

Jerusalem Ridge Bluegrass Festival



2005 Report

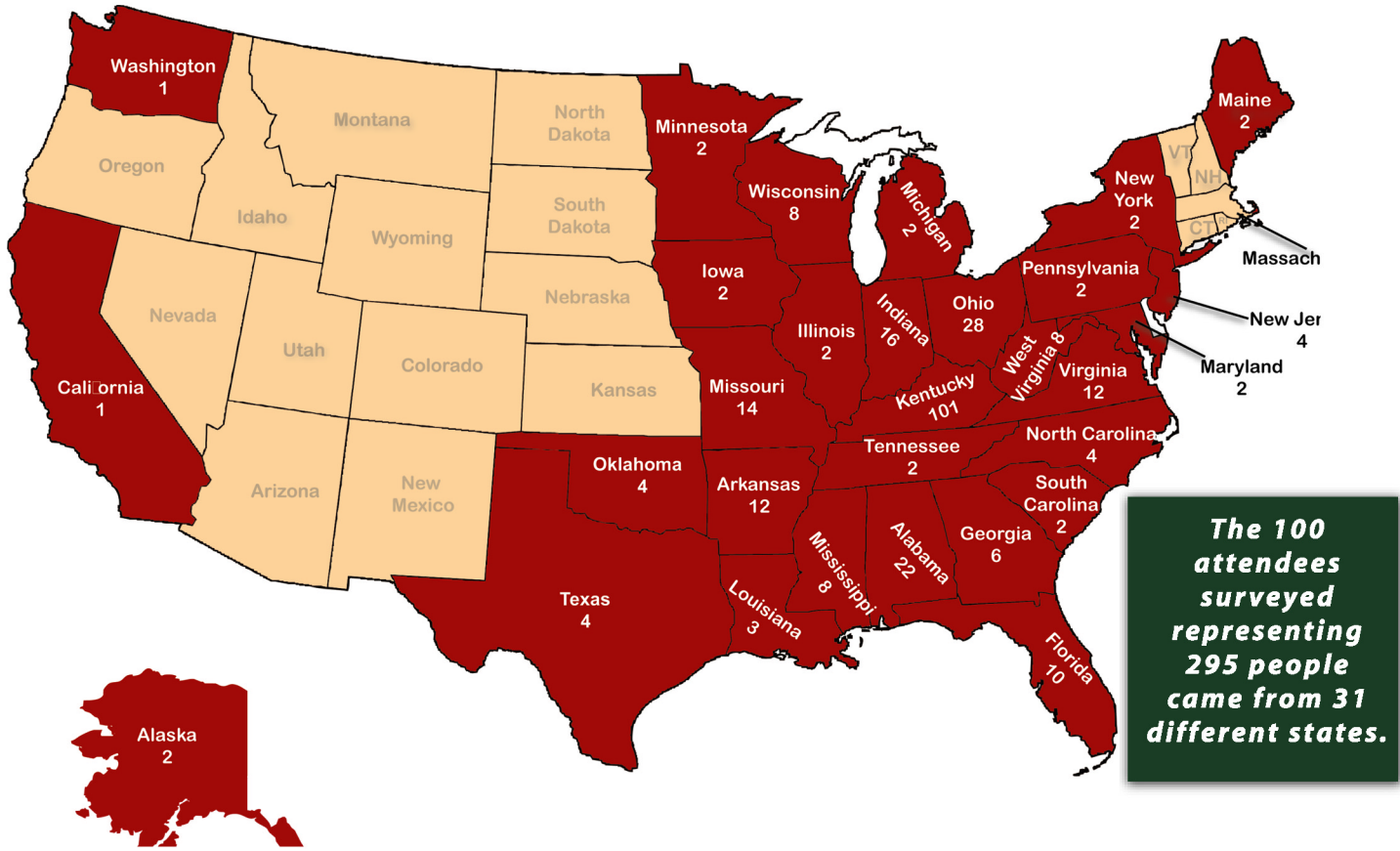
On September 29th through October 2nd 2005, the Annual Jerusalem Ridge Bluegrass Festival was held in Rosine, Kentucky at Jerusalem Ridge, the homeplace of the Father of Bluegrass, Bill Monroe. During the 4-day event, the staff at WMTH Corporation, the West Kentucky Parkway Travel Center and students at Western Kentucky University surveyed over 500 attendees. WMTH Corporation has tabulated 100 of the surveys thus far. Fourteen questions were asked which included questions pertaining to demographics, economic impact and level of satisfaction.

On the following pages is an overview of the preliminary report. A more in-depth report will be available once all the surveys have been tabulated.

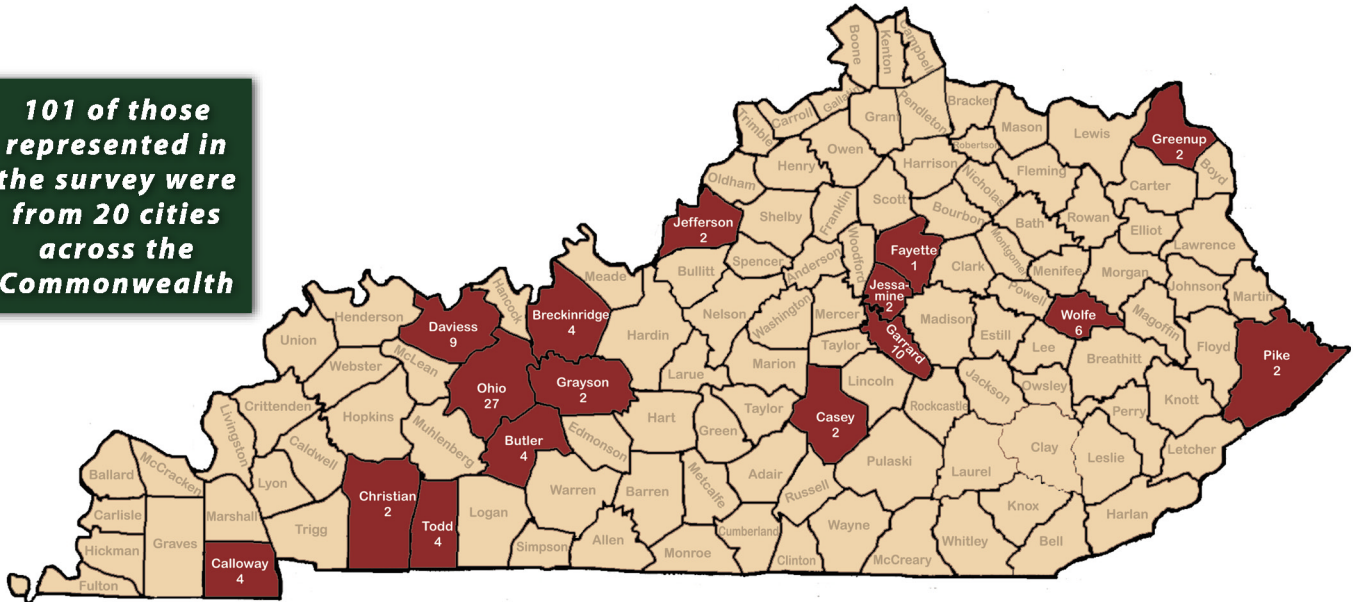
HOW FAR DID THEY TRAVEL?

Over 65% of the attendees drove over 200 miles with the average distance being 578 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 Thief River, Minnesota (1,130 miles) and Victoria, Texas (1,030).

WHERE DID THEY COME FROM?

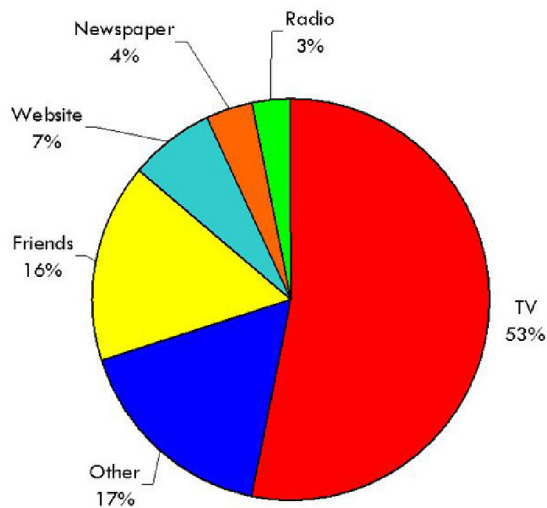


101 of those represented in the survey were from 20 cities across the Commonwealth



HOW DID THEY HEAR ABOUT THE FESTIVAL?

Of the 100 people surveyed, 53% heard about the event from TV with over 95% indicating specifically that they heard about the event on RFD TV.



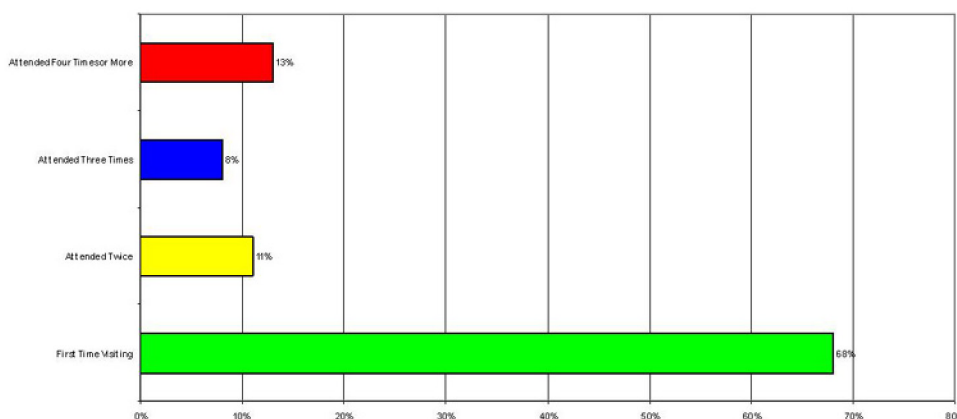
Other included: Involved locally; live nearby; hometown tradition; State Fair; Keep up with it every year; Common knowledge; Campbell Mercer; Delaney Brothers Band; Leaflet at other festivals; Sister; Brother; Family; Bluegrass Magazine (2).

Newspapers mentioned were: Times News (2); Owensboro Messenger (2); Ohio County News (1)

HOW LONG DID PEOPLE STAY, HOW MUCH DID THEY SPEND AND WHERE DID THEY SLEEP WHILE THEY WERE HERE?

- People stayed on average 3 days and 4 nights in the area spending between \$104.90 to \$134.50 per day (up from \$99 the year before). With approximately 6000 people in attendance over the four days, the economic impact for the area comes to over \$800,000.
- Over 50% of the people surveyed (representing 295 attendees) stayed at hotels and 13% camped. Hotels listed included: Budget Inn - *Beaver Dam*; Coronado - *Central City*; Convention Center - *Central City*; Days Inn - *Beaver Dam* (9); Days Inn - *Central City* (4); Days Inn - *Owensboro* (7); Executive Inn - *Owensboro*; Budget Inn - *Beaver Dam*; Country Inn - *Leitchfield* (3); Fairfield Inn - *Owensboro* (2); Hatfield Inn - *Leitchfield* (4); Holiday Inn Express - *Owensboro* (2); Motel 6 - *Bowling Green*; Motel 6 - *Morgantown*; Motel 8 - *Central City*; Ramada - *Owensboro*; Sleep Inn - *Owensboro* (2); Motel 8 - *Central City*; Sleep Inn - *Owensboro* (2); Super 8 - *Central City* (6).

HOW MANY YEARS HAVE THEY ATTENDED?



This was surprising. Of the 100 attendees surveyed, 68% said this was their first time to attend the event. Eleven percent had attended twice, eight percent attended three times; thirteen percent attended four years or more.

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

WHAT WILL KEEP THEM COMING BACK TO JERUSALEM RIDGE?

- 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

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Final Report will be Available at trailsRus.com