Red Wing Arts Festival: 2017 Attendee Profile and Artist Survey

Background
Red Wing Arts Festival aims to provide attendees with a high quality, fun, and family-friendly art event. The University of Minnesota Tourism Center and Extension Center for Community Vitality were contracted to profile attendees and artisan vendors during the 2017 Red Wing Arts Festival. The purpose of this project was to better understand attendees and artisan vendors, and subsequently:
- inform marketing decisions,
- enhance the event itself, and
- maximize its benefits to the community.

Methods
Attendee questionnaire
On-site & administered at varied times between October 14-15, 2017

Artisan vendor questionnaire
Online & administered in November 2017

Contents
- Reasons to attend the event
- Most enjoyable attributes
- Level of satisfaction
- Expenditures
- Engagement with the art

Sample size
Attendee survey n=354; compliance rate: 69%
Vendor survey n=64; compliance rate: 67%

Analysis
Descriptive in SPSS

Key Findings
- Baby Boomers
- Over 1/3 were first-time attendees—new sources of attendees
- The festival is important for drawing people to downtown

Attendee engagement with art
- Quality & variety of art: main reasons to attend and most enjoyable attributes of the art festival
- Strong tendency to talk to artists
- Susceptible to new visual art forms:
  - Mixed media
  - Fiber

Artisan vendors
- Pleased with quality of vendor service: friendly staff, artist lounge & food
- Highly satisfied with strong sales & positive reputation

Funding
Minnesota State Arts Board

The University of Minnesota Tourism Center is a collaboration of University of Minnesota Extension and the College of Food, Agricultural and Natural Resource Sciences.

74%
53%
Mean: $57
Median: $37

Fig. 6: % of attendees intending to talk to artists (n=336)
Fig. 7: % of attendees having encountered new visual art forms (n=332)
Fig. 8: Average & median personal spending on art among those who purchased art (n=153)

Fig. 1: Top five reasons to attend Red Wing Arts Festival (n=346)
Fig. 2: Most enjoyable attributes of Red Wing Arts Festival (n=342)

34%
68%
52%

Fig. 3: % of first-time attendees (n=346)
Fig. 4: % of attendees citing the festival as main reason to visit downtown (n=345)
Fig. 5: Average age of Red Wing Arts Festival attendees (n=320)

Fig. 9: Red Wing Arts Festival attendees’ information sources (n=346)
Fig. 10: Vendors’ satisfaction level with Red Wing Arts Festival (n=60)

Fig. 11: Vendors’ level of agreement that Red Wing Arts Festival was a positive event (n=64)
Fig. 12: Vendors’ reported sales range (n=60)

Discussion