

Profile of 2006 Highland Fest Attendees



Prepared for:
The Highland Business Association &
The St. Paul Festival Association



Prepared by:
Raintry J. Salk, M.A. & Ingrid E. Schneider, Ph.D.

UNIVERSITY OF MINNESOTA



ACKNOWLEDGEMENTS

The projects' success resulted from a collaborative effort among several organizations and instrumental contributors. The authors would like to acknowledge the Highland Business Association and the St. Paul Festival Association. The project was also supported (in part) through student research assistance provided by Neighborhood Planning for Community Revitalization (NPCR), a program of the University's Center for Urban and Regional Affairs (CURA). Gratitude is also extended to Amanda Schultz, Chris Romano, Shelly Harris, Kris Nelson, Dan Erkkila, as well as the numerous volunteers who assisted with data collection efforts.

EXECUTIVE SUMMARY

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to Highland Fest, organized by the Highland Business Association (HBA). Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at Highland Fest. To that end, a visitor questionnaire was developed and administered to Highland Fest visitors.

Methods

An on-site questionnaire was administered to attendees. A systematic sample with sampling throughout the event and across the event activities was implemented. Throughout the event, a total of 1032 parties were contacted and 489 questionnaires completed which resulted in a 47.5% completion rate. Completed questionnaires were entered, cleaned and checked in SPSS version 12.0.

Results

Demographics

Most often respondents were female, non-Hispanic Whites, and reported an average age of 41.1 years. The most frequently cited income was between \$50,000-74,999 (20.8%).

2006 Highland Fest experience

On average, respondents spent more than three hours at Highland Fest, predominately with family (49.6%) and reported spending the most on art (\underline{M} =\$48.87). Respondents indicated they enjoyed many aspects of the Highland Fest. Among the options presented, respondents most frequently cited they enjoyed the Juried Art Fair (24.0%), live music (22.6%), and food and beverages (20.4%).

A majority of respondents had previously attended Highland Fest and heard about it through friends or 'other' sources. Respondents attended Highland Fest an average of seven (\underline{M} =6.9) times previously, most often (74.1%) as recent as 2005. However, more than one quarter of respondents were first time visitors to Highland Fest. Among these new visitors, a majority stated an intention to return to Highland Park in the next twelve months.

Overall, Highland Fest appears to meet its objectives as an enjoyable event in Highland Park, as evidenced by Highland Fest visitor respondents' intention to return. Highland Fest draws a diverse crowd and contributes to enhanced exposure and monetary flow in the community.

Opportunities to enhance Highland Fest include expansion of offerings and amenities, as well as increased information on Highland Park businesses made available to Highland Fest attendees.

TABLE OF CONTENTS

Acknowledgements.....	i
Executive Summary	ii
Table of Contents.....	iii
Introduction.....	1
Methods.....	1
Study Setting.....	1
Questionnaire	1
Approach.....	1
Response Rate.....	2
Analysis.....	2
Results.....	2
Respondents	2
Demographics	2
Primary Residence	2
Highland Fest Experience	2
Sources Informing about Highland Fest	3
Attributes of Enjoyable Experience	3
Group Composition.....	3
Highland Fest Expenditures	3
Highland Park Experience	3
Comments and Suggestions	4
Discussion.....	4

References.....	6
Appendices.....	7
A. Survey Instrument.....	8
B. Tables and Figures	10
C. Respondent Comments & Suggestions.....	18

Profile of 2006 Highland Fest Attendees

INTRODUCTION

Festivals and special events benefit both local communities and visitors. Community festivals of short duration contribute to the celebration of local culture, identity, and place. Festivals also enhance exposure, awareness, profitability and image of the host community, as well as serve as a vehicle for other development (Felsenstein & Fleischer, 2003; Getz, 1991; Hall, 1992; Nicholson & Pearce, 2001). To maximize benefit and enhance events, organizers need to continually assess and evaluate their event and its market.

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to Highland Fest. Visitor demographics, information sources for the festival, experience, and expenditures at Highland Fest, as well as familiarity with community were of specific interest. The study methods and results are presented below and followed by a discussion.

METHODS

An on-site questionnaire was administered to visitors during the 2006 Highland Fest. The methods for the questionnaire administration are presented in the following sections: study setting, questionnaire, approach, response rate, and analysis.

Study Setting

Organized by the Highland Business Association (HBA), the 2006 Highland Fest was held July 21-23. Highland Fest attracts more than 60,000 visitors and is located on Ford Parkway between Finn Street and Kenneth Street in St. Paul, Minnesota. The event included several stages of live music, food and merchandise vendors, a Juried Art Fair, amusement rides, kid's activities, a 5K run competition, and many other activities.

Questionnaire

An on-site questionnaire was developed with the assistance of HBA personnel. Questionnaire sections included event participation, enjoyable attributes, information sources, expenditures, group composition, community familiarity, and demographics (Appendix A).

Approach

A sampling plan was created to reach the range of Highland Fest attendees. A systematic intercept sampling approach was implemented where every third visitor was approached and asked to complete the questionnaire. Sample schedules incorporated both time and spatial considerations to ensure coverage across festival activities and grounds.

Based on estimated attendance from preceding years, a sampling quota target was set at 382 visitor contacts (95% confidence interval; \pm 5% sampling error rate). Trained volunteers and University of Minnesota Tourism Center staff administered the questionnaire.

Response Rate

Throughout the event, a total of 1032 parties were contacted and 489 questionnaires attained. Thus, this resulted in a 47.5% compliance rate (Appendix B; Table 1). A total of 8 questionnaires were unusable, and thus, 481 questionnaires were used for analysis. Over half (52.0%) of respondents were contacted on Saturday. The remainder were contacted on Friday and Sunday (17.3% and 30.7%, respectively; Appendix B, Figure 1). Among those who did not agree to participate, the most frequently specified reasons were lack of interest or time. Less than a tenth (9.4%) of non respondents indicated they had already completed a questionnaire.

Analysis

Completed questionnaires were entered, cleaned and checked in SPSS version 12.0. Extreme outliers were winsorized to bring highly skewed variables into usable ranges. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Chi-square analysis identified differences among groups when appropriate.

RESULTS

Respondents

Demographics

More than half (59.4%) of respondents were female and reported an average age of 41.1 years (Appendix B, Table 2). A majority of respondents were white (79.4%) and of non-Hispanic or non-Latino background (95.3%). The highest percentage (20.8%) of respondent's reported an annual household income of between \$50,000-74,999 (Appendix B, Figure 2), with the remainder relatively evenly distributed across all income categories.

Primary Residence

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zipcode. A majority (91%) of respondents primary residence was zero to fifteen miles from the Highland Park area (Appendix B, Figure 3). An additional (5%) resided sixteen to 30 miles from the Highland Park area. Very few respondents (2%) indicated they resided more than 100 miles from Highland Park. Over one third (39.3%) of respondents indicated their zipcode was 55116, the zipcode of Highland Park.

Highland Fest Experience

A majority of respondents had previously attended Highland Fest (72.5%; Appendix B, Figure 4). Respondents attended Highland Fest an average of seven (\underline{M} =6.9) times previously, most often (74.1%) as recent as 2005. On average, respondents spent more than three hours (\underline{M} =3.2) at Highland Fest, with a range of one to sixteen hours.

Sources Informing about Highland Fest

Respondents heard about Highland Fest most frequently from a prior visit (31.4%), 'other' sources (31.6%) or friends (29.1%; Appendix B, Table 3). Among those who specified 'other' sources, the most frequently cited 'other' was a banner. Slightly less than a quarter (22.9%) indicated the newspaper was an information source about Highland Fest. Very few respondents indicated they heard about the event through radio (3.7%), City Pages (3.1%), Internet (2.9%), or TV (0.6%). Among those new to Highland Fest in 2006, 'other' sources (36.6%) and friends (34.7%) were the most frequently cited information source.

Attributes of Enjoyable Experience

The top cited most enjoyable attributes of Highland Fest were the Juried Art Fair (24.0%), live music (22.6%), food and beverages (20.4%), and people watching (15.1%; Appendix B, Figure 5). Less cited attributes included the amusement rides (7.4%), Saturday kid's fair (3.8%), 'other' (4.3%), new Ford auto show (1.9%), and the 5K (0.4%). The most enjoyable attribute of Highland Fest significantly differed across the days of completion ($\chi^2=28.18$, $p<.05$; Appendix B, Figure 6).

Group Composition

Most frequently respondents attended Highland Fest with family (49.6%; Appendix B, Figure 7). Slightly more than a fifth (21.3%) attended with friends, while about one tenth attended with both family and friends (12.6%) or alone (11.5%). Very few respondents attended Highland Fest with organized groups (1.9%).

A majority (85.7%) of respondents indicated their group was comprised of other adults (18 or over; Appendix B, Table 4). More than a third (37.0%) comprised of children twelve and under and fewer (10.8%) included individuals between the ages of thirteen and seventeen. Among respondents who specified the actual number of people in each category, groups averaged two adults (\underline{M} =2.4), two children (\underline{M} =1.9) and two teenagers (\underline{M} =1.6; Appendix B, Figure 8).

Highland Fest Expenditures

On average, respondents spent the most on art (\underline{M} =\$48.87; Appendix B, Table 5). Respondents spent an average of \$23.82 at surrounding businesses, \$20.80 on ride tickets, \$20.67 on 'other' items, and \$19.00 on food and beverages.

Highland Park Experience

A majority (88.4%) of respondents had previously visited Highland Park for reasons other than Highland Fest. Among those who had previously visited Highland Park, the most frequently cited reasons were to frequent restaurants (62.2 %) and shop (61.7%; Appendix B, Table 6). Almost half (47.6%) of respondents identified themselves Highland Park residents. Slightly fewer indicated they frequented movies (47.0%), services (28.3%), or other events (20.6%) in Highland Park. A majority (94.2%) of respondents intend to return to Highland Park in the next twelve months (Appendix B, Figure 9). Similarly, among respondents who indicated no previous exposure to Highland Park, approximately three quarters (72.7%) indicated an intention to return.

Comments and Suggestions

Qualitative analysis of open-ended comments and suggestions revealed several themes (Appendix C). A favorable experience was the most common theme among respondents. Example statements included “We have fun here every year!” and “Great Fair!” Several themes emerged among respondents whom suggested improvement opportunities. The most common suggestions focused on enhanced offerings, live music, and cost. Ideas for enhanced offerings focused on increased diversity of food, art, and ride options. With regard to music, respondent comments either focused on return performances of musicians from prior years or different genre of artists included in programming. The most common theme related to cost dealt with the high expense of amusement rides.

DISCUSSION

The 2006 Highland Fest attracted a range of visitors from the local area who found a variety of the events enjoyable. Results indicate the Highland Fest provides an enjoyable experience among visitors, as evidenced by open-ended comments and return visitation. The enthusiasm expressed in open-ended comments illustrates the degree of satisfaction among respondents. A majority of respondents expressed favorable, and often exclamatory, sentiments about Highland Fest. Further, a majority of respondents had a long history and frequent visitation to Highland Fest. The high intention to return suggests that visitor’s previous experience was positive. The degree of return visitation also suggests that visitors will continue to be drawn to the event and the level of attendance can be expected to continue, barring major weather events, competition or major political events.

The range of activities and offerings serve as an important draw. The juried art fair, live music, food and beverages, and people watching all played a major role in attracting visitors. However, a common theme in respondent’s open-ended comments focused on enhancement of current offerings. Incorporating increased diversity in food and beverage vendors, as well as art mediums included in the Juried Art Fair could enhance product offerings.

Word of mouth was an important vehicle for event marketing and mirrors previous state and national findings (Getz, 1991; Salk & Schneider, 2006; Salk, Schneider, & Monson, 2005). Approximately one third of new visitors heard about Highland Fest through friends. Early

planning is key to maximize the effects of word of mouth, as it increases the likelihood of event dates, scheduled programmatic information, and new additions to circulate. Newspapers were also one of the frequently cited information sources. To attract visitors outside of the St. Paul Metro area, newspaper announcements placed throughout the region would be beneficial.

With regard to visitor spending, art accounted for the highest expenditure. Respondents reported moderate spending in all other categories provided. To maximize visitor spending, efforts to increase visitor length of stay and product offerings are suggested. On average, visitors spent only three hours at the event. Providing for enhanced visitor comfort would potentially extend their stay. This could be achieved through expanded seating opportunities, shade structures, and enhancement of restroom facility maintenance. Further, increased monetary expenditures and product offerings could be met by encouraging local merchants to participate as vendors.

In 2006, Highland Fest organizers moved the date of the annual festival from August to July. Respondent's open-ended comments were primarily in support of such change, with only a few exceptions. Among those that stated an objection to the change, comments were focused on the possibility of competing regional events effecting visitation. Also, 2006 marked the first year the Ford Auto Show did not occur. Several respondents noted they missed this aspect of the festival. Further research to better understand the meaning of this event may be warranted. In the meantime, the inclusion of this event or one like it may be beneficial.

Highland Fest played a role in increased community awareness and exposure. More than one quarter of respondents had no prior visitation to Highland Fest. While a majority of respondents indicated they had previously been to Highland Park, a majority of respondents new to the area stated an intention to return in the next twelve months. To enhance the likelihood of return visitation, on-site promotion of community amenities and offerings is advised. This could be achieved through the expansion of the map and schedule made available at Highland Fest.

While visitor surveys have the ability to better understand the festival market, they do not capture other information of potential use to event organizers such as actual visitation, the overall economic impact of Highland Fest and how the event compares to other festivals in the region. Future research to capture this useful information is advised.

REFERENCES

- Felstein, D. & Fleischer, A. (2003). Local festivals and tourism promotion: The Role of public assistance and visitor expenditures. *Journal of Travel Research*, 41(4), 385-393.
- Getz, D. (1991). *Festivals, special events, and tourism*. New York: Van Nostrand Reinhold.
- Hall, C.M. (1992). *Hallmark tourist events*. London: Bellhaven.
- Nicholson, R.E. & Pierce, D.G. (2001). Why do people attend events: A Comparative analysis of visitor motivations at four South Island events. *Journal of Travel Research*, 39, 449-460.
- Salk, R.J., & Schneider, I.E. (2006). *Profile of 2006 District del Sol Cinco de Mayo Fiesta*. St. Paul, Minnesota: University of Minnesota Tourism Center.
- Salk, R.J., Schneider, I.E., & Monson, V. (2005). *2005 Meander visitor evaluation: Profile and possible improvements*. St. Paul, Minnesota: University of Minnesota Tourism Center.

APPENDIX

APPENDIX A

2006 Highland Fest™ Survey

Have you been to Highland Fest before (check ONE)? ___ YES ___ NO

If yes, how many years have you attended Highland Fest? ___ YEARS

What was the last year you attended Highland Fest? _____

Where did you hear about this event? (check all that apply)

___ NEWSPAPER ___ FRIENDS ___ INTERNET ___ CITY PAGES ___ PREVIOUS VISIT ___ RADIO ___ TV ___ OTHER

About how long do you intend to be at the event? ___ HOURS

Have you ever been to Highland Park for any reason other than Highland Fest? ___ YES ___ NO

If yes, what was the purpose? (check all that apply)

___ SHOPPING ___ RESTARAUNTS ___ MOVIES ___ SERVICES ___ RESIDENT ___ OTHER EVENTS

Do you intend to return to Highland Park in the next 12-months (check ONE)? ___ YES ___ NO

What do you enjoy most about Highland Fest (check ONE)?

___ LIVE MUSIC ___ 5K ___ FOOD & BEVERAGES ___ JURIED ART FAIR ___ SATURDAY KIDS ACTIVITIES
___ AMUSEMENT RIDES ___ PEOPLE WATCHING ___ NEW FORD AUTO SHOW ___ OTHER

Who are you with (check ONE)?

___ ALONE ___ FRIENDS ___ FAMILY ___ FAMILY & FRIENDS ___ ORGANIZED GROUP ___ OTHER (SPECIFY: _____)

How many in your group are of the following ages (specify NUMBER):

___ 0-12 years ___ 13-17 years ___ 18+ years old

How much did YOU spend during your time at the Festival?

\$ _____ ART FAIR \$ _____ FOOD & BEVERAGES \$ _____ RIDE TICKETS \$ _____
SURROUNDING BUSINESSES \$ _____ OTHER

What year were you born? 19____ **What is your zip code?** _____

What is your gender? ___ FEMALE ___ MALE

What is your annual household income (before taxes)?

___ LESS THAN \$5,000 ___ \$5,000-9,999 ___ \$10,000-14,999 ___ \$15,000-24,999
___ \$25,000-34,999 ___ \$35,000-49,999 ___ \$50,000-74,999 ___ \$75,000-99,999
___ \$100,000-124,999 ___ \$125,000-149,999 ___ \$150,000 or more

What is your ethnic origin (check one)?

___ HISPANIC/LATINO ___ NON-HISPANIC/NON-LATINO

What is your Race (check all that apply)?

___ AMERICAN INDIAN OR ALASKA NATIVE ___ ASIAN ___ BLACK OR AFRICAN AMERICAN
___ WHITE ___ NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER ___ OTHER (Explain: _____)

Comments/Suggestions

THANK YOU

APPENDIX B

Tables and Figures

Table 1. Response rate among visitors to Highland Fest, 2006.

Total parties contacted	1032
Respondents	489
Refusals	542
Compliance rate	47.5%
Unusable Questionnaires	8
Usable Questionnaires	481

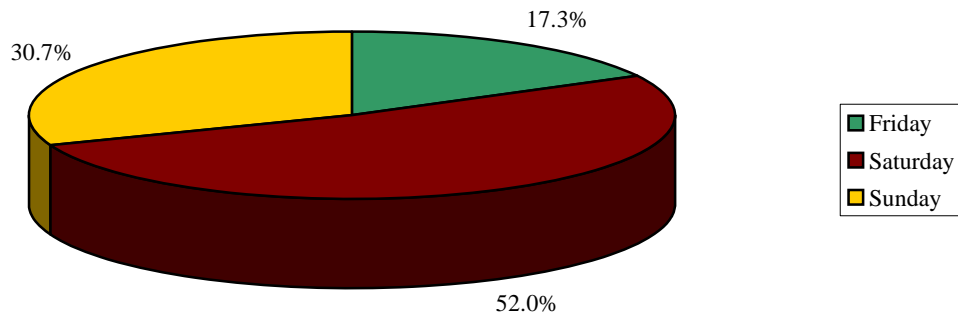


Figure 1. Day when respondents completed questionnaires regarding Highland Fest, 2006.

Table 2. Demographic characteristics among visitors to Highland Fest, 2006.

	Frequency	Percent
Gender		
Male	185	40.6
Female	271	59.4
Total	456	100.0
Ethnicity		
Hispanic/Latino	20	4.7
Non-Hispanic/Non-Latino	403	95.3
Total	423	100.0
Race		
White	382	79.4
Other	16	3.3
Black or African American	15	3.1
Asian	13	2.7
American Indian/Alaska Native	9	1.9
Native Hawaiian or Pacific Islander	7	1.5
Total	N/A ¹	N/A ¹
Age (M=41.1; S.D.=13.9)		
18-30	115	25.1
31-40	111	24.2
41-50	114	24.9
51-60	75	16.4
61-70	34	7.4
71 or older	9	2.0
Total	458	100.0

¹Due to possible selection of multiple categorical responses.

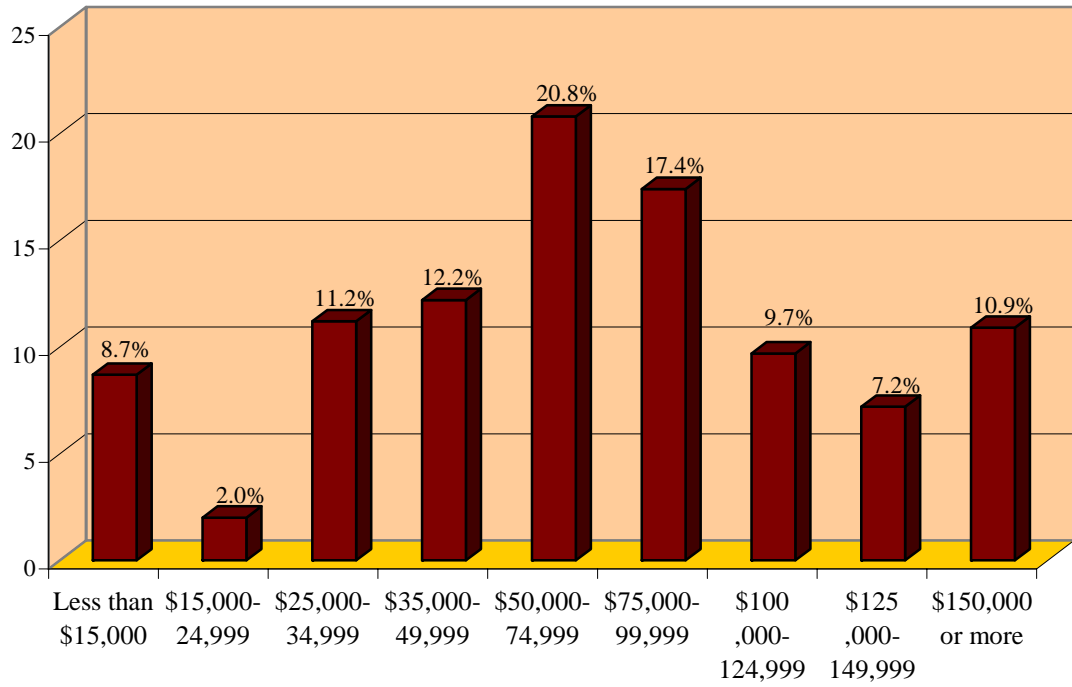


Figure 2. Percentage of annual household income among visitors to Highland Fest, 2006.

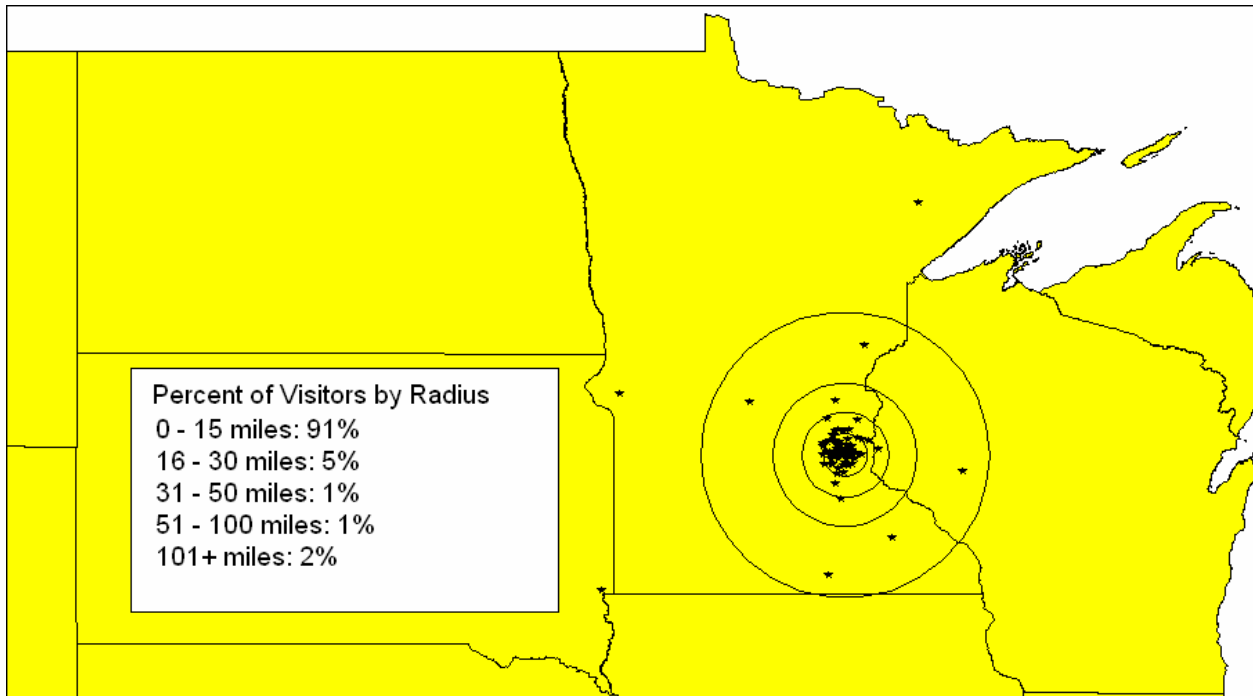


Figure 3. Radius map of respondents to Highland Fest, 2006 (n=445).

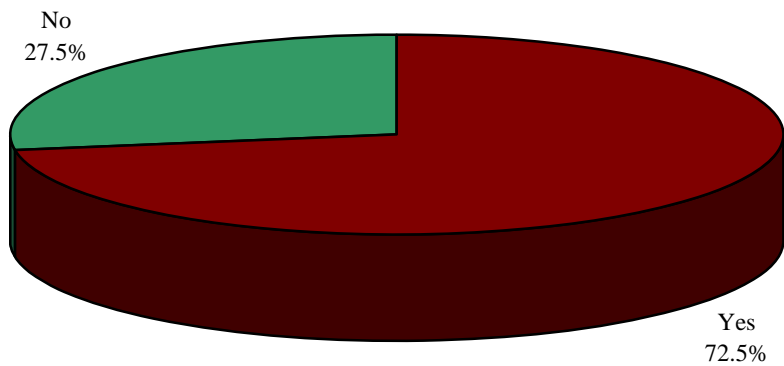


Figure 4. Previous Highland Fest attendance among visitors to Highland Fest, 2006.

Table 3. Information sources among visitors to Highland Fest, 2006.

	Frequency	Percent
Other	152	31.6
Previous visit	151	31.4
Friends	140	29.0
Newspaper	110	22.9
Radio	18	3.7
City Pages	15	3.1
Internet	14	2.9
TV	3	0.6

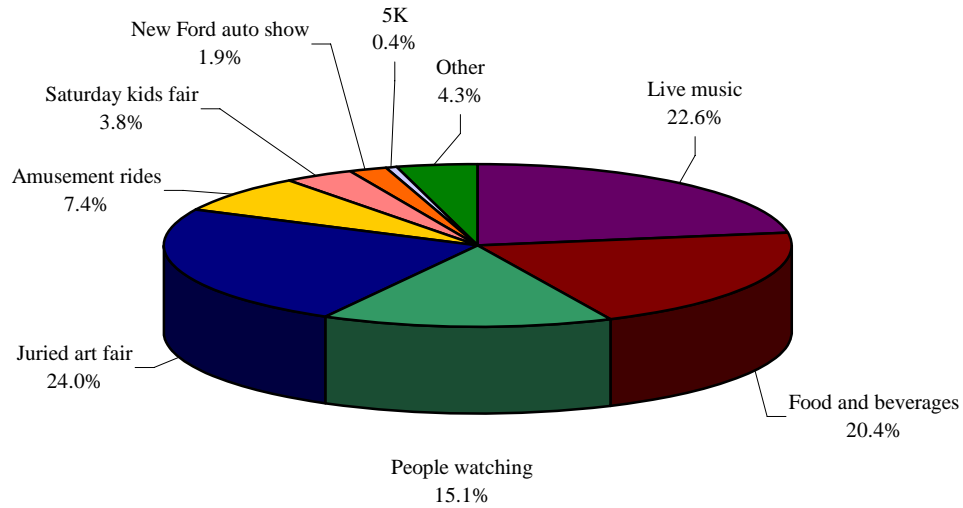


Figure 5. Most enjoyable attribute of Highland Fest among questionnaire respondents, 2006.

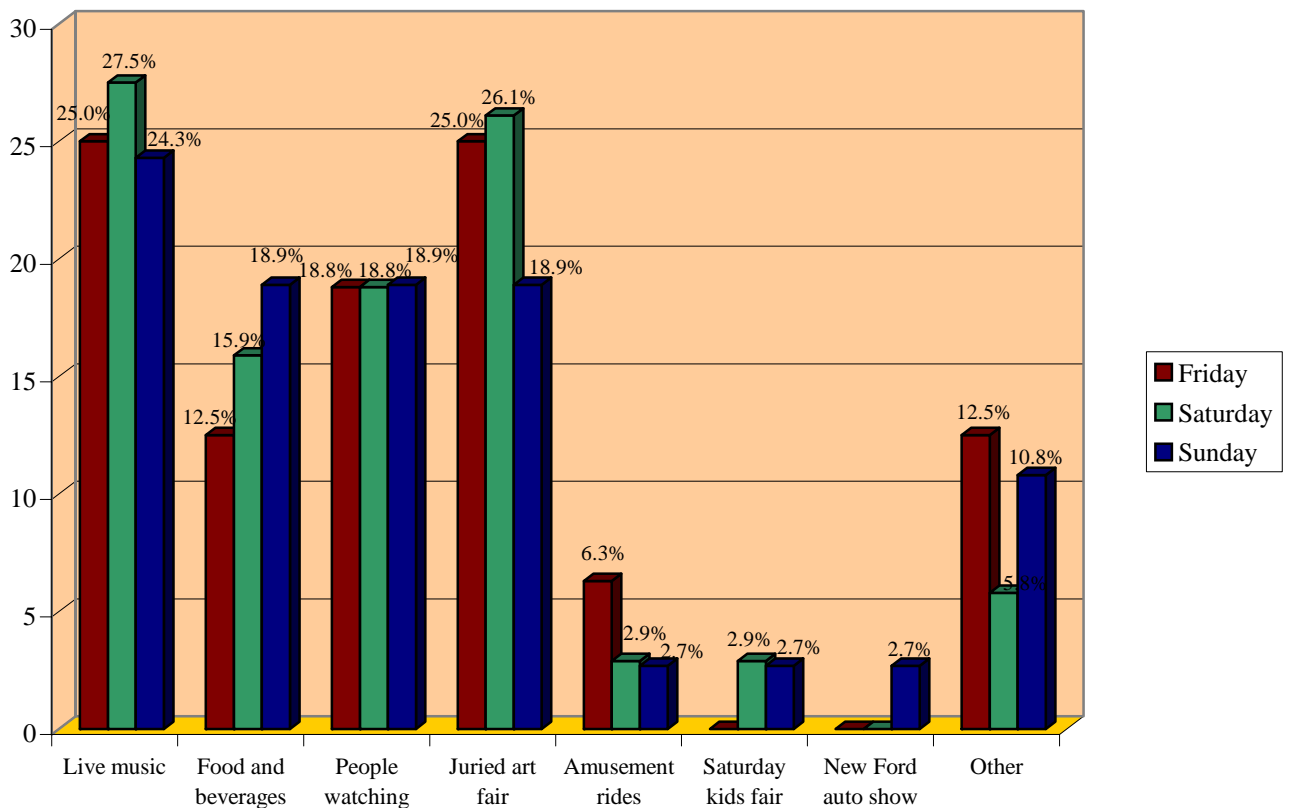


Figure 6. Most enjoyable attribute of Highland Fest based on day of questionnaire completion among Highland Fest respondents, 2006.

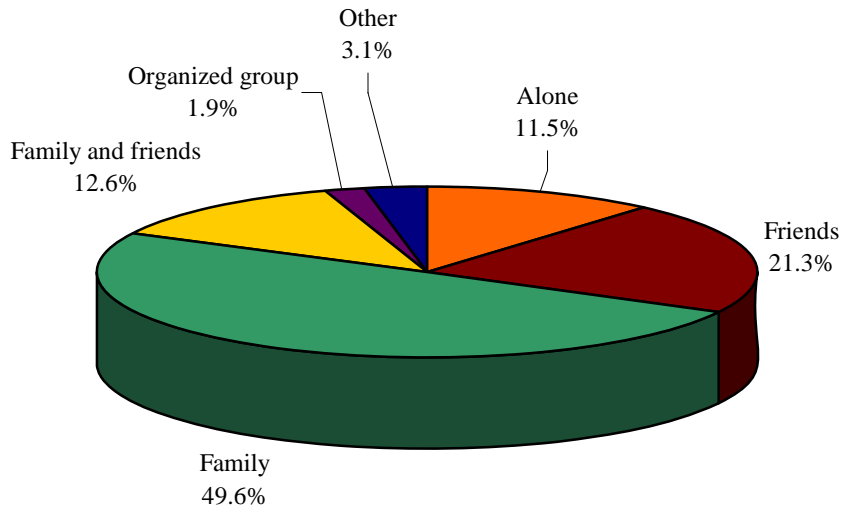


Figure 7. Group composition among visitors to Highland Fest, 2006.

Table 4. Group composition age among visitors to Highland Fest, 2006.

	Frequency	Percent
Adults (18+)	412	85.7
Children (0-12)	178	37.0
Teenagers (13-17)	52	10.8

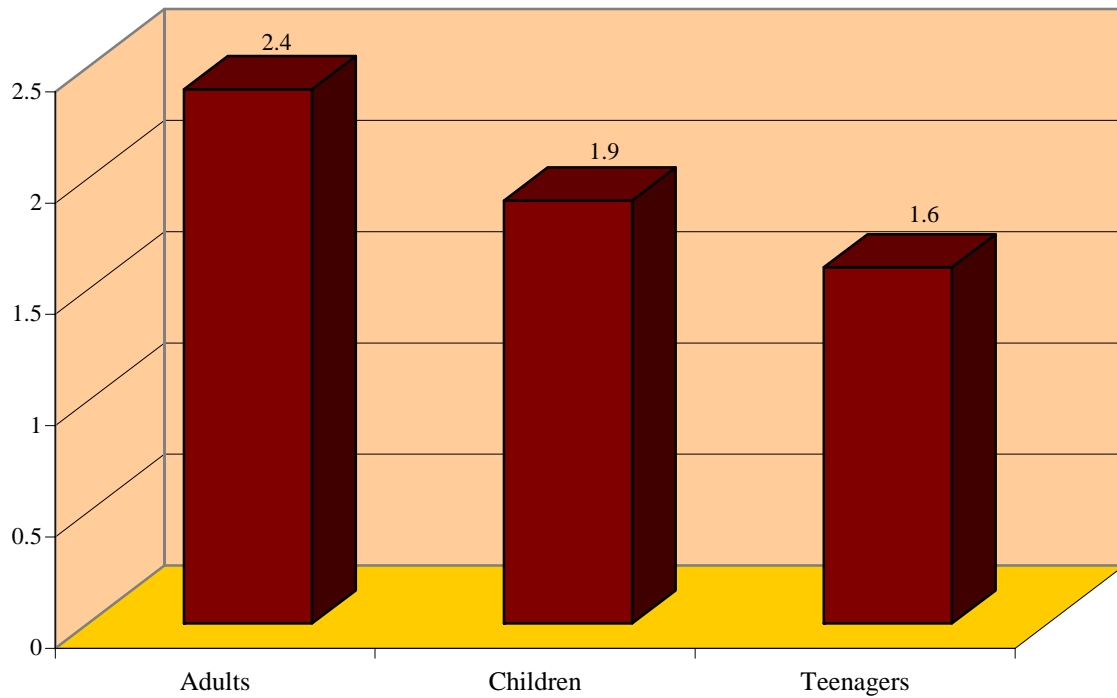


Figure 8. Average group size based on age categories among visitors to Highland Fest, 2006.

Table 5. Average expenditures at Highland Fest among festival attendee respondents, 2006.

	M	S.D.	Range
Art (n=121)	\$48.87	\$48.11	\$0-200
Surrounding Businesses (n=56)	\$23.82	\$19.01	\$0-75
Ride tickets (n=113)	\$20.80	\$12.63	\$0-50
Other (n=33)	\$20.66	\$21.25	\$0-75
Food and beverages (n=315)	\$19.00	\$14.33	\$0-75

Table 6. Purpose of previous visit to Highland Park among visitors to Highland Fest, 2006.

	Frequency	Percent¹
Restaurants	299	62.2
Shopping	297	61.7
Resident	229	47.6
Movies	226	47.0
Services	136	28.3
Other events	99	20.6

¹Totals more than 100% as respondents indicated all purposes for prior visit.

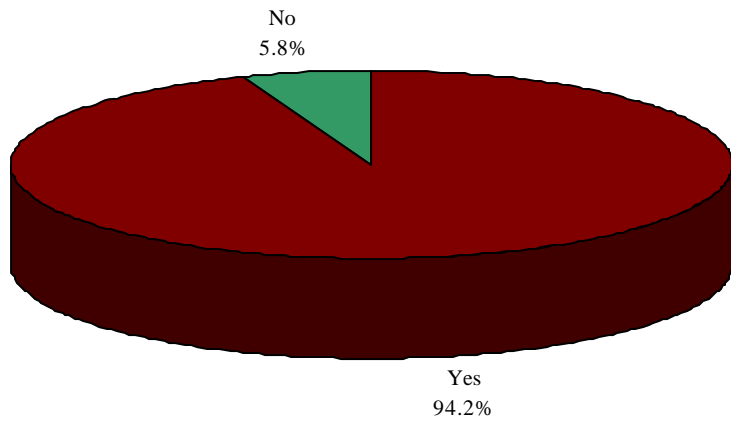


Figure 9. Intention to return to Highland Park in the next twelve months among visitors to Highland Fest, 2006.

APPENDIX C

Respondents Comments and Suggestions

Too many jewelry vendors—too many photograph vendors

Loved the art fair! 😊

Good time thanks

What happened to the oldies? Will Martin Zellar ever play Neil Diamond??

More live music—good local acts to get the younger crowd out here to listen to the music. Beer garden maybe? Turn it into a fun party for the college-age & twenty somethings.

Great job Blake! 😊

FUN! 😊

More artists

I have enjoyed every part of the Highland Fest especially the fireworks & Martin Zellar.

Cheaper rides Yeah Tim!

Sound/Mixer guy could choose intermission/set-up music appropriate for diverse group

Improving, better than last year

I (heart) Highland Fest!!

Thank you for bringing the Fest to highland park. It's great for the community.

Rides this year are too expensive! 😊

Rides and games are expensive

More rides

Bring back history trolley!

Disappointed w/no Surf Dawg music like last year

Where is the character sketch artist this year?

More rides cheaper tickets! More variety of foods!

We have fun here every year!

Awesome!

More porta potties; the rides are too expensive

Kids music-Saturday (daytime)

How about frozen yogurt. Move to August.

Highland Park! Superiority of the Twin Cities!

It is very family orientated festival and we look forward to it every year.

Great for the neighborhood

Lots of fun

Nice festival

Glad you moved up the date! Hoorah

Great fair!

Great

More free stuff!

Beer gardens

Always enjoy it!

Love the art displays and flea market

Lots of variety

Great people watching

Better music, Tim Mahoney is sweet though

Pretty awesome

Cute stand workers

Keep up the good work

Highland Fest is tight

College student-my occupation

I (heart) HIGHLAND FEST

Would like to see new arts maybe crafts too!

We need more food, the Rockin Hollywoods back and more vendors. Better police protection

The Fair becomes LESS & LESS every yr! Poor showing this yr-so far. Use to line Cleveland & Pkwy. Get HP Sr involved. Danceline & cheerleaders used to have a booth!-Wrestlers & Football Nice to see Avery volunteering

Highland Fest needs a skatepark

This park smells great, makes me hungry, mostly

July is better than August

Feed me!!!! Lower prices Less surveys.

Also should list volunteer

Some ride operators are scary-they look bored and not paying attention to kids on rides. I like the new rides versus 2005

Damian rocks

I like the food

I like people together V.good.

Pleased w/ event

Not to put the bathrooms in the brick area on Cleveland and Ford-people sit ther and it's very unbecoming right there & more artists

Just got here

Family band for Fri night like the Rockin Hollywoods

Traffic could be better

I miss car show

Bigger bsu (?) tournament

Great fair!

Get more eclectic/interesting arts & crafts

Where is the Rockin Hollywoods?

Good Job!

Rides too expensive!!

Kids will miss Saturday Fireworks

I (heart) Highland Fest=next year's t-shirt idea ☺

Live music & art are the best parts. Also like having beer at the music.

I found the feast very attractive and joyful I wish I could attend all the festivals celebrated there in Highland.

Free prizes ("like food")

More interesting rides...more chairs mention what parking is on the website

We loved having Martin Zellar back! Fireworks were especially cool this year! We also REALLY appreciate the fact we don't have to purchase those annoying food tickets at Highland Fest! The quality of the art fair is great too!

We love it

Thank you for bringing us this fun event ☺

You would draw more people if you have it on a different weekend than Stillwater's Lumberjack Days.

More food options

More shady seating, DO NOT charge for ramp parking, Easier access to ramp from the East.

Music not as good as past years. Miss the auto shows

Loved the surf theme stage last year

Very nice

Love, Love Highland Fest!! ☺

Better fireworks

Good event-Keep it going

A ferris; more FREE stuff!

Rides way too expensive \$9 for 3 girls to ride the slide for 45 seconds.

Bring back the kid's parade.

Too many rowdy teens-need more security

It's a wonderful community event

Lower the prices!

Make it larger More banks

Cheaper food/rides

Someone from the festival organizing body discouraged some impromptu drummers that set up at Ford & Kenneth-told them "too loud, go away." My kids enjoyed those drummers very much. Could you create some space for this type of performance (e.g. not a big stage)? Just a thought...

It's been a wonderful time I'll be back next year.

Good idea to have more summer events like this for family entertainment.

Rides and games are more expensive than the state fair.

Hi!