

St. Paul Festivals: Cinco de Mayo, Dragon Festival, Highland Fest and Grand Old Days

**Prepared by
Rainry Salk
Research Assistant, University of Minnesota
Conducted on behalf of the St. Paul Festival Association
July, 2007**

*This report (NPCR 1250) is also available on the CURA website:
www.cura.umn.edu/search/index.php*

July, 2007

Neighborhood Planning for Community Revitalization (NPCR) supported the work of the author of this work, but has not reviewed it for publication. The content is solely the responsibility of the author and is not necessarily endorsed by NPCR.

NPCR is coordinated by the Center for Urban and Regional Affairs at the University of Minnesota. NPCR is supported by grants from The Minneapolis Foundation, the McKnight Foundation, The Bremer Foundation, and The St. Paul Travelers Foundation.

Neighborhood Planning for Community Revitalization

330 Hubert H. Humphrey Center

301 - 19th Avenue South

Minneapolis, MN 55455

phone: 612/625-1020

e-mail: ksn@umn.edu

website: <http://www.npcr.org>

**Profile of 2006 District del Sol Cinco de Mayo Fiesta
Attendees**



Prepared for:
The Riverview Economic Development Association



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



ACKNOWLEDGEMENTS

The projects' success resulted from a collaborative effort among several organizations and instrumental contributors. The authors would like to acknowledge the Riverview Economic Development 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 Chris Romano, Kris Nelson, Dan Erkill, Tran Huan and Laurie Healy, 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 the District del Sol Cinco de Mayo Fiesta, organized by the Riverview Economic Development Association (REDA). Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at Cinco de Mayo and District del Sol. To that end, a visitor questionnaire was developed and administered to Cinco de Mayo visitors.

Methods

An on-site questionnaire (available in English and Spanish) was administered to Fiesta attendees. A systematic sample with sampling throughout the event and across the event activities was implemented, using bi-lingual interviewers. Throughout the event, a total of 941 parties were contacted and 487 questionnaires completed which resulted in a 51.8% completion rate. Completed questionnaires were entered, cleaned and checked in SPSS version 12.0.

Results

Demographics

Most often respondents were female, reported an average age of 38.2 years, and indicated they were of Hispanic or Latino origin. The most frequently cited income was between \$50,000-74,999 (21.8%).

2006 Fiesta experience

Most respondents attended the Fiesta on Saturday (60.6 %). On average, respondents spent more than four hours at the Fiesta, attended the Fiesta with either family (42.0 %) or friends (31.9%) and reported spending the most on food and beverages or tickets ($M=\$28.10$ and $\$27.08$, respectively). Respondents indicated they enjoyed many aspects of the Fiesta and no one event was a draw. Still, of the options presented, respondents most frequently cited live music, food and beverages, and people watching as the most enjoyable Fiesta attributes (~15% each).

A majority of respondents had previously attended District Del Sol Cinco de Mayo Fiesta and heard about it through friends. However, more than one quarter of respondents were first time visitors to the Cinco de Mayo Fiesta or District del Sol. Among these new visitors, a majority stated an intention to return to in the next twelve months.

Overall, Cinco de Mayo Fiesta appears to meet its objectives as an enjoyable event in District del Sol, as evidenced by Fiesta visitor respondents' intention to return. The Fiesta draws a diverse crowd and contributes to enhanced community exposure and monetary flow.

Opportunities to grow the Fiesta include enhanced attractions and/or events on Friday, attention to the local community and current client base in terms of informing them about the Fiesta, focused marketing on those interested in cultural events, as well as increased information on current Fiesta materials.

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
District del Sol Cinco de Mayo Fiesta Experience.....	3
Sources Informing about District del Sol Cinco de Mayo Fiesta.....	3
Attributes of Enjoyable Experience.....	3
Group Composition.....	3
Expenditures.....	4
District del Sol Experience.....	4
Comments and Suggestions.....	4
Discussion.....	4

References.....	6
Appendices.....	7
A. English Survey Instrument.....	8
B. Spanish Survey Instrument	10
C. Festival Map.....	12
D. Tables and Figures	13
E. Respondent Comments & Suggestions	20

Profile of 2006 District del Sol Cinco de Mayo Fiesta 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 the District del Sol Cinco de Mayo Fiesta. Visitor demographics, information sources for the Fiesta, experience, and expenditures at Cinco de Mayo Fiesta, 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 District del Sol Cinco de Mayo Fiesta. 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 Riverview Economic Development Association (REDA), the 2006 District del Sol Cinco de Mayo Fiesta was held on May 5th and 6th. The Fiesta attracts more than 100,000 visitors and celebrates an important date in Mexican and Mexican American history. The 24th annual Fiesta was held in West St. Paul in the District del Sol neighborhood and located exactly on Caesar Chavez Street between Wabasha Street and Anita Street in St. Paul, Minnesota. The two-day event included several stages of live music, food and merchandise vendors, children's play area, a parade, car show, and many other activities.

Questionnaire

An on-site questionnaire was developed with the assistance of REDA personnel. Questionnaire sections included event participation, enjoyable attributes, information sources, expenditures, group composition, community familiarity, and demographics. Two versions of the questionnaire were available for use (Appendix A & B). The English questionnaire was translated into Spanish by two bilingual sources and translated back to English by another source to ensure accuracy.

Approach

A sampling plan was created to reach the range of Cinco de Mayo Fiesta 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 spatial coverage across the Fiesta activities and grounds (Appendix C).

Based on estimated attendance from preceding years, a sampling quota target was set at 383 visitor contacts (95% confidence interval; $\pm 5\%$ sampling error rate). Bi-lingual trained volunteers and University of Minnesota Tourism Center staff administered the questionnaire.

Response Rate

Throughout the event, a total of 941 parties were contacted and 487 questionnaires attained. Thus, this resulted in a 51.8% compliance rate (Appendix D; Table 1). A total of 22 questionnaires were unusable, and thus, 465 questionnaires were usable. Of those, 22.8% were completed in Spanish (n=106). Three quarter (75.2%) of respondents were contacted on Saturday, while the remainder was contacted on Friday night (Appendix D, Figure 1). Among those who did not agree to participate, the most frequently specified reasons were lack of interest or time. Very few non respondents (3.7%) 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 (55.2%) of respondents were female and reported an average age of 38.2 years (Appendix D, Table 2). In terms of ethnicity, slightly less than half (46.4%) indicated they were of Hispanic or Latino origin. Among those who indicated their race, the most frequently specified was white (46.5%) or 'other' (17.8%). The highest percentage (21.8%) of respondent's annual household was between \$50,000-74,999 (Appendix D, Figure 2), with the remainder evenly distributed across all income categories.

Primary Residence

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zipcode. A majority of respondents (79%) primary residence was zero to fifteen miles from District del Sol (Appendix D, Figure 3). An additional one in ten (11%) resided sixteen to 30

miles from District del Sol. Very few respondents (6%) indicated they resided more than 100 miles from District del Sol (Appendix D, Figure 4).

District del Sol Cinco de Mayo Fiesta Experience

A majority of respondents had previously attended District Del Sol Cinco de Mayo Fiesta (70.7%; Appendix D, Figure 5). Respondents most frequently attended the 2006 Fiesta on Saturday only (60.6%; Appendix D, Table 3). Slightly less than a quarter (22.4%) indicated they attended the Fiesta both days, while fewer attended Friday only (17.0%). Similarly, among respondents who had no prior District del Sol Cinco de Mayo Fiesta experience Saturday attendance was the most frequent (67.4%).

On average, respondents spent more than four hours ($\bar{M}=4.5$) at the Fiesta, with a range of one to seventeen hours.

Sources Informing about District del Sol Cinco de Mayo Fiesta

Respondents heard about the Fiesta through friends most frequently (46.2%; Appendix D, Table 4). More than a quarter (28.2%) indicated they knew of the Fiesta from a prior visit, while slightly less than a fifth indicated 'other' or newspaper served as a source about the Fiesta (19.8% and 19.4%, respectively). Fewer respondents indicated they heard about the event through radio (15.5%), TV (8.6%), Internet (6.5%) or flier (3.9%). Among those new to the Fiesta in 2006, friends (62.9%) were the most frequently cited information source.

Attributes of Enjoyable Experience

An even distribution was found among the most enjoyable attributes of Cinco de Mayo. Respondents cited live music (16.9%), food and beverages (16.3%), and people watching as enjoyable (15.4%; Appendix D, Figure 6). The parade and car show were also enjoyable among respondents (13.9% and 12.4%, respectively). The least frequently cited attributes were dancing (9.1%), arts (8.9%), and 'other' (7.2%). Significant differences did not emerge between the most enjoyable attributes and the day(s) respondents attended.

Group Composition

A majority of respondents attended the Cinco de Mayo Fiesta with either family or friends (42.0% and 31.9%, respectively; Appendix D, Figure 7). More than a tenth (12.7%) indicated they were with both family and friends during the fiesta. Very few respondents attended the Fiesta alone (6.0%) or with organized groups (5.0%).

A majority (86.0%) of respondents indicated their group was comprised of other adults, while more than a third (39.4%) included children twelve and under (Appendix D, Table 5). Fewer groups (16.3%) included teenagers between the ages of thirteen and seventeen. Among respondents who specified the actual number of people in each category, groups averaged three adults ($\bar{M}=3.1$), two children ($\bar{M}=2.2$) and two teenagers ($\bar{M}=2.1$; Appendix D, Figure 8).

Fiesta Expenditures

On average, respondents spent the most on food and beverages or tickets (\underline{M} =\$28.10 and \$27.08, respectively; Appendix D, Table 6). Respondents spent an average of \$19.76 on ‘other’ items and \$18.47 on souvenirs. The lowest dollar value reported was spent on parking (\underline{M} =3.80).

District del Sol Experience

Seven of ten respondents (71.1%) had previously visited District Del Sol for reasons other than the Cinco de Mayo Fiesta. Among those who had previously visited District Del Sol, the most frequently cited reasons were to frequent restaurants (54.2 %) and shop (44.7 %; Appendix D, Table 7). Very few (14.0%) respondents identified themselves District del Sol residents. A majority (92.0%) of respondents intend to return to District Del Sol in the next twelve months (Appendix D, Figure 8). Similarly, among respondents who indicated no previous exposure to District del Sol, a majority (80%) indicated an intention to return.

Comments and Suggestions

Qualitative analysis of open-ended comments and suggestions revealed several themes (Appendix E). A favorable experience was the most common theme among respondents. Example statements included “great festival!” and “I love Cinco de Mayo!!” Several themes emerged among respondents whom suggested improvement opportunities. The most common suggestions were focused on authenticity, specific attributes or amenities, and cost. With regard to authenticity, respondents stated a desire for more traditional arts and crafts, food, and beverage options. Specific attributes or amenity themes included suggestions to extend Fiesta timeframe and offerings, eliminate use of tickets, and improve parade timing, parking options, seating, and cleanliness. With regard to expense, comments focused primarily on the high cost of food and tickets.

DISCUSSION

The District Del Sol’s Cinco de Mayo Fiesta 2006 attracted a range of visitors from the local area who found a variety of the events enjoyable. The Fiesta attracted both Hispanic and non-Hispanic attendees as approximately half of attendees were Latino or Hispanic.

Results indicate the Fiesta 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 Cinco de Mayo. Further, a majority of respondents had previously attended the Fiesta. The elevated return visitation suggests that visitor’s previous experience was positive and compels them to return. 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.

The range of activities and offerings serve as an important draw. Visitors are attracted to different Fiesta attributes, as illustrated by the relatively even distribution of respondent's most enjoyable experience. Thus, no one event can be identified as the key attribute of the festival, but the mosaic of events are attractive. However, comments on the desire for greater authenticity of food and events points to a product development opportunity and possible screening for 2007 vendors (must be related to Latino culture or sell authentic products).

Word of mouth was an important vehicle for event marketing and mirrors previous state and national findings (Getz, 1991; Salk, Schneider, & Monson, 2005). Approximately two thirds of new visitors heard about the Fiesta 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 and radio were also frequently cited information sources. To attract visitors outside of the St. Paul Metro area, newspapers and radio announcements placed throughout the region would be beneficial.

With regard to visitor spending, respondents reported moderate spending in all categories provided. Tickets or food and beverages accounted for the highest expenditures. To maximize visitor spending, efforts to increase visitor length of stay and product offerings are suggested. On average, visitors spent less than five 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. Additionally, several respondents suggested a desire for further offerings available. Most notably, the focus was on enhanced availability of traditional and ethnic food, beverages, and merchandise. An effort to capture more venues to meet those desires could lead to increased visitor expenditures. An increased focus on authenticity would also contribute to enhanced differentiation from other festivals held in the Metropolitan area.

The Cinco de Mayo Fiesta played a role in increased community awareness and exposure. More than one quarter of respondents had no prior visitation to the Cinco de Mayo Fiesta or District del Sol and the majority 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 the Fiesta.

While visitor surveys have the ability to better understand the festival market, they does not capture other information of potential use to event organizers such as actual visitation, the overall economic impact of Cinco de Mayo Fiesta and how the Fiesta 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., & Monson, V. (2005). *2005 Meander visitor evaluation: Profile and possible improvements*. St. Paul, Minnesota: University of Minnesota Tourism Center.

APPENDIX

APPENDIX A

English survey instrument

2006 Cinco de Mayo Fiesta in District Del Sol Survey

Have you been to Cinco de Mayo Fiesta in District Del Sol before (check one)? YES NO

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

NEWSPAPER FRIENDS INTERNET FLIER
 PREVIOUS VISIT RADIO TV OTHER

About how long do you intend to be at the Fiesta? _____ HOURS

Which day(s) did you attend the Fiesta? (check all that apply)

FRI SAT

Have you ever been to District del Sol for any reason other than the Fiesta? YES NO

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

SHOPPING RESTARAUNTS MOVIES
 SERVICES RESIDENT

Do you intend to return to District del Sol in the next 12-months (check one)? YES NO

What do you enjoy most about this Cinco de Mayo Fiesta (check one)?

LIVE MUSIC CAR SHOW FOOD & BEVERAGES PARADE
 ARTS DANCING PEOPLE WATCHING OTHER

Who are you with (check one)?

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

How many are in your group are (specify #):

0-12 YEARS 13-17 YEARS 18+ YEARS OLD

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

\$ _____ PARKING \$ _____ SOUVENIRS
\$ _____ FOOD & BEVERAGES \$ _____ TICKETS \$ _____ OTHER

2006 Cinco de Mayo Fiesta in District Del Sol Survey

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

Spanish survey instrument

Encuesta 2006 Cinco de Mayo Fiesta en Distrito Del Sol

¿Ha estado en la Fiesta del Cinco de Mayo en el Distrito del Sol antes?

(Seleccione una respuesta) SI NO

¿Dónde escuchó de esta Fiesta? (Puede seleccionar más de una respuesta)

PERIODICO AMIGOS INTERNET HOJA VOLANTE
 VISITA ANTERIOR RADIO TV OTRO

¿Aproximadamente por cuanto tiempo planeas estar en la Fiesta? ____ HORAS

¿Qué día(s) atendió a la fiesta? (Puede seleccionar más de una respuesta)

VIERNES SABADO

¿Ha estado antes en El Distrito del Sol por otra razón que no sea la de esta Fiesta? SI NO

¿Si su respuesta es sí, cual fue su propósito? (Puede seleccionar más de una respuesta)

COMPRAS RESTAURANTES PELICULAS
 SERVICIOS RESIDENTE

¿Planeas regresar al Distrito del Sol en los próximos 12 meses? (Seleccione una respuesta) ____

SI NO

¿Qué es lo que mas disfruta de esta Fiesta de Cinco de Mayo? (Seleccione una respuesta)

MUSICA EN VIVO EL SHOW DE CARROS
 COMIDA Y BEBIDAS DESFILE
 ARTES BAILAR
 MIRAR A LA GENTE OTRO

¿Con quién anda hoy? (Seleccione una respuesta)

SOLO AMIGOS FAMILIA FAMILIA Y AMIGOS
 UN GRUPO ORGANIZADO OTRO (ESPECIFIQUE: _____)

¿Cuántos en su grupo tienen las siguientes edades? (especificar el #):

____ 0-12 AÑOS 13-17 AÑOS 18+AÑOS

¿Cuánto gastó usted durante su estadía en La Fiesta?

\$ _____ PARQUEO \$ _____ RECUERDOS \$ _____ COMIDA Y BEBIDAS
\$ _____ BOLETOS \$ _____ OTRO

¿En que año nació? 19 ____ ¿Cual es su código postal? _____

¿Cuál es su género? FEMENINO MASCULINO

¿Qué es el ingreso anual para tu casa (antes de impuestos)?

MENOS QUE \$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 O MAS

¿Cuál es su origen étnico (Seleccione una respuesta)?

HISPANO/LATINO NO-HISPANO/NO-LATINO

¿Cuál es su raza? (Puede seleccionar más de una respuesta)

INDIO AMERICANO O NATIVO DE ALASKA ASIATICO
 NEGRO O AFRO AMERICANO BLANCO
 NATIVO DE HAWAII U OTRAS ISLAS DEL PACIFICO
 OTRO (Explique: _____)

Comentarios/sugerencias

GRACIAS

APPENDIX C

Festival Map



APPENDIX D

Tables and Figures

Table 1. Response rate among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

Total parties contacted	941
Respondents	487
Refusals	454
Compliance rate	51.8%
Unusable Questionnaires	22
Usable Questionnaires	465

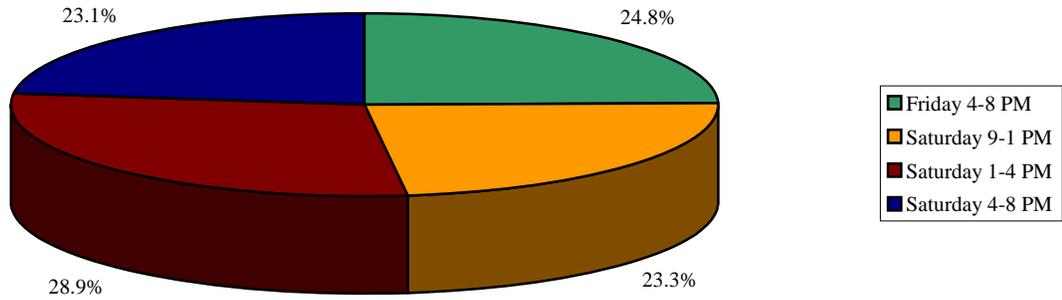


Figure 1. Date and time when respondents completed questionnaires regarding the District del Sol Cinco de Mayo Fiesta, 2006.

Table 2. Demographic characteristics among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent
Gender		
Male	177	44.8
Female	218	55.2
Total	395	100.0
Ethnicity		
Hispanic/Latino	189	46.4
Non-Hispanic/Non-Latino	218	53.6
Total	407	100.0
Race		
White	216	46.5
Other	83	17.8
Black or African American	22	4.7
American Indian/Alaska Native	16	3.4
Asian	5	1.1
Native Hawaiian or Pacific Islander	4	0.9
Total	346	N/A ¹
Age (M=38.2; S.D.=13.5)		
18-30	132	33.5
31-40	102	25.9
41-50	84	21.3
51-60	51	13.0
61-70	18	4.5
71 or older	7	1.8
Total	394	100.0

¹ Due to possible selection of multiple categorical responses.

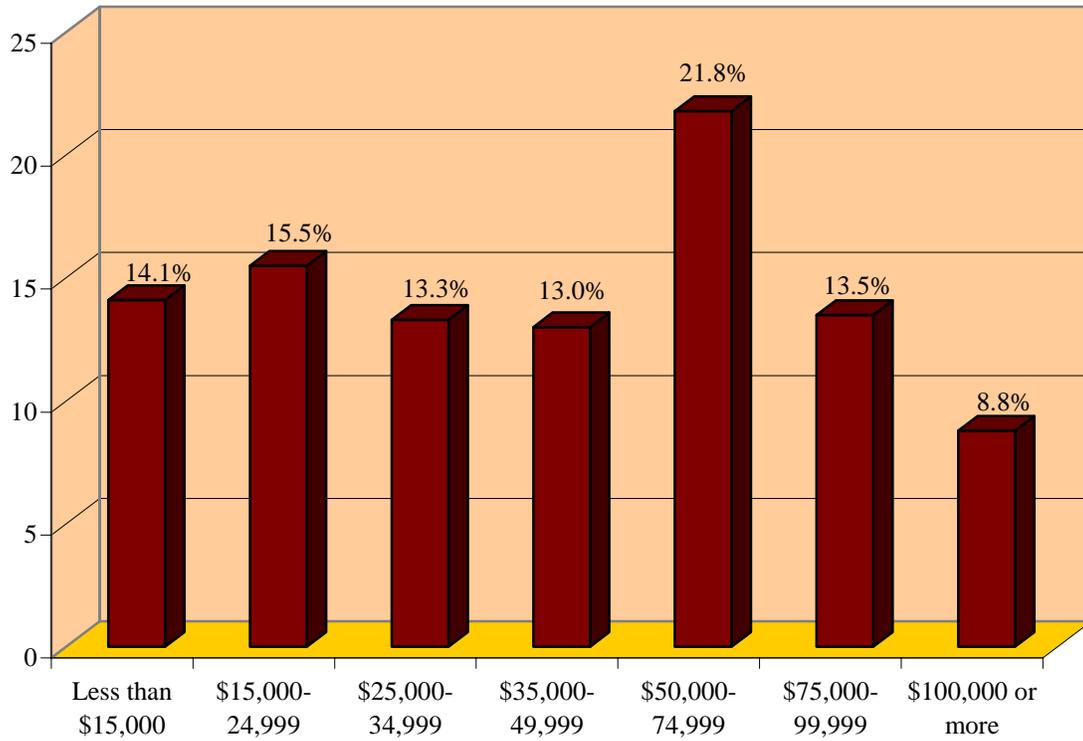


Figure 2. Percentage of annual household income among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

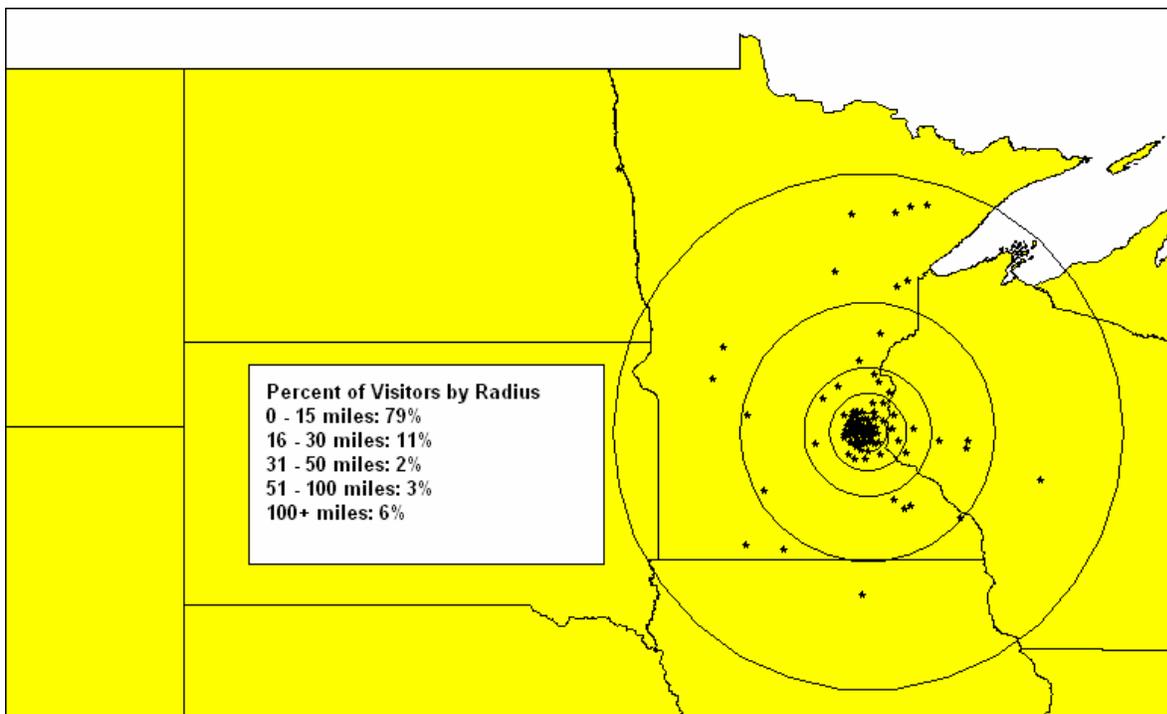


Figure 3. Radius map of respondents to District del Sol Cinco de Mayo Fiesta, 2006 (n=377).

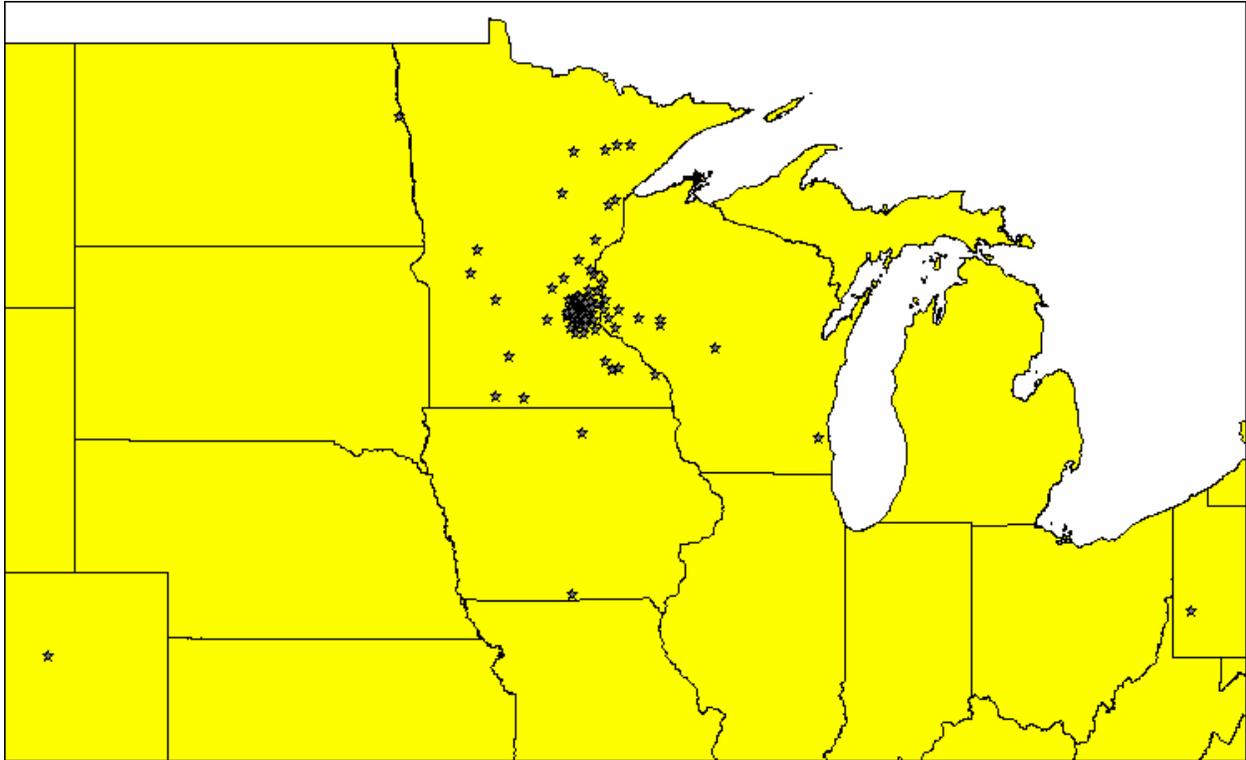


Figure 4. Regional perspective of primary residence among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

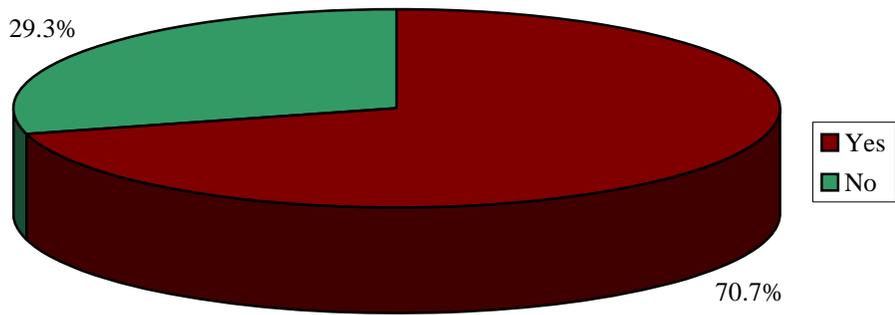


Figure 5. Previous attendance at District Del Sol Cinco de Mayo Fiesta among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

Table 3. Day of attendance among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent
Friday	79	17.0
Saturday	281	60.6
Both days	104	22.4

Table 4. Information sources among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent
Friends	215	46.2
Previous visit	130	28.0
Other	92	19.8
Newspaper	90	19.4
Radio	72	15.5
TV	40	8.6
Internet	30	6.5
Flier	18	3.9

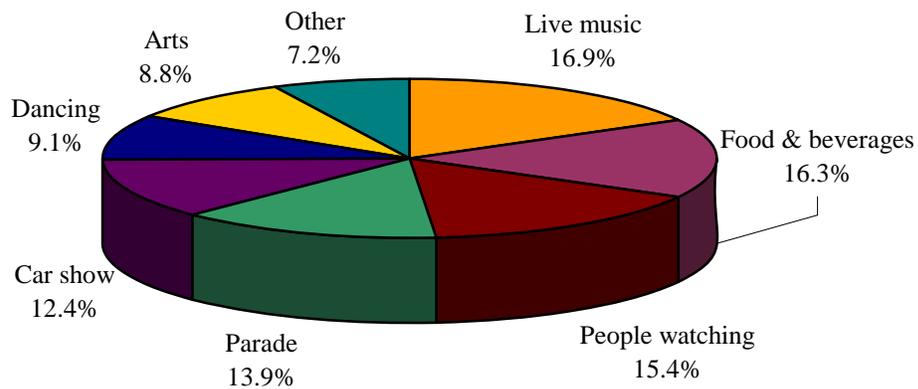


Figure 6. Most enjoyable attribute of District Del Sol Cinco de Mayo Fiesta among Fiesta questionnaire respondents.

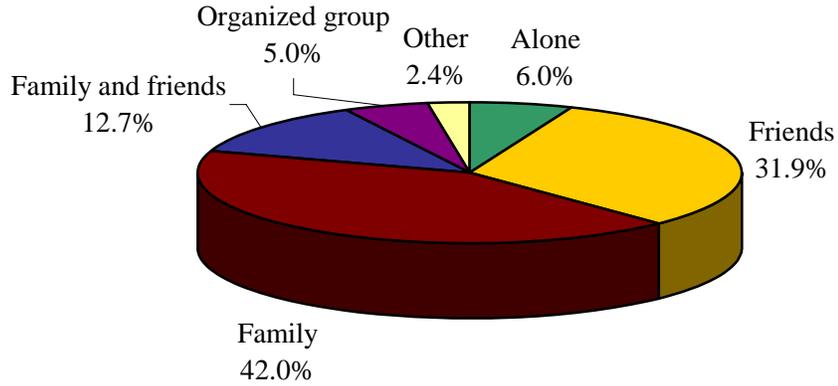


Figure 7. Group composition among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

Table 5. Group composition age among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent
Adults (18+)	400	86.0
Children (0-12)	183	39.4
Teenagers (13-17)	76	16.3

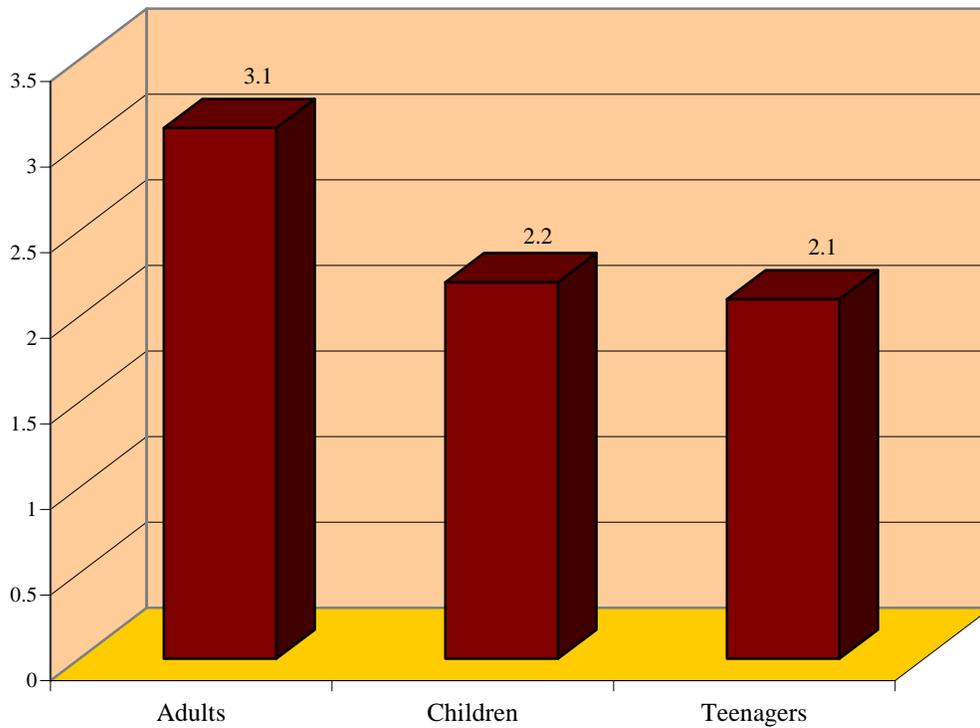


Figure 8. Average group size based on age categories among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

Table 6. Average expenditures at District Del Sol Cinco de Mayo Fiesta among Fiesta attendee respondents.

	M	S.D.	Range
Parking (n=144)	\$3.80	\$4.33	\$0-20
Souvenirs (n=93)	\$18.47	\$19.80	\$0-100
Food and beverages (n=220)	\$28.10	\$21.21	\$0-100
Tickets (n=153)	\$27.08	\$21.44	\$0-100
Other (n=49)	\$19.76	\$27.22	\$0-100

Table 7. Purpose of previous visit to District Del Sol among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent¹
Restaurants	252	54.2
Shopping	208	44.7
Resident	65	14.0
Services	59	12.7
Movies	15	3.2

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

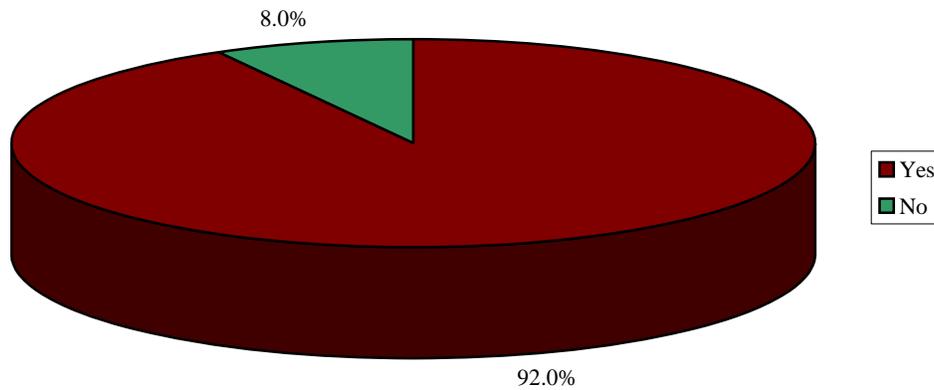


Figure 9. Intention to return to District del Sol in the next twelve months among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

APPENDIX E

Comments and Suggestions

Spanish Version

Ninguna

Me parece una magnifica Fiesta que es del 5 de mayo en el West Side.

Bonita Fiesta Light Desfile (parade)

Todo bien

Ningunos

Good time

Que Loate (?) esta muy bonita y la gente se divierte

Gracias por hacer estos eventos.

Cool

Have fun

My ph# is [XXX]-1035 Call me later and will hang out Area Code 435

Good job!! Buen Trabajo!!

Me gusta la fiesta aun que nose porque la selebran.

More artcrafts

Everything looks good!

Muy Bonita el cinco de mayo. Mundra gente, mudros amoigos

Un poco mas de organizacion en el desfile

Everything was fantastic.

No niguna todo me parece bien

Me gusta la fiesta

Es una tradicions muy Buena doude las demos el camoser nuestra raza (?)

Son muy caros los tiques para los juegos de los ninos

Very expensive for food and drinks next time I will bring more from home/store

Buen evento y que haya nas evento culturales para los ninos

Que meidocen nuestra situasion en nuestro pals

Deberian de fraer los duesgos mecqunicos para los ninos

Ninguno

Less commercialized

Es una fiesta muy bonita, donde te diviertes mucho

Cada ano son las tiendas que ilegan, porque hay mucho cabro por ponedos-quisa quiteran los tickets por que mas tiempo me ileua para poder visitor tadas las tiendas & juegos.

Muy Buena encuesta bay

Que los eventos empresen mas temprano (low rider show)

English Version

Lots of fun!

Car show/dancing are smelled like rotten eggs and garbage

Meow?

Big fun-more traditional food from the Latin Market or other would be better than Fair food.

More chicken taco stands, MORE tables and chairs.

More Mexican food booths. Gordita puffy tacos, flautas, miller lite beer.

I really feel that food was much too expensive. Salsa tasting was THE BEST!! ...and the best deal!!

Fun festival!

Please get rid of the tickets Cash works GREAT

You should not ask people to fill out a survey during the fiesta. Survey person was pushy

Wonderful event-we've enjoyed it for 10+ years & always brings friends/family

Great event

It was good, more activities will be good.

Stay open longer!

Mexican beer-didn't see any margarita-Iguina exhibit Trip giveaway!

2 long/survey

More comfortable seating, less of a focus on cheap souvenirs and greasy food.

Missed the moneygram booth why are they not here this week

We will be back we had a lot of fun. Great food & drinks People watch was awesome

I always have a GREAT TIME making friends and enjoying everyone.

Mas Tequila!!

Love it!

Larger variety of mixed drinks in beer garden. Sell Mexican beer-not Bud! Refill toilet paper in port-a-poties & have people picking up garbage.

I would like less big trucks in the parade & more music.

Had a very good time. Nice day...

More authentic Mexican food, less fair-esque food.

More authentic food!!!

Everything was enjoyable

I'm digging it!

Better every year

It is great here.

A little too crowded. Space things out more

Allow pets

The bathrooms were really bad smelly unclean next to La Clinica this year

Parking available

I enjoy coming here to look at everything. I LOVE THE Mexican men.

It would be better if there was enough parking space and have more room for people to stand and watch the parade

Parking is a problem

Better parking options for exhibitor.

This year's car show was not good at all. It was better the previous year.

Everything is excellent!

Great event!!

It eventful to come to see the mayo fiesta

More food Fri. night. That old fashioned popcorn wagon has the best popcorn etc. 😊

Very good time

Enjoyed & well put together

I always have fun here- we like the lowriders especially!

I like kosher food

You girls are gorgeous!

1) More bands in parade

2) Map of Mexico & stick pins for Mexican visitors to mark their city of origin

Parade needs better organization. People need to be informed not to interrupt parade. Handicap pkg limited. Robert Street should be closed for parade time. Need to have route & entry's clearly marked.

Don't have such big gaps in parade. Also everything is over priced.

Absolutely no complaints Love it!

This is fun

No tickets for food! Don't like this idea!

Love it.

It getting to commercialize

Fun time

Great festival

It's a lot of fun at Cinco de Mayo

Keep it going! We LOVE it!

Thank you for a great time!

Love the parade! Food tickets need to be able to be purchased as single tickets (or they need to sell something for 2 tickets)

I love Cinco de Mayo!!

None

Food tickets & ride tickets should be same ticket

Focus on Mexican food & music & parade floats. I do not plan to come back next yr. Too crowded. No music in parade. Sort of boring!

The whole kids area was well-done & 1st rate!

Ticket prices are good-but prices for food are too high.

We used to live in Chicago & visited the weekly outdoor Latino market often. Please, even more focus on culture, comida mexicana y crafts! ☺

I don't like using tickets.

More authentic food

Love it ☺

Have dancers-Mayan-on stage & leave politics to a separate booth otherwise very enjoyable.
Weather great this year.

Beer garden open earlier

More actual Mexican vendors.

GREAT FUN

AWESOME

None really, I've enjoyed myself so far.

Love it here!

Outstanding!

More events for children

I am also an eighth Mexican

Hard to find place to park

Need more seating or viewing for car show

Great fun!

I love this event!

I think the cops need to slow down on the harassment.

Lower prices

Woohoo!!

Food is way too expensive

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.



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 (\bar{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 (\bar{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 Figures10

 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 RESTAURANTS 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

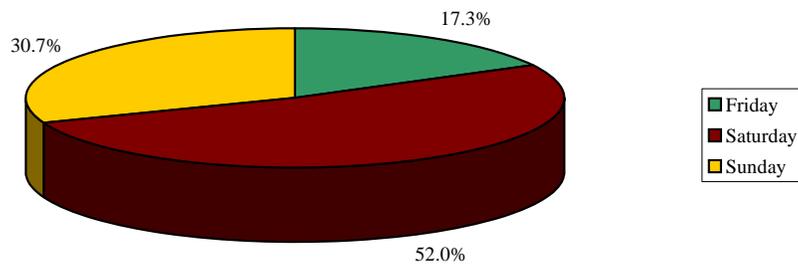


Figure 1. Day when respondents completed questionnaires regarding Highland Fest, 2006.

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

¹ Due to possible selection of multiple categorical responses.

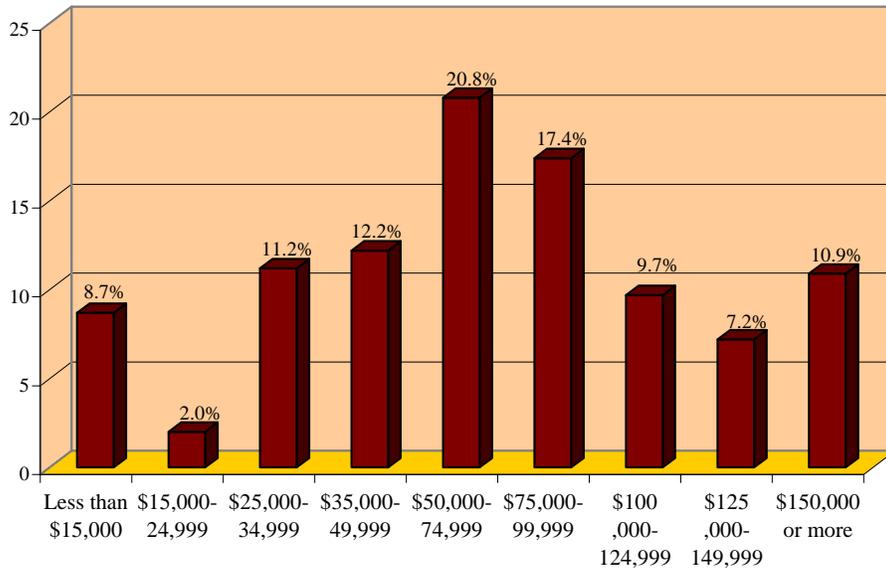


Figure 2. Percentage of annual household income among visitors to Highland Fest, 2006.

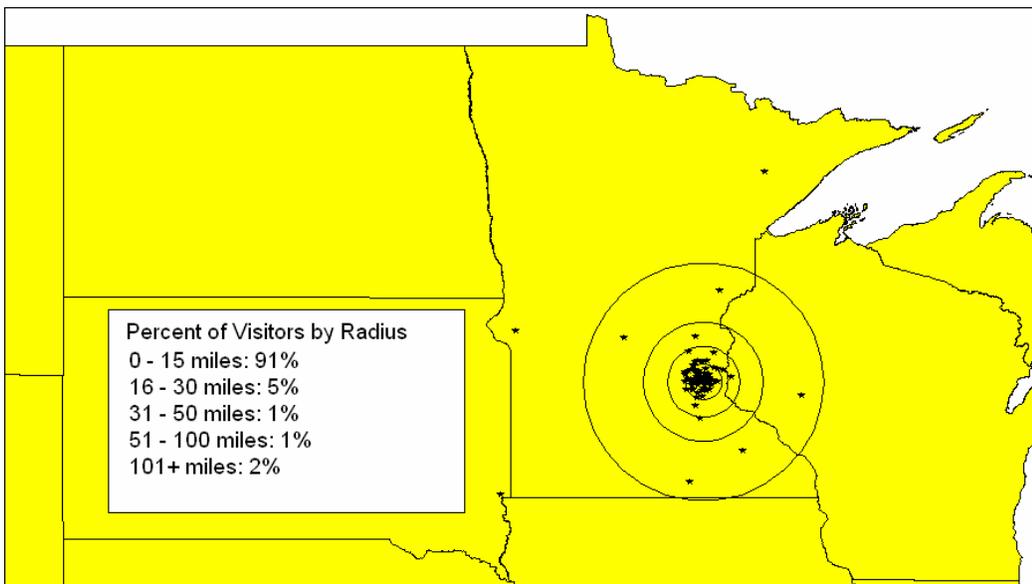


Figure 3. Radius map of respondents to Highland Fest, 2006 (n=445).

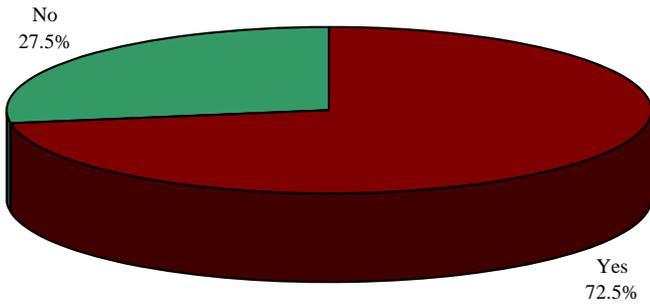


Figure 4. Previous Highland Fest attendance among visitors to Highland Fest, 2006.

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

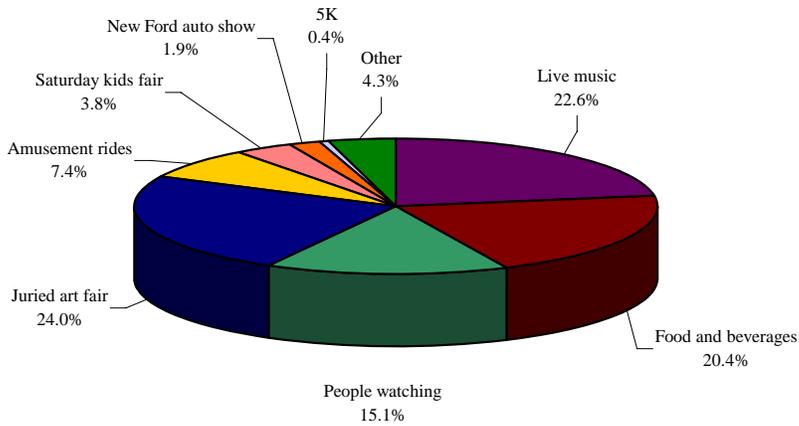


Figure 5. Most enjoyable attribute of Highland Fest among questionnaire respondents, 2006.

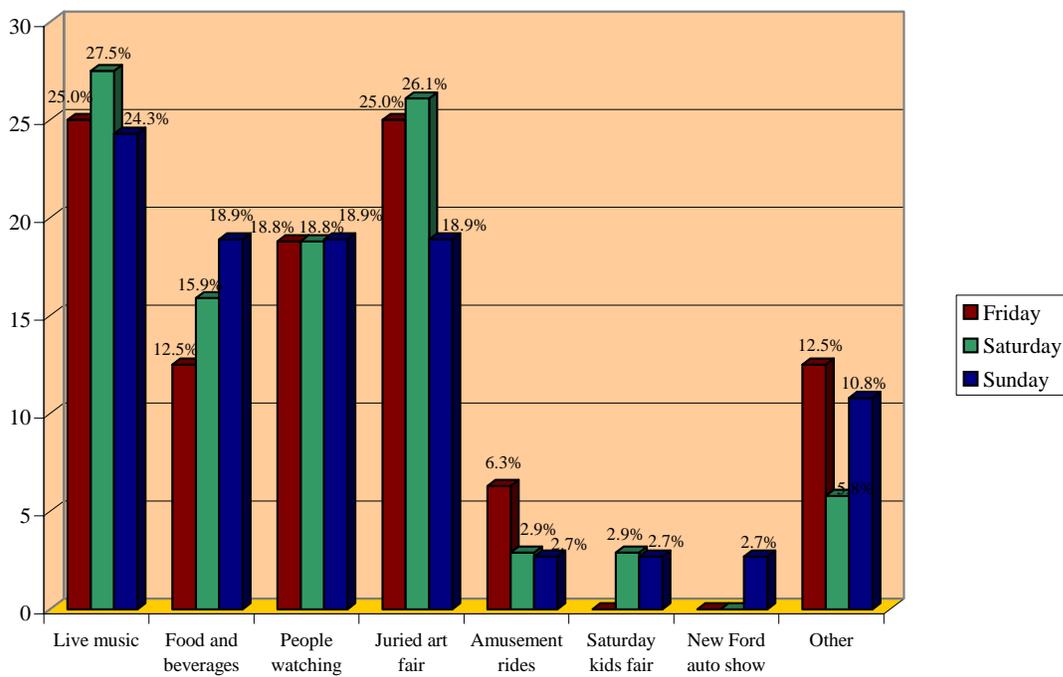


Figure 6. Most enjoyable attribute of Highland Fest based on day of questionnaire completion among Highland Fest respondents, 2006.

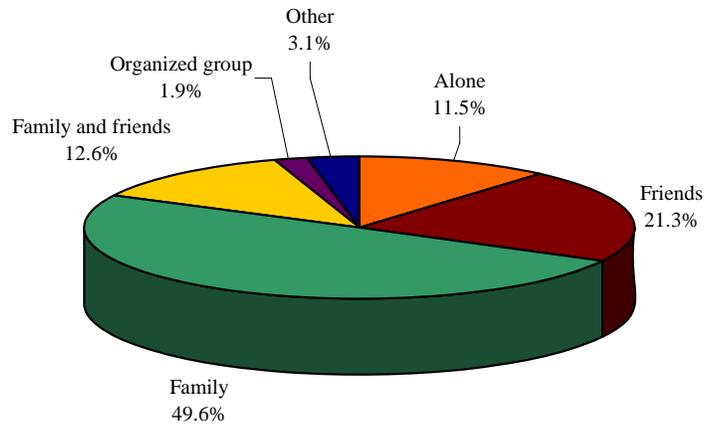


Figure 7. Group composition among visitors to Highland Fest, 2006.

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

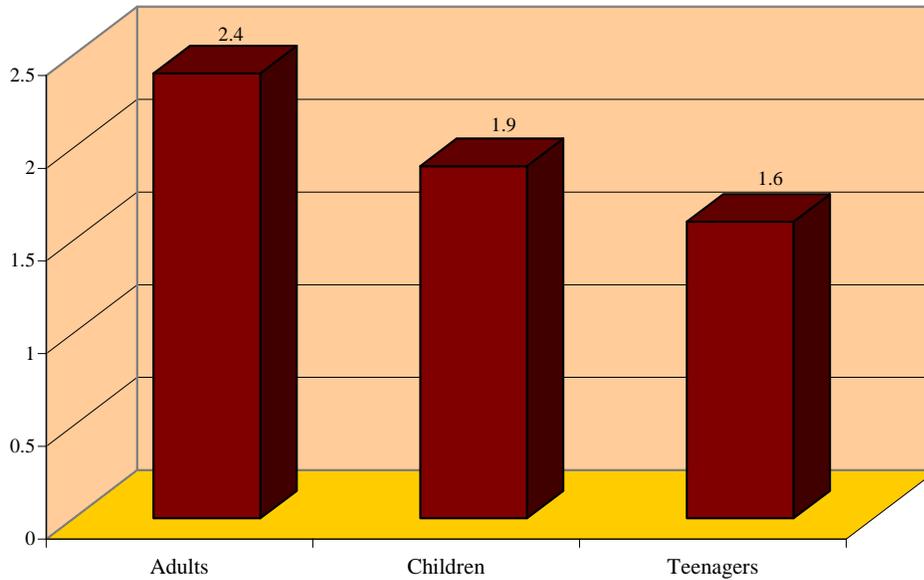


Figure 8. Average group size based on age categories among visitors to Highland Fest, 2006.

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.

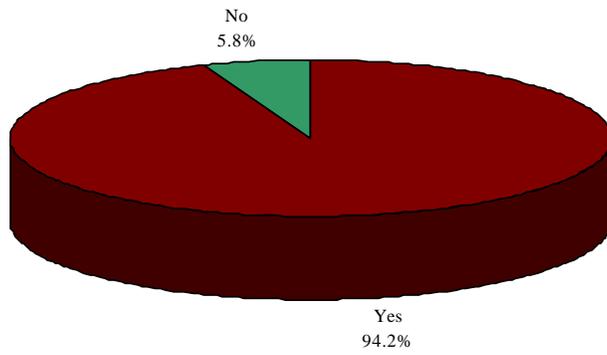


Figure 9. Intention to return to Highland Park in the next twelve months among visitors to Highland Fest, 2006.

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 attended 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!

Profile of 2006 Dragon Festival Attendees



Prepared for:
The Dragon Festival Executive Board &
The St. Paul Festival Association

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



ACKNOWLEDGEMENTS

The projects' success resulted from a collaborative effort among several organizations and instrumental contributors. The authors would like to acknowledge the Dragon Festival Executive Board 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, Elaine Dunn, 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 Dragon Festival, organized by the Dragon Festival Executive Board. Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at Dragon Festival. To that end, a visitor questionnaire was developed and administered to Dragon Festival 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 387 parties were contacted and 321 questionnaires completed which resulted in an 82.9% 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 39.9 years. Nearly 30% were Asian, however. The most frequently cited income was between \$50,000-74,999 (28.2%).

2006 Dragon Festival experience

On average, respondents spent more than four hours at Dragon Festival, predominately with family (38.3%) or family and friends (25.1%) and reported spending the most on souvenirs (M =\$18.22). Respondents indicated they enjoyed many aspects of the Dragon Festival. Among the options presented, respondents most frequently cited they enjoyed the dragon boat race (40.2%) and cultural performances (22.9%).

A majority of respondents had not previously attended Dragon Festival and heard about it through friends. Among those who had previously attended, they came an average of two visits (M =2.4), most often (64.4%) as recent as 2005. More than half (57.0%) of new visitors to the Dragon Festival stated an intention to return to Phalen Park in the next twelve months.

Overall, Dragon Festival appears to meet its objectives an event that showcases Pan Asian culture. Dragon Festival draws a diverse crowd and contributes to enhanced cultural awareness. Opportunities to enhance Dragon Festival include expansion and enhancement of product offerings, while maintaining the authenticity of the event.

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
Dragon Festival Experience.....	2
Sources Informing about Dragon Festival.....	3
Attributes of Enjoyable Experience.....	3
Group Composition.....	3
Dragon Festival Expenditures.....	3
Phalen Park Experience.....	3
Comments and Suggestions.....	4
Discussion.....	4

References.....6

Appendices.....7

D. Survey Instrument.....8

E. Tables and Figures10

F. Respondent Comments & Suggestions.....17

G. Respondent Requests for Next Year22

Formatted: Bullets and Numbering

Profile of 2006 Dragon Festival Attendees

INTRODUCTION

Festivals and special events benefit both local communities and visitors. Community festivals of short duration contribute to the celebration of 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 the Dragon Festival. Visitor demographics, information sources for the festival, experience, and expenditures at Dragon Festival, 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 Dragon Festival. 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 Dragon Festival Executive Board, the 2006 Dragon Festival was held July 8-9. The Dragon Festival attracts an estimated 10,000 visitors and is held at Phalen Park, located in St. Paul, Minnesota. The culturally themed festival seeks to share Asian Pacific cultural heritage with the greater Minnesota community. The event included dragon boat races, cultural performances, craft and martial arts demonstrations, children's activities, health resources, food and merchandise vendors, and many other activities.

Questionnaire

An on-site questionnaire was developed with the assistance of the Dragon Festival organizing committee. 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 Dragon Festival 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 265 visitor contacts (90% 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 387 parties were contacted and 321 questionnaires attained. Thus, this resulted in an 82.9% compliance rate (Appendix B; Table 1). A total of 9 questionnaires were unusable, and thus, 312 questionnaires were used for analysis. More than one third (38.7%) were contacted on Saturday, while the remainder were contacted on Sunday (Appendix B, Figure 1). Among those who did not agree to participate, the most frequently specified reasons were lack of interest or time. More than a tenth (12.1%) 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 (57.8%) of respondents were female and reported an average age of 39.9 years (Appendix B, Table 2). Predominately, respondents were either white (60.3%) or Asian (29.2%) and of non-Hispanic or non-Latino background (91.9%). The highest percentage (28.2%) of respondent's annual household income was between \$50,000-74,999 (Appendix B, Figure 2), with the remainder evenly distributed across all income categories.

Primary Residence

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zipcode. A majority of respondents (62%) primary residence was zero to fifteen miles from the Lake Phalen area (Appendix B, Figure 3). An additional (30%) resided sixteen to 30 miles from the Lake Phalen area. Very few respondents (3%) indicated they resided more than 100 miles from the Lake Phalen area. Less than one tenth (5.8%) of respondents indicated their zipcode was 55106, the zipcode of the Park.

Dragon Festival Experience

A majority of respondents had not previously attended the Dragon Festival (70.4%; Appendix B, Figure 4). However, among those who previously attended, respondents averaged two ($\underline{M}=2.4$) previous visits, most often (64.4%) as recent as 2005. On average, respondents spent more than four hours ($\underline{M}=4.5$) at the Dragon Festival, with a range of one to sixteen hours.

Sources Informing about Dragon Festival

Respondents heard about the Dragon Festival most frequently from friends (50.3%; Appendix B, Table 3). Less than two tenths (17.9%) heard about the event from newspaper, while even fewer respondents specified 'other' sources (15.1%), Internet (12.8%), or TV (3.2%), brochure (1.6%), or radio (1.3%). Among those new to the Dragon Festival in 2006, friends (51.9%) and newspapers (21.0%) were the most frequently cited information sources.

Attributes of Enjoyable Experience

The most frequently identified enjoyable attributes of the Dragon Festival were the dragon boat races (40.2%), cultural performances (22.9%), and food and beverages (9.6%; Appendix B, Figure 5). Less cited attributes included people watching (8.3%), martial arts (5.3%), craft demonstrations (4.0%), children's activities (3.3%), art fair (3.3%), 'other' (2.7%), and health resources (0.3%). The most enjoyable attribute of Dragon Festival significantly differed among the day of completion ($\chi^2=34.93$, $p<.001$; Appendix B, Table 4).

Group Composition

Most frequently respondents attended the Dragon Festival with family (38.3%; Appendix B, Figure 6). Slightly fewer respondents attended with family and friends (25.1%) or friends (22.5%). Fewer than a tenth of respondents attended the Dragon Festival with an organized group (7.7%) or alone (4.5%), while even fewer cited their group was composed of 'other' (1.9%). Group composition significantly differed among the day of completion ($\chi^2=17.83$, $p<.05$; Appendix B, Figure 7).

A majority (91.3%) of respondents indicated their group was comprised of other adults (18 or over; Appendix B, Table 5). Almost half of the groups (42.3%) comprised of children twelve and under and fewer (9.6%) included individuals between the ages of thirteen and seventeen. Among respondents who specified the actual number of people in each category, groups averaged five adults ($\underline{M}=5.0$), two children ($\underline{M}=2.4$) and three teenagers ($\underline{M}=2.8$; Appendix B, Figure 8).

Dragon Festival Expenditures

On average, respondents spent the most on souvenirs ($\underline{M}=\$18.22$; Appendix B, Table 6). Respondents spent slightly less on food and beverages, with an average of \$15.27. The least amount was spent on 'other' items ($\underline{M}=8.65$).

Phalen Park Experience

More than one half (53.7%) of respondents had not previously visited Phalen Park for reasons other than the Dragon Festival. However, a greater percentage of respondents (65.0%) intend to return to Phalen Park in the next twelve months (Appendix B, Figure 9). Similarly, among respondents who indicated no previous exposure to Phalen Park, over half (57.0%) indicated an intention to return.

Comments and Suggestions

Respondents were asked to provide comments and suggestions, as well as recommendations for improvement offerings for the following year. Qualitative analysis of written suggestions revealed several themes (Appendix D). Predominately, written comments and suggestions focused on respondent's favorable experience. Example statements included "Fun! I've had a great time!" and "Thank you! It was wonderful!" Several themes emerged among respondents whom suggested improvement opportunities. The most common suggestions focused on specific attributes or amenities, increased promotion, and further offerings. Specific attributes or amenity themes included suggestions to provide seating, increase parking opportunities or parking directions, and facilitate faster boat races. Increased advertisement efforts in the region, as well as within the park, were suggested to improve promotion of the event. With regard to further offerings, the most common theme was to simply expand the event.

Suggestions for expansion were specified in respondent's recommendations for improvement offerings the following year. It should be noted that one common theme was the request that event stay the same. However, several thematic recommendations did emerge which included increased focus on culture, art, and vendor options. With regards to increased focus on culture, suggestions included increased cultural performances, entertainment, demonstrations, and information. Several respondents recommended an increased emphasis on art, specifically traditional Asian arts and crafts. Vendor options included enhanced opportunities for purchasable merchandise, food and beverages, and informational booths.

DISCUSSION

The 2006 Dragon Festival attracted a range of visitors from the local area who found a variety of the events enjoyable. Results indicate the Dragon Festival provides an enjoyable experience among visitors, as evidenced by open-ended comments. 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 the Dragon Festival. Although slightly less than three quarters of respondents had not previously attended the Dragon Festival, the degree of satisfaction 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 cultural activities and offerings serve as an important draw. The dragon boat races, cultural performances, and food and beverages all played a major role in attracting visitors. Given the dragon boat race occurs on the second day of the festival, it is not surprising that a significantly greater percentage of respondents found it the most enjoyable attribute that day. Possibilities to expand product offerings on the first day of the festival, beyond those recommended by

respondents, could include activities on the water. For instance, opportunities for dragon boat rides, informational sessions on the history of dragon boat racing, or provide racing demonstrations.

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). Half of new visitors heard about the Dragon Festival 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 frequently cited information source. To attract visitors outside of the St. Paul Metro area, newspaper announcements placed throughout the region would be beneficial.

With regard to visitor spending, respondents reported moderate spending in all categories provided. Souvenirs accounted for the highest expenditures. To maximize visitor spending, efforts to increase visitor length of stay and product offerings are suggested. On average, visitors spent four hours at the event. Providing for enhanced visitor comfort would potentially extend their stay. This could be achieved through expanded seating opportunities and shade structures.

A common emergent theme among respondent's recommended product offerings focused on cultural performances, demonstrations, and merchandise. Respondent's recommendations in this vein either focused on a desire to learn or be entertained. While the Dragon Festival played a role in increased cultural awareness and exposure, this suggests a focus on authenticity is called for.

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 the Dragon Festival 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 Dragon Festival Survey

Have you been to Dragon Festival before (check ONE)? ___ YES ___ NO

If yes, how many years have you attended Dragon Festival? ___ YEARS
What was the last year you attended Dragon Festival? _____

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

___ NEWSPAPER ___ FRIENDS ___ INTERNET ___ BROCHURE ___ PREVIOUS VISIT ___ RADIO ___ TV ___ OTHER

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

Have you ever been to Phalen Park for any reason other than Dragon Festival? ___ YES ___ NO

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

What do you enjoy most about the Dragon Festival (check ONE)?

___ CULTURAL PERFORMANCES ___ DRAGON BOAT RACE ___ FOOD & BEVERAGES ___ HEALTH RESOURCES
___ CRAFT DEMONSTRATIONS ___ MARTIAL ARTS ___ PEOPLE WATCHING ___ SILENT AUCTION
___ CHILDREN'S ACTIVITIES ___ ART FAIR ___ STORYTELLING ___ 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?

\$ _____ SOUVENIRS/MERCHANDISE \$ _____ FOOD & BEVERAGES \$ _____ 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: _____)

What would you like to see offered next year?

Comments/Suggestions

THANK YOU

APPENDIX B

Tables and Figures

Table 1. Response rate among visitors to Dragon Festival, 2006.

Total parties contacted	387
Respondents	321
Refusals	66
Compliance rate	82.9%
Unusable Questionnaires	9
Usable Questionnaires	312

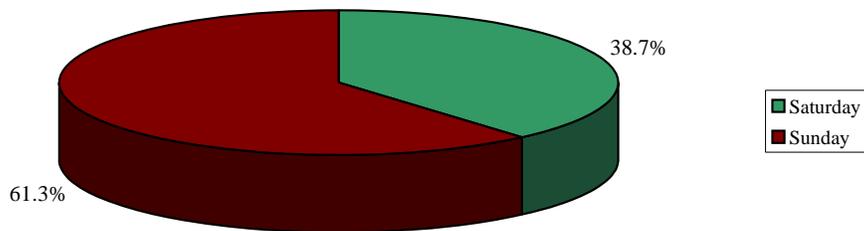


Figure 1. Day when respondents completed questionnaires regarding Dragon Festival, 2006.

Table 2. Demographic characteristics among visitors to Dragon Festival, 2006.

	Frequency	Percent
Gender		
Male	171	57.8
Female	125	42.2
Total	296	100.0
Ethnicity		
Hispanic/Latino	21	7.8
Non-Hispanic/Non-Latino	249	92.2
Total	270	100.0
Race		
White	188	60.3
Asian	91	29.2
Other	13	4.2
Black or African American	11	3.5
American Indian/Alaska Native	7	2.2
Native Hawaiian or Pacific Islander	5	1.6
Total	N/A ¹	N/A ¹
Age (M=39.9; S.D.=13.4)		
18-30	76	26.9
31-40	78	27.5
41-50	68	24.0
51-60	42	14.9
61-70	13	4.6
71 or older	6	2.1
Total	283	100.0

¹ Due to possible selection of multiple categorical responses.

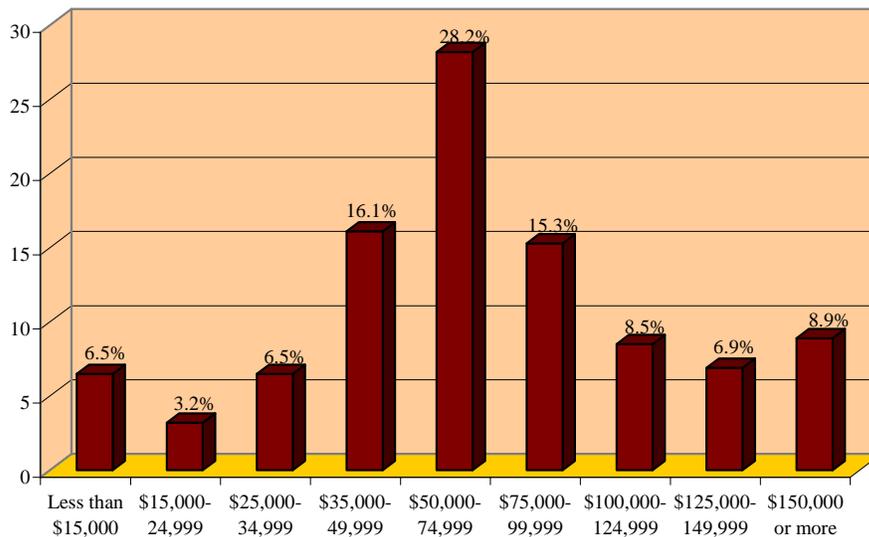


Figure 2. Percentage of annual household income among visitors to Dragon Festival, 2006.

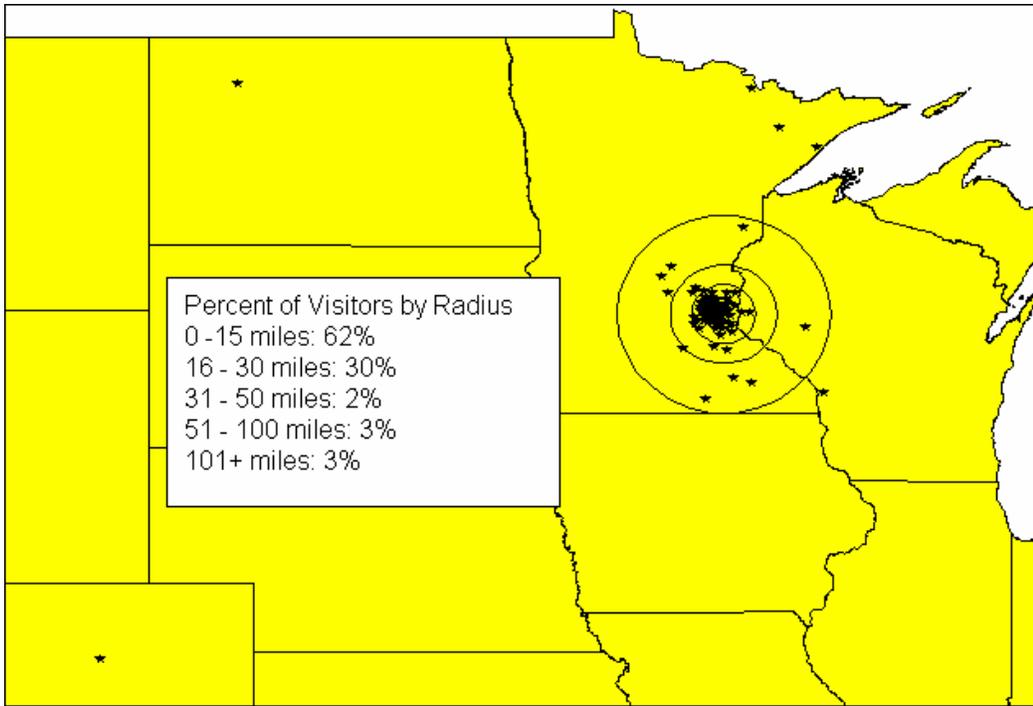


Figure 3. Radius map of respondents to Dragon Festival, 2006 (n=269).

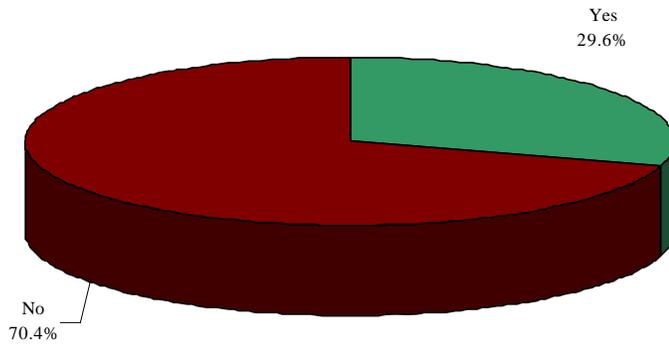


Figure 4. Previous Dragon Festival attendance among visitors to Dragon Festival, 2006 (n=304).

Table 3. Information sources among visitors to Dragon Festival, 2006.

	Frequency	Percent¹
Friends	157	50.3
Newspaper	56	17.9
Other	47	15.1
Internet	40	12.8
Previous visit	31	9.9
TV	10	3.2
Brochure	5	1.6
Radio	4	1.3

¹ Does not total 100 percent due to possible multiple selections.

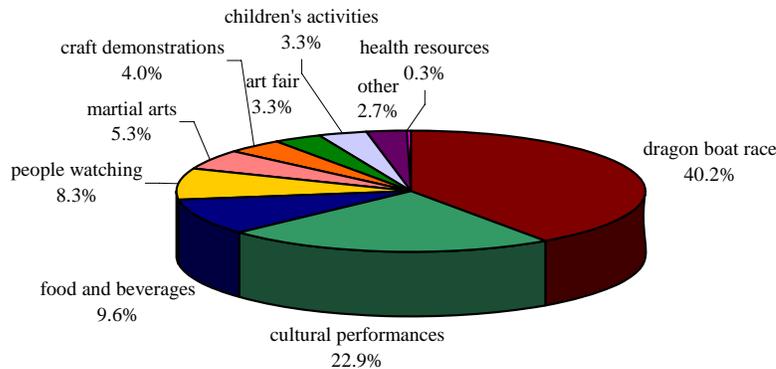


Figure 5. Most enjoyable attribute of Dragon Festival among questionnaire respondents, 2006 (n =301).

Table 4. Most enjoyable attribute of Dragon Festival based on day of questionnaire completion among Dragon Festival respondents, 2006.

	Saturday		Sunday	
	Frequency	Percent	Frequency	Percent
Cultural performances	29	26.4	37	20.3
Dragon boat race	24	20.5	95	51.4
Food and beverages	12	10.9	17	9.3
People watching	11	10.0	13	7.1
Martial arts	9	8.2	7	3.8
Children's activities	7	6.4	3	1.6
Craft demonstrations	6	5.5	4	2.2
Art fair	6	5.5	3	1.6
Other	6	5.5	2	1.1
Health resources	0	N/A	1	0.5
Total	110	100.0	182	100.0

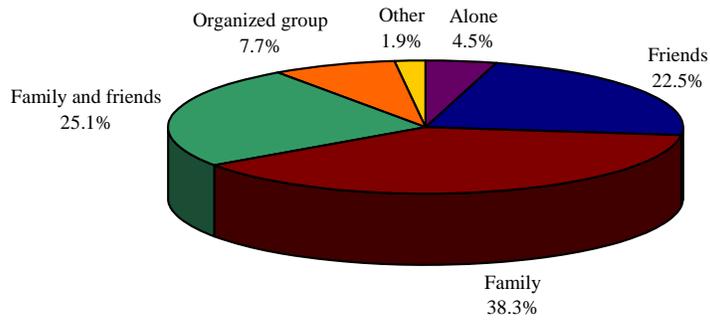


Figure 6. Group composition among visitors to Dragon Festival, 2006.

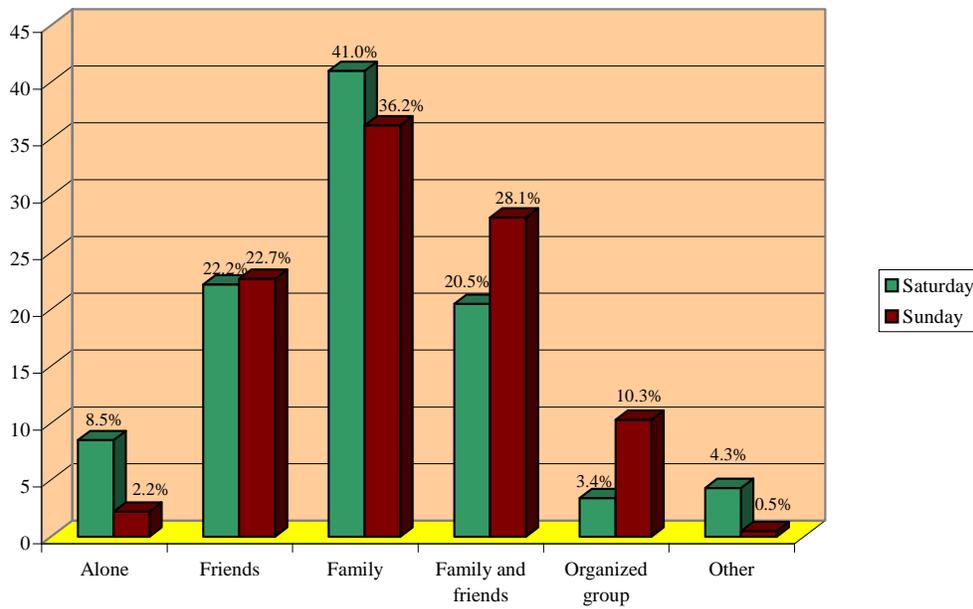


Figure 7. Group composition based on questionnaire completion time of among Dragon Festival respondents, 2006.

Table 5. Group composition age among visitors to Dragon Festival, 2006.

	Frequency	Percent
Adults (18+)	285	91.3
Children (0-12)	132	42.3
Teenagers (13-17)	30	9.6

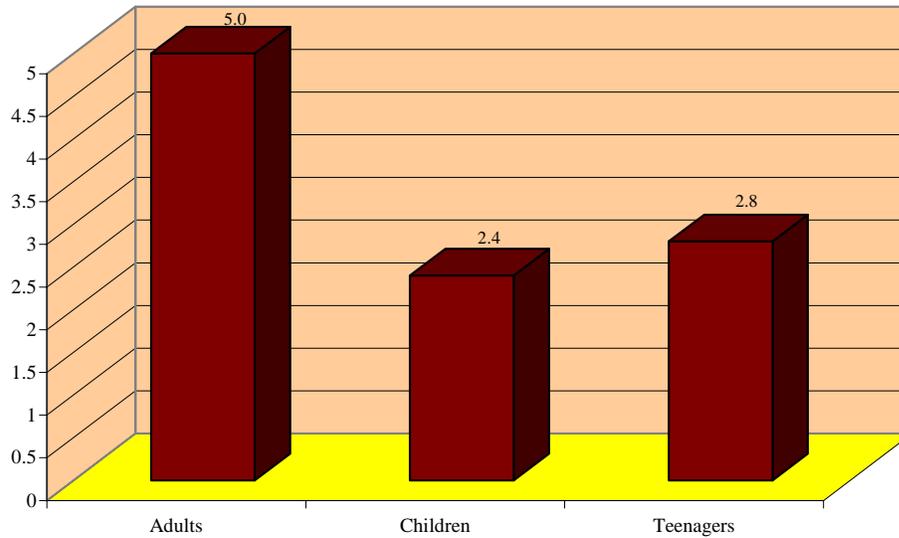


Figure 8. Average group size based on age categories among visitors to Dragon Festival, 2006.

Table 6. Average expenditures at Dragon Festival among festival attendee respondents, 2006.

	M	S.D.	Range
Souvenirs/merchandise (n=80)	\$18.22	\$15.37	\$0-50
Food and beverages (n=210)	\$15.27	\$12.45	\$0-50
Other (n=26)	\$8.65	\$11.04	\$0-30

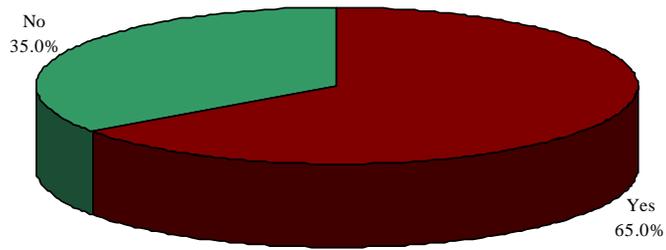


Figure 9. Intention to return to Phalen Park in the next twelve months among visitors to Dragon Festival, 2006 (n=297).

APPENDIX C

Respondent Comments & Suggestions

It was all good

Love it, we wish you much success in growing this event!

Faster races-have all 4 boats on the water (as it was done at the end of this year's)

Very fun-great food & performances!

Music entertainment disappointing

Fabulous, free entertainment & activities for our very diverse group to enjoy.

Fun in the sun

Please do the above

Please have more next year

No political groups-they ruin community events. As a DFLer, my party should not be here!!!!

Very interesting festival, we may come back for 2nd day. Great lake too!

Great Festival ☺

I liked it

Great event

I liked it

More henna, and some little kid items in auctions.

More kites!

It was fun and exciting. We really enjoyed the boat races! ☺

It's good as is

Face painter quit @ 2:00-disappointed daughter! Beautiful work though excellent food!

More free drinking water or Gatorade.

More parking.

Please do this again on a larger scale next year

Good

Nice festival. Will be back.

Great festival.
Keep up this free event!

Greater variety of food/snacks would be great-very nice event, overall.

Very pleasant event, was finished after a couple of hours-was hoping for more.

No comment

We liked the boat races & the music. The food was excellent as well and reasonably priced.

This is a very interesting & educational event

Well organized, fun

Better seating to watch the boat races, (in the shade).

Advertise more

Great fun! Kid's park is the best

Great time will come again. Great day

Explain the rules of the race to the participants on Saturday

The festival is a great way to get diversity out there!!

Very good

Great event!

Supply some chairs

Thanks we had a great time!

Always much fun for entire family-both adults & kids.

Thank you!

Very nice Thanks!

Cool stuff!

All aspects (stage, races, food, demonstrations, beautiful location) make it worth coming.

Great event!

Fun to be a part of this event

Good job!

Overall its an alright festival, I really enjoy being here!!

This is our first time. We haven't seen much yet-we just arrived just now

Keep up the good work. Please reach out to the elders.

We have a booth this year. It will be great if the table could be assigned before the event. Thank you!

More activity on the water. Like a boat w/ speakers & dancers that drives back & forth to entertain you between heats. Maybe space the food tents through the whole park. Have more Asian festival activities like in Japan where they have tents where you try to win turtles or eels etc. Have cultural activities throughout the event.

Have the boat race events take less time

Great stuff.

Good. Fun. Culture!

Wonderful!!!

Some tents are more isolated than others

Get a bigger advertising budget & make Lake Phalen put you on the kiosk outside the park gates.

Great event. We enjoyed all aspects of it.

I love it.

Great event Keep doing a wonderful job!

We like the festival and don't have any suggestions. Thanks.

I (heart) the dragon boat designs!

Its fun

More vendors

AWESOME!!

We're having lots of fun!

No comment

Good enough

Who proofed your program? Numerous spelling errors.

Better directions for parking

Next year!

It's a lot of fun

It's fun

Good event.

Organize race to run smoothly, prepared for things that may go wrong.

Need advertising in Mpls paper

Just got here

It was fun & there is a lot to do! ☺

Very nice. Will come again

Fun! I've had a great time!

Thanks for making the festival free & having the vendors offer low-cost items and services.
Keep the kids corner. It was awesome!

No comment ☺

Festival is beautiful. People are friendly. The food is good.

Thank you! It was wonderful!

Thanks for the shuttle service.

Longer hours-we came in the afternoon when the events were mostly over.

APPENDIX D

Respondent Requests for Next Year

It was all good

Volunteer to a spar with other martial artist.

More Asian medicine & childrens activities

More events, more contests, more crafts & ethnic merchandise, more martial arts demos

Hmong movies

More Kung Fu

More art

I would enjoy more art.

More organized kids place

Another wedding ceremony & boat race each day

Continue cultural events. Shuttle bus was a BIG help. Thanks.

More merchandise/some ice cream

More to by (?) on Chinese adopted children

Something for adopted children from China?

More music

Don't now yet

Alls good

A more interesting background to bring people of all ages not just children and adults

Yes

Same as this year

Map of the event

Sure

More booths offering souvenirs. ***Need more parking***

The tents closer together in one line (more compact)

Announcements over PA in english, Chinese, Korean. Paper cutting.

It's all here.

Taekwondo

Races, more food

Kids stuff food

Another wedding

The same

Same things

Martial arts.

Same as this year would be good.

More advertisement about the event.

More variety of foods

More booths

Kites

More ethnic food (authentic)-Indonesian esp.!

Indonesian food (authentic)

Dragon boat race can be further perfected

More children activities

More racing and longer distance races

Nothing

Dragon dance

More cultural performance

More events

No lunch break or shorter one. Always have 2 boats racing

Even more traditional crafts for sale

More dragons

Great event

More merchandise vendors

Everything here is great. I wouldn't change a thing

More activities for audience to participate in

More info announced between races

Cheaper food

Free food

More hands on activities

Big variety of Asian cultural booths, performances, businesses

More resource tables.

Even more performances!

Dragon race

Parking

Same

More Asian & Pacific Islander in the boats, other than just Caucasians.

More demonstrations, more merchandise

More food selections

More vendors with ethnic products

Free food

More

More Asian art and music More culture informational sessions

More things to do

More demonstrations of crafts

Same!

We have so much fun, I don't have any idea's.

More events

More parking space

Longer hours

Events later. We came on Sunday at 3PM and everything was over

More food/longer hours

Sprinkler tents, more children music making, etc

Texas Hold Em' (just kidding!)

Lion dancers!

More art & food

More cultural entertainment

Less commercialization & marketing; more traditional music & dancing

More free stuff at booths. More festival atmosphere, like rides for kids or games.

Boat rides?

Tubing

More musical performances

Something different

More vendors with things to buy

How to participate in the event.

OK as is

More parking space

More dragon boat races like 4 racing at a time because it makes for a long day

More activities for young children

More vendors, more demos & events

More food, performances

More of the same

More of the same.

Diversity in South Eastern cultures Any Thai, Indonesian, or Filipino groups?

Same

More booth

Will not be in Minnesota next year

More crafts

More cultural dances

More art-expand to include asian artists-photograph

More people to participate

Same very interesting

Cooking demos

More cultural events w/explanations

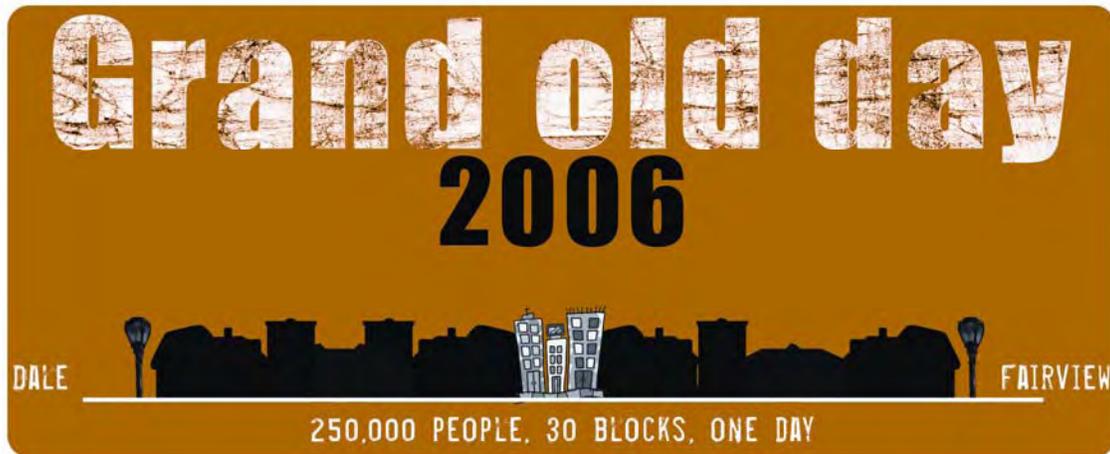
More merchandise booths!

Same

Chinese puppets, dragons that the kids can touch.

Latte's

Profile of 2006 Grand Old Day Attendees



Prepared for:
The Grand Avenue 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 Grand Avenue 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, 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 Grand Old Day, organized by the Grand Avenue Business Association (GABA). Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at Grand Old Day. To that end, a visitor questionnaire was developed and administered to Grand Old Day 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 606 parties were contacted and 435 questionnaires completed which resulted in a 71.8% completion rate. Completed questionnaires were entered, cleaned and checked in SPSS version 12.0.

Results

Demographics

Most often respondents were female, Caucasian, and reported an average age of 36.8 years. The most frequently cited income was between \$50,000-74,999 (24.5%).

2006 Grand Old Day experience

On average, respondents spent more than four hours at Grand Old Day, predominately with friends (42.8%) and reported spending the most on food and beverages (\underline{M} =\$23.22). Respondents indicated they enjoyed many aspects of the Grand Old Day. Among the options presented, respondents most frequently cited people watching (24.8%), live music (23.6%), and food and beverages (22.4%).

A majority of respondents had previously attended Grand Old Day and heard about it through friends. Respondents attended Grand Old Day an average of eight (\underline{M} =7.9) times previously, most often (66.9%) as recent as 2005. However, more than one quarter of respondents were first time visitors to Grand Old Day. Among these new visitors, a majority stated an intention to return to the Grand Avenue area in the next twelve months.

Overall, Grand Old Day appears to meet its objectives as an enjoyable event on Grand Avenue, as evidenced by Grand Old Day visitor respondents' intention to return. Grand Old Day draws a diverse crowd and contributes to enhanced community exposure and monetary flow.

Opportunities to enhance Grand Old Day include attention to the local community and current client base in terms of informing them about Grand Old Day, as well as increased information on Grand Avenue businesses made available to Grand Old Day 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
Grand Old Day Experience.....	2
Sources Informing about Grand Old Day	3
Attributes of Enjoyable Experience	3
Group Composition.....	3
Grand Old Day Expenditures.....	3
Grand Avenue 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 Grand Old Day 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 Grand Old Day. Visitor demographics, information sources for the festival, experience, and expenditures at Grand Old Day, 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 Grand Old Day. 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 Grand Avenue Business Association, the 2006 Grand Old Day was held on June 4th. Grand Old Day attracts more than 250,000 visitors and is located on Grand Avenue between Fairview Avenue and Dale Street in St. Paul, Minnesota. The event included several stages of live music, food and merchandise vendors, family area, a parade, an 8K run and inline skate competition, and many other activities.

Questionnaire

An on-site questionnaire was developed with the assistance of GABA 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 Grand Old Day 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 384 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 606 parties were contacted and 435 questionnaires attained. Thus, this resulted in a 71.8% compliance rate (Appendix B; Table 1). A total of 17 questionnaires were unusable, and thus, 418 questionnaires were used for analysis. Roughly and equal proportion were contacted in the morning and afternoon (51.0% and 49.0%, 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 (8.2%) 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 (55.1%) of respondents were female and reported an average age of 36.8 years (Appendix B, Table 2). A majority of respondents were white (81.8%) and of non-Hispanic or non-Latino background (95.0%). The highest percentage (24.5%) of respondent's annual household was between \$50,000-74,999 (Appendix B, Figure 2), with the remainder evenly distributed across all income categories.

Primary Residence

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zipcode. A majority of respondents (81%) primary residence was zero to fifteen miles from the Grand Avenue area (Appendix B, Figure 3). An additional (13%) resided sixteen to 30 miles from the Grand Avenue area. Very few respondents (4%) indicated they resided more than 100 miles from the Grand Avenue area. Nearly two tenths (18.8%) of respondents indicated their zipcode was 55105, the zipcode of Grand Avenue.

Grand Old Day Experience

A majority of respondents had previously attended Grand Old Day (73.2%; Appendix B, Figure 4). Respondents attended Grand Old Day an average of eight (\underline{M} =7.9) times previously, most often (66.9%) as recent as 2005. On average, respondents spent more than four hours (\underline{M} =4.5) at Grand Old Day, with a range of one to ten hours.

Sources Informing about Grand Old Day

Respondents heard about Grand Old Day most frequently through friends (53.6%; Appendix B, Table 4). Slightly less than a third (31.1%) indicated they knew of Grand Old Day from a prior visit, while slightly less than a fifth indicated newspaper (20.8%). Fewer respondents indicated they heard about the event through radio (13.9%), TV (7.9%), Internet (6.9%) or brochure (2.2%). Among those new to Grand Old Day in 2006, friends (74.3%) were the most frequently cited information source.

Attributes of Enjoyable Experience

The top cited most enjoyable attributes of Grand Old Day were people watching (24.8%), food and beverages (22.4%), live music (23.6%), and the parade (20.0%; Appendix B, Figure 5). Less cited attributes included the family area (2.9%), silly pet tricks (1.9%), strong man and woman contest (1.9%), sporting events (1.2%), and 'other' (1.2%). The most enjoyable attribute of Grand Old Day significantly differed between morning and afternoon respondents ($\chi^2=48.18$, $p<.001$; Appendix B, Figure 6).

Group Composition

Most frequently respondents attended Grand Old Day with friends (42.8%; Appendix B, Figure 7). Slightly more than a quarter (28.7%) attended with family, while an additional two tenths (20.0%) attended with both family and friends. Very few respondents attended Grand Old Day alone (5.1%) or with organized groups (1.7%). Group composition significantly differed among morning and the afternoon respondents ($\chi^2=17.993$, $p<.05$; Appendix B, Figure 8).

A majority (94.7%) of respondents indicated their group was comprised of other adults (21 or over; Appendix B, Table 4). Less than a quarter (24.4%) comprised of children twelve and under and fewer (14.4%) included individuals between the ages of thirteen and twenty. Among respondents who specified the actual number of people in each category, groups averaged four adults (\underline{M} =4.2), two children (\underline{M} =2.0) and two teenagers (\underline{M} =2.4; Appendix B, Figure 9).

Grand Old Day Expenditures

On average, respondents spent the most on food and beverages (\underline{M} =\$23.22; Appendix B, Table 6). Respondents spent an average of \$4.82 on 'other' items, \$4.22 on souvenirs, and \$3.22 on wristbands. The lowest dollar value reported was spent on parking (\underline{M} =\$1.40).

Grand Avenue Experience

A majority (92.2%) of respondents had previously visited Grand Avenue for reasons other than Grand Old Day. Among those who had previously visited Grand Avenue, the most frequently cited reasons were to frequent restaurants (74.2 %) and shop (61.0 %; Appendix B, Table 6). A quarter (25.4%) of respondents identified themselves Grand Avenue residents. Slightly fewer indicated they frequented other events (24.6%), services (21.5%), or movies (17.9%). A majority (95.3%) of respondents intend to return to Grand Avenue in the next twelve months (Appendix B, Figure 10). Similarly, among respondents who indicated no previous exposure to Grand Avenue, a majority (69.0%) 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 “Love it” and “Good job! Keep it up!” Several themes emerged among respondents whom suggested improvement opportunities. The most common suggestions were focused on specific attributes or amenities, the parade, and alcohol availability. Specific attributes or amenity themes included suggestions to provide seating, improve cleanliness, and increase booth options. Improved timing and enhancement of bands were most common among themes related to the parade. With regard to alcohol availability, comments focused either on increased or limited access. Increased access included comments related to the ability to walk the streets freely with alcohol or designated areas where adults with children could drink. Conversely, several comments suggested increased restrictions on alcohol use.

DISCUSSION

The 2006 Grand Old Day attracted a range of visitors from the local area who found a variety of the events enjoyable. Results indicate the Grand Old Day 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 Grand Old Day. Further, a majority of respondents had a long history and frequent visitation to Grand Old Day. 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. People watching, live music, food and beverages, and the parade all played a major role in attracting visitors. Given the schedule, it is not surprising that the parade was an important attribute among morning respondents, whereas live music was more important among afternoon respondents. The range of scheduled activities also attracted different group types throughout the day. A greater percentage of morning respondents attended Grand Old Day with their family, while a greater percentage of afternoon respondents attended with friends.

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 three fourths of new visitors heard about Grand Old Day 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 and radio were also frequently cited information sources. To attract visitors outside of the St. Paul Metro area, newspaper and radio announcements placed throughout the region would be beneficial.

With regard to visitor spending, respondents reported moderate spending in all categories provided. Food and beverages accounted for the highest expenditures. To maximize visitor spending, efforts to increase visitor length of stay and product offerings are suggested. On average, visitors spent less than five 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.

A common emergent theme among respondent's open-ended comments and suggestions related to alcohol availability. A discrepancy emerged wherein several respondents suggested enhanced restrictions, while others sought to improve access and availability. A tiered approach, based on the time of day, could be undertaken in an effort to ameliorate the discrepancy. Given the significant difference in group composition found throughout the day, this could be achieved by limited access in the morning hours and enhanced access in the afternoon hours.

Grand Old Day played a role in increased community awareness and exposure. More than one quarter of respondents had no prior visitation to Grand Old Day. While a majority of respondents indicated they had previously been to Grand Avenue, 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 Grand Old Day.

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 Grand Old Day and how the event compares to other festivals in the region. Future research to capture this useful information is advised.

REFERENCES

- Felentstein, 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 Norstrand 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 Grand Old Day Survey

Have you been to Grand Old Day before (check ONE)? ___ YES ___ NO

If yes, how many years have you attended Grand Old Day? ___ YEARS

What was the last year you attended Grand Old Day? _____

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

___ NEWSPAPER ___ FRIEND ___ INTERNET ___ BROCHURE ___ PREVIOUS VISIT ___ RADIO ___ TV ___ OTHER

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

Have you ever been to Grand Avenue for any reason other than Grand Old Day? ___ 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 Grand Avenue in the next 12-months (check ONE)? ___ YES ___ NO

What do you enjoy most about Grand Old Day (check ONE)?

___ LIVE MUSIC ___ SPORTING EVENTS ___ FOOD & BEVERAGES ___ PARADE ___ SILLY PET TRICK
___ FAMILY AREA ___ PEOPLE WATCHING ___ STRONG MAN & WOMAN CONTEST ___ 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 ___ 13-20 YEARS ___ 21+ YEARS OLD

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

\$_____ PARKING \$_____ SOUVENIRS \$_____ FOOD & BEVERAGES \$_____ WRISTBAND \$_____ 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 HAWAIIN OR OTHER PACIFIC ISLANDER ___ OTHER (Explain: _____)

Comments/Suggestions

THANK YOU

APPENDIX B

Tables and Figures

Table 1. Response rate among visitors to Grand Old Day, 2006.

Total parties contacted	606
Respondents	435
Refusals	171
Compliance rate	71.8%
Unusable Questionnaires	17
Usable Questionnaires	418

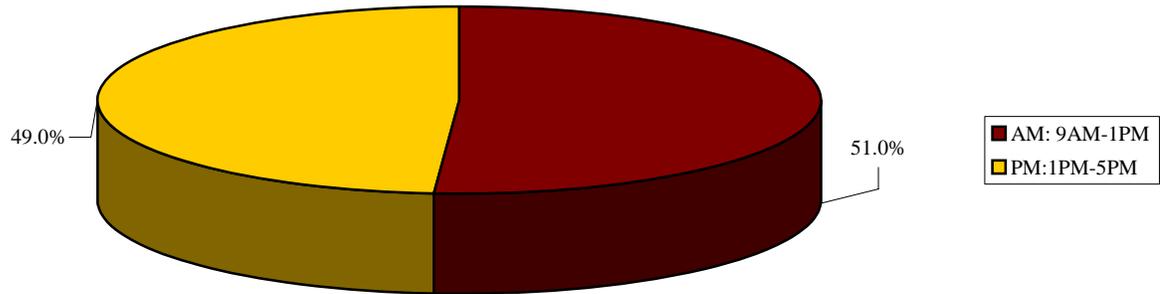


Figure 1. Time when respondents completed questionnaires regarding Grand Old Day, 2006.

Table 2. Demographic characteristics among visitors to Grand Old Day, 2006.

	Frequency	Percent
Gender		
Male	180	44.9
Female	221	55.1
Total	401	100.0
Ethnicity		
Hispanic/Latino	19	5.0
Non-Hispanic/Non-Latino	359	95.0
Total	378	100.0
Race		
White	342	81.8
Other	9	2.2
Black or African American	24	5.7
American Indian/Alaska Native	15	3.6
Asian	13	3.1
Native Hawaiian or Pacific Islander	5	1.2
Total	N/A ¹	N/A ¹
Age (M=36.8; S.D.=12.7)		
18-30	164	41.1
31-40	91	22.8
41-50	86	21.6
51-60	36	9.0
61-70	16	4.0
71 or older	6	1.5
Total	399	100.0

¹ Due to possible selection of multiple categorical responses.

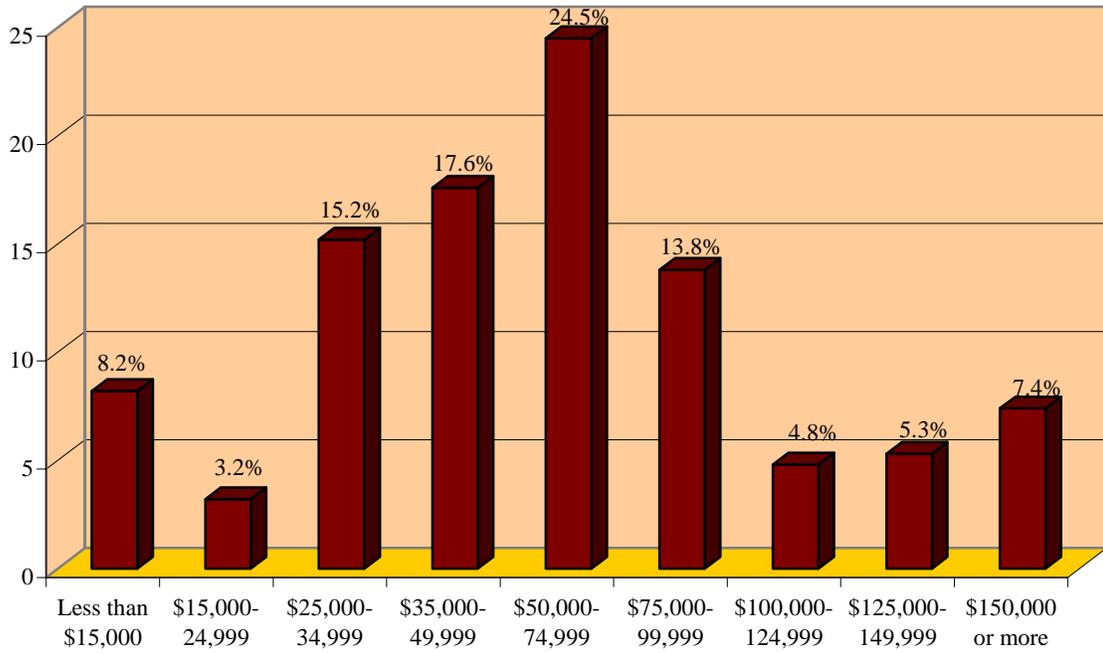


Figure 2. Percentage of annual household income among visitors to Grand Old Day, 2006.

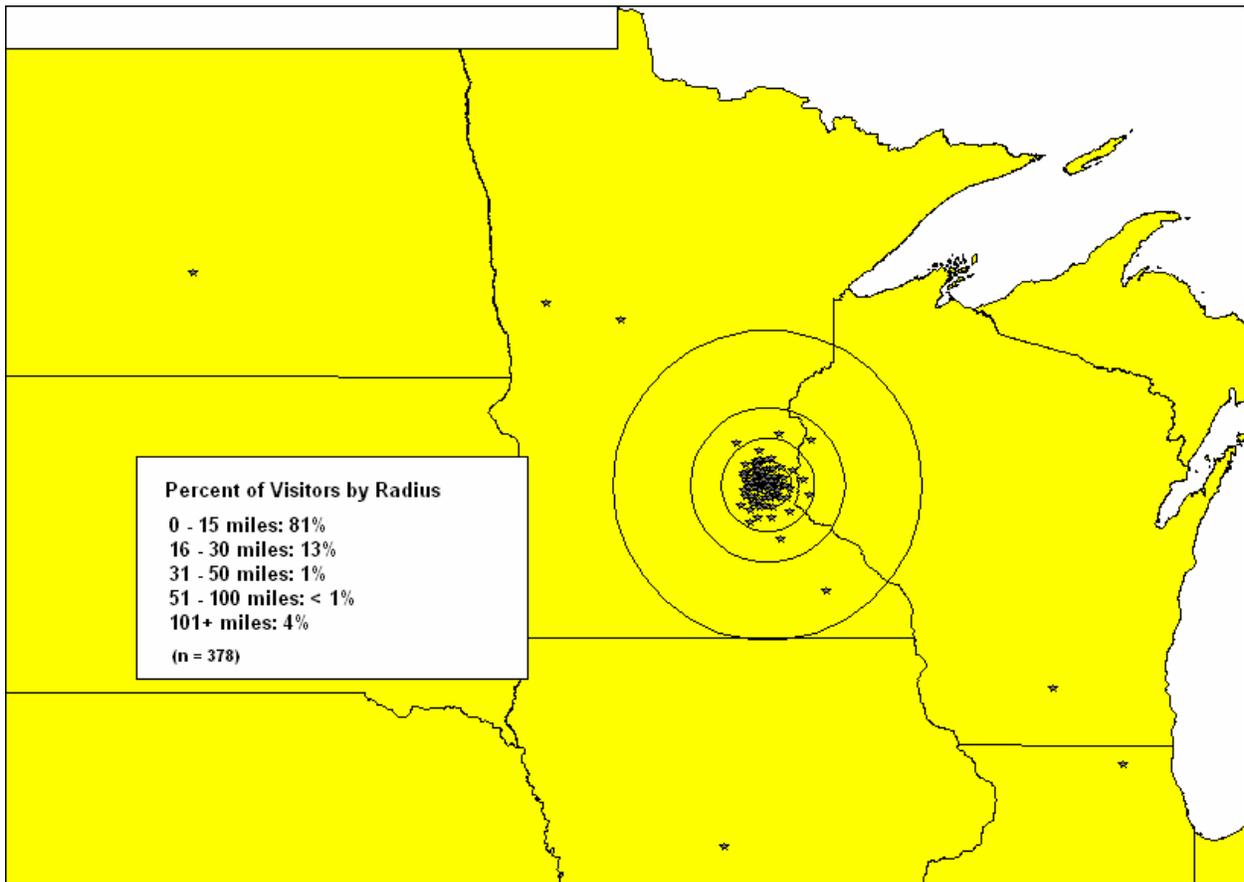


Figure 3. Radius map of respondents to Grand Old Day, 2006 (n=378).

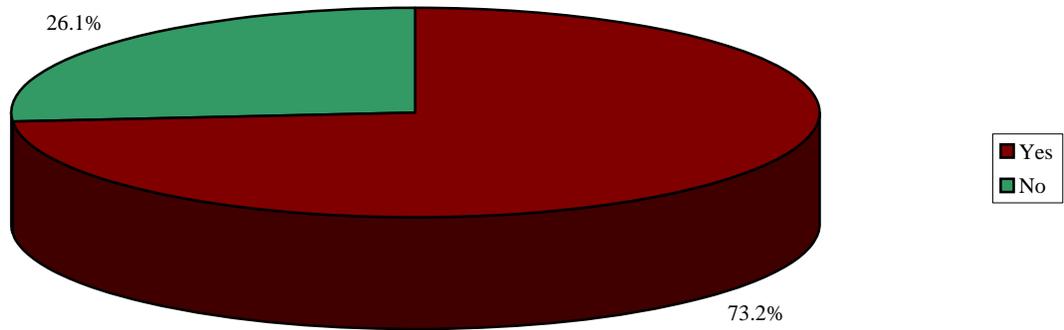


Figure 4. Previous Grand Old Day attendance among visitors to Grand Old Day, 2006.

Table 3. Information sources among visitors to Grand Old Day, 2006.

	Frequency	Percent
Friends	224	53.6
Previous visit	130	31.1
Newspaper	87	20.8
Radio	58	13.9
Other	57	13.6
TV	33	7.9
Internet	29	6.9
Brochure	9	2.2

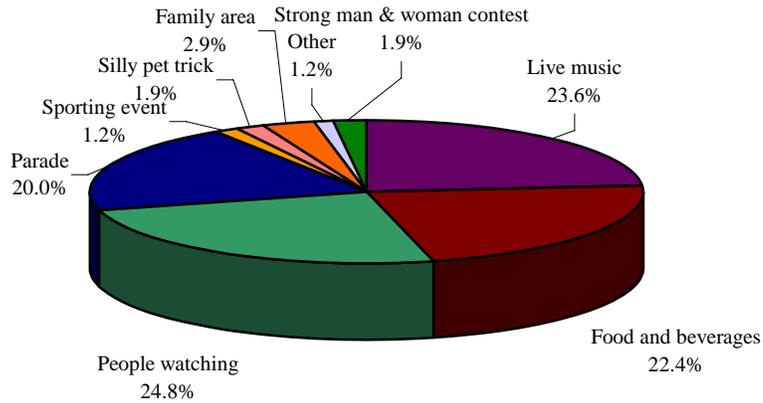


Figure 5. Most enjoyable attribute of Grand Old Day among questionnaire respondents, 2006.

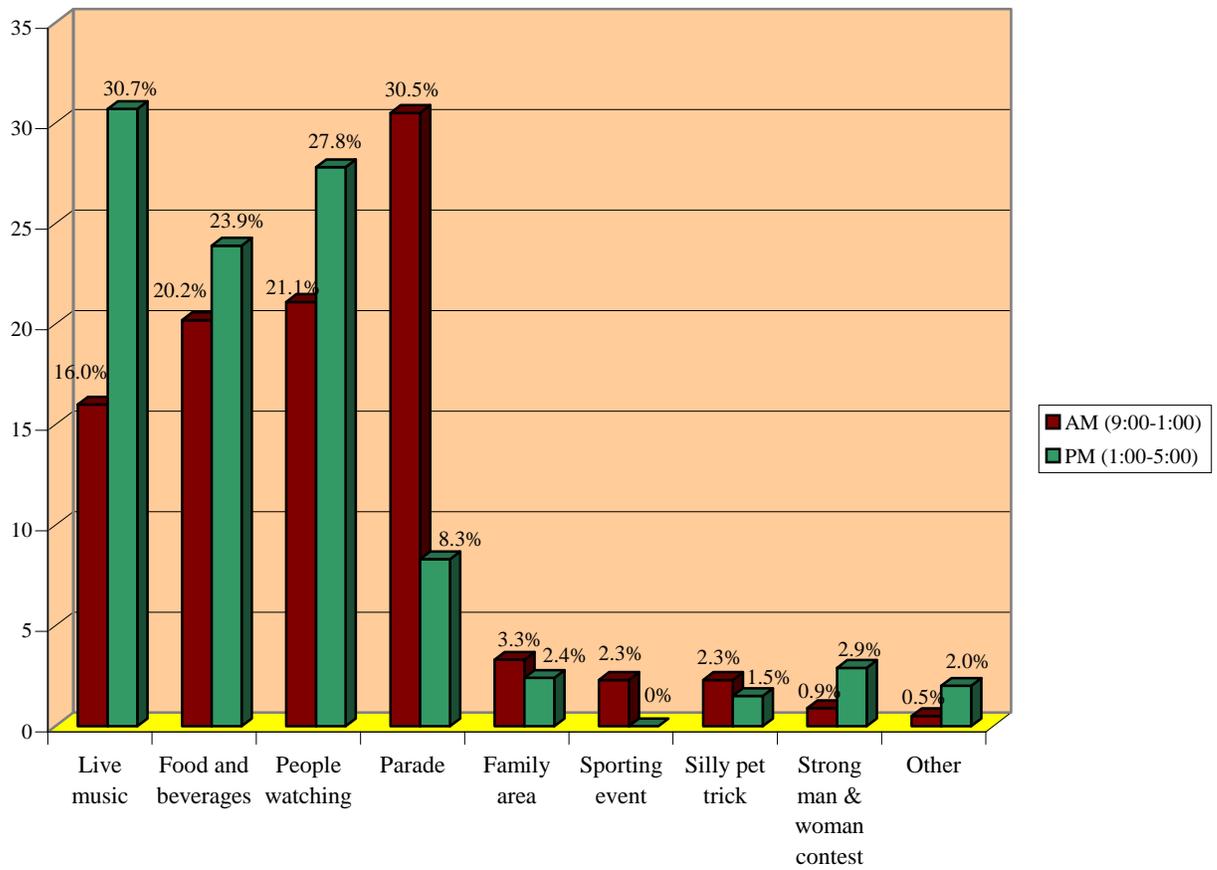


Figure 6. Most enjoyable attribute of Grand Old Day based on questionnaire completion time of among Grand Old Day respondents, 2006.

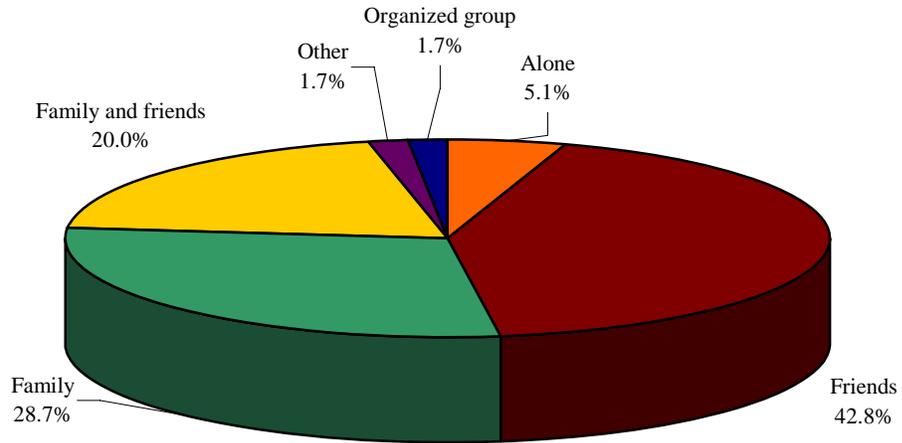


Figure 7. Group composition among visitors to Grand Old Day, 2006.

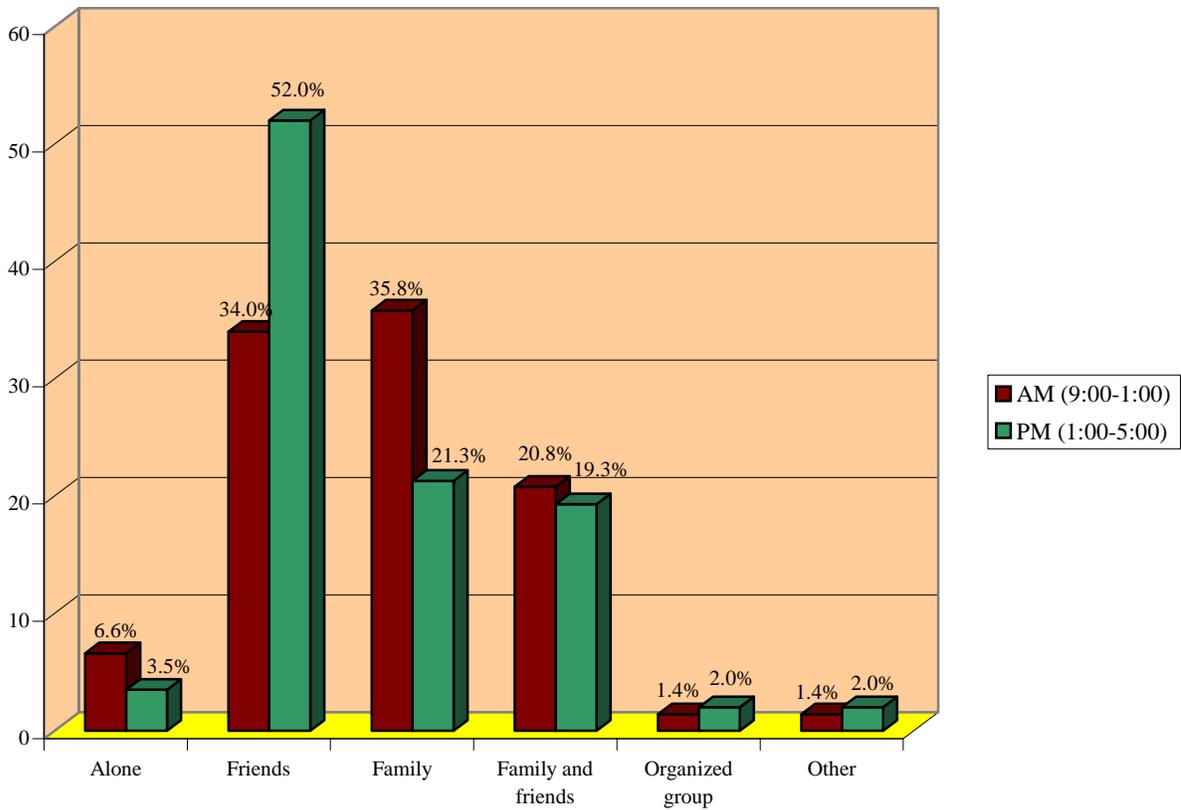


Figure 8. Group composition based on questionnaire completion time of among Grand Old Day respondents, 2006.

Table 4. Group composition age among visitors to Grand Old Day, 2006.

	Frequency	Percent
Adults (21+)	396	94.7
Children (0-12)	102	24.4
Teenagers (13-21)	60	14.4

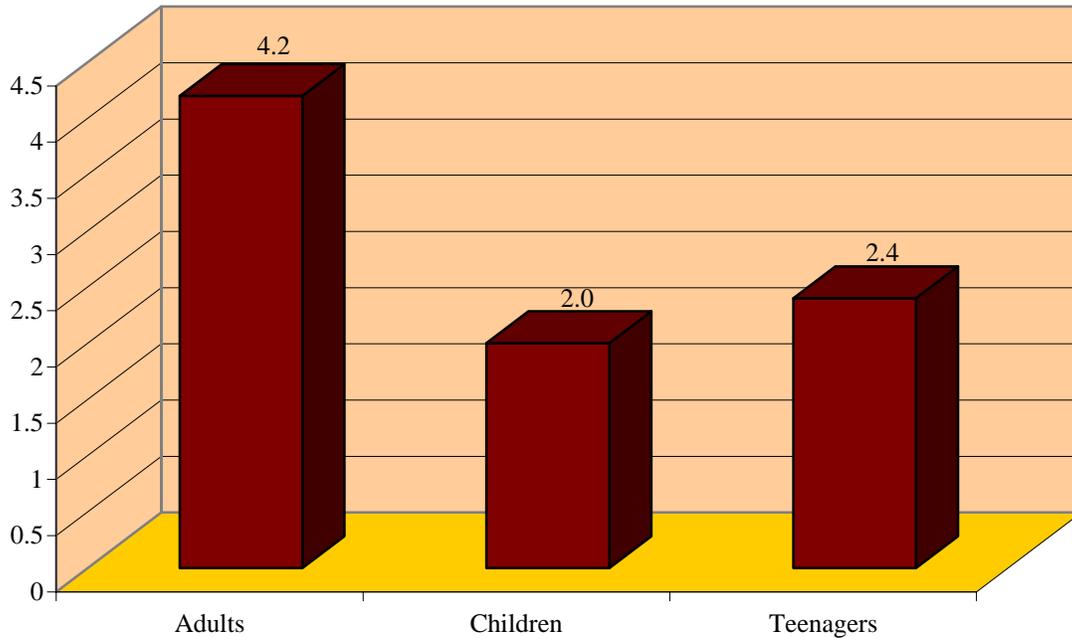


Figure 9. Average group size based on age categories among visitors to Grand Old Day, 2006.

Table 5. Average expenditures at Grand Old Day among festival attendee respondents, 2006.

	M	S.D.	Range
Food and beverages (n=325)	\$23.22	\$20.05	\$0-100
Other (n=94)	\$4.82	\$10.05	\$0-50
Souvenirs (n=153)	\$4.22	\$9.55	\$0-50
Wristbands (n=134)	\$3.28	\$5.02	\$0-30
Parking (n=166)	\$1.40	\$3.41	\$0-15

Table 6. Purpose of previous visit to Grand Avenue among visitors to Grand Old Day, 2006.

	Frequency	Percent¹
Restaurants	310	74.2
Shopping	255	61.0
Resident	106	25.4
Other events	103	24.6
Services	90	21.5
Movies	75	17.9

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

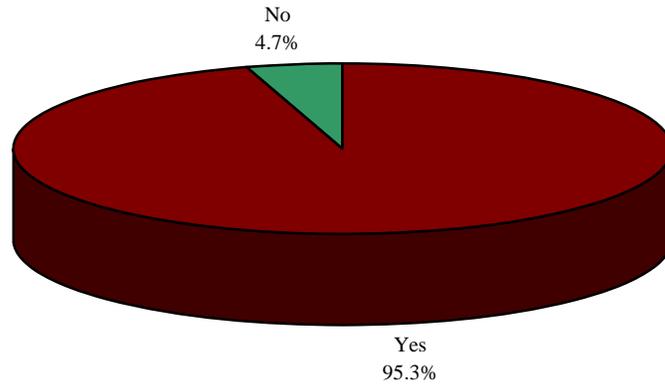


Figure 10. Intention to return to Grand Avenue in the next twelve months among visitors to Grand Old Day, 2006.

APPENDIX C

Comments and Suggestions

Greatly organized-Clean

Great job/Great day!!!

Always Awesome!

I want to drink in the street

Some events interpreted. Have certain events cater to spacefree audiences, more booths, parade was not organized this year

Better planning. This year schriend (??) and planning was not very well

Beer restrictions similar to the 90's

Make shorter surveys

More free beer

I (heart) grand ol day

Thanx for all the fish

More places to sit.

None

Have mud wrestling (women)

Fun times!

It's a great event. Maybe more booths? Loved it. Thanks.

Could stay open until 6:pm Clean-up is great-dumpster woke me Sat nite

Great Fun!

Make streets open to walk freely with alcoholic beverages

Word

This is awesome

Great lady doing survey

Jane was great!-very informative!
Please consider less alcohol & more music, etc.

West t-shirt contest's

Good Job! Keep it up!

This is quite the survey

Good organization

Less drinking

My feet hurt

Naked people around-parking for ONLY motorcycles

Please book more bands and local music groups for the parade!

Love it

I LOVE A PARADE!

Thanks!

What up Grand?

More outdoor music

LOVE GRAND OLD DAYS!!

YAHTZEE!

Grand old day should be twice a year

I LOVE G.O.D. It was better with kegs in wheelbarrow stop the thuneism

It's a tradition!

This is a GREAT EVENT!! Good job!!

Excellent

Consider parade escorts that could help keep parade units together and spectators out of the street

Throw stuff off the floats! (beads hanging on the trees are cool)
GRAND OLD DAY ROCKS!

Woo!

Great time/tradition

Map in the newspaper

More marching bands

More marching bands.

Here to see the parade & enjoy a nice day

The parade should be on time and should come at the same time.

Grand ol day doesn't need much improvement. Possibly some carnival rides 4 kids

Keep it family, tight police control, restrained alcohol

Always a great time, thanks

Keep the fun going

Parade gets stretched-no end clear

Make schedule more timely

GBLT Section

Great event

Here to see a friend in the Ska band Umbrellabed

Was disappointed that the shops were not open!!!!!!

Very nice time

Parade was spread out a little too much; would have been better if they stayed together. I like the tables selling jewelry, clothes, etc..and would like to see more

The parade had a huge gap in it and people thought it was over half way through and left. Better coordination during parade is needed

I thank for this!

Places to wash hands would be ideal

Gorgeous day! ☺

Mean age should be categorized in better

Great event

Pkg on website on Grand NR. St Thomas not find

All perfect

Less food more things to look at

Music a little loud—speakers in front of houses-No! No!

Minnesota is awesome!

Beer on the street

Kick %\$# time!

I am everything and all things

I was so happy the CVS was open for me to get sunscreen. Shat a lovely store with great people.

Put out water for dogs. Fewer lags in the parade.

Have it on a Sat.

Need a place for families to enjoy an adult beverage

No toilet paper & trash was overflowing

No toilet paper in Biffs-all day

More beer=more better

More food stalls

\$5 wrist band was too pricy for me.

Less noise @ 4:00AM while setting up. (Okay-wasn't that bad.) Have food vendors walk around and sell food.

You should have a Best of "South of the border" contest (aka butt)

Family area

More free things, benches

Location of bands closer to street. Extend time to 6 PM.

There should be more stuff on the West end.

Places to sit down/tables

Only suggestion is to have more tables or benches to sit and enjoy music/food

Check garbages & porta-toilets more often-need garbages next to hand wash stages