

# The Economic Impact of San Francisco's Outdoor Events

Office of Economic Analysis  
April, 2015



### Key Findings

- Following a request from Supervisor Scott Wiener, the Controller's Office has conducted a study of the economic impact of outdoor events in San Francisco.
- The study finds that outdoor events in the city represent a significant economic driver for San Francisco.
- In 2014, 3.3 million people attended 79 such events, where they spent an estimated \$290 million.
- On average, food spending at outdoor events is equivalent to 10% of citywide spending at restaurants and bars.
- Survey data reveals that visitors to San Francisco represented 58% of attendees, and 85% of them reported that the main reason they visited San Francisco was to attend the event.
- The spending of these visitors has a \$1.1 billion direct and indirect impact on the city's economy, and supports 9,300 private sector jobs in the retail, food services, accommodations, transportation, and other industries.
- Outdoor events sustain a significant share of jobs in the hospitality industry, including an estimated 7% of restaurant and 6% of hotel employment.

### Number and Range of Outdoor Events in the City

- According to the Office of Economic and Workforce Development, there were 79 outdoor events with an estimated attendance of 5,000 or more people, held in San Francisco in 2014.
- These events include street fairs held in neighborhoods and parks across the city, fund-raising runs and walks, and many cultural festivals with a wide variety of artistic, historical, cultural, and political themes.
- The events are listed in Appendix A of this report.
- Depending on where an event is held, an outdoor event may require a permit from the Municipal Transportation Agency, the Recreation and Parks Department, and/or the Entertainment Commission. Each of these agencies receive attendance estimates from the event organizers.
- Eleven of these festivals cooperated with the Controller's Office in conducting a survey of visitors, to understand their reasons for visiting, and their spending impact.

### Survey Methodology

- The Controller's Office created a survey to gather feedback and information from attendees to the outdoor events.
- Both online and paper versions of the survey were provided to participating events.
- Volunteers from the events were responsible for distributing the online survey link to ticketed attendees who had provided an email address, and/or to administer the survey in-person to attendees during the events.
- In all, 3,644 event attendees took an in-person or online survey.
- The survey questions are listed in Appendix B of this report. The names of participating events are shown in bold in Appendix A.
- Based on the sample responses, and the aggregate attendance figures provided by the event organizers to the MTA, a complete economic impact for each event was estimated.
- Fact sheets summarizing the economic of each participating event are provided in Appendix C.
- By extrapolating the participating events to all events, an aggregate economic impact for all 79 events could be estimated.



## Overall Attendance and Spending at Outdoor Events

- Based on information provided by City departments, we estimate that the 79 identified outdoor events held in the city during 2014, over 88 days, had 3.3 million attendees in total.
- Events range in size from San Francisco Pride Parade and Chinese New Year parades, to numerous neighborhood, cultural, and community events.
- At the events alone, these attendees spent an average of \$89 per person, including spending on event fees, tickets, or donations, food and drink, retail goods, and miscellaneous spending.
- Total spending at the events alone is \$290 million annually.
- To put these numbers into context, during a typical day, about \$12 million is spent in San Francisco restaurants. Over the 88 days that the outdoor events included in this study were held in 2014, spending on food at these events represent about 10% of all spending at restaurants in the city.

### The Broader Economic Impact of Outdoor Events on San Francisco

- 58% of event attendees reported that they did not live in San Francisco.
- 85% of those out-of-town visitors – over 1.6 million people in 2014 - reported that the main reason they visited to San Francisco was to attend an outdoor event.
- This suggests that outdoor events are a powerful economic driver for the city's hospitality industry.
- The outdoor events are ultimately responsible for all of the spending of these 1.6 million visitors – not only at the event itself, but at other businesses throughout the city during their stay.
- Moreover, this spending generates multiplier effects as it recirculates throughout the city's economy, supporting an even greater number of businesses and employees.

## Magnitude of Visitor Spending

- The spending of visitors who came to San Francisco primarily because of outdoor events is significant.
- It includes \$190 million in spending at the event itself:
  - \$20 million in event fees, tickets, and voluntary entrance donations.
  - \$61 million in food and drink spending.
  - \$73 million in shopping at the event.
  - \$35 million on other goods and services.
- In addition, these visitors reported spending an average of \$330 per person outside of the event, on transportation, restaurants, entertainment, and nightlife. This totals to:
  - \$91 million on transportation, including taxis, rental cars, and public transportation
  - \$172 million at restaurants
  - \$84 million at other nightlife establishments, including bars, clubs, and entertainment venues
  - \$135 million in retail shopping
  - \$54 million in other spending
- Finally, 53% of these visitors stayed in San Francisco for more than 1 night, and spent a total of \$262 million on lodging during their trip.
- *Overall, direct spending from these visitors in the city totaled \$993 million.*

## Multiplier Effects on Spending and Employment

- The multiplier effects of outdoor events were modeled using the City's REMI model of the San Francisco economy.
- The spending by those visitors who came to San Francisco mainly to see an outdoor event led to a total direct and indirect economic impact of \$1.1 billion in 2014, meaning there was \$1.1 billion more sales in the city as a direct result of these visitors.
- The increased sales were distributed throughout the city's economy, but mainly experienced in the hospitality-related industries: food services, accommodations, retail trade, transportation, and entertainment.
- In addition, more than 9,300 private sector jobs are associated with this visitor spending, including full-time, part-time, and self-employed individuals.
- A significant portion of all employment in hospitality-related industries is attributable to the effect of this visitor spending, including 7% of food service employment and 6% of hotel employment.

### Staff Contacts

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# Appendix A: 2014 Outdoor Events in San Francisco

103rd Bay to Breakers  
 20th Street Block Party  
 AIDS Walk San Francisco  
 Arab Cultural Festival  
 Bay Area Heart Walk  
 Bridge to Bridge Run  
 Burning Man Decompression  
 Carnaval Festival  
**Castro Street Fair**  
 Cherry Blossom Festival  
 Chinese New Year Parade  
 Chipotle Cultivate Festival  
 Cinco de Mayo Festival  
 Comedy Day  
 Dyke March  
 Earth Day Celebration  
 Eggstravaganza  
 Escape From Alcatraz Triathlon  
 Fiesta on the Hill  
 Fillmore Jazz Festival  
 Fleet Week  
**Folsom Street Fair**  
 Free San Francisco Symphony Concert

Ghirardelli Chocolate Festival  
 Giant Race  
**Haight Ashbury Street Fair**  
 Haight Street Merchants and Music Fair  
 Hardly Strictly Bluegrass Festival  
 Hot Chocolate 15/5k  
**How Weird Street Fair**  
 Italian Heritage Day Parade  
 J Pop Festival  
 Kaiser Permanente Half Marathon & 5K  
 Korean Day Cultural Festival  
 Making Strides Against Breast Cancer Walk  
**Nihonmachi Street Fair**  
 Nike Women's Half Marathon  
 North Beach Festival  
 Now and Zen  
 Opera in the Park  
 Outside Lands Festival  
 Phono del Sol Festival  
**Pink Saturday**  
 Rock & Roll Half Marathon San Francisco  
**San Francisco Marathon**  
 San Francisco Oysterfest

**San Francisco Street Food Festival**  
 Savor Filipino  
**SF Pride Celebration**  
 Sisters of Perpetual Indulgence Easter in the Park  
 St. Patrick's Day Parade  
**Stern Grove**  
 Street Soccer USA Cup  
 Summerthing  
 Taiwanese American Cultural Festival  
 Tour de Fat  
 TransMarch  
 Treasure Island Music Festival  
 Uncorked! SF Wine Festival  
 Union Square Tree Lighting Ceremony  
 Union Street Festival  
 Union Street Spring Celebration  
**Up Your Alley Fair**  
 Urbanathlon  
 Walk for Life West Coast  
 Wharf Fest  
 World Wide Walk for Typhoon Haiyan Victims

**Note: Participating events are in bold.**



## Appendix B: Survey Questions

1. What is your Zip code or Postal Code?
2. What was your MAIN mode of transportation to this event? [SELECT ONLY ONE]
  - Walk
  - Bike
  - Drive
  - BART
  - MUNI
  - Taxi/Other car services
  - Other
3. How much money do you expect to spend on each of the following things today *at this event*?
  - Entrance Fee or gate donations
  - Food and Drink
  - Shopping
  - Anything else
4. Do you live in San Francisco?
  - Yes
  - No

## Appendix B: Survey Questions (continued)

FOR NON-SF RESIDENTS ONLY:

5. How many nights will you spend in San Francisco?
6. Was this event the MAIN reason you chose to visit San Francisco today?
  - Yes
  - No
7. Outside of the event, how much money do you expect to spend at to during your stay in San Francisco?
  - Transportation (rental car, parking, public transportation, taxi, etc.)
  - Hotels or other lodging
  - Restaurants
  - Nightlife activity (bar, club, venue)
  - Shopping
  - Other

## Appendix C: Fact Sheets for Participating Outdoor Events





## San Francisco Outdoor Event Visitor Survey

City and County of San Francisco  
Office of Economic Analysis

### Castro Street Fair

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of the Castro Street Fair. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

#### Highlights

- The 2014 Castro Street Fair expected 40,000 visitors, according to data provided to MUNI from the event organizers.
- 34% attendees were out-of-town visitors, and 66% were SF residents.

Region	% of Attendees
San Francisco	66%
Bay Area excluding SF	19%
CA excluding Bay Area	3%
US excluding CA	10%
Another Country	2%

- Among the out-of-town visitors, 58% stated that the Castro Street Fair was the main reason for visiting San Francisco.
- Spending just at the event, including spending by San Francisco residents is estimated at \$2.7 million.

#### Visitor Spending

- In order to estimate the economic impact of the Castro Street Fair, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the Castro Street Fair.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending related to the Castro Street Fair to be \$4.2 million.
- Of this spending, 11% occurred at the event itself, and the remaining 89% occurred at other local businesses not connected to the event.

#### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by the Castro Street Fair, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of the Castro Street Fair is estimated to be \$8.0 million, including \$1.8 million at retail trade establishments, \$1.5 million at restaurants, and \$644,000 at hotels.
- This visitor-driven spending during the day of the event represents 13% of average daily retail spending in San Francisco, 16% of average daily restaurant spending, and 11% of average daily accommodations spending.



## San Francisco Outdoor Event Visitor Survey

City and County of San Francisco  
Office of Economic Analysis

### Folsom Street Fair

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of the Folsom Street Fair. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

#### Highlights

- The 2014 Folsom Street Fair expected 200,000 visitors, according to data provided to MUNI from the event organizers.
- 29% attendees were out-of-town visitors, and 71% were SF residents.

Region	% of Attendees
San Francisco	29%
Bay Area excluding SF	28%
CA excluding Bay Area	19%
US excluding CA	18%
Another Country	5%

- Among the out-of-town visitors, 89% stated that the Folsom Street Fair was the main reason for visiting San Francisco.
- Spending just at the event, including spending by San Francisco residents is estimated at \$21.7 million.

#### Visitor Spending

- In order to estimate the economic impact of the Folsom Street Fair, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the Folsom Street Fair.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending at the Folsom Street Fair to be \$94.6 million.
- Of this spending, 14% occurred at the event itself, and the remaining 86% occurred at other local businesses not connected to the event.

#### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by the Folsom Street Fair, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of the Folsom Street Fair is estimated to be \$180.8 million, including \$40.5 million at retail trade establishments, \$33.9 million at restaurants, and \$14.5 million at hotels.
- This visitor-driven spending during the day of the event represents 283% of average daily retail spending in San Francisco, 349% of average daily restaurant spending, and 238% of average daily accommodations spending.



## San Francisco Outdoor Event Visitor Survey

City and County of San Francisco  
Office of Economic Analysis

### Haight Street Fair

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of the Haight Street Fair. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

#### Highlights

- The 2014 Haight Street Fair expected 12,000 visitors over the course of two days, according to data provided to MUNI from the event organizers.
- 54% attendees were out-of-town visitors, and 46% were SF residents.

Region	% of Attendees
San Francisco	46%
Bay Area excluding SF	36%
CA excluding Bay Area	3%
US excluding CA	13%
Another Country	2%

- Among the out-of-town visitors, 67% stated that the Haight Street Fair was the main reason for visiting San Francisco.
- Spending just at the event, including spending by San Francisco residents is estimated at \$2.6 million.

#### Visitor Spending

- In order to estimate the economic impact of the Haight Street Fair, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the Haight Street Fair.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending at the Haight Street Fair to be \$1.5 million.
- Of this spending, 19% occurred at the event itself, and the remaining 81% occurred at other local businesses not connected to the event.

#### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by the Haight Street Fair, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of the Haight Street Fair is estimated to be \$2.8 million, including \$629,000 at retail trade establishments, \$528,000 at restaurants, and \$225,000 at hotels.
- This visitor-driven spending during the day of the event represents 4% of average daily retail spending in San Francisco, 5% of average daily restaurant spending, and 4% of average daily accommodations spending.



## San Francisco Outdoor Event Visitor Survey

City and County of San Francisco  
Office of Economic Analysis

### How Weird Street Faire

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of the How Weird Street Faire. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

#### Highlights

- The 2014 How Weird Street Faire expected 9,000 visitors, according to data provided to MUNI from the event organizers.
- 57% attendees were out-of-town visitors, and 43% were SF residents.

Region	% of Attendees
San Francisco	43%
Bay Area excluding SF	43%
CA excluding Bay Area	7%
US excluding CA	5%
Another Country	2%

- Among the out-of-town visitors, 91% stated that the How Weird Street Faire was the main reason for visiting San Francisco.
- Total spending generated by attendees of the How Weird Street Faire is estimated at \$1.9 million.

#### Visitor Spending

- In order to estimate the economic impact of the How Weird Street Faire, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the How Weird Street Faire.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending at the How Weird Street Faire to be \$1.2 million.
- Of this spending, 38% occurred at the event itself, and the remaining 62% occurred at other local businesses not connected to the event.

#### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by the How Weird Street Faire, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of the How Weird Street Faire is estimated to be \$2.4 million, including \$528,000 at retail trade establishments, \$443,000 at restaurants, and \$189,000 at hotels.
- This visitor-driven spending during the day of the event represents 4% of average daily retail spending in San Francisco, 5% of average daily restaurant spending, and 3% of average daily accommodations spending.



## San Francisco Outdoor Event Visitor Survey

City and County of San Francisco  
Office of Economic Analysis

### Nihonmachi Street Fair

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of the Nihonmachi Street Fair. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

#### Highlights

- The 2014 Nihonmachi Street Fair expected 20,000 visitors over the course of two days, according to data provided to MUNI from the event organizers.
- 44% attendees were out-of-town visitors, and 56% were SF residents.

Region	% of Attendees
San Francisco	56%
Bay Area excluding SF	23%
CA excluding Bay Area	9%
US excluding CA	11%
Another Country	1%

- Among the out-of-town visitors, 35% stated that the Nihonmachi Street Fair was the main reason for visiting San Francisco.
- Total spending generated by attendees of the Nihonmachi Street Fair is estimated at \$2.4 million.

#### Visitor Spending

- In order to estimate the economic impact of the Nihonmachi Street Fair, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the Nihonmachi Street Fair.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending at the Nihonmachi Street Fair to be \$564,000.
- Of this spending, 29% occurred at the event itself, and the remaining 71% occurred at other local businesses not connected to the event.

#### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by the Nihonmachi Street Fair, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of the Nihonmachi Street Fair is estimated to be \$1.1 million, including \$121,000 at retail trade establishments, \$101,000 at restaurants, and \$43,000 at hotels.
- This visitor-driven spending during the day of the event represents 1% of average daily retail spending in San Francisco, 1% of average daily restaurant spending, and 1% of average daily accommodations spending.



## San Francisco Outdoor Event Visitor Survey

City and County of San Francisco  
Office of Economic Analysis

San Francisco Pride

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of the San Francisco Pride. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

### Highlights

- The 2014 San Francisco Pride expected 550,000 visitors over the course of two days, according to data provided to MUNI from the event organizers.
- 80% attendees were out-of-town visitors, and 20% were SF residents.

Region	% of Attendees
San Francisco	20%
Bay Area excluding SF	42%
CA excluding Bay Area	18%
US excluding CA	15%
Another Country	5%

- Among the out-of-town visitors, 90% stated that the San Francisco Pride was the main reason for visiting San Francisco.
- Total spending generated by attendees of the San Francisco Pride is estimated at \$219.2 million.

### Visitor Spending

- In order to estimate the economic impact of the San Francisco Pride, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the San Francisco Pride.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending at the San Francisco Pride to be \$186.9 million.
- Of this spending, 15% occurred at the event itself, and the remaining 85% occurred at other local businesses not connected to the event.

### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by the San Francisco Pride, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of the San Francisco Pride is estimated to be \$357.1 million, including \$40.0 million at retail trade establishments, \$33.6 million at restaurants, and \$14.3 million at hotels.
- This average daily visitor-driven spending during the event represents 280% of average daily retail spending in San Francisco, 345% of average daily restaurant spending, and 235% of average daily accommodations spending.



## San Francisco Outdoor Event Visitor Survey

City and County of San Francisco  
Office of Economic Analysis

### San Francisco Marathon

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of the San Francisco Marathon. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

#### Highlights

- The 2014 San Francisco Marathon expected 25,000 visitors over the course of two days, according to data provided to MUNI from the event organizers.
- 99% attendees were out-of-town visitors, and 1% were SF residents.

Region	% of Attendees
San Francisco	1%
Bay Area excluding SF	21%
CA excluding Bay Area	37%
US excluding CA	22%
Another Country	19%

- Among the out-of-town visitors, 89% stated that the San Francisco Marathon was the main reason for visiting San Francisco.
- Total spending generated by attendees of the San Francisco Marathon is estimated at \$30.4 million.

#### Visitor Spending

- In order to estimate the economic impact of the San Francisco Marathon, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the San Francisco Marathon.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending at the San Francisco Marathon to be \$26.9 million.
- Of this spending, 18% occurred at the event itself, and the remaining 82% occurred at other local businesses not connected to the event.

#### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by the San Francisco Marathon, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of the San Francisco Marathon is estimated to be \$51.5 million, including \$11.5 million at retail trade establishments, \$9.7 million at restaurants, and \$4.1 million at hotels.
- This average daily visitor-driven spending during the event represents 81% of average daily retail spending in San Francisco, 100% of average daily restaurant spending, and 68% of average daily accommodations spending.



## San Francisco Outdoor Event Visitor Survey

City and County of San Francisco  
Office of Economic Analysis

### San Francisco Street Food Festival

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of the San Francisco Street Food Festival. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

#### Highlights

- The 2014 Street Food Festival expected 35,000 visitors over the course of two days, according to data provided to MUNI from the event organizers.
- 51% attendees were out-of-town visitors, and 49% were SF residents.

Region	% of Attendees
San Francisco	49%
Bay Area excluding SF	39%
CA excluding Bay Area	6%
US excluding CA	5%
Another Country	1%

- Among the out-of-town visitors, 89% stated that the Street Food Festival was the main reason for visiting San Francisco.
- Total spending generated by attendees of the Street Food Festival is estimated at \$15.6 million.

#### Visitor Spending

- In order to estimate the economic impact of the Street Food Festival, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the Street Food Festival.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending at the Street Food Festival to be \$12.5 million.
- Of this spending, 10% occurred at the event itself, and the remaining 90% occurred at other local businesses not connected to the event.

#### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by the Street Food Festival, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of the Street Food Festival is estimated to be \$23.9 million, including \$5.4 million at retail trade establishments, \$4.5 million at restaurants, and \$1.9 million at hotels.
- This average daily visitor-driven spending during the event represents 37% of average daily retail spending in San Francisco, 46% of average daily restaurant spending, and 31% of average daily accommodations spending.



## San Francisco Outdoor Event Visitor Survey

City and County of San Francisco  
Office of Economic Analysis

### Up Your Alley Fair

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of Up Your Alley Fair. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

#### Highlights

- The 2014 Up Your Alley Fair expected 12,000 visitors over the course of two days, according to data provided to MUNI from the event organizers.
- 51% attendees were out-of-town visitors, and 49% were SF residents.

Region	% of Attendees
San Francisco	49%
Bay Area excluding SF	29%
CA excluding Bay Area	10%
US excluding CA	10%
Another Country	3%

- Among the out-of-town visitors, 82% stated that the Up Your Alley Fair was the main reason for visiting San Francisco.
- Total spending generated by attendees of the Up Your Alley Fair is estimated at \$6.8 million.

#### Visitor Spending

- In order to estimate the economic impact of the Up Your Alley Fair, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the Up Your Alley Fair.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending at the Up Your Alley Fair to be \$5.2 million.
- Of this spending, 6% occurred at the event itself, and the remaining 94% occurred at other local businesses not connected to the event.

#### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by the Up Your Alley Fair, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of the Up Your Alley Fair is estimated to be \$10.0 million, including \$2.2 million at retail trade establishments, \$1.9 million at restaurants, and \$2.2 million at hotels.
- This average daily visitor-driven spending during the event represents 16% of average daily retail spending in San Francisco, 19% of average daily restaurant spending, and 13% of average daily accommodations spending.



## San Francisco Outdoor Event Visitor Survey

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### Pink Saturday

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The City and County of San Francisco's Office of Economic Analysis (OEA) conducted a survey of Pink Saturday. This survey is part of a series of surveys of outdoor events in San Francisco for the purpose of understanding their economic impact on the City's economy.

#### Highlights

- In 2014, Pink Saturday had 50,000 expected visitors according to data provided to MUNI from the event organizers.
- 48% attendees were out-of-town visitors, and 52% were SF residents.

Region	% of Attendees
San Francisco	52%
Bay Area excluding SF	28%
CA excluding Bay Area	11%
US excluding CA	9%
Another Country	1%

- Among the out-of-town visitors, 34.7% stated that Pink Saturday was the main reason for visiting San Francisco.
- Total spending generated by attendees of the Pink Saturday is estimated at \$6.0 million.

#### Visitor Spending

- In order to estimate the economic impact of Pink Saturday, we excluded spending from San Francisco residents. We assume these residents would have spent an equivalent amount elsewhere in the local economy. We also exclude spending by visitors whose main reason to visit San Francisco was something other than the San Francisco Pride.
- Spending by non-SF resident visitors can be broken out into direct spending at the event, and indirect spending in San Francisco outside of the event.
- OEA estimates that total visitor spending at Pink Saturday to be \$1.4 million.
- Of this spending, 29% occurred at the event itself, and the remaining 71% occurred at other local businesses not connected to the event.

#### Total Visitor Impact

- In addition, the spending from out-of-town visitors generates indirect multiplier effects throughout the city's economy.
- In order to estimate the total visitor impact generated by Pink Saturday, the OEA used its REMI model to simulate spending generated by out-of-town visitors.
- The total visitor impact of Pink Saturday is estimated to be \$2.7 million, including over \$600,000 at retail trade establishments, over \$500,000 at restaurants, and over \$215,000 at hotels.
- This average daily visitor-driven spending during the event represents 4% of average daily retail spending in San Francisco, 5% of average daily restaurant spending, and 4% of average daily accommodations spending.