the Placer.ai SDK. All data is representative of the larger U.S. population. Panel biases are modeled and normalized in visit extrapolations.

Dozens

of mobile app partners that integrate the Placer.ai SDK.

100%

Background location events





Case Study

Pryor Festival - How many came to the main stage?

September 6 & 7th 2024

Main Stage Visitation Metrics



Metrics ?			
Property:		 	
Pryor Festival Main Stage / No...			
Visits	4.1K	Panel Visits	503
Visitors	3.8K	Visits YoY	+4.5K%
Visit Frequency	1.07		

Metrics Explained:

Visits = Total number of people (including children) at the main stage on Friday and Saturday

Visitors = Unique number of people (including children) that attended either on Friday or Saturday

Visit Frequency = Average number of times that each unique person went to the main stage

Panel Visits = The number of phones that were at the main stage, which is what Placer extrapolates from to tell you estimated number of visitors and visits. This is our ground truth data.

Visits YoY = Compared to these same two dates last year, this is the percentage increase in number of people at this location