

# 2017 Peach Festival Survey Report



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# Table of Contents

<b>Spending Results .....</b>	<b>3</b>
<b>Composition of Festival Attendees.....</b>	<b>3</b>
Local Attendees and Visitor Attendees .....	3
The “Average” Festival Attendee .....	4
<b>Demographic Information .....</b>	<b>5</b>
Gender Composition .....	5
Ethnic Composition .....	5
Respondents’ Annual Income .....	6
Respondents’ Levels of Education.....	6
Number of People in Group .....	7
Number of Children in Group.....	7
<b>Respondents’ Activities .....</b>	<b>8</b>
Events Attended at the Peach Festival .....	8
Participation in Events .....	9
Visitors’ Activities in Ruston .....	10
Number of Days Respondents Attended the Festival.....	10
<b>Lodging .....</b>	<b>10</b>
<b>Advertising.....</b>	<b>11</b>
<b>Attitudes about the Festival.....</b>	<b>12</b>
Satisfaction with Festival Events.....	12
Satisfaction with Festival Food and Drink.....	13
Satisfaction with Concerts .....	13
<b>Attendee Spending .....</b>	<b>15</b>
Average Attendee Spending by Category .....	15
Ruston Spending Averages for Visitors.....	15
Average Spending for Peach Festival Weekend .....	15
<b>Spending Calculations.....</b>	<b>16</b>
Visitor Spending.....	16
Local Spending.....	16
<b>Attitudinal Information .....</b>	<b>17</b>
Comments and Suggestions.....	17

## Executive Summary

Data were collected from Peach Festival attendees using an online survey. Volunteers handed out cards with instructions and a link to access the survey. Additionally, the survey link was advertised via flyers and social media. A total of 225 individuals completed the survey; however, 26 respondents were excluded from economic analyses due to missing data, resulting in **199 respondents**. Because of the small sample size the accuracy of the economic, demographic, and attitudinal estimates may be inaccurate.

### Spending Results

Estimates of spending were derived using our sample to calculate the spending of different demographic groups (e.g., visitors, locals, women, etc.) and making estimates based on **10,917** attendees at the Peach Fest (data provided by the Ruston Chamber of Commerce). It is important to note that the inclement weather on the first day of the festival influenced the number of attendees.

**Visitors** are estimated to have spent **\$670,333** in Lincoln Parish during their Peach Festival visit. They are estimated to have spent **\$296,816** at the Peach Festival on entertainment, food, and retail purchases. Other than direct spending associated with the Peach Festival, visitors are estimated to have spent an additional **\$373,517** in the city of Ruston. In addition, visitors spent an estimated **\$101,201** on hotels rooms during the Peach Fest.

**Locals** spent an estimated **\$623,781** at the festival. While this money is already in the Lincoln Parish economy and does not impact the economy in the same way that visitors' spending does, it does contribute to the net economic impact of the Peach Festival.

Total spending related to the Peach Festival is estimated at **\$1,294,114**.

### Composition of Festival Attendees

#### Local Attendees and Visitor Attendees

Local attendees live in Lincoln Parish. They were identified using the zip codes they supplied (71001, 71227, 71235, 71245, 71270, 71275 were coded as locals). Visitor attendees are those who live outside of Lincoln Parish. They were identified using the zip codes they supplied. Any zip code that was not coded as a local was coded as a visitor.

Of the surveyed sample, 30% of respondents were not from Lincoln Parish and 70% were from Lincoln Parish. From these percentages, it was estimated that 3237 visitors (not from Lincoln Parish) and 7680 locals (from Lincoln Parish) attended the Peach Festival.

### The “Average” Festival Attendee

The table below provides the most common characteristics of local and visitor attendees. Because the sample was small (225 people), we cannot be certain that these characteristics are true of all other festival attendees.

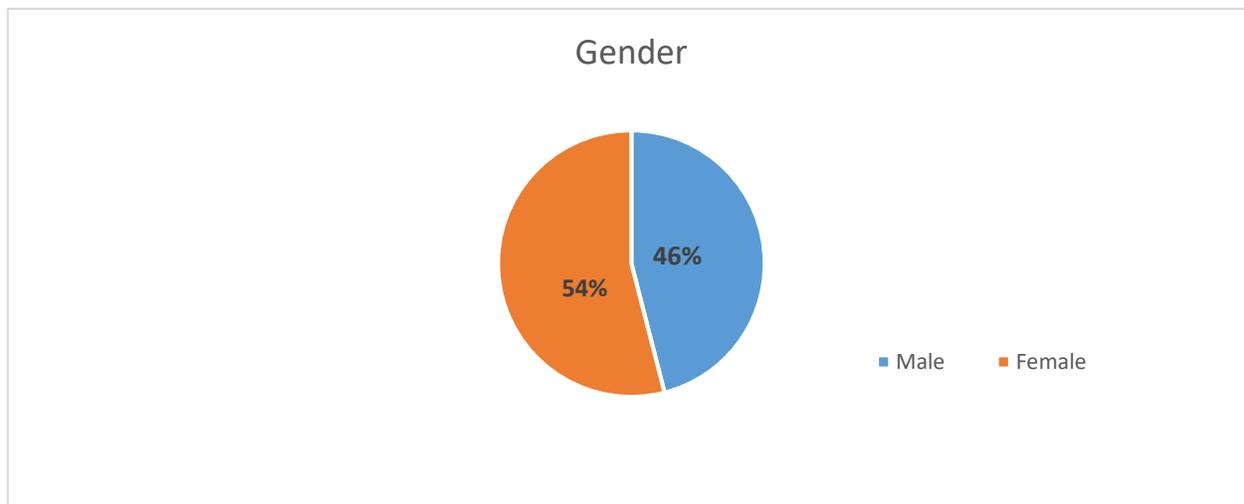
	Visitors	Locals
Gender	50% Female	55% Female
Ethnicity	87% Caucasian	85% Caucasian
Income	Avg (Mean) = \$97,250 Avg (Median) = 87,000	Avg (Mean) = \$99,294 Avg (Median) = \$79,500
Days spent at the festival	Fri: 4% Sat: 79% Fri/Sat: 18%	Fri: 1% Sat: 71% Fri/Sat: 28%
Satisfaction: Events	Satisfied	Satisfied
Satisfaction: Food and Drink	Satisfied	Satisfied
Satisfaction: Concerts	Satisfied	Satisfied
Most attended event	Arts and Crafts Show	Arts and Crafts Show
Most attended concert	Uncle Kracker	Uncle Kracker
Children in group	Avg (Mean) = 1.46	Avg (Mean) = 1.54
Advertisements	Family and friends, schedule of events, Facebook	Family and friends, Radio, from being a resident, Facebook

# Demographic Information

## Gender Composition

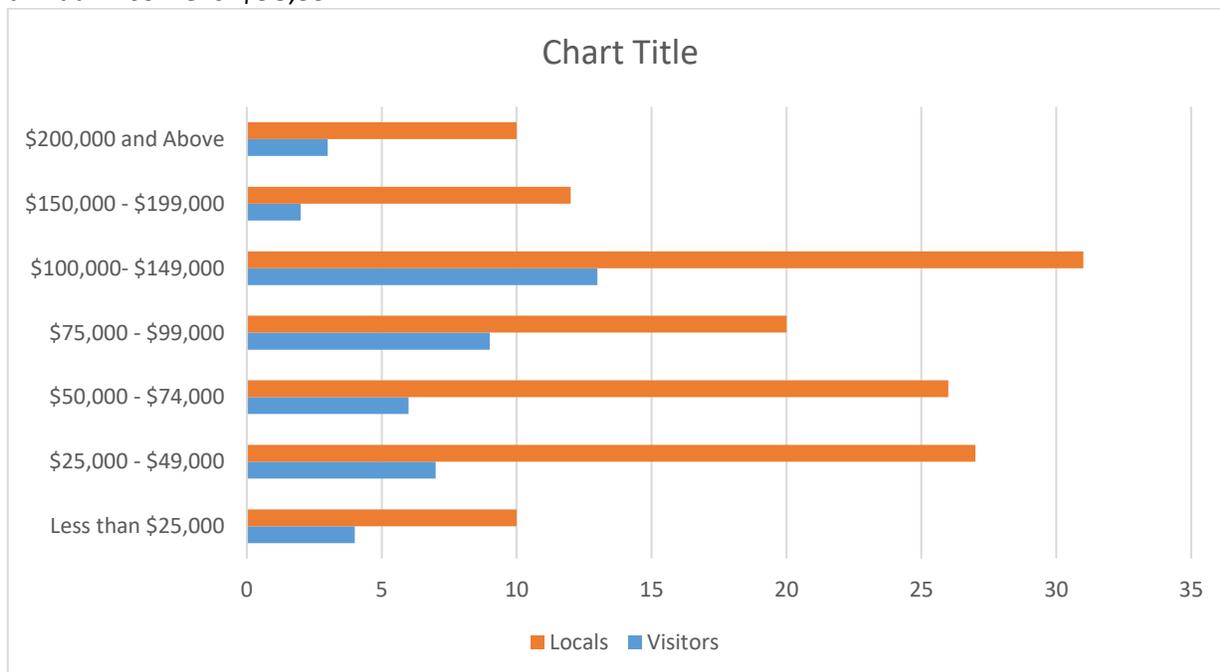
The most frequently reported gender was female for locals (55%). Visitors had an even number of females (50%) and males (50%).

## Gender Composition of Attendees



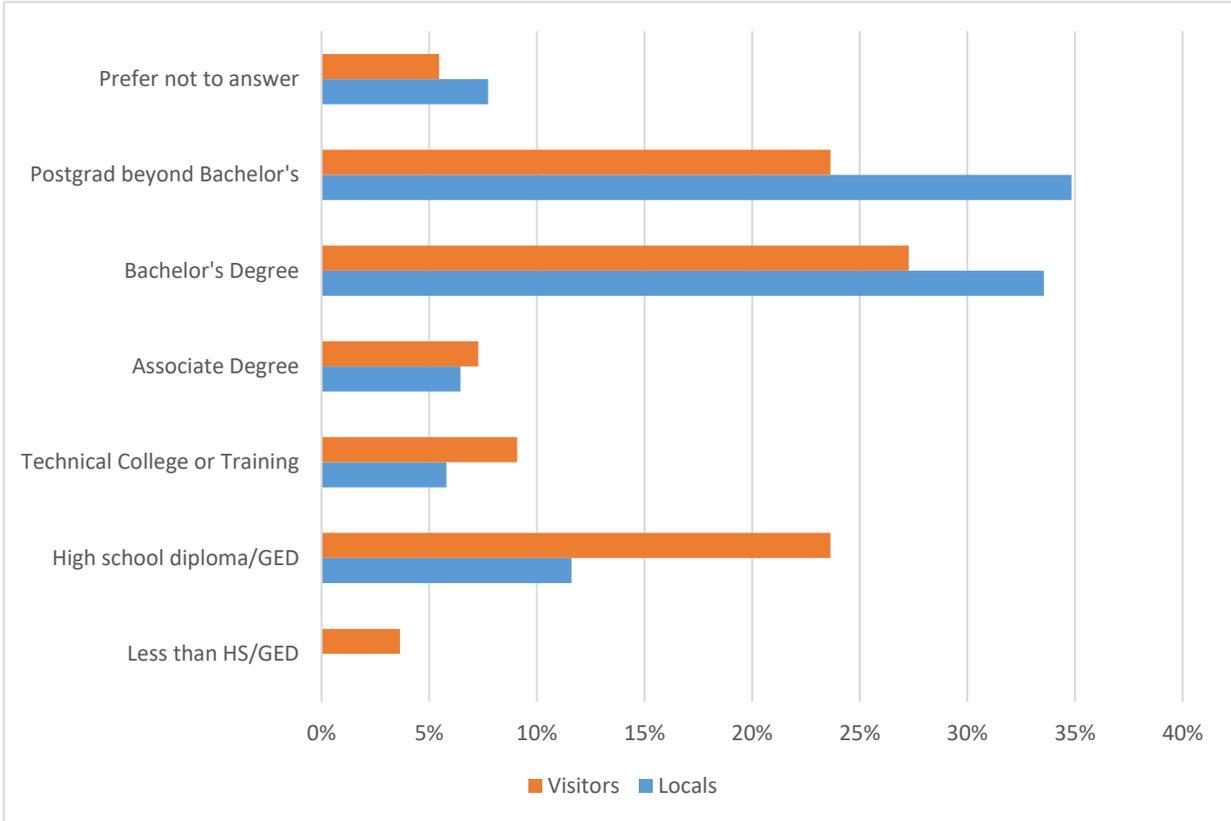
## Respondents' Annual Income

Respondents indicated the amount of money they make in a year. The overall average (Mean) annual income is \$98,594.



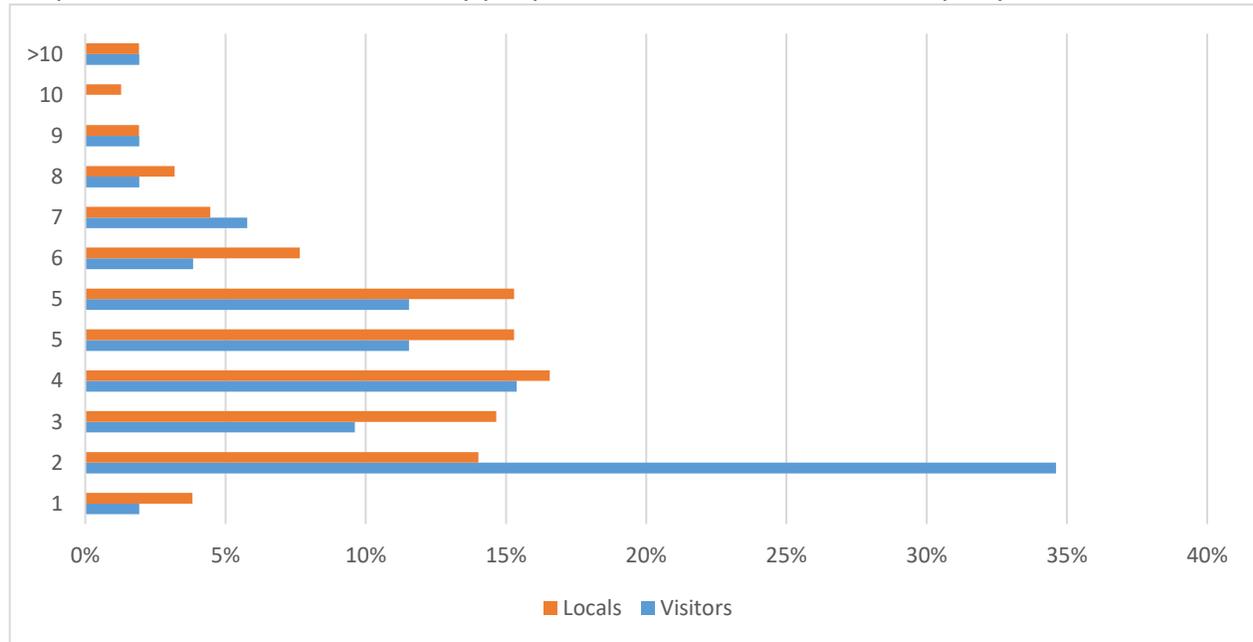
# Respondents' Levels of Education

Respondents reported the highest level of education they have achieved.



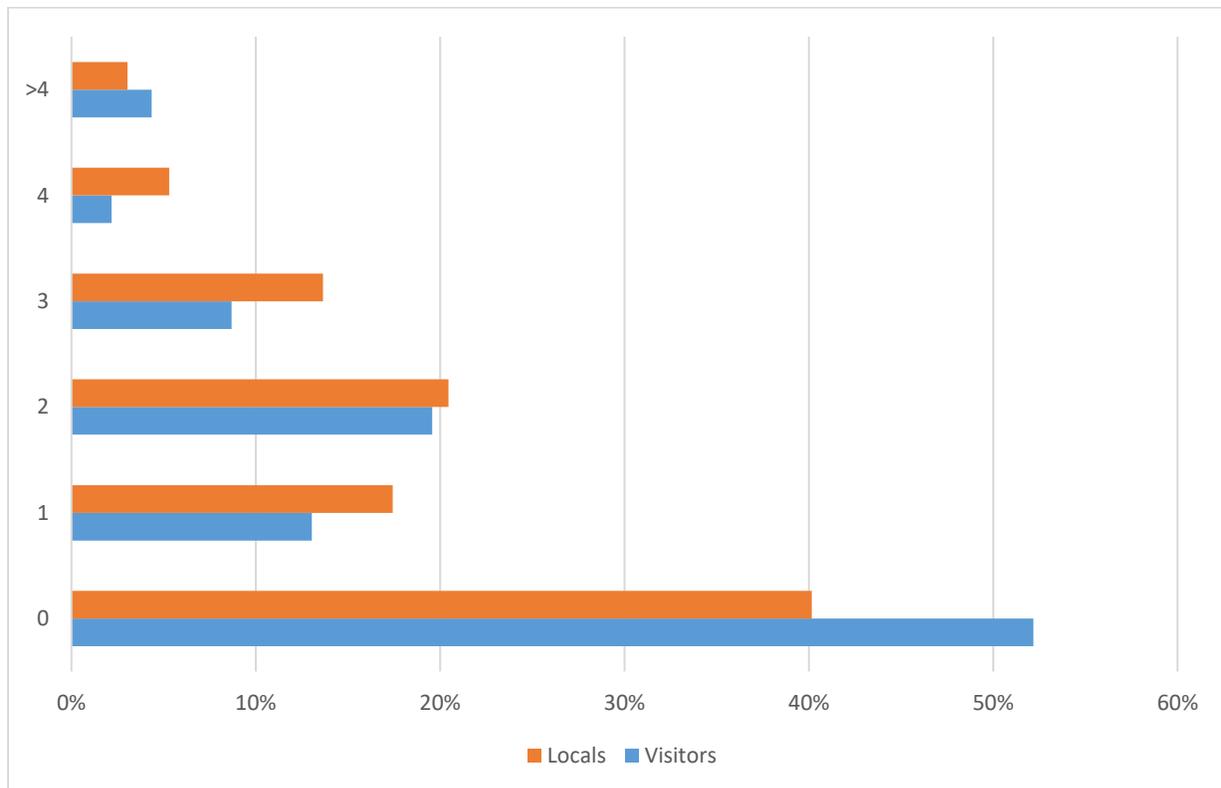
## Number of People in Group

Respondents were asked how many people were in their Peach Festival party.



## Number of Children in Group

Respondents indicated how many people under the age of 18 were in their group.



# Respondents' Activities

## Events Attended at the Peach Festival

Respondents indicated the events they attended at the Peach Festival. Many respondents attended more than one event.

	Visitors	Locals
Arts and crafts show	52%	60%
Parade	31%	51%
Concert	29%	49%
Antique Car Show	25%	28%
Kids' Activities	15%	29%
Peach Art Exhibit	27%	22%
Games and Rides	13%	22%
Dinosaurs	29%	19%
Peach Hunt	12%	24%
Games and Rides	13%	22%
Carnival	13%	17%
Rodeo	12%	13%
Cobbler Gobbler Eating Contest	12%	13%
Baby Photo Contest	10%	9%
5k Run	8%	11%
Gamebox NELA	8%	11%
Peach Cookery Contest	8%	7%
Tennis Tournament	10%	6%
Diaper Derby	2%	5%
Quilting Contest	2%	3%
Kids Fishing Tournament	4%	1%
Pageant	0%	1%

## Participation in Events

Of the 92 respondents who reported participating in an event, 21 were visitors, while 75 were locals. 25 respondents participated in more than one event.

Event	Visitors	Locals
5k Run	33%	24%
Tennis Tournament	19%	20%
Peach Hunt	0%	23%
Parade	5%	18%
Concert	0%	17%
Arts and crafts show	14%	11%
Carnival	10%	11%
Games and Rides	10%	10%
Dinosaurs	5%	11%
Games and Rides	10%	10%
Antique Car Show	0%	8%
Peach Cookery Contest	0%	8%
Peach Art Exhibit	5%	6%
Baby Photo Contest	0%	6%
Gamebox NELA	0%	6%
Bass Fishing Tournament	0%	6%
Rodeo	0%	4%
Cobbler Gobbler Eating Contest	0%	4%
Quilting Contest	0%	4%
Pageant	0%	4%
Diaper Derby	0%	3%
Kids' Activities	0%	0%

## Visitors' Activities in Ruston

57 respondents lived outside of Lincoln Parish. Of these, 47 visitor-respondents participated in several activities other than the Peach Festival when they visited Ruston. 22 visitor-respondents engaged in more than one of the listed activities while visiting Ruston. The chart below provides the percentage of visitors in each activity.

Activity	Percentage of Visitors
Shopping	64%
Visit relatives or friends	40%
Dine at Local Restaurant	17%
Other Activities	13%
State Park/Lincoln Parish Park	13%
Lincoln Parish Museum	6%
Louisiana Military Museum	6%
Movie at Celebrity Theater	6%
Autry House Museum	0%

## Lodging

18% of visitors indicated that they spent the night in the city of Ruston. An estimate of **\$101,201** was spent on hotel rooms during the Peach Fest. Visitors stayed in the following hotels:

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Comfort Inn
Courtyard Marriott
Days Inn
Fairfield Inn
Hampton Inn
Holiday Inn Express
Super 8

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# Advertising

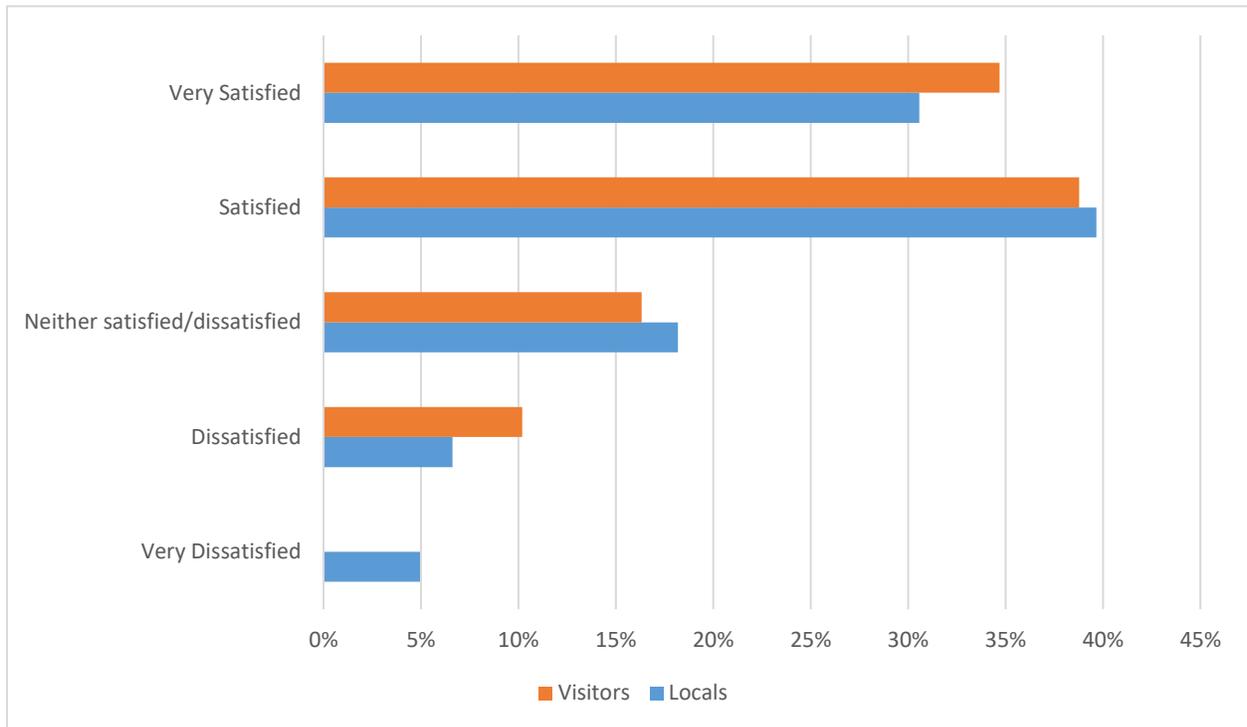
The following chart illustrates how respondents learned about the Peach Festival. Many respondents observed more than one type of advertisement. Those who chose “Other” were asked how they heard about the Peach Festival. Many stated that they lived here. Visitors most frequently heard about the festival from family and/or friends, followed closely by Facebook.

Type of Advertisement	Percentage of Attendees that Observed this type of Advertisement
Family or Friends	19%
Facebook	17%
Schedule of Events	13%
Other	10%
Radio	8%
News	7%
Local Resident	6%
Poster	5%
TV	4%
Billboard	3%
Tourism Brochure	3%
Instagram	2%
Magazine	2%
Twitter	1%

# Attitudes about the Festival

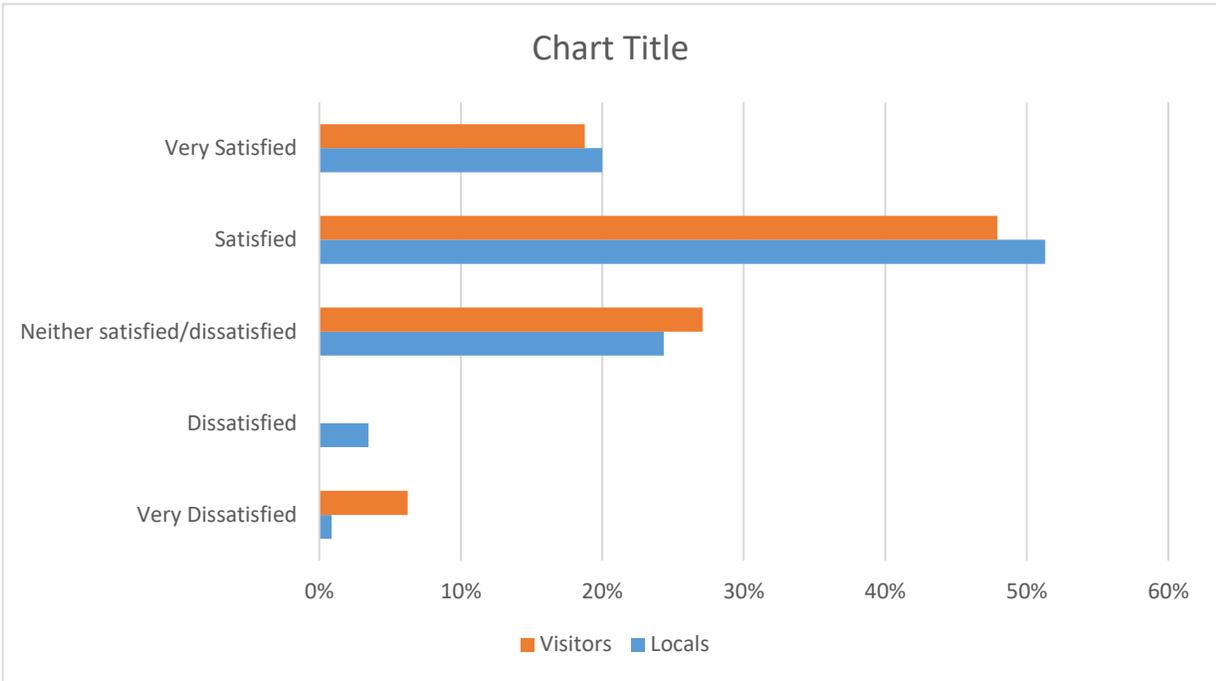
## Satisfaction with Festival Events

Respondents were asked to rate how satisfied they were with the events they attended. The majority of respondents who provided information for this item were satisfied with the events they attended. In total, approximately seventy percent of respondents (local and non-local) reported that they were satisfied with the events they attended. A total of 56 respondents indicated they either did not or had not yet attended an event at the time they took the survey.



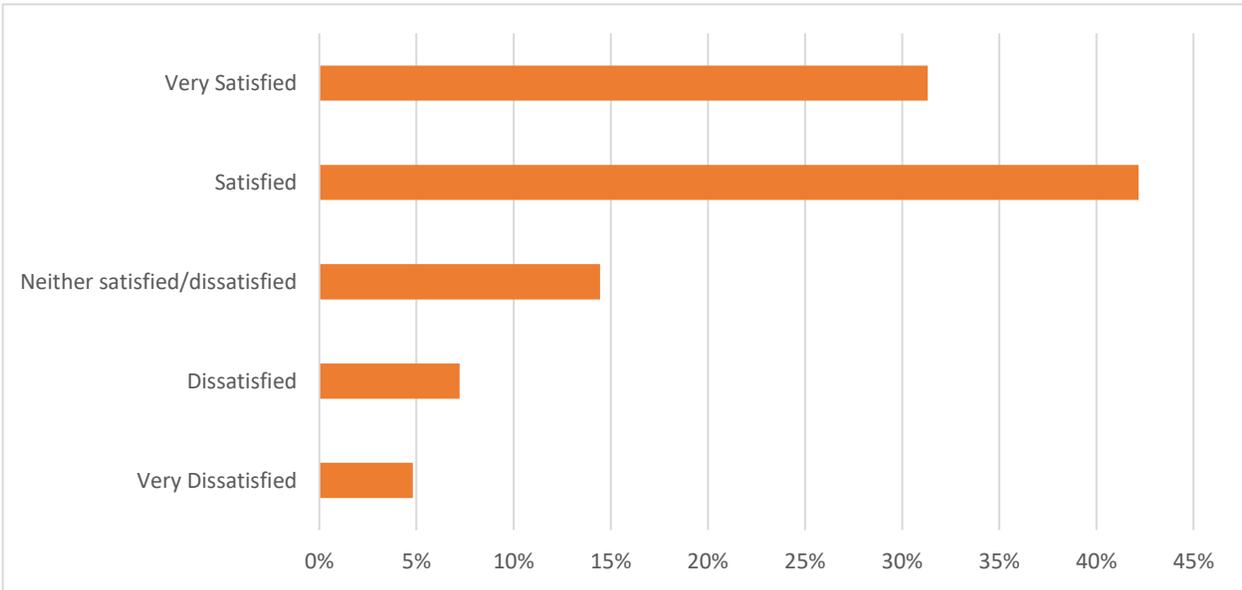
## Satisfaction with Festival Food and Drink

Individuals were asked how satisfied they were with the food and drinks at the Peach Festival. Approximately 70% of visitors and locals indicated being either satisfied or very satisfied with food and refreshments.



## Satisfaction with Concerts

Individuals were asked the extent to which they were satisfied with concerts they attended. Seventy-three percent of respondents who attended concerts indicated being either satisfied or very satisfied with the concerts they attended.



## Attendee Spending

Spending data was collected by asking respondents to select the amount they spent on activities or items. The spending tables below illustrates the spending for each category. Though data for both local and visiting respondents is given for Peach Festival spending, funds generated from locals' spending will not have the same impact visitors' funds have. This is because visitors' funds are brought into the parish whereas local funds are already being spent in the parish. Local data was collected so that locals' spending and visitors' spending could be compared.

Similarly, for the amounts respondents spent in the city of Ruston, only visitors' data was collected and presented because only visitor spending brings new funds to the area. Locals would spend money on these things in Ruston regardless of the festival, and thus no new funds are generated by locals.

The estimated total amounts spent in each category are also provided below. The estimated spending per respondents for each category is also provided. Though there were 225 attendees who started surveys, only 199 provided spending data. Due to the way the survey was set up, we are unsure if some attendees did not spend money in certain categories, or if they skipped the question. As a result, averages were calculated using the number of attendees who reported their spending information or a given category. This process may inflate the true amount spent by attendees.

### Average Attendee Spending by Category

	Visitors	Locals
Food and Drink at Peach Festival	\$24.89	\$29.15
Peach Festival Entertainment	\$18.19	\$21.29
Peach Festival Retail	\$38.14	\$41.25
<b>Average Peach Festival Spending</b>	<b>\$81.22</b>	<b>\$91.69</b>

### Ruston Spending Averages for Visitors

Expense	Visitors' Total
Food in Ruston	\$33.25
Gas and Transportation	\$38.27
Ruston Entertainment	\$10.81
Ruston Retail	\$33.05
<b>Average Ruston Spending</b>	<b>\$115.39</b>

### Average Spending for Peach Festival Weekend

	Visitors	Locals
Average Spending	\$207.08	\$81.22

# Spending Calculations

## Visitor Spending

Attendees were asked to indicate the amount of money they spent on particular activities.

To calculate the “**average spending**” numbers in each cell below, the total amount that visitors spent on Peach Festival-related activities (food and drink spending, entertainment spending, and Peach Festival retail), Ruston-related activities (food and drink, entertainment, and retail bought in Ruston but not at the Peach Festival as well as gas and transportation spending to get to the Peach Festival), and all spending (Peach Festival-related and Ruston-related categories combined) was summed and then divided by the number of visitors that provided spending information.

To calculate the **number of visitors**, we first calculated the percent of the sample which consisted of visitors (30%). We then multiplied this percent by the total number of festival attendees (10,917). This gave us the **estimated 3237 visitors**.

To calculate the **total spending for each category**, the amount of average spending was multiplied by the number of visitors.

**Per visitor** estimates were calculated by dividing the estimates for each category by the number of visitors. This provided a single-number estimate of average spending per visitor.

	Spending at Peach Festival	Spending in Ruston	Estimated Spending Total
Average Spending	\$91.69	\$115.39	\$207.08
Estimated Visitors	x 3237	x 3237	x 3237
<b>Total Spending</b>	<b>\$296,816.44</b>	<b>\$373,516.88</b>	<b>\$670,333.32</b>

## Local Spending

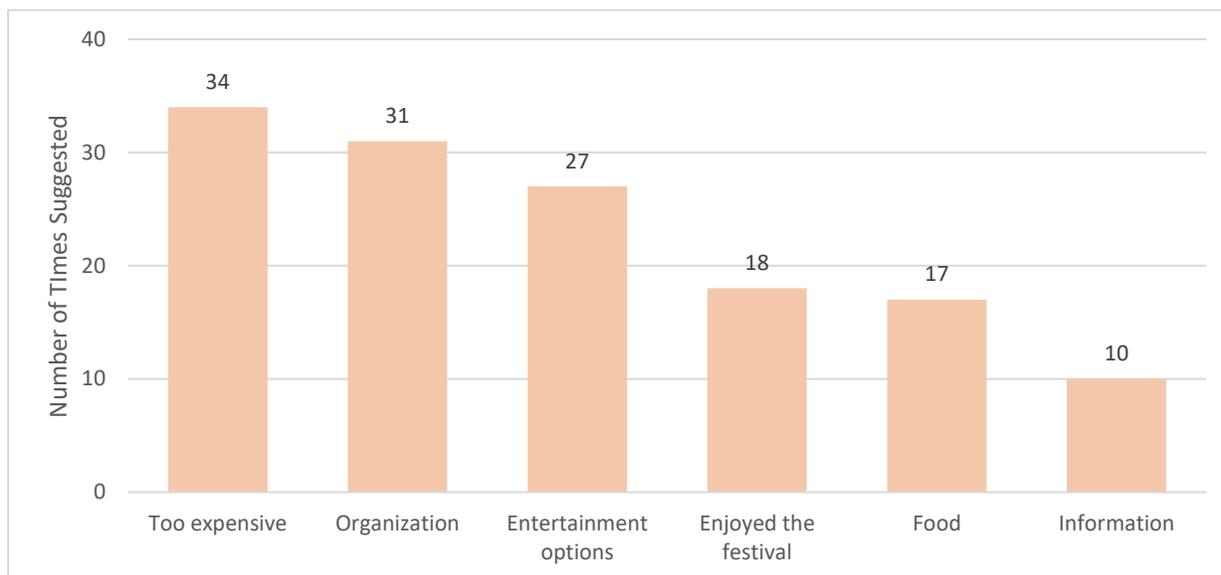
The average spending, number of locals, total spending, estimate, and per local estimates were calculated in the same manner as the corresponding figures in the visitors’ table were calculated. However, Peach Festival spending alone was estimated for locals as their spending is already present in the parish. Counting their spending in Ruston would not calculate any added impact on Ruston’s economy.

	Spending at Peach Festival
Average Spending	\$81.22
Estimated Locals	x 7680
<b>TOTAL SPENDING</b>	<b>\$623,780.57</b>

# Attitudinal Information

## Comments and Suggestions

One hundred and fifteen respondents provided comments or suggestions for improving the festival. All comments addressed one of the topics listed in the chart below. Occasionally there were multiple suggestions per response bringing the total number of suggestions to 137.



## Too Expensive

I know tropical storm Cindy had a major influence, but I liked the opportunity to pay a less entrance fee since my family wasn't planning to go to the concerts. Only having to pay \$5 works great for families!

Keep it \$5 entry- I won't go back for \$10....too expensive for whole family

I can only comment on the craft show. As vendors, my husband and I really enjoy the one day show as opposed to a two day show. We don't make enough to justify spending two nights in a hotel and having another day's meals for two. Please keep the one day show.

Another reason: We live about an hour and a half away. We would have had to drive to Ruston, leaving our home at 7 am and being unloaded and set up by noon Friday. We have done this enough to know how sweaty and nasty you get unloading in the hot June weather. We could not check into the hotel that early so would have had to stay sticky and nasty for the rest of the day Friday. We were not looking forward to that. One day, please. Thanks! Please think of the vendors.

It was much better for our family to have the option of only paying \$5 for arts and crafts entry. Last year we spent nearly \$100 on entry fees and that is just too much. I do wish the rodeo would go back to charging per vehicle and not per person. It really adds of for families of 4+.

This year --even with weather issue--was rather BORING!! Dinosaurs--was 1 dino and 2 kiddie pools with sand. Kid activities??? Where were they?? The fair ticket prices were unreal---\$3 for bounce house. Rodeo was fair but needs improvement. Couldn't understand anything announcer

said in the mic. Not just my complaint but people around where we were sitting complaining too. Art exhibit was ok. Ice cream not as good as what I've gotten before. Just needs some hard work and fine tuning to get back to prior years quality.

too expensive

I purchased 2 drinks in Sexton parking lot then walked across the road to go into concert and was told I couldn't bring my drink in. So I had just spent \$8 on 2 drinks that had no alcohol in them that were purchased inside the festival and was told I couldn't bring them in. Not very happy about wasting my money!!

Please lower the cost of Saturday's activities. For a family of four it was expensive. We probably will not attend next year because of Saturday's cost but would love too. So please make that possible.

My family opted not to participate in much of the peach fest due to the costs. As a family we wanted to do more but the cost was just too much.

The price's could be lowered! I have seen in the past couple years less people coming out to the festival. The food vendor's prices was out of this world! I went outside of the festival to eat and drink.

The more I spend on "admission" bracelets, the less money I spend in general. Being charged to get into the carnival should be done away with. It would also make the traffic move more smoothly as far as people getting into or out of the areas. I understand charging for the concert area but plenty other festivals in the state don't charge for admission into carnivals and they get plenty of revenue. Take a look at how Ponchatoula organizes their Strawberry Festival.

Reduce some of the cost!! It's expensive just to visit even if you don't buy. Really discouraging each year it just gets less worth the money.

Too much money to enter festival

Heard a lot of complaints, such as " had to spend money to spend money? No Thanks!" Lot of folks upset they had to pay \$10.00 just to get in! That does seem kind of high

Lower admission. \$10 per person is ridiculous.

PRICES WERE TO HIGH ON EVERYTHING. WILL NOT BACK.

Keep the crafts show at the library. Everyone seemed to like it there- it was cooler. Keep the \$5 charge. Try and have it on Friday afternoon again. Maybe have a mister in places

I know that beer sales are probably profitable but it is not fair that I paid for a lemonade and a water in Sexton lot b/c that is where I was when I got thirsty. Then walked over to railroad park to attend the concert and I had to pour my \$5 lemonade out and throw away my \$3 bottle of water!! That is ridiculous!!!! If there will continue to be beer sales every year then something needs to be done about that

Perhaps a lower admission price for the Peach Festival.

Cheaper entry fee. More kiddy stuff.

The ticket prices for rides were very expensive. It cost us \$26 for both of my children to ride two

different rides that lasted maybe 5 minutes each. That is not reasonable at all!!

\* Concert Admission: \$5 instead of \$10 if you already paid \$5 for Saturday morning and decide later to go to concert. (you could still charge \$10 if person doesn't already have a \$5 armband)

Thank you for making it a little more family friendly this year by only charging \$5 instead of \$10 This year. But could you please make the Peach hunt a little more challenging. It's no fun when the prize is found on the second day.

Not charge \$10 to shop or purchase food. I can understand for the concert portion, but can not pay that much just to shop.

Keep entrance fees LOW!

Armband fees should include the arts and crafts and food area.

Festival has got out of hand with cost of everything, probably won't go back

Don't charge admission to get into activities, or charge admission, but make activities free. I no longer attend kids activities because your charged to go in and get charged for each thing. I feel Nickled and dimed.

I stopped going to the festival when they started charging just to walk around and look. I know other people have quit attending because of this too. I mean a family of four has to pay \$40 just to walk in--- that is ridiculous. Focus of the festival should go back to being available to all not just the ones who have money to blow on nothing. Shift focus off of money and turn focus back to being inviting to all--even if you do not have a lot of money to spend

Reconsider the admission prices. That shouldn't be your income source.

Not charge the vendors so much. Most vendors do this as an income and the high fee keeps them from attending a lot of events.

Needs to be a flat rate for whole weekend or just free and charge vendors more. Needs to be one main fb event not 20

Stop charging for admission.

Getting too expensive to go

## **Organization of the Festival**

Having events on Friday is really inconvenient for most people I know. People who would be willing to come from out of town for a two day festival won't bother just for a single day, and since out of towners can't make it to Friday festivities, they forgo coming at all since they'd only have Saturday. Saturday and Sunday would be far better days for people coming in from out of town. I have a big family who has consistently been unable to attend because the only practical days for them due to work are Saturday and Sunday. That's just personal opinion though.

Online wristband purchases.

Shuttles to and from hotels bc of drinking.

More trash cans around, like in the Library Events Center- Found one in the whole place - up front. Continue to have it in the Events Center - much cooler. More food vendors in the Events Center.

Moving the event to La Tech

No strollers in the civic center

I really loved splitting the activities between the Civic Center and the library. My friends and I parked at the library and walked to the Civic Center. We did shop and eat while in town. Enjoyed the farmer's market also. Several of us participated in 5k and loved the new course!! The only complaints I heard were the Civic Center was too hot and there were too many strollers inside.

It would be great to have arts and crafts in the TAC where there is more room. It was so crowded it was hard to get to every booth.

The dinosaurs were somewhat of a letdown. It was one dinosaur in the hallway of the library. It wasn't what we pictured based on the advertisement.

Poor staging of the tournament. There should have been categories for Open Mixed. Teams rated 7-7.5 were playing college 9.0 teams. Simply not much fairness.

More choices for Alcohol

I know that beer sales are probably profitable but it is not fair that I paid for a lemonade and a water in Sexton lot b/c that is where I was when I got thirsty. Then walked over to railroad park to attend the concert and I had to pour my \$5 lemonade out and throw away my \$3 bottle of water!! That is ridiculous!!!! If there will continue to be beer sales every year then something needs to be done about that,

Need more bathrooms in the concert venue area

Also, I already had some arm bands, but the friend I brought with me said he would have been upset if he had paid to get into the festival and all it really was inside the festival was food and kids rides. I think there should be more for adults in the downtown area, that doesn't end so early. The car show and all is interesting, if you are able to go before it ends. But after those things end, there isn't a whole lot to do.

A shuttle from each location (RR Park, Civic Center, Library Center) would be very helpful. If one ran from each location every 45-60 minutes, I think that would help with a lot of the attendees that get overheated. It would also be a huge benefit for those with small children that want to attend, but struggle to get from location to location. Elderly attendees would probably appreciate this as well, and I think you'd have a better attendance record at each location. Some just avoid RR Park because of the walk and parking issues. Loved having part of the arts and crafts at the events center, it was much nicer than being out in the heat at the civic center!!

The Peach Festival is very nice. I would like to see Ruston, Dubach, Choudrant, Grambling and Simsboro come together for the peach fest. I believe a parish wide festival can be appealing and exciting for visitors as well as our residents of Lincoln Parish.

By combining these towns at Peachfest, we could have an annual capable of drawing a larger variety of consumers. A Parish Peach Fest? Just consider it.

Do not put so many vendors in the civic center....You can't shop it's so crowded.. I don't think you should have to pay to go buy something. ...

Booths not separate locations. I understand it was for the rain but changed the entire energy of the festival. And I know vendors who definitely noticed a loss of energy in their sales with booths

in the Event Center. Selling beer at the concerts was another energy changer. I don't know that it was a good one. it made it a college event instead of a family one. My entire family usually goes to the concerts in the park but where it's headed I think we will have to think twice

New 5k route is too congested.

A few more bathrooms, but especially extra toilet paper. Ran out EARLY in the evening. and the individual port a john was almost overflowing. at the concert area.

Not all of the people assisting vendors as we set up at the Library Events Center were the most inviting. Being from Ruston, I was fine and I know that it wasn't the best case scenario for anyone involved, but I worry that people coming from other places may be deterred from coming back.

I really don't think that alcohol should be sold at the Peach Fest. It is ruining the reputation that Ruston has had in the past. Looks like the only thing that matters is the revenue that is generated from the fest anymore. Very disappointed!!!!

Keep the arts and crafts indoors

I recommend that participants in the tennis tournament be at least 15 years old.

Continue to have the arts/crafts in the Library Event Center.

The Peach festival is a waste of time and money unless you're a backwoods redneck! A well organized, fun, and something "new" festival in Ruston would be a breath of fresh air! If there aren't any peaches and they have to be shipped in, why continue to have a Peach festival? Why not try something different and more innovative to draw crowds that invest in Ruston?

More rest rooms

The main people for concerts needs to be earlier than 10:00pm. I think a lot of people didn't go because it started so much later.

Continue the free admission for Friday

Make the peach hunt clues harder! It's always found so soon and that completely ruins the fun.

Main act for concert could be longer.

One day, please. Thanks! Please think of the vendors.

Start the concerts an hour later (maybe it won't be so hot). Have a large tent over the concrete seating area, was too hot to sit on it! Have some large fans blowing!

Picnic tables inside the Peach Festival area. We sat at the fountain to eat, which was nice, however I did notice the few shops with outside tables/chairs were crowded at their entrances with visitors trying to sit while they ate.

Need more tents for people to use to cool off.

## Entertainment options

Trivia challenge, door prizes, photo booth, etc.

Meet and greet ticket for acts.

I offered to buy a banner and then donate banner back if I could just meet Uncle Kracker. Meet and greets tickets can be limited in number and time and bring lots of money for events. Consider it. Linden Music City Texas did one with Don Henley and saved a wing of their courthouse.

I like rides. I think it would be pretty cool if they included some bigger rides for older kids.

This year --even with weather issue--was rather BORING!! Dinosaurs--was 1 dino and 2 kiddie pools with sand. Kid activities??? Where were they?? The fair ticket prices were unreal---\$3 for bounce house. Rodeo was fair but needs improvement. Couldn't understand anything announcer said in the mic. Not just my complaint but people around where we were sitting complaining too. Art exhibit was ok. Ice cream not as good as what I've gotten before. Just needs some hard work and fine tuning to get back to prior years quality.

At least one African American performer and a performer for kids

More children's activities.

Better music selection. Grant Terry would have been a much better candidate for Saturday night before Uncle Kracker. Kendal is a good singer, but her choice of songs were kind of poor.

Frank Foster and The Molly Ringwalds would be options than Uncle Kracker and The Cheez-Weez. More merchandise like peach Fest cups, water bottles, bracelets would do good

A couple less country bands please

The arts & crafts show was very lack luster this year. Every other booth was jewelry. Better vendors need to be attracted. I did enjoy that all of it was air conditioned this year. The peach prize hunt seemed way too easy. I can't ever remember it being found so quickly.

Poor staging of the tournament. There should have been categories for Open Mixed. Teams rated 7-7.5 were playing college 9.0 teams. Simply not much fairness.

A larger variety of games/ rides for kids of all ages. There wasn't much for my teen to participate in without feeling too kiddie. My preteen had an awesome time, but my baby was freaked out by the "big scary things". For the most part, the rides/ games were kid friendly for the preteen, but not so much for preschool aged child or my high school child.

bigger named musicians would be nice. (I realize this costs more money)

More little kid friendly rides or activities in the kid zone. My 15 month old was not able to participate in really anything and my 3 year was too little for some of the rides. Also, it would have been nice to have been aware of the water slide that was there. We missed the build your own snow cone stand or snow cones at all. And there wasn't as many food vendors as there normally is. I missed having choices. \*\*The mister fans were amazing!!\*\*

Thank you for organizing this wonderful event every year. We enjoy and always look forward to this fest every summer. Having said that, I had some suggestions for making this experience even better for next year. Thank you for providing us an opportunity to share our feedback. I have 3 kids, and we spend a lot of time (almost all day) in games and activity zone. Even though there

were plenty of portable toilets located, they got dirty real quick and was almost sickening after few hours past the day. Wish we had better service there. Food. Wish we had more healthy options. Like smoothies, fruit dishes, more international food choices, corn on the cob, etc... Games. Wish we had more rides and activities for kids. Water slide is always a hit for us in this hot weather. Wish we had more variety of those And some for grown ups too. We loved the videogame truck BTW :) Princesses. It was dinosaurs last time too. Wish we had something new this time. My little girl and her friends have been waiting to bump into one of the Disney princesses ;) can we have something that can enable the person to roam around all zones easily, not only near the civic center? Like I said, we spend most of our time in games and ride zone. It would be really nice to have spiderman or a princess come greet the kids while they are waiting in long lines in hot weather. Having such hot and humid weather this time of the year, wish we had area with nice cool shed, just to cool off. We loved those few banches arranged for dining near the fountain. Just wished if they were sheded. Having all kids activities, games, dinos, library stuff....all at the same place helps big-time. Parade. Can we make our parade more exciting for kids Please? Have princesses, superheroes etc walk down as well or some dance or funny acts or something?

\* Event to consider: Balloon rides/glow/race

Why not try something different and more innovative to draw crowds that invest in Ruston?

Better concert lineups. I would pay more for admission if it meant a larger act performing.

New ideas

Couldn't see at the Saturday concert because of the great turnout of people - how can the stage be raised or should there be another venue for bigger concerts?

There needs to be more food truck, especially with peach items.

Very nice to be able to expand to Library events center.

Work with David Poe to improve on the tennis tournament...A great event, but make different age group divisions so that 50+participants do not play against college or 20+participants..this could easily be done...there are some participants that would play, if the divisions were divided...see usta age divisions...

Concerts are too late. College students are gone for the summer. Why have concerts starting at 10 pm? That's bedtime for most people. Too many different prices . People are confused on where they can and can't go with which wrist band. Needs to be a flat rate for whole weekend or just free and charge vendors more. Needs to be one main fb event not 20

More activities are needed.

Make the peach hunt clues harder! It's always found so soon and that completely ruins the fun.

This was a complete waste of time

New 5k route is too congested.

Need new crafts people.Its the same ones every year

## Overall enjoyment of the festival

I loved that part of the arts and crafts stuff was at the library. It made for a better flow of traffic and allowed me to look at everything better. All in all, great set up!

Loved having some booths at the library, very helpful with the heat.

Love the parade really liked it

I know it was only because of the weather but I really enjoyed the outdoor portion of the festival being relocated into library.

It was great to have some of the events at the Library Event Center. Doing this alleviated some of the traffic downtown and left more roads open. We loved the Peach restaurant week! It was fun eating some of our favorite seasonal treats and supporting local restaurants. I do wish the Dino Dig had been a little bigger

I really loved splitting the activities between the Civic Center and the library. My friends and I parked at the library and walked to the Civic Center. We did shop and eat while in town. Enjoyed the farmer's market also. Several of us participated in 5k and loved the new course!! The only complaints I heard were the Civic Center was too hot and there were too many strollers inside.

So glad there was alcohol sales within the concert venue.

Ruston can feel a little judgmental sometimes but it felt like a different atmosphere Saturday night.

thank you for taking the weather into consideration. I know it was a very hard call.

We didn't mind the walk from the Civic Center to the Library to check out the other booths. It was a peaceful walk that many of us don't ever take. The only problem with the walk was the state of the sidewalks along Trenton. The grass/yards along the sidewalk were not what should represent our town or the event. I would hope Ruston/Visitor's Bureau would do something to encourage land owners to maintain their property better.

Thank you for organizing this wonderful event every year. We enjoy and always look forward to this fest every summer. Thank you for providing us an opportunity to share our feedback.

I like the Peach ice cream J stick cone things.

Loved the restaurant week!!!! Hope it continues and that more restaurants will be involved and offer items for the full week!!! Please keep this going. And I loved having some events at the library.

The food choices this year were excellent! Thank you for including beer and wine. The setup this year was very good too. All in all, a great festival!

I appreciate the discounted price for admission this year. I know that was weather related but I think that actually helped bring people out for the event. \$10 per person limits the amount that the individual will purchase at the event.

Even though the weather is the reason some booths were in the library, I enjoyed the booths being there. It spreads the festival to other venues in town, and it is also comfortably cool indoors.

THANK YOU THANK YOU THANK YOU for having beer.

I heard very positive comments concerning the festival. My wife and I did not participate due to being out of town.

Shake off the negativity people give you. Think it is great!

## Food

More food!!!!!!!

There needs to be more food truck, especially with peach items.

Very nice to be able to expand to Library events center.

More peaches! More peach deserts and peach themed events. Find a way to keep all the events in a smaller area of Ruston

Armband fees should include the arts and crafts and food area.

Not charge \$10 to shop or purchase food. I can understand for the concert portion, but can not pay that much just to shop.

We were really hoping Tacos the Guero (Ruston's taco truck) would be there, but it wasn't. We ended up eating some authentic louisiana cuisine that had a tent there, and it was good. But I wish there were more local places to choose from. The fair food seems like you can get that at any regular festival.

We missed the build your own snow cone stand or snow cones at all. And there wasn't as many food vendors as there normally is. I missed having choices.

Would like to see more food vendors, not just carnival food.

The food choices this year were excellent! Thank you for including beer and wine. The setup this year was very good too. All in all, a great festival!

More food options. Begin beer/wine sales earlier in the day.

Loved the restaurant week!!!! Hope it continues and that more restaurants will be involved and offer items for the full week!!! Please keep this going. And I loved having some events at the library.

More peachy.....it is a peach festival in the end. How about some more peach flavored stuff? It would be really exciting to find more peachy food, drinks or just a nice booth/set up where we can take a picture for a keepsake.

You need to sell peaches!

We did shop and eat while in town. Enjoyed the farmer's market also

We loved the Peach restaurant week! It was fun eating some of our favorite seasonal treats and supporting local restaurants.

The food vendor's prices was out of this world! I went outside of the festival to eat and drink.

More food vendors in the Events Center.

## Information

I purchased 2 drinks in Sexton parking lot then walked across the road to go into concert and was told I couldn't bring my drink in. So I had just spent \$8 on 2 drinks that had no alcohol in them that were purchased inside the festival and was told I couldn't bring them in. Not very happy about wasting my money!!

Next year, there needs to be better communication for the free entry to the festival if you ran the 5k. I was at the start line at 6:50. I was with a few friends and we were talking. I heard someone on a megaphone making announcements but we could not hear what they were saying. The race began and I put my headphones in and ran the race. Once I finished, i had to leave quickly to take a shower and get ready to meet my family for the craft show before the parade started. I made it to the craft show and they would not let me enter for free with my bib. They said I should have gotten my arm band at the race. This is my 3rd year running the race and I have always shown my bib at the entry to get my wrist better. If you are suppose to receive your arm band at the race now, this needs to be communicated better. It needs to be written when you sign up, a reminder when receiving your race packet. To communicate it on the megaphone at the race is not fair to the people at the back of the line who cannot hear what they are saying at the front. it felt like the ruston peach fest was trying to make an extra dollar off the runners who already paid their entry once because the festival knew sales would be down this year because of the storm. This was very frustrating especially since their is a Facebook group for the 5k and it could have been communicated so easily through the group.

5k participant were promised free admission on Saturday however I never found the armbands at the race. I took my race bib to the festival. Some volunteers were understanding and helpful. The volunteers at the main admission booth at the civic center tried to make me pay. They were rude about it and uninformed. Other volunteers were helpful and honored my race bib. Either the armbands need to be included I. The racing packet or the volunteers need to be informed.

I wish there would have been signs or something more to advertising the 5k. I only heard about it after the event was over.

Couldn't figure out where everything was located. Disorganized. Schedule of events were not well-written, and we missed out on doing things simply because we didn't know what all was going on.

There should be a clear schedule for the Peach Fest Queen... when she will be at various locations and events. People would enjoy taking photos with her if they could ever find her.

Adding the Peach week to local restaurants was a good new addition. In the future, consider making it for charity. For example, for every peach dessert sold by a restaurant that week, that restaurant donates 10% to a select, local Louisiana charity or cause. Make it a contest for each restaurant that participates to see who can raise the most. Encourage and engage locals by having them get a bingo card punched or signed or stamped when they try specific peach week restaurant items. Completed Bingo cards could go into a drawing for a prize. Also, consider moving the car show to the parking lot between the Farmers Market and the carnival rides. You would get more traffic to the Farmers Market this way.

It was very difficult to find info about the 5k & rodeo online.

**MORE ADVERTISING TO HEAR ABOUT EVENT**

Sign near entry explaining what you get for \$5 vs \$10

Concerts are too late. College students are gone for the summer. Why have concerts starting at 10 pm? That's bedtime for most people. Too many different prices . People are confused on where they can and can't go with which wrist band.