



Thursday, August 25, 2022

River Jam brings \$2,568,500 in revenue to the community.

In a Chamber of Commerce Board of Directors meeting on Thursday, members were joined by Marty Marbry with the State Department of Tourism, who validated the economic impact of the June 2022 event. With approximately 13,000 in attendance and the average person spending \$254 during the four day festival, the total economic impact was \$2,568,500.

"The State Department has made significant progress in building formulas and taking out the guesswork involved with these numbers," she commented. "We look at the numbers in three categories, the locals, the regional people who did not require lodging, and those that came to town and needed a place to stay."

These numbers are validated by both state and local resources. One local retailer said that they experienced roughly 700 transactions per day and that the average person spent \$27. 1 out of 20 of those transactions were new customers. Another business saw an 11% increase Friday and 35% increase on Saturday in their business, with the average person spending \$16.

A downtown business noted speaking to customers from Ohio, Indiana, Missouri and Mississippi on Saturday. They said their average receipt was \$74.

One restaurant in town saw a 40% increase in traffic with an average ticket being \$65. Another restaurant at the lake was nearly at capacity with the average person spending \$55. They noted there was a line at the door the moment it opened and that turned the restaurant 4 or 5 times.

"Often we get in the weeds of trying to fix things. We look at the little details and imperfections, and honestly... they drive me crazy, but this validates what we do and that the event is making a difference in our local economy," added Travis McLeese, Chamber CEO. "We had over 300 responses to our survey and have worked tirelessly to evaluate the changes and feedback we are receiving. 2023 is going to be big! Get ready!"

The data in the report shows that on average locals who attended Tennessee River Jam spend \$82.50, attendees who travel but do not require lodging spend \$198 and those who attend from out of town and need lodging spend \$484. Other data shows that attendees traveled from 21 different states to attend the four-day festival.

"I attended the whole festival this year, and I saw the license plates, I saw the lines at restaurants and in businesses," Marbry added. "This was my second time to attend and I am impressed. Not only do you have an event that is being noticed statewide, you are doing it in a rural area, with limited resources! I commend everyone involved for their efforts!"

