

# **Economic Impact Analysis of Participant Family/Vendor Spending**

**Texas Junior High Rodeo Association Finals  
Texas Youth Rodeo Association Events  
Gonzales, Texas  
2018**



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## Executive Summary

The City of Gonzales contracted with Cygnet Strategies to provide a baseline economic impact analysis for the participant families and vendors at the 2018 Texas Junior High Rodeo Association Finals (TJHRA) and the various 2018 Texas Youth Rodeo Association (TYRA) events. The project was designed to determine the economic impact of the events on the local economy.

Cygnet Strategies evaluated the impacts utilizing IMPLAN, an econometric model designed by the University of Minnesota. The model is used to determine the increased spending associated with new business investment, and with local festivals, events, and tournaments.

**IMPORTANT NOTE:** Since the decision to analyze economic impact was not made until several months after the events, it was not possible to survey other attendees or calculate the impact of their spending. This means that the economic impact detailed in this report is only a minimum. The actual impact of each event may be significantly higher and could easily be measured in the future by gathering information from other attendees during each event.

## About the Events

The TJHRA Finals were held from May 25 to June 2. The TYRA 2018 events included in this analysis were held January 27-28, February 23-25, April 6-8, May 5-6, and July 24-28. All events were held at J.B. Wells Arena in Gonzales.

## Economic Impact

Economic impact can be calculated in several different ways. IMPLAN produces an economic impact that is highly accurate, but also dependent on the accuracy of the data that is entered into it. In other words, the economic impacts that come out of the model are only as good as the data that goes into it. Thus, we outline several assumptions in a section below.

The resulting economic impacts from an IMPLAN analysis are an accurate, yet very conservative projection of the impact an event has on a community. The results are “bankable” – they are not inflated or exaggerated in any way.

An infographic depicting the total economic impact of the designated events is on the next page.

### Economic Impact Results

Our analysis suggests the following key findings:

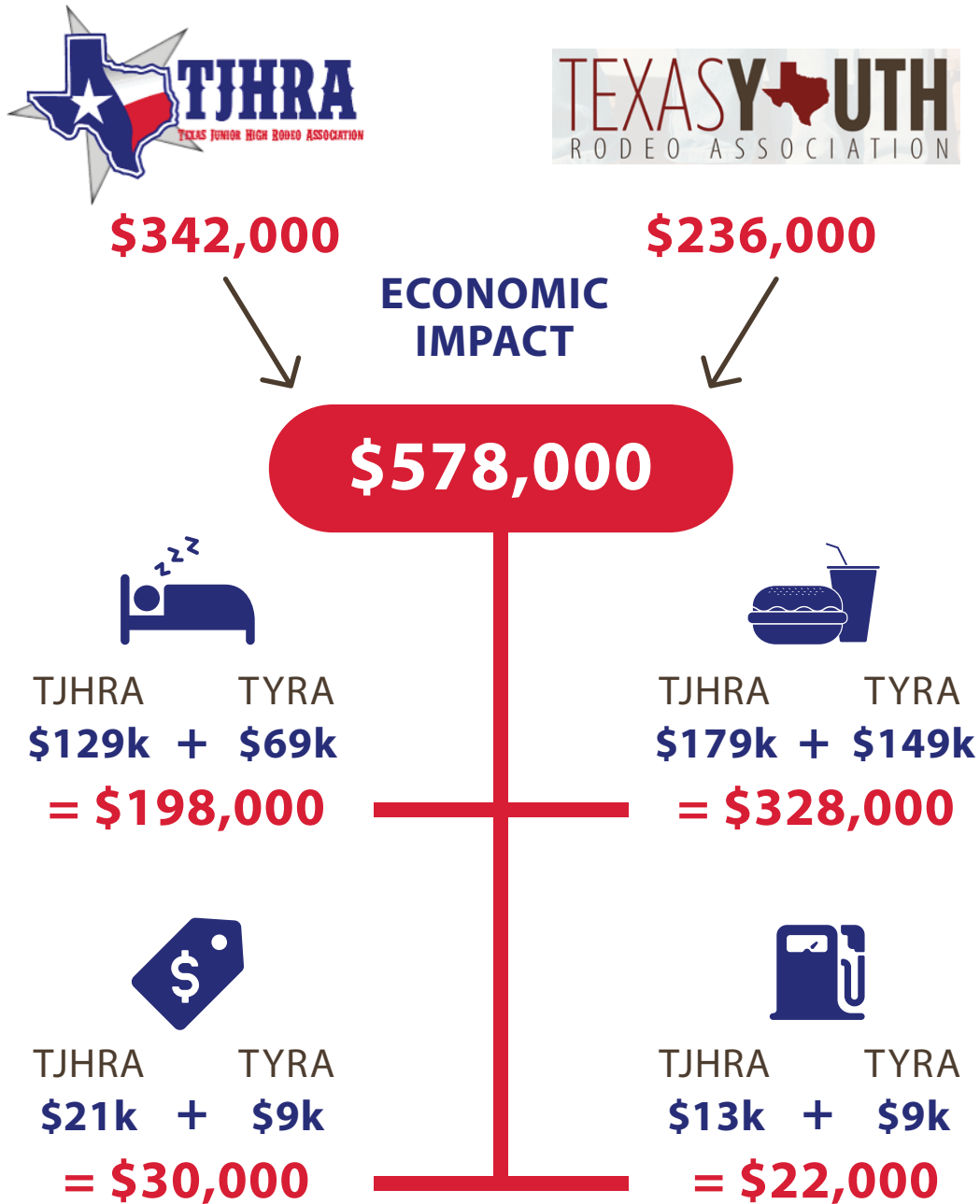
The overall economic impact on Gonzales from the families participating in the designated events was \$578,000.

The overall economic impact to local lodging establishments was \$198,000. Impact on restaurants, grocery stores, and drinking places was \$328,000. The retail impact was \$30,000, and the transportation impact was \$22,000.

An estimated 8.2 full time equivalent (FTE) jobs were created.

# ECONOMIC IMPACT IN GONZALES

- 2018 Participant Families & Vendors -



## Methodology

Using emails provided to the City of Gonzales by participant families and vendors, surveys were sent electronically using SurveyMonkey. All participant families and vendors were contacted, thus, everyone had the opportunity to be surveyed.

Three different surveys were used, one for each group: (1) TJHRA Finals – participant families; (2) TJHRA Finals - vendors; and (3) TYRA participant families. Each survey was sent to the respective family groups according to the following schedule and with the indicated results.

- (1) Texas Junior High Rodeo Finals – participant families
  - 9/29/18 Survey sent to 389 contacts
  - 10/2/18 Reminder sent to 288 contacts who had not responded
  - 10/6/18 Reminder sent to 249 contacts who had not responded
  - 384 invitations delivered (5 opted out), 138 completed surveys = 36% completion rate
- (2) Texas Junior High Rodeo Finals – vendors
  - 9/29/18 Survey sent to 25 contacts
  - 10/2/18 Reminder sent to 21 contacts who had not responded
  - 10/6/18 Reminder sent to 21 contacts who had not responded
  - 24 invitations delivered (1 opted out), 4 completed surveys = 17% completion rate
- (3) Texas Youth Rodeo Association – participant families
  - 9/29/18 Survey sent to 149 contacts
  - 10/2/18 Reminder sent to 111 contacts who had not responded
  - 10/6/18 Reminder sent to 109 contacts who had not responded
  - 147 invitations delivered (2 opted out), 42 completed surveys = 29% completion rate

The data was tabulated by Cygnet Strategies, LLC, and analyzed using IMPLAN to produce the impacts. IMPLAN, developed Minnesota Implan Group (MIG), calculates the economic impact created by expenditures from attendees. The model uses economic theory combined with historical trends to anticipate changes in direct, indirect and induced employment and income generated due to the presence of a new business or industry. In this case, the new industry is an event. Due to the nature of these surveys and the audiences surveyed, there is no community capture (spending by local residents) included in the analysis.

IMPLAN is an input/output model that is based on economic factors attributed to a specific county or region. In this analysis, Gonzales County was used as the basis for determining the impacts.

The specific methodology is outlined below:

1. Only spending by participant families and vendors was used to determine the economic impact.
2. The total number of people was calculated by first dividing the total number of people represented by the family groups responding to the survey by the number of groups. This gave an average number of people per family group for that event. Then the total number of groups for each event was multiplied by average number of people per group for that event.

Texas Junior High Rodeo Finals – participant families

Survey: 604 people/138 groups = 4.38 (avg. people/group)

Total: 389 groups x 4.38 = 1,703 people

Texas Junior High Rodeo Finals – vendors

Survey: 7 people /4 groups = 1.75 (avg. people/group)

Total vendor attendees: 25 groups x 1.75 = 44 people

Texas Youth Rodeo Association – participant families

January Survey: 138 people/33 groups = 4.18 (avg. people/group)

January Total: 95 groups x 4.18 = 397 people

February Survey: 151 people/37 groups = 4.08 (avg. people/group)

February Total: 138 groups x 4.08 = 563 people

April Survey: 157 people/36 groups = 4.36 (avg. people/group)

April Total: 157 groups x 4.36 = 685 people

May Sample: 143 people/36 groups = 3.97 (avg. people/group)

May Total: 147 groups x 3.97 = 584 people

July Sample: 188 people/41 groups = 4.59 (avg. people/group)

July Total: 143 groups x 4.59 = 656 people

3. The per person per day spending figure was determined using the total spending in each spending category and the total number of people in the survey sample groups divided by the number of days for each event.

Texas Junior High Rodeo Finals – participant families

Per person/day spending total = \$28.33

Lodging = \$6.10

Gasoline = \$4.26

Food & Beverage = \$14.13

Retail = \$3.84

Texas Junior High Rodeo Finals – vendors

Per person/day spending total = \$27.71

Lodging = \$9.52

Gasoline = \$4.86

Food & Beverage = \$12.14

Retail = \$1.19

Texas Youth Rodeo Association – participant families

January per person/day spending total = \$31.93

Lodging = \$7.01

Gasoline = \$7.95

Food & Beverage = \$14.66

Retail = \$2.31

February per person/day spending total = \$24.66

Lodging = \$6.32

Gasoline = \$4.68

Food & Beverage = \$11.79

Retail = \$1.87

April per person/day spending total = \$22.20

Lodging = \$5.56

Gasoline = \$4.93

Food & Beverage = \$9.82

Retail = \$1.89

May per person/day spending total = \$37.44

Lodging = \$8.99

Gasoline = \$8.36

Food & Beverage = \$17.01

Retail = \$3.08

July per person/day spending total = \$42.32

Lodging = \$6.30

Gasoline = \$4.63

Food & Beverage = \$27.30

Retail = \$4.09

4. The per person per day spending figure for each spending category was entered into an IMPLAN model built to represent the local inputs and outputs of Gonzales County.
5. The IMPLAN model reduces the impact of retail spending because it analyzes impacts on the retail margin rather than the total sale price (see “IMPLAN and Retail Impacts” below for an explanation.)



6. The total number of attendee days was calculated by multiplying the total number of attendees for each event x the number of days of the event.

Texas Junior High Rodeo Finals – participant families

Total participant family attendee days: 1,703 people x 9 days = 15,327 days

Texas Junior High Rodeo Finals – vendors

Total vendor attendee days: 44 people x 9 days = 396 days

Texas Youth Rodeo Association – participant families

January Total attendee days: 397 people x 2 days = 794 days

February Total attendee days: 563 people x 3 days = 1,690 days

April Total attendee days: 685 people x 3 days = 2,054 days

May Total attendee days: 584 people x 2 days = 584 days

July Total attendee days: 656 people x 5 days = 3,279 days

7. The total number of attendee days and per person, per day spending for each spending category were used within the IMPLAN model to determine final economic impacts.

## IMPLAN and Retail Impacts

The IMPLAN software model was updated in 2011, and the data sets (inputs and outputs) used for this analysis were updated in 2016. These revisions included many changes, but one is particularly relevant to economic impact analyses on festivals and events that include retail spending. Very few of the goods purchased by visitors to Gonzales County are actually produced there. For most sales, only the retail margin (the difference between final sale price and the wholesale cost of the item) is retained in the city or county. Retail margins can be as low as 20-30 percent of the total sales price for purchases made at general merchandise stores.

Previous IMPLAN versions allowed total retail sales to be used when calculating economic impact. This resulted in an over-reporting of the total economic impact. The impact on local retail outlets was inflated as well. The updated versions of IMPLAN use only the retail margin in conducting an economic impact analysis. The results are a more accurate picture of the actual economic impact on the community.

Thus, it is important to recognize the difference between total retail sales and the impact of that sale on the community. The economic impact is measured on the basis of the retail margin and not the total retail sale. Retail sales and retail impacts are two very different measurements and are not equivalent. Because IMPLAN measures the impacts of retail margins, the resulting retail impacts can seem low.

## Economic Impact Definitions

In order to fully understand the tables on pages 10-16 of this report, some definitions of key economic impact terms are provided below.

Direct Economic Impact:	The total amount of additional spending which can be directly attributed to this event.
Total Economic Impact:	Total economic impact is a measure of direct economic impact plus the additional spending in the host economy as a result of increased business from this event. It includes indirect and induced impacts (see below).
Indirect Impacts:	These are the impacts of local industries buying goods and services from other local industries.
Induced Impacts:	These are the impacts a local economy feels as a result of re-spending of income received while being employed during this event.
Output:	Output represents the value of industry production. Output is essentially sales/spending.
Labor Income:	All forms of employment income, including Employee Compensation (wages and benefits) and Proprietor Income.
FTEs:	Full-time equivalent employment is the number of full-time equivalent jobs, defined as total hours worked divided by average annual hours worked in full-time jobs.
Employment:	In the tables on the following pages, employment indicates the number of FTEs generated by this event.

## Economic Benefits to Gonzales—TX Junior High Rodeo Finals

Total Economic Impact—Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$251,068	\$332,129
Labor Income	\$87,202	\$110,810
Employment	3.9	4.6

Table 1: Summary of Total Economic Impact

Food/Beverage & Food Services Economic Impact—Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$132,032	\$175,236
Labor Income	\$55,819	\$68,160
Employment	2.5	2.9

Table 2: Summary of Food and Beverage Impacts (Includes restaurants, drinking places, and grocery stores)

Retail/Shopping Economic Impact—Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$16,009	\$20,933
Labor Income	\$6,358	\$7,847
Employment	0.2	0.2

Table 3: Summary of Retail Impacts (includes general retail, gas, and other retail)

Lodging Economic Impact—Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$93,495	\$122,857
Labor Income	\$21,455	\$30,191
Employment	1.1	1.3

Table 4: Summary of Lodging Impacts (Includes hotels and motels)

Transportation Economic Impact—Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$9,533	\$13,103
Labor Income	\$3,570	\$4,611
Employment	0.2	0.2

Table 5: Transportation Impacts (Includes purchases made on gasoline and motor oil)

**Note:** Indirect and induced impacts, or value-added, are not depicted in the tables above. These secondary impacts result from circulation of the initial spending through the local economy. The value-added impacts combined with the direct impacts equal the total impact shown in the tables above.

## Economic Benefits to Gonzales—TX Junior High Rodeo Finals

Total Economic Impact—Vendors		
	Direct Economic Impact	Total Economic Impact
Output	\$6,948	\$9,185
Labor Income	\$2,195	\$2,850
Employment	0.1	0.1

Table 6: Summary of Total Economic Impact

Food/Beverage & Food Services Economic Impact—Vendors		
	Direct Economic Impact	Total Economic Impact
Output	\$2,769	\$3,677
Labor Income	\$1,174	\$1,433
Employment	0.1	0.1

Table 7: Summary of Food and Beverage Impacts (Includes restaurants, drinking places, and grocery stores)

Retail/Shopping Economic Impact—Vendors		
	Direct Economic Impact	Total Economic Impact
Output	\$128	\$168
Labor Income	\$51	\$63
Employment	0	0

Table 8: Summary of Retail Impacts (includes general retail, gas, and other retail)

Lodging Economic Impact—Vendors		
	Direct Economic Impact	Total Economic Impact
Output	\$3,770	\$4,954
Labor Income	\$865	\$1,217
Employment	0	0.1

Table 9: Summary of Lodging Impacts (Includes hotels and motels)

Transportation Economic Impact—Vendors		
	Direct Economic Impact	Total Economic Impact
Output	\$281	\$386
Labor Income	\$105	\$136
Employment	0	0

Table 10: Transportation Impacts (Includes purchases made on gasoline and motor oil)

**Note:** Indirect and induced impacts, or value-added, are not depicted in the tables above. These secondary impacts result from circulation of the initial spending through the local economy. The value-added impacts combined with the direct impacts equal the total impact shown in the tables above.

## Economic Benefits to Gonzales—TYRA January

Total Economic Impact—January Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$14,745	\$19,533
Labor Income	\$5,088	\$6,482
Employment	0.2	0.3

Table 11: Summary of Total Economic Impact

Food/Beverage & Food Services Economic Impact—January Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$7,768	\$10,300
Labor Income	\$3,271	\$3,994
Employment	0.2	0.2

Table 12: Summary of Food and Beverage Impacts (Includes restaurants, drinking places, and grocery stores)

Retail/Shopping Economic Impact—January Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$499	\$652
Labor Income	\$198	\$245
Employment	0	0

Table 13: Summary of Retail Impacts (includes general retail, gas, and other retail)

Lodging Economic Impact—January Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$ 5,566	\$7,314
Labor Income	\$1,277	\$1,797
Employment	0.1	0.1

Table 14: Summary of Lodging Impacts (Includes hotels and motels)

Transportation Economic Impact—January Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$922	\$1,267
Labor Income	\$345	\$446
Employment	0	0

Table 15: Transportation Impacts (Includes purchases made on gasoline and motor oil)

**Note:** Indirect and induced impacts, or value-added, are not depicted in the tables above. These secondary impacts result from circulation of the initial spending through the local economy. The value-added impacts combined with the direct impacts equal the total impact shown in the tables above

## Economic Benefits to Gonzales—TYRA February

Total Economic Impact—February Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$25,431	\$33,641
Labor Income	\$8,598	\$10,989
Employment	0.4	0.5

Table 16: Summary of Total Economic Impact

Food/Beverage & Food Services Economic Impact—February Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$12,736	\$16,895
Labor Income	\$5,373	\$6,560
Employment	0.2	0.3

Table 17: Summary of Food and Beverage Impacts (Includes restaurants, drinking places, and grocery stores)

Retail/Shopping Economic Impact—February Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$860	\$1,124
Labor Income	\$341	\$421
Employment	0	0

Table 18: Summary of Retail Impacts (includes general retail, gas, and other retail)

Lodging Economic Impact—February Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$10,681	\$14,035
Labor Income	\$2,451	\$3,449
Employment	0.1	0.1

Table 19: Summary of Lodging Impacts (Includes hotels and motels)

Transportation Economic Impact—February Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$1,155	\$1,587
Labor Income	\$432	\$559
Employment	0	0

Table 20: Transportation Impacts (Includes purchases made on gasoline and motor oil)

**Note:** Indirect and induced impacts, or value-added, are not depicted in the tables above. These secondary impacts result from circulation of the initial spending through the local economy. The value-added impacts combined with the direct impacts equal the total impact shown in the tables above.

## Economic Benefits to Gonzales—TYRA April

Total Economic Impact—April Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$27,061	\$35,802
Labor Income	\$9,119	\$11,666
Employment	0.4	0.5

Table 21: Summary of Total Economic Impact

Food/Beverage & Food Services Economic Impact—April Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$13,106	\$17,383
Labor Income	\$5,525	\$6,746
Employment	0.3	0.3

Table 22: Summary of Food and Beverage Impacts (Includes restaurants, drinking places, and grocery stores)

Retail/Shopping Economic Impact—April Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$1,056	\$1,381
Labor Income	\$419	\$518
Employment	0	0

Table 23: Summary of Retail Impacts (includes general retail, gas, and other retail)

Lodging Economic Impact—April Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$11,420	\$15,007
Labor Income	\$2,621	\$3,688
Employment	0.1	0.2

Table 24: Summary of Lodging Impacts (Includes hotels and motels)

Transportation Economic Impact—April Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$1,478	\$2,032
Labor Income	\$554	\$715
Employment	0	0

Table 25: Transportation Impacts (Includes purchases made on gasoline and motor oil)

**Note:** Indirect and induced impacts, or value-added, are not depicted in the tables above. These secondary impacts result from circulation of the initial spending through the local economy. The value-added impacts combined with the direct impacts equal the total impact shown in the tables above.

## Economic Benefits to Gonzales—TYRA May

Total Economic Impact—May Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$13,022	\$17,230
Labor Income	\$4,433	\$5,659
Employment	0.2	0.2

Table 26: Summary of Total Economic Impact

Food/Beverage & Food Services Economic Impact—May Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$6,570	\$8,711
Labor Income	\$2,767	\$3,379
Employment	0.1	0.1

Table 27: Summary of Food and Beverage Impacts (Includes restaurants, drinking places, and grocery stores)

Retail/Shopping Economic Impact—May Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$489	\$640
Labor Income	\$194	\$240
Employment	0	0

Table 28: Summary of Retail Impacts (includes general retail, gas, and other retail)

Lodging Economic Impact—May Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$5,250	\$6,899
Labor Income	\$1,205	\$1,695
Employment	0.1	0.1

Table 29: Summary of Lodging Impacts (Includes hotels and motels)

Transportation Economic Impact—May Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$713	\$980
Labor Income	\$267	\$345
Employment	0	0

Table 30: Transportation Impacts (Includes purchases made on gasoline and motor oil)

**Note:** Indirect and induced impacts, or value-added, are not depicted in the tables above. These secondary impacts result from circulation of the initial spending through the local economy. The value-added impacts combined with the direct impacts equal the total impact shown in the tables above.



## Economic Benefits to Gonzales—TYRA July

Total Economic Impact—July Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$98,733	\$130,535
Labor Income	\$37,203	\$46,372
Employment	1.8	2

Table 31: Summary of Total Economic Impact

Food/Beverage & Food Services Economic Impact—July Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$72,211	\$95,573
Labor Income	\$30,183	\$36,841
Employment	1.5	1.6

Table 32: Summary of Food and Beverage Impacts (Includes restaurants, drinking places, and grocery stores)

Retail/Shopping Economic Impact—January Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$3,648	\$4,770
Labor Income	\$1,449	\$1,788
Employment	0	0.1

Table 33: Summary of Retail Impacts (includes general retail, gas, and other retail)

Lodging Economic Impact—January Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$20,658	\$27,145
Labor Income	\$4,741	\$6,671
Employment	0.2	0.3

Table 34: Summary of Lodging Impacts (Includes hotels and motels)

Transportation Economic Impact—January Participant Families		
	Direct Economic Impact	Total Economic Impact
Output	\$2,217	\$3,047
Labor Income	\$830	\$1,072
Employment	0	0

Table 35: Transportation Impacts (Includes purchases made on gasoline and motor oil)

**Note:** Indirect and induced impacts, or value-added, are not depicted in the tables above. These secondary impacts result from circulation of the initial spending through the local economy. The value-added impacts combined with the direct impacts equal the total impact shown in the tables above.

## Economic Benefits By Spending Category

The following chart details the combined economic impacts from all events broken out by each spending category.

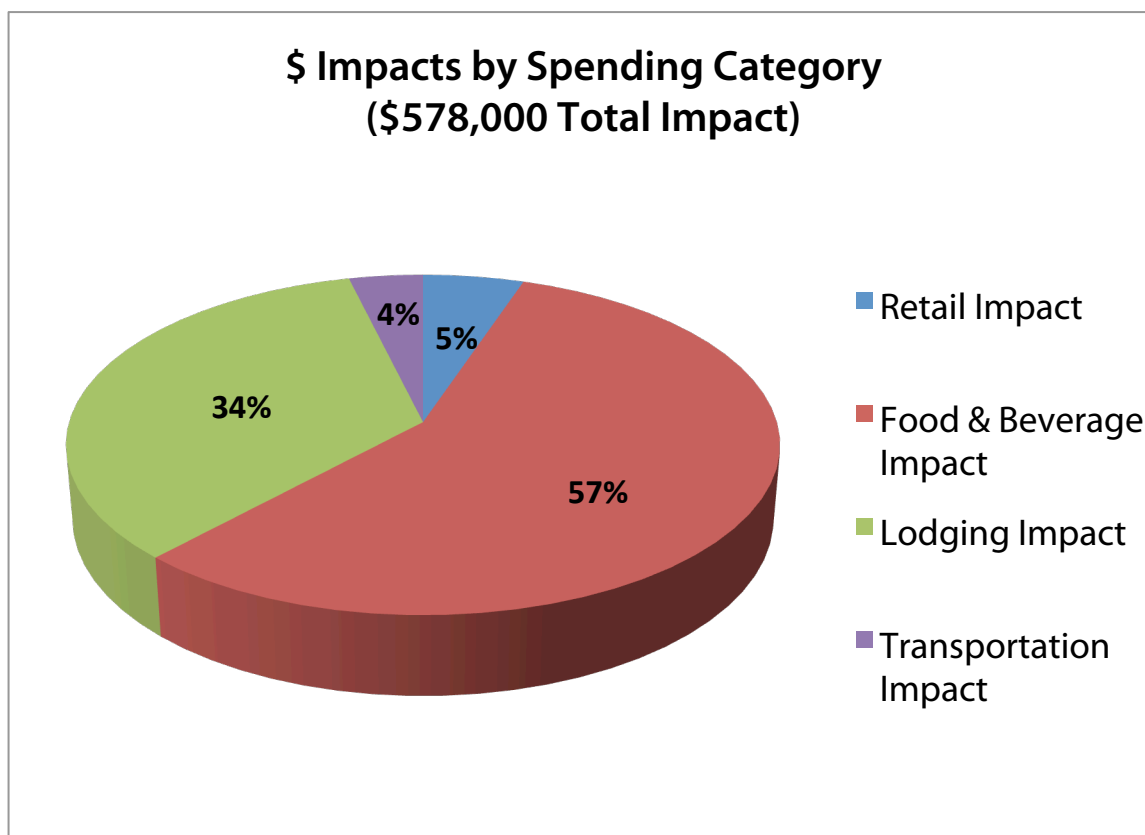


Figure 1: Impacts by Spending Category

## Conclusion

This economic impact analysis covers only the 2018 spending by participant families and vendors. Any assumptions or conclusions made were based on this year alone. Based on the data, both the TJHRA finals and the TYRA events have a quantifiable economic impact on Gonzales.

Conducting surveys of attendees to these events could provide important additional information and should be considered. For example, if attendees are primarily from Gonzales and the surrounding area, their economic impact will be small. However, if attendees are from other communities, their impact could double or even triple that of the participant families.

The comments about conditions and amenities at J.B. Wells should be reviewed as a basis for improvements to help the facility increase its competitive position for hosting events. Additional assessments of the visitor experience and activities will allow the community to consider effective ways to increase visitor spending and make both J.B. Wells and the entire City an attractive option for visitors and organizations.

## IMPLAN and Economic Impact Modeling

This analysis was conducted using the IMPLAN model developed by Minnesota Implan Group (MIG). The model uses economic theory combined with historical trends to anticipate changes in direct, indirect and induced employment and income generated due to the presence of a new business, industry, or event. The results of this analysis are intended for the use by its recipients. Publishing for general viewing is at their discretion.

IMPLAN is an input/output model that is based on economic factors attributed to a specific county or region.

This analysis reflects the anticipated county impacts. The output and analysis from IMPLAN simulations are theoretical in nature and are contingent on the quality and quantity of data provided by survey participants as input.

## About Cygnet Strategies, LLC

Cygnet Strategies, LLC is backed by 30+ years of experience of Principal, Vicky Soderberg. We are small town specialists with strengths in:

- ✓ Economic impact analysis
- ✓ Event revitalization
- ✓ Visitor Experience Assessments
- ✓ Tourism product development
- ✓ Tourism strategic plan development and implementation
- ✓ Custom training and presentations on tourism, downtowns, events

Our clientele includes public sector entities, non-profits, and associations. We are active members of the Texas Downtown Association and the Texas Association of Convention and Visitor Bureaus and Vicky Soderberg is on the faculty of the Texas Community Development Institute and is in her 8<sup>th</sup> year of teaching at TTIA's annual Tourism College.

## Appendix 1: Open-Ended Responses

The following answers were submitted to the surveys' open-ended questions.

TJHRA—What did you like best?
Love the town! We love the safety that The city provides for our children Love the ease of getting around the small town. Love the hospitality!
Location!
River
So organized and fun atmosphere
Great first experience
The welcoming atmosphere of the town, the girls really enjoyed their time at the Guadalupe river also. To me, the town of Gonzales was very friendly and having the people from the city at check in and giving away free items and coupons for things in town was very nice.
Facility is easy to get around on
The kids love the river
Nothing
River
Close to everything
It was welcoming and kids had fun
Competition
Small town rich in history, and the river.
My family enjoys the river & I enjoy it because it is free entertainment for them
The friendliness of the town
The bull riding, and visiting the historical downtown of Gonzales.
the fairground facilities
The location
We enjoyed it all
Fellowship and competition
Great Place and People
We loved the location- the facilities are wonderful. The history of the town. The river is an added bonus. We loved your Mayor!!!!
The new friends my son made and the memories we will have that could only be made at the finals....
Enjoying being with fun people
We like the competition
The group activities
The whole atmosphere was exciting & refreshing. Everyone was so nice & helpful
Ease of location
ability to spend time with family and friends - not rushed, fruit ice cream vendors
Friends
Kid activities on site
The kids had a blast

TJHRA—What did you like best?
The kids because it's just too humid and hot there added
Very well organized.
The rodeo
Ease of access
Theres so much to do.
Nice support from the townspeople.
Watching the kids
The rodeo
Getting to see friends from around the state
How the rodeo is ran off so fast each pref
Too hot to enjoy.
activities for the kids while there
Facility was great and I was impressed with the amount of security. Made me feel good w/ 2 little girls.
Great location.
All of it
The entire event
Community support
The people in Gonzales
Two rodeos a day, kid's events inbetween, the river, historical significance of the town.
The City of Gonzales welcomed us to there town.
Everyone was very friendly
Very family oriented, everybody looks out for everyone-City of Gonzales welcomes everyone
The way the people in the city rolled out the hospitality and all the welcome signs.
Love the facilities
surrounding areas
No flooding this year!
Exciting
The Location
Close to town
Arena facilities and the town itself
I like the grounds there. The coupons and discounts for around town are nice.
The concession stand was good.
Facilities and arena are great
Competition and friendliness
Very nice grounds
Rodeo, shopping on site
Spending time with friends and family
Great experience!
Atmosphere
Just great people to be with

TJHRA—What did you like best?
The camaraderie
Seeing competitors from other regions and watching the competition
Location
Family fun and shopping
Being there!!
Great facility, rodeo was ran very well.
The drop off laundry faculty.
It seemed well organized and people were nice to deal with.
Rodeo & the ice cream vendor onsite that made the coconut and strawberry ice cream flavors
the facilities and the volunteers are great.
Shopping and food on site.
Golf cart convenience, when used in a responsible manner.
That's it is held in Gonzales
The proximity to the river and shopping
How welcoming the whole town is
Activities outside of competition
Facility
The river
The city of Gonzales was great to the kids
The atmosphere was so wonderful for the kids and their families. Gonzales made all of us feel welcome and appreciated. My son felt like a celebrity when we went into businesses and the entire experience was so amazing for us all!
The river
Going home I hate this venue. Too small of a town for this many incoming kids.
Floating in the river
The river
Great facilities and concessions.
Having access to good grocery/retail
Rodeo
Arena
The location
Location and people were great.
great family atmosphere!
Town is friendly/welcoming. Check-in crew was awesome. Convenience of stores nearby. Appreciate the septic hookups at trailer/rv sites.
Watching my child compete

## TJHRA—What changes/additions would you like to see?

Nothing! THANK YOU GONZALES!
Nothing... it was done well!
We will not be coming next year, as both our girls are in high school this year. We will sure miss it. I can't really think of any improvements.
Mobile RV service truck to be available mornings and afternoon
More seating in arena if possible. It's so crowded, people are on top of each other. Add fans over seating areas. Many folks only stay inside during their events because of overcrowding & heat.
It moved some where else!
Spray to get rid of sticker burs. Enforce rules such as no tie out of horses and no children driving trucks or golf carts. Air condition everywhere you can!!
The restaurants and fast food in town need to stay open after the rodeo. They close to early.
More seating area at main arena.
More stands....the stands are to crowded
More rock in parking area to minimize mud & mess & some way for cooler stalls that are under the tents
Discounts at restaurants for competitors.
Vendor Tent closer to the arena
more labor for your fast food. Fast food (mcdonalds, whataburger, sonic) all took 45 mins 1 hr to get food during late evening time. We actually left on 2 occasions because it was taking so long
To have the seating area open on both sides of the arena
Need cleaner stall areas as well as better ways to water horses on long alleys
The cost of renting a golf cart is outrageously high
The dusty roads watered down multiple times daily
better tie down calves in practice arena
More activities for the kids
More activities on the river and driving range
nicer stall areas for horses with fans, etc.... Cheaper golf cart rental free water stations for contestants and their families
Added money fir kids since town gives so much
Availability to buy ice on the grounds. Need an ice vendor on site.
Our horses were in stalls with fire ants. I would like that to be taken care of.
Cheaper accommodation for contestants families
Lower humidity.
More restaurants staying open late for after the rodeo eating.
Update the electrical we had to change breakers twice
More seating at rodeo
More bleachers so everyone is packed in the stands. More electricity in barns so we can run fans for horses
Ride time in the arena. Covered practice pen, better rv hook ups (level & on gravel/pavement. More electric hook ups in barns and tents. Need to be able to plug in fans. Most facilities would at least have water coolers in the barns.



## TJHRA—What changes/additions would you like to see?

Moved to a city or location that has more places to choose from. Such as eating restaurants, have somewhere to go for amusement when you have days of down time. You are stuck a week or more in a small town. Not a whole lot of choices or you get burned out quick. It seems the city has a hard time keeping up with the amount of people that come into the town for that week. Basically it just needs to be moved to a big location and town that can handle the amount of people.
More seating at the arena. Way to crowded for the heat and not air moving.
stalls are too hot for the horses
Maybe pick up trash more often at trailers.
Food trucks
Better stalls for the temp areas
More stall accommodations and a covered jackpot pen
Onsite food vendors
I liked the pin idea to wear to retail places, but some didn't know about it.
All good. I would like to see the RV spots leveled up a bit.
I would like to see some restaurants stay open later. When the night performance is over the only thing open in town are the fast food restaurants.
Maybe some free shavings since we are there all week and the stalls are on concrete.
Can't think of anything.
More shade and better stall conditions for horses. Fans. Lots of fans.
none, we will be at high school
Spend more time settling the dust
Fees decreased, quality stalls for horses
Faster service in restaurants
Change in carts, would like to be able to bring our own, UTV, golfcart....
Running great
More frequent trash pick up Music events in town
I would like a city pool to be open. We do not want our younger children (ages 4-7) swimming in the river.
Everything was great!
The town does a good job.
Big fans in stalls
Electricity in the stalls. It is very hot there.
less humidity (humor)
Monitoring the golf carts more closely.
Air flow in the stall areas. Those horses need fans. Big ones!!
The weather it was hot
Have it somewhere else. Seems like the only reason they have this in Gonzales because secretary is venue manager.
N/a moving out of state
Nothing
All stalls on sand none on gravel
Move closer to Amarillo

TJHRA—What changes/additions would you like to see?
Better stalls and faster service at the restaurants
Ice at the facility
Add another arena. Performances are too long.
Better base on hookup sites in case of rain
Stalls closer to your rv spot
Better access to electricity at stalls for hooking up fans for horses. Big fan over warmup areas in main arena, especially at south end.
Not sure why we can't take our own golf cart. Extra expense for our family when we have one. If you are doing this then no vehicles. It gets to congested with both. No vehicles past a certain point. The laundry mat needs to be bigger or add another one. That many people and 4 washers???

TJHRA—Any other comments?
We enjoyed our time there. It is nice to be able to stay with your region. At the THSRA finals this is not the case. We enjoyed staying by our friends in Gonzales. Also, everyone was just so friendly and welcoming. We love Gonzales.
Thank you, for all that's put into organizing this huge function..
We enjoy Gonzales...people are very friendly. We like the area...lots of history to go see. My kids love the river and its close to the RV spots so I enjoy that.
Need more activities for kids that aren't busy with an event. Maybe have a water slide, or some kind of other things available.
Lodging.. part of the family stayed at the fairgrounds, part in a hotel, and part in a VRBO we found in the area.
More fans in stands for spectators and ends of arena
Your facility does not accommodate an event like the finals. Y'all need stall barns to stall all horses. I can only how bad it will be when it rains in the tents and camping area. Fork some of that money over to your facility instead of buying the Finals to be there. The finals are too long. It could be done in about 4 days. Arena ground is pathetic, but y'all probably don't have anything to do with that.
Move the Jr high finals to a bigger location / town! Waco, TX "central Tx" nice facility - things to do - things to site see - more than 1 major grocery store - plenty of selections to eat at - don't have to deal with mud if it rains - all parking for Rv sites are good - airconditioned arena - overall a better place to house this amount of people for that amount of time
More discounts for local restaurants. Outside of the river offer other fun activities
It was a great time and can't wait to be back. Really cool having a golf course around the corner.
Good job! Good folks!
Look into adding more fans in the arena to help keep the contests and directors comfortable.
It was out first finals and had a great experience.
The stalls we had were horrible. Electricity didn't work. Water hoses leaking & mud in front of my stalls.
Great job
Excellent location and well organized and run

## TJHRA—Any other comments?

The expense has to be decreased. Our children that are competitors cannot continue to go in the hole competing. Normally a RV site cost around 25-30\$ a night. If we spent 7 nights there the cost should have been no more than 175-210\$ for the week. Also the price of stalls are way to expensive and there are not enough quality stalls for the price that has to be paid. I do not mind coming and supporting the City of Gonzales but our children should not have to pay this much to compete. It is way too hot in Texas to have stalls in tents. The city did a great job picking up trash daily, watering the roads, the facility was clean. The golf cart rentals are also too expensive and just a trap to get kids in trouble. Instead of parents spending a fourtoun on golf carts to get back and forth the city should have people riding around on them taking contestants back and forth where they need to go. I probably spent a total of \$2500 ( not counting the outside money spent on Gonzales) on fees that week. If my son/daughter would have won every event they would have never even came close to breaking even. This Rodeo is about the kids of Texas striving for success not the city of Gonzales being successful.

Great city

It was out first year and had no complaints

Our family loved going their for the past 3 years. Now our daughter is in high school.

The Golf rentals are a little out of hand. To expensive! we spend a hole lot during the year to get to the finals and BOOM! rent golf carts????

The work everyone puts in is amazing!! Anne is the best!

TJHR Finals was great. Check in ran smoothly, golf cart pickup was fast & easy, on-site laundry was fantastic and the rodeo ran very smoothly. Great venue & staff.

fun time!

We love coming to Gonzales. It is by far our favorite rodeo week.

Highly organized great competition for my child

I feel like everyone went above and beyond for our kids and us

Wish this was somewhere else

Great set up and loved the towns support

They are not central. They need to be in the center of Texas

The wash and fold makes a ton of money that week!!!

It's time to change the venue

Overall, it has been a great experience where we make great memories as a family.

We have enjoyed the family and friends.

TYRA—What did you like best?
Great facility
Gives a family an idea of rodeo life
great family and friends great competition fairness smooth operation great comradery great people of Gonzales
Poles barrels goat tying
The way we are treated by everyone
Friends made all the extra activities
They are friendly and well run.
The atmosphere and friendship
close to home have lots of events there easy to get to
Very family oriented - City of Gonzales is awesome
Nice facilities.
family involved atmosphere
Competition
Competition and friendliness
location
spending quality time with family and good poeple
When they were held in Gonzales. Always run exceptionally well.
Great rodeo
Family friendly
The photographer did a really nice job. Loved getting the pictures in the mail.
Rodeo Family
Making friends and smooth and fast things were ran
Being held in the city of Gonzales is nice.
The kids and volunteers make TYRA the best
The people
Family and friends
Very well organized and friendly
The tough competition and the great job the city of Gonzales does to cater to the families.
We just love the people & friends. The competition, and just a part of something that's been a family thing for so many years.
Friends Safe ground Good stock Good prizes
Family atmosphere.

### TYRA—What changes/additions would you like to see?

Fix the rv parking and holes in stalls PA system laser lights fo timer clock
Better payout
I think they could condense the finals rodeo into fewer days. It seems a little stretched out. The other weekends seem to run pretty smoothly.
Music- clean rodeo, old western, Christian or as long as it is not about sex, drinking,....
All held in Gonzales.
Don't feel like the payout was worth going.
better goats
Create a non-bias budget for all contestant and events. All events are rodeo, not just timed events. The rough stock kids were very disappointed, and felt pushed aside. You cannot call an event a "rodeo" without the roughstock events. Roughstock contestants were promised year end saddles, buckles, added money to the year end champion. Finals average winner saddles, buckles, and added money were promised to the contestants. All of this is prominent and stated on the TYRA website, on the front page, as well as confirming this with the TYRA before joining. The sponsors of this organization make donations expecting fair responsibility to the youth contestants, which does not happen. Most other youth or high school regions do not operate in this manner, and are equally fair with all events. It is disappointing to see that this is happening in youth rodeo, and we will not join this association next year.
Why fix what isn't broken?
1-Shorter stay, 2 go's in 1 day 2-less fundraising ropings during day, which would allow 2 go's 3-this is the hottest finals being in July-there needs to be fans in back of ally for speed contestants 4-start Short go early in the morning... not so late in the day.. people are ready to go home
More activities during the day for kids
Better payouts
Online entry

### TYRA—Any other comments?

Give as much information and help as you can to first time participants
it is a great organization
Very well ran and organized
TYRA is awesome
Anne Dollery is great!
Great organization
I feel we should get a better contract on the goats. They were all so large last year that no one could really make a solid on them
Needs to be better payout coming back to the contestants. Calendar needs to be changed to suit the majority of the memebership. The kids need summer activities not more rodeo during the spring.
Great organization w leaders willing to help the kids

## Appendix 2: TJHRA Participant Family Survey

2018 Texas Junior High Rodeo Finals	
<p>As the family of a participant, we are asking you to assist the City of Gonzales in understanding the economic impact of the 2018 Texas Junior High Rodeo Finals. Thank you for being a part of this survey. We know you're busy, so we're only asking a few minutes of your time.</p> <p>The survey will close at midnight on Saturday, October 6, 2018.</p> <p>Thanks again for your time and for helping us evaluate and enhance the Texas Junior High Rodeo Finals.</p>	
<p><b>*1. What is the zip code at your home address?</b></p> <p>ZIP: <input type="text"/></p>	
<p><b>*2. How many people were in your group?</b></p> <p><input type="radio"/> 1</p> <p><input type="radio"/> 2</p> <p><input type="radio"/> 3</p> <p><input type="radio"/> 4</p> <p><input type="radio"/> 5</p> <p><input type="radio"/> 6</p> <p><input type="radio"/> If more than 6, how many?</p> <p><input type="text"/></p>	

**\*3. Where did you stay overnight?**

- ☐ My house
- ☐ On-site in trailer/RV
- ☐ Hotel/motel
- ☐ Other

**\*4. How much did you spend on lodging in Gonzales? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

\$

**\*5. How much did you spend on gasoline in Gonzales? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

\$

**\*6. How much did you spend in Gonzales grocery or liquor stores (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

\$

**\*7. How much did you spend in Gonzales restaurants? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

\$

**\* 8. How much did you spend in Gonzales retail shops (other than grocery stores)? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

\$

**9. What did you like best about the TJHR Finals?**

**10. What changes or additions would you like to see next year?**

**11. Please share with us any other comments or thoughts you have about the TJHR Finals.**

Thank you for taking the time to complete this survey. Be assured that any information gathered is for our research only and will not be shared with or sold to any outside source. Your help is greatly appreciated.



## Appendix 3: TJHRA Vendor Survey

Vendor Survey—2018 Texas Junior High Rodeo Finals	
<p>As a vendor at the 2018 Texas Junior High Rodeo Finals, we are asking you to assist the City of Gonzales in understanding the economic impact of the event. Thank you for being a part of this survey. We know you're busy, so we're only asking a few minutes of your time.</p> <p>The survey will close at midnight on Saturday, October 6, 2018.</p> <p>Thanks again for your time and for helping us evaluate and enhance the Texas Junior High Rodeo Finals.</p> <p><b>*1. What is the zip code at your home address?</b></p> <p>ZIP: <input type="text"/></p> <p><b>*2. How many people were in your group?</b></p> <p><input type="radio"/> 1</p> <p><input type="radio"/> 2</p> <p><input type="radio"/> 3</p> <p><input type="radio"/> 4</p> <p><input type="radio"/> 5</p> <p><input type="radio"/> 6</p> <p><input type="radio"/> If more than 6, how many?</p> <p><input type="text"/></p>	

**\*3. Where did you stay overnight?**

- ☐ My house
- ☐ On-site in trailer/RV
- ☐ Hotel/motel
- ☐ Other

**\*4. How much did you spend on lodging in Gonzales? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

\$

**\*5. How much did you spend on gasoline in Gonzales? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

\$

**\*6. How much did you spend in Gonzales grocery or liquor stores (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

\$

**\*7. How much did you spend in Gonzales restaurants? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

\$

\* 8. How much did you spend in Gonzales retail shops (other than grocery stores)? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)

\$

9. What changes or additions would you like to see next year?

10. Please share with us any other comments or thoughts you have about the TJHR Finals.

Thank you for taking the time to complete this survey. Be assured that any information gathered is for our research only and will not be shared with or sold to any outside source. Your help is greatly appreciated.

## Appendix 4: TJHRA Participant Family Survey

### 2018 Texas Youth Rodeo Association

As the family of a participant, we are asking you to assist the City of Gonzales in understanding the economic impact of the 2018 Texas Youth Rodeo Association events. Thank you for being a part of this survey. We know you're busy, so we're only asking a few minutes of your time.

The survey will close at midnight on Saturday, October 6, 2018.

Thanks again for your time and for helping us evaluate and enhance the Texas Youth Rodeo Association competitions.

**\* 1. Which weekends did you attend the TYRA competitions?**

- ☐ January 27-28, 2018
- ☐ February 23-25, 2018
- ☐ April 6-8, 2018
- ☐ May 5-6, 2018
- ☐ July 24-28, 2018

**\* 2. What is the zip code at your home address?**

ZIP:

**\* 3. How many people were in your group each weekend?**

	1	2	3	4	5	6	More than 6	N/A
Jan 27-28	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feb 23-25	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
April 6-8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
May 5-6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
July 24-28	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\* 4. Where did you stay overnight each weekend?**

	On-site in				N/A
	My house	trailer/RV	Hotel/motel	Other	
Jan 27-28	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feb 23-25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
April 6-8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
May 5-6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
July 24-28	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**\* 5. How much did you spend on lodging in Gonzales? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

Jan 27-28	<input type="text"/>
Feb 23-25	<input type="text"/>
April 6-8	<input type="text"/>
May 5-6	<input type="text"/>
July 24-26	<input type="text"/>

**\* 6. How much did you spend on gasoline in Gonzales? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

Jan 27-28	<input type="text"/>
Feb 23-25	<input type="text"/>
April 6-8	<input type="text"/>
May 5-6	<input type="text"/>
July 24-28	<input type="text"/>

**\* 7. How much did you spend in Gonzales grocery or liquor stores (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

Jan 26-28	<input type="text"/>
Feb 23-25	<input type="text"/>
April 6-8	<input type="text"/>
May 5-6	<input type="text"/>
July 24-28	<input type="text"/>

**\* 8. How much did you spend in Gonzales restaurants? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

Jan 27-28	<input type="text"/>
Feb 23-25	<input type="text"/>
April 6-8	<input type="text"/>
May 5-6	<input type="text"/>
July 24-28	<input type="text"/>

**\* 9. How much did you spend in Gonzales retail shops (other than grocery stores)? (whole numbers only, no decimal points or dollar signs - type "0" if no money was spent)**

Jan 27-28	<input type="text"/>
Feb 23-25	<input type="text"/>
April 6-8	<input type="text"/>
May 5-6	<input type="text"/>
July 24-26	<input type="text"/>

**10. What did you like best about the TYRA competitions?**

**11. What changes or additions would you like to see at the TYRA competitions next year?**

**12. Please share with us any other comments or thoughts you have about the TYRA competitions.**

Thank you for taking the time to complete this survey. Be assured that any information gathered is for our research only and will not be shared with or sold to any outside source. Your help is greatly appreciated.