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# 2018 Peach Festival Survey Report

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Prepared by:



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# Report Summary

Data were collected from Peach Fest 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, cards handed out to festival attendees, and social media. A total of 282 responses were used in the analysis. Because of the small sample size, the accuracy of the economic, demographic, and attitudinal estimates may be inaccurate.

Estimates of spending were derived using our sample to calculate the spending of different demographic groups (e.g., visitors and locals) and making estimates based on **22,722** attendees at the Peach Fest (data provided by the Ruston Chamber of Commerce).

## Spending Results

**Visitors** are estimated to have spent **\$945,441** in Lincoln Parish during their Peach Fest visit.

Visitors Data	
Food and Drink at PF	\$22.50
Retail at PF	\$21.50
Entertainment at PF	\$9.36
	<b>\$53.36</b>

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.

Locals are estimated to have spent **\$865,916** during Peach Fest.

Locals Data	
Food and During at PF	\$375,662
Retail at PF	\$341,022
Entertainment at PF	\$149,231

Total spending related to the Peach Festival is estimated at **\$1,811,357**.

## Composition of Survey Respondents

Local attendees were identified using the zip codes (those close to Ruston). Of the surveyed sample, 30% of respondents were not from local area. Using this percentage, we estimate that 7,608 visitors (not from local area) and 15,114 locals (from the Lincoln Parish area) attended Peach Fest.

## The “Average” Survey Respondent

The table below provides the most common characteristics in our sample. Because the sample was small compared to total attendance (282 people), we cannot be certain that these characteristics are true of all other festival attendees.

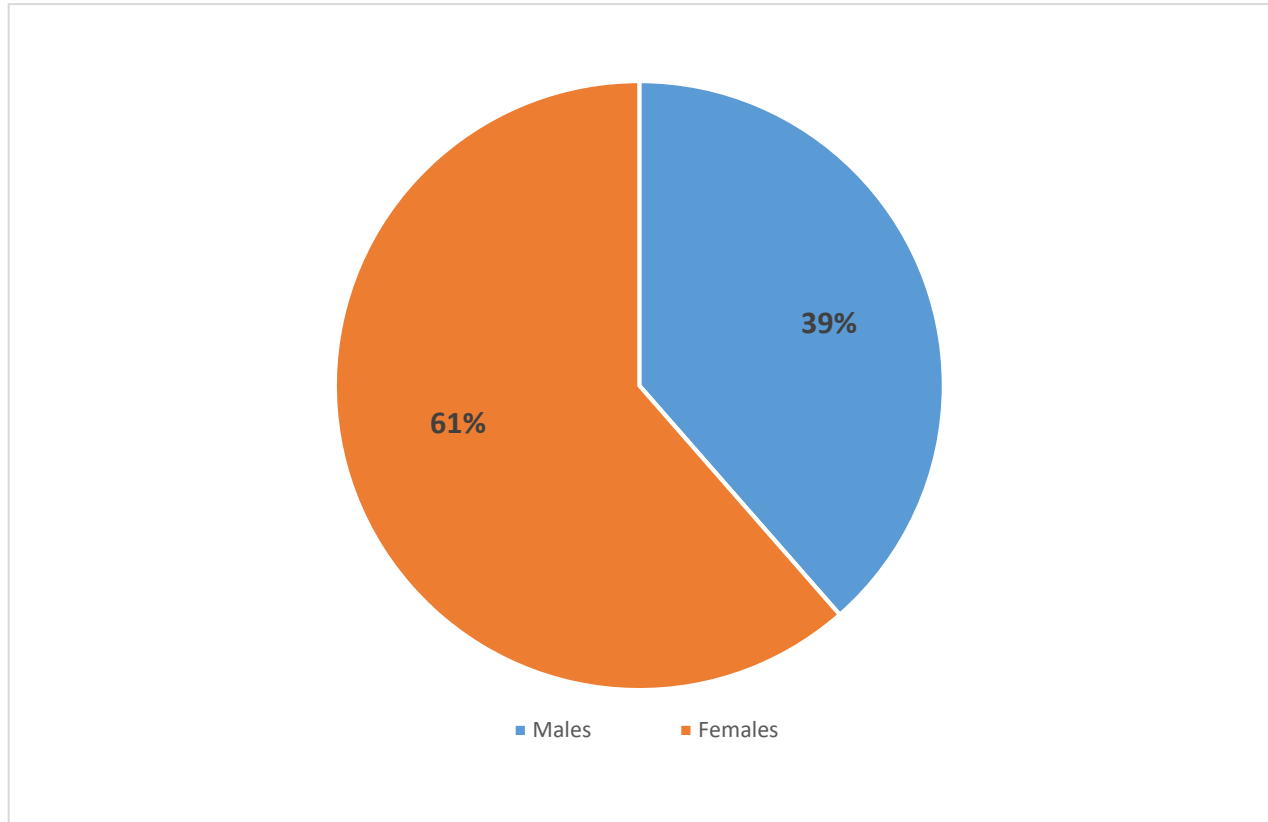
	Visitors	Locals
Gender	50% Female	55% Female
Ethnicity	96% Caucasian	90% Caucasian
Income	Avg (Median) = \$85,000	Avg (Median) = \$90,000
Days Spent at the Festival	Fri Only: 13% Sat Only: 62% Fri/Sat: 25%	Fri Only: 12% Sat: 45% Fri/Sat: 43%
Satisfaction with Festival	Satisfied	Satisfied
Satisfaction with Events	Satisfied	Satisfied
Satisfaction with Food and Drinks	Satisfied	Satisfied
Satisfaction with Concerts	Satisfied	Satisfied
Most Attended Event	Arts and Crafts Show	Arts and Crafts Show
Most Attended Concert	Bag of Donuts	Bag of Donuts
Advertisements	Family and friends, Facebook, Billboards	Family and friends, Radio, Facebook, Yard signs

# Demographic Information

## Gender Composition

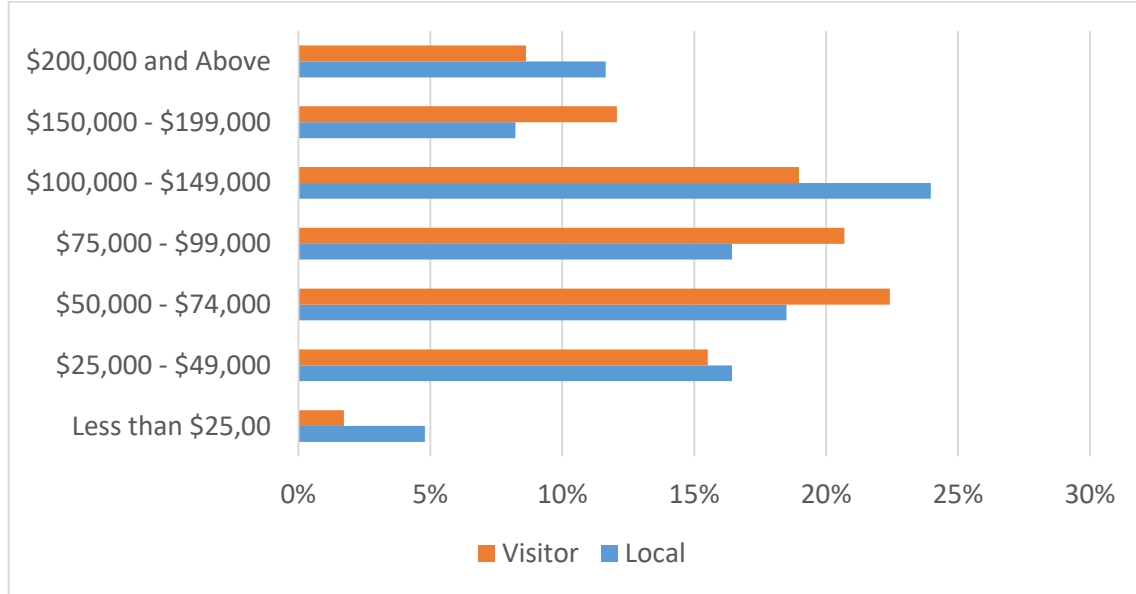
The most frequently reported gender for locals was female (60%). Visitors reported 65% females and 35% males. The composition of all attendees (both visitors and locals) is shown in the graph below.

## Gender Composition of Attendees



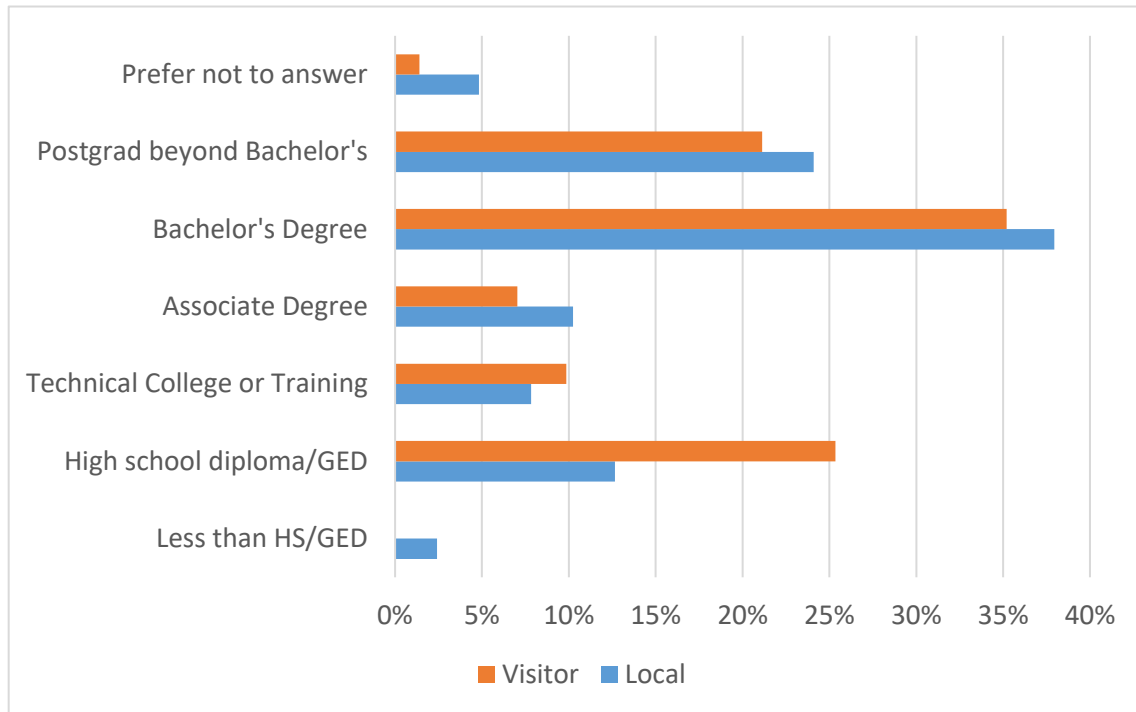
## Respondents' Annual Income

Of the 283 respondents, 204 indicated their annual income. The overall average (Mean) annual income was \$103,279.



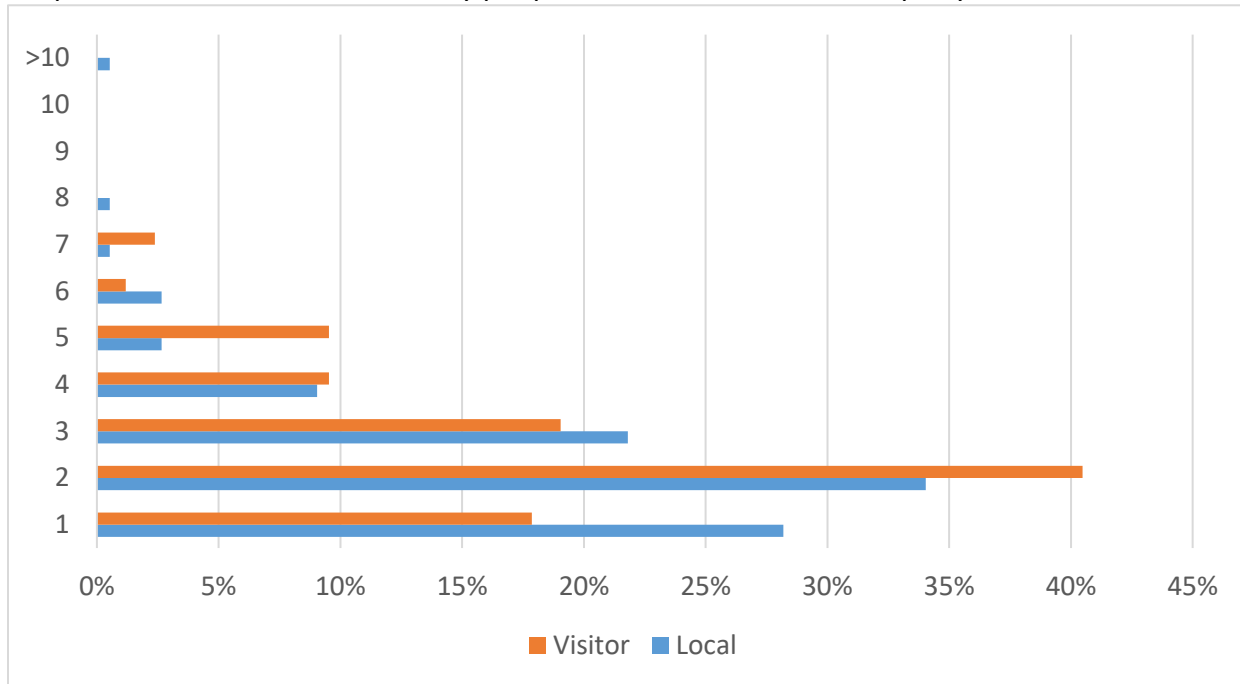
## Respondents' Levels of Education

237 respondents reported the highest level of education they have achieved.



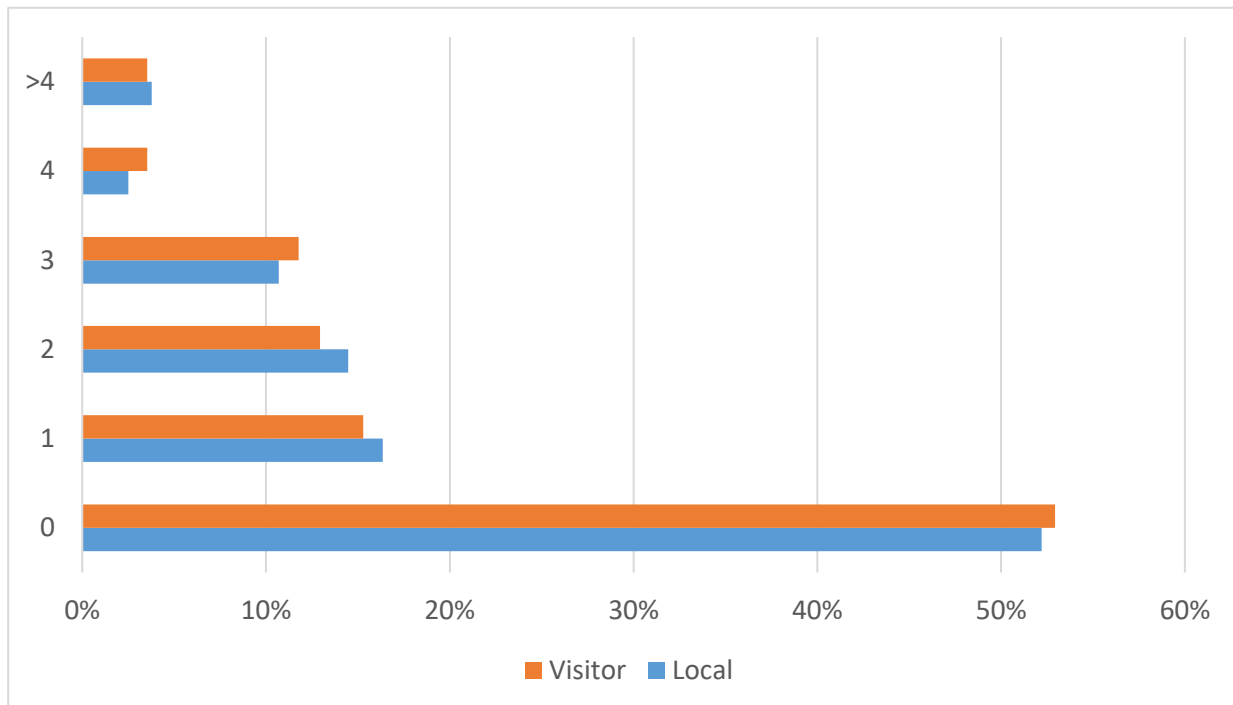
## Number of People in Group

Respondents were asked how many people were in their Peach Fest 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 Peach Fest

Respondents indicated the events they attended at Peach Fest. Of the 240 respondents who reported attending an event, 68 (28%) were visitors, while 172 (72%) were locals. Many respondents attended more than one event.

Event	Visitors	Locals
Arts & Crafts Show	41%	50%
Peach Parade	27%	48%
Concerts	34%	45%
Peach Hunt	11%	36%
Games & Rides	19%	25%
Peach Art Exhibit	19%	25%
Rodeo	8%	10%
Cobbler Gobbler Eating Contest	5%	8%
Diaper Derby	7%	7%
5K Run/Walk	7%	6%
Challenge Zone	8%	6%
Peach Passport Game	2%	5%
Tennis Tournament	4%	5%
Kids' Fishing Tournament	1%	4%
Peach Cookery	0%	4%
Bass Tournament	1%	2%
Blue Ribbon Party	0%	0%



## Participation in Events

Of the 109 respondents who reported participating in an event, 21 were visitors, while 88 were locals. Thirty-three respondents participated in more than one event.

Event	Visitors	Locals
Peach Hunt	7%	24%
Peach Parade	6%	13%
Games & Rides	7%	8%
5K Run/Walk	6%	6%
Peach Art Exhibit	2%	5%
Tennis Tournament	2%	4%
Peach Passport Game	4%	2%
Cobbler Gobbler Eating Contest	2%	2%
Rodeo	2%	2%
Bass Tournament	1%	1%
Arts & Crafts Show	0%	0%
Challenge Zone	0%	0%
Concerts	0%	0%
Blue Ribbon Party	0%	1%

## Visitors' Activities in Ruston

85 respondents reported that they lived outside of the Ruston area (determined by zip codes of all parishes adjacent to Lincoln Parish). Of these, 73 visiting respondents participated in several activities other than Peach Fest when they visited Ruston. 21 visiting 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	56%
Visit Relatives or Friends	36%
Other Activities	34%
Movie at Celebrity Theater	8%
State Park/Lincoln Parish Park	4%
Lincoln Parish Museum	0%
Louisiana Military Museum	0%
Autry House Museum	0%

## Lodging

24% of visitors indicated they spent the night in the city of Ruston, and 29% of those rented a hotel room. An estimate of **\$127,630** was spent on hotel rooms during the Peach Fest. Respondents reported that they stayed in the following hotels:

Courtyard Marriott

Fairfield Inn

Hampton Inn

Holiday Inn Express

# Advertising

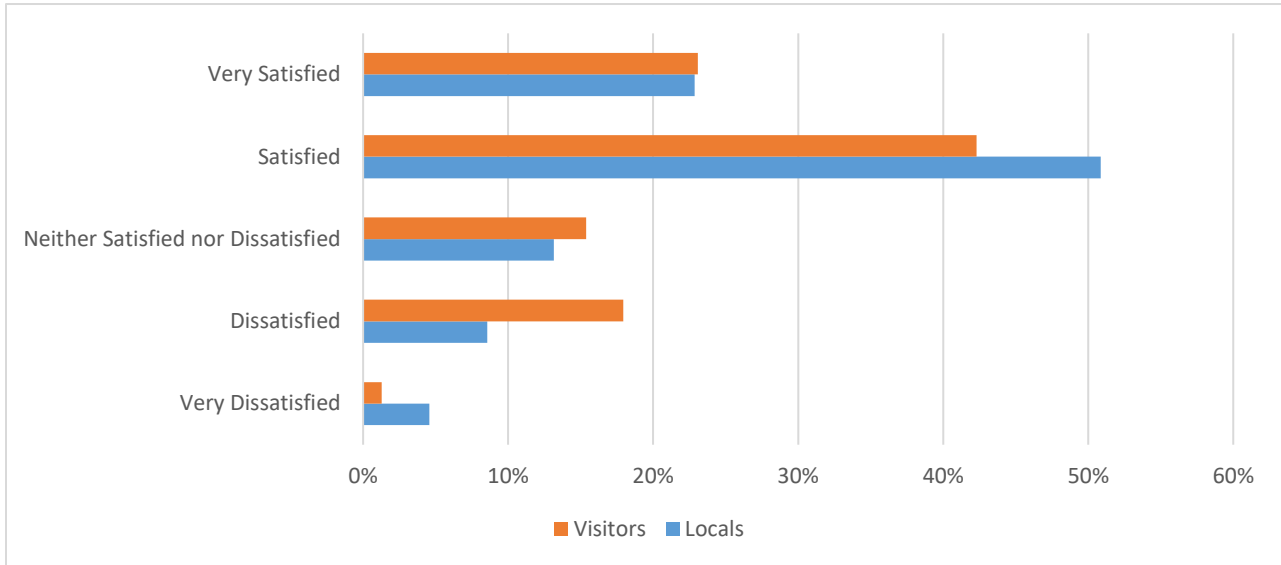
The following chart illustrates how respondents learned about Peach Fest. Many respondents observed more than one type of advertisement. Those who chose “Other” were asked how they heard about Peach Fest. Many stated that they lived here. Visitors most frequently heard about the festival from Facebook,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

Type of Advertisement	Percentage of Attendees who Saw This Type
Facebook	61%
Family or Friends	45%
Radio	29%
Local Resident	24%
Yard Signs	21%
Other	21%
Poster	19%
News	17%
Instagram	12%
Billboard	8%
TV	6%
Twitter	4%
Magazine	3%

# Attitudes about the Festival

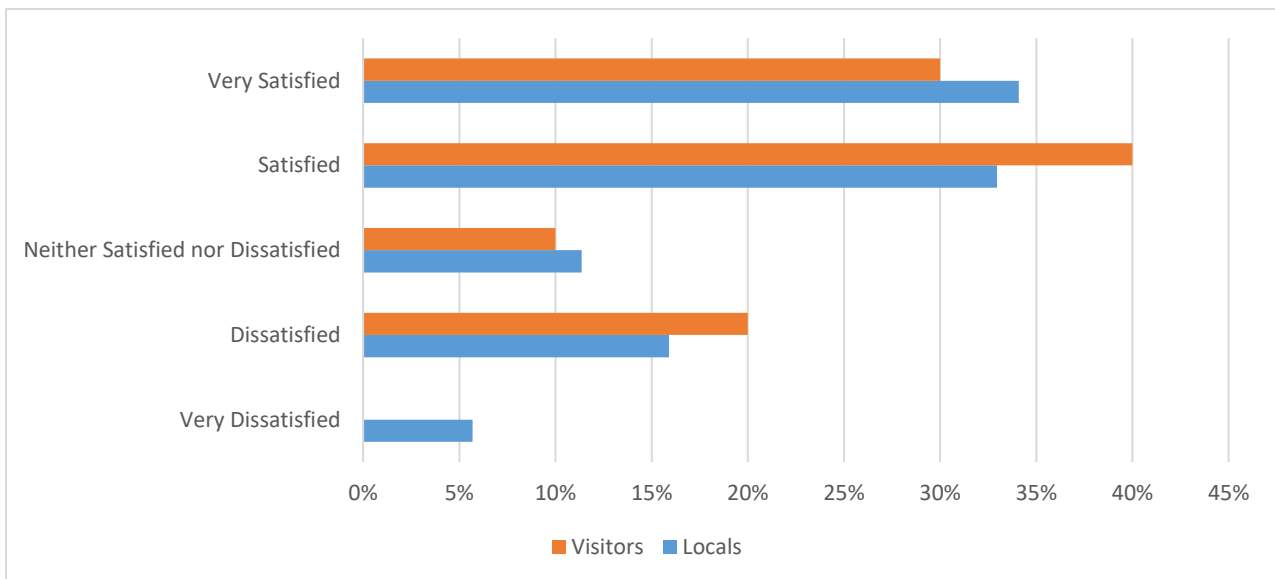
## Satisfaction with Festival

Respondents were asked to rate how satisfied they were with Peach Fest, and 253 of 282 responded. In total, approximately 71% of respondents (local and visitors) reported they were either satisfied or very satisfied.



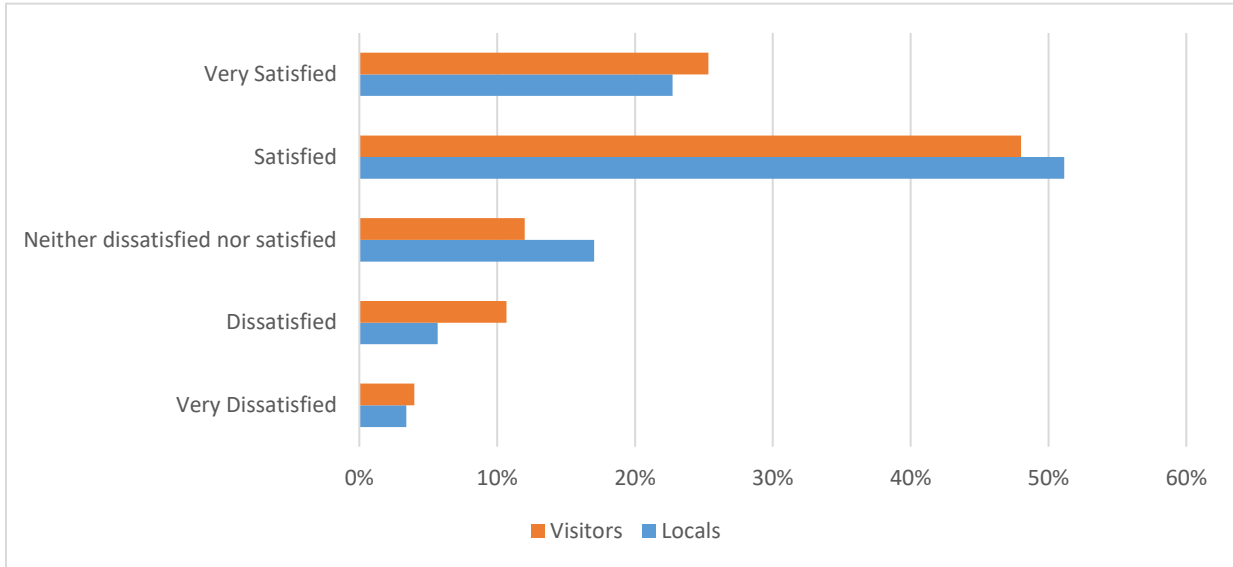
## Satisfaction with Event Participation

Respondents were asked to rate how satisfied they were with the events in which they participated, and 108 of 282 responded. In total, approximately 68% of respondents (local and visitors) reported they were either satisfied or very satisfied with the events in which they participated.



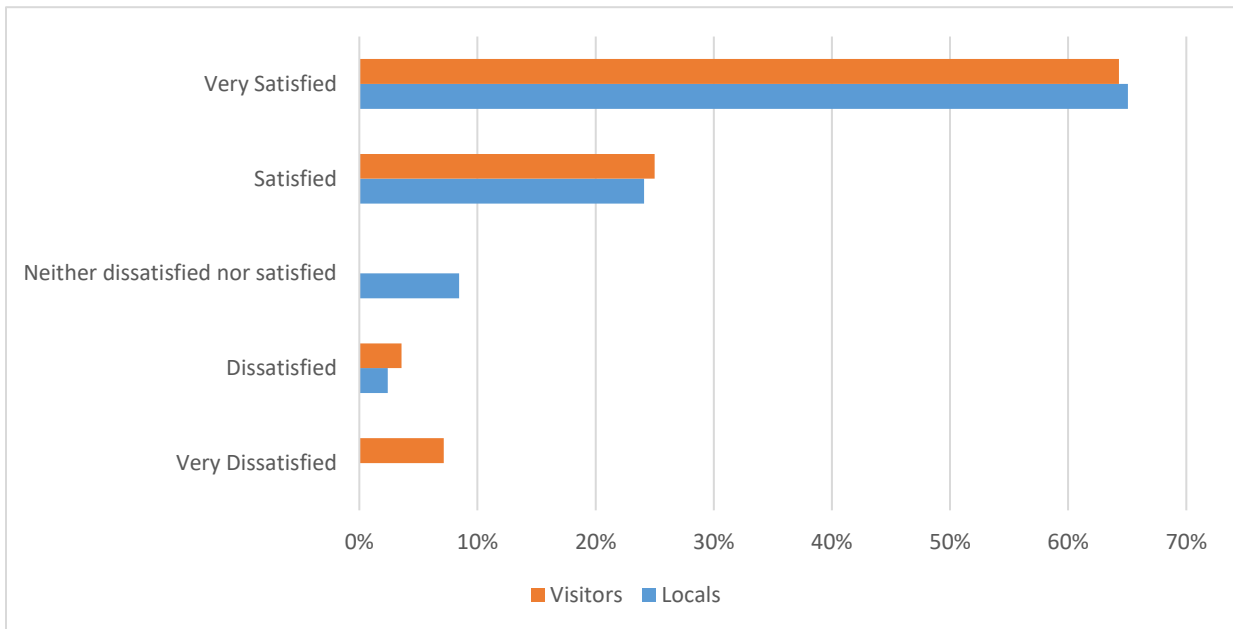
## Satisfaction with Festival Food and Drink

Individuals were asked how satisfied they were with the food and drinks at Peach Fest, and 251 of 282 responded. Approximately 74% of respondents 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, and 111 of 282 responded. 89% of respondents who attended concerts indicated being either satisfied or very satisfied with the concerts they attended.



# Spending Calculations

## Attendee Spending

Spending data was collected by asking respondents to select the amount they spent on activities or items. The spending tables below illustrate the spending for each category. Though data for both local and visiting respondents are given for Peach Fest 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 were 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 282 attendees who started surveys, only 256 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	\$22.50	\$24.85
Peach Festival Entertainment	\$9.36	\$9.87
Peach Festival Retail	\$21.50	\$22.56
<b>Average Peach Festival Spending</b>	<b>\$53.36</b>	<b>\$57.29</b>

### Ruston Spending Averages for Visitors

Expense	Visitors' Total
Food in Ruston	\$16.86
Gas and Transportation	\$13.72
Ruston Entertainment	\$6.37
Ruston Retail	\$17.18
<b>Average Ruston Spending</b>	<b>\$54.14</b>

### Average Spending for Peach Festival Weekend

	Visitors	Locals
Average Spending	\$107.50	\$57.29

## Visitor Spending Estimates

To calculate the “**average spending**” numbers in each cell below, the total amount that visitors spent on Peach Fest-related activities (food and drink spending, entertainment spending, and Peach Fest retail), Ruston-related activities (food and drink, entertainment, and retail bought in Ruston, but not at Peach Fest, as well as gas and transportation spending to get to Peach Fest), and all spending (Peach Fest-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 (33%). We then multiplied this percentage by the total number of festival attendees (22,722). This gave us the **estimated 7,608 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.

Hotel spending estimates were done using the estimate of the number of nights visitors stayed in a hotel room and multiplying times the average room rate in Ruston.

	Spending at Peach Festival	Spending in Ruston	Hotel	
Average Visitor Spending	\$53.36	\$54.14	\$110	Estimated Total
	x 7608	x 7608	X 1160	
<b>Total Visitor Spending</b>	<b>\$405,932</b>	<b>\$411,900</b>	<b>\$127,600</b>	<b>\$945,431</b>

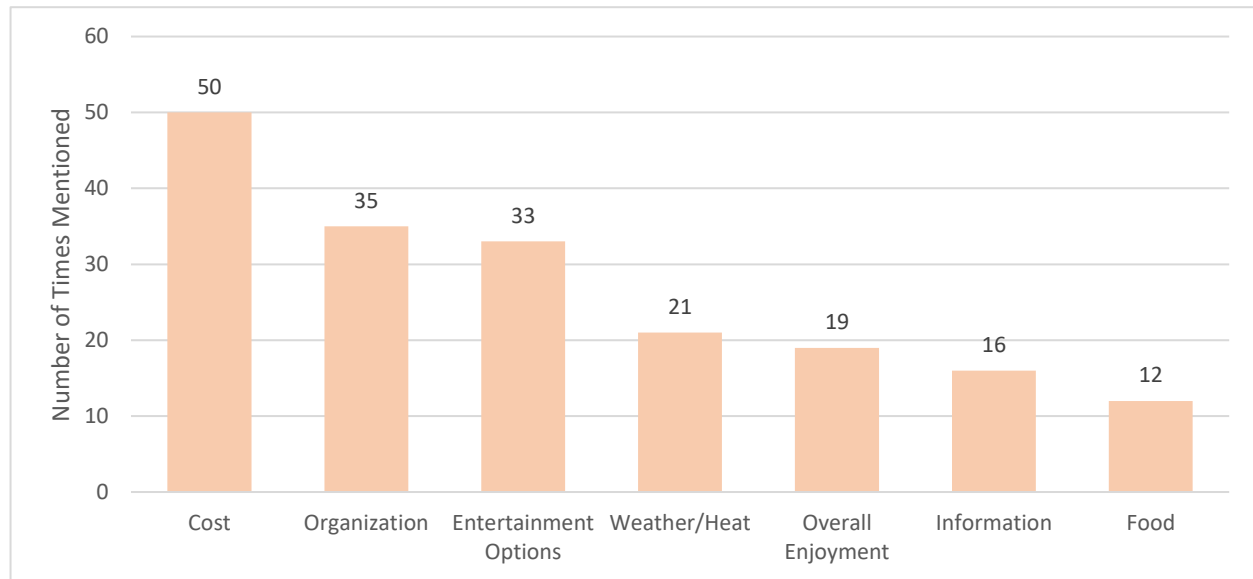
## Local Spending Estimates

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 Fest 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.

Average Local Spending	\$57.29
	X 15114
<b>Total Local Spending</b>	<b>\$865,906</b>
<b>Total Spending Estimate</b>	<b>\$1,811,337</b>

# Respondent Comments and Suggestions

133 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. All responses are included below the graph.



## Cost

The prices to get in for a couple of hours were so expensive for senior citizens. We spent \$10 to park, and \$20.00 to enter the civic center. Would be nice to have a discount?

The festival was a huge success I'm sure but we mainly came over for peaches and go through the Civic Center. Sorry for the negative remarks but hoping this may bring better insights for a successful festival.

10.00 is entirely too much to charge at the gate for ALL over 8. I had my 9 yr old granddaughter with me and it was too hot to do anything outside because it was all directly in the sun. Yes it's JUNE in Louisiana, but 10.00 for her to get in was crazy. I even told the ladies inside selling raffle tickets for the quilt that had I not had to pay 10.00/20.00 at the gate I would have purchased two tickets from them. I understand a fee has to be charged, but take lessons from the Caldwell Art and Folk Festival, they kept raising their gate fees and people stopped attending. I will not be back if the fee stays at 10.00 per person. It cuts into your buying power also. I could purchase an item to keep for 10.00 but since I had to pay that at the gate I didn't spend as much on items as I normally do. Please reconsider this and work a scale that is feasible for families with children.

A \$10 admission is not a good value for a large family, especially when you are paying for activities on top of that cost. It would have cost us \$50 just for an entry fee, which is about what we would have spent on rides, etc, which meant our family skipped participating and just Mom went to the craft show

Charging admission to gain entry in areas designated for arts/crafts and food trucks seems unreasonable. I haven't gone the last few years because of this. I understand maybe charging for the concerts at night, but it should be free during the day. Having lived in south Louisiana for a



while and having attended many excellently run festivals, I have a few suggestions. I think Ruston could improve the festival experience by taking down those silly barricades and charging \$0 admission (at least during the day)

Continue offering free admission on Fridays

cost too much to get in

Cost too much.

Don't charge admission to Saturday's festival (civic center and RR Park).

Entry fees could be cheaper.

Entry fees seem expensive for young families.

Family pass

I HATE paying to get in somewhere in order to spend more money especially when you know the vendors are already paying a fee to set up. I really wish y'all would consider making it a free festival. We don't spend hardly any money at the fest or some years don't even attend because it's so expensive to just get in with a large family. South Louisiana has tons of free festivals (many in small towns) and they do it so successfully. With the money we have in Ruston I just don't understand the need to charge so much.

I believe a pre-sale on admission tickets for 50%-75% cost would have been effective for people who complained about admission prices. Although we ate around Ruston, the vendors outside had a variety of food at reasonable prices. The hula hooper performer seemed kind of randomly placed. Also, But other than that, we enjoyed it!

I think 20\$ per person to get to buy food is wrong. If you have a family of 4 that's 80\$ just to go buy food. Wrong again! Especially if you have low income. We do not and were able to attend but we had many friends we wanted to go with and they could not afford it. Most fees should be paid by vendor sales. A small entrance fee would be acceptable. We won't go next year.

I think that having a family pass is a great idea. I very much enjoyed not having food tickets. That was a hassle. I think an entrance fee is necessary, but I understand those with a big family not being able to go because just to get in they would have to pay 50/60 dollars.

I think the free Friday afternoon for the Civic Center is smart -- the price-sensitive persons can come and enjoy it. And the aisles were packed early afternoon! It's not clear to me that \$10 is the right price for admission on Saturday. I see that it brings in only those willing to spend, and keeps window shoppers out, but I think for someone that comes to spend \$20 or \$25, the \$10 fee keeps them away. I would, at the least, keep it at \$10 for a long time. But I think you should drop it to \$5. This would increase the crowds significantly, but still keep the window shoppers out. P.S. I overheard several vendors saying what a poor show it was this year for them. Both were regulars to the show. I never spoke to one that said 'this is a great show' this year. Maybe that has something to do with the price??

I liked that it was free on Friday afternoon!!!

I wish it were just a little cheaper to enter. And I'd love to see more food trucks!

It would've been nice to pay less if only looking at the vendors and not going to the concert though. \$10 to shop was a bit steep.

It cost too much to get in. The prices of items being sold are ridiculous usually.

It's way too expensive to get in and most of the items are way overpriced. The catfish festival is so much better!

Maybe offer a family discount so make more affordable to large families.

Lower prices to get into events.. Too expensive for a family of four or more. \$5.00 sounds better. Also the Food Vendors would get MUCH more business.

Lower the admission price. A family of four has to spend \$40 just to get in. That doesn't include food, activities, or shopping. It's not affordable for many.

Lower the cost to \$5 on admission.

Make it Free to get in.

Maybe lower admission.

Not much to soon the free day. Can't afford to pay for tickets either. Especially if what I saw was what I'm paying for.

Overpriced

Peach festival events should not always be pay to access. I heard many complaints from locals and visitors about having to pay to access any food and drink. And that some events were historically free.

I understand admission but I feel like it should be cheaper for kids as if you have a huge family \$10 per head is a bunch of money.

Prices were high. Grands couldn't do some things because of prices.

Pricing is getting too high. \$10 to park in certain places. Seems like Ruston is trying too hard to make a ton of money. I am not opposed to making the most possible. I work for the city and heard several people say how expensive it was to just simply get into the activities and say they wouldn't return. This issue needs to be seen about before the masses don't come back.

Quit charging \$10 to get in. We stayed at home because it would have cost \$50 just to leave the house. My son is a grad student, he wanted to take his gf from Arkansas, but that kept them home.

Reduce the entrance fee in order to attend the arts/crafts exhibits!!! \$10 is excessive!! I go every year and each year I notice the attendance is reduced. This year, the arts/crafts event in the Civic Center was not crowded at all. I was there at 10 am. Usually this place is packed. This year not so. The fee to enter, I believe is the main reason. I am not sure I will even attend next year is \$10 is the entry fee again. I do not purchase much at all. Nothing but the same thing every year. Talking with my friends in the last few days I learned that none of them attended because of the entry fee. You people are cutting your own throats. If my grandchildren were here, I certainly would not have attended. They certainly would not enjoy the arts/crafts and \$50 extra would be a no go for sure. I only hope you reconsider and lower this entry fee. Charge extra for those who want to attend the music, but allow the others to be able to enjoy with out the extra charge!!!

Reduce the price for getting in the arts and crafts show to \$5. Several of my out of town friends

wouldn't come because of the cost.

Rides & Games: I paid \$20 per kid for an unlimited riding wristband. It would have been nice to know my 4yo was too short and could only do 1 or 2 rides out of 10 in Railroad Park. Should make sure to put that kids are free at certain ages on Ur website or signs and on FB so people with big family knows.

Stop charging for admission.

-Stop charging to go into the arts and crafts area.

-Less expensive rides.

The 10.00 or 15.00 per person is ridiculous. Families can't afford to go with admission that much. The only reason I went was because I had a visitor from out of town and it was something to do for a little while. I did buy something, but only because I was already there. Otherwise I would have just purchased from them since they are a local artist and have an Etsy store and skipped paying the admission altogether.

The charge to get in shouldn't be so high. The vendors should make up for the fee to get in. We had spent all \$40 of our money just to get in and eat. That's ridiculous for a festival!!!

The cost to enter the grounds is slightly high, especially if bringing the whole family. This could be prohibitive to attending in the future.

The entrance fee is slightly too high for what you get. If it were closer to \$5 or \$8, I think it would be much easier for people to attend.

The entry fee of \$10 is absolutely ridiculous. As many people come to the festival, there is no way that \$5 a head isn't enough to cover the cost. I miss the days when the Peach Fest was about celebrating our community instead of turning a profit.

The entry fee was too much.

maybe instead of charging to get in per person it could be like 10 dollars a family? But honestly I'll be coming every year regardless:)

Really happy that the price was \$10 vs \$20 this year

This was the first time we've attended since entry fees were added. We had a great time but it cost us \$50 just to attend. We work so Friday when it's free isn't an option, so it's doubtful we'll participate again other than parade.

Wish the admission wasn't so high, \$10 per person is a lot for large families.

## Organization of the Festival

5k run - get more sponsors

Having the diaper derby on Friday also limited the number of families that could participate. Many people work on Friday.

Diaper Derby: should be moved back in doors. The only people allowed near or around the mat for racing should be one person helping the child at the start and one person helping the child at the finish line. Everyone else needs to sit down and observe. No more than 4 children competing per heat. It was way too crowded and scared some of the babies.

Don't place the peach hunt prize in something removable...only permanent structures...

Go back to one day.

I am a downtown merchant, and I found the amount trash on the street Saturday/Saturday night, Sunday all day and into Sunday night, and even into Monday and Tuesday. Showcasing our city should be our number one concern and the amount of trash in the downtown area was appalling. MY SUGGESTION: Coordinate with the City to have them run the Street Sweeper Truck and along with Chamber Volunteers with blowers clean the street Saturday night and Sunday. Seem that should be our number one concern after the "tons of trash" on the streets of our beautiful city. And Yes I cleaned around the front of my office and our parking lot. Thanks you for asking and allowing this opinion.

I heard the Diaper Derby was a bust. Although I had a child too young to participate this year, I had planned to enter him next year. But I have concerns about doing so since this year was different from years past... no shade, in the middle of the day, on Friday. Just curious as to what has changed and who is in charge for it to be so different and poorly planned this year. Hopeful for something more thought out for next year!

We wanted to attend the Peach Cookery contest but there weren't many signs for the event.

The wrist bands for the alcohol and the kids rides do not need to be the same color. We worked the kids gate and it was very difficult to tell the difference in the wrist bands.

Never have the diaper derby in the sun! Children were too hot, also the crawl mats were hot!

I would like to have easier access to downtown businesses by RR park without having to go all the way out the gate but don't know to get that to work.

maybe add a shuttle service from City Hall to RR park or other locations on the main day of the Festival.

Fix major problems associated with the peach hunt, because the last two years have been ridiculous to the point of not wanting to participate.

More vendors should accept credit cards. Some people don't carry cash at all.

needs to be longer; need to go back to free admission to Arts & Crafts; more events--car show, public safety exhibits, events at our museums

Next time have more table and chairs set up for the adults and kids to eat at the we're very limited around the eating stands

No color in run

Not hiding the peach hunt prize in or on a movable object.

Not sure overall how it worked out, but I was extremely disappointed that the diaper derby was moved to Friday in the heat of the day to RR Park. For several years it been nice go watch the parade, then be able to get out of the heat and head to the church to cool down for some "baby racing". It might have been a positive move for the Peach Fest though if more attended even though it was during working hours on friday

Put everything closer together. Bring back Bag Of Donuts. Go until Sunday.

the lines were incredibly long. The workers did not set timers on how long a kid could jump or

climb the rock wall. I appreciate them being generous but the wait was way too long for some of those rides.

The Civic Center is so crowded that you kind of get pushed through the crowds without being able to really look.

The completely separate areas were weird and not fun to have to walk in the heat. If there had been participation from retail shops along the streets, it might have been ok. We liked it much better when vendors were lining the streets.

Also the Peach Hunt could be vastly improved. The choice of hiding location and the technical difficulties of the second hunt were both detractors from the experience. The hourly clues were a neat touch, but I could see how those could get out of hand quickly.

The parade has fallen short of interesting the last few years. It seems if there weren't political candidates, insurance firms and schools, there would be 6 cars in the parade. How can we make it better? incentives floats...make it fun...high school bands. tech marching band. music and entertainment. Remove the confederate people. The air of joy died as soon as they marched in front of the kids.

The peach hunt has been a major disappointment for years. Please consider having someone else draft the clues.

The peach hunt needs to be better organized. I enjoyed all other activities. But I enjoyed everything but the peach hunt. I have participated in the peach hunt for the last 12 plus years. It's a family thing the kids enjoy it. It brings good memories from when I did it with my grandparents as a kid. But the last 3 to 4 years it has just went to crap. Well check ups need to be given on the prize every night. Not after a week of hunting. Better clues. It shouldn't have been hidden in a book type item. That's digging in a way. Going down 167s isn't the way then it was right off 167 south. Then There is a year it was found before first clue but claimed right after. The rumor was the finder was told by a worker who hid it. But that's a rumor. I thought this year was good except it wasn't in the place it was supposed to be I thought it was getting back good again. Then the radio released all the clues way to early. Their mess up but it should have been fixed by y'all by announcing it to the ones who couldn't or didn't hear it. Make it as hard as this year next year but check and make sure it's there daily. And do better clues. And if there is a mess up on any part y'all can correct like when the radio messed y'all could have posted the extra clues. And gave a fair hunt. I pray next year is better. If not it will be the last year my kids and I attend. It has turned more into a chore to go then a tradition the past few years. With all the drunks and yelling and cursing. I want it back to the family fun. Not where I have to shield my kids to people at the parade...Ask the people on the floats. It's gotten out of control this year. The past few years to be exact.

The peach hunt was ridiculous this year. Ya'll managed to screw it up twice...Ya'll need to make the rules more clear.

The peach hunt was a complete disaster... twice. Whoever planned it did not think it through. Add more games and events throughout the week instead of cramming the weekend.

The peach hunt was very unorganized and chaotic this year. I've done it for years having grown up in Ruston and felt it was poorly handled this year.

The peach prize should not be hidden on any small item that may be moved or taken like it was.

The civic center was really crowded and hard to move around to shop. People were getting aggravated while trying to move around.

The Rodeo: should start on time, and the sound system is a bust. Basically folks in the stands couldn't understand the announcer.

We stopped going years ago because it's not handicap accessible for wheelchairs. The city roped off ramps and even the police and city vehicles park in the handicap parking and unloading zones. So because of this we aren't able to go because of the cities disrespect, inconsideration and illegal parking for individuals with disabilities. No thanks! The peach festival is a huge disappointment each year due to lack in making it easier for those in wheelchairs! Very disappointing!! The arts and Crafts is so crowded with displays wheelchairs aren't able to get down the isles. Hate this event each year! Sad our city cares more about money than making it accessible for ALL individuals! And shame on city employees and law enforcement for parking in designated handicap spaces for the disabled! We won't be going back!

Well the parade should not go thru tech. It should go back to the old route not leaving out one side of town. Parking was awful, one reason being workers and vendors vehicles took the very few parking spaces left. The peach hunt was a disaster.

When we got in the gates, most food vendors were not open and rides were not operating until 10 am. We were trying to "beat the heat"

## Entertainment Options

Bag of donuts was amazing! As good if not better than the Chee Weez. They need to come back  
A lot of the events downtown were geared toward children. If you could have some more adult type events.

Better bands

Bring back Bag of Donuts!!!! They were fabulous!!

Bring back Katalyst Band. They are awesome!!!!

Bringing back water slides/games for the kids during the day.

more activities for kids other than the fishing tournament

Better music. Did not attend concerts at night because never heard of the groups playing.

I missed last year so compared with 2 years ago, there seemed to be fewer vendors. All craft shows (not just this one) no longer offer true arts & crafts but all have the standard jewelry, candles, etc., vs unique items. I miss the days of the crafty woodwork/ decorations, etc. Also, Quilteroos Quilt Shop was awesome. We stopped there and it was jam packed - exciting to see area businesses benefiting from the event.

As for all the vendors inside the CC and outside, we thoroughly enjoyed it. There was a wide variety and we made a few purchases.

The vendors were just ok, I wish it was more locally made items and vendors instead of crap like Lularoe or Scentsy.

I think the festival needs a headliner band for Friday and Saturday. Friday night was not as crowded as we would like it to be. Having a known band would bring more people down to the

park for the music.

I was quite surprised to see how small it was. There were only very few rides..The issue with the craft show is it seemed to have a lot of the same vendors as big creek and bonnie and clyde so there wasn't much new to see. I didn't get to enjoy the parade because I was manning a booth. I heard it was nice though.

I would love to see more activities that can be watched as a crowd. silly games (like the Newlywed Game, Family Feud, etc.), pet show (made safe for pets), etc. Arts & Craft booths are getting pretty repetitive, but I still enjoy them

I would love to see more carnival rides for adults added in the years to come. I went with my significant other and our children whom are teenagers with the exception of one and was hoping to ride a few scary rides together.

I would love to see the sidewalk sales on fridays again for local shoppers. That was always a tradition for our family. Also, I think it would be a great idea to have the trolley running from downtown to the Civic Center for the elder people that have a rough time going back and forth.

I'd love to see more events over more days.

Loved the addition of the battle of the bands!

A petting zoo

More known artist for concert headliners.

More stuff downtown for adults such as different beverage vendors and more food variety. I'm not sure what else for entertainment or purchase, but maybe expanding the area downtown with more would help break up the traffic at the civic center.

More well-known musical acts could be invited.

Did not include areas outside of downtown

Peach hunt this year was crummy. Clues in my opinion did not even match up with where the prize was suppose to be hidden.

More kid rides and games.

Better sidewalk sales from local businesses.

There just wasn't much of anything fun to do or look at. And nothing worth buying as far as arts and crafts. We got bored and didn't know what else to do after we ate ice cream. We think it would be better if there were more peach related things. Peach dessert contest. Peach baked goods cake walk. Peach art contest. Unconventional peach foods, etc. And the artwork on shirts was kind of pitiful. Especially considering that Tech has the talented students it has.

The Sexton Parking lot games were great! The staff was amazing! I was super impressed with everyone working!

The tournament should start Friday am and go to Sunday being championship day for all events.

There needs to be a larger variety of vendors for the craft fair. More events utilizing the downtown stage area. Remember years ago when the local stores would have sidewalk sales during the festival? Bring that back- only the Childrens Shoppe had a sidewalk sale this Friday. More vendors showcasing Peach products would be nice as well. A vendor selling Peach Fest

merchandise like the posters and hats/shirts AT the festival would have been nice to see as well.

Time for Molly Ringwalds again.

Was very disappointed with the Rodeo. It wasn't very entertaining

We went for free on Friday, to the arts and crafts at the civic center, wish there were new vendors, it's the same exact vendors every year.

Would it be possible to have the Pet Show again.

## Weather/Heat

I had my 9 yr old grand daughter with me and it was too hot to do anything outside because it was all directly in the sun.

Water at the 5k run was in short supply

Diaper Derby needs to be held in an air conditioned building or earlier in the morning if held at RR Park. It was too hot at 3:00 pm.

I heard the Diaper Derby was a bust. Although I had a child too young to participate this year, I had planned to enter him next year. But I have concerns about doing so since this year was different from years past... no shade, in the middle of the day, on Friday.

In the children's play area by the Civic center WAS WAY TOO HOT. No shade out there at all. It was miserable will not be going back because of that

It's too hot

It was hot on Friday.... Need more cooling stations.

Need to put up tents for shade!

Maybe have some type of temporary shade over the stage setting area because it is so hot during the day.

Last year when it was moved to tech was bad so I would suggest a better back up plan for bad weather if it happens in the future.

More covered areas for shade.

Need church and Scout groups doing "rest areas" with fans and free water.

Not sure at this time. Mainly the heat keep me away. Nothing that could be controlled. Bad timing this year for me.

Please consider something to cover the steps near the stage. They were very hot and there wasn't any shade at 5pm. It made it very uncomfortable. A couple of family members have burns on their rear end.

Probably need a canopy for the Battle of the Bands judges.

Put misters up to cool people.

The Diaper Derby NEEDS to be indoors!!!! It was way too hot for babies. Why not have it at the gym that sponsored the event or any other establishment. Children that young should not be in that sunlight or heat for that long.



The only thing that made us only stay for an hour on Saturday was the heat which I know you have no control over. It was way too hot for enjoyment.

I wish we could have it in the fall or spring so it wouldn't be so hot!

Kind of need to do something where the adults and children both can wet when it's that hot out.

We LOVE peach fest. BUT this year the diaper derby was outside and my 11 month old (who participated) was dripping sweat and so worn out we opted out of doing further events as a family on Friday. We would love if the event could be moved back in doors because it's so fun!  
Thanks!

With the heat, it would be great to have fans and misters setup at the Civic Center and Railroad Park.

## Overall Enjoyment of the Festival

Best ever

Boring

Everything was great!

first time visit. Loved it. Most people were cordial...especially the younger generations. The older over 70 were kind'a rude. Glad they had paid parking.

Great job once again, thanks!

hope to come back next year

Quilteroos Quilt Shop was awesome. We stopped there and it was jam packed - exciting to see area businesses benefiting from the event.

I personally loved Peach Fest

Overall I was incredibly disappointed in the entire festival and the only redeeming quality of my 1 hour trip to Ruston was discovering Utility Brewing.

I thought it was GREAT, even though I did not participate in everything. I liked that it was free on Friday afternoon!!! Thanks for ALL of the hard work in putting this event on. I appreciate all that you did.

I thought y'all handled the peach hunt mishap beautifully.

Overall, fun experience! Thanks for all of the hard work that goes into it!

It was nice.

Loved this year's festival. I liked how there was a great selection of food and adult drinks downtown and they took cash and credit cards.

Loved Battle of the Bands.

Thank you for all you do. We always enjoy attending.

The parade had more stuff in it last year thank this year I think.

Overall appears to be goin downhill every year, this was most likely our (16 of us) last year to

attend.

We LOVE peach fest.

## Information

I feel like there needs to be better promotion/coverage earlier--I ran into too many people locally that had no idea what was going on. I could NOT believe it when a weekend before that people were clueless and they said they follow the Chamber on Facebook. We need someone designated to handle social media about the festival well in advance and ongoing to promote it, not just during the event--that should be part of the Chamber communications and marketing. The gates need attention--people with wristbands didn't know what to do, people without wrist bands were just walking in with them. Maybe we need chutes for people to go through--"Cash" and "Credit Card" and "Wrist Bands" with a person in charge of each. When there's a cluster at the gates people get frustrated quick.

Although I am able to see the schedule of events on the festival website, I think many older/elderly people rely on Facebook as their source of information for events. So, updating the FB wall would be helpful even during the days of the event.

if there was a map of where the peach vendors were at around town that would have been nice.

Because of the multitude of people, we saw the art gallery but I'm not sure if there was a sign for it.

the web page signup for vendors was unclear in spots and had some errors in it. I was told by one vendor that there were two prices showing for inside. Not sure that was the case, though. I'd just check the pages thoroughly. Have someone who has never seen them try to apply online.

Based on the wording on Facebook events, I couldn't tell if things like the Cookery Context and Diaper Derby were things that could be watched by nonparticipants.

I'd like to see better notifications on events.

Loved the signs of list of activities.

clearer marking to parking areas for out-of-towners

Provide a map of vendors, or at least a list of vendors and a summary of what they will be selling. Or have the list organized according to the goods being sold.

Should make sure to put that kids are free at certain ages on Ur website or signs and on FB so people with big family knows

Improved signage (particularly for where to buy peaches, where to park, and location of ATM's or restrooms) would be very helpful. As a volunteer, I did not feel like I knew enough about where these things were and had to rely on past experiences or hearsay from other people.

The parade needs to be better organized when participants first get there. Didn't seem like each area knew what the other areas were supposed to do. We were sent to the tent to register and get a number, then the tent sent us out to where the vehicles/floats were to be parked and they told us to go back and register at the tent. And then they had a lower payment than we actually made on the sheet - so they were asking me to pay more. But we have our check that went through the bank and we paid the right amount.

The parade needs to better organize

We were a food vendor. There were too many vendors in too many different areas. Food vendors should either all be in one location, or only have 2-3 at each area of the festival. There was not any info given to us about past or expected numbers for food vending, even when asked. A festival of this size should be collecting data from vendors each year to have for vendors for future years in order to know what to prepare for. This is a huge factor in being able to vend at an event, otherwise vendors risk selling out or losing lots of money, neither of which should have to happen. As a part of the festival food vendors would appreciate being listed by name of shown on any maps available to guests. Announcement on social media and promotion prior to the festival as well, just as many of the other artisans or partners. Definitely more promotion and marketing of the food vendors is needed. A vendor discount with other vendors or local businesses would be good. Even for hotels if possible, that was a large part of our expenses.

Would love for wife and 2 kids to participate in Rodeo next year. Found out about it too late to sign up.

## Food

We never saw Mitcham peaches. Where were they? We did get Yak's and they were super nice giving us an extra few and very delicious. We decided to get the peach ice cream. No sizes, it was flat fee of \$3.00. Half the size would be plenty for a lower price. It was good but couldn't put my finger on why it was so orange when someone went by us with a large cart carrying buckets of Blue Bell. What happened to homemade Tech Farms peach ice cream? You can buy this at Walmart.

Better quality vendors outside Civic Center  
Better food options - less carnival food

Food not that great at concerts

More food choices.

we like the older peach ice cream recipes (more vanilla with chunks of peaches) vs this years that was more like sherbet.

I really thought that the festival would be centered more around peaches as far as the food. I honestly came to eat a variety of homemade, local peach-themed foods and was incredibly disappointed when the only peach items I could find was a sandwich from the grilled cheese truck that they creatively incorporated peaches into (props to them but I wasn't feeling it) and FAKE peach icecream made by Blue Bell!! The best thing I got was a peach mojito NOT at the festival. I honestly just wanted some homemade peach icecream, maybe peach cobbler, or local food trucks and it was mostly street food. Then there was only one peach stand within the area (there was another vendor who cheated and was just outside the area which I didn't think was very fair because they would get more customers since you didn't have to pay to get into the vendor area and they probably didn't pay to set up).

very few food vendors. I figured there would be more local restaurants showing off their wares.

I'd love to see more food trucks!

More stuff downtown for adults such as different beverage vendors and more food variety.

Too many carnival food vendors. They are not very clean. What happened to local food vendors and people doing fund raisers like travel ball teams and such. Wonder sticks were super nice and clean. Newk's is always great and we loved the new burger place. But the carnival vendors just seem very dirty.

Thoughts on a food and wine/spirits/beer tasting event. Local eateries/pubs provide food and beverages, and patrons pay a flat fee to taste and drink.

Poor selection of food and drink vendors.