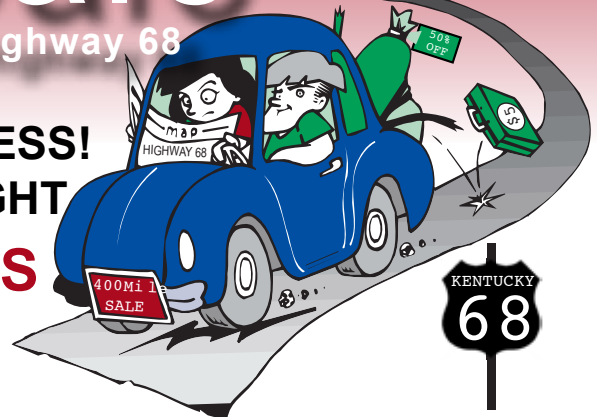


# 400 Mile Sale

Across Kentucky's Scenic Byway Historic Highway 68

**THE 2015 400 MILE WAS A HUGE SUCCESS!  
THE EVENT CONSERVATIVELY BROUGHT  
OVER \$2.3 MILLION DOLLARS  
INTO THE LOCAL ECONOMY!**



**There were MORE yard sales than ever before!**  
This year, 1038 vendors registered their sale.  
That is a 20% increase over last year! And NOT ALL sales registered.

The 400 Mile Sale's website (400mile.com) quarterly numbers for April - June were 929,566 inquiries, up nearly 400,000 from last year.

**\$1,190 revenue x 1,038  
registered vendors\*  
= \$1,235,209 dollars  
generated over the  
4-day sale.**

According to an online survey of 100 vendors, one-third (33%) were hosting a sale for the very first time and 95% of those who set up this year plan to set up again next year, both indicators that **this sale just keeps growing**. The online survey also revealed vendors made, on average, \$1,190 over the 4-day period.

Online Shoppers Surveys determined **shoppers spent on average \$258.52** on sale items. Total estimated vendor dollars generated of \$1,235,208.56 divided by average dollars generated of \$258.52 equals an estimated **4,778 shoppers** at this year's sale.

## MORE SHOPPERS SPENDING MORE MONEY!

This year, 1,547 shoppers registered at one of the sales along the route representing **34 states** and **7 countries**. The countries were: **Taiwan, Canada, UK, South Korea, Switzerland, Germany, and Japan**.



The Online Shopper Survey revealed that each shopper spent on average \$491.23 on **LODGING, FOOD, GAS, AND SALE ITEMS**.

### BREAKDOWN ON EXPENDITURES:

- \$372,684.00 on **LODGING**
  - \$311,286.70 on **FOOD**
  - \$426,579.84 on **GAS**
- And as noted earlier, \$1,235,208.56 was spent on **SALE ITEMS**.

**STATES IN RED REPRESENT SHOPPERS IN 2015**



**\$2,345,759.10 Estimated Dollars Generated in Communities during the 400 Mile Sale!**

*\*This estimate total is based on registered shoppers. In speaking with vendors, only a small % of shoppers chose to register.*

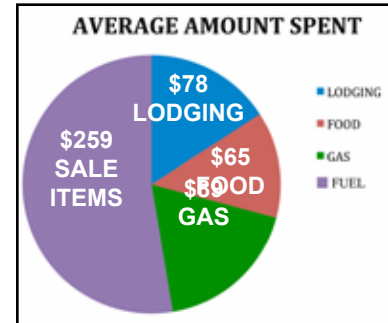
# SHOPPER SURVEY

## SHOPPERS SPENT LOTS OF MONEY IN COMMUNITIES! \$\$\$\$

(One Hundred and Thirty Shoppers from GA, IL, IN, IA, KY, MI, MO, MS, OH, TX, TN, VA, WI completed an online survey with the following results.)

### DOLLARS SPENT

- 35% reported spending an average of \$221.68 on LODGING, for a total of \$8,423.84 which averages out to \$78 per shopper.
- 93% reported spending an average of \$70.36 on FOOD, for a total of \$7,036 which averages out to \$65.43 per shopper.
- 98% reported spending an average of \$91.10 on GAS for a total of \$9,657 which averages out to \$89.28 per shopper.
- 100% reported spending an average of \$258.52 on SALE ITEMS for a total of \$25,851.75.



Based on shopper sign-in sheets and revenue generated by vendors, we conservatively estimate there were 4,778 shoppers this year who spent on average \$491.23 on Lodging, Food, Gas, and Sale Items.

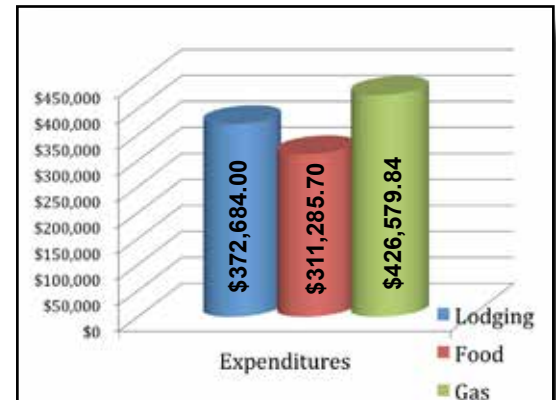
Breakdown on incidentals:

- \$78 x 4778 = \$372,684.00 on **LODGING**
- \$65.43 x 4778 = \$311,286.70 on **FOOD**
- \$89.28 x 4778 = \$426,579.84 on **GAS**

And \$1,235,208.56 was spent on SALE ITEMS

The 2015 4-Day 400 Mile Sale conservatively brought in \$2,345,759.10 to communities along Highway 68.

*\*This is a VERY conservative estimate based on shopper survey results below.*



**100% reported spending on average \$490.95 on lodging, food, gas, and merchandise.**

### YEARS ATTENDED

45% said they had attended two to four years, 15% five to seven years, 18% eight years or more, with 22% reporting that this was their first year! Over 96% of those who completed a survey plan to shop next year's yard sale.

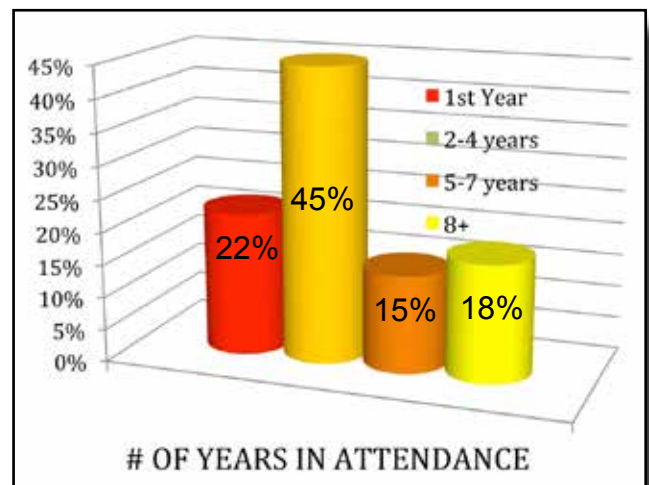
*NOTE: Shoppers from Abilene, Texas, Fort Wayne, Indiana, and Sherman, Texas noting they have attended the 400 Mile Sale five years each and plan to attend next year as well.*

**Average Number of Years Attending: 4.2 Years**

### MOST POPULAR SHOPPING DAY:

More people (72%) shopped on Friday, with 70% shopping on Saturday, 60% shopping on Thursday, & 14% shopping on Sunday. **Over 30% shopped 3 days or more.**

**Most Popular Day to shop was Friday with Saturday coming in a Close Second.**



*Many shoppers wished more sales would open on Thursday and Sunday and that all sales would stay open until dark to give them more time to shop.*

# VENDOR SURVEY

One hundred (100) vendors completed a 2015 Vendor Survey.  
Below are some of the results.

## NUMBER OF SALES ARE GROWING!

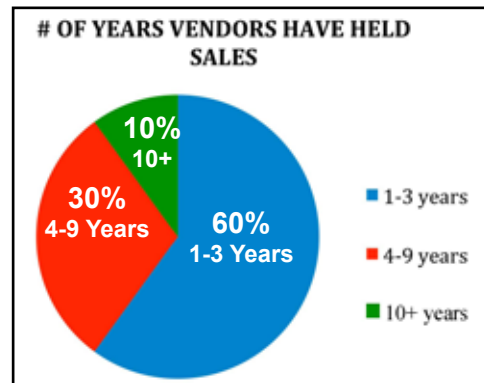
1,038 vendors registered their sale this year. This is an **increase** in number of sales up 20% over last year's numbers of 824.

**Over one-third (34%) said this was their first year to host a sale which is a great indicator that this event is continually growing!**

## AVERAGE NUMBER OF YEARS PARTICIPATING

Vendors have participated on average 4.8 years.

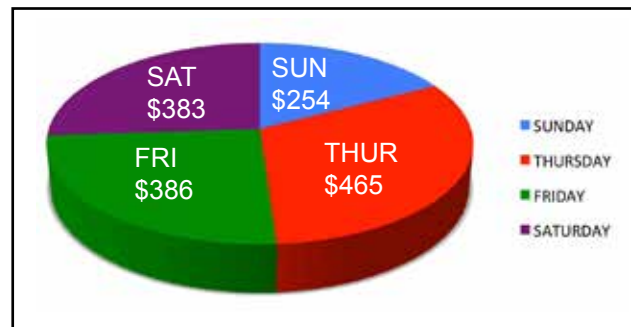
*NOTE: Of those who have set up multiple years, 60% have set up 1-3 years, 30% have set up 4-9 years, and 10% have set up 10 years or more.*



## REVENUE GENERATED

Yard Sales generated on average \$1,190 over the four day event.

*Average generated per day was \$465 on Thursday, \$386 on Friday, \$383.52 on Saturday, and \$254.20 on Sunday.*



**Biggest Sale Day as far as Dollars Generated was Thursday!!**



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### SHOPPER'S CHOICE



#### FAVORITE BBQ - Belews Dairy Bar & BBQ came in First Place.

Competitors were:

- Smokey Pig in Bowling Green
- Reva's Place in Cadiz
- Back Street BBQ in Cadiz
- Smokin' Joes in Greensburg



#### OTHER BBQ FAVORITES INCLUDED:

Roy's BBQ in Russellville, 4 Pigs in Benton, Granny's BBQ in Glasgow, Porky's in Cadiz, Ma's in Edmonton, Kay Lee's in Aurora, & the Woodshed in Hopkinsville.



#### FAVORITE DINING - Belews in Aurora Won Again!

A few others noted multiple times were:

- Kay Lee's in Aurora
- Dixie Dog hotdog stand in Aurora
- Parcell's Deli
- Cracker Barrel
- Smokey Pig BBQ in Bowling Green
- Blue Licks State Park near Maysville
- 



#### OTHER FAVORITES INCLUDED:

Bon Ayr store between Smiths Grove and Glasgow, Chuy's Mexican in Bowling Green, Colonial Inn in Russellville, Gene's Freeze in Edmonton, Hermitage Hill Restaurant, Ma's in Edmonton, Granny's in Lebanon, & Papa Johns in Campbellsville.



#### FAVORITE VENDORS:

- A couple of men selling chicken smoked over mesquite and pecan wood in Smiths Grove from a small trailer that they had set up among the sales.
- A small church that had grilled burgers and a few kinds of baked goods and drinks.
- A stand near Greensburg who sold homemade fried pies.
- Robert & Stella Knight who set up outside of Campbellsville.

#### COMMENTS:

- We stopped at two local places in Elkton, but they were so packed that we ended up at Dairy Queen.
- Found everywhere I stopped had great food and great prices.
- deSha's had good fish, good deli at Taste of Home, Jerry's has good home cooking.
- Diners in Smiths Grove & Russellville but can't remember their names.
- Olive Baptist Church had concessions at a church member house.



Plate at Smokin' Joes



Couple from Switzerland



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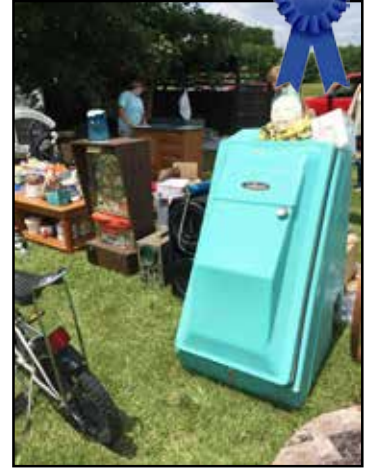


### WHAT AREAS HAD THE BEST SALES - SECTION FROM SHARPE TO AURORA



**FIRST PLACE** - specifically the communities to Sharpe, Palma, Draffenville, & Benton was the section most agreed had the best sales.

**SECOND PLACE** - Glasgow and Greensburg



**LOWEST PRICES** - Glasgow and Greensburg

**MOST SALES** - This was a toss-up this year.



**FAVORITE STOP** - Christian Fellowship School in Benton.

**FIRST PLACE** - Shopper's Favorite place to stop this year was Christian Fellowship School in Benton.

**SECOND PLACE** - May's Lick Fire Department



**MOST UNUSUAL FINDS** - Metcalfe County (around Edmonton).

### FACEBOOK ONLINE COMPETITION



#### **MOST UNUSUAL ITEMS FOR SALE**

**FIRST PLACE WINNER** in our Facebook competition for Most Unusual Items for sale goes to the "Human Steamer"\* *NOTE: the sale who was selling steamer wins a 400 Mile Sale Sign.*



Laura Stewart, Indiana



Go-Cart



Three Wringer Washer



Rita Ann McAlpin

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### BEST SIGNS

**FIRST PLACE** - Country Breeze in Auburn  
**SECOND PLACE** - Sheet Garage Sale near Paducah.



### COMMENTS FROM SHOPPERS VIA FACEBOOK

My sister and I did the sale this year for the first time and we'll be back. Great sales, nice people and beautiful scenery! - *Mary Ann McGreevy from Delaware, Ohio*

From Frankfort ,Ohio starting on Rt. 68 at Maysville and joined by our son Scott Elliott and wife Nancy on Friday June 5 my wife Betty and daughter Terry Sams and I made our fourth adventure on the 2015 400 mile sale . our son & his wife went as far as Paris and turned around for home ,the rest of us went as far as Campbellsville, spent the night at the Super 8 Motel again as we have for the four years. On Saturday after breakfast we started back toward Maysville from where we began the day before . Stopped at many set ups along the way and found numerous bargains , I had a recent birthday turning 77 years old and my wife found a beautiful Les Paul electric guitar near Lebanon ,Ky and purchased it. The ladies found some good buys and enjoyed the time spent , I stopped by a dear friends yard sale to let her know I was the one that bought her late daddy's dress coat the year before , she was grateful that I remembered her daddy and we hugged . Another lady I got to visit was glad to see me again ,and I admired her garden and her faith in God and I promised to come back in 2016 to see her again , she is 89 years young , I told her I loved her and she said she loved me, we hugged and I departed . For me this kind of fellowship makes for a real good trip, I'm looking forward to 2016. - *Gene Elliott, Ohio*

I found a lot of treasures. We came from Michigan and Indiana and shopped from Maysville to Glasgow... Met so many wonderful people a long the way!!! - *LaFonda Jo Goins Bontragers from Michigan*

3rd year in a row doing this from Chicago (with those NY plates), and we again will be leaving here with great memories, and some unique items that we are happy to have found. The people that we have met, and develop relations with after seeing each year, top off the great times that the four of us have together, and coming across the little things that take you back, in itself makes for a truly memorable moment. Our kudos to the organizers and the sellers, as while each sale may not be for everyone, there re more than enough to strike your interest. Another 5 star performance! - *Tamamojo Molzro, Chicago Illinois*

Loved the sales and loved all the people even more. Found some great treasures! - *Laura Stewart, Fort Wayne, IN*

A shopper from Cadiz found her favorite treasure, a vintage Mansion Birdhouse, at a sale in Draffenville. She also purchased a Pony saddle, McCoy Pottery planters, Nippon tea set, vintage tablecloths, cowboy clock, depression glass, ticking stripe pillows, some Breyer horses and misc. dishes. She shopped from Draffenville to Elkton and found Dixie Dog Hotdog Stand in Aurora to be her favorite place to eat along the route. - *A shopper from Cadiz.*

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**THANK YOU** to Hampton Inn in Lebanon, Comfort Inn in Cadiz, and Blue Lick Resort State Park near Carlisle for providing **LODGING** for our surveyors this year.

Here is a big shout out to the Catawba Pickers from Ohio! Met up with them at a sale near Auburn on Friday. They were sighted the next day on down the road. Two sisters and a sister-in-law. Boy were they having fun!!! Can't wait to see all the treasures they found. At the rate they were buying, we have no doubt their van was full by the time they headed home.



**TWO SHOWS FEATURING THE SALE THIS FALL!**

The hosts of **Small Town, Big Deal** from California traveled along the Hwy 68 400 Mile Sale during the 2015 event. Visiting and filming all along the route. They will feature the 400 Mile Sale on **October 1st on RFD "Channel 345 on DirectTV, 568 on AT&T U-verse" and other syndications!**



**"OUR VERY BIGGEST AND BEST** happening was when Rodney Miller and Jan Carl came by to visit with us on Thursday afternoon and came back on Friday with the film crew from **SMALL TOWN BIG DEAL**. They said our segment will air in **OCTOBER**. We had so much fun with them." - *Yard Sale in Cadiz, 8th Year.*

The Great American Country's hit TV series "**Endless Yard Sale**" from Canada, contacted the 400 Mile Sale staff and asked to participate in the Sale. The "Endless Yard Sale" is a competition series where three teams of pairs compete for two days in search of the best antique and vintage finds. *"We featured the entire 400 Mile Sale and reached out to specific vendors to see who would be interested in having our teams come by! Needless to say everyone had a lot of fun. The show is planned to air in the Fall."*



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### AVERAGE NUMBER OF VENDORS PER SITE IS INCREASING

Yard Sellers have found the more vendors who set up at one site, the more shoppers will stop and shop. This year, the average number of vendors per yard sale site was 5 increasing from 4 vendors from 2014.

### 95% OF VENDORS PLAN TO PARTICIPATE IN 2016!

A few of the reasons mentioned for NOT participating next year included some who wanted to shop, one person who had sold their house and was moving, and one who said they had a small church and would not have enough for a sale in 2016.



### COMMENTS FROM 2015 VENDORS

- The camera crew from Canada were very entertaining about the history of items, people were intrigued with the 1830's building, people were enjoying themselves. - *Yard sale in Lebanon, 3rd year.*
- Our sale made the front page of the Paducah Sun. - *Yard sale in Paducah, 10th year.*
- Some people gave more than asking price when they were told that the proceeds were going to send a 14 year old boy who couldn't afford, but dreamed of attending Coach Cal Basketball Camp and who had made good grades all year and caused his mom and school NO problems all year. - *Yard sale in Paris, 1st year.*
- Gentleman brought floor lamp to sales table with full asking price in hand. He paid and then said, "I only want the lampshade and I'm giving you back the lamp." Later, we sold the shadeless lamp to another customer. - *Sale set up in Rockfield, 1st year.*
- We had several different groups from out-of-state that came back to our sale for 1/2 price day and stuff a bag of anything for \$1. - *Yard sale in Bowling Green, 2nd year.*
- Two ladies from Chicago, IL visited for over an hour and loved the food and bought some dip to take to the hotel. Another gentleman tried my jalapeno coconut coffee and loved it. It was a big seller as well as my organic garlic and onion dip and my beef and onion dip. - *Shop in Auburn, 3 years participating.*
- We had some people from Arkansas stop by on Wednesday afternoon when we were setting up, they came back on Thursday afternoon and came back on Friday morning as they were leaving to go back to Arkansas. They bought every time they came by. - *Yard sale in Cadiz, 8th year.*
- We meet a lady whose son raced with Petty Race Team. We met Santa Claus who goes to elderly homes, he was great. A man that fishes with a lot of the country western singers. It is so nice to meet all these people, everyone has time to talk and tell you stories of their travels and life. We are excited to do it every year. But do you think you can do something about the heat next year LOL. - *Yard sale in Cadiz, 4th year.*
- Some pickers from Leclair, Iowa came by. - *Canton yard sale, 10th year*
- We met the nicest couple from Cincinnati, Ohio and talked with them for a long time. I bought a crock from another vendor for \$3 and five minutes later it sold in my booth for \$18. What fun! - *Yard Sale set up in Wilmore, 4th year.*
- Out of the sales we've done, we had a little guy in a wheelchair come up (he has cerebral palsy) and his papaw bought him some tools and a tool box. That little feller was the happiest ever. He was so tickled just knowing he owned those tools. He was probably 6 or 7 years old. We met a lot of sweet people then some not so nice but you take the good with the bad. We had lots of fun - looking forward to next year. - *Yard sale in Elkton, 5th year.*
- This was the best year we have ever had. We did great! Can't wait for next year! I think we may sell food next year. - *Yard sale in Greensburg, 12th year.*

- We actually sold a laundry basket full of old well-loved dolls that we labeled with a sign that said "scary dolls" (they were pretty rough looking). Sold the dolls, basket and all, to a man who was going to turn them into zombies! Proves that there is a customer for every item at the 400 Mile Sale! - *From Hopkinsville, but set up in Aurora 1st year.*

VISIT THE WEBSITE AT [400mile.com](http://400mile.com) for more information and "LIKE" us on Facebook.