Economic Impact Analysis:

Sweetwater Rattlesnake Roundup
Sweetwater, Texas

March 13-15, 2015

Prepared by:
Sarah T. Page Consulting, LLC
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Executive Summary

The Sweetwater Chamber of Commerce contracted with Sarah T. Page Consulting, LLC to provide an economic impact analysis on the Rattlesnake Roundup held March 13-15, 2015 at the Nolan County Coliseum. The project was designed to determine the economic impact of the event on the local economy and the impact of spending by local residents.

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

About Rattlesnake Roundup

The Sweetwater Rattlesnake Roundup was held March 13-15, 2015 at the Nolan County Coliseum. The event included demonstrations, hands-on activities, food and retail vendors, a carnival, the Miss Snake Charmer Pageant, guided hunts, street dances, and contests. This was the 57th annual Rattlesnake Roundup hosted by the Sweetwater Jaycees. The 2015 event attracted an estimated 25,680 attendees.

A Gun & Knife Show and carnival were also held along with the Roundup. The Gun & Knife Show drew 6,002 attendees and the carnival was also very well attended. Visitors to these other events were not included in the analysis of the Sweetwater Rattlesnake Roundup.

Total Economic Impact

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

Economic Impact Results

Our analysis suggests the following key findings:

- The total economic impact of the Rattlesnake Roundup on Sweetwater was $8,392,864.
- The economic impact to local lodging establishments was $3,298,571, restaurants and drinking places was $3,350,707, the retail impact was $1,671,601, and the transportation impact was $71,985.
- An estimated 102.9 full time equivalent (FTE) jobs were created.
- There were an estimated 25,680 festival attendees. Of these, 21,314 were non-local and 4,366 were local.
- The average non-local party size was 4.76 people, and the average length of stay in Sweetwater was 2.26 days.
- The average non-local per person per day spending was $199.13.
several assumptions and the data provided in a section below.

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

An infographic depicting the economic impacts of the Sweetwater Rattlesnake Roundup is below:
2015 Sweetwater Rattlesnake Roundup

25,680
Total Attendance

Non-Local Attendees
21,314
83%

Local Attendees
4,366
17%

Total Economic Impact
$8.4 MILLION

Lodging Impact
$3.3 million

Retail Impact
$1.7 million

Food/Beverage Impact
$3.4 million

Transportation Impact
$72 Thousand
Methodology

A Survey Team consisting of roughly 12 volunteers and the consultant collected Email addresses from event attendees. A local State Farm Insurance company also collected “self serve” emails at their booth in the Coliseum. The survey was then sent electronically using SurveyMonkey. Surveying was conducted Friday through the day Sunday the entire time the Roundup was open to the public. Thus, all attendees would have an equal opportunity to be surveyed.

Volunteers “intercepted” festival attendees, explained the study process, and asked for an Email address. The Survey Team was asked to collect Email addresses from as many attendees as possible. Following the festival, an Email survey was sent to all who provided a valid email address via the web-based survey tool called SurveyMonkey. A $100 Visa gift card was offered to those who completed the survey to incentivize their participation.

Four Emails were sent to participating festival attendees. The first Email was delivered to 725 attendees on March 16, 2015. On March 17, 2015, a reminder Email was sent to those who had not yet responded (406). Another reminder Email went out to 352 non-respondents on March 21, 2015, and a final reminder Email was delivered to the remaining non-respondents on March 24, 2015 (304). Out of the 725 total surveys that were delivered, 351 were returned for a 48% response rate. This response rate exceeded industry standards.

The data was tabulated by Sarah T. Page Consulting, LLC, and analyzed using IMPLAN to produce the impacts. IMPLAN, developed Minnesota Implan Group (MIG), calculated the economic impact created by expenditures from non-local attendees. The model uses economic theory combined with historical trends to anticipate changes in direct, indirect and induced employment and income generated due to the presence of a new business or industry. In this case, the new industry is an event. The “community capture” impacts, or impacts of local spending, were also analyzed using IMPLAN.

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

1. Only spending by non-local attendees was used to determine the economic impact. Local participants were identified by zip code and were eliminated from the economic impact analysis.

2. Only spending by local attendees (those from the 79556 zip code) was used to calculate the community capture impacts.

3. The non-local sample size of 292 (or 1,389 people) represented 83% of the total number of attendees surveyed, and the local sample size of 59 (or 250 people) represented 17% of the total. These percentages were then applied to the total estimated number of attendees at the Rattlesnake Roundup (25,680). Thus, an estimated 21,314 non-local and 4,366 local people attended the Sweetwater Rattlesnake Roundup.

4. Based on data gathered from the surveys, there were 1,639 total people represented in the data collection, of which 1,389 were non-local and 250 were local.

5. The per person per day spending figure was determined using the total spending in each spending category and the total number of people in the travel parties.

6. The per person per day spending figure for each spending category was entered into an IMPLAN model built to represent the local inputs and outputs of Nolan County.

7. The IMPLAN model reduces the impact of retail spending because it analyzes impacts on the retail margin rather than the total sale price (see “IMPLAN and Retail Impacts” below for an explanation.)

8. The total number of non-local attendees (21,314) was multiplied by 2.26 (the average number of days stayed in Sweetwater according to the survey results) for the total number of attendee days of 48,170.

9. The average number of days spent in Sweetwater by local residents was 2.8 days. Thus, the total number of local attendees was 12,225.

10. The total number non-local visitor days of 48,170 and the per person per day spending for each spending category was used to determine final economic impacts within the IMPLAN model.

Data Provided and Model Assumptions

1. The estimated total attendance at the Rattlesnake Roundup was 25,680 people. This figure was provided by the Sweetwater Jaycees based on ticket sales.
2. The study used a convenience sample to project the economic impacts.

3. The non-local sample size (292) used to determine the economic impact was slightly too low to fall within the +/- 5% degree of accuracy range for this analysis. A sample of 392 non-local surveys would be needed to achieve a +/- 5% degree of accuracy for a non-local attendance of 20,000 and over.

4. The economic impact results were based on non-local (outside of Sweetwater) zip codes only.

5. The spending patterns of the 1,389 non-local attendees (from the surveys) represent the total number of 48,170 (attendee days).

**IMPLAN and Retail Impacts**

The *IMPLAN* software model was updated in 2011, and the data sets (inputs and outputs) were updated in 2012. These revisions included many changes, but one is particularly relevant to economic impact analyses on festivals and events that include retail spending. Very few of the goods purchased by visitors to Nolan County are actually produced there. For most sales, only the retail margin (the difference between final sale price and the wholesale cost of the item) is retained in the city or county. Retail margins can be as low as 20-30 percent of the total sales price for purchases made at general merchandise stores.

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

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

In order to fully understand the tables on pages 9 and 11 of this report, some definitions of key economic impact terms are provided below.

**Direct Economic Impact:** The total amount of additional spending which can be directly attributed to this event.

**Total Economic Impact:** Total economic impact is a measure of direct economic impact plus the additional spending in the host economy as a result of increased business from this event. It includes indirect and induced impacts (see below).

**Indirect Impacts:** These are the impacts of local industries buying goods and services from other local industries.

**Induced Impacts:** These are the impacts a local economy feels as a result of re-spending of income received while being employed during this event.

**Output:** Output represents the value of industry production. Output is essentially sales/spending.

**Labor Income:** All forms of employment income, including Employee Compensation (wages and benefits) and Proprietor Income.

**FTEs:** Full-time equivalent employment is the number of full-time equivalent jobs, defined as total hours worked divided by average annual hours worked in full-time jobs.

**Employment:** In the tables on the following pages, employment indicates the number of FTEs generated by this event.
## Economic Benefits to Sweetwater Rattlesnake Roundup Impacts

### Economic Impact (Impact from non-local spending)

Table 1: Summary of Total Economic Impacts

<table>
<thead>
<tr>
<th>Total Economic Impact</th>
<th>Direct Economic Impact</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>$6,283,689</td>
<td>$8,392,864</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$1,864,269</td>
<td>$2,409,792</td>
</tr>
<tr>
<td>Employment</td>
<td>85.8</td>
<td>102.9</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Food and Beverage &amp; Food Services Economic Impact</th>
<th>Direct Economic Impact</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>$2,551,961</td>
<td>$3,350,707</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$922,394</td>
<td>$1,172,029</td>
</tr>
<tr>
<td>Employment</td>
<td>39.9</td>
<td>46.6</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Retail/Shopping Economic Impact</th>
<th>Direct Economic Impact</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>$1,222,421</td>
<td>$1,671,601</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$291,090</td>
<td>$401,122</td>
</tr>
<tr>
<td>Employment</td>
<td>16.7</td>
<td>20.2</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Lodging Economic Impact</th>
<th>Direct Economic Impact</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>$2,458,115</td>
<td>$3,298,571</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$624,678</td>
<td>$850,294</td>
</tr>
<tr>
<td>Employment</td>
<td>28.6</td>
<td>35.4</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Transportation Economic Impact</th>
<th>Direct Economic Impact</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>$51,19</td>
<td>$71,98</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$26,10</td>
<td>$31,34</td>
</tr>
<tr>
<td>Employment</td>
<td>0.6</td>
<td>0.8</td>
</tr>
</tbody>
</table>
Note: Indirect and induced impacts, or value-added, are not depicted in the tables above. These secondary impacts result from circulation of the initial spending through the local economy. The value-added impacts combined with the direct impacts form the total impact shown in the tables above.
## Rattlesnake Roundup Community Capture Impacts (Local spending)

Table 6: Summary of Total Community Capture Impacts

<table>
<thead>
<tr>
<th>Total Community Capture Impact</th>
<th>Direct Community Capture</th>
<th>Total Community Capture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>$494,581</td>
<td>$664,581</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$151,565</td>
<td>$194,499</td>
</tr>
<tr>
<td>Employment</td>
<td>7.4</td>
<td>8.8</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Community Capture Food and Beverage Impact</th>
<th>Direct Community Capture</th>
<th>Total Community Capture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>$328,490</td>
<td>$436,861</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$120,368</td>
<td>$148,149</td>
</tr>
<tr>
<td>Employment</td>
<td>4.7</td>
<td>5.6</td>
</tr>
</tbody>
</table>

Table 8: Summary of Community Capture Retail Impacts

<table>
<thead>
<tr>
<th>Community Capture Retail/Shopping Impact</th>
<th>Direct Community Capture</th>
<th>Total Community Capture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>$159,199</td>
<td>$218,029</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$27,683</td>
<td>$42,129</td>
</tr>
<tr>
<td>Employment</td>
<td>2.6</td>
<td>3.1</td>
</tr>
</tbody>
</table>

Table 9: Transportation Impacts (Includes purchases made on gasoline and motor oil)

<table>
<thead>
<tr>
<th>Community Transportation Impact</th>
<th>Direct Community Capture</th>
<th>Total Community Capture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output</td>
<td>$6,892</td>
<td>$9,692</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$3,515</td>
<td>$4,220</td>
</tr>
<tr>
<td>Employment</td>
<td>0.1</td>
<td>0.1</td>
</tr>
</tbody>
</table>
About Community Capture Spending

Community Capture represents the impacts of local spending related to the Rattlesnake Roundup. Even though local spending does not create an economic impact, this spending might not have occurred were it not for the event. Because of Rattlesnake Roundup, locals bought gas, food, went shopping, and visited local tourist attractions. Therefore, Rattlesnake Roundup caused locals to spend money in the community – spending that might not have occurred otherwise.
The following charts detail the economic impacts for total non-local spending, employment, and labor income broken out by each spending category.

$ Impacts by Spending Category
($8,392,864 Total Spending Impact)

Figure 1: Impacts by Spending Category

Employment Impacts by Spending Category
(102.9 Total FTEs)

Figure 2: Employment Impacts by Spending Category
**Labor Income Impacts by Spending Category**

($2,409,792 Total Labor Income)

- Retail Impact: 1%
- Lodging Impact: 17%
- Food & Beverage Impact: 47%
- Transportation Impact: 35%

**Average Per Person Per Day Spending By Spending Category ($199.13 total)**

- Other Expenses: $2.80
- Grocery Stores: $5.37
- Gasoline: $9.84
- Lodging: $51.03
- Retail Shopping: $48.77
- Retail Vendors: $29.84
- Restaurants: $32.85
- Food Vendors: $18.63

Figure 3: Labor Income Impacts by Spending Category

Figure 4: Average Per Person Per Day Spending by Spending Category
Origin of Rattlesnake Roundup Attendees

This map represents only those attendees who were surveyed. Event attendees came primarily from five counties: Taylor (16.8%), Tom Green (9.8%), Tarrant (4.4%), Lubbock (4.2%), and Dallas (4.2%). Other states represented were Alaska, Arizona, Colorado, Florida, Kentucky, Missouri, Nebraska, New Mexico, New York, Ohio, Oregon, Pennsylvania, Tennessee, Virginia, and Washington, DC.

Figure 5: Map - Attendees by County

Attendee origins were also analyzed by zip code. The county and zip code segmentation provides useful data that can be used in marketing this (and other) Sweetwater events. It can demonstrate whether marketing and outreach efforts were effective, and can also be used to identify potentially lucrative markets that have previously gone untapped.
The map on the following page represents **only those attendees who were surveyed**. It depicts the distribution of attendees by zip code. It shows a detailed look at the zip code origins from the region surrounding the Sweetwater area.

Both maps can be made available digitally for closer examination.

Figure 6: Map - Attendees by Zip Code
Local vs. Non-local Attendee Spending Comparison

Table 10: Local vs. Non-local Spending Comparison

<table>
<thead>
<tr>
<th>Category</th>
<th>$ Amount (per person per day)</th>
<th>Category</th>
<th>$ Amount (per person per day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Vendors</td>
<td>$18.63</td>
<td>Food Vendors</td>
<td>$14.55</td>
</tr>
<tr>
<td>Restaurants</td>
<td>$32.85</td>
<td>Restaurants</td>
<td>$9.96</td>
</tr>
<tr>
<td>Shopping Vendors</td>
<td>$29.84</td>
<td>Shopping Vendors</td>
<td>$22.40</td>
</tr>
<tr>
<td>Shopping</td>
<td>$48.77</td>
<td>Shopping</td>
<td>$7.17</td>
</tr>
<tr>
<td>Lodging</td>
<td>$51.03</td>
<td>Lodging</td>
<td>$0.00</td>
</tr>
<tr>
<td>Gas</td>
<td>$9.84</td>
<td>Gas</td>
<td>$5.22</td>
</tr>
<tr>
<td>Grocery</td>
<td>$5.37</td>
<td>Grocery</td>
<td>$8.46</td>
</tr>
<tr>
<td>Other</td>
<td>$2.80</td>
<td>Other</td>
<td>$5.88</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$199.13</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>$73.65</strong></td>
</tr>
</tbody>
</table>

On a per person per day basis, local attendees out spent their non-local counterparts in every category except Grocery and Other Retail. Out-of-town attendees spent the majority of their money at local restaurants, lodging, and on shopping in local Sweetwater retail stores. It is important to note that non-local event attendees are a lucrative market, and measures should be taken to increase their attendance at Sweetwater festivals and events in the future.

Local spending does not produce an economic impact. However, were it not for the Rattlesnake Roundup, Sweetwater residents (who attended the festival) might have spent no money in the community that weekend.

**Conclusion**

This economic impact analysis covered the 2015 Rattlesnake Roundup only. Any assumptions or conclusions made were based on this year alone. Based on the 2015 data, the Rattlesnake Roundup had a significant economic impact. This is due in large part to the high percentage of non-local attendees attending this event. Since the spending of non-local attendees is all that is counted in the economic impact calculations, having that many non-local attendees boosted the impact greatly. In addition, all attendees – both local and non-local had unusually high per person per day spending. This also helped to increase the economic impact and the community capture. This presents several opportunities to the event organizers.

Because of the data collected, the Sweetwater Chamber of Commerce now knows the most likely counties and zip codes to target future advertising so that more non-local attendees can be attracted to the event. In addition, the staff is now armed with suggestions from actual
attendees on what changes and additions would entice them to stay longer. These same improvements could also draw in more out of town attendees to the event.

Open-Ended Responses

The following answers were submitted to the open-ended questions on the survey form by survey participants.

If you listed “other” expenses, what were they?
Survey respondents were asked to identify what their “other” expenses were related to the festival. They are listed below.

Table 11: What other expenses did you have?

<table>
<thead>
<tr>
<th>What Other Expenses Did You Have?</th>
<th>Non-local Attendees</th>
<th>Local Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnival</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Snacks</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Gas</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Guided Hunt</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Admission</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>Alcohol</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Gun Show</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Apparel</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

If you stayed in paid lodging, where did you stay?
Attendees were asked to specify where they stayed while they were in town for the Rattlesnake Roundup. Their responses are as follows: Abilene (13), RV park (6), Hampton Inn (4), unnamed motel (4), Best Western (4), Holiday Inn Express (4), La Quinta (3), Snyder (1), Coleman (1), and Budget Inn (1).

How did you hear about the Rattlesnake Roundup?
The purpose of this question was to determine what marketing channels drew the best response from Rattlesnake Roundup attendees. The summary responses of all attendees are detailed in the table below.
Table 12: How did you hear about the Rattlesnake Roundup?

<table>
<thead>
<tr>
<th>How Did You Hear About the Rattlesnake Roundup?</th>
<th>Non-local Attendees</th>
<th>Local Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>21</td>
<td>7</td>
</tr>
<tr>
<td>Magazine</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>TV</td>
<td>39</td>
<td>4</td>
</tr>
<tr>
<td>Internet</td>
<td>62</td>
<td>6</td>
</tr>
<tr>
<td>Facebook</td>
<td>39</td>
<td>11</td>
</tr>
<tr>
<td>Other</td>
<td>82</td>
<td>41</td>
</tr>
</tbody>
</table>

If “other”, please identify.
Attendees were asked to list specific newspapers, TV stations, or other ways they heard about the Rattlesnake Roundup. Their responses are listed in the table below.

Table 13: Other Ways Attendees Heard About the Rattlesnake Roundup

<table>
<thead>
<tr>
<th>Other Ways Attendees Heard About the Rattlesnake Roundup</th>
<th>Non-local Attendees</th>
<th>Local Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lubbock AJ</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>National Geographic</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Discovery Channel</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Midland Reporter Times</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>KRBC</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>KTXS</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>KTAB</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Abilene Reporter News</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Sweetwater Reporter</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>KCBD</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>KLST</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>KTXE</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Standard Times</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Dallas Morning News</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Texas Highways</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Rattlesnake Republic</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>WBIR</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>
What is your age?
The results of this question can help the Sweetwater Chamber of Commerce staff and the Sweetwater Jaycees better target marketing and advertising dollars, as well as help determine the types of music and activities to feature in subsequent events.

Table 14: What is your age?

<table>
<thead>
<tr>
<th>What is your age?</th>
<th>Non-local Attendees</th>
<th>Local Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 29</td>
<td>53</td>
<td>27</td>
</tr>
<tr>
<td>30 – 39</td>
<td>82</td>
<td>11</td>
</tr>
<tr>
<td>40 – 49</td>
<td>58</td>
<td>11</td>
</tr>
<tr>
<td>50 – 59</td>
<td>58</td>
<td>5</td>
</tr>
<tr>
<td>60 – 69</td>
<td>29</td>
<td>3</td>
</tr>
<tr>
<td>70 +</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>

What three things did you like best about the Rattlesnake Roundup?
The following open-ended responses in the table below are presented exactly as written by both local and non-local attendees.

Table 15: What did you like best about the Rattlesnake Roundup (Non-Local Responses)?

<table>
<thead>
<tr>
<th>What Did You Like Best About the Rattlesnake Roundup (Non-Local Responses)?</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Snakes!</td>
<td>Vendors</td>
<td>Gun show</td>
<td></td>
</tr>
<tr>
<td>number of snakes</td>
<td>education value</td>
<td>local people</td>
<td></td>
</tr>
<tr>
<td>Very organized</td>
<td>Very informed about what they do with snakes-all of snake</td>
<td>Very friendly, wonderful people.</td>
<td></td>
</tr>
<tr>
<td>Unique and one of a kind experience</td>
<td>Hog sacking was fun to watch</td>
<td>BBQ cook off tasting</td>
<td></td>
</tr>
<tr>
<td>food</td>
<td>education</td>
<td>people</td>
<td></td>
</tr>
<tr>
<td>Pit</td>
<td>Educators</td>
<td>Theme related vendors</td>
<td></td>
</tr>
<tr>
<td>interesting</td>
<td>close to the snakes</td>
<td>items for sale</td>
<td></td>
</tr>
<tr>
<td>experience</td>
<td>teaching</td>
<td>people ( Friendly etc. )</td>
<td></td>
</tr>
<tr>
<td>old west feel</td>
<td>snakes</td>
<td>food</td>
<td></td>
</tr>
<tr>
<td>nice people</td>
<td>good food</td>
<td>snakes</td>
<td></td>
</tr>
<tr>
<td>Snake skinning</td>
<td>Educational presentations</td>
<td>Snake vendors</td>
<td></td>
</tr>
<tr>
<td>The various rattlesnake venues including milking, etc.</td>
<td>Vendors</td>
<td>Rattlesnake trip off site to learn from jaycees</td>
<td></td>
</tr>
<tr>
<td>the snakes</td>
<td>gun show</td>
<td>carnival</td>
<td></td>
</tr>
<tr>
<td>Everyone was very friendly</td>
<td>Vendors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>food</td>
<td>vendors</td>
<td>snakes</td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>-------------------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>Miss rattlesnake charmer.</td>
<td>Demonstration of snake</td>
<td></td>
<td></td>
</tr>
<tr>
<td>snakes</td>
<td>shopping</td>
<td>carnival</td>
<td></td>
</tr>
<tr>
<td>Awards</td>
<td>Bus tour</td>
<td>Seeing rattlesnake republic cast</td>
<td></td>
</tr>
<tr>
<td>the snakes</td>
<td>the community event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The general atmosphere</td>
<td>Eating rattlesnake</td>
<td></td>
<td></td>
</tr>
<tr>
<td>rattlesnakes</td>
<td>skinning snakes</td>
<td>food</td>
<td></td>
</tr>
<tr>
<td>The snake items for sale</td>
<td>The milking of the snakes</td>
<td>The skinning of the snakes</td>
<td></td>
</tr>
<tr>
<td>lots of customers</td>
<td>community support</td>
<td>very friendly people</td>
<td></td>
</tr>
<tr>
<td>The different snake booths</td>
<td>Arts &amp; crafts</td>
<td>Gun show</td>
<td></td>
</tr>
<tr>
<td>The different kinds of food.</td>
<td>The hog sacking</td>
<td>The people and environment around us.</td>
<td></td>
</tr>
<tr>
<td>Snake pits</td>
<td>Snake processing</td>
<td>chatting with locals</td>
<td></td>
</tr>
<tr>
<td>staffing working for the event where extremely friendly and helpful</td>
<td>vendors</td>
<td>fairgrounds</td>
<td></td>
</tr>
<tr>
<td>Snake education</td>
<td>Milking station</td>
<td>Skinning station</td>
<td></td>
</tr>
<tr>
<td>variety of food options</td>
<td>held in conjunction with the gun show and the amusement fair</td>
<td>ample restroom facilities</td>
<td></td>
</tr>
<tr>
<td>Rattlesnake info</td>
<td>Variety of Vendors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>mix of vendors</td>
<td>snake shows</td>
<td></td>
<td></td>
</tr>
<tr>
<td>milking the snake</td>
<td>how to clean a snake</td>
<td>and the pit where all the big snake</td>
<td></td>
</tr>
<tr>
<td>exhibits</td>
<td>food</td>
<td>crowd</td>
<td></td>
</tr>
<tr>
<td>knowledge of the jc's about rattlesnakes</td>
<td>variety of vendors</td>
<td>friendliness of every one</td>
<td></td>
</tr>
<tr>
<td>The food vendors</td>
<td>Things for my kids to do</td>
<td>The shopping</td>
<td></td>
</tr>
<tr>
<td>Skinning</td>
<td>The meat</td>
<td>Getting the poison out</td>
<td></td>
</tr>
<tr>
<td>Different</td>
<td>Location</td>
<td>Vendors</td>
<td></td>
</tr>
<tr>
<td>Food options, vendors, demonstrations, live field trip</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The food vendors-- loved all the food</td>
<td>The Carnival</td>
<td>The flea markets in and outside</td>
<td></td>
</tr>
<tr>
<td>interesting facts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>education of children</td>
<td>verity of vendors</td>
<td>food</td>
<td></td>
</tr>
<tr>
<td>the atmosphere was great</td>
<td>lots to do</td>
<td></td>
<td></td>
</tr>
<tr>
<td>It was fun for the family</td>
<td>Vendors</td>
<td>Food</td>
<td></td>
</tr>
<tr>
<td>exhibits of snakes</td>
<td>kids liked carnival</td>
<td>vendors</td>
<td></td>
</tr>
<tr>
<td>SNAKES/INFO ABOUT SMAKES</td>
<td>MORE VENDERS/SHOPPING</td>
<td>ON THE WAY TO SEE FAMILY</td>
<td></td>
</tr>
<tr>
<td>Fun</td>
<td>Interesting items for sale</td>
<td>interaction with the snakes</td>
<td></td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------------------------</td>
<td>----------------------------</td>
<td></td>
</tr>
<tr>
<td>Friendly people</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the vendors</td>
<td>the info about snakes</td>
<td>weighing, skinning, and milking</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus tour</td>
<td>Snake information</td>
<td>Exhibits</td>
<td></td>
</tr>
<tr>
<td>Display of the reptiles</td>
<td>Display of the flea market</td>
<td>Location of the food vendors</td>
<td></td>
</tr>
<tr>
<td>seeing snakes weighed, measured, processed</td>
<td>vendors with snake products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibits</td>
<td>Food</td>
<td>Carnival</td>
<td></td>
</tr>
<tr>
<td>Cook off BQ</td>
<td>Flea mkt</td>
<td>Vendors</td>
<td></td>
</tr>
<tr>
<td>The snake demonstrations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Different experiences</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>site</td>
<td>exhibit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus tour to see snakes in natural habitat</td>
<td>Q-n-A, sessions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>vendors</td>
<td>atmosphere</td>
<td>knowledgeable</td>
<td></td>
</tr>
<tr>
<td>the milking and info at the pits</td>
<td>easy parking</td>
<td>how close you can get to the snakes</td>
<td></td>
</tr>
<tr>
<td>Crafts</td>
<td>Community support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>snake handling/ milking</td>
<td>snake skinning</td>
<td>food</td>
<td></td>
</tr>
<tr>
<td>Size of the crowd each year</td>
<td>Able to visit with all Sweetwater Jaycees</td>
<td>Reasonable motel rate where we stay each year</td>
<td></td>
</tr>
<tr>
<td>size of carnival</td>
<td>clean</td>
<td>did not sell beer</td>
<td></td>
</tr>
<tr>
<td>very educational</td>
<td>vendors</td>
<td>friendly people</td>
<td></td>
</tr>
<tr>
<td>nothing it was very disappointing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The vendors</td>
<td>The food</td>
<td>The displays of rattlesnacks</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>Vendors/flea market</td>
<td>Educational</td>
<td></td>
</tr>
<tr>
<td>Comraderie of everyone being together- my husband is a snake hunter</td>
<td>This year the wild pig sacking contest was a lot of fun</td>
<td>Being able to camp at the event</td>
<td></td>
</tr>
<tr>
<td>snakes</td>
<td>fleece market</td>
<td>gun and nife show</td>
<td></td>
</tr>
<tr>
<td>Sales were good</td>
<td>The Sweetwater Lions</td>
<td>It's always a pleasant show</td>
<td></td>
</tr>
<tr>
<td>Snakes</td>
<td>Food</td>
<td>Kid stuff</td>
<td></td>
</tr>
<tr>
<td>lots of educational opportunities</td>
<td>good shopping</td>
<td>good food</td>
<td></td>
</tr>
<tr>
<td>Rattlesnake exhibits</td>
<td>Pig sacking</td>
<td>Merchandise</td>
<td></td>
</tr>
<tr>
<td>skinning rattlesnake booth</td>
<td>wildhog catching</td>
<td>vendors</td>
<td></td>
</tr>
<tr>
<td>entertainment</td>
<td>learning about snakes</td>
<td>shopping vendors</td>
<td></td>
</tr>
<tr>
<td>snakes</td>
<td>gun show</td>
<td>vendors</td>
<td></td>
</tr>
<tr>
<td>rides</td>
<td>snakes</td>
<td>food</td>
<td></td>
</tr>
<tr>
<td>Snake pits</td>
<td>Vendors</td>
<td>Foods</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>---------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>food vendors</td>
<td>flea market</td>
<td></td>
<td></td>
</tr>
<tr>
<td>food</td>
<td>weather</td>
<td>selection of things to do</td>
<td></td>
</tr>
<tr>
<td>Watching them milk the venom from the snakes.</td>
<td>Watching them catch and try to find the longest/heaviest one.</td>
<td>Watching the presentation about the snakes.</td>
<td></td>
</tr>
<tr>
<td>Seeing all the snakes</td>
<td>bounce houses</td>
<td>snakes being venomed</td>
<td></td>
</tr>
<tr>
<td>The demonstration about the snakes</td>
<td>The vendors</td>
<td>Gun show</td>
<td></td>
</tr>
<tr>
<td>pig catching</td>
<td>vendor</td>
<td>snake</td>
<td></td>
</tr>
<tr>
<td>snake skinning</td>
<td>fried snake</td>
<td>snake vendors</td>
<td></td>
</tr>
<tr>
<td>How it was set up</td>
<td>Carnival</td>
<td>Flea market</td>
<td></td>
</tr>
<tr>
<td>snake skinning</td>
<td>gun show</td>
<td>the fun food</td>
<td></td>
</tr>
<tr>
<td>Vendors</td>
<td>Food</td>
<td>Education about rattlesnakes</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td>Food</td>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>the handling show</td>
<td>skinning</td>
<td>shopping</td>
<td></td>
</tr>
<tr>
<td>the snake &quot;shows&quot;</td>
<td>the vendor booths</td>
<td>ease of parking</td>
<td></td>
</tr>
<tr>
<td>VENDORS</td>
<td>FOOD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gun and Knife Show</td>
<td>Carnival</td>
<td>Food</td>
<td></td>
</tr>
<tr>
<td>Gun and knife show</td>
<td>Vendor foods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I enjoy visiting with people from other countries about what they liked about the roundup</td>
<td>How the JC's and volunteers are there to help us, and make sure we have everything we need</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pecans I ate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gun show</td>
<td>Snakes</td>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>People were friendly</td>
<td>Security was great</td>
<td>Vendors were amazing</td>
<td></td>
</tr>
<tr>
<td>Gun show</td>
<td>Seeing different things with rattlesnake</td>
<td>Enjoyed seeing families</td>
<td></td>
</tr>
<tr>
<td>Handling and milking rattlesnakes</td>
<td>Venders</td>
<td>People involved</td>
<td></td>
</tr>
<tr>
<td>people</td>
<td>food</td>
<td>sourandings</td>
<td></td>
</tr>
<tr>
<td>rattlesnakes</td>
<td>vendors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy to get to</td>
<td>Plenty of parking</td>
<td>Short lines for food and drinks</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>Vendors</td>
<td>Snakes</td>
<td></td>
</tr>
<tr>
<td>Carnival</td>
<td>Snake exhibits</td>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>Milk pit</td>
<td>skin pit</td>
<td>carnaval</td>
<td></td>
</tr>
<tr>
<td>vendors</td>
<td>snakes</td>
<td>friendly</td>
<td></td>
</tr>
<tr>
<td>The snakes!</td>
<td>The gun show!</td>
<td>Interesting facts there!</td>
<td></td>
</tr>
<tr>
<td>The bus ride</td>
<td>The talk shows</td>
<td>The skinning</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------</td>
<td>---------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>the different pits</td>
<td>the people working in the pits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational presentation with</td>
<td>rattlesnake meat sold on-site</td>
<td></td>
<td></td>
</tr>
<tr>
<td>facts about the snakes, their</td>
<td>affordable food/drink</td>
<td></td>
<td></td>
</tr>
<tr>
<td>home, what they ate, life</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>cycle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the people</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>lots of people</td>
<td>location</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>atmosphere was great</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seeing all the rattlesnakes</td>
<td>Learning about the snakes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visiting all the vendor booths</td>
<td></td>
<td></td>
</tr>
<tr>
<td>seeing the snakes</td>
<td>the play areas for kids</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>watching my son skin a snake</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The show</td>
<td>Gun show</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>prices - snakes</td>
<td>jaycees</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>educational</td>
<td></td>
<td></td>
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<td>I like it all</td>
<td>I like it all</td>
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<td>there was police presence</td>
<td>The vendors represented were good and informative in their products</td>
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<td>I was also interested in the gun show.</td>
<td>The vendors seemed nice as well.</td>
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<td>The horses and Monkey</td>
<td>The food</td>
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<td>Awesome &amp; fun experience to skin own snake!</td>
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<td>Walking around with my family in a new place</td>
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</table>

**Note:** The table is a natural representation of the text, with each cell containing a phrase or concept related to the Sweetwater Rattlesnake Roundup EIA event.
<p>| educational | got to see dangerous snakes in a safe way | flea market |
| the snake shows | skinning your own snake | eating contest |
| Snakes | Food | Weather |
| Snakes | Vendors | People |
| Clothing vendors | Food | Kids bouncy houses |
| vendors | like the way you moved the food booths to outside | gun show |
| food | vendor booths | |
| location | support from people | reasonable booth fee |
| vendors | gun show | all the animals |
| cook off | flea market | carinval |
| Skining | Merchandize | Carnival |
| flea market | festivities | fair |
| food | snakes | |
| Friendliness | Booths | Ease of access |
| gun show | flea market | carnival |
| Vendors | Snakes | Texas outdoors |
| The vendors | The gun exhibit | The overall experience for my family |
| The snakes | Funnel cake | The gun show |
| The cost | The snakes and educational entertainment | The Food |
| Atmosphere | Vendors | |
| Very interesting and informative event | Spending time with family | Food |
| The demonstration pits | The measuring/weighing pit | How professional and knowledgable all the Jaycees are |
| demonstration stations | Guided hunts | very informed jaycees |
| Friendly people everywhere | Great snake entertainment | Restaurants were ready - capable of handling large groups |
| Friendliness of everyone! | Wild Hog Sacking (Lol) | Friday is great |
| Neat information from snake handlers | Cool souvenirs | Not too crowded |</p>
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<td>Cook off</td>
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<td>the cool stuff they make out of snakes</td>
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<td>Skinning Pit</td>
<td>Carnival</td>
<td>Pageant</td>
</tr>
<tr>
<td>people</td>
<td>friends</td>
<td>shopping</td>
</tr>
<tr>
<td>The food</td>
<td>The vendors that come</td>
<td>seeing people that come in for the event</td>
</tr>
<tr>
<td>Snakes</td>
<td>Food</td>
<td>Flea market</td>
</tr>
<tr>
<td>food</td>
<td>flea market</td>
<td>carnival</td>
</tr>
<tr>
<td>the snakes</td>
<td>the food</td>
<td>the vendors</td>
</tr>
<tr>
<td>It helps the city of sweet by bring people in.</td>
<td>I love meeting people all over world.</td>
<td>Teaching people bout rattlesnakes.</td>
</tr>
<tr>
<td>Food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>Carnival</td>
<td>Snake exhibit</td>
</tr>
<tr>
<td>Food helps community</td>
<td>Gun, Coin, and Knife Show</td>
<td>Markets</td>
</tr>
<tr>
<td>vendors</td>
<td>informative</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>Flea Market</td>
<td>Snake Demonstrations</td>
</tr>
<tr>
<td>Food</td>
<td>Flea Market</td>
<td>Cookoff</td>
</tr>
<tr>
<td>snakes</td>
<td>food</td>
<td>rides</td>
</tr>
<tr>
<td>lots of out of town people coming in &amp; spending their money for good times</td>
<td>a chance to be a wintess for Jesus</td>
<td>Giving out new testaments</td>
</tr>
<tr>
<td>Snakes</td>
<td>Flea market</td>
<td>Food</td>
</tr>
<tr>
<td>Gun Show</td>
<td>Education Rattlesnake information</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>Vendors</td>
<td>Carnival</td>
</tr>
<tr>
<td>Vendors</td>
<td>Food</td>
<td>Carnival</td>
</tr>
<tr>
<td>---------</td>
<td>------</td>
<td>---------</td>
</tr>
<tr>
<td>Unique crafts</td>
<td>Teaching aspect</td>
<td>Diverse crowds</td>
</tr>
<tr>
<td>carnival</td>
<td>flee market</td>
<td>cook off</td>
</tr>
<tr>
<td>all the education about rattlesnakes</td>
<td>vendors</td>
<td>food</td>
</tr>
<tr>
<td>Kettle popcorn</td>
<td>The teamwork of all the organizations</td>
<td>The flea market</td>
</tr>
<tr>
<td>Flea Market Vendors</td>
<td>Food Vendors</td>
<td>Carnival</td>
</tr>
<tr>
<td>food</td>
<td>excitement</td>
<td>carnival</td>
</tr>
</tbody>
</table>

**INTERESTING TO SEE HOW THE PROCESS OF THE SNAKES IS**

<table>
<thead>
<tr>
<th>Food</th>
<th>People</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>food</td>
<td>fleamarkets</td>
<td>sack a wild hog</td>
</tr>
<tr>
<td>Flea Market</td>
<td>Food Vendors</td>
<td>Carnival</td>
</tr>
<tr>
<td>Coliseum</td>
<td>Pageant</td>
<td>Food</td>
</tr>
<tr>
<td>food</td>
<td>people</td>
<td>the good things it brings to sweetwater</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Vendors</th>
<th>Snakes</th>
<th>Flea Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendors</td>
<td>Miss Snakecharmer Pageant</td>
<td>Diversity</td>
</tr>
<tr>
<td>Food</td>
<td>Flea markets</td>
<td>Exciting atmosphere</td>
</tr>
<tr>
<td>Live Music</td>
<td>Flea Market</td>
<td>Snakes</td>
</tr>
<tr>
<td>food venders</td>
<td>gun show</td>
<td>flea market</td>
</tr>
</tbody>
</table>

**What three things would you change or add to the Rattlesnake Roundup?**

This question asked survey respondents what changes or additions could be made to the Rattlesnake Roundup that would entice them to return next year or extend their stay. The answers in the table below can be used for product development should the Sweetwater Chamber of Commerce or the Sweetwater Jaycees choose to expand or change the event in the future.

Table 17: What changes or additions would you make to the Rattlesnake Roundup (Non-Local Responses)?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maybe bigger variation of vendors</td>
<td>Mate options for snake food vendors</td>
<td></td>
</tr>
<tr>
<td>SWEETWATER RATTLE SNAKE ROUNDPUP</td>
<td>EIA</td>
<td></td>
</tr>
<tr>
<td>--------------------------------</td>
<td>----</td>
<td></td>
</tr>
<tr>
<td>PAGE 33</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The snake hunt, could be better organized, in that we did not know whether to bring a lunch, boots, equipment and that we had to drive our rental car to Walmart leaving veh tied up so other members of our group could not use veh cooking of the rattle snake | make the guided hunt more clear |
| Free parking                    | Education on local impact nonexistent |
| lower prices of items for sale  | none |
| none                            | none |
| more upscale crafts             | more outside as arena is too small |
| more parking                    | |

Wait for snake skinning was long

MORE PICNIC TEABLES
A PLACE TO SIT OUTSIDE

What about taking people on a real hunt as an option? What about an informational booth where one can learn about rattlesnakes via video charts and other media? Disappointed that the coin show was a no-show.

access to carnival without reparking

Event was too spread out
Not enough info about the Jaycees and the event
Parking areas are not marked well - no clear driving path

A stationary throne for miss rattlesnake to sit on instead of having to stand on feet all three days

bigger area
areas closer together
longer festival

Better snake hunts(different places) If u bring a snake to be measured it should be the Jaycees
Better shows

more interaction with snakes
more snake hunts
rattlesnake races

More snakes

more customers
this festival is very well run. we can’t think of any improvements

we can’t think of any improvements
<table>
<thead>
<tr>
<th>Suggested Improvement</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce prices</td>
<td>Let anyone campout</td>
</tr>
<tr>
<td>Don't have to cook in the competitions to camp out.</td>
<td></td>
</tr>
<tr>
<td>More snake pits and less vendors</td>
<td>cutting up up snakes in open area. I saw numerous school children crying and scared. perhaps in an area out of view or warning parents/ younger school groups of the exhibit. It was not an issue for me, but hearing all the kids crying was upsetting</td>
</tr>
<tr>
<td>poor visual exposure to pit where snakes where..limited with number of people</td>
<td></td>
</tr>
<tr>
<td>perhaps add an info / education booth for elem student level incorporating a hands on activity or two</td>
<td></td>
</tr>
<tr>
<td>Admission price getting too high</td>
<td></td>
</tr>
<tr>
<td>very difficult to hear the snake handlers</td>
<td>thorns in the parking lots damage tires</td>
</tr>
<tr>
<td>bigger place</td>
<td>more snake show</td>
</tr>
<tr>
<td>restroom facilities</td>
<td>security</td>
</tr>
<tr>
<td>parking</td>
<td>ability to see the presentations, just couldn't see over everyone</td>
</tr>
<tr>
<td>Have it in a bigger venue so crowded</td>
<td></td>
</tr>
<tr>
<td>More food venders, had long wait lines</td>
<td></td>
</tr>
<tr>
<td>More Vendor Stands</td>
<td></td>
</tr>
<tr>
<td>Have a concert out at the softball park or the park.. Charge admission. I would pay and go to sit and listen to the music.. Think other people would like that to.. Bring a cool country artist or 80's artist</td>
<td>More flea market vendors more space for this.. I think it would be beneficial if we had more to look at.. Whats there now is cool but its not a whole lot.</td>
</tr>
<tr>
<td>The snakes were too hard to see</td>
<td>Need more vendors that have snake stuff</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>TOO MANY VENDORS</td>
<td>Rattlesnake exhibits - not accessible to all</td>
</tr>
<tr>
<td>Perhaps more food options that are less greasy</td>
<td>More entertainment</td>
</tr>
<tr>
<td>Try and get Turnpike Troubadours for the dance</td>
<td>Need more vendors</td>
</tr>
<tr>
<td>Too crowded</td>
<td></td>
</tr>
<tr>
<td>Have the display of the snakes in a place where there are no vendors. Have vendors away from the reptiles</td>
<td>Have the cook if more organized. Some of the contestants did not offer samples of their food some were very outgoing and friendly. Felt like it was very unorganized.</td>
</tr>
<tr>
<td>Line much, much too slow for fried snake</td>
<td>Add more handlers to answer questions away from exhibits to allow more people to see exhibit</td>
</tr>
<tr>
<td>More Exhibits</td>
<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Valet parking</td>
<td>Cold rattlesnake food</td>
</tr>
<tr>
<td>Offer fried snake at more than one location. Line WAY too long.</td>
<td>Hire competent people to run concessions. The girl used her fingers to add $8 and $3 (meal &amp; corn dog)</td>
</tr>
<tr>
<td>1 way walking traffic in coliseum</td>
<td>More stands</td>
</tr>
<tr>
<td>People directing entrance and exits very bossy and gruff.</td>
<td>Put up signs saying entrance only and exit only so you don't have people barking at visitors</td>
</tr>
<tr>
<td>Very crowded</td>
<td></td>
</tr>
<tr>
<td>City definitely needs more restaurants, not enough good places to eat</td>
<td>Problems at restaurants are never addressed properly if they want business each year</td>
</tr>
<tr>
<td>Trams to carry people</td>
<td>No banditos motorcycle club</td>
</tr>
<tr>
<td>I would go back like it was</td>
<td>I would get rid of the vendor in the snake area</td>
</tr>
<tr>
<td>Indoor flea market too cramped</td>
<td></td>
</tr>
<tr>
<td>Move up the time of the awards from 3:00 to 1:00. All of the snakes have to be turned in by 12:00 way to late to wait until 3:00 for the awards.</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>nothing</td>
<td></td>
</tr>
<tr>
<td>Later hours inside the barn. Flea market</td>
<td></td>
</tr>
<tr>
<td>Nothing</td>
<td></td>
</tr>
<tr>
<td>maybe have a stroller/handicap entrance</td>
<td>multiple snake pits so you don't have to wait so long to see the snakes</td>
</tr>
<tr>
<td>have more booths with rattlesnakes</td>
<td>area for nursing moms</td>
</tr>
<tr>
<td>bigger vendor facility</td>
<td>parking!</td>
</tr>
<tr>
<td>more vendors</td>
<td></td>
</tr>
<tr>
<td>bigger building</td>
<td>more snake displays</td>
</tr>
<tr>
<td>incorporated a livestock show or Rodeo</td>
<td>nicer vendors</td>
</tr>
<tr>
<td>Turn up volume at coliseum of speaker</td>
<td></td>
</tr>
<tr>
<td>shut down at 6 for roundup and gun show</td>
<td>parking</td>
</tr>
<tr>
<td>Need a better sound system for the presentation or a microphone that is closer to the mouth of presenter.</td>
<td></td>
</tr>
<tr>
<td>price to get in was ridiculous</td>
<td>better vendors</td>
</tr>
<tr>
<td>A better sound system for the demonstration</td>
<td>kid activities</td>
</tr>
<tr>
<td>A little more room for the main pit</td>
<td></td>
</tr>
<tr>
<td>update to boom face microphone for demonstration of rattlesnake pit. collar mic is too hard to hear when he turns his head.</td>
<td></td>
</tr>
<tr>
<td>better gun show</td>
<td>one location</td>
</tr>
<tr>
<td>Other shows</td>
<td>one price for all entrances</td>
</tr>
<tr>
<td>Better activities with snake</td>
<td>More snake safety</td>
</tr>
<tr>
<td>lost and found help</td>
<td>could not buy the the snake meat after skinning it</td>
</tr>
<tr>
<td>no where to sit covered to nurse babies (twins)</td>
<td></td>
</tr>
<tr>
<td>nothing</td>
<td></td>
</tr>
<tr>
<td>Lower admission</td>
<td>Unique shopping</td>
</tr>
<tr>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>better audio for the microphones</td>
<td></td>
</tr>
<tr>
<td>serve snake with more meat on it or charge less for it</td>
<td>more flea market type vendors</td>
</tr>
<tr>
<td>More food vendors</td>
<td>More Attractions</td>
</tr>
<tr>
<td>I am semi handicapped, and I notice several people who are as well. It is very difficult to climb the stairs to go to the restroom. I would like to see better access to up stairs or portable johns on the floor of the coliseum.</td>
<td>nothing more</td>
</tr>
<tr>
<td>everything was really spread out lots of walking</td>
<td></td>
</tr>
<tr>
<td>We wanted to watch the safety presentation on Friday and the speaker left and didn't come back and we waited for over an hour. You need a sign to specify the time he will speak.</td>
<td></td>
</tr>
<tr>
<td>More guns</td>
<td>More snakes</td>
</tr>
<tr>
<td>More coffee lol</td>
<td>Maybe drawings for prizes and each vendor donates one thing to draw more people to buy tickets and even a door prize also</td>
</tr>
<tr>
<td>Be more organized for demonstrations too crowded</td>
<td>Food stand to get rattlesnake was too slow n long waited over almost 2 hrs to get snake batter could have been better.</td>
</tr>
<tr>
<td>Signs in town with directions</td>
<td></td>
</tr>
<tr>
<td>Admission too high</td>
<td>Better organized snake viewing/skinning areas</td>
</tr>
<tr>
<td>More seating</td>
<td></td>
</tr>
<tr>
<td>Sound system - difficult to hear presenters</td>
<td>Better layout - very crowded on Saturday</td>
</tr>
<tr>
<td>more days of the round up</td>
<td>longer hours of the roundup</td>
</tr>
<tr>
<td>more space</td>
<td>vendor layout</td>
</tr>
<tr>
<td>Program or map of where the events are located.</td>
<td></td>
</tr>
<tr>
<td>More talk shows</td>
<td></td>
</tr>
<tr>
<td>all good!</td>
<td></td>
</tr>
<tr>
<td>not sure the airgunning and chopping heads off of snakes at the skinning/gutting pit is necessary - a little gruesome for my taste</td>
<td>would have been great to see a connection between the rattlesnake meat harvested and a cooking display to show how to use it (den to table show maybe?)</td>
</tr>
<tr>
<td>nothing</td>
<td>nothing</td>
</tr>
<tr>
<td>Nothing</td>
<td></td>
</tr>
<tr>
<td>more info on snakes</td>
<td></td>
</tr>
<tr>
<td>Time of shows</td>
<td>Put sings when you come in to town for new people</td>
</tr>
<tr>
<td>Cheaper prices</td>
<td>Bigger place</td>
</tr>
<tr>
<td>Rattlesnake educational displays</td>
<td>hands on learning areas for all ages</td>
</tr>
<tr>
<td>more lemonade stands those were great!</td>
<td>add more places for shade to cool off</td>
</tr>
<tr>
<td>More kid friendly activites</td>
<td>better viewing for short adults</td>
</tr>
<tr>
<td>More people selling snake meals</td>
<td>a bigger place</td>
</tr>
<tr>
<td>hours on Sunday to be longer</td>
<td></td>
</tr>
<tr>
<td>More areas to sit and eat</td>
<td>More restrooms</td>
</tr>
<tr>
<td>I was looking for more excitement in the snakes</td>
<td>maybe more room in between the vendors to walk through easier</td>
</tr>
<tr>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>stairs down from stands into arena are not safe</td>
<td></td>
</tr>
<tr>
<td>More seating for the elderly attending</td>
<td>Get the snake meat in the arena, let them see the cooking of it</td>
</tr>
<tr>
<td>parking</td>
<td></td>
</tr>
<tr>
<td>more activities with rattlesnake</td>
<td></td>
</tr>
<tr>
<td>More snakes</td>
<td></td>
</tr>
<tr>
<td>Food lines</td>
<td>Maybe more walking space in the swap meet</td>
</tr>
<tr>
<td>Crowd control and movement</td>
<td>Experienced cooks</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Ticket prices, maybe you could offer family or group packages to attend all events, could not afford carnival at $25 a ticket for a group of 9.</td>
<td>Staff interaction - the nicest person we encountered was the man who got our email address for this survey</td>
</tr>
<tr>
<td>Better food, vegan vegetarian choices, less fat fried food</td>
<td>Clean toilets</td>
</tr>
<tr>
<td>Maybe lower cost slightly (maybe 6-8 dollars) for adults to enter rattlesnake exhibition</td>
<td></td>
</tr>
<tr>
<td>Trash pickup outside</td>
<td>Sound system inside</td>
</tr>
<tr>
<td>More room! too many people trying to shop vendors. a NIGHTMARE</td>
<td>More parking</td>
</tr>
<tr>
<td>Cart rides for those who park far off</td>
<td></td>
</tr>
<tr>
<td>Perhaps more educational boards and displays about snakes - their life cycle, reproduction, habitat</td>
<td>Posting or handing out material that provides event schedule</td>
</tr>
<tr>
<td>Better parking</td>
<td>More room in the vending area</td>
</tr>
<tr>
<td>Parking</td>
<td>Parking</td>
</tr>
<tr>
<td>More activities for younger children 3-5 years old</td>
<td></td>
</tr>
<tr>
<td>More stands</td>
<td>More beverages</td>
</tr>
<tr>
<td>Food ready earlier in the morning</td>
<td>Have it later in March, warmer weather</td>
</tr>
<tr>
<td>Multiple booths. Hard to get up close to demos</td>
<td></td>
</tr>
<tr>
<td>Nothing</td>
<td>Nothing</td>
</tr>
<tr>
<td>Nothing</td>
<td></td>
</tr>
<tr>
<td>I know it would be hard given the square footage but better viewing points; such as, more bleachers around pits</td>
<td>It was hard to hear when the showings were happening like the skinning and the milking of the rattlesnakes</td>
</tr>
<tr>
<td>NOTHING</td>
<td>Better Trash Clean Up</td>
</tr>
<tr>
<td>---------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Need more tables to eat especially on Saturday</td>
<td></td>
</tr>
<tr>
<td>too commercial</td>
<td></td>
</tr>
<tr>
<td>Better vendors at the coliseum</td>
<td>Everything closer together</td>
</tr>
<tr>
<td>none</td>
<td>none</td>
</tr>
<tr>
<td>More explanation of the need to control snakes</td>
<td>More education on the process of trapping</td>
</tr>
<tr>
<td>More free parking, people pay enough in the roundup itself</td>
<td>price</td>
</tr>
<tr>
<td>More rides</td>
<td>More parking spaces</td>
</tr>
<tr>
<td>Larger Carnival</td>
<td>More Parking</td>
</tr>
<tr>
<td>not a thing</td>
<td></td>
</tr>
<tr>
<td>Better organization of vendors</td>
<td>More room in the inside flee market</td>
</tr>
<tr>
<td>Need more sitting area</td>
<td>Needs more space to walk around it was way to crowded</td>
</tr>
<tr>
<td>maybe some setting place to eat outside</td>
<td></td>
</tr>
<tr>
<td>Have the snake pit in a better area where it is more accessible to more people at one time.</td>
<td></td>
</tr>
<tr>
<td>add new things to the snake show inside</td>
<td>more big prize game booths in the carnival</td>
</tr>
<tr>
<td>Benches or seating around the outside of the area</td>
<td>Shuttles to and from parking</td>
</tr>
<tr>
<td>Alcohol sales</td>
<td>More vendors</td>
</tr>
<tr>
<td>I would add places to sit and eat arounding the food area.</td>
<td>More talking about the snakes- we keep missing the the &quot;talks&quot;</td>
</tr>
<tr>
<td>bigger snake holding area where u can see better</td>
<td>more places to sit and eat</td>
</tr>
<tr>
<td>More booths!</td>
<td>Larger facility, exceptionally crowded, couldn't get around to see entire event</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>more education</td>
<td>No skinning</td>
</tr>
<tr>
<td>More vendors</td>
<td>Lower entrance fee</td>
</tr>
<tr>
<td>more activities with snakes</td>
<td>Cheaper prices</td>
</tr>
<tr>
<td>More snakes activities</td>
<td>Cheaper prices</td>
</tr>
<tr>
<td>Stay open later on the last day</td>
<td>would like to have done a tour but didn't know about it soon enough</td>
</tr>
<tr>
<td>More education</td>
<td>More education</td>
</tr>
<tr>
<td>More stuff for small children.</td>
<td></td>
</tr>
<tr>
<td>Nothing</td>
<td>credit/debit card accessibility to vendors.</td>
</tr>
<tr>
<td>More variety vendors</td>
<td>More variety vendors</td>
</tr>
<tr>
<td>Dirt floors</td>
<td>beer stand</td>
</tr>
<tr>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>close at a later time</td>
<td>close at a later time</td>
</tr>
<tr>
<td>Close at a later time</td>
<td>Close at a later time</td>
</tr>
<tr>
<td>More venues</td>
<td>More venues</td>
</tr>
<tr>
<td>Cheaper admin</td>
<td>Cheaper admin</td>
</tr>
<tr>
<td>Long waits for food is ridiculous</td>
<td>Long waits for food is ridiculous</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>Cleanliness</td>
</tr>
<tr>
<td>Improvement</td>
<td>Additional Features</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Improve sound system</td>
<td>more demos of butchering etc.</td>
</tr>
<tr>
<td>more rattlesnake meat</td>
<td>more rattlesnake accessories</td>
</tr>
<tr>
<td>More to see with snakes</td>
<td>Better pricing</td>
</tr>
<tr>
<td>more snakes less vendors in the barn</td>
<td></td>
</tr>
<tr>
<td>more wheelchair access areas</td>
<td></td>
</tr>
<tr>
<td>more space</td>
<td>condence the venue</td>
</tr>
<tr>
<td>cheaper fee to get into the event</td>
<td>more vendors</td>
</tr>
<tr>
<td>Maybe more space</td>
<td>Less lines</td>
</tr>
<tr>
<td>Audio was difficult to hear</td>
<td>Have some sort of flier with times of events/info on rattlesnakes, how they were caught, etc</td>
</tr>
<tr>
<td>Make the arenas where they do rattlesnake demos bigger so more people can see</td>
<td></td>
</tr>
<tr>
<td>parking</td>
<td></td>
</tr>
<tr>
<td>more rattlesnake food</td>
<td>kids area to learn about the snakes</td>
</tr>
<tr>
<td>fewer vendors in the arena to make more room for snake viewing</td>
<td>parking always an issue but I don't know how to fix</td>
</tr>
<tr>
<td>Would like to be able to taste it.</td>
<td>A little more info/direction on where to go to do different things.</td>
</tr>
<tr>
<td>Better food options (less grease!)</td>
<td>Make it semi-annual</td>
</tr>
<tr>
<td>The large bins of snakes in the corners were difficult to see</td>
<td>I didn't see a snake named the largest. If there was one, it wasn't well marked</td>
</tr>
<tr>
<td>make it one way to walk through there</td>
<td></td>
</tr>
<tr>
<td>more snakes</td>
<td>bigger location</td>
</tr>
<tr>
<td>Not charge so much to see snakes</td>
<td>Cheaper parking</td>
</tr>
<tr>
<td>need more places to sit outside</td>
<td>need more carts to give rides from parking spaces</td>
</tr>
<tr>
<td></td>
<td>more booths that sell snake meat meals</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>longer hours</td>
<td></td>
</tr>
<tr>
<td>more snakes</td>
<td></td>
</tr>
<tr>
<td>Live music</td>
<td>shuttle cars</td>
</tr>
<tr>
<td>A little hard to see the</td>
<td></td>
</tr>
<tr>
<td>competition ring</td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td>Gun show set up</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>I would buy a parking pass</td>
<td></td>
</tr>
<tr>
<td>option that covers the entire</td>
<td></td>
</tr>
<tr>
<td>event as opposed to having to</td>
<td></td>
</tr>
<tr>
<td>buy every time I re-entered</td>
<td></td>
</tr>
<tr>
<td>Better parking</td>
<td></td>
</tr>
<tr>
<td>Better parking</td>
<td></td>
</tr>
<tr>
<td>Better parking</td>
<td></td>
</tr>
<tr>
<td>multiday pass with discount</td>
<td>a paper guide to the guided</td>
</tr>
<tr>
<td></td>
<td>hunts to know what to expect</td>
</tr>
<tr>
<td>Move all non-snake vendors</td>
<td>expand most snake handling</td>
</tr>
<tr>
<td>out of the main bldg.</td>
<td>areas (longer + narrower)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Better sound during handling</td>
<td></td>
</tr>
<tr>
<td>presentation</td>
<td></td>
</tr>
</tbody>
</table>

Table 18: What changes or additions would you make to the Rattlesnake Roundup (Local Responses)?

<table>
<thead>
<tr>
<th>What Changes or Additions Would You Make To the Rattlesnake Roundup (Local)?</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>More reasonable prices</td>
<td>More parking areas</td>
<td>Less traffic congestion (if possible)</td>
<td></td>
</tr>
<tr>
<td>Markets</td>
<td>Food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>no hog sacking</td>
<td>more area for eating, possible shading</td>
<td></td>
<td></td>
</tr>
<tr>
<td>more vendors</td>
<td>keep the inside open a little later</td>
<td></td>
<td></td>
</tr>
<tr>
<td>cost of food</td>
<td>move the outside location closer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More education</td>
<td>Less crude practices</td>
<td></td>
<td></td>
</tr>
<tr>
<td>more area to see snakes</td>
<td>Price gouging control</td>
<td></td>
<td></td>
</tr>
<tr>
<td>live music</td>
<td>have more snake items</td>
<td>more drinks</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>----------------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>more space</td>
<td>2 PEOPLE ON EXIT GATE</td>
<td>WASH MORE SNAKE HEADS</td>
<td></td>
</tr>
<tr>
<td>more snakes</td>
<td>ORDER MORE T-SHIRTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>loctae flea market and food vendors on fm 1544 closer to coliseum</td>
<td>change the floor plan in the coliseum its been the same way for years need change</td>
<td></td>
<td></td>
</tr>
<tr>
<td>add a cheese on the stick vender</td>
<td>price was kinda high to get in bigger building more snake tanks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Better Parking</td>
<td>Less Texas Parks and Wildlife Restrictions</td>
<td>Faster Entrance</td>
<td></td>
</tr>
<tr>
<td>Flow of traffic in coliseum</td>
<td>Jaycee presence in places other than the pits and concession stand. Perhaps the entrance and exit doors.</td>
<td>Add better or more signs for things like the wheelchair ramp.</td>
<td></td>
</tr>
<tr>
<td>need more advertisement in metroplex area</td>
<td>need more security</td>
<td>need more advertisement in south Texas</td>
<td></td>
</tr>
<tr>
<td>parking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More snakes</td>
<td>More interaction opprtunities</td>
<td>Rides from parking to coliseum</td>
<td></td>
</tr>
<tr>
<td>more snakes</td>
<td>no killing of the snakes</td>
<td>more snakes</td>
<td></td>
</tr>
<tr>
<td>better parking/free parking</td>
<td>smoking areas</td>
<td>more walking area in the shopping building</td>
<td></td>
</tr>
<tr>
<td>I wouldn't change a thing!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would like to see the schools touring again</td>
<td>Outdoor flea market closer to baseball field</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More live music</td>
<td>More scattered park vendors/games</td>
<td>More events spaced evenly throughout the weekend, including night events</td>
<td></td>
</tr>
<tr>
<td>don't charge for parking</td>
<td>more food choices</td>
<td>less t-shirt vendors</td>
<td></td>
</tr>
<tr>
<td>Different types of items at flea market</td>
<td>New vendors at flea market</td>
<td>better carnival</td>
<td></td>
</tr>
<tr>
<td>Lower prices</td>
<td>Larger area</td>
<td>More family activities besides shopping and food.</td>
<td></td>
</tr>
<tr>
<td>more rides</td>
<td>more vendors</td>
<td>stay longer</td>
<td></td>
</tr>
<tr>
<td>More room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendors this year seemed to be the same as last year with the most of the same products.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More free parking</td>
<td>Shuttle carts or buses to move people around</td>
<td>Better traffic flow around the roundup</td>
<td></td>
</tr>
</tbody>
</table>
Parking
Live music
parking ...shuttle for parking far away...hard on kids and older ones
prices on food. alot were too high with vendors
inside vendors to stay open longer. 6p is too early to close.

More cleaning maintenance.
Easier accessibility.
Better designated parking.

more toilet paper at the carnival
pave the carnival
cleaner toilets at the carnival

BETTER VENDERS
LESS COST FOR FOOD

Shorter lines to get in. Maybe more entrances.

More snake pits - there are so many people that you can hardly get up to see the snakes
Cheaper carnival bracelets - so many families are unable to take children because it cost so much

would like to see more vendors

Take better care of the outside Portable Potty
Prohibit people from bringing their dogs in unless its for a disability

Differnt foods in concession area.

New events
Better food in coliseum
More info about activities

longer hours for markets and gun show
get rid of the rides
better food

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>parking ...shuttle for parking far away...hard on kids and older ones</td>
<td>prices on food. alot were too high with vendors</td>
<td>inside vendors to stay open longer. 6p is too early to close.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BETTER VENDERS</th>
<th>LESS COST FOR FOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shorter lines to get in. Maybe more entrances.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>More snake pits - there are so many people that you can hardly get up to see the snakes</th>
<th>Cheaper carnival bracelets - so many families are unable to take children because it cost so much</th>
</tr>
</thead>
<tbody>
<tr>
<td>would like to see more vendors</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Take better care of the outside Portable Potty</th>
<th>Prohibit people from bringing their dogs in unless its for a disability</th>
</tr>
</thead>
</table>

| Differnt foods in concession area. | |
|-----------------------------------||

<table>
<thead>
<tr>
<th>New events</th>
<th>Better food in coliseum</th>
<th>More info about activities</th>
</tr>
</thead>
</table>

| longer hours for markets and gun show | get rid of the rides | better food |

<table>
<thead>
<tr>
<th>What other thoughts or comments do you have about the Rattlesnake Roundup?</th>
</tr>
</thead>
</table>

Table 19: What other thoughts or comments do you have about the Rattlesnake Roundup?

<table>
<thead>
<tr>
<th>What Other Thoughts or Comments Do You Have About Rattlesnake Roundup?</th>
<th>Non-Local</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>loved it</td>
<td>It's a great event for Sweetwater, Texas.</td>
<td></td>
</tr>
<tr>
<td>we really enjoyed the people food for the most part was great. I would like to see you get someone that could cook. Rattlesnake better I am from Canada British Columbia cannot enter a postal code. because ours has letters in it. so the zip code is not correct</td>
<td>Thought the wild hog sacking was a little disturbing</td>
<td></td>
</tr>
<tr>
<td>Necessary service for community but outraged at the publics ignorance voiced at round up in reference to butchering on site. Education booth</td>
<td>I love the round up it also brings so much money to our town.</td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td>Response</td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>would help to prevent further disassociation with where our food and products come from. Bravo for not hiding this process!</td>
<td>exiting the roundup has become better over the years due to temporary one way roads</td>
<td></td>
</tr>
<tr>
<td>location was two crowded. needs to be held in a bigger place.</td>
<td>It is a really good family event. I hope they continue with it forever. The Texas Parks and Wildlife people need to leave them alone.</td>
<td></td>
</tr>
<tr>
<td>really enjoyed everything about the roundup, friendliness, experience the teaching etc.</td>
<td>Definitely a fun time for all my family to come down not only for my birthday but a weekend of fun. For sure my favorite time of year!</td>
<td></td>
</tr>
<tr>
<td>Our group of 6 had a wonderful time. For our first time in Texas, it was great fun!!!</td>
<td>I enjoyed speaking to Old Man Higginbottom. Really wish y'all didn't have the skinning booth just gross and poor snakes</td>
<td></td>
</tr>
<tr>
<td>I enjoyed my first round-up. The vendor space was nice. Parking areas were not well marked - one way streets were not marked. Event was very spread out - not easy to walk the entire event.</td>
<td>More security</td>
<td></td>
</tr>
<tr>
<td>Loved it</td>
<td>While I love the Roundup Greatly, I understand the issue about animal rights. Honestly, we love the Roundup regardless of how many pounds of snakes we bring in. Even without that part, we would enjoy the weather, music, and carnival greatly. Grow the surrounding activities and we will barely notice the loss of mass snake killing.</td>
<td></td>
</tr>
<tr>
<td>It was cool, definitely should be on a Texan's bucket list.</td>
<td>The carnival did not have many rides for younger children.</td>
<td></td>
</tr>
<tr>
<td>It was very entertaining. The first snake booth we stepped up to was where the man was talking about snakes and giving people info about them. The only problem was we couldn't hear what he was saying because the sound system was pointed away from the people standing around the booth. Other than that we had a lot of fun.</td>
<td>Love it makes it fun to gather up the family and have fun</td>
<td></td>
</tr>
<tr>
<td>I love the round up. I look forward to it every year and plan to take my children there once I have them. Theirs things to do, and new people to meet.</td>
<td>Would like to see more seating/rest areas with water access</td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td>Evaluation</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Last time I was at the Sweetwater Rattlesnake Roundup was 30 years ago and it has gone from all about snakes and countless snake pits (that was exciting) to only a few and from almost no vendors to vendor countless vendors. Basically it went from all about snakes to all about vendors. Totally different experience and I probably won't be back or promote it like I used to.</td>
<td>While I understand and respect the importance of the rattlesnake population control, as well as the financial benefit of the Roundup to Sweetwater, I cannot help but feel somewhat repulsed by the glorifying of killing snakes. Perhaps there is a way to continue population control and financial income from the Roundup without having to publically slaughter and skin the animals. The educational aspect of the Roundup is great, along with the financial benefits, but not the glorification of mutilating animals.</td>
<td></td>
</tr>
<tr>
<td>Enjoyed our time, love coming to sweet water for the event. Nice town with friend folks</td>
<td>We really enjoy the Roundup every year</td>
<td></td>
</tr>
<tr>
<td>We were 3 times. Each time hard to hear the snake handler. Place local loud speakers. More outside vendors would also help.</td>
<td>Each and every one of the Jaycees do a phenomenal job! Looking forward to the 58th annual round up!</td>
<td></td>
</tr>
<tr>
<td>We enjoyed it</td>
<td>I really enjoyed it this year. I think the President of the Jaycees did a wonderful job. I met her as she was walking around meeting people and asking how things were going. First time I've seen that. Thanks Theresa Cowart.</td>
<td></td>
</tr>
<tr>
<td>It was a great experience, the Jaycees were really friendly as was the rest of the people who organized the event. Just a really neat event with alot to see and do.</td>
<td>I can’t think of any improvements right now...we had a very good experience this year, probably the best we've ever had! I've been coming to the roundup every year for 16 years and I always have a great time!</td>
<td></td>
</tr>
<tr>
<td>Dont really like the snakes have never been to see them would rather see something else instead..</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have come 3years in a row. Always have a good time.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BETTER PARKING THAN BEFORE. NEED MORE SIGNS COMING INTO TOWN AS WHERE TO TURN.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>So fun. We will be back again!!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rattlesnake exhibits were not accessible to the number of people who paid to see the rattlesnakes We were very disappointed that we could not see the rattlesnakes. I feel they should have been where everyone could have seen</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
them. The arena floor was too congested. We were very disappointed. We drove 5 hours.

<table>
<thead>
<tr>
<th>I love the round up. I honestly like it the way it is:)</th>
</tr>
</thead>
<tbody>
<tr>
<td>overall a good experience. A lot of fun</td>
</tr>
<tr>
<td>Allow online registration for going on the hunts. List more specifics. I drove in from Ft Worth with intentions of going on a hunt. When I got there, I was told I missed the bus by about 10 mins. I had no idea what time I had to be there. Also list any requirements, such as hunting license, leggings, etc ...</td>
</tr>
<tr>
<td>I would love to go out on a snake hunt with the Jaycees or the teams that are competing in some sort of support fashion. Being a novice I just want to learn more about the snakes.</td>
</tr>
<tr>
<td>I have to say even though I am from the country, have seen animals slaughtered for food and don't like snakes, the wall of bloody handprints was somewhat disturbing.</td>
</tr>
<tr>
<td>The Jaycees do a great job organizing this event each year. Have no negative comments about the job the whole membership does on this event. They treat vendors with respect &amp; show they appreciate having them attend event!</td>
</tr>
<tr>
<td>This is the second year in a row we have come and really enjoy it. We plan on coming back next year</td>
</tr>
<tr>
<td>It's id not about the snakes any more it's all about the vendor s what happened to the big pit y'all used to have now y'all have the snakes in a corner could not even see the my grandkids were very upset probably will not be back</td>
</tr>
<tr>
<td>Had a great time. Really enjoyed the variety of things to do.</td>
</tr>
<tr>
<td>Jacees do such an awesome job! The round-up is a great place to bring your family and it's what makes West Texas, West Texas! Enjoy it everytime I go. I've definitely noticed an increase in the # of people that attend, which is a good thing, bUT makes it very difficult to walk and look at the different shopping vendors.</td>
</tr>
</tbody>
</table>
it was not communicated well that everything closed at 6 pm. Beautiful day out with lots of sunshine wasted opportunity to make more money.

All and all it's a great experience, no problems except you couldn't really hear the guy talking when telling about the rattlesnakes.

I enjoyed it very informational. I wish I could have heard the man talking about the snakes better.

I was watching my husband skin a snake around 5:15pm Saturday with my 6 kids and someone walked up and took my iPhone 5 from my stroller. I would like to know the numbers to call for lost and found, and if there is a place on your website to offer a reward. The months of my families pictures on my cell mean very much to me.

Growing up in Sweetwater I have been to the Roundup every year for 20+ years. I stay with family while in town and try to attend at least 2 days. I cannot imagine not attending a round up!

I really enjoy learning about the snakes, how to avoid them, and how they really do want to avoid me. We live in Eldorado, TX our property backs up to a pasture. Every year we see snakes in our yard, and sometimes in the house. I am so glad JC's do not want to eradicate the snakes, but help control the fact that there are so many. I do not like to share my home with Rattlesnakes!!

Ty for everything u guys do had a great time.
We had a blast would love to come next yr.

Awesome

We had a great time. Half our group went Friday and then the entire group on Saturday. Crowds were awful Saturday. Difficult access to the carnival - but it was a really nice and very large carnival. Merits bands were a great idea

Fun trip!

It was a great experience! Learned a lot about snakes.
I wish there were a way to connect the cook-off with the events inside the Coliseum. It would be great to see everything from snakes, to skinning and harvesting the meat, to the big cook-off. That would be great!

Great job

I throughly enjoyed going to the Roundup. I have told others they need to go visit the Roundup. I would definitely go again.

definitely touristy - crowded - leaves a bad taste in your mouth that you just wasted a whole lot of money for nothing - been 2x in 20 years and thats enough - it just happened to be a coincidence that we were there on travels at the same time

I enjoyed myself but to much walking for someone who had surgery on their foot and its was a little Pricey

I absolutely loved going to the Sweetwater Rattlesnake Roundup all around a great time for the family.

I had a great time, can't wait to go again next year. But with all the people there we could barely walk around to see everything yall need a bigger

I look forward to it every year

I thought it was a great experience for the kids to see snakes and learn about them.

BYOB for sale beer there would have been nice

We did not do the tour but wished we would have. Next time we will make sure to include that!

Had a great time. Only need more handicap accessibility.

we had a great time - always wanted to attend but never had - so glad it worked out.

It's a great time
<table>
<thead>
<tr>
<th>Our group had looked forward to the Rattlesnake round, especially getting to try some to eat. The crowds were so large we couldn't see anything. The fried snake was a disappointment. It was tough, the batter was not good and a piece my snake was bloody when I bit into it. The cashier could not get our order straight and could not add. Also we were given 2 pieces of cheese stick when the menu says 5 per order. My husband had to repeat our order several times and do the adding. He insisted on getting the 5 cheese sticks like the menu states or on charge for the 2. We do not intend to go to the round again in the future.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>This was our first time attending and it was a great event for everyone!</td>
<td></td>
</tr>
<tr>
<td>Fun festival</td>
<td></td>
</tr>
<tr>
<td>I go for the flea market. I enjoy it</td>
<td></td>
</tr>
<tr>
<td>Enjoyed it</td>
<td></td>
</tr>
<tr>
<td>Fun event</td>
<td></td>
</tr>
<tr>
<td>Loved the added Hog sacking and that the food vendors moved back on the other side of fence</td>
<td></td>
</tr>
<tr>
<td>Expand on offering educational and informative material. Partner with other Sweetwater attractions - the Pioneer Museum and WASP Museum (we went to the WASP museum in addition to the RoundUP)</td>
<td></td>
</tr>
<tr>
<td>Very well organized</td>
<td></td>
</tr>
<tr>
<td>It was way too crowded...</td>
<td></td>
</tr>
<tr>
<td>My family and grandkids enjoy it I have family out of town that comes</td>
<td></td>
</tr>
<tr>
<td>I have noticed the last few years a lack of locals. Need something to bring back the locals. Not sure what maybe a reunion of some type? Something to add to and not take away from the roundup. Had a great time hope to come back for years to come.</td>
<td></td>
</tr>
<tr>
<td>Parking attendants didn't like that we were on motorcycles and parking in handicap area. We had handicap plates. More motorcycle parking closer</td>
<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
</tr>
<tr>
<td>The Roundup is a great benefit to the entire area and is needed to control the snakes population. Valuable research gained from the studies, which often is unknown or misunderstood by the uninformed. More info about the research, benefits from the Roundup will help educate the critics.</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
</tr>
<tr>
<td>Fun event to go to every year, and teaches kids to be aware of rattlesnakes</td>
<td></td>
</tr>
<tr>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Love it every year</td>
<td></td>
</tr>
<tr>
<td>Lived here all my life and love it!</td>
<td></td>
</tr>
<tr>
<td>It was my first time going and I had so much fun. I was pretty upset that I had to pay to see the rattlesnakes and didn't get a chance to see the rattlesnakes at all. A lot of people gathered to see them but wouldn't give my family and I a chance to see them. Hope the walking space can be better next time. There was a lot of shoving.</td>
<td></td>
</tr>
<tr>
<td>We love it. I've seen the snake pit once &amp; has never had an interest to go back in because it's always the same thing every year. Changing stuff &amp; letting people know what's in there might bring more people to go in there. Cause I'm not paying money to see the same thing every year.</td>
<td></td>
</tr>
<tr>
<td>Really enjoyed the courtesy of the people. The knowledge of the handlers was great.</td>
<td></td>
</tr>
<tr>
<td>Had a great time!</td>
<td></td>
</tr>
<tr>
<td>It was great, we had more fun this year than we had in the past because we went on Friday, it was not so busy and my children had a chance to get up close to see the snakes.</td>
<td></td>
</tr>
<tr>
<td>Had a great time</td>
<td></td>
</tr>
</tbody>
</table>
First time for us to attend. Trying to park & get to buildings was difficult. We had special needs adult child with us & traversing terrain was extremely difficult. There needs to be some type of continuous transportation provided to and from parking areas. Maps of parking areas should also be handed out. Parking areas need large numbered signs to identify where you are parked. The admission price was way too pricey for what you get in return. Found it too crowded and poorly organized mainly due to facilities being too small and difficult to get around in. Couldn't get see entire event inside because we would get caught up in a non-moving flow of people. Concession food inside and out was low quality & pricey. Purchased hamburgers from outside vendor only to get kids-like burger (McDonalds) with meat filler and ketchup only. We had a group with ages ranging from 10 to 60, and we ALL agreed that none of us would ever go back or recommend the event to anyone. Too bad, because the main focus of the event (rattlesnake education) has become overshadowed by too much of an unorganized overpriced circus-like atmosphere and other issues plaguing the event. Lot's of work needs to be done to get this event in shape.

I felt the admission fee was high for what was offered.

Would like to have more educational opportunities to learn about the snakes. We left with lots of questions. We did talk to 2 different JayCee members, but had other questions that came to mind later. Really appreciated the input that we did get and the openness they gave.

Great job!

I love it and my family absolutely loves it. It's been around for many years and can remember my grandparents taking us as kids, it's nice to carry on the tradition with my own kids!

We bring our grandchildren but this is the 1st year to bring our son-in-law.

Fun

It was really fun and enjoyable, keep it
appropriate and keep pouring money into it. It's always a good time.

Fun day

Prices are ridiculous i bought 3 corns and a coke 30.00!!!

More interaction

I enjoyed the roundup. I would like to have a booth next year. I do not know who to contact and the deadline for the booth

I have lived in Abilene all my life and this was our first rattlesnake roundup. We had a good time and enjoyed going on Friday before it was too crowded.

I found it interesting, I have lived in Abilene 4 years and wanted to go but weather stopped me previously

Been attending for over 20 years, with only a few missed years for oif/oef, I love it

First time visiting. We loved it! Great time! Will come again next year.

Very neat experience!! We had lots of fun!

We like coming alot 2nd year

First time attenders so we're not sure of suggestions to improve yet :)

I think overall you could showcase the snakes better. The vendors were taking over

It's a great show and will go for many years to come

Enjoy the show very much. No improvements. They do a good job.

need to give rides to people that have to park so far away...maybe have places to meet every so often to carry to event or back to cars.

Great show!!!

My first time to visit the roundup and we had a great time.

Love it

It was a Blast! !

Overall had a good time, parking was horrendous though.

I was very apprehensive about attending this event at first, simply because I DO NOT LIKE RATTLESNAKES, but I have to say this was very interesting.
| Survey Needs Categories on Carnival and Event Spending and Participation such as did you go on a guided hunt? did you skin a snake? did you eat snake? did you sack a hog? etc |
| Better System Needed to Pre-Register for Hunts and Better Communication with Out-of-Towners who are Planning to Hunt and Need Additional Info for Planning Their Trips. |
| Educational: Current First Aid Instructions for Rattlesnake Bite If Beyond Help. Maybe Printed on Back of Ticket or Program Would Be Helpful to the Public. |
| We Thought It Was Neat to See and Learn About Rattlesnakes |
**IMPLAN and Economic Impact Modeling**

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

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

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

**About Sarah T. Page Consulting, LLC**

*Sarah T. Page Consulting, LLC* is backed by 23+ years of experience of Principal, Sarah Page. Our strengths lie in several diverse areas including:

- Economic impact analysis
- Consumer and market research
- Social media marketing
- Custom training and presentations on tourism and social media
- Social media campaign development and execution
- Tourism marketing
- Tourism product development

Our clientele includes public sector entities, non-profits, and associations.
Appendix 1 – Attendee Survey

Thank you for agreeing to participate in this economic impact study. Your responses will be used to determine the economic impact of the Rattlesnake Roundup on the City of Sweetwater. We know you’re busy, so we’re only asking a few minutes of your time. Please complete the questionnaire on the following page to the best of your recollection. Your answers are very important to the success of this study. By completing this questionnaire, you will be entered into a drawing for a $100 Visa gift card. Thank you in advance for your time and assistance.

* 1. What is the zip code or postal code at your home address?
   ZIP: ____________________________
   Zip code/Postal code: ____________________________

* 2. How many people were in your group?
   # of people: ____________________________

* 3. How many days were you in Sweetwater? If you are a Sweetwater resident, please enter the number of days you attended the festival.
   # of days: ____________________________

Could you help out the Rattlesnake Roundup by telling us approximately how much your GROUP spent in the following categories?

4. Food vendors at the Rattlesnake Roundup (whole numbers only, no decimal points or dollar signs - skip if no money was spent)
   $ ____________________________

5. Sweetwater restaurants (whole numbers only, no decimal points or dollar signs - skip if no money was spent)
   $ ____________________________

6. Shopping with vendors at the Rattlesnake Roundup (whole numbers only, no decimal points or dollar signs - skip if no money was spent)
   $ ____________________________
7. Shopping in Sweetwater retail stores (whole numbers only, no decimal points or dollar signs - skip if no money was spent)
   $ 

8. Lodging (whole numbers only, no decimal points or dollar signs - skip if no money was spent)
   $ 

9. Gasoline (whole numbers only, no decimal points or dollar signs - skip if no money was spent)
   $ 

10. Grocery stores (whole numbers only, no decimal points or dollar signs - skip if no money was spent)
    $ 

11. Any other expenses (whole numbers only, no decimal points or dollar signs - skip if no money was spent)
    $ 

12. If you had "other expenses", please identify them.
    
13. If you stayed in paid accommodations (hotel, motel, or B&B), where did you stay?
    
14. How did you hear about the Sweetwater Rattlesnake Roundup?
    
    - Newspaper
    - Magazine
    - TV
    - Other (please specify)
    
15. If you selected "newspaper", "TV", or "magazine", please specify which one.
    
16. List up to 3 things you liked best about the Sweetwater Rattlesnake Roundup?
    1. 
    2. 
    3. 

17. List up to 3 things you would change or add to improve the Sweetwater Rattlesnake Roundup next year?
    1. 
    2. 
    3. 

18. Please share with us any other comments or thoughts you have about the Sweetwater Rattlesnake Roundup.
    
19. What is your age?
    - 18 - 29
    - 30 - 39
    - 40 - 49
    - 50 - 59
    - 60 - 69
    - 70 +
Thank you for taking the time to complete this survey. Be assured that any information gathered is for our research only and will not be shared with or sold to any outside source. Your help is greatly appreciated. If you are selected as the winner of our drawing for the $100 Visa gift card, you will be notified via the email address you provided no later than April 3, 2015.

Figure 7: SurveyMonkey Attendee Email Survey Branding

The following three photos are the previews of the original invitation and three reminder Emails that were sent to the participants.
Figure 8: SurveyMonkey Attendee Email #1 Preview

Figure 9: SurveyMonkey Attendee Email #2 Preview
Figure 10: SurveyMonkey Attendee Email #3 Preview

Figure 11: SurveyMonkey Attendee Email #4 Preview