

**PERCEIVED COMMUNITY IMPACTS OF EVENT TOURISM:
A Case Study of the 2006 “Hot Wheels Event” hosted in Speed, Kansas**

By

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ABSTRACT

The purpose of this research study is to assess community impacts of a special event that was held in Speed, Kansas, located in Phillips County, on August 6, 2006 officially known as the “Hot Wheels Event”. The event was organized by the Hot Wheels branch of the Mattel Corporation, which is an account of the company that specializes in designing and manufacturing model/toy cars. The executive advertiser for Hot Wheels, Mark Morse, wanted to host an event in a town that represented the major thematic identity of the Hot Wheels Company. In regard to this, Morse decided that “speed” would be the major theme of the Hot Wheels Event. From there, Morse and his team set out to find a place of that name that represented a certain philosophy behind the idea of speed. There were two towns in the United States with name Speed, and Speed, Kansas took precedence as it was located in the Heartland of the United States. We found the event led to several social and economic impacts on the Phillips County area. The Hot Wheels Event created a social network of information/resource exchange between the Phillips County areas. This created new partnerships and even indirectly created marketing and imaging campaigns for Speed, Kansas and Phillips County. As for economic impacts, there were consistent reports of dramatic increases in business revenue during the time of the event. A direct economic benefit for the city of Speed occurred in a percentage of the parking fees collected which went back into a local community development fund for the city of Speed. This will potentially allow for some small improvements to be made in Speed.

ACKNOWLEDGEMENTS

The researchers of this project would like thank all of our respondents for their time and willingness to participate and share their insights with us in conducting this study.

INTRODUCTION

According to Kirby Ross, in his article “The Day Hot Wheels Came to Town”, Speed has a current population of 37 people and as the event attracted 10,000 visitors from across the continental United States this made quite a significant impact on the area. The event had significant social and economic impacts for Phillips County, Kansas as well as the surrounding

areas in Northwest Kansas. Because of Speed's small population and the turnout the event generated, the Docking Institute of Public Affairs in Hays, Kansas chose to conduct a small study to investigate the social and economic impacts that were generated in the planning, event, and post-event stages of the 2006 Hot Wheels Event.

The specific purpose of this report is to consider the Hot Wheels Event from the following four perspectives that have been previously utilized to study the impacts of "Festivals": the sociological, leisure participation, community development, & the tourism industry. From these perspectives we will attempt to uncover impacts that resulted from the event such as: extending the tourist season, generating government revenue, and support for local businesses. In an attempt to do this, the Docking Institute of Public Affairs was interested in investigating the following questions:

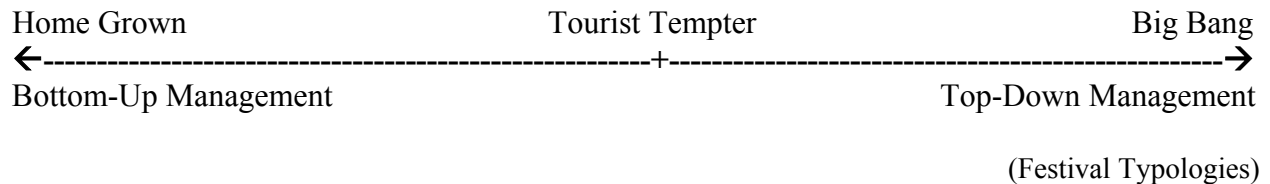
- 1) What organizations/individuals were involved in the planning of the Hot Wheels Event?
- 2) What were the volunteer planners thoughts concerning social impacts of the Hot Wheels Event?
- 3) What were the volunteer planners thoughts concerning economic impacts of the Hot Wheels Event?
- 4) What were the volunteer planners thoughts concerning the coordination efforts and aftermath of the Hot Wheels Event?

With the first question, personal background questions concerning residency, employment, and community involvement were posed in order to establish a general understanding the backgrounds of the volunteer planners. The second research question regarding social impacts of the event was investigated through questions concerning community satisfaction perceptions such as community safety and communication between residents as well as local government officials. In answering the third research question, we used correspondence with local businesses, reports from local hospitality providers as well as those organizations/individuals that provided services during the time of the event. In regard to the last general research question concerning planner's attitudes towards the event, questions addressing event planning and hosting processes and procedures were asked.

From a literature review of Event Tourism, with specific emphasis on Festivals and Event Construction as well as the correlated key aspect of Volunteerism we were able to assess and gain insight on how to accurately construct question items in our interview protocols that were developed for this study.

LITERATURE REVIEW

According to Diane O’Sullivan and Marion Jackson, authors of a journal article entitled, “Festival Tourism: A Contributor to Sustainable Local Economic Development?” claim that festivals and special events fall along the following continuum:



Sullivan and Jackson define a *Home Grown* festival as a small-scale festival coordinated by bottom up management and usually implemented largely by volunteer efforts. A *Big Bang* festival on the other hand is a large scale marketing tool that is usually managed in a top-down fashion and implemented through public or private funding initiatives.

This research suggests that the Hot Wheels Event was not to one extreme or the other, nor did it fall exactly in the middle of the continuum. Because the Hot Wheels Event idea was thought of by Mark Morse, the executive advertiser for Hot Wheels, and as the Event was funded largely by the Hot Wheels Division of the Mattel Corporation, the Hot Wheels Event in Speed, Kansas falls in between the *Tourist Tempter* (the middle) and the *Big Bang* (extreme right) position on the festival continuum above. What we believe makes the Hot Wheels Event fall at this position is that, despite the Event being largely a promotional tool for Hot Wheels, it was coordinated and implemented largely by volunteer efforts made by local and surrounding community entities and individuals.

Sullivan and Jackson also note that festivals tend to generate the following four benefits when they are implemented well: 1) Extends the tourist season 2) Generates Government Revenue 3) Supports existing local businesses 4) Promotes business start-ups. Furthermore, the authors cite that festivals bring in visitors that are often from urban centers that bring economic benefits to local restaurants, hoteliers, craft producers, entertainers, and any other services in the festival area. If certain festivals are able to endure for a number of years the authors claim they will eventually generate a sense of community pride and may spark community improvement

projects such as redevelopment of downtown areas, parks, historic buildings, and community centers.

Again, as will be mentioned later in this report in more detail, our research has uncovered a number of verbal accounts of economic impact reported from around the area, such as hotels being booked full in the surrounding areas, money being generated for some small community development projects in Speed, and increased exposure for local businesses in the area. In regard to festivals being used to extend tourist seasons, the Hot Wheels festival in particular happened to take place at a peak time in the tourist season as things such as the Phillips County Fair and the Phillipsburg Rodeo were taking place. Some speculation before the Hot Wheels Event was had about concerns that it would draw people away from the other events going on at the time, however, it turned out that this ended up not being an issue.

Another article that speaks specifically about the economic impact of festivals in rural areas is a journal article entitled “The Significance of Festivals to Rural Economies: Estimating the Economic Impacts of Scottish Highland Games in North Carolina” written jointly by Deepak Chhabra, Erin Sills, and Frederick W. Cabbage. These authors report that, in regard to festivals, researchers should distinguish between the following types of expenditures: 1) Retained Expenditure’s 2) Displaced Expenditures. Retained expenditures are defined as residents who consider one event to be most important and do not contribute to other events in the area. Displaced expenditures are defined as spending by residents that would have taken elsewhere if the event was not happening. Some specific expenditure’s noted by these authors that correlate with implementing a festival were lodging and transportation costs of those volunteering or those being paid to assist with the festival implementation.

In regard to the Hot Wheels Event, there were relatively little expense to the local or surrounding communities as the Hot Wheels Division of Mattel largely funded the Event. Khabra et al. speak mostly about creating festivals with the intent or objective to keep area residents engaged in spending in their local areas as well as gaining revenue from visitors to that area that would not be attracted to it otherwise. However, in the case of the Hot Wheels Event, local residents, despite being engaged in a number of tourist events going on at the same time in the area, took the initiative of coordinating and planning of the Hot Wheels Event. This is an important fact to note, as it clearly demonstrates a high sense of willingness to engage in collective efforts and the sense of pride that exists in the area.

Lastly, as the planning and coordination of the Hot Wheels Event resulted largely from volunteer efforts, we decided that it would be important to study some of the motivational factors concerning volunteerism. A journal article entitled “Motivational Factors of Volunteerism: A Case Study of Warrens Cranberry Festival 2002” by Raslinda Mohd Ghazali illustrates nicely the factors that correspond to volunteer motivations.

According to Ghazali, there are two important perspectives of analysis in which to measure volunteer motivations: 1) psychological 2) sociological. In regard to psychological motivations, Ghazali discusses things such as personality, intrinsic motivation and self-direction. Furthermore, Ghazali mentions that these motivations commonly stem from ideas such as altruism, egoism, social status/rewards, and personal growth. Sociologically speaking Ghazali notes that volunteers typically seek social connections that serve others beyond financial aspects.

Generally speaking, people are motivated to volunteer for event tourism because they view the commitment as a short term commitment and an opportunity to achieve a personal or organizational goal. To understand exactly what event tourism is, Ghazali offers the following definition that she acquired from Getz:

“**Event Tourism** is a systematic planning, development, and marketing of festivals and special events as tourist attractions, image-makers, catalysts for infrastructure and economic growth, and animators of built attraction (Ghazali, 13).”

From this definition we can clearly see that an event such as the Hot Wheels Event is an extremely multifaceted project that requires the involvement of a number of specialized efforts and resources. According to Ghazali, several localities, states, and countries try to define their own niche in the tourism industry and one of the most successful sections is event and festival tourism as it is recognized for its ability to produce sizable economic benefits and services as well as boosting off-season tourism.

Ghazali goes further into depth with the concept of event tourism and cites that event tourism can be anything associated with culture, sports, politics, and business. Major events that are typically hosted are festivals, carnivals, parades, concerts, art exhibitions, and business/trade conventions. When a local event is hosted continuously over time and the theme of the event is refined, it becomes a regional identity and the event becomes known as a “special event” according to Ghazali’s research.

In reference to the Hot Wheels Event, it is unclear at the current time if the event will gain the status of a “special event” as coordinators are unsure of Mattel’s future intentions concerning the event. However, our research does suggest, as will be noted later in this report, that volunteers were extremely satisfied with their efforts. In addition to that, it was reported that the Hot Wheels Company found the event to also be quite successful. Therefore, it seems likely that there are strong widespread positive attitudes towards the event both from volunteers, funders, and also those who visited the event in Speed, Kansas.

METHODOLOGY

Data collection for this project started in mid-August 2006. Collection of the data then continued through December 2006. To initially gain insight about the Hot Wheels Event, we created a short interview protocol for contacting the director of Phillips County Economic Development in an attempt to gain further information about the event and to also gain other leads to start our process of snowballing for contact information. The protocol that was developed for the PCED director was the same format used for the volunteer committee chairpersons however the questions pertaining specifically to chair duties were omitted and instead were refocused to address general duties as a committee member. (*refer to Appendix 1 for a complete view of this protocol*).

After the interview with the director of PCED, we were led to interviewing the city clerk and the city mayor of Speed, Kansas, who played significant roles in the collective planning of the event. Again, a similar format was used in creating this interview protocol as was used to create the interview protocol for the PCED director, however, this protocol aimed to focus more narrowly on subjects such as community attitudes and perspectives concerning social and economic aspects of the area. The change in the interview protocol resulted for the following reasons: 1) further research exposed new indicators about special event impacts 2) the respondents we would be choosing to interview thereafter would be those directly involved in the planning and coordination of the event only. In interviewing both the city clerk and mayor of Speed, Kansas, a trip was made to Speed to conduct the two interviews, which occurred jointly, on a face-to-face basis (*refer to Appendix 2 for a complete view of this protocol*). This trip proved to be helpful as it provided us, as researchers, with a personal first hand observation of

the locality in which the event took place as well as establishing a degree of trust between key respondents and the interviewers.

From the face-to-face interviews with the city clerk and mayor of Speed, Kansas, we acquired a list of eight event committee chairpersons to pursue next. To do this, we again decided to change our protocol slightly, as we knew we would be dealing directly with committee chairpersons and that these persons would have specific ready made knowledge about coordination and planning processes. Furthermore, as limited funding and time was available to carry out the rest of the research, further interviews were conducted utilizing the telephone. This format also allowed for smoother interchanges during the interview, as some questions were not relevant or were answered in responses to previous questions (*refer to Appendix 1 for a complete view of this protocol*).

To analyze the data, a process of qualitative analysis of key words, phrases and themes was utilized to review the responses that were collected. Furthermore, all protocols and telephone scripts that were utilized in gathering data during this project were reviewed by director of the Docking Institute of Public Affairs, Dr. Brett Zollinger (*refer to Appendix 3 for a complete view the general telephone script used*).

FINDINGS & RESULTS

Separate sections of interview questions were asked of the interviewees who were residents of Speed, Kansas. These two sections concentrated on trying to obtain a general idea of the social and economic conditions that existed previously in Speed before the Hot Wheels Event was hosted. The responses to these questions were important as they served to justify findings in other interviews and as they support volunteer motives that were found in other sections. The following two paragraphs outline the findings from these sections.

- Community Perceptions of Speed, Kansas:

When asked to describe the atmosphere of living in the town of Speed, the respondents agreed it was a small town where in which many of the residents share a close connection with one another. When asked about uniqueness of living in Speed, the small size was also agreed upon, with the addition that the location is rural, but has the extra advantage of public utility access. A general drawback, stated by the respondents, is a lack of amenities. Speed residents

travel to nearby communities to buy household goods, and for recreation/dining. When asked if the Speed community works together in a positive way, the respondents agreed “yes”. The respondents agreed most everyone in the town of Speed helped with the Hot Wheels Festival in one way or another. Residents of Speed also work together to host smaller community events like horseshoe tournaments and barbeques. The respondents also agreed that the communities surrounding Speed work together with Speed residents. This aspect was demonstrated during the Hot Wheels Event as several community organizations and their members from around the area of Phillips County worked together with the Speed residents to host the event. In fact, Mattel was going to initially hire an event planner, but decided against it due to all the volunteer support.

- Economic Perceptions of Speed, Kansas:

When asked if goods such as groceries and other household items were available in Speed, the consensus was that other than automotive fuel the residents had to travel outside the community to obtain these goods. In the town of Speed, road maintenance is taken care of by the County. Public areas, such as the park, are maintained by Speed residents. When asked about economic conditions in Speed now and in the future, the respondents agreed that the conditions are fairly stagnant and that local government operates on a small budget. Since the Hot Wheels festival, the respondents feel they have gained enough of a profit to make some city improvements. Past attempts to boost the local economy included hosting an alumni meeting for the school that previously operated in Speed, as well as Memorial Picnics.

This next section of findings we will be reporting highlights from the volunteer committee chairperson interviews that we conducted.

| Overview of the Volunteer Committee Chairperson Interview Structure | | | | | | |
|--|------------|---------------------|------------------------------|---|---|--------------------------|
| | Background | Committee Structure | Committee Planning Procedure | Committee Promotion/Advertising Procedure | Committee Public Safety/Awareness Procedure | Economic Benefit Reports |
| Number of Questions | 5 | 4 | 5 | 3 | 4 | 3 |
| General Response | 9/9 | 9/9 | 9/9 | 9/9 | 9/9 | 9/9 |

| Rate | | | | | | |
|--|--|--|--|--|--|--|
| Notes: *7/8 volunteer committees are represented in this data. *9 total respondents were interviewed, 3/9 respondents were members of the same committee. | | | | | | |

For a complete/comprehensive analysis of these interviews, please refer to Appendix 4.

A qualitative analysis of the responses offered by the volunteer committee chairpersons results in the following highlights.

- A majority of respondents (67%) have lived in Phillips County for 12 or more years of their lives.
- Majority of the volunteer committee chairpersons (89%) were employed full-time within the local area.
- Majority of the committee chairpersons (67%) had a significant number of connections and experience for the position they volunteered for. Some (33%) of the Chairpersons were involved in community leadership positions.
- Majority of the volunteer planning committees (66%) had 10-20+ members.
- Majority of the volunteer planning committees (55%) met on a weekly basis.
- All volunteer committee chairpersons reported that safety and correspondence procedures were issues discussed at each meeting.

Highlights of how the volunteer committee's coordination/planning efforts were viewed:

- Majority of the planning committees (89%) utilized local businesses and organizations to obtain the resources they needed.
- Majority of the volunteer committee chairpersons (78%) reported an overall satisfaction of teamwork and the product of their teamwork seen during and after the event.
- Majority of the volunteer committee chairpersons (78%) reported that the short planning period and long distance correspondence between planning parties was somewhat problematic.
- All of the volunteer committee chairpersons rated their satisfaction with the coordination efforts between 8-10 on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied).

Highlights of how the volunteer committee's promotion/advertising efforts were viewed:

- Majority of the committees (56%) utilized local media sources to promote their activities or services at both a local and nationwide level.
- Majority of the volunteer committee chairpersons (77%) reported a need for a lengthened planning period in order to better collaborate between corporate and local planning parties.

- Majority of the volunteer committee chairpersons (78%) rated their satisfaction with the promotion/advertising efforts 6-10 on a 0-10 satisfaction scale (0 being least satisfied and 10 being most satisfied). The lowest ratings reported were 5's, indicating a neutral feeling towards promotion/advertising efforts.

Highlights of how the volunteer committee's assurance of public safety/awareness before, during, and after the event was viewed:

- Majority of the committees (77%) utilized local, state, and federal authorities as well as local organizations to recruit personnel/volunteers to ensure public safety during the event.
- Majority of the volunteer committee chairpersons (77%) reported that if they were to change anything it would be with length of planning period, planning projections, or layout of event activities.
- Majority of the volunteer committee chairpersons (67%) reported that they felt all volunteer efforts were exceptional before, during, and after the event.
- Majority of the volunteer committee chairpersons (78%) rated their satisfaction with the promotion/advertising efforts 6-10 on a 0-10 satisfaction scale (0 being least satisfied and 10 being most satisfied). The lowest ratings reported were 5's, indicating a neutral feeling towards ensuring public safety/awareness.

Highlight of how the volunteer committee's view/knowledge of economic benefit was in and around the area after the event:

- Majority of the volunteer committee chairpersons (56%) commented specifically that the hosting of the Hot Wheels Event & Phillips County Fair brought a positive and diverse/widespread economic benefit to the area.

DISCUSSION/CONCLUSIONS

In several aspects the Hot Wheels Event was viewed as a great success. From a sociological point of view individuals and organizations from multiple communities both in Phillips County and California from which the Mattel Corporation is based, created a rich social network of information/resource exchange which produced new partnerships and learning among those involved. Even though the primary purpose of the event was to advance new marketing and imaging campaigns for Mattel, it also indirectly created a marketing and imaging campaign for Speed, Kansas and Phillips County.

The success of this event is exciting for those intimately involved in community development and tourism in rural areas. Robert Wilkinson and Robert Warren, two sociologists

engaged in community development theory, speak about the growing importance for rural communities to have what they refer to as “vertical ties” or ties to individuals and organizations outside their local area and the Hot Wheels Event is a great example of this. However, what about the flipside of this? What might be the importance of urban communities seeking out ties with rural communities? In light of the Hot Wheels Event, it is interesting to consider what future benefits might be had due to the relationships that were developed during the planning and implementation of this event.

In consideration of leisure activity and how it impacted the local area, one could look at the volunteer aspect of the Hot Wheels Event and say that the leisure activity of most of the volunteers was quite structured as many of them were assigned to specific activities going on within the main event. Out of this leisure activity spawned things such as new friendships, collective action towards goal achievement, and shared satisfaction in group efforts. Evidence for these aspects can be found in each of the sections of the interviews conducted when the questions of positive experiences and experience ratings were asked. Consistently respondents noted that teamwork was exceptional, and when asked to rate their different efforts on specific aspects, the ratings were always highly positive.

With regard to community development, the Hot Wheels Event had a fairly significant effect. Throughout our interviews we heard consistent reports of local hospitality businesses such as lodging, dining and grocery services seeing a dramatic increase in business during this time. This of course is great for the individual business owner and it is certain that a percentage of such revenue will cycle back into and provide benefits for other aspects of the community as well. However, a particular direct benefit occurred in Speed, as a percentage of parking fees went back to the city of Speed. This small percentage will directly serve to potentially allow for some small improvements to be made in Speed.

As far as tourism goes, the time at which the Hot Wheels Event happened was during peak tourist time for Phillips County as the Phillips County Fair and Rodeo was also being held. For such an event to occur again, the data suggests that another time may be more advantageous for the local area. An important reason for this is that it was often reported that the available pool for volunteers was slim due to the other activities going on and that many people were involved in two different events. Another reason often given was that weather temperatures could be more accommodating at a different time of the year. However, despite the challenges

that came with the hosting of the Hot Wheels Event, it was welcomed by the area and viewed as an overly positive experience by those involved in the end.

Our analysis reveals some general insight on the social and economic impacts that were experienced in lieu of the Hot Wheels Event. Future studies over such events taking place in rural areas could serve to be important tools for other rural areas in consideration of investigating ways to improve social and economic conditions. Furthermore, the follow up analysis of volunteer attitudes towards their efforts and the roles they played in assisting with such events is vital information for event managers/organizers involved in routine management/organization of such events.

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Hot Wheels Event Interview Protocol for Committee Chairpersons

1) Personal Background Questions:

- a) How long have you been a resident of Phillips County, Kansas? Also, which city in Phillips County do you live in or closest to?
- b) Have you lived anywhere else prior to your current residency? If so, where?
- c) Are you involved in any community organizations? If so which ones and how are you involved? (church, local businesses, local government position)
- d) Are you currently employed?
- e) If employed, do you work in Phillips County? If not, where is your employment base located?

2) Evaluation of Planning Aspects for the Hot Wheels Event

- a) As a chairperson for _____. How and why were you selected for this position and what were your responsibilities? Also..
 1. How many people were on your committee?
 2. How often did your committee meet?
 3. What topics or themes did your committee address? (promotion, safety, scheduling/deadlines, finances, etc?)
- b) Did your committee coordinate with any local or non-local individuals and or businesses to obtain any of the resources or assistance you needed in your preparation for the event?
 1. If yes or no, which ones and why?
 2. What positive things did you experience from your coordination efforts?
 3. Were there any negative things?
 4. On a scale of 0-10 (*0 being unsuccessful and 10 indicating most successful*) how successful overall do you feel your coordination efforts were?

- c) What things worked well for you during the event to promote/inform people about your contribution?
 - 1. What things did not work so well, and what would you have possibly done differently in this aspect?
 - 2. On a scale of 0-10 (*0 being unsuccessful and 10 indicating most successful*) how well informed were people during the event about the activity or service your committee was providing?
- d) What things, if any did your committee do in order to assure the safety of its members and those attending the event? How well did this work?
 - 1. What things, if any would you have liked to have done differently to prepare for the event?
 - 2. Are there any things you would not change about the way you prepared for the event?
 - 3. On a scale of 0-10 (*0 being unsuccessful and 10 indicating most successful*) how successful do you feel your committee's preparation for the event was?
- e) What comments, if any, have you heard from any other businesses or individuals in response to the Hot Wheels Event who were not directly involved in any planning or assistance during the event?
 - 1. Any reports of economic benefit from around the area?
 - 2. Any insightful local business or community development ideas or thoughts that have arisen in result of the Hot Wheels event?

Appendix 2

Interview Protocol for Speed, Kansas

1) Personal Background Questions

- a) I would like to start by asking you a few questions about yourself.
 - 1. How long have you been a resident of Speed, Kansas?
 - 2. Have you lived anywhere else prior to Speed? If so where, and what brought you to Speed?
 - 3. Are you employed, unemployed, or retired?
 - 4. If employed, where, what is your title, and for how long have you worked there?
 - 5. If unemployed, are you seeking employment? Have you had problems in seeking employment?
 - 6. If retired, where did you work before?
 - 7. Are you personally involved in any community organizations? If so which ones and how are you involved? (church, local businesses, local government position)

2) Community Attitudes

- a) Economic Attitudes:
 - 1. How are you satisfied or dissatisfied in any way with the current economic conditions in Speed?
 - 2. Do you obtain most of your weekly goods and services locally or do you have to travel to a nearby community?
 - 3. What things that you know of have been pursued in the past to aid in boosting the local economy?
- b) Social/Political Attitudes

1. In what ways are you satisfied or dissatisfied with the leadership of the county government? Do you feel county officials represent resident views? Why or why not?
2. In what ways are you satisfied or dissatisfied with the leadership of the local government? Do feel local officials adequately represent resident views? Why or why not?
3. Do you feel there is adequate communication & cooperation between the county and local officials? Why or why not?

3) Attitudes towards the Hot Wheel Convention

- a) Now I would like to ask you a few questions concerning the impact of the Hot Wheels Convention
 1. Were you for or against the planning of the Hot Wheels Convention in Speed, Kansas? Why?
 2. Which groups of people were involved in Planning the Convention? Were you personally involved in any planning aspects? If so, how were you involved?
 3. What strategies or planning was done in order to ensure the safety of the public while attending the convention?
 4. In what ways do you feel the planning of the Convention was successful? In what ways was the planning unsuccessful?
 5. What types of strategies were employed if any, to aid in boosting the economic conditions of Speed during the time of the event? (food booths sponsored by local businesses, advertisements, etc?)
 6. Are there any future initiatives or events being planned or scheduled to happen in Speed in light of the Hot Wheels Convention?

Appendix 3

Telephone Script for Contacting Hot Wheels Event Committee Chairpersons

Hi, _____, my name is _____ and I am a student researcher at Fort Hays calling on behalf of the Docking Institute of Public Affairs in regard to an Economic Impact Study we are conducting in regards of the Hot Wheels Event that was recently hosted in Speed. Recently we traveled to Speed and spoke with Donna Studley (city clerk) and Denise Lyon (mayor) and asked them various questions about how they went about planning and hosting this event went. Afterwards, we told them we would like to speak with others that were directly involved in planning the Event to learn more and so they gave us a list of committee chairpersons and as I understand, you were the chairperson of the _____ committee. Is that correct?

Well, if you have about 20 minutes, I would like to ask you a few questions about your role as chairperson of the _____ committee and how you felt your participation in the event went. *(If yes, continue to survey)*

If now is not convenient, would it be possible to arrange another time to talk with you?
(Please ask for a specific or general time of day)

Appendix 4

Complete Qualitative Analysis Reporting of the Committee Chairpersons Interviews

Q1a:

- 6 of the 9 (67%) respondents have lived in Phillipsburg a majority of their lives
- 2 of the 9 (22%) respondents grew up - and now live - in Speed, Kansas
- 1 of the 9 (11%) respondents have lived in Phillips County a majority of their lives

Q1b:

- 2 of the 9 (22%) respondents have never lived anywhere other than their current residencies
- 7 of the 9 (78%) have lived in a place other than their current residencies
- 2 of the 9 (22%) respondents moved to Hays, Kansas for college, and then returned to their current residencies

Q1c:

- 1 of the 9 (11%) respondents are not involved in community organizations at this time
- 2 of the 9 (22%) respondents are involved in the local government in Speed, Kansas
- 2 of the 9 (22%) respondents are involved in the local government in Phillipsburg, Kansas
- 4 of the 9 (44%) respondents are involved in some other community organization

Q1d:

- 8 of the 9 (89%) respondents are currently employed
- 1 of the 9 (11%) respondents are currently retired

Q1e:

- 8 of the 9 (89%) respondents are currently employed in Phillips County
- 1 of the 9 (11%) respondents are currently retired

Q2a:

- 6 of the 9 (67%) respondents selected for volunteer positions had a significant number of connections relevant to a certain position.
 - 3 of the 6 (50%) respondents had previous experience with tasks related to a certain position.
- 3 of the 9 (33%) respondents selected for volunteer positions held significant leadership positions in their communities.
- 1 of the 9 (11%) respondents selected for volunteer positions had full availability during the planning time of the event.

Q2a1:

- 3 of the 9 (33%) committee chairpersons had 1-10 members serving on their committees.
- 2 of the 9 (22%) committee chairpersons had 10-20 members serving on their committees.
- 4 of the 9 (44%) committee chairpersons had 20+ members serving on their committees.

Appendix 4 continued...

Q2a2:

- 4 of the 9 (33%) committee chairpersons reported that their committees met on a weekly basis & that 1 week before the event, they met every day.
- 2 of the 9 (22%) committee chairpersons reported that their committees met on a weekly basis.
- 2 of the 9 (22%) committee chairpersons reported that their committees met 3-4 times total.
- 1 of the 9 (11%) committee chairperson reported that their committee met on an as needed basis.

Q2a3:

- 9 of the 9 (100%) committee chairpersons reported that safety and correspondence procedures were issues discussed during meetings.
 - 5 of the 9 (56%) committee chairpersons reported that finances/budgets were issues discussed during meetings.
 - 4 of the 9 (44%) committee chairpersons reported that maps, entry forms, and supplies were issues discussed during meetings.

Q2b:

- 8 of the 9 (89%) of the committee chairpersons reported utilizing local businesses or organizations to obtain needed resources.
 - 2 of the 8 (25%) committee chairpersons also reported utilizing non-local businesses and organizations to obtain needed resources.

- 1 of the 9 (11%) of the committee chairpersons reported utilizing no local businesses or organizations to obtain needed resources.

Q2b1:

- 3 of the 9 (33%) committee chairpersons reported using local businesses or organizations in order to sell event ideas and to recruit volunteer help.
- 3 of the 9 (33%) committee chairpersons reported using local businesses or organizations in order to obtain supplies and to recruit volunteer help.
- 2 of the 9 (22%) committee chairpersons reported using local businesses or organizations in order to ensure public safety and to recruit volunteer help.
- 1 of the 9 (11%) committee chairpersons reported not using any local businesses or organizations as no supplies, information, or volunteers were needed.

Q2b2:

- 5 of the 9 (56%) committee chairpersons reported that the teamwork factor among those involved was a positive experience they received from the event.
 - 2 of the 5 (40%) committee chairpersons also reported making new friends as a positive experience they received from the event.
- 2 of the 9 (22%) committee chairpersons reported a sense of collective satisfaction of successfully planning such an event in such a short time period among those involved was a positive experience they received from the event.
- 2 of the 9 (22%) committee chairpersons reported a sense of collective satisfaction from the visitors of the event was a positive experience they received from the event.

Appendix 4 continued...

Q2b3:

- 5 of the 9 (56%) committee chairpersons reported that the short planning period (about 2 months) for the event was a somewhat problematic experience encountered from the event.
 - 4 of the 5 (80%) committee chairpersons reported that the occurrence of the Hot Wheels Event and the Phillips County Fair on the same weekend was a somewhat problematic experience encountered from the event.
- 2 of the 9 (22%) committee chairpersons reported that long distance correspondence and coordination was a somewhat problematic experience encountered from the event.
- 2 of the 9 (22%) committee chairpersons reported that random disputes between volunteers and public participants were a somewhat problematic experience encountered from the event.

Q2b4:

- 4 of the 9 (44%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 10 concerning the overall satisfaction of their coordination efforts.
- 2 of the 9 (22%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) rating of 9 concerning the overall satisfaction of their coordination efforts.
- 3 of the 9 (33%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 8 concerning the overall satisfaction of their coordination efforts.

Q2c:

- 5 of the 9 (56%) committee chairpersons reported that utilizing locally created posters as well as local newspapers, the internet, radio stations, and television stations were promotion strategies that worked well for them.
 - 5 of the 5 (100%) committee chairpersons reported that majority funding for their advertising was handled by the Mattel Corporation.
- 2 of the 9 (22%) committee chairpersons reported that by going around to different motorcycle/automotive shows and spreading word about the Hot Wheels Event was a promotion strategy that worked well for them.
- 2 of the 9 (22%) committee chairpersons reported that promotion work was handled and funded by an entity outside the committee.

Q2c1:

- 4 of the 9 (44%) committee chairpersons reported that a longer planning time was needed to eliminate some problems with promotion/advertising.
- 3 of the 9 (33%) committee chairpersons reported that they wished they could have had more collaboration and input on promotion ideas with the Mattel Corporation.
- 2 of the 9 (22%) committee chairpersons experienced little to no problematic issues concerning promotion/advertising work.

Appendix 4 continued

Q2c2:

- 3 of the 9 (33%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 10 concerning the overall satisfaction with promotion/advertising planning efforts.
- 2 of the 9 (22%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 9 concerning the overall satisfaction with promotion/advertising planning efforts.
- 1 of the 9 (11%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 8 concerning the overall satisfaction with promotion/advertising planning efforts.
- 1 of the 9 (11%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 6 concerning the overall satisfaction with promotion/advertising planning efforts.
- 2 of the 9 (22%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 5 concerning the overall satisfaction with promotion/advertising planning efforts.

Q2d:

- 3 of the 9 (33%) committee chairpersons reported that they coordinated with several agencies such as the EMS, Fire Department, Local Sheriffs Office/Kansas Highway Patrol, and the Phillipsburg National Guard to ensure public safety.

- 2 of the 9 (22%) committee chairpersons reported that selected persons carried hand held radios to report emergency situations and to coordinate parking and placement of motorcycle and automotive entries. Furthermore they reported that selected persons were designated to operate beverage carts to keep participants hydrated during the event.
- 2 of the 9 (22%) committee chairpersons reported that they coordinated with the Kansas Highway patrol and with a local organization to obtain the resources they needed to ensure public safety.
- 2 of the 9 (11%) committee chairpersons reported that they had put together a list of requirements and a checklist sheet that all participants and or equipment had to meet before the event and was also inventoried the day of the event to ensure public safety.

Q2d1:

- 4 of the 9 (44%) committee chairpersons reported that they would like to lengthen the planning time period to better consider all aspects of the event.
- 3 of the 9 (33%) committee chairpersons reported that they would change they would change something in the layout or planning projections if the event were held again.
- 2 of the 9 (22%) committee chairpersons reported that they would increase the number of directional signs and maps to better guide participants during the event.

Appendix 4 continued...

Q2d2:

- 6 of the 9 (67%) committee chairpersons reported that they felt the all commitment, and collaborative/teamwork efforts made by the volunteers and the event coordinator to plan and prepare for such an event in the given time period were exceptional.
- 3 of the 9 (33%) committee chairpersons reported that they were satisfied with the location and the outcome of the event given the planning time period and seasonal issues such as weather conditions and other area events that coincided with the Hot Wheels Event.

Q2d3:

- 4 of the 9 (44%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 10 concerning the overall satisfaction with planning efforts concerning public safety/awareness.
- 1 of the 9 (11%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 9 concerning the overall satisfaction with planning efforts concerning public safety/awareness.
- 1 of the 9 (11%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 8 concerning the overall satisfaction with planning efforts concerning public safety/awareness.
- 1 of the 9 (11%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 6 concerning the overall satisfaction with planning efforts concerning public safety/awareness.

- 2 of the 9 (22%) committee chairpersons reported on a satisfaction scale of 0-10 (0 being least satisfied and 10 being most satisfied) a rating of 5 concerning the overall satisfaction with planning efforts concerning public safety/awareness.

Q2e:

- 4 of the 9 (44%) committee chairpersons reported that they had heard several comments from around the area about how well-planned given the circumstances and how satisfied people were who attended the event.
- 2 of the 9 (22%) committee chairpersons reported that they had heard several comments from around the area about how interesting all the activities were during the event.
- 3 of the 9 (33%) committee chairpersons reported that they had heard several comments from around the area about the astonishing turnout and the variety of people the event brought to the area as well as the fact that there were no serious injuries.

Q2e1:

- 5 of the 9 (56%) committee chairpersons reported that with both the Hot Wheels Event and the Phillips County Fair several communities and businesses benefited economically in various ways.
- 3 of the 9 (33%) committee chairpersons reported that they had heard reports from around the area that lodging facilities greatly benefited from the events going on.
- 1 of the 9 (11%) committee chairpersons reported that they had heard reports that those who provided retail or food services at the event benefited well economically.

Appendix 4 continued...

Q2e2:

- 4 of the 9 (44%) committee chairpersons reported that several volunteer planners felt that the communication between the corporate and the local level was great.
- 2 of the 9 (22%) committee chairpersons reported that several volunteer planners and participants of the event would like to come together and do it again.
- 2 of the 9 (22%) committee chairpersons reported that several volunteer planners felt that a longer planning period and a better time of year might be considered if it were to happen again.
- 1 of the 9 (11%) committee chairpersons reported that a better event location and hosting date, as to attract more community volunteers, would be good if the event were to happen again.