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The Effects of Austin City Limits Music Festival on Central Texas

The Impact of ACL in Central Texas

Table of Contents

	Page Number
I. Introduction and Statement of Situation.....	3
II. Research Topic.....	4
III. Literature Review and Secondary Analysis.....	5
IV. Objectives.....	6
V. Research Questions.....	6
VI. Research Methodology and Design.....	7
A. Type of Research.....	7
i. Applied.....	7
ii. Descriptive.....	7
B. Method of Research.....	7
C. Research Technique.....	7
i. Qualitative.....	7
ii. Quantitative.....	7
1. Survey questionnaire.....	8
2. Social Media with digital analysis.....	8
3. Qualitative and Quantitative Methods.....	8
D. Type of data to be collected.....	8
i. Primary.....	8
ii. Secondary.....	8
VII. -A. - Qualitative Research: Observations.....	9
VII. - B. - Qualitative Research: In-Depth Interview(s).....	12
VII. - C. - Quantitative Research.....	14
VI- C-1. Survey.....	15
VI- C-2. Analysis of Social Media though a Facebook page with data analysis though Google Analytics of Facebook Insights.....	19
VIII. Limitations of the Research.....	31
IX. Managerial Implications.....	32
X. Final Analysis and Results.....	33
XI. Appendix.....	35

XII. Bibliography.....	47
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I. Introduction

The overall purpose of this research project is to explore the impact of music festivals in Texas cities. Specifically, our aim is to identify how the city of Austin is affected by the Austin City Limits (ACL) music festival.

We are a group of students in pursuit of a degree in Public Relations. This project is a valuable exercise because it is a stepping stone for us to be exposed to the type of research we will have to conduct in the near future. Living in between two metropolitan cities (San Antonio and Austin) we are exposed to many different events that occur.

Since 2002, ACL has been popular musical festival bringing people together from all different walks of life to bond over various types of music. Although music festivals have become more popular than ever before, their existence is nothing new. Historians can date the existence of music festivals back to the Pythian Games of ancient Greece dating around sixth century B.C.

The reason for choosing this topic is because of ACL's proximity, marketing, the worldwide knowledge of ACL and that this current generation heavy interest in the music industry. Exploring the benefits of ACL on the city of Austin intrigues us because we, as college students, are the main target for ACL. The period we will be investigating is from 2010-2015. In the research we will be discussing all the effects both positive and negative on the city of Austin resulting from ACL. Each one of us will have a different perspective when approaching this topic because we have attended a music festival in the past five years and have a personal connection to the topic. The identification and exploration of these effects will showcase to the public to see, if and how music festivals are positive for cities.

II. Research Topic

ACL began as a two-day festival that catered to approximately 40,000 guests when it was first introduced in 2002. As of two years ago, 2013, the festival ran for two, three-day weekends and had over 200,000 attendees. ACL is a large part of Austin's city income, bringing in over \$102 million dollars to the city. According to Austin Business Journal, festival this large financial gain can impact more than just the economy; it can impact food and beverage industry as well as housing, transportation and waste management services. The researchers will be discussing in detail how much these businesses are impacted by ACL. This topic is important to mass communication because it will shed light to an event that many students at Texas State University attend, as well as proximity to Austin.

With the ultimate goal of our research being to find if music festivals are positive for cities the researchers pose following question: How successful has the city of Austin been since introducing the ACL music festival to the area? In seeking to answer this question the researchers found that an exploratory design was best for approaching the central question, as well as additional research questions, without bias and with emphasis on inclusion of all information including that which may not have been previously considered.

III. Literature Review and Secondary Analysis

Four literature reviews were conducted to examine how the ACL music festival has affected various sectors of consumerism and industries in Austin some including social media, volunteering segmentation and wastewater analysis(s). Using Google as a search engine to identify secondary sources the researchers were able to obtain official government sites, news organizations and various blogging websites regarding ACL festival According to the ACL website, festival attendees are given unique opportunities to give back to the community during their time at the festival. ACL Cares is a section of the festival that supports good causes and encourages support from the thousands of attendees of the festival. Organizations like *KLRU* and *The Nature Conservancy* have been involved in past five years. ACL Cares aims to make a difference in the local Austin community and beyond. According to an article from the Statesman shows that prior to ACL adding on another weekend, it earned \$75 million dollars in with half of the profits coming from visitors who reside outside of Austin. Statistics show that 38% of participants mainly from Texas; but live outside Austin; 21% are from across the U.S.; outside of Texas and 4% are international (austintexas.gov).

Although ACL festival is a giant contributor to the city's revenue it causes heavy traffic, illegal parking, smoking, littering and medical emergencies due recreational drug use. This requires the city to create more jobs to circumnavigate the demands caused by the influx of population and at the same time keep a welcoming city image to the visitors. The researchers study will add to the body of knowledge already collected because there are no studies that answer the question posed by the researchers.

IV. Objectives

The research and information gathered has provided us with a conclusive comprehension of how ACL attendees and Texans located in the surrounding area are affected by the music festival. On the branding side of the ACL music festival it allows for the festival's direct investors to get an actual view and appreciation of how far they have come and the reach of their festival. The execution of the research design will give future researchers an advantage to see the greater picture of the festivals effects. It will let the investors see if their goals have been met with the expansion of the festival.

V. Research Questions

Throughout this research project the researchers will be compiling information to answer the four following main research questions. (RQ1) According to secondary research, how does a city benefit from hosting a large scale event such as Austin City Limits? With this question the researchers will explore what the impact of ACL has been over the past five years. (RQ2) What is the population distribution attending at Austin City Limits? The researchers will identify the number of people attending ACL (residents and nonresidents as well as origin and other population data). (RQ3) Which research trends on this topic are revealed in the literature? (RQ4) How does a successful festival event promote itself to achieve its goals? These four research questions will identify the facts, trends and effects that will further our topic's knowledge get to the conclusion and get a better knowledge on our subject. In conclusion, we will be researching the advantages and disadvantages that Austin City Limits music festival has on the city of Austin.

VI. Research Methodology and Design

A. Type of Research:

- i. The researchers chose to employ is descriptive research to better understand the problem and present findings to others in an understandable and detailed manner.
- ii. The researchers used applied research because they are attempting to is answer a specific question that has direct applications to the world. Applied research is the type of research that solves a problem.

B. Method of Research

The researchers used both quantitative and qualitative research methods to gain a greater scope of the problem. The qualitative research included in-depth interviews, literature reviews, and observations. The quantitative research is compiled from the hard data collected from survey questionnaire results, and traffic to the Facebook page.

C. Research Technique

i. Qualitative:

Researchers gathered qualitative data through observations, in-depth interviews and relied heavily on the literary reviews conducted by the researchers to provide the secondary research data to support their findings.

ii. Quantitative:

Researchers gathered quantitative data through survey questionnaire and creating a Facebook page to generate traffic about our topic.

1. Survey questionnaire was conducted by the research team as an effort to find out information pertinent to answering the research questions. The research team distributed the survey on a social media platform as well as via the Texas State University e-mail server.
2. Social media platform with digital analysis was conducted to understand the traffic created on the research team's Facebook page surrounding their topic as well as understand the engagement between the viewers and the content distributed on the Facebook.
3. Qualitative and quantitative methods were used. Qualitative research was used to explore the depth of issues of interest and to explore nuances related to the topic. The use of quantitative research is conclusive in its purpose, as the researchers attempt to quantify the problem and understand how prevalent it is by looking for projectable results to a larger population.

D. Type of data to be collected

- i. Primary data that was collected throughout the research in forms of a survey questionnaire, interviews and observations.
- ii. Secondary data that was collected throughout the research in forms of four separate literature reviews with various topics, along with statistics extracted from government databases.

VII. -A- Qualitative Research: Observations

Researchers conducted initial observations October 9th through October 11th. During this time they attended the ACL music festival to see the impact of the festival in Zilker Park and Downtown Austin near the University of Texas. During the day Zilker Park was observed frequently and during the evening time Downtown Austin and the University of Texas was observed. To observe the festival the researcher's journaled descriptions and events that occurred while at the festival, that allowed them to gain information to answer their research questions.

The observations were as follows: In Zilker Park, from the amount of people in attendance at the festival it allowed for lot traffic in Austin and nearby areas. The city of Austin shut down several main streets to allow for people to walk through them to get to into the festival, rather than driving. In the park the amount of litter was outrageous; cans, plates, napkins, bottles, etc. was all over the park. The litter would be the worst after a performance ended. As an incentive to try and keep Zilker clean the festival had people clean up cans and bottles in exchange for prizes if they filled up an entire bag of recyclables. People also took part in ACL cares to help raise money for the community, many signs were posted to promote ACL cares for causes such as: Anthropol Arts, Austin Music Foundation, Head Count, Health Alliance for Austin Musicians, Keep Austin Beautiful, KLRU-TV, Austin PBS, Love Hope Strength, MusiCares, Oxfam America, Rainforest Partnership, Rock the Vote, SIMS Foundation, The Nature Conservancy and United Way for Greater Austin. Throughout the day people came and went into the park, also many businesses set up kiosks outside of the festival to promote their businesses. Many local businesses also had kiosks set up inside of the festival, many food establishments, clothing stores, and artist. As a way to elevate the lines to pay for food and drinks, the festival set up a "cashless" option to bypass the

lines at the festival. When conversing with some people who were at the festival I was able to gain some information on the demographics and geographical regions of where these people came from. The people that attended were not just from Austin, many traveled from San Marcos, Houston, Dallas, Brownsville, nearby states as well as international. By the end of the night while trying to leave the festival for the night, the routes were setup to allow some to use the city transportation, ridesharing options and their own vehicles. Leaving the festival was a challenge for many, since many of the roads were blocked and the options to leave were slim. According to the music festival's website they claim that on October 9th 75,000 people were in attendance that day.

The festival continued for three days with different performances each day. Each day, roads were closed and littering was abundant. By the end of the festival the researcher's final conclusion of the observations is that the trash made from the festival was outrageous. The impact of the littering on the city of Austin made for Texas Disposal Systems to create a system to get the park back to its natural state, the river was also impacted from the festival. Many local businesses promoted their businesses by having booths at the festival as allowing for them to gain publicity and raised profits.

Sample

The qualitative research was gathered by conducting by observing people's actions and behaviors at the ACL music festival. Researchers observed all ages and ethnicities that attended the festival, because having an intimate experience at the festival would give them the most accurate information to further their study.

Sample Size

According to the ACL music festival's website, they claim that on a daily average 70,000 people entered Zilker Park to attend the festival. With this large scale population there was a lot of observations that the researchers needed to record. While at the festival the researchers were able to converse with several people who were at the festival to record their behaviors and reactions at the festival.

Location and Time

Observations gathered from October 9 through October 11 were conducted at the ACL festival during the second weekend of 2015 music festival at Zilker Park in Austin. Observations were conducted at various times during the day.

Instruments

The researchers used journal diaries to obtain information about people's attitudes and experiences.

VII-B. - Qualitative Research: In- Depth Interview(s)

In-depth interviews were conducted with the following persons

Amber Fierman (Volunteer)	October 12
Meredith Lane	October 17
Meghan Cantu	October 15
Ana Jimenez	October 16

The researchers asked the following questions for attendees

- Q1. When have you attended ACL music festival and how did you travel there?
- Q2. Did you participate in any other activities while you were in Austin, if so where?
- Q3. How did you eat at the festival?
- Q4. Did you go cashless, if not why?
- Q5. Would you attend again?
- Q6. How long did you go to the event?
- Q7. How would you describe the security?
- Q8. What artist did you go there for?
- Q9. What was the most surprising part of ACL for you?
- Q10. Rank your experience:

The researchers asked the following questions for volunteers

- Q1. What was the most surprising part ACL Basic Interviewing Questions?
- Q2. When have you attended ACL music festival and how did you travel there?
- Q3. How old are you? Are you college? Do you live in Austin?
- Q4. Why did you volunteer for ACL?
- Q5. Did you volunteer by yourself?

- Q6. Have you volunteered before, if so how many times?
- Q7. Did you receive any type of reward/incentive for volunteering?
- Q8. What is the difference between actually attending and volunteering?
- Q9. Do you feel like you made a difference by volunteering?
- Q10. Did you make any contacts while volunteering?
- Q11. Did you witness any types of violence during your time as a volunteer?
- Q12. Would you volunteer again?
- Q13. Would you recommend volunteering to anyone else?
- Q14. Was being a volunteer an easier experience rather than being an attendee?
- Q15. Did you participate in other activities while you were in Austin, if so where?
- Q16. How did you eat at the festival?
- Q17. Would you attend again?
- Q18. How long did you go to the event i.e. 1 day, 2 day, and 3 day?
- Q19. How would you describe the security?
- Q20. What was the most surprising part ACL for you?

Sample

The qualitative research was gathered by conducting in-depth interviews with people who had either attended the music festival in the past five years or volunteered at the music festival. Researchers chose to speak with people who were in the age range of 18 to 35 years of age; because the researchers hypothesized that they would have the most influence and information to add to the body of knowledge.

Sample Size

Researchers spoke with three participants and one volunteer for their in-depth interviews. People who attended the ACL music festival within the past five years, so they would have the information needed to satisfy the questions posed by the researchers.

Location and Time

In-depth interviews were conducted separately by each researcher at various times. The researchers choose to interview individuals who had either attended the music festival or volunteered within the past five years.

Instruments

To conduct the interviews, each researcher's in-depth interview was in-person and recorded and transcribed to further investigate how their answers would correlate into the researcher's case study.

VII. -C- Quantitative Research

Survey

Quantitative data was gathered through an online survey using Google forms which was open to any respondents. The researchers used a nonprobability sampling to gather their research, pooling from a population of random responders. The survey was posted on social media mainly targeted to those who attended the music festival, but since the survey was available to all, there was no way for the researchers to determine the location of where the responses came from. Researchers gathered data from 153 responders to their online survey. Promotions for the survey were posted on Twitter, Facebook, Pinterest and Snap Chat. Responses were also gathered from those who filled out the survey and submitted it publicly. The quantitative data was gathered by the

survey and also came from web users who stumbled across the Facebook page. The researchers randomly selected the responses to gather a random sample of responses.

VI-C-1 Survey

On the survey 16 questions were asked. The types of questions used throughout the questionnaire consisted of close-ended and open ended questions. Types of questions used: mutually exclusive, checklist and forced choice. Questionnaire instructions were as follows: The following survey is part of research project examining the where the population of attendees traveled from, why they came, if they increased revenue (by how much) and if they made an impact on environment of downtown Austin. The questions are formatted with multiple choice, opinion scales, and short response. "Please select your best answer or fill in the blank to answer the question to the best of your ability. When completed, please click "submit." Feel free to forward to link the link to share this link to any others who are interested in the ACL music festival, have attended or volunteered. We appreciated your time and look forward to the responses". The type of question types were as follows: Qualifying (quantity three) question 1 qualified the person answering the survey to answer the other correlating questions. For example, one follow up question is "How many times have you attended the ACL music festival?" If the person taking the survey questionnaires is a visitor than the question is not applicable to them. Warm- up (quantity two) questions 4 and 5 are the warm up questions. These questions are not difficult to answer. Transitional questions: None of the questions truly qualified as a transitional question. However, questions 6 and 7 began the remainder of the questions as it related to the festival. Difficult questions: questions 8 through require more analytical thought and time. Demographic questions (quantity 5) these questions were vital to the researchers because the main portion of the case study revolved around the population of the attendees who were at the music festival.

The levels of measurement used in the survey were nominal and ordinal. Nominal was used to distinguish age groups to better understand the population. Ordinal was used to see the difference between experiences and understand the people choices when attending a music festival. The measurement scales that were used in this case study consisted of rating scales and reliability and validity. The scales the researchers used were well thought out and best determined the outcome of each question of the survey questionnaire administered.

The researchers found that it was difficult to measure the reliability of the survey questionnaire. However, the researchers administered the survey questionnaire through Facebook and the Texas State University e-mail system. Therefore, allowing the researchers to determine the respondents of the survey in order to maintain a relevance to the audience that will increase the reliability of the survey.

The researchers used content validity, for example the researchers determine the respondent's realm of interest for certain questions that aided in the researcher's case study.

1. Likert Scale was used for questions 4 and 5. The questions specify a level of agreement or disagreement, strongly dislike and strongly like, with statements expressing either a favorable or unfavorable attitude toward the concept under study.
2. Paired Comparison Scale was used for questions 1 and 10. The person taking the questionnaire only had two choices based on the stated criteria.
3. Semantic Differential Scale was used for questions 4 and 5 and 11 and 14. The questions examined the strength and weaknesses of a concept by having the respondent rank between dichotomous pairs of words or phrases that could be used to describe the questions.

After fully analyzing the results from the survey, the researchers were able to make recommendations as they related to public relations. In a future case study revolving around this

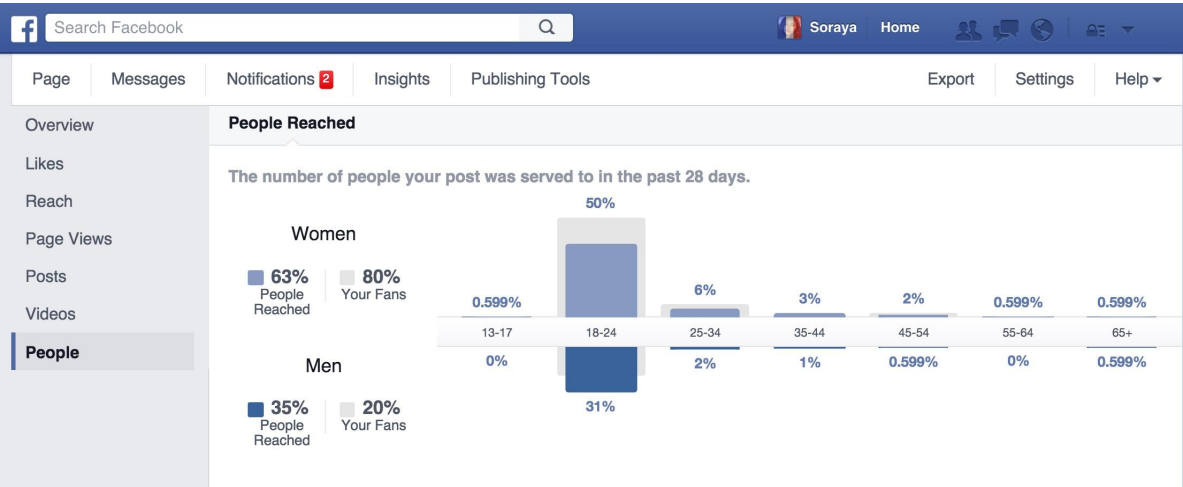
topic, the researchers would recommend that more time be used in observing local businesses that are involved in the setup of the music festival as well as the proprietors that sponsor this event. The reasons these recommendations would be important is because they would aid in understanding the economical increase produced by the festival to the city of Austin.

VII-C-2. Analysis of Social Media (Select: FB -Analysis through Facebook Insights)

The results from the Facebook page created by the researchers, the Austin City Limits music festival exemplified the output, outtake and outcome metrics made through public relations efforts.



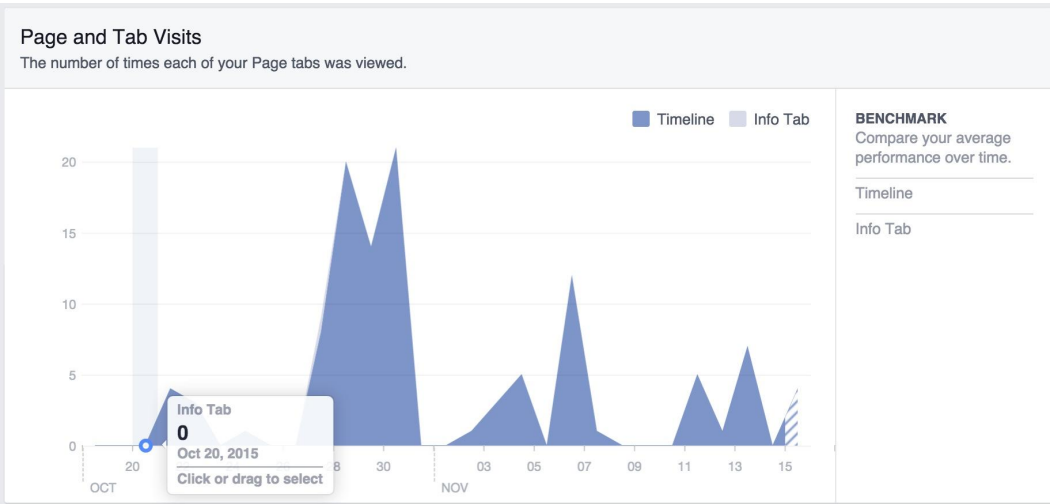
Above, is a snapshot of the post reach gathered from the Facebook page. The peaks represent each post and how high or low the reach was for that post.



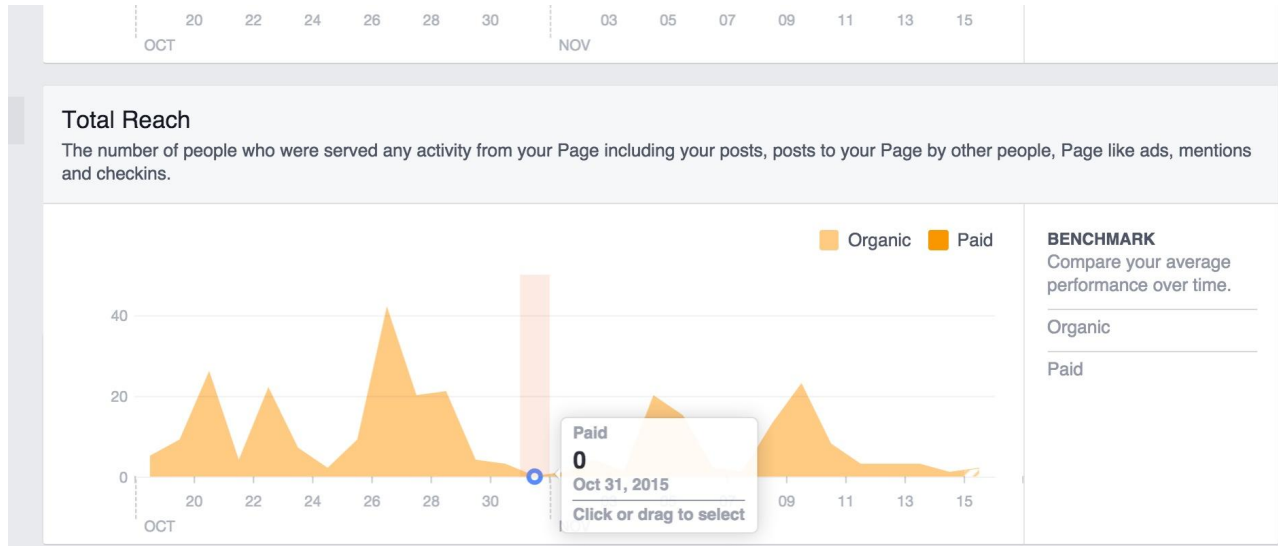
Above, is a snapshot of the people reached for the Facebook page. 63% of the people reached were females and 35% were male.

Country	People Reached	City	People Reached	Language	People Reached
United States of America	162	Austin, TX	40	English (US)	163
Philippines	2	San Marcos, TX	27	English (UK)	1
Mexico	1	Houston, TX	8	Spanish	1
India	1	San Antonio, TX	7	English (Pirate)	1
Canada	1	College Station, TX	6	French (France)	1
		Huntsville, TX	5		
		Brownsville, TX	5		
		New Braunfels, TX	4		
		Lubbock, TX	4		
		Waco, TX	3		

Above, is a snapshot of where the people who visited our Facebook page were located. From the data, Austin, Texas, has the largest amount of reach with 40 and in second place San Marcos, Texas.



Above, is a snapshot of the amount of page and tab visits on the Facebook page. From the data you can tell that at each peak is where we had the most amounts of viewers on our page. High engagement on the peaks and low engagement on the dips.



Above, is a snapshot of the Facebook page's total reach throughout the time we were active with it. The peaks represent the times where our reach was high and the dips represent when the dips were low.

Date:	Outputs/ Metrics	Outcomes	Outtakes metrics
10/13/15 Post: What was your favorite part about ACL?!	87 reached 4 likes, 4 comments and shares.	A. People appeared to be intrigued about what this page could be about.	10%
10/14/15	73 reached, 1 like, share	Viewers seem	10%

Post: Letting the viewers know what this page is about and what would be covered.	and comment.	interested in the origin of the page	
10/14/15 Post: Asking what was everyone's favorite artist?	84 people reached 15 likes, 13 comments, 0 shares.	People appeared to be eager to voice their opinion on their favorite attending artist	70%
10/14/15 Post: Asking what everyone's favorite food they purchased.	58 people reached, 2 likes, 2 comments, and 0 shares	People did not seem to be happy about food prices and remained silent	20%
10/15/15 Post: Asking what surprised people about the festival or what did you not expect?	81 people reached, 5 likes comments and shares	People enjoy sharing their experience, but it seems they weren't surprised by a lot	50%
10/19/15	17 people reached, 5 likes	Not many responses or	30%

Posted the survey, promoting it and asking people to participate.	comments and shares.	a lot of interest in survey. Facebook users tend to like more content	
10/21/15 Re-posting the survey, reminding people to take it.	17 people reached, 5 likes comments and shares.	Still not a lot of interaction with reposting of survey	20%
10/26/15 Post: Are you having ACL withdrawals?	17 people reached 5 likes, comments and shares.	Still not much interaction. Content not enough.	30%
10/26/15 Posted a video recap of weekend one.	18 people reached 2 likes, comments and shares.	Added video content and more Facebook users reached	0%
10/27/15 Posted an video interview of Royal Blood from Crave	9 people reached, 0 likes, comments shares.	Fewer users reached even with video content. Time of day posted was not optimal.	0%
10/27/15 Posted a blog post from a blogger's	15 people reached, 0 likes, comments and shares	More users reached but no likes, comments, or shares.	0%

guide to survive ACL			
10/27/15 Posted the survey again, asking people to answer it.	17 people reached, 0 likes, comments and shares	More Facebook users reached due to time of day it was posted but no interaction	0%
10/27/ 15 Posted a video about J.Cole and Drake's performance.	16 people reached, 0 likes, comments and shares	No interaction but only slightly less people reached from previous post	0%
10/30/15 Posted a blog post from a blogger who wrote about her experience at ACL.	11 people reached, 1 like, comments and shares	Less people reached due to infrequent posting on page	10%
11/2/15 Posted a reminder letting everyone know that the survey would be closing at Midnight that day!	10 people reached, 0 likes, comments and shares	less interaction with Facebook users due to little content on post	0%
11/4/15	15 people reached, 2 likes,	Users keen for next	30%

Posted about the pre-sale tickets.	comments and shares	year's ACL festival	
11/4/15 Posted a link to get tickets for next year at the pre-sale.	19 people reached, 2 likes, comments and shares	Mention of upcoming festival gathered attention of Facebook users	10%
11/4/15 Posted about KTSW's blog post recap on the festival	16 people reached, 3 likes, comments and shares	Facebook users enjoy content related to the university that most attend.	30%
11/5/15 Posted a video about Jimmy Buffett's live 1978 performance	20 people reached, 1 likes, comments and shares	Facebook users tend to enjoy videos and social media terms like 'flashback Friday'	30%
11/5/15 Posted about who is excited for next year?!	9 people reached 2 likes, comment and share.	Not many responses due to limited content of post	0%
11/8/15 Posted a video going over the history of	17 people reached, 0 likes, comments shares.	Viewers seem to be keen on videos posts	0%

ACL in 90 seconds.			
11/9/15 Posted a link to Buzzfeed ACL “types of people you will see at ACL”	26 people reached 3 likes, 0 comments or shares.	People really enjoyed this link.	0%
11/13/15 Posted a link to ACL merchandise	2 people reached 2 likes, and 0 comments or shares.	Very limited interaction. The further away from ACL, the less interest people seem to have	0%

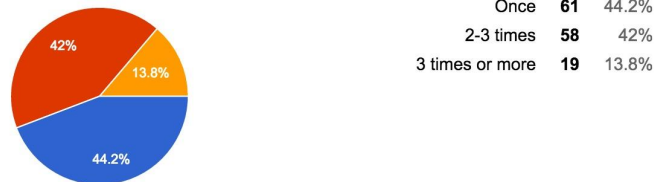
Google Forms Summary with Pictures

Have you attended ACL in the last five years?



This qualifying question allows for us to screen our participants in the survey. We can see that 28.6% of the people who spoke were affected, but did not attend the festival. This provides a more accurate reach.

How many times have you attended ACL?

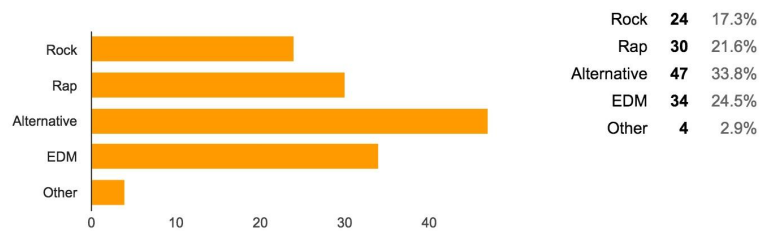


This qualifying question allows us to see that of those that have attended the festival, almost half of them have only attended the festival once. The other half is of more seasoned festival goers so our information is expansive.

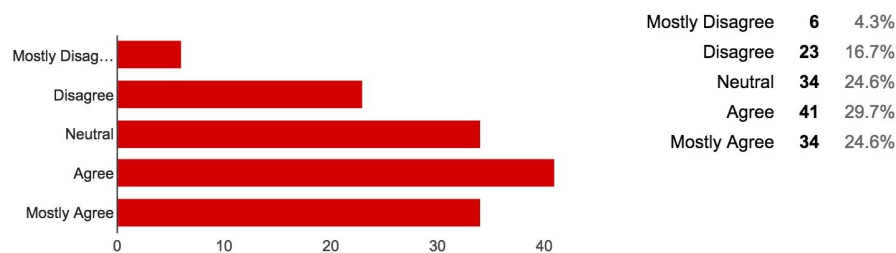
How far in advance did you plan to attend?



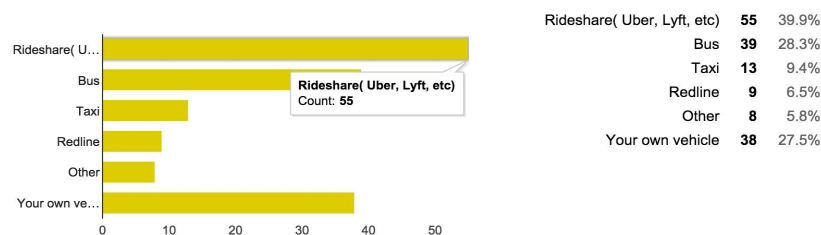
This qualifying question once again gave us an accurate idea of how invested our survey takers were in ACL. While most planned six months ahead, there were a fourth of the participants who were so invested they spent a year planning for the festival.

What genre of music did you attend for? [Did you attend for the entire festival or for a specific artist?]

This scaled response question shows that of those who attended there was almost an equal amount of fans in every genre. This gives an accurate representation of the fact that most kinds of music artists flourish in Austin.

Rating [Did you have prior knowledge of the performers at the festival?]

This scaled response question shows that almost all of the participants knew beforehand what ACL was. Some of them didn't which is shocking considering its popularity.

What form of transportation did you use to and from the festival?

This multiple-choice, transition question provides that most people are not fans of taking mass transport, but would rather take advantage of single car travel. This shows how progressive the city of Austin is.

What green initiative did you think was most impactful?



This difficult, multiple-choice question shows how aware our participants were of the festival’s green initiatives. It appeared that most people were fans of the refillable water bottle stations, probably because the heat conditions of the area.

How much money do you estimate you spent at the festival?

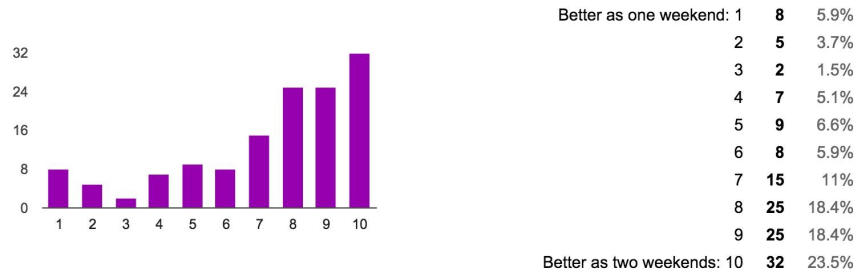


This difficult multiple-choice question shows that even though the initial cost of ACL is high attendees were still interested in spending money. It appeared every person spent at least another fifty dollars at the festival.

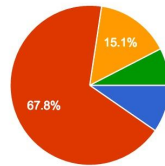
Did you see any illegal drug use taking place at the event?



This difficult multiple choice question shows that the enforcement of a zero tolerance drug environment is not active. The police officers seemed to have a laid back presence at the festival according to further research.

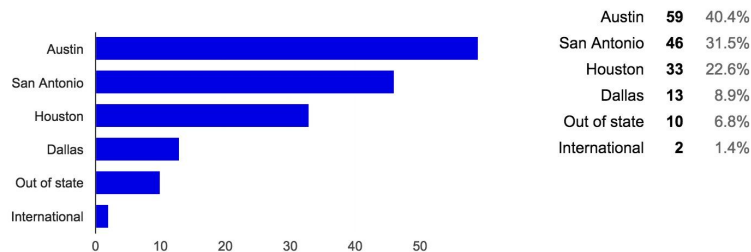
Do you think the experience of the ACL has been improved by expanding to two weekends?

This difficult multiple choice question shows that there is an overall mixed response of whether this festival is better as one weekend or two. It does seem however that most people did think it was better as two weekends.

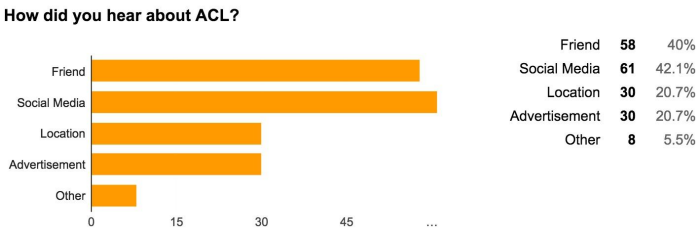
What age range are you in?

16-18	14	9.6%
19-26	99	67.8%
27-35	22	15.1%
35 and up	11	7.5%

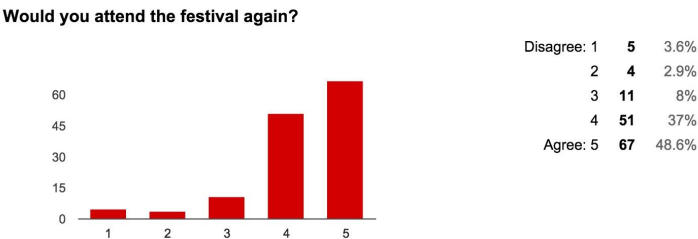
This demographic multiple choice question proves that most participants are between the ages of 19-26. It is not a surprise as most attendees are college-aged students.

Which geographical region do you live?

This demographic, multiple choice that most participants were from the area and did not have to travel far. There are also people who traveled out of state and even a small international population. This emphasizes the reach of the festival.



This demographic, multiple choice question shows that most people heard of ACL word of mouth, whether it was in person or through social media. People who lived in the area also found of the festival via location.



This demographic, multiple choice questions show that almost every participant would attend again. This shows the overall success of the festival.

VIII. Limitations of the Research

Throughout the research, the researchers did come across some limitations while conducting the study. The biggest limitation of this study was the limited window of time and small sample size. Since the research was conducted in the length of 16-week semester, the lack of time was a major setback to the study. Also considering the festival happens over the course of a two week span the hype for the festival to start is fast as well as the hype after the festival. With more time to understand the behaviors of those who attend the festival as well as to conduct more interviews and add to the survey size, the margin of error could have been minimized and the information gathered would represent a better example of the people who attended the festival. The time constraint also limited the type of sample that was conducted by the researchers. Since the survey was conducted as a thought of convenience and snowball method, it was not as random as the researchers hypothesized. During the survey process, the researchers were able to contact groups of people to participate in the survey since; organic target was not as responsive as the researchers thought. This complication limited the survey sample. Another limitation of the survey was it was created, conducted and analyzed through Google Drive. Although Google Analytics was able to collect the majority of the data and allowed for a simple analysis, it did not provide as much information as other analysis programs, and did not allow for an extensive survey questionnaire. Since the topic under research was mainly a target for experiences there was no access to opinion leaders which was also a limitation. With the time constraints and the difficulty to gain access to those who are influencers for the festival, the researchers were unable to obtain information on the festival from those who created the festival. The limited time also hindered a success in creating an organic community through Facebook; however the information that could be obtained from the Facebook page was enough to make our quantitative research conclusive. The biggest limitation

for the Facebook page was that it was difficult to frame a clear message in such a way that didn't cause a bias on our page. This deterred people from engaging in activity on the Facebook page, which limited results. Even though there was ample information on the ACL music festival in the literature review, there was not a sufficient amount of information specific for the researchers target population.

IX. Managerial Implications

Implications for further research include: increasing the time frame, increasing the difference in age among those who were researched, and utilizing more information from the graphs and surveys to gather more information for the results. In future research a more direct comparison between participants who attended the festival when it was held on one weekend versus participants who have gone since 2013 when the festival was split into two weekends would have gave more accurate results. The results would have more conclusive data which would show how the traffic from the festival specifically affected the city of Austin. In future research having focus groups to find out exactly which posts, videos, pictures, links, etc., gets the most responses from ACL attendees would have gave a better representation of those who attended the festival. Although we did have a group participant who attended the festival and was able to take observations if we had a team on the field during both weekends we would have been able to take down more real life notes and videos. In this project and SPSS would have been a better analysis investment

Final Analysis of Results

Observations

The research team had a researcher at the festival and observed those who attended. Those who attended the festival ranged from various young adults who had a wide range in opinion, but similar experiences. Based on the observations, ACL attendants saw many different things, covered a lot of ground, and enjoyed the experience to the fullest of their potential.

Literature Review

The literature review revealed the success and reach of the music festival. It found that the festival affected not just Austin, but the surrounding cities as well. Young and old adults of all walks of life participated in the growth of the festival and the city. Further research is needed to see if the festival will continue to remain successful in the years to come.

In-Depth Interviews

In-depth interviews revealed the actual review of the festival with many different insights and opinions. We covered the experience for both those who just went to the festival and those of volunteered. Multiple interviews proved that through the positives and negatives the experience was unforgettable and the desire for those to come back again is very strong. The researchers used all of this information from the interviews to form a survey to get well executed responses.

Answers to Research Questions

(RQ1) According to secondary research, how does a city benefit from hosting a large scale event such as Austin City Limits? A city benefits from hosting an event such as ACL by tourism. Non-residents spend money in and out of the festival and bring with them business that follows throughout the whole year. (RQ2) What is the population distribution attending at Austin City Limits? It seems as if the weekends have an equal separation as both sold out and have the same

number of tickets each weekend. (RQ3) Which research trends on this topic are revealed in the literature? There seemed to be several trends throughout the paper. Most of the participants had prior knowledge of ACL, went for all types of music and the atmosphere, and would go again. It seemed the festival brought a lot of money to company and city. (RQ4) How does a successful festival event promote itself to achieve its goals? A successful festival sets goals and goes above and beyond to achieve those goals. Itself promotes as well as self-brands to be above the rest. The atmosphere continues the popularity and success.

XI.Appendix

Chasity-

1. "Taste Clusters of Music and Drugs: evidence from three analytic levels"- Mike Vuolo, Christopher Uggen, and Sarah Lageson
2. "The Importance of the Location in Hosting a Festival: A Mapping Approach"-Mark A. A. M. Leenders, Frank M. Go, and Pawan V. Bhansing

Raquel -

1. City of Austin departments gear up to ensure successful Austin City Limits music festival weekends - Reyne Telles
2. Austin and ACL - Kim Ho
3. Music festivals across the country aim to lessen

Soraya-

1. A Segmentation of Volunteers at the 2013 Austin City Limits Music Festival: Insights and Future Directions- Backman
2. Understanding What Really Motivates Attendance: A Music Festival Segmentation Study.
3. Using quantitative wastewater analysis to measure daily usage of conventional and emerging illicit drugs at an annual music festival.

Social Media Platforms

Brittany:

-10/14-10/16

-10/17-10/19

-10/20-10/22

Raquel:

-10/23-10/25

-10/26-10/28

-10/29-10/31

Chasity:

-11/1-11/3

-11/4-11/6

-11/7-11/10

Soraya:

-11/11- 11/14

In-depth interviews

Interviewer: Brittany Schramme

Interviewee: Meredith Lane junior, elementary education major

Q. When have you attended ACL music festival and how did you travel there?

A. I attended ACL in 2014 all three days and since I live in San Marcos, we drove to the music festival and then took a bus to the actual venue.

Q. Did you participate in any other activities while you were in Austin, if so where?

A. No I did not. We went to Sixth Street for a little while after the festival but went back to San Marcos shortly after.

Q. How did you eat at the festival?

A. While we were at the festival there were a lot of food trucks so we ate a variety of different meals using the food trucks that were available. There were also free water vendors that I really enjoyed.

Q. Did you go cashless, if not why?

A. I had the option to go cashless because of the wristbands to go cashless, but just for security reasons I brought cash to make it easier for me.

Q. Would you attend again?

A. Yes! I had such a good experience I would love to go next year.

Q. How long did you go to the event?

A. I went all three days the second weekend.

Q. How would you describe the security?

A. The security was good. When we first got to the gates they checked our bags and make sure we didn't have anything illegal on us.

Q. What artist did you go there for?

A. When I went I really went mainly for Lana Del Rey. She is one of my favorite artists and it was an amazing experience to see her live.

Q. What was the most surprising part of ACL for you?

A. The most surprising part was how many people were at the festival. There were people from all over the world there.

Q. Rank your experience:

A. I would rank my overall experience ten out of ten! It was such a fun experience I would love to go again.

Interview Summary and Analysis:

After interviewing Meredith Lane, who is a junior at Texas State University, I got a lot of input about our research topic. She has only gone to Austin City Limits one time, but a lot happened while she attended the festival. With transportation, she told me that since she lives in San Marcos, she drove to Austin for the festival. Once the festival was over she had to take a bus back to where her car was parked. Meredith said it was very crowded in Austin so transportation was difficult at times. Austin City Limits offers a cashless experience meaning you can put your debit card or money on your wristband so then you don't have to worry about walking around with your money or losing it. She also explained how there was security but they did not do much at the gates. When walking in they checked her purse by looking in it and that's all. This may or not may cause a problem with illegal drugs being brought into the music festival. Meredith went to the festival for many reasons but her favorite artist was Lana Del Rey and would love to attend this festival again. She rated Austin City Limits ten out of ten and that is was an amazing experience.

Interviewer: Raquel Kimm

Interviewee: Meghan Cantu, Senior, Acting & Performance major, 22, Hispanic

When have you attended ACL music festival and how did you travel there?

A.I attended the festival the first weekend, the 2nd-4th. It depends on the day I took the lyft some times and the bus on the other days.

Did you participate in other activities while you were in Austin, if so where?

A. Normally we would go out, but we were pretty exhausted most nights after the festival and wanted to save our energy for the rest of the shows. One night we were going to go to Kirby Lane, but there was an hour wait.

Q. How did you eat at the festival?

A.I ate some P. Terry's burgers; I had a Juice Land juice, and a Freebirds burrito. I also snuck some food in some days. Most of the places there were local to Austin, but not everything there were some chains. It was all so expensive though, almost twice as much as it is regularly.

Q. Did you go cashless, if not why?

A.I went cashless of course because all my friends who live in Austin were going cashless. So I had it on my wristband, but I also brought my card. I used it, but I could have gone without it. I would want to take my card and all my stuff anyways.

Q. Would you attend again?

A. Well yeah duh.

Q. How long did you go to the event i.e. one day, two day, and three day?

A.3 day

Q. How would you describe the security?

A. They were there, but they were not in your face at all. They never interfered with crowds, but they were walking around

Q. What artist did you go there for?

A. 21 Pilots, best concert I have ever been too.

Q. What was the most surprising part ACL for you?

A. Drake had fireworks. They were on the stage, and there were a lot of them. They were very cool.

Q. Rank your experience.

A. 7 because the prices are high, but it is worth it.

Interview Summary and Analysis:

After interviewing Meghan Cantu, an acting and performance senior at Texas State University, I was able to gather the general idea of where local students stand on the Austin City Limits music festival. Cantu had gone to the festival before, and been aware of its existence for about five years, so she wasn't a stranger to the scene. She found herself loving different things about each year, but has found the overall experience to be great and if money wasn't a factor she would go every year.

Cantu, like a lot of Texas State students, spends a lot of her time in Austin and found that taking her car to a location she had friends at, or was familiar with in Austin and then taking the bus or Lyft to the festival was the easiest way to travel. Cantu ate at the food trucks and purchased items in the festival with her card and the cashless system. She also refilled her water bottle at the refill station and helped some people collect trash for a T-shirt. It seemed all of the green initiatives there were utilized and provided a lot to the people who attended the festival. There were police officers present at the festival, but Cantu said they were not in the crowds and a relaxed presence at the festival. I took from her interview that the festival, like most things, had its positives and negatives, but overall was an unforgettable experience.

Interviewer: Soraya

Interviewee: Amber Fierman, 21, Texas State student, volunteers

Q. When have you attended ACL music festival and how did you travel there?

A. I attended this year. I stayed at my friend's apt who attends UT and I took a lyft or uber to the shuttle bus and went to Zilker park, or I just took an uber straight there.

Q. How old are you? Are you college? Do you live in Austin?

A. I'm about to be 21. Yes, I go to Texas State and I live in San Marcos.

Q. Why did you volunteer for ACL?

A. I wanted to attend both weekends without paying for two passes.

Q. Did you volunteer by yourself?

A. No, my friends and I volunteered together.

Q. Have you volunteered before, if so how many times?

A. No, this was my first year.

Q. Did you receive any type of reward/incentive for volunteering?

A. After a four hour shift, volunteers got to go attend any shows they wanted for free.

Q. What is the difference between actually attending and volunteering?

A. Attending, you feel more like you're going to a music festival because you dress differently. Volunteering, you get to sit under a shaded tent and have to either help people find stages or help them with ACL cashless, which was not working the first weekend that I went and volunteered.

Q. Do you feel like you made a difference by volunteering?

A. I think I helped people but I don't think I made a difference myself.

Q. Did you make any contacts while volunteering?

A. Yes, I met a few people.

Q. Did you witness any types of violence during your time as a volunteer?

A. No

Q. Would you volunteer again?

A. Yes!

Q. Would you recommend volunteering to anyone else?

A. Yes! It is a great experience to be at the festival and you can see free shows.

Q. Was being a volunteer an easier experience rather than being an attendee?

A. Yes, just because I wasn't going all day sitting in the sun seeing shows.

Q. Did you participate in other activities while you were in Austin, if so where?

A. I just hung out with my friends that go to UT and hung out in west campus.

Q. How did you eat at the festival?

A. I ate at the food trucks there

Q. Would you attend again?

A. Yes

Q. How long did you go to the event i.e. one day, two day, and three day?

A. 3 days

Q. How would you describe the security?

A. It was definitely secure. They checked bags fully.

Q. What was the most surprising part ACL for you?

A. That a lot of people were volunteering the first weekend then actually going the second weekend

Interview Summary and Analysis:

In the in-depth interviews the researchers interviewed people who attended the festival and volunteered for the festival. The reason the researchers interviewed people who fit these descriptions is because they would have the most knowledge on the festival and give researchers the information needed to satisfy the quantitative research. Four interviewees were interviewed who brought up the answers that the researchers took into account when concluding the final analysis. All four interviewees responded the same to the question about their transportation to and from the festival, which had an impact on the city of Austin as a whole when considering the ways of transportation that are available in the city.

After interviewing with Amber Fireman, who was a volunteer at ACL as well as an attendee to the festival. We were able to gain a perspective from both sides of the spectrum. While speaking with Fireman, we able to gain information to help us answer our research question about the research trends that we found amidst the literature. We were also able to add her to our qualitative data about where people come from to attend/volunteer for the festival. According to Fireman, there is a complete difference between the atmosphere as being a volunteer and being an attendee. Fireman was aware of all the perks and incentives that came along with being a volunteer before signing up. The opportunity to interview with Fireman had an overall impact on the research because the interview contributed to answer questions from the researchers.

Interviewer: Chasity Chapman

Interviewee: Ana Jimenez, Texas State student, Hispanic, attendee

Q: What was the most surprising part ACL?

A: Nothing was really surprising

Q: When have you attended ACL music festival and how did you travel there?

A: My first time was in 2010 and this year, I just drove myself

Q: How old are you? Are you college? Do you live in Austin?

A: I'm 25 in college and I live in San Marcos

Q: Why did you volunteer for ACL?

A: no I didn't

Q: Did you volunteer by yourself?

A: N/A

Q: Have you volunteered before, if so how many times?

A: N/A

Q: Did you know volunteering was an option?

A: yeah

Q: Did you receive any type of reward/incentive for volunteering?

A: N/A

Q: Are you aware of any type of reward or incentive for volunteers?

A: I did not know about any incentives for volunteers

Q: What is the difference between actually attending and volunteering?

A: N/A

Q: Do you feel like you made a difference by volunteering?

A: N/A

Q: Did you make any contacts while at the festival?

A: I made a few friends there but didn't keep up with them

Q: Did you witness any types of violence during your time there?

A: N/A

Q: Would you volunteer?

A: maybe if I go again

Q: Would you recommend volunteering to anyone else?

A: N/A

Q: Was being a volunteer an easier experience rather than being an attendee?

An N/A

Q: Did you participate in other activities while you were in Austin, if so where?

A: Did not participate in any other activities while there

Q: Did you see any drug use at the festival?

A: unsurprisingly yeah

Q: How did you eat at the festival?

A: I bought the food sold there

Q: What did you eat while there?

A: I ate Chilantro

Q: Would you attend again?

A: probably not

Q: How long did you go to the event i.e. one day, two day, and three day?

A: I went all 3-days for the first weekend

Q: How would you describe the security?

A: laid back security

Interview Summary and Analysis:

After interviewing Ana Perez, a senior at Texas State University, I was got a lot of insight to the Austin City Limits music festival. Perez has attended the festival in 2010 and was very

aware of what it would be like to attend in 2015. She addressed the fact that the attendees are mostly college students and when she graduates will more than likely not go due to feeling out of place.

Perez, a resident of San Marcos, Texas, found that driving to the festival herself was a better option than taking a taxi service. While at the festival Perez ate at the food trucks which she had not previously done before and was very impressed by the choices presented to her. Not only did she go cashless but also refilled her water bottle at the refill station available for attendees. From the insight given, it appears that a lot of the green initiatives were taken advantage of by the attendees. Perez also took notice on the relaxed security at the festival. From the interview with Miss Perez, it became apparent that her both her experiences at the festival were positive.

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