

**CONFIDENTIAL**  
**Tanglefoot Festival**  
**Economic & Fiscal Impact Analysis**



**November 2025**

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## Transmittal Letter (November 24, 2025)

### Re. CONFIDENTIAL Tanglefoot Festival – Economic & Fiscal Impact Analysis

C.H. Johnson Consulting, Inc. (Johnson Consulting) is pleased to submit this CONFIDENTIAL report to Soundskilz, Inc. regarding the economic and fiscal impact of the 2025 Tanglefoot Festival in Temple, TX.

Johnson Consulting has no responsibility to update this report for events and circumstances occurring after the date of this report. Johnson Consulting used sources deemed to be reliable but cannot guarantee their accuracy. Moreover, some of the estimates and analyses presented in this study are based on trends and assumptions, which can result in differences between projected results and actual results. Because events and circumstances frequently do not occur as expected, those differences may be material. **This report is proprietary to Soundskilz, Inc. and its partners.** It is intended for the Clients' internal use and cannot be used for project underwriting purposes without Johnson Consulting's written consent.

We have enjoyed serving you on this engagement and look forward to providing you with continuing service.

Sincerely,

*C.H. Johnson Consulting, Inc.*

C.H. Johnson Consulting, Inc.

# 1. Summary of Impacts

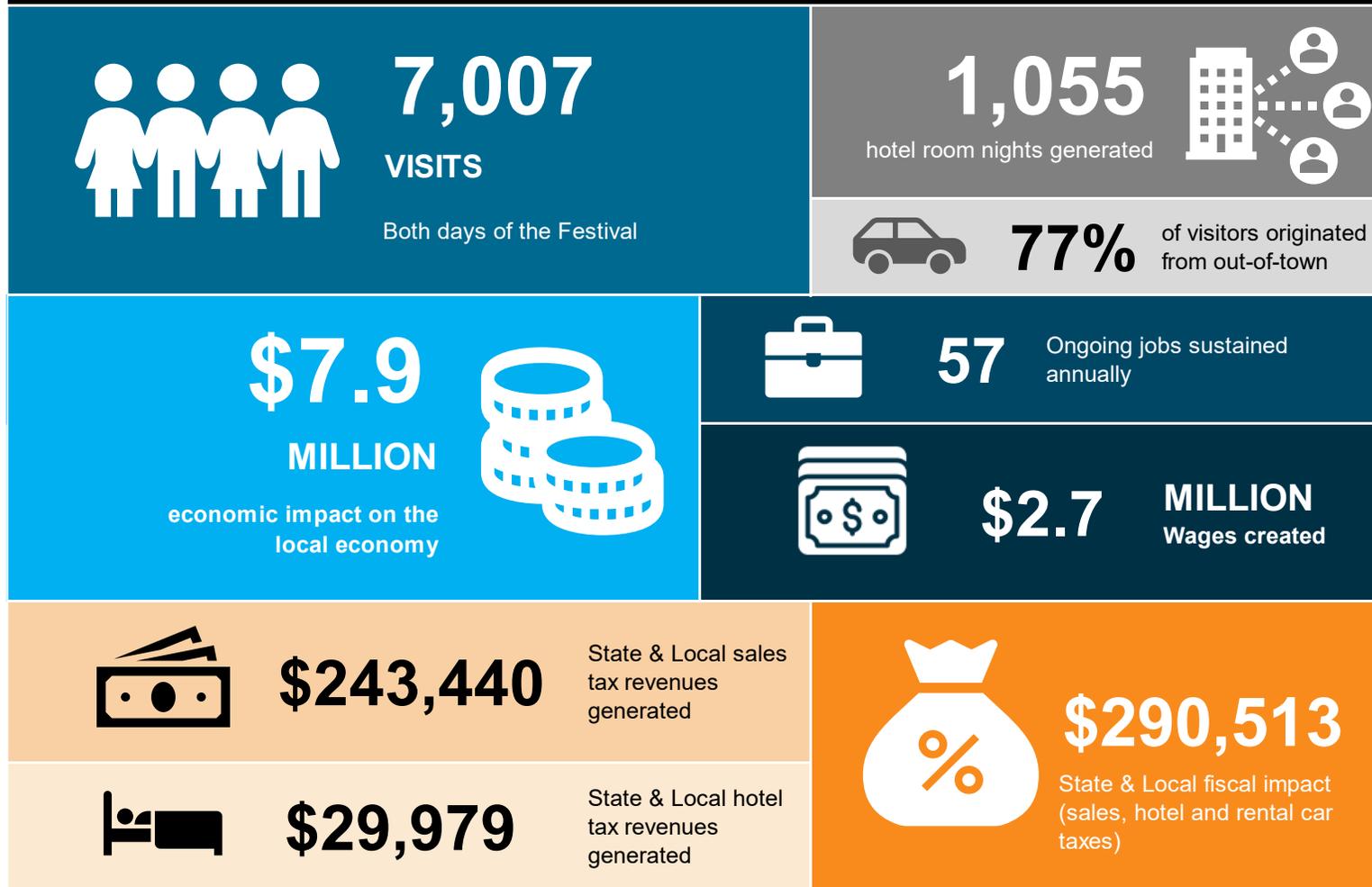


## Key Highlights

- Attendance at the 2025 Tanglefoot Festival totaled **7,007 visits** over 2 days, including ticket holders, vendors, staff and talent.
- **77 percent of visitors originated from out-of-town** (meaning from outside of Bell County) and overnight visitors generated demand for **1,055 room nights** in area hotels.
- Visitors to the Festival generated an estimated **\$7.9M in total spending**, **\$2.7M in increased earnings** and supported **57 ongoing jobs** on an annual basis throughout the economy.
- The total fiscal impact of the Festival is estimated to amount to **\$290,513 in sales, lodging and rental car tax revenues** to City, County and State jurisdictions.

## Tanglefoot Festival - Temple, TX Estimated Economic & Fiscal Impact

2025



## 2. Introduction

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MUSIC AND BARBECUE

TEMPLE TEXAS



## Introduction

Johnson Consulting was retained by Soundskilz, Inc. to provide an independent economic and fiscal impact analysis of the 2025 Tanglefoot Festival in Temple, TX. The Festival, which ran for 2 days from September 12-13, 2025, featured live performances by 31 music artists and barbecue from 16 local, regional and national vendors.

## Methodology

In order to develop economic and fiscal impact estimates for the Tanglefoot Festival, Johnson Consulting performed the following tasks:

1. Prepared visitation and spending estimates for the 2025 Festival, based upon data provided by Soundskilz, Inc., and expanded upon using metrics reported at comparable events, including visitation data sourced from Placer.ai, which is a location analytics platform that provides aggregated location data based upon visit trends, trade areas, and demographics.
3. Performed an economic and fiscal impact analysis of the Festival, using a U.S. Bureau of Economics (BEA) input-output model specifically purchased from the BEA. An input-output model analyzes the commodities and income that normally flow through the various sectors of the economy as a result of the activities at the Festival.
4. Calculated tax revenues by jurisdiction - City of Temple, Bell County, and the State of Texas.

## Methodology

Elements

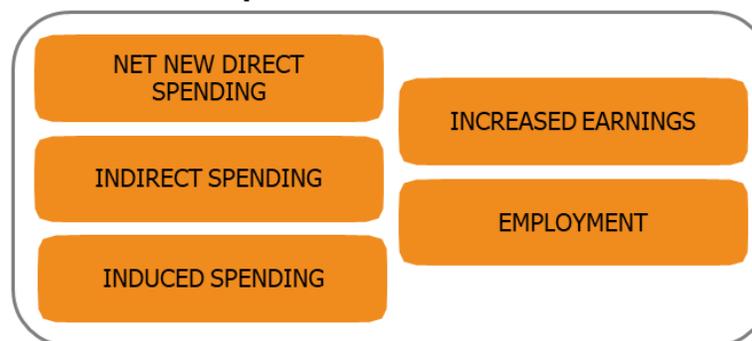
TANGLEFOOT FESTIVAL

Metrics

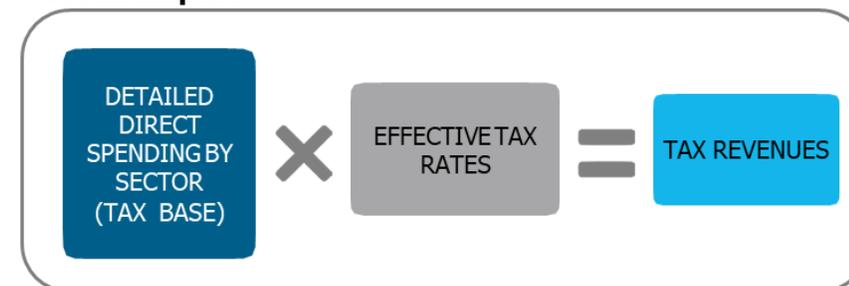
VISITATION; ESTIMATED SPENDING PER VISITOR



### Economic Impact



### Fiscal Impact



# 3. Economic & Fiscal Impact Analysis



## Definitions

Various transactions occurring at the Tanglefoot Festival generate ongoing, annual economic and fiscal impacts to the local economy. Initial transactions occurring on-site 'ripple out' and generate indirect spending, induced spending, increased earnings, and employment, as well as various tax revenues for the local economy, regional and State economies.

Economic impact is defined as incremental new spending in an economy that is the direct result of certain activities, facilities, or events, as follows:

- **Direct Spending:** An expression of spending that occurs as a direct result of events and activities during the Festival. For example, an event attendee's expenditures on event tickets, hotel rooms, shopping, and meals are direct spending.
- **Indirect Spending:** Consists of re-spending of initial or direct expenditures, or the supply of goods and services resulting from initial spending at the Festival. For example, an event attendee's direct expenditure on a restaurant meal causes the restaurant to purchase food and other items from suppliers. The portion of these restaurant purchases that are within the local, regional, or State economies is counted as an indirect spending.
- **Induced Spending:** Represents changes in local consumption due to personal spending by employees whose incomes are affected by direct and indirect spending. For example, a waiter at a restaurant may spend more because they earn more. The amount of the increased income the waiter spends in the local economy is induced spending.
- **Total Spending:** The sum of direct spending, indirect spending, and induced spending.
- **Increased Earnings:** Measures increased employee and worker compensation related to the Festival. This figure represents increased payroll expenditures, including benefits paid to workers locally. It also expresses how the employees of local businesses share in the increased outputs.
- **Employment:** Measures the number of ongoing jobs supported by events and activities at the Festival throughout the economy on an annual basis.

## Definitions

Indirect and induced spending, increased earnings, and employment are estimated using a set of multiplier rates. These figures are derived from a U.S. Bureau of Economics (BEA) input-output model (RIMS II) specifically purchased from the BEA. An input-output model analyzes the commodities and income that normally flow through various sectors of the economy.

### Tanglefoot Festival - Temple, TX Economic Impact Multipliers

Impact	Multiplier
Indirect Spending	0.449 per \$1 of direct spending
Induced Spending	0.927 per \$1 of direct spending
Increased Earnings	0.843 per \$1 of direct spending
Employment (Ongoing Jobs)	16.564 per \$1 million of direct spending

Source: Bureau of Economic Analysis (RIMS II), Johnson Consulting

Fiscal impact analysis measures the estimated tax revenues resulting from direct spending on certain activities or events. For this analysis, fiscal impact estimates focus on major categories of tax revenues that are directly affected by a visitor’s activity.

### Tanglefoot Festival - Temple, TX Applicable Tax Rates

	Rate
<b>General Sales Tax</b>	
State of Texas Sales Tax	6.25% of total spending
Bell County Sales Tax	0.50% of total spending
City of Temple Sales Tax	1.50% of total spending
<b>Total Sales Tax</b>	<b>8.25%</b>
<b>Lodging Tax</b>	
State of Texas Hotel Occupancy Tax (HOT)	6.0% of spending on lodging
Bell County HOT	2.0% of spending on lodging
City of Temple HOT	7.00% of spending on lodging
<b>Total Lodging Tax</b>	<b>15.00%</b>
<b>Rental Car Tax<sup>1</sup></b>	
State Rental Car Tax	10.0% per rental

1. Vehicle rentals of <30 days; Local sales tax applies

Source: Texas Comptroller, City of Temple

## Attendance

In 2025, attendance at the Tanglefoot Festival totaled 7,007 visits across 2 days. Ticketed attendance, including paid 1- and 2-day ticket holders, comp tickets and artist wristbands, accounted for 5,870 visits (83.8 percent of total attendance). In addition to ticket holders, data from Soundskilz, Inc. indicated that the Festival attracted 204 vendor staff, 332 additional staff, 221 members of talent crews and 322 other visitors.

Tanglefoot Festival - Temple, TX Estimated Day and Overnight Visitors		
	Total Visits	Notes
<b>Attendance</b>		
Ticketed Attendance	5,870	Actual number of scanned tickets reported by Soundskilz, Inc.; Visits assume 2-day ticket holders attended both days of Festival; Includes comp tickets and artist wristbands, of which 85% are assumed to have been used
Vendors	242	Estimates provided by Soundskilz, Inc. for BBQ, Retail and Food Vendors; Visits assume same staff levels on both days of Festival
Additional Staff	352	Actual figures reported by Soundskilz, Inc. - Ticketing, Parking, Security, Bar, Merchandise, Stage Hands, Stage Production, Site Operations and Company Staff; Visits assume same staff levels on both days of Festival
Talent	221	Actual size of Talent teams reported by Soundskilz, Inc.; Assumes Talent performed on a single day
Other	322	Actual numbers reported by Soundskilz, Inc.; Includes volunteers, emergency services, government staff, media etc.; Assumes Other attendees attended both days of Festival
<b>Total Attendance</b>	<b>7,007</b>	

Source: Soundskilz, Inc., Johnson Consulting

## Out-of-Town Visitors

Visitors who originated from **out-of-town** (meaning outside of Bell County) are estimated to have **totaled 4,945 visitors** in 2025, including 4,594 ticket holders (representing 78.3 percent of total ticket holders who attended the Festival), 55 vendors, 76 additional staff and 221 members of talent crews. Other visitors are assumed to be local residents. A distinction is made between a “visitor”, meaning a unique individual (attendee, vendor, staff, talent etc.) who came to the Festival, and “visits”. A “visit” is counted for each day that a “visitor” came to the Festival (for instance, a vendor who was at the Festival for 2 days would be counted as 1 “visitor” and 2 “visits”). This distinction informs spending and length of stay assumptions.

Tanglefoot Festival - Temple, TX Estimated Day and Overnight Visitors			
	% of Unique Visitors	Unique Visitors	Notes
<b>Out-of-Town Visitors<sup>1</sup></b>			
Ticketed Attendance	78.3%	4,594	Reflects Zip Code ticket sales data from Soundskilz, Inc.
Vendors	45.1%	55	Estimated based on primarily location of vendor operations
Additional Staff	43.2%	76	Reflects information provided by Soundskilz, Inc. on Additional Staff staying in hotels
Talent	100.0%	221	Estimated based on primarily location of Talent
<b>Total Out-of-Town Visitors</b>	<b>-</b>	<b>4,945</b>	

1. Reflecting visitors coming from outside of Bell County based on Zip Code data

Source: Soundskilz, Inc., Placer.ai, Johnson Consulting

## Room Nights

Out-of-town visitors to the Tanglefoot Festival generated an estimated demand for **1,055 hotel room nights** in 2025. This excludes visitors who stayed with family/ friends or other in accommodation, such as campgrounds/ RV parks, that does not generate hotel tax revenues. The estimates reflect various assumptions as follows:

- **Ticketed Attendees:** 27.6 percent of out-of-town visitors stayed overnight, with an average length of stay of 1.3 nights, accounting for a mix of 1- and 2-day ticket holders.
- **Vendors:** 20.0 percent of out-of-town vendors stayed overnight, with an average length of stay of 2.0 nights, reflecting an assumption that vendors attended both days of the Festival.
- **Additional Staff:** All out-of-town additional staff stayed overnight, reflecting data provided by Soundskilz, Inc. The average length of stay was 2.0 nights, reflecting an assumption that additional staff worked both days of the Festival.
- **Talent:** 15.0 percent of out-of-town talent stayed overnight, with an average length of stay of 1.0 night, reflecting an assumption that talent performed only on a single day of the Festival.
- **Other:** In the interest of being conservative, all other visitors are assumed to be local residents.

Room night estimates are based upon based upon an average occupancy of 1.7 persons per room, reflecting the nature of the Festival.

Tanglefoot Festival - Temple, TX Key Assumptions - Room Night Generation		
		Notes
<b>% Out-of-Town Visitors Staying Overnight<sup>1</sup></b>		
Ticketed Attendance	27.6%	Reflects proportion of visitors who originated from 100+ miles away based on Zip Code ticket sales data from Soundskilz.
Vendors	20.0%	Reflects the high proportion of out-of-town BBQ Vendors; Adjusted to accounted for vendors who do not stay in area
Additional Staff	100.0%	Reflects actual data provided by Soundskilz, Inc.
Talent	15.0%	Reflects the high proportion of out-of-town Talent; Adjusted to accounted for Talent teams who do not stay in area hotels and
Other	0.0%	Estimated based on assumption that Other attendees are local
<b>Out-of-Town Visitors Staying Overnight<sup>1</sup></b>		
Ticketed Attendance	1,269	
Vendors	11	Number of out-of-town visitors multiplied by proportion of out-of-town visitors staying overnight, by category of visitor
Additional Staff	76	
Talent	33	
<b>Total Out-of-Town Visitors Staying Overnight</b>	<b>1,389</b>	
<b>Average Length of Stay (Nights)</b>		
Ticketed Attendance	1.3	Accounting for a mix of 1- and 2-day ticket purchases
Vendors	2.0	Assumes vendors attended both days of Festival
Additional Staff	2.0	Assumes staff attended both days of Festival
Talent	1.0	Assumes Talent performed on a single day of Festival
<b>Guest Room Occupancy (Hotel Guests per Room)</b>	<b>1.7</b>	Reflecting nature of the Festival
<b>Room Nights</b>	<b>1,055</b>	Reflects Out-of-Town Visitors Staying Overnight multiplied by Average Length of Stay by category, divided by Occupancy

1. Defined as visitors from outside of Bell County who stay overnight in hotels and thus are generating room nights; Excludes people staying in RVs/ at campgrounds and with family/ friends

Source: Soundskilz, Inc., Placer.ai, Johnson Consulting

## Spending Assumptions

The following estimates of economic and fiscal impact include 3 categories of spending – 1). Onsite Spending; 2). Offsite Spending; and 3). Other Operational Spending. Key assumptions are as follows:

- 1. Onsite Spending:** This reflects spending by visitors to the Festival. The assumptions reflect actual revenues and total visitation reported by Soundskilz, Inc., including the following categories of spending – ticket, vendor, merchandise, chair rental and parking.
- 2. Offsite Spending:** This reflects spending by Festival attendees elsewhere in the local market. Assumptions are derived primarily from published per diem rates from the U.S. General Services Administration (GSA).

Spending on lodging relates only to those visitors who stay overnight at hotels and, in the interest of being conservative, spending on meals is applied only to out-of-town visitors and is calculated net of spending on food and beverages at the Festival. Car rental spending is applied to only a small proportion of out-of-town visitors who stay overnight (5.0 percent), also in the interest of being conservative.

Tanglefoot Festival - Temple, TX Key Assumptions - Per Diem Spending		
	All Visitors	Notes
<b>1. Onsite Spending</b>		
Per Capita Spending (On-Site) - Ticketed Attendees	\$175.43	Sum of ticket, concessions, vendor, merchandise, chair rental, and parking per cap spend
Per Capita Spending (On-Site) - Comp Ticket Attendees	\$35.67	Estimated based on food and beverage
Per Capita Spending (On-Site) - Vendors, Additional Staff, Talent & Other	\$15.00	Estimated based on comped tickets, food and beverage
<b>2. Offsite Spending</b>		
Per Diem Spending - Lodging	\$110.00	Reflects published data from U.S. General Services Administration for Bell County
Per Diem Spending - Meals	\$68.00	Reflects published data from U.S. General Services Administration for Bell County
Revenues - Concessions & Vendors (Food & Beverage)	\$88,723	Actual figures reported by Soundskilz, Inc.
Per Capita Spending - Concessions & Vendors (Onsite ONLY)	\$7.33	Reflects actual gross concessions revenues and food vendor revenues divided by estimated total visitors
Per Capita Spending - Meals (Net of Onsite Spend)	\$60.67	Adjusted to account for Per Capital Spending on Concessions at Festival
Retail & Transportation/ Other Incidentals	\$15.00	Reflects published data from U.S. General Services Administration; Increased to account for Parking spend
Car Rental	\$100.00	Average rental rate; Assumes 5% of overnight visitors rent a car for an average of 2 days
<b>3. Other Operational Spending</b>		
Total Revenues	\$1,030,144	Actual figures reported by Soundskilz, Inc., including vendor fees and gross revenues from chair rental (assumes 25% is retained by Soundskilz, Inc.)
Total Expenditures	\$1,135,562	Actual figures reported by Soundskilz, Inc.

Source: Soundskilz, Inc., Placer.ai, US General Services Administration, Johnson Consulting

## Spending Assumptions

**3. Other Operational Spending:** This reflects estimated revenues and expenditures associated with the Festival that is not otherwise accounted for in Onsite Spending. Specifically, other operational revenues include sponsors (\$383,509) and fees paid by vendors (\$81,450), and expenditures reflect total expenses as provided by Soundkilz, Inc.

## Impact Estimates

Reflecting the calculations, assumptions and multipliers described above, visitors to the 2025 Tanglefoot Festival were estimated to generate \$3.3M in direct spending, **\$7.9M in total spending, \$2.7M in increased earnings, and support 57 ongoing jobs annually** throughout the economy.

For the City of Temple, which contributed an estimated \$2.0M to the Festival, the total economic impact is almost 4-times that investment, meaning that for every \$100 invested, the economic impact generated was close to \$400.

The total fiscal impact of the Festival was estimated to amount to **\$290,513 in sales, lodging and rental car tax revenues** to City, County and State jurisdictions.

Tanglefoot Festival - Temple, TX Estimated Economic and Fiscal Impact		
	2025	
<b>Activity Volume</b>		
Total Attendance		7,007
Room Nights		1,055
<b>Est. Spending Volume</b>		
<b>- Onsite Spending</b>		\$844,155
<b>- Offsite Spending</b>		
Lodging		\$199,857
Meals		\$540,215
Any Others		\$156,266
Subtotal		\$896,337
<b>- Other Operational Spending</b>		\$1,600,521
<b>Total Spending</b>		<b>\$3,341,014</b>
<b>Economic Impact (\$000)</b>		<u>Multipliers</u>
Direct Spending		\$3,341,014
Indirect Spending	0.4710	1,573,734
Induced Spending	0.9030	3,016,980
<b>Total Spending</b>		<b>\$7,931,727</b>
Increased Earnings	0.8208	\$2,742,214
Employment (Ongoing Jobs)	16.9562	57
<b>Fiscal Impact (\$000)</b>		<u>Tax Rates</u>
<b>General Sales Tax - Retail</b>		
State	6.25%	\$196,322
County	0.50%	15,706
City	1.50%	47,117
<b>Hotel Occupancy Tax</b>		
State	6.00%	\$11,991
County	2.00%	3,997
City	7.00%	13,990
<b>Rental Car Tax</b>		
State Rental Car Tax	10.00%	1,389
<b>Total</b>		<b>\$290,513</b>

Source: Bureau of Economic Analysis (RIMS II), Johnson Consulting

### Fiscal Impact by Jurisdiction

Of the estimated **\$290,513 in tax revenues** generated by the Tanglefoot Festival in 2025, it is estimated that \$209,702 (or 72.2 percent) was collected by the State, \$19,703 (or 6.8 percent) was collected by Bell County and \$61,607 (or 21.0 percent) was collected by the City of Temple.

### Conclusion

Festivals are important assets for communities. Not only do they unify social groups, foster a sense of belonging, and provide a platform for celebrating music, food, arts and culture, Festivals are key drivers of economic activity and tourism. By drawing visitors to the host market, Festivals support local area businesses and create jobs. Key to communicating the tangible value of Festivals is demonstrating their economic and fiscal impact.

The impact of the 2025 Tanglefoot Festival in Temple, TX was significant – estimated to total **\$7.9M in total spending, \$2.7M in increased earnings, and support 57 ongoing jobs annually** throughout the economy, while also generating **\$290,513 in tax revenues** to City, County and State jurisdictions. This reflects the role of the Tanglefoot Festival as a **tourism and economic asset** and an invaluable contributor to the Temple, Bell County, and Texas economies.

