

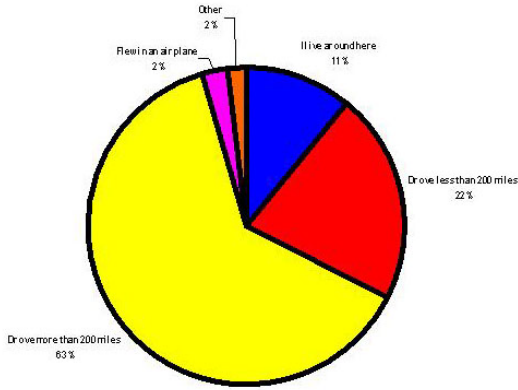
Jerusalem Ridge Bluegrass Festival



2005 Final Report

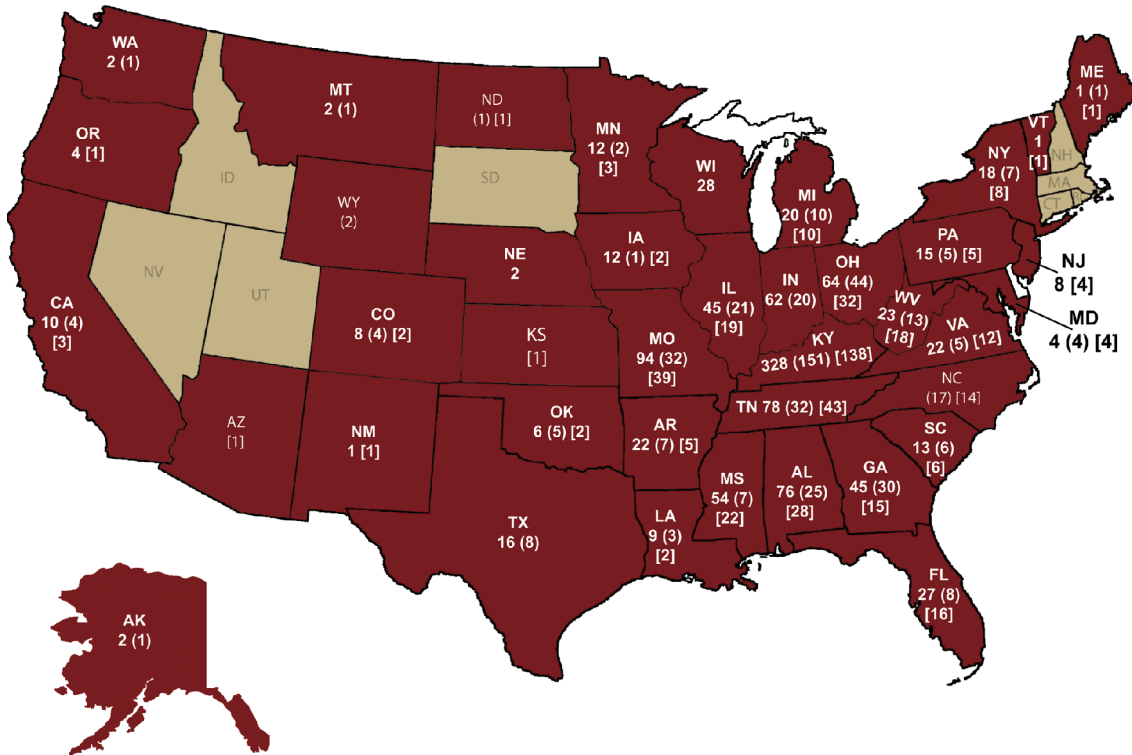
On September 29th through October 2nd 2005, the Annual Jerusalem Ridge Bluegrass Festival was held in Rosine, Kentucky at Jerusalem Ridge, the homeplace of the Father of Bluegrass, Bill Monroe. During the 4-day event, the staff at WMTH Corporation, the West Kentucky Parkway Travel Center and students at Western Kentucky University surveyed over 500 attendees. Fourteen questions were asked which included questions pertaining to demographics, economic impact and level of satisfaction.

HOW FAR DID THEY TRAVEL?



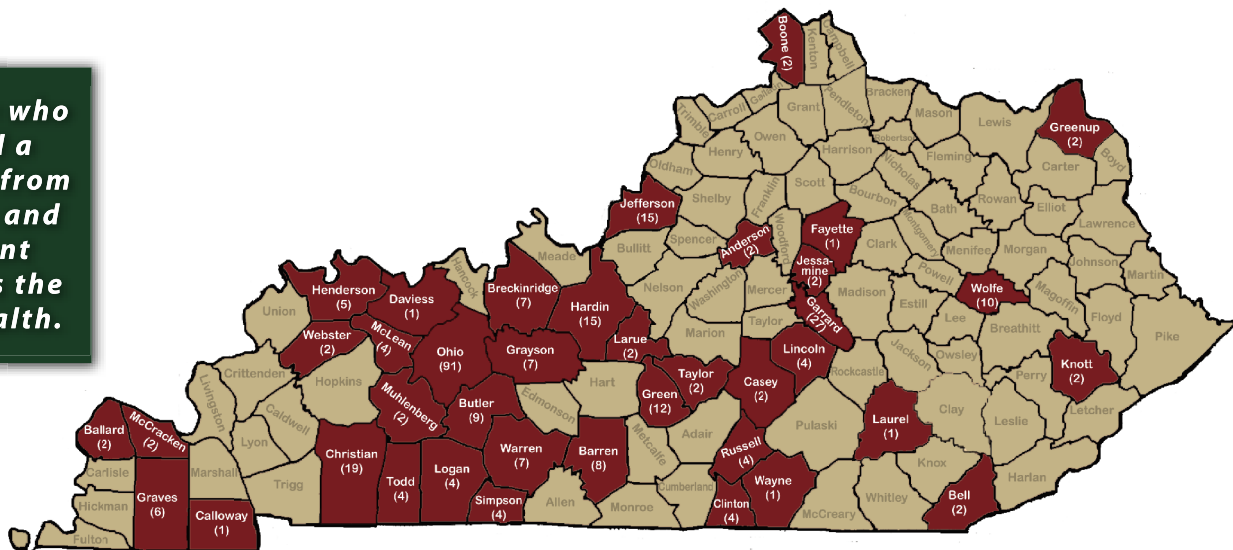
Over 63% of the attendees drove over 200 miles with the average distance being 543 miles. The furthest distance people traveled was a couple who drove 2,334 miles from Longview, Washington and a couple who flew from Reedley, California to Nashville, Tennessee (2,186 miles) then rented a car. There was even a couple from Fairbanks, Alaska but they drove to the event from San Juan, Texas (1,290 miles). Other top distances included Portland, Oregon (2294 miles), Woodland, Montana (2036), Thief River, Minnesota (1,130 miles), Brighton, Colorado (1099) and Victoria, Texas (1,030).

WHERE DID THEY COME FROM?

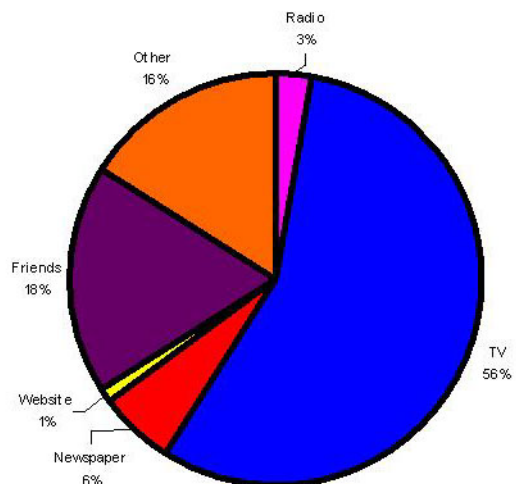


Over 500 individuals representing more than 1,000 of the 6,000 attendees completed a survey, filled out a raffle ticket () and/or signed the guest registry at the Homeplace [] during the 4-day event representing forty-two states and numerous countries including: Africa (5), Ireland (10), Canada (1).

328 of those who completed a survey were from 39 counties and 60 different cities across the Commonwealth.



HOW DID THEY HEAR ABOUT THE EVENT?



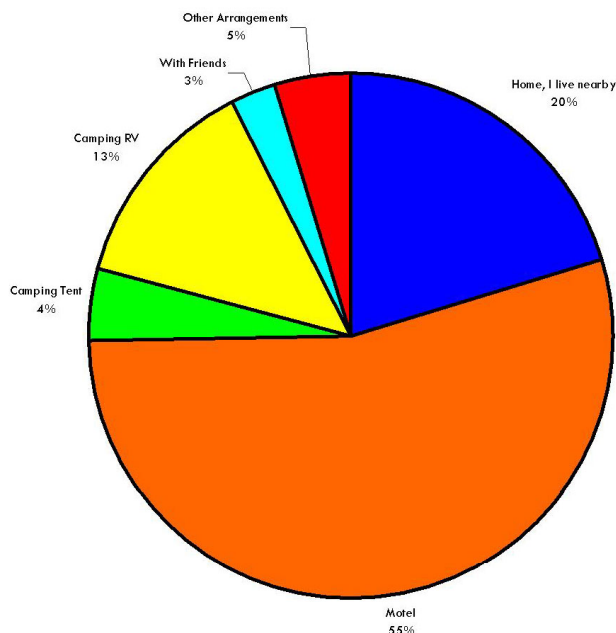
- **Television** - Satellite Dish 9409; RFD-TV (244) 263
- **Friends** 84
- **Other** - Band; Beanblossom; Bluegrass Anonymous; Blues Festival (2); Bluegrass Unlimited (4); Brochure-Louisville Bluegrass Festival; Campbell Mercer (6); Eddy Pennington (2); Email; Foundation Member Letter; Goat Roping; Grassy MO; Grassy Bluegrass Festival (2) 75
- **Newspaper** - Courier Press (1); Messenger Inquirer (4); Ohio County Times (1); Times News (4) 28
- **Radio** - WJRS Jamestown; WBKR 92.5, Owensboro; WSM; WDVX; WGKY; WKVX FM 13
- **Website** 5

HOW LONG DID PEOPLE STAY?

STAY IN KENTUCKY		
DAYS	NUMBER	PERCENTAGE
1 Day	34	9%
2 Days	65	16%
3 Days	75	19%
4 Days	95	24%
5 Days	96	24%
6 Days or More	9	6%

Of the 396 people who responded to this question, over 54% indicated they were staying 4 days or more in the area.

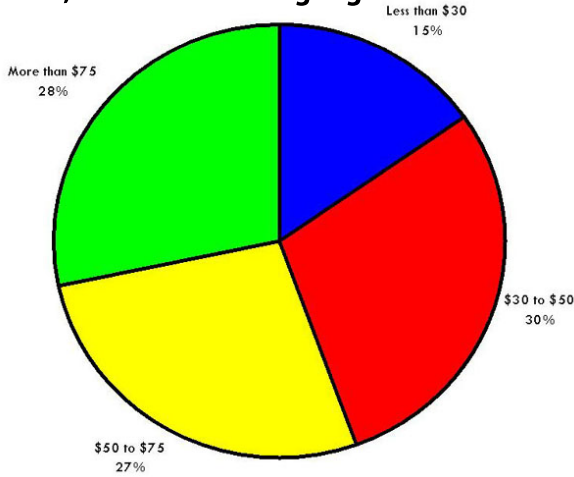
WHERE DID THEY STAY?



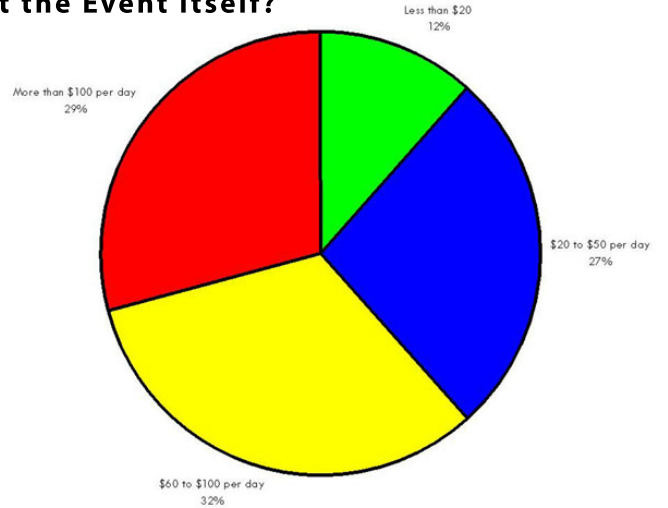
- **Home Nearby** 88
- **Motel** - Beaver Dam (4); Best Western- Owensboro (2); Budget Inn-Beaver Dam (5); Budget Inn-Hartford (1); Central City (7); Comfort Inn-Owensboro (2); Convention Center- Central City (4); Corneire Lodging-Beaver Dam (1); Corodell-Central City (2); Coronado-Central City (3); Country Hearth-Central City (1); Country Inn-Leitchfield (3); Country Side-Leitchfield (7); Days Inn-Beaver Dam (35); Days Inn-Central City (7); Days Inn-Owensboro (24); Executive Inn-Owensboro (8); Fairfield Inn-Owensboro (10); Fairmont-Owensboro (1); Hampton Inn-Owensboro (2); Hatfield Inn-Leitchfield (11); Helm House B & B-Morgantown (1); Holiday Inn Express-Owensboro (7); Holiday Inn- Elizabethtown (2); Holiday Inn-Nashville (1); Microtel-Grand Rivers (1); Motel 6-Bowling Green (2); Motel 6-Morgantown (17); Motel 6-Owensboro (4); Ramada Inn-Owensboro (4); Sleep Inn-Owensboro (4); Sunset Inn-Central City; Super 8-Central City (18); Super 8-Owensboro (7); Villa-Beaver Dam (3). 236
- **Camping (Tent)** - On-site; houseboat at Lake Nolin (1); Motor Home (1); Jerusalem Ridge (1); Ohio County Park (1). 19
- **Camping (RV)** - Onsite (23); Monroe Farm (1); Nephew's House in Beaver Dam (1); Ohio County Campgrounds (28). 57
- **Friends** 13
- **Other Arrangements** - B&B (2); Birds, Beds & More; Family; Helm House, Live Here; Van. 20

HOW MUCH DID THEY SPEND?

On Gas, Food and Lodging?

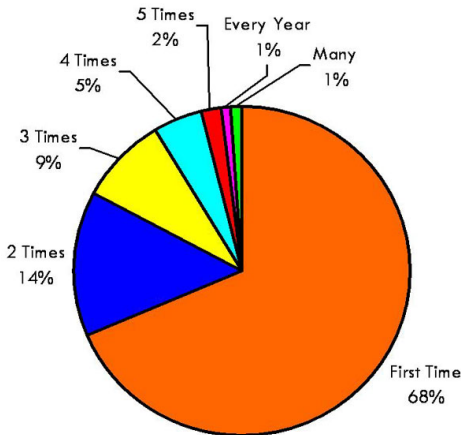


At the Event Itself?



Attendees spent on average between \$105.13 to \$138.83 per day on lodging, food, gas and at the event itself. Conservatively estimating that there were 6,000 people attending the 4-day event, the economic impact was nearly \$1.5 million dollars for the region. $6,000 \text{ people} \times \$121.98 \text{ per day} = \$731,880$.

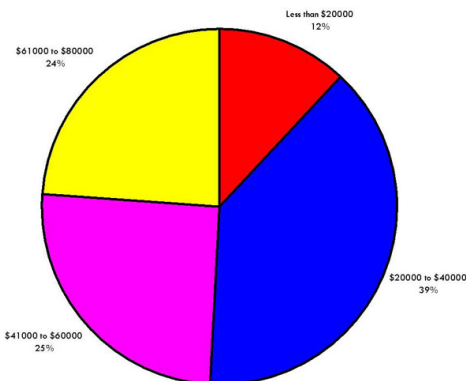
HOW MANY YEARS HAVE THEY ATTENDED?



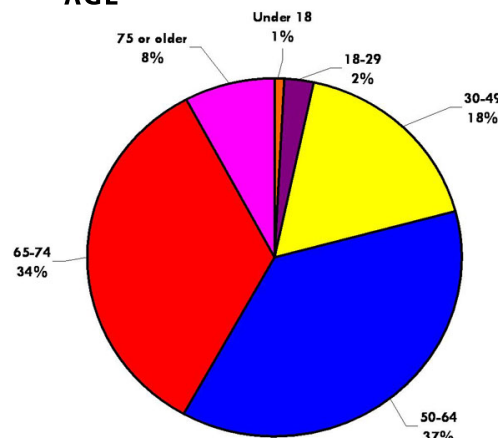
Nearly 70% indicated that this was the first time they had attended the event.

INCOME LEVEL, AGE & NUMBER IN PARTY?

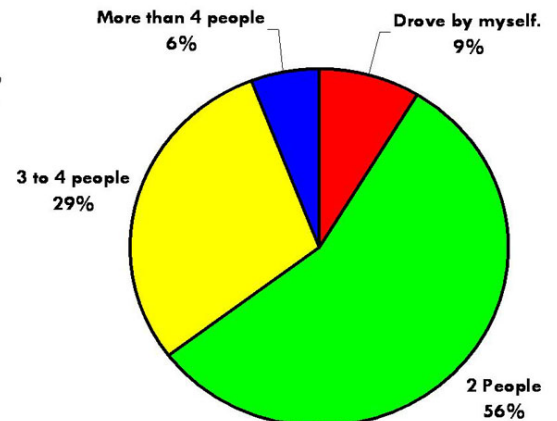
INCOME LEVEL



AGE



PEOPLE IN VEHICLE



Of those who completed a survey, nearly 50% had annual incomes of over \$40,000 with nearly half of these indicating that their income level was somewhere between \$61,000 and \$80,000 per year.

Attendees tended to be between the ages of 50 and 75 with 56% indicating they traveled to the event with one other person and an additional 29% indicating they traveled in groups of 3 to 4.

WHAT DID THEY LIKE BEST ABOUT THE EVENT?

The #1 answer was the music (44%). 13% said "All of It!" and 10% loved the Atmosphere. Other answers included:

- All the progress that has been made.
- Picking and singing, young people, Cumberland Highlanders
- Freedom to say the name of Jesus and God was appreciated.
- Seeing Ralph Stanley and band! Big draw for the festival.
- Great Music, great people, great tradition. Love being a part of it all!
- We feel like family here.
- Groups singing gospel as well as the very traditional bluegrass music, great food, atmosphere.
- I really loved the drive to the festival and the friendly atmosphere when we arrived.
- Banjo
- Church Service
- Doc Wilhite
- Larry Sparks
- Jerusalem Ridge Band
- All the bands!
- Nice, Friendly People!
- No Smoking
- Entertainment
- Seating close to bands, accessibility to everything, people being helpful.
- No alcohol
- Clean
- We celebrated our 50th Wedding Anniversary here from Maryland.



WHAT WILL KEEP THEM COMING BACK TO JERUSALEM RIDGE?

Below are just a few of the responses:

- I'll be here, Lord willing. All in all you are doing great. Keep it going!
- Atmosphere is perfect for bluegrass.
- Touch of heaven.
- The talent, the music, best thing that ever happened to Ohio County.
- More festivals - I can see this eventually being similar to Appalachian Festival in Norris, Tennessee.
- Entertainment and wholesome atmosphere and the no smoking.
- We believe in this project.
- We won't break this great family tradition - and we will continue to encourage our friends to come too.
- Just keep bluegrass. Lord willing we will be there.
- Good bluegrass groups, the personal atmosphere, and Campbell's personal interest in the fans.
- The good bluegrass singing and keeping the grounds free from beer and drinks.
- The music and the friendliness of the Ohio County people. Bluegrass at it's best.
- I hope the personalities involved in the dispute can "get over it" and do what's right for Bill and Ohio County.
- Music and friendliness of the people who work here.
- Keeping me informed about future events.



Report by WMTH Corporation

P.O. Box 51153

Bowling Green, KY 42102

(270) 781-6858

FAX 781-2949

www.wmthcorp.com and www.trailsRus.com