



UNIVERSITY OF MINNESOTA | EXTENSION

TOURISM CENTER

Red Wing Arts Festival: 2017 Attendee Profile and Artist Survey

Authored by Xinyi Qian, Ph.D., Brigid Tuck, M.S.

Red Wing Arts Festival: 2017 Attendee Profile and Artist Survey

April 2, 2018

Authored by Xinyi (Lisa) Qian, Ph.D., University of Minnesota Tourism Center, and Brigid Tuck, M.S., University of Minnesota Extension Center for Community Vitality

Editor:

Elyse Paxton, Senior Editor, Extension Center for Community Vitality

Report Reviewers:

Mary Lee
Red Wing Arts Festival Committee

Sponsors:

Minnesota State Arts Board
Red Wing Arts

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


© 2018 Regents of the University of Minnesota. All rights reserved. University of Minnesota Extension is an equal opportunity educator and employer. In accordance with the Americans with Disabilities Act, this material is available in alternative formats upon request. Direct requests to (612) 624-7165.  Printed on recycled and recyclable paper with at least 10 percent postconsumer waste material.

Table of Contents

List of Figures	iii
List of Tables	v
Executive Summary	vi
INTRODUCTION	1
METHODOLOGY	2
Study setting	2
Questionnaire	2
Data collection	2
Response rate	2
Analysis	3
Attendee counting	3
RESULTS	5
Attendance level estimate	5
Respondents	5
Repeat and first-time attendees	7
Information sources	8
Red Wing Arts Festival experience	9
Group composition	15
Awareness of the Arts Festival's organizer	16
Expenditures	16
Attendee vendor survey results	17
DISCUSSION	24
REFERENCES	26
APPENDICES	27
Appendix A	27
Appendix B	28

List of Figures

Figure 1:	Day of week respondents completed 2017 Red Wing Arts Festival attendee survey (n=354)	3
Figure 2:	2017 Red Wing Arts Festival site map with attendee counting points	4
Figure 3:	Gender of 2017 Red Wing Arts Festival attendee survey respondents (n=331)	6
Figure 4:	Percentage of 2017 Red Wing Arts Festival attendee survey respondents in various age brackets (n=320)	6
Figure 5:	Percentage of 2017 Red Wing Arts Festival attendee survey respondents in pre-tax income groups (n=275)	6
Figure 6:	Regional map illustrating 2017 Red Wing Arts Festival attendee survey respondents' primary residences (n=340)	7
Figure 7:	Percentage of repeat and first-time attendees among 2017 Red Wing Arts Festival attendee survey respondents (n=340)	7
Figure 8:	Number of years repeat attendees had visited Red Wing Arts Festival (n=158)	8
Figure 9:	Percentage of 2017 Red Wing Arts Festival attendee survey respondents using various information sources (n=346)	8
Figure 10:	Number of hours 2017 Red Wing Arts Festival attendee survey respondents planned to spend on site (n=340)	9
Figure 11:	Red Wing Arts Festival as the primary reason for visiting downtown Red Wing (n=343)	10
Figure 12:	Prior visitation to Red Wing among respondents living outside of Red Wing (n=182)	10
Figure 13:	Main reasons to attend 2017 Red Wing Arts Festival (n=346)	11
Figure 14:	Most enjoyable attributes of 2017 Red Wing Arts Festival (n=342)	12
Figure 15:	Intention to talk to an artist among 2017 Red Wing Arts Festival attendee survey respondents (n=336)	12
Figure 16:	Encounter with one or more never-before-seen visual art forms among 2017 Red Wing Arts Festival attendee survey respondents (n=332)	12
Figure 17:	Never-before-seen visual art forms 2017 Red Wing Arts Festival attendee survey respondents encountered (n=332)	13
Figure 18:	Intention to purchase art among 2017 Red Wing Arts Festival attendee survey respondents (n=317)	13
Figure 19:	Satisfaction with 2017 Red Wing Arts Festival among attendee survey respondents (n=343)	14
Figure 20:	Perceived family friendliness of 2017 Red Wing Arts Festival (n=336)	14
Figure 21:	Percentage of 2017 Red Wing Arts Festival attendee survey respondents (n=346) with group members in various age categories	15
Figure 22:	Travel group type of 2017 Red Wing Arts Festival attendee survey respondents (n=342)	16
Figure 23:	Awareness among 2017 attendee survey respondents that Red Wing Arts Festival was run by Red Wing Arts Association	16
Figure 24:	Level of agreement that 2017 Red Wing Arts Festival was a positive event among artisan vendors (n=64)	17
Figure 25:	Overall satisfaction with Red Wing Arts Festival among artisan vendors (n=62)	17

Figure 26:	Percentage of artisan vendors who planned and did not plan to apply for the 2018 Red Wing Arts Festival (n=58)	18
Figure 27:	Satisfaction with various aspects of 2017 Red Wing Arts Festival among artisan vendors (n=60)	18
Figure 28:	Satisfaction with various aspects of sales at 2017 Red Wing Arts Festival among artisan vendors (n=60)	19
Figure 29:	Top comments on satisfaction with 2017 Red Wing Arts Festival among artisan vendors	19
Figure 30:	Sales range reported by 2017 Red Wing Arts Festival artisan vendors	20
Figure 31:	Sales versus expectations among 2017 Red Wing Arts Festival artisan vendors	20
Figure 32:	Percentage of artist revenue from the 2017 Red Wing Arts Festival	21
Figure 33:	Percentage of artist revenue from art fairs among 2017 Red Wing Arts Festival artisan vendors	21
Figure 34:	Reason to participate in 2017 Red Wing Arts Festival among artisan vendors	22
Figure 35:	Top activities that, if stopped, would negatively affect Red Wing Arts Festival (n=29)	22
Figure 36:	Top activities to add to the Red Wing Arts Festival (n=29)	22
Figure 37:	Top suggestions for improving the Red Wing Arts Festival (n=28)	23

List of Tables

Table 1:	Response rate to 2017 Red Wing Arts Festival attendee survey	3
Table 2:	Red Wing Arts Festival attendance level estimate: Count results and extrapolation	5
Table 3:	Primary place of residence among 2017 Red Wing Arts Festival attendee survey respondents (n=340)	6
Table 4:	Newspapers that 2017 Red Wing Arts Festival attendee survey respondents used as information sources (n=23)	9
Table 5:	Other information sources used by 2017 Red Wing Arts Festival attendee survey respondents (n=102)	9
Table 6:	Other reasons to attend 2017 Red Wing Arts Festival (n=33)	11
Table 7:	Other most enjoyable attributes of 2017 Red Wing Arts Festival (n=11)	12
Table 8:	Suggestions for improving Red Wing Arts Festival offered by 2017 attendee survey respondents (n=50)	14
Table 9:	Personal spending by attendee survey respondents at 2017 Red Wing Arts Festival	16

EXECUTIVE SUMMARY

In spring 2017, Red Wing Arts Association (now Red Wing Arts) received a grant from the Minnesota State Arts Board. As a part of the grant, the Association commissioned the University of Minnesota Extension to survey attendees and artisan vendors at the 2017 Red Wing Arts Festival. The purpose of the survey was to better understand attendee characteristics and art-related behavior, to better serve artisan vendors, to assist with marketing decisions, and to learn how to enhance the event itself. Attendee counting was also conducted to estimate the festival's attendance level.

METHODS

An on-site questionnaire was administered to festival attendees between Saturday, October 14 and Sunday, October 15, 2017. A convenience sampling approach was implemented to ensure coverage across time and festival grounds. A total of 515 parties were contacted and 354 questionnaires completed, resulting in a 68.7 percent response rate. An online questionnaire was administered to 95 artisan vendors. Sixty-four responses were received, yielding a 67 percent response rate. Completed questionnaires were entered, cleaned, and checked using SPSS (version 24.0), a statistical analysis software. To estimate the number of festival attendees, a counting plan was designed and implemented based on the method Crompton, Lee, and Shuster (2001) developed.

RESULTS

Attendance level estimate

The estimated total attendance at the Red Wing Arts Festival was 15,741. Specifically, the festival attracted an estimated 7,932 attendees on Saturday and an estimated 7,809 on Sunday.

Attendee demographics

Most often, respondents were female (70 percent), with an average age of 52 years old. The most frequently cited income category was \$50,000–\$99,999. More than 40 percent of respondents (43.5 percent) live in the Minneapolis–St. Paul–Bloomington area and 36.5 percent in Red Wing.

Attendee information sources

The most frequently identified information source was word of mouth (39.9 percent), followed by poster/flyer (14.5 percent), newspaper (11.6 percent), and festival website (11.3 percent). Nineteen respondents knew about the festival because they live in Red Wing. Eighteen respondents happened to drive by or through Red Wing, and another 15 “came upon” the Festival.

Attendee art fair experience

A majority of respondents (66 percent) were repeat attendees. For 68 percent of respondents, the festival was the primary reason for coming to downtown Red Wing, and more than 90 percent of respondents had previously visited Red Wing. About 36 percent of respondents were not aware that the Festival was run by the Red Wing Arts Association. Attendees spent an average of two and a half hours at the festival. More than 70 percent of respondents (74 percent) did or planned to talk to an artist, and 53 percent encountered visual art forms(s) they had not seen before, particularly mixed media and fiber. More than 40 percent of respondents (44.2 percent) had at least one adult aged 41–59 years in their group, and 46.5 percent had at least one person over the age of 60 in the group. More than 30 percent of respondents attended the festival with family (32.2 percent), and another 30.7 percent with a spouse/partner.

The most frequently cited reasons to attend the festival were to enjoy the Red Wing Arts Festival (51.6 percent), the beautiful setting (23.7 percent), the variety of art (23 percent), and the quality of art (22.3 percent). Attendees most frequently identified quality of art (27.8 percent) and variety of art (27.5 percent) as the most enjoyable attributes of the Festival. More than 90 percent of respondents were either very satisfied or satisfied with the festival, and more than 90 percent perceived the festival as either very family friendly or family friendly.

Attendee fair expenditures

More than 40 percent of respondents purchased art (44.2 percent; *Mean*=\$57.1, *median*=\$37.5), and 51.7 percent spent money on food and beverages (*mean*=\$14.4, *median*=\$10).

Artisan vendor survey results

Overall, vendors were satisfied with the festival. Ninety-eight percent of vendors agreed or strongly agreed the festival was a positive event, and 81 percent were satisfied or very satisfied with the festival. Close to 90 percent of respondents (88 percent) planned to apply for the 2018 Red Wing Arts Festival. More than 95 percent of respondents (97 percent) were satisfied or very satisfied with the respect demonstrated by event organizers. Only 70 percent of vendors were satisfied or very satisfied with promotion of the event.

With respect to sales, respondents reported the highest level of satisfaction (87 percent satisfied or very satisfied) with the diversity of artisans and the lowest level of satisfaction (63 percent satisfied or very satisfied) with overall sales volume. The average sales reported by respondents was \$2,110. Seventy-two percent of artisans (72 percent) reported sales of more than \$1,000. Meanwhile, more than 40 percent of artisan vendors (43 percent) reported sales were largely below expectations. Close to 40 percent of respondents (38 percent) reported the festival accounted for 6 to 10 percent of their revenue but 73 percent reported that art fairs in general accounted for more than 75 percent of their revenue.

DISCUSSION

The 2017 Red Wing Arts Festival attracted close to 16,000 attendees, which is significant given the most recent estimated population of Red Wing City is 16,526. There were slightly more attendees on Saturday than on Sunday, despite the afternoon rain on Saturday.

The festival had a strong local turnout. Goodhue County, in which Red Wing is located, contributed the highest percentage of attendees. The festival also drew more than 40 percent of attendees from the seven-county Twin Cities Metropolitan Area, particularly Hennepin, Dakota, and Ramsey Counties. Olmsted County, where Rochester is located, was also an important market for the festival.

Attendees spent an average of \$57 on purchasing art, with a median of \$37. It is worth noting there were no complaints about the price of the art.

In terms of information sources, word of mouth was the most frequently used. Clearly, it is important to maintain attendee satisfaction with the festival, as those happy with their experience can serve as “ambassadors,” sharing their positive experience with others. Posters/flyers and newspapers were used more frequently as an information source than the festival’s website or Facebook page. This is not surprising, given the average age of attendees and the fact some simply came upon the festival.

For more than two-thirds of respondents, the festival was the main reason for coming to downtown Red Wing. This is a significant finding, as it shows how the festival attracts more people to the

downtown area. Festival organizers are encouraged to explore ways of collaborating on programming and activities with downtown businesses.

More than half of respondents identified “to enjoy Red Wing Arts Festival” as the main reason to attend the event, and more than 90 percent were either satisfied or very satisfied with the festival. A beautiful setting, a variety of art, and the quality of art were three other main reasons for attending the festival. Correspondingly, quality of art and variety of art were the two most enjoyable attributes of the festival. Based on these findings, the festival met attendees’ expectations, which may partially explain their high satisfaction level.

More than 90 percent of respondents perceived the festival as either family friendly or very family friendly, although less than 16 percent attended with children or minors under 18 years old. A few respondents suggested the festival should consider offering more activities or space for children. Given the event did not have a strong turnout among Gen Xers and millennials, perhaps one way to attract more attendees from these two generations is to offer more activities and/or space for children.

INTRODUCTION

Festivals and events have a direct impact on residents' sense of community, pride for local culture, and enjoyment of local entertainment (Hall, 1992; Nicholson & Pearce, 2001). Festivals and events are also venues to showcase local arts and crafts. In Minnesota, 13 percent of festivals and events categorized themselves as an art fair, and 36 percent identified promoting arts and crafts as a purpose (Qian & Simmons, 2014).

The Red Wing Arts Festival is one such event in Minnesota. Located in downtown Red Wing, the festival aims to provide attendees with a high quality, fun, and family-friendly art event. To assist with marketing decisions, enhance the event itself, and maximize benefits to the community, the Red Wing Arts Festival surveyed attendees and artisan vendors.

In spring 2017, the University of Minnesota Tourism Center and Extension Center for Community Vitality were contracted to profile attendees and artisan vendors during the 2017 Red Wing Arts Festival. Of key interest for the attendee profile survey was attendee demographics, festival information sources, festival experience, expenditures, and art purchasing behavior. Of key interest for the artisan vendor survey was satisfaction with various aspects of the festival, sales at the festival, reason for participating in the festival, and future plans to participate in the event.

METHODOLOGY

STUDY SETTING

The 2017 Red Wing Arts Festival was held Saturday, October 14 through Sunday, October 15 in downtown Red Wing, Minnesota. Activities offered included artist demonstrations, musical performances, an art play area and face painting for children, and food trucks.

QUESTIONNAIRES

To profile festival attendees, an on-site questionnaire was developed based on discussion with the festival organizer and previous attendee profile projects the Tourism Center has conducted. Questionnaire sections included festival participation, information sources, enjoyable attributes, main reasons to attend, art purchasing behavior, expenditures, group composition, event satisfaction, and basic demographic information (Appendix A).

To profile artisan vendors, an online survey was developed based on discussion with the festival organizer and previous survey work conducted by the Extension Center for Community Vitality. Questionnaire sections included satisfaction with various aspects of the festival, vendors' sales and revenue, reasons for participation, and future plans to participate in the event (Appendix B).

DATA COLLECTION

To profile Festival attendees, a sampling plan was created with both spatial and time consideration to: (1) ensure coverage of various activities and areas throughout the Festival, and (2) reach the range of Festival attendees. A convenience sampling approach was implemented, as data collection volunteers asked passing attendees to complete the questionnaire. A local project coordinator hired and trained by University of Minnesota Tourism Center trained and coordinated volunteers who administered the questionnaire. Based on estimated attendance from previous years, 378 completed questionnaires were set as the sampling target (95 percent confidence interval; ± 5 percent sampling error rate).

To survey artisan vendors, an email invitation was sent to 95 artisans. A pre-notification was emailed on October 30. The live survey link was emailed on November 6, and a final reminder was emailed on November 21.

RESPONSE RATE

During two days of data collection for the attendee profile survey, volunteers contacted 515 parties and obtained 354 questionnaires, resulting in a 68.7% compliance rate (Table 1). Nine questionnaires were unusable (five completed by attendees younger than 18 years old, another four duplicates from the same households), thus 354 questionnaires were used for analysis. Thirty six percent of respondents were contacted on Saturday and 64 percent on Sunday (Figure 1).

For the artisan vendor survey, a total of 64 responses were received, yielding a 67 percent response rate.

ANALYSIS

Completed questionnaires were entered, cleaned, and checked in SPSS (version 24.0), a statistical data analysis software. Analysis provided frequencies to describe the sample of Festival attendees and artisan vendors. Means, medians, and standard deviations were also provided where applicable.

ATTENDEE COUNTING

To estimate the number of attendees the Festival attracted, a counting plan was designed and implemented based on the method Crompton, Lee, and Shuster (2001) developed. The Festival organizer identified two primary attendee entrance points (count points A and B; Figure 2) and two secondary attendee entrance points (count points C and D). At points A and B, counts were taken for 15 minutes every hour, between 10 am and 5pm, on both Saturday and Sunday. At points C and D, counts were taken for 15 minutes every other hour, between 10am and 5pm on both days. The number of people entering the Festival grounds within the 15-minute count was extrapolated to estimate the number of attendees entering through that entrance point during the one-hour period. When counts were not taken at points C and D for a specific one-hour period, the counts for those two entry points were made in the following way: if points A and B had a total count of 100 and gates C and D had a total count of 50 in the first hour, then the count for points C and D was 50 percent of points A and B. If in the following hour, the actual count at points A and B was 200, then the estimate for points C and D would be 100—50 percent of the actual count at points A and B.

TABLE 1: Response rate to 2017 Red Wing Arts Festival attendee survey.

	Frequency (n)		
	Saturday	Sunday	Overall
People contacted	185	330	515
Declined to participate	66	95	161
Compliance rate	64%	71%	69%

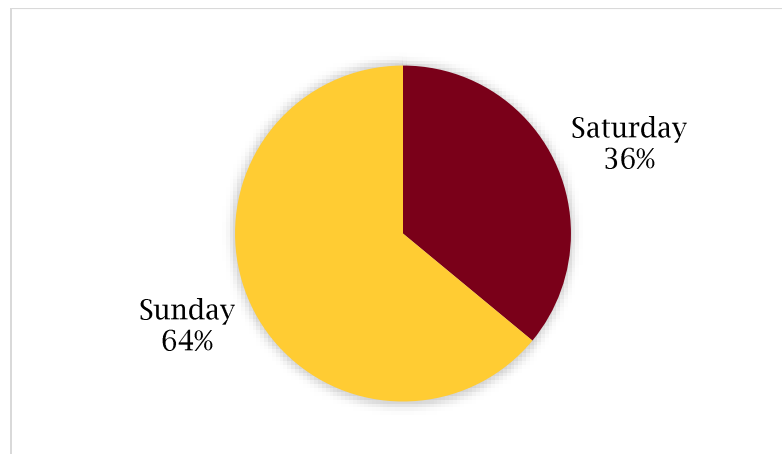


Fig. 1: Day of week respondents completed 2017 Red Wing Arts Festival attendee survey (n=354).

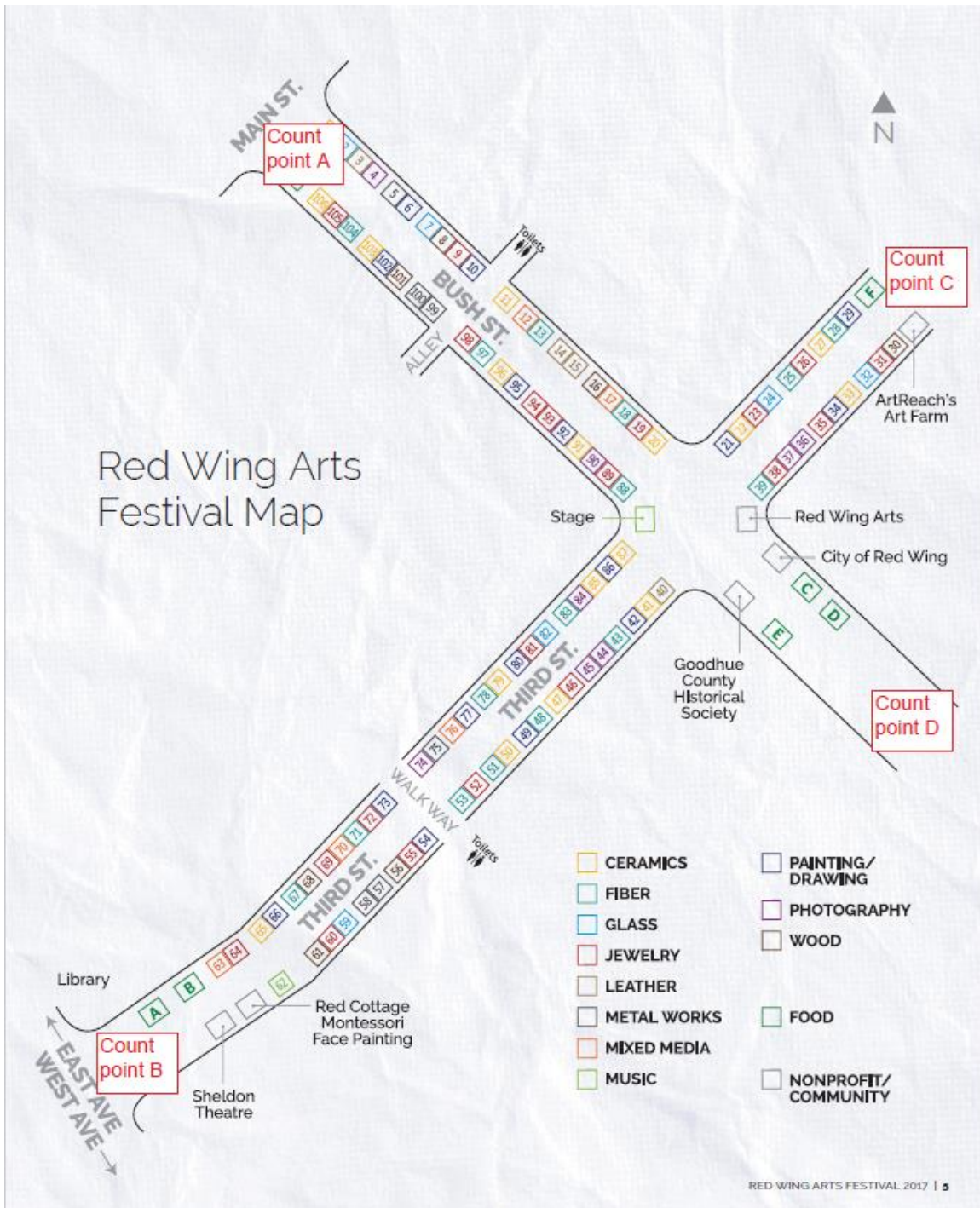


Fig. 2: 2017 Red Wing Arts Festival site map with attendee counting points.

ATTENDEE PROFILE RESULTS

ATTENDANCE LEVEL ESTIMATE

Attendee counting and subsequent extrapolation was conducted based on the method Crompton et al. (2001) designed. The estimated total attendance at Red Wing Arts Festival was 15,741 (Table 2). Specifically, the Festival attracted an estimated 7,932 attendees on Saturday and an estimated 7,809 attendees on Sunday.

TABLE 2: Red Wing Arts Festival attendance level estimate: Count results and extrapolation.

		Point A		Point B		Points A + B	Point C		Point D		Points C + D	
		Count	Extrapolate	Count	Extrapolate		Count	Extrapolate	Count	Extrapolate		
Saturday	10am-10:15am	87	348	96	384	732	88	352	96	384	736	
	11am-11:15am	164	656	137	548	1204	Extrapolated total: 632				632	
	12pm-12:15pm	246	984	106	424	1408	116	464	72	288	752	
	1pm-1:15pm	68	272	24	96	368	Extrapolated total: 75				75	
	2pm-2:15pm	91	364	44	176	540	81	324	59	236	560	
	3pm-3:15pm	28	112	32	128	240	Extrapolated total: 105				105	
	4pm-4:15pm	17	68	19	76	144	32	128	77	308	436	
		Sat total: 7932										
Sunday	10am-10:15am	62	248	36	144	392	77	308	82	328	636	
	11am-11:15am	156	624	60	240	864	Extrapolated total: 723				723	
	12pm-12:15pm	180	720	71	284	1004	48	192	65	260	452	
	1pm-1:15pm	203	812	87	348	1160	Extrapolated total: 300				300	
	2pm-2:15pm	110	440	73	292	732	67	268	73	292	560	
	3pm-3:15pm	33	132	71	284	416	Extrapolated total: 166				166	
	4pm-4:15pm	17	68	37	148	216	22	88	25	100	188	
		Sun total: 7809										
		Points A & B total: 9420					Points C & D total: 6321					15741

RESPONDENTS

Demographics

Over two-thirds of respondents (70 percent) were females (Figure 3). The average age of Festival attendees was about 52 years old (*Mean*=52.5, *Median*=57, *Standard Deviation*=15.8). Specifically, 49.7 percent were baby boomers (between the ages of 53 and 71 years old; Figure 4). Close to a quarter (23.4 percent) were between 36 and 52 years old (considered as Gen X), and 19.4 percent were Millennials (between 18 and 35 years old).

The pre-tax household income of 37.8 percent of respondents was between \$50,000 and \$99,999 (Figure 5). Another 24.4 percent of respondents had a household income between \$100,000 and \$149,999.

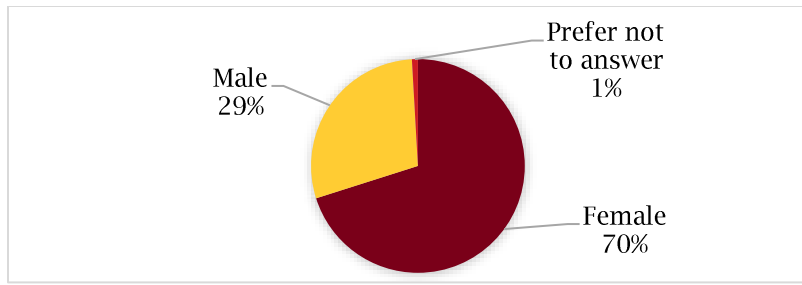


Fig. 3: Gender of 2017 Red Wing Arts Festival attendee survey respondents (n=331).

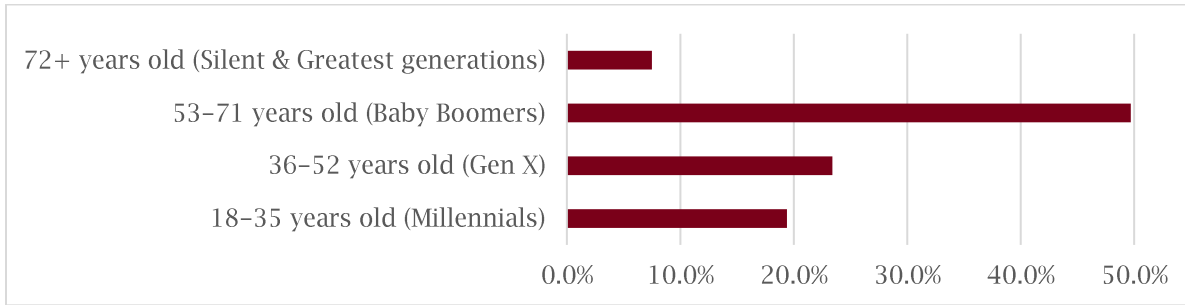


Fig. 4: Percentage of 2017 Red Wing Arts Festival attendee survey respondents in various age brackets (n=320).

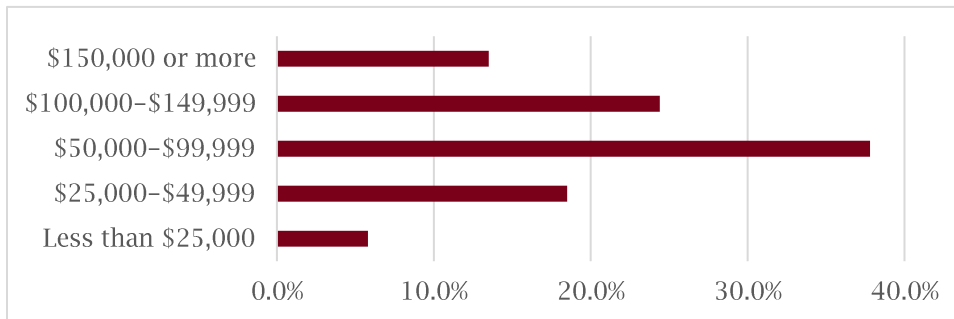


Fig. 5: Percentage of 2017 Red Wing Arts Festival attendee survey respondents in pre-tax income groups (n=275).

Primary residence

Over one-third of respondents (36.5 percent) came from Goodhue County, where Red Wing is located (Table 3; Figure 6). Over ten percent of respondents (12.8 percent) came from Hennepin County and another 11.8 percent from Dakota County. Over 40 percent of respondents (43.5 percent) came from the Minneapolis-St. Paul-Bloomington area, 36.5 percent from Red Wing, and 7.6 percent from Rochester.

Table 3: Primary place of residence among 2017 Red Wing Arts Festival attendee survey respondents (n=340).

Top 5 counties		Top 4 Core Based Statistical Areas (CBSA)	
County	Percent (%)	CBSA	Percent (%)
Goodhue	36.5	Minneapolis-St. Paul-Bloomington, MN-WI	43.5
Hennepin	12.3	Red Wing, MN	36.5
Dakota	11.8	Rochester, MN	7.6
Ramsey	7.1	Faribault-Northfield, MN	1.5
Olmsted	6.2		

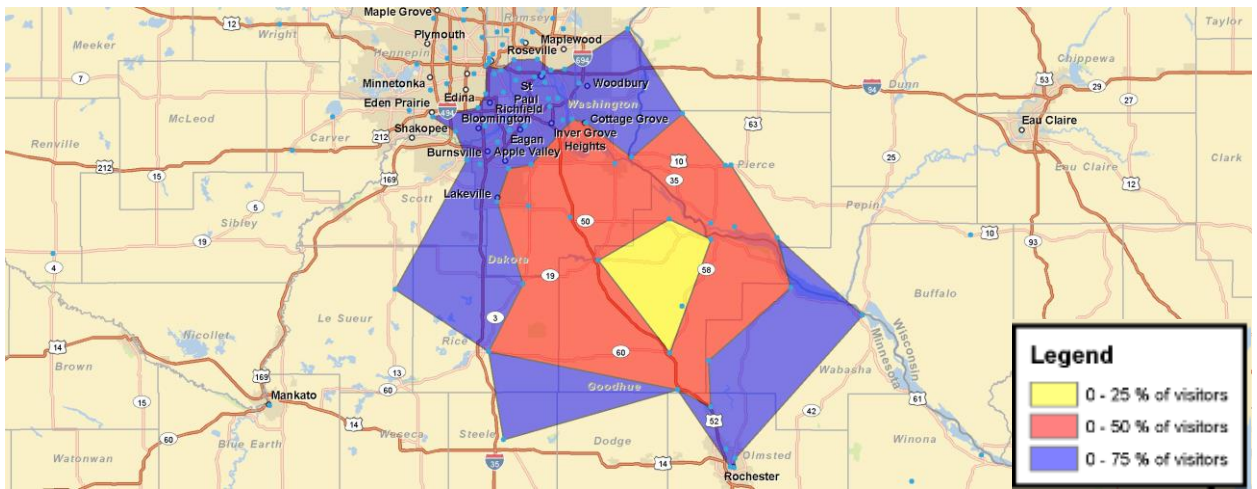


Fig. 6: Regional map illustrating 2017 Red Wing Arts Festival attendee survey respondents' primary residences (n=340).

REPEAT AND FIRST-TIME ATTENDEES

About two-thirds of respondents (66 percent) were repeat visitors (Figure 7). On average, repeat attendees had visited Red Wing Arts Festival for about eight times ($M=8.32$, $Mdn=5$, $SD=8.89$) in the past.

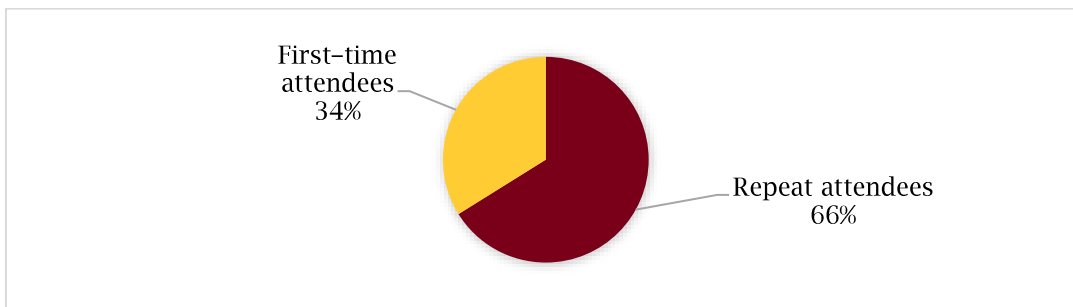


Fig. 7: Percentage of repeat and first-time attendees among 2017 Red Wing Arts Festival attendees survey respondents (n=340).

Among repeat attendees, 13.3 percent had visited the Festival once before 2017, 12.7 percent for two times, and 10.2 percent for three times. Fourteen percent had visited the Festival between six and ten times, and 13.9 percent between 11 and 20 times. There were 8.2 percent of repeat attendees who had visited the Festival for over 20 times.

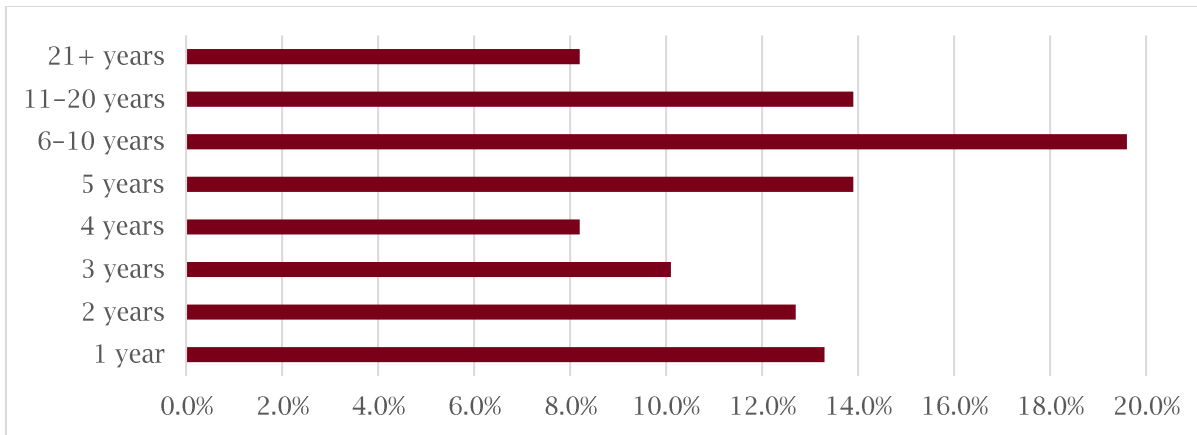


Fig. 8: Number of years repeat attendees had visited Red Wing Arts Festival (n=158).

INFORMATION SOURCES

Word of mouth is the most frequently used information source (39.9 percent; Figure 9), followed distantly by poster/flyer (14.5 percent), newspaper (11.6 percent), and Festival website (11.3 percent). Close to ten percent of respondents (9.5 percent) used Facebook as an information source.

Among respondents who used newspaper as an information source, 12 used Eagle/Republican Eagle (Table 4) and seven used Star Tribune.

There is also a variety of “other” information sources respondents used to hear about the Festival (Table 5). Nineteen respondents knew about the Festival because they live in Red Wing. Eighteen respondents happened to drive by or drive through Red Wing, and another 15 “came upon” the Festival. Ten respondents heard about the Festival through friend(s), and another five through family member(s).

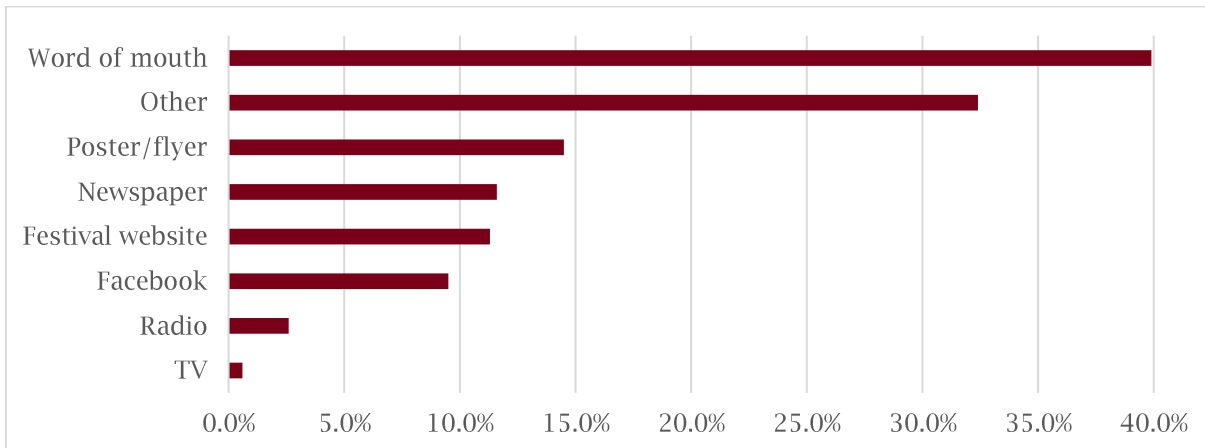


Fig. 9: Percentage of 2017 Red Wing Arts Festival attendee survey respondents using various information sources (n=346).

Table 4: Newspapers that 2017 Red Wing Arts Festival attendee survey respondents used as information sources (n=23).

Newspaper	Count
Eagle/Republican Eagle	12
Star Tribune	7
"Red Wing"	2
Pioneer Press	1
Explore Minnesota	1

Table 5: Other information sources used by 2017 Red Wing Arts Festival attendee survey respondents (n=102).

Information sources	Count
I live here/in town/in Red Wing	19
Drive by/drive through town	18
Came/happened upon	15
Friend(s)	10
Family/mom/son/relative	5
Artist(s)/Artist friends	4
History/tradition/Attended before	4
Road signs	4
Internet search	3
Work/boss	3
Red Wing Arts Association/staff/volunteer	3
Came every year	2
I'm an artist	2
Sheldon Theater email	2
Fly by	1
I'm a former artist	1
Happen to be in town	1
Red Wing Chamber	1
Advertising in Hager City	1
Rivertown Comics	1
"Board"	1
Came for Duluth Trading Co.	1

RED WING ARTS FESTIVAL EXPERIENCE

Duration of attendance

On average, respondents planned to spend two and a half hours ($M=2.55$, $Mdn=2$, $SD=1.73$) at the Festival. Close to 40 percent of respondents (37.9 percent) planned to spend two hours at the Festival, 22.9 percent to spend three hours, and another 22.9 percent no longer than one hour.

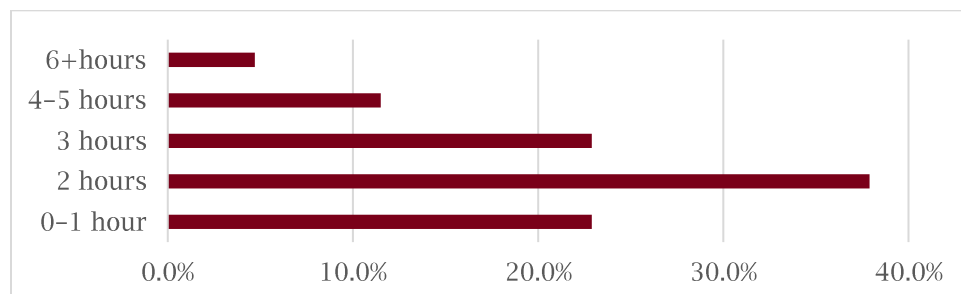


Fig. 10: Number of hours 2017 Red Wing Arts Festival attendee survey respondents planned to spend on site (n=340).

Visitation to Red Wing

For 68 percent of respondents, the Festival was the primary reason for coming to downtown Red Wing (Figure 11). Additionally, among attendees living outside of Red Wing, 91.8 percent had visited Red Wing prior to attending the Festival (Figure 12).

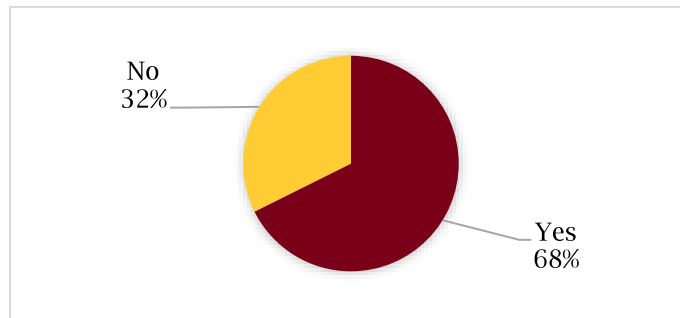


Fig. 11: Red Wing Arts Festival as the primary reason for visiting downtown Red Wing (n=343).

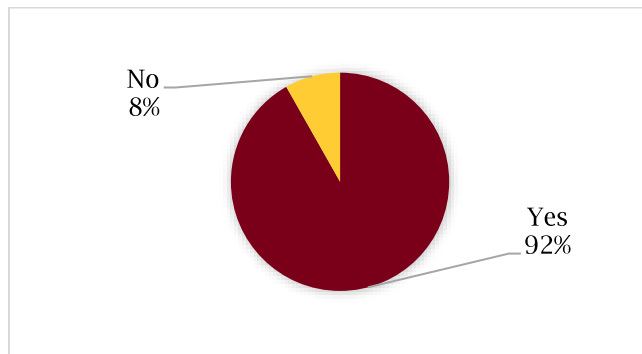


Fig. 12: Prior visitation to Red Wing among respondents living outside of Red Wing (n=182).

Purpose of attending

The most frequently identified reason to attend the Festival is to enjoy it (51.6 percent; Figure 13). Over 20 percent of respondents identified beautiful setting (23.7 percent), to see a variety of art (23 percent), and quality of art (22.3 percent) as reasons to attend the Festival. At least ten percent of respondents cited having attended the Festival previously (15.5 percent), being close to where they live (12.7 percent), and to buy art (11.3 percent) as reasons to attend the Festival.

Among the 10.8 percent of respondents who reported “other” reasons to attend the Festival, five said they were already in downtown Red Wing or passing through (Table 6). Four other reasons were each identified by three respondents: seeing fall colors (when coming upon the Festival), to buy boots/Red Wing Shoe sale, visiting friend(s), and working or volunteering for the Festival.

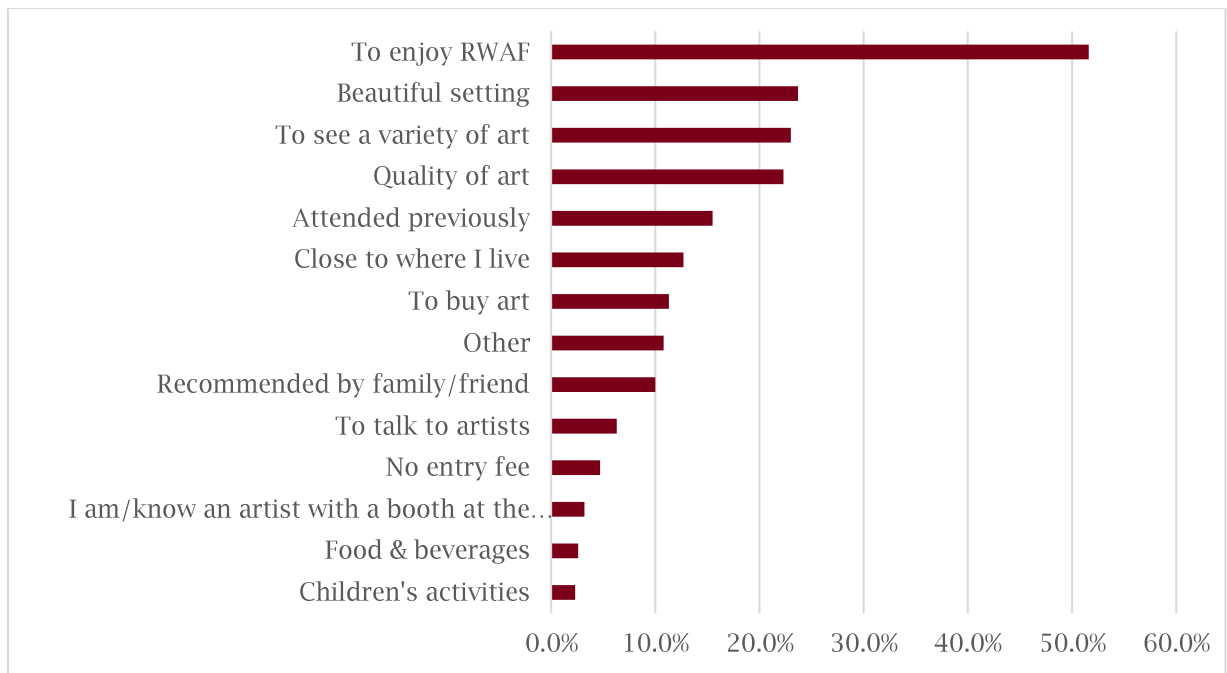


Fig. 13: Main reasons to attend 2017 Red Wing Arts Festival (n=346).

Table 6: Other reasons to attend 2017 Red Wing Arts Festival (n=33).

Information sources	Count
Already downtown/boat trip/passing through	5
Fall Colors/outing	3
Here to buy boots/shoe sale	3
Visit friend(s)	3
Work/work at information booth/volunteer	3
Find a gift/buy presents	2
Girls day out/out with friends	2
Local Shop/support local businesses	2
Came with daughter.	1
Coincided with theater event	1
It's Fun	1
Looking for JP Tractor in Plainview	1
Mom's Birthday	1
My son is an artist	1
Sell art	1
St. James Hotel	1
Student performers	1

Most enjoyable attributes

When it comes to the most enjoyable attributes of the Festival, 27.8 percent of respondents identified quality of art while another 27.5 percent identified variety of art (Figure 14). Seventeen percent of respondents found small town atmosphere as the most enjoyable. Close to ten percent of respondents (8.8 percent) found talking to artists most enjoyable, and another 8.5 percent enjoyed the beautiful setting the most. Most those who found “other” attributes as the most enjoyable, five said they enjoyed “all” or “everything” (Table 7).

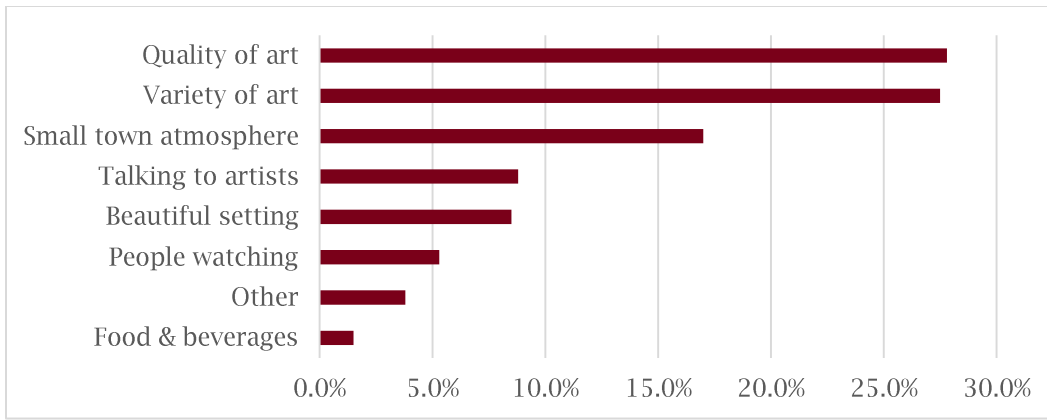


Fig. 14: Most enjoyable attributes of 2017 Red Wing Arts Festival (n=342).

Table 7: Other enjoyable attributes of 2017 Red Wing Arts Festival (n=11).

Information sources	Count
All/everything	5
Music	2
Meet with friends/company	2
Atmosphere	1
Weather	1

Art-related behavior

The majority of respondents (74 percent) did or planned to talk to an artist at the Festival (Figure 15). Additionally, 53 percent of respondents encountered one or more visual art forms they had not seen before (Figure 16).

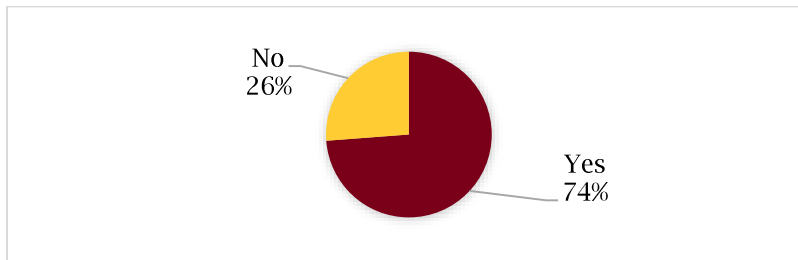


Fig. 15: Intention to talk to an artist among 2017 Red Wing Arts Festival attendee survey respondents (n=336).

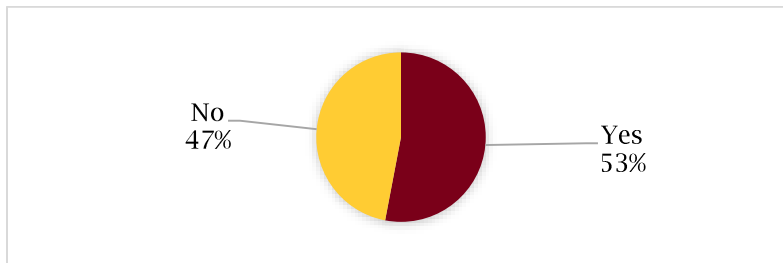


Fig. 16: Encounter with one or more never-before-seen visual art forms among 2017 Red Wing Arts Festival attendee survey respondents (n=332).

Among respondents who encountered visual art form(s) they had never seen before, 16.8 percent identified mixed media and 15.3 percent identified fiber (Figure 17). Over ten percent identified wood (13.3 percent), metal work (11.8 percent), and glass (11 percent).

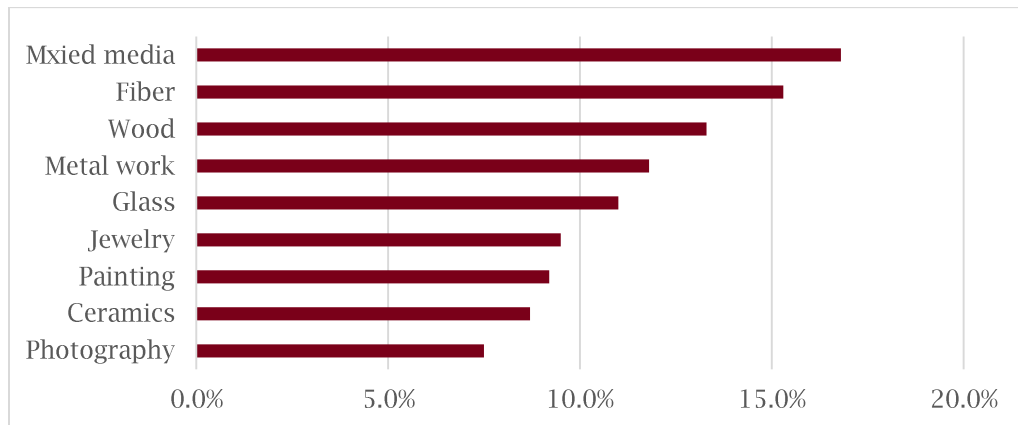


Fig. 17: Never-before-seen visual art forms 2017 Red Wing Arts Festival attendee survey respondents encountered (n=332).

Lastly, 73 percent of respondents did or planned to purchase art or craft at the Festival (Figure 18).

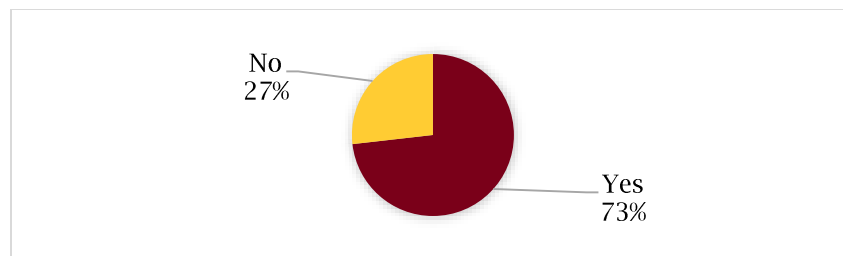


Fig. 18: Intention to purchase art among 2017 Red Wing Arts Festival attendee survey respondents (n=317).

Satisfaction with and suggestions for Red Wing Arts Festival

Respondents were overwhelmingly satisfied with the Festival (*Mean=4.48, Median=5, Standard Deviation=0.66*). Specifically, 54.8 percent of respondents were very satisfied (Figure 19), and 39.1 percent were satisfied. Only 5.5 percent were neutral, and 0.6 percent were very dissatisfied.

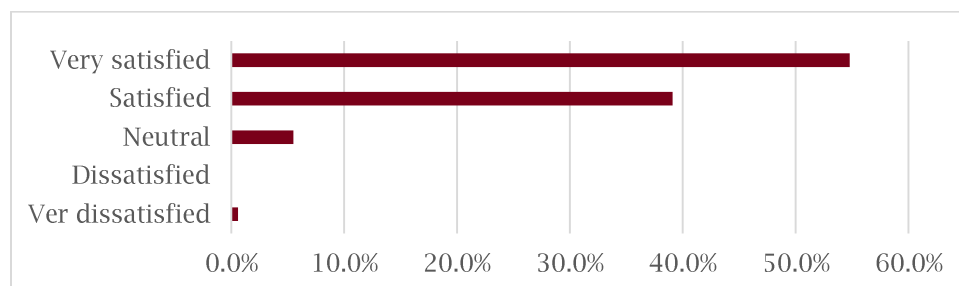


Fig. 19: Satisfaction with 2017 Red Wing Arts Festival among attendee survey respondents (n=343).

The majority of respondents thought the Festival was family friendly (*Mean*=4.52, *Median*=5, *Standard Deviation*=0.67). Specifically, 59.8 percent perceived the Festival as very family friendly, and 34.5 percent as family friendly (Figure 20). Only 4.5 percent of respondents were unsure, 0.6 percent regarded the Festival as family unfriendly, and 0.6 percent as very family unfriendly.

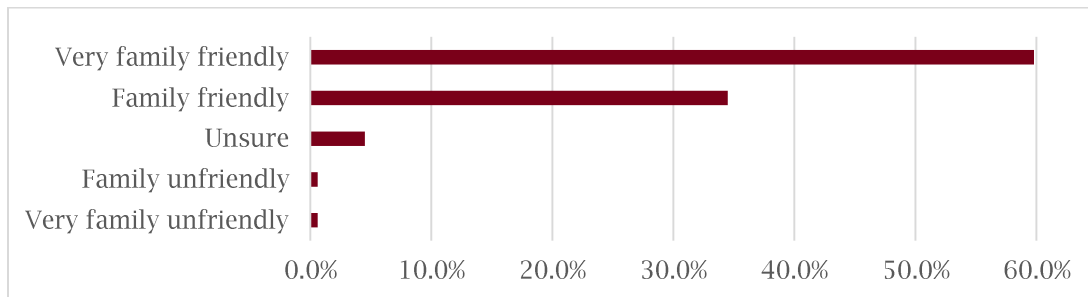


Fig. 20: Perceived family friendliness of 2017 Red Wing Arts Festival (n=336).

Respondents offered a variety of thoughts about the Festival and suggestions to improve the Festival (Table 8). Nine respondents thought the Festival was great and eight wanted to keep it going. Five respondents wished the weather would be better, and four suggested more activities or space for children. Three respondents wanted more food, and two would like to have more music. There were also two respondents suggesting more handicap accessible parking.

Table 8: Suggestions for improving Red Wing Arts Festival offered by 2017 attendee survey respondents (n=50).

Suggestion	Count
Appreciation	
Awesome/great event/great job/good time/nice art/perfect/love it	9
Keep it going/Keep up the good work	8
Enjoyed the music	1
Venue, timing, and weather related	
Better weather/no rain	5
A few more places to sit	1
More tables for resting and eating.	1
Signs for restrooms	1
I think it would be better at one of our many beautiful parks, the traffic is a nightmare here!	1
Move inside or have it earlier in the year	1
Art related	
More artists	1
I'd like to see soaps, personal care items, and more handmade clothing.	1
More variety of art	1
Include authors as well.	1
Keep the quality of the artists your number 1 priority.	1
More contemporary hobbies.	1
More glass art.	1
The RW Arts Festival always seems to have the same stuff. Bring in new vendors and new items to purchase.	1
There once were wood carvers, it would be nice to have actual carving.	1
Maybe have an art contest with amateur artists.	1
Parking	
More opportunities for handicap accessible parking.	2
Better Parking	1
Non-art activities	
More kids activities/Interactive kids projects/space for kids to run around	4

Keep the same Red Wing Boot Sale	1
More activities	1
Bonfire	1
Late nights with a meal and twinkle lights.	1
Marketing	
Do a radio ad in Rochester	1
Food related	
More food	3
Food truck	1
Hot Cider	1
More kettle corn.	1
Music	
More music	2
More live music	1

GROUP COMPOSITION

Less than 16 percent of respondents had members younger than 18 years old in their groups (Figure 21). Specifically, 12.1 percent had at least one child under the age of 12, and 3.5 percent had at least one child between the ages of 13 and 17. Close to ten percent of respondents (9.2 percent) traveled with young adults aged between 18 and 25, and 22.5 percent traveled with adults aged between 26 and 40. Over 40 percent of respondents (44.2 percent) had at least one adult aged 41–59 years in their groups, and 46.5 percent had at least one person over the age of 60 in the group.

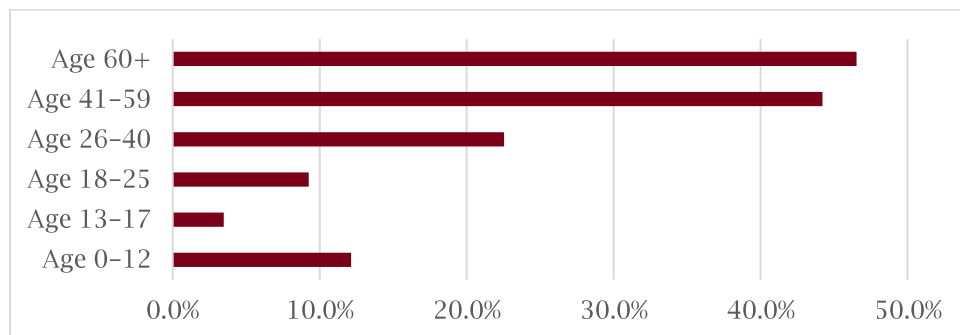


Fig. 21: Percentage of 2017 Red Wing Arts Festival attendee survey respondents (n=346) with group members in various age categories.

Over 30 percent of respondents attended the Festival with family (32.2 percent), and another 30.7 percent with spouse/partner (Figure 22). Nineteen percent attended the Festival and friends, and 10.8 percent alone.

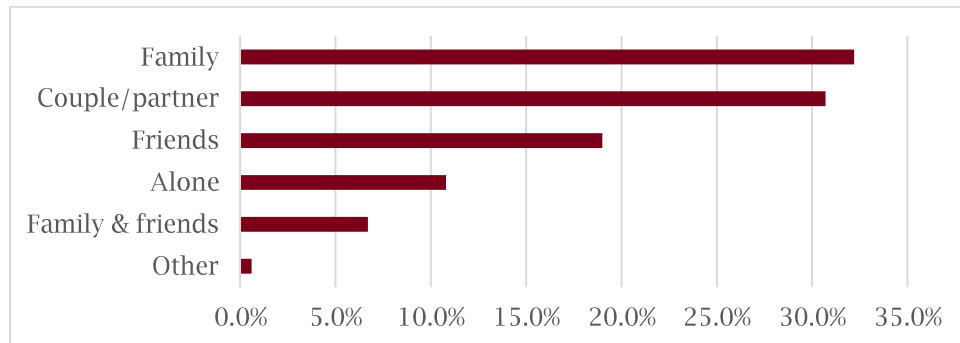


Fig. 22: Travel group type of 2017 Red Wing Arts Festival attendee survey respondents (n=342).

AWARENESS OF THE ARTS FESTIVAL’S ORGANIZER

Close to two-thirds of respondents (64 percent) were aware that the Festival was run by Red Wing Arts Association (Figure 23).

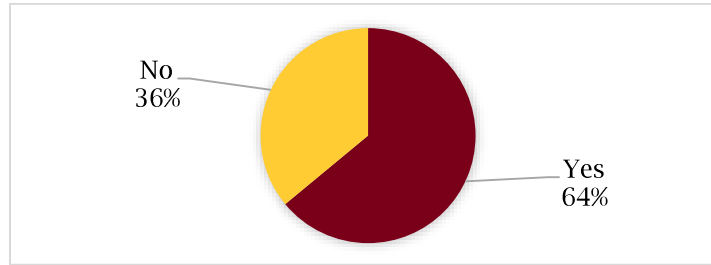


Fig. 23: Awareness among 2017 attendee survey respondents that Red Wing Arts Festival was run by Red Wing Arts Association (n=331).

EXPENDITURES

Respondents spent money on a variety of categories while attending the 2017 Red Wing Arts Festival (Table 9). Close to half of respondents (44.2 percent) purchased art, and the average personal spending was \$57 (*Mean*=57.1, *Median*=37.5, *Standard Deviation*=74.5). Over half (51.7 percent) spent money on food and beverages, and the average personal spending was \$14.4 (*Mean*=14.4, *Median*=10.0, *Standard Deviation*=14.4). Close to 11 percent (10.7 percent) spent money on transportation, with an average personal spending of \$13.4 (*Mean*=13.4, *Median*=10.0, *Standard Deviation*=14.6). Only 6.1 percent of respondents spent money on lodging to attend the Festival, with an average personal spending of \$94 (*Mean*=94.1, *Median*=100, *Standard Deviation*=53.5). Close to seven percent of respondents (6.9 percent) spent money on “other” items, and the average personal spending was \$31.8 (*Mean*=31.8, *Median*=17.5, *Standard Deviation*=39.6).

TABLE 9: Personal spending by 2017 attendee survey respondents at Red Wing Arts Festival.

Spending categories	Spent at least \$1.00		Descriptive statistics of respondents spending at least \$1.00		
	Number of respondents	% of respondents	Mean (\$)	Median (\$)	S.D.
Art	153	44.2%	57.1	37.5	74.5
Food & beverage	179	51.7%	14.4	10.0	14.4
Transportation	37	10.7%	13.4	10.0	14.6
Lodging	21	6.1%	94.1	100	53.5
Other	24	6.9%	31.8	17.5	39.6

ARTISAN VENDOR SURVEY RESULTS

Artisan vendors overwhelmingly agreed the Red Wing Arts Festival was a positive event for Red Wing (Figure 24). Specifically, 78 percent strongly agreed and another 20 percent agreed that the Festival was a positive event.

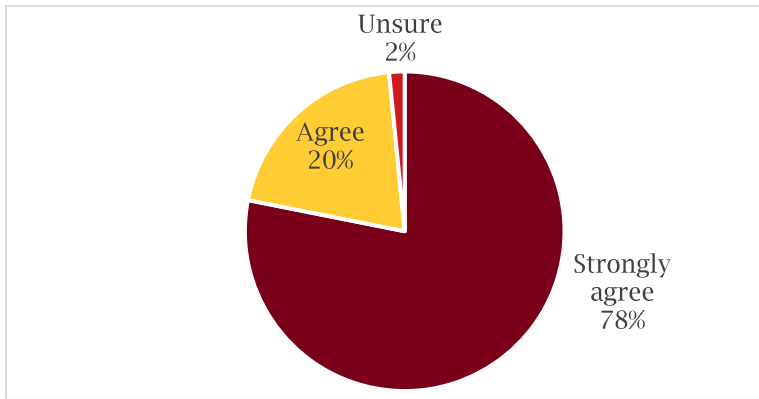


Fig. 24: Level of agreement that 2017 Red Wing Arts Festival was a positive event among artisan vendors (n=64).

Overall, artisan vendors were satisfied with the Red Wing Arts Festival (Figure 25), as 81 percent of respondents indicated they were “very satisfied” or “satisfied” with the event.

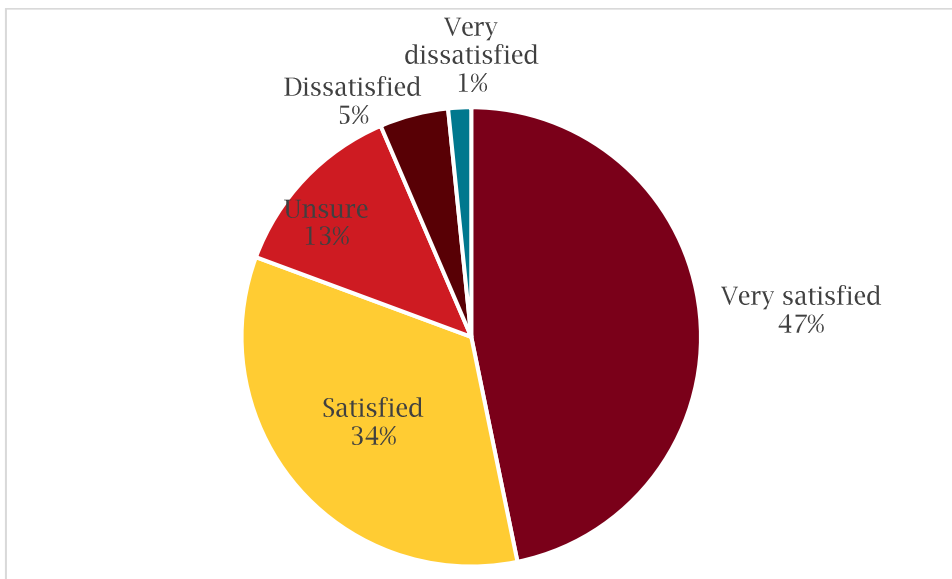


Fig. 25: Overall satisfaction with Red Wing Arts Festival among artisan vendors (n=62).

Most artisans planned to apply for the 2018 Red Wing Arts Festival (Figure 26), while percent of artisans did not plan to apply next year. Respondents were not asked why they did not plan to participate, but some indicated their reasoning. Responses included artisan age, relocation, and low sales volume.

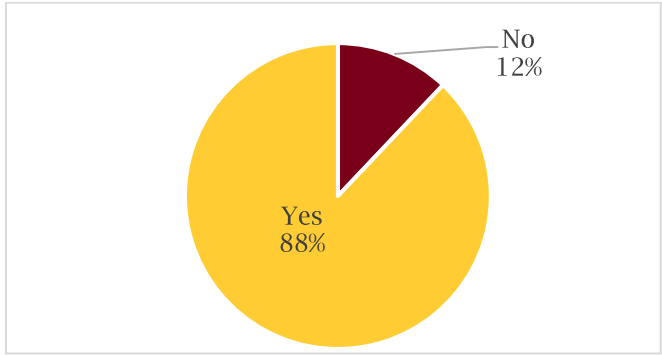


Fig. 26: Percentage of artisan vendors who planned and did not plan to apply for the 2018 Red Wing Arts Festival (n=58).

Overall, artisan vendors were satisfied with the organization of the event (Figure 27). Respondents gave highest overall satisfaction ratings (97 percent satisfied or very satisfied) to the respect that Red Wing Arts gave for the artisans. Respondents gave the lowest satisfaction ratings (70 percent satisfied or very satisfied) to promotion of the Festival.

Two respondents commented on promotion of the Festival. One requested a postcard that artisans could mail to their clients to promote the Festival. Another suggested a stronger social media presence with more promotion of artists following the Festival.

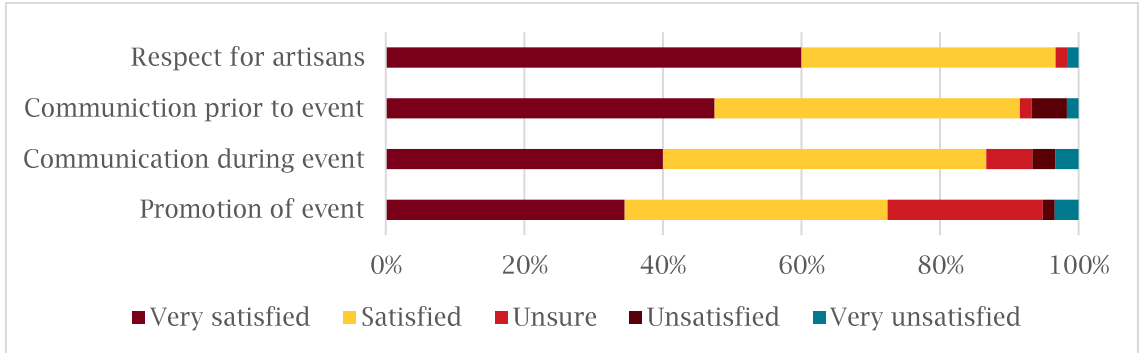


Fig. 27: Satisfaction with various aspects of 2017 Red Wing Arts Festival among artisan vendors (n=60).

Artisans are also relatively satisfied with sales-related aspects of the Red Wing Arts Festival (Figure 28). Respondents reported the highest level of satisfaction (87 percent satisfied or very satisfied) with the diversity of artisans. Respondents reported the lowest level of satisfaction (63 percent satisfied or very satisfied) with overall sales volume.

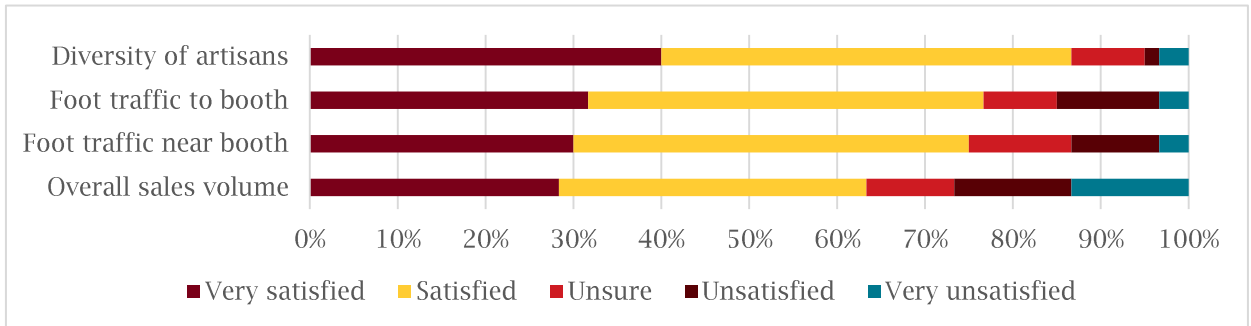


Fig. 28: Satisfaction with various aspects of sales at 2017 Red Wing Arts Festival among artisan vendors (n=60).

In keeping with the overall satisfaction, when asked to comment on satisfaction, the most common response was a variation of “good job, this is a good event” (Figure 29). It rained during the 2017 Red Wing Arts Festival and 10 respondents commented they were disappointed by the weather. Comments mentioning appreciation for the dinner, snacks, and coffee totaled eight. Note that Figure 29 only includes comments mentioned by two or more vendors.

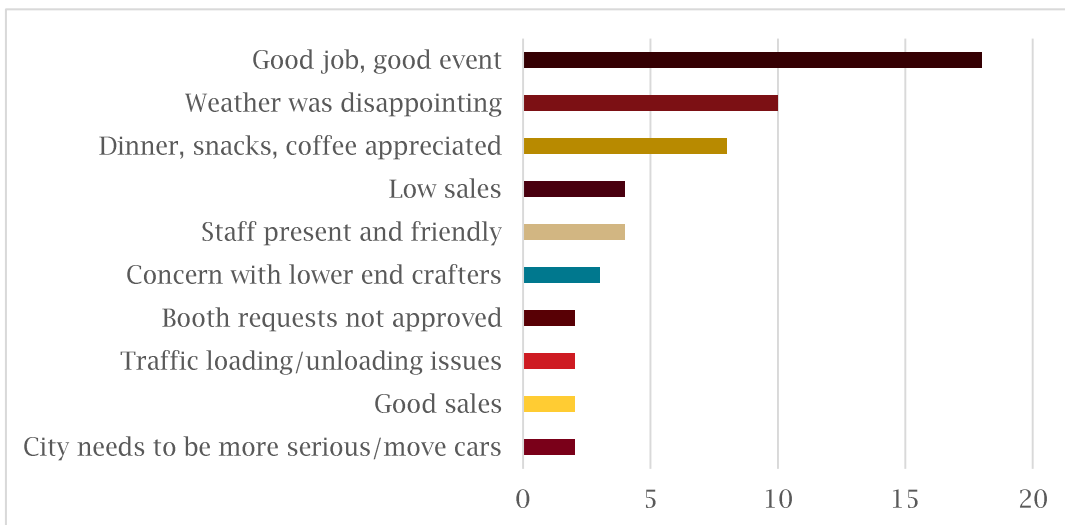


Fig. 29: Top comments on satisfaction with 2017 Red Wing Arts Festival among artisan vendors.

The average sales reported by respondents was \$2,110. Over 70 percent of artisans (72 percent) reported sales of over \$1,000 from the event (Figure 30). Thirteen percent reported sales between \$502 and \$1,000, and another 15 percent reported sales less than \$500.

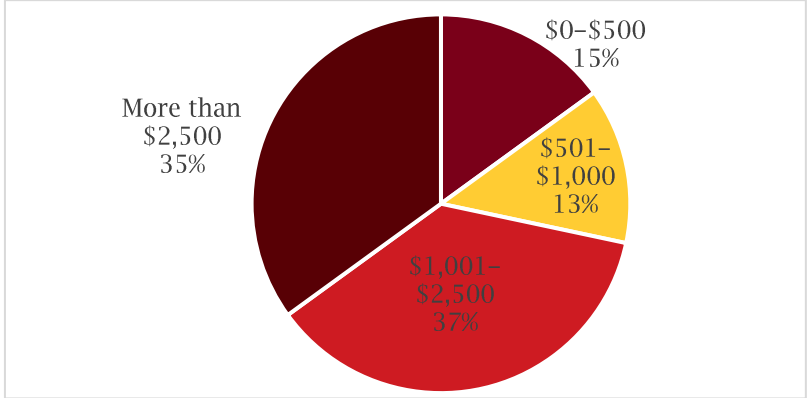


Fig. 30: Sales range reported by 2017 Red Wing Arts Festival artisan vendors (n=60).

Over 40 percent of artisan vendors (43 percent) reported that sales were largely below expectations (Figure 31). The weather, as mentioned, did not cooperate during the 2017 Festival, which may have led to sales falling below expectations. In spite of the rain, 57 percent of artisans thought sales were at or above expectations.

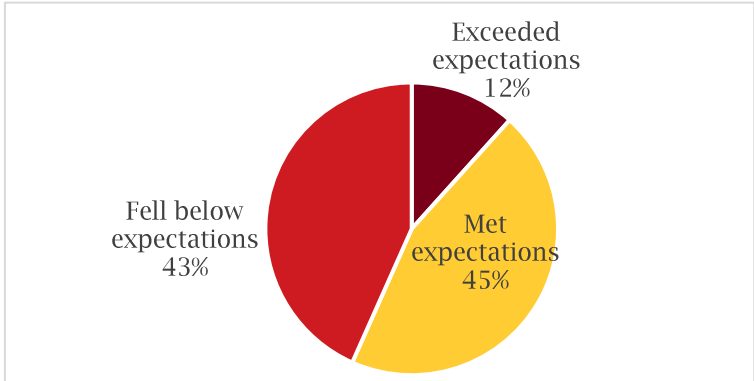


Fig. 31: Sales versus expectations among 2017 Red Wing Arts Festival artisan vendors (n=60).

The Red Wing Arts Festival is only a portion of artisans' income (Figure 32). Close to 40 percent of respondents (38 percent) reported the Festival accounted for six to ten percent of their revenue, followed by 20 percent reporting that the Festival accounted for no more than five percent of their revenue.

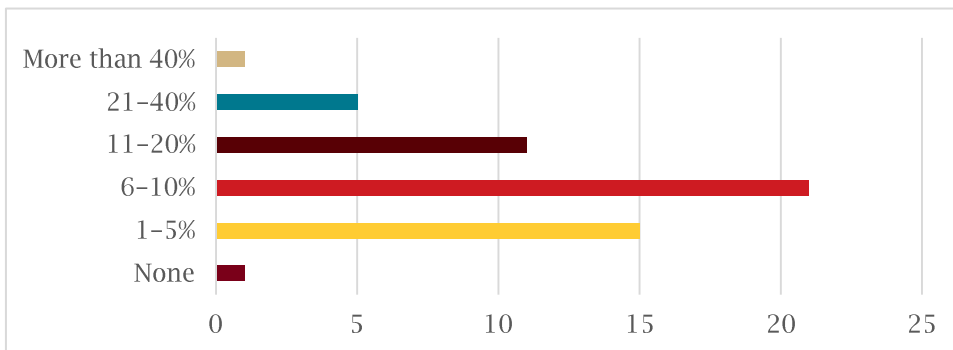


Fig. 32: Percentage of artist revenue from 2017 Red Wing Arts Festival (n=54).

Arts festivals are, however, important sources of revenue for artisans (Figure 33). Specifically, 73 percent of respondents reported art fairs accounted for more than 75 percent of their revenue.

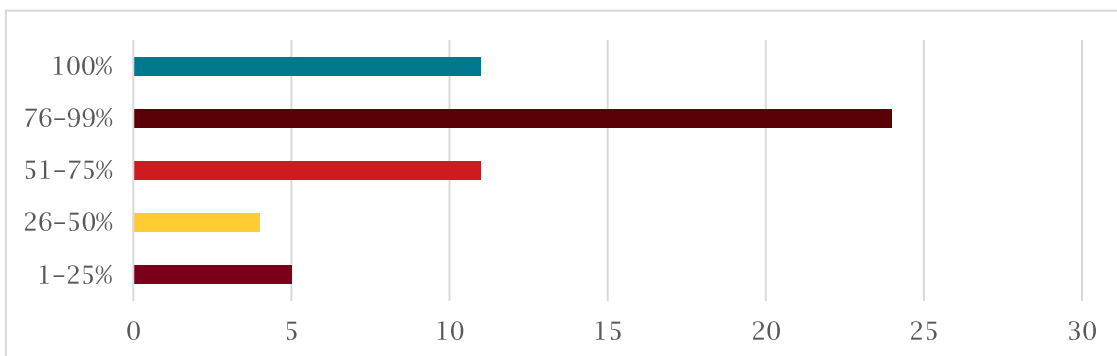


Fig. 33: Percentage of artist revenue from art fairs among 2017 Red Wing Arts Festival artisan vendors (n=55).

Sales are an important reason for artisan vendors' choice to participate in the Red Wing Arts Festival (Figure 34). Eighteen respondents reported consistently strong sales as one reason they participated in the festival. Other top reasons included an enjoyable atmosphere and the positive reputation of the Festival.

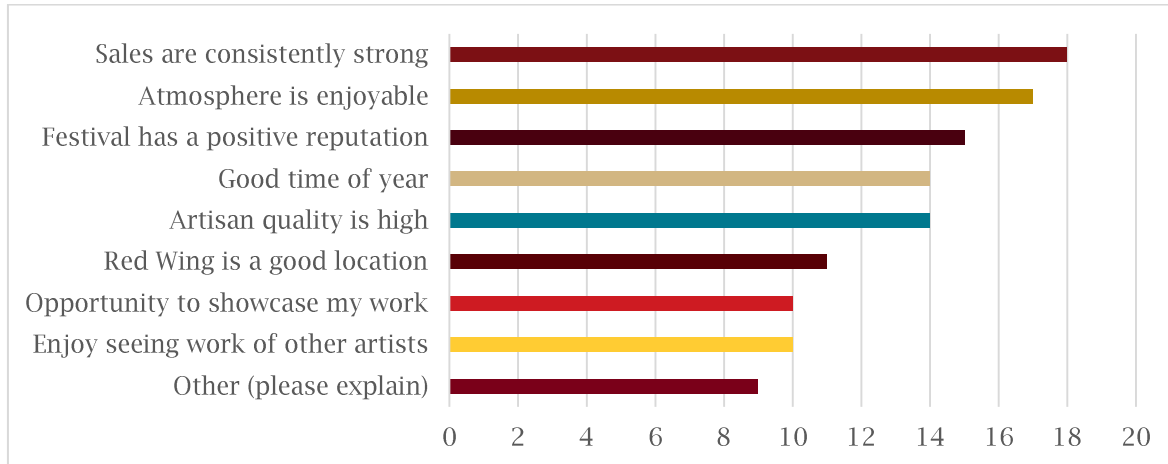


Fig. 34: Reason to participate in 2017 Red Wing Arts Festival among artisan vendors.

Respondents were asked “what Red Wing Arts Festival activity, if stopped, would negatively affect the event”. Top responses (those with more than one response) included artist dinner, Friday set-up, and the artist lounge (Figure 35).

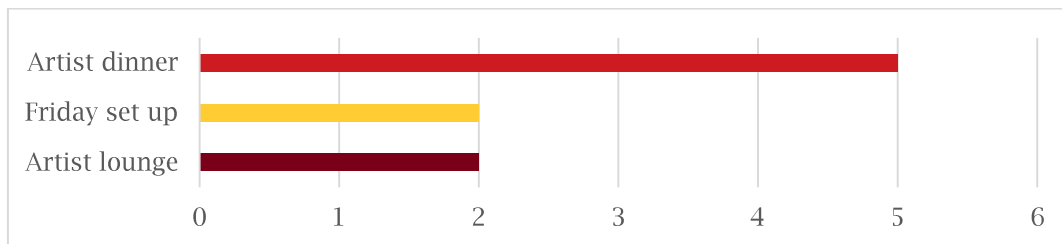


Fig. 35: Top activities that, if stopped, would negatively affect Red Wing Arts Festival (n=29).

Respondents were also asked to provide suggestions for activities to add to the Red Wing Arts Festival. Overwhelming, they responded the event was successful and no major changes should be made (Figure 36).

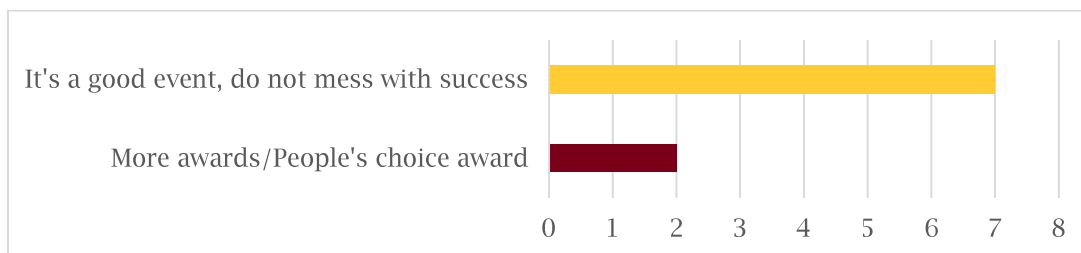


Fig. 36: Top activities to add to the Red Wing Arts Festival (n=29).

Finally, respondents could list suggestions for improving the Red Wing Arts Festival. Again, artisan vendors mostly indicated the event is high quality and does not need major changes. Other comments (those being raised more than once) included keeping the quality of art high but affordable, adding an indoor venue, and cutting Sunday hours.

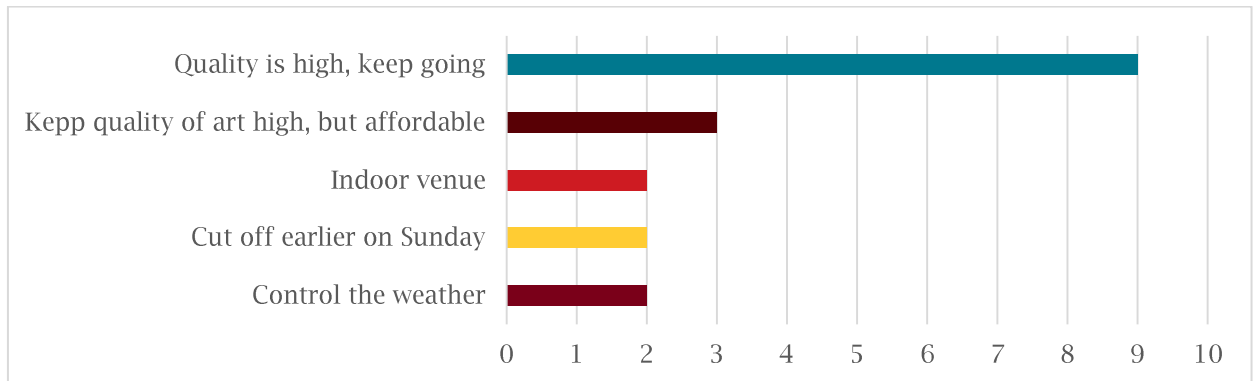


Fig. 37: Top suggestions for improving the Red Wing Arts Festival (n=28).

DISCUSSION

ATTENDEE PROFILE SURVEY

The 2017 Red Wing Arts Festival attracted close to 16,000 attendees, which is significant, given the most recent estimated population size of Red Wing City is 16,526. There were slightly more attendees on Saturday than on Sunday, despite the afternoon rain on Saturday. It would be reasonable to expect a modest increase in Saturday attendance if there were no rain.

The festival mainly attracted Baby Boomers, and the average age of attendees was over 50 years old. It is therefore not surprising that over 45 percent of respondents traveled with adults over 60 years old and that over 60 percent attended the festival with either family or one's spouse/partner. The festival enjoyed a strong local turnout. Goodhue County, in which Red Wing is located, contributed the highest percentage of attendees. The festival also drew more than 40 percent of attendees from the seven-county Twin Cities Metropolitan Area, particularly Hennepin, Dakota, and Ramsey Counties. Olmsted County, where Rochester is located, is also an important market for the festival.

The majority of attendees had a pre-tax household income over \$50,000. In fact, over 35 percent had an income over \$100,000, which is encouraging for the potential of art sales at the festival. However, fewer than half of respondents reported spending money on purchasing art, although over 70 percent reported they did or planned to purchase art at the festival. The discrepancy can be partially explained by the fact that some respondents took the survey shortly after they arrived at the festival. It is likely some respondents had planned to purchase art but did not. Attendees spent an average of \$57 on purchasing art, with a median of \$37. The large difference between the average and the median indicates that a small number of respondents spent a large amount on purchasing art (hence making the average higher), while the majority of respondents spent much less (hence the median much lower than mean). It is worth noting there were no complaints about the price of the art.

Respondents were engaging and susceptible to new visual art forms, and over 70 percent had the intention to talk to artists and over 50 percent encountered visual art forms they had not seen before. Respondents most frequently identified mixed media and fiber as the art forms they had not seen before. It would be interesting to check back with artists of these two art forms, in terms of sale volume and their perception of attendees' engagement.

Over 40 percent of repeat attendees had attended the Festival for over 5 years, showing strong engagement with and even attachment to the Festival. At the same time, about one third of respondents were first-time attendees, which is encouraging, as they are the new source of attendees any event needs to keep it going.

In terms of information sources, word of mouth was the most frequently used. Clearly, it is important to maintain attendee satisfaction with the festival, as those happy with their experience can serve as "ambassadors," sharing their positive experience with others. Posters/flyers and newspapers were used more frequently as an information source than the festival's website or Facebook page. This is not surprising, given the average age of attendees and the fact some simply came upon the festival.

Over 35 percent of respondents were not aware the Festival was organized by Red Wing Arts Association. One possible reason is that about one third of respondents were first-time attendees. To increase attendees' awareness of the critical role played by Red Wing Arts Association, the Association name can be featured more prominently and frequently in all marketing materials and on site at the Festival.

For more than two-thirds of respondents, the festival was the main reason for coming to downtown Red Wing. This is a significant finding, as it shows how the festival attracts more people to the downtown area. Festival organizers are encouraged to explore ways of collaborating on programming and activities with downtown businesses.

More than half of respondents identified “to enjoy Red Wing Arts Festival” as the main reason to attend the event, and over 90 percent were either satisfied or very satisfied with the festival. The high satisfaction level was also reflected in respondents’ comments on how good the event was. A beautiful setting, a variety of art, and quality of art were three other main reasons for attending the festival. Correspondingly, quality of art and variety of art were the two most enjoyable attributes of the festival. In other words, the festival fulfilled what attendees had desired, which can also partially explain the high satisfaction level.

More than 90 percent of respondents perceived the festival as either family friendly or very family friendly, although less than 16 percent attended the festival with children or minors under 18 years old. A few respondents suggested the festival should consider offering more activities or space for children. Given the event did not have a strong turnout among Gen Xers and millennials, perhaps one way to attract more attendees from these two generations is to offer more activities and/or space for children.

Lastly, the timing of the festival has some advantages, as some respondents came upon the festival on their trip to observe the fall color and a few attended the Festival when they went for the Red Wing Shoe sale. Additionally, it is less likely that multiple events take place on the same weekend during the fall season (September through November), as summer (June through August) is usually the peak event season (Qian, 2014). Given the festival takes place in mid-October, it is less likely that the festival has to compete for attendance with multiple other events taking place during the same weekend. The drawback of taking place in mid-October, however, is the possibility of cold and rainy weather, and in 2017, the rain on Saturday afternoon did dampen attendance level and survey response rate.

In summary, the 2017 Red Wing Arts Festival attendee survey suggests that attendees enjoyed their Festival experience. The high percentage of repeat attendees, the high level of satisfaction, and the identification of enjoyable attributes at the festival were all encouraging. Findings from this survey should help maintain the festival’s popularity and enhance attendees’ experience in the future.

ARTISAN VENDOR SURVEY

Artisans were overwhelmingly satisfied with the Red Wing Arts Festival. Sales were strong, the atmosphere enjoyable, and the event enjoyed a positive reputation. Red Wing Arts should continue its high quality work in this area and strive to maintain its positive reputation. Potential changes to the Festival should be weighed with regards to the potential impact on its reputation.

Given the positive reputation of the Festival, Red Wing Arts could consider additional steps to promote and market the Festival. Expanding a social media presence and further featuring artists before and after the Festival may be where opportunities lie. This may also help keep sales strong.

Artisans appear to be pleased with the quality of customer service from Red Wing Arts. They mentioned the friendliness of staff, the meals, the snacks, and the artist lounge. While these may seem like the “little” things, these touches can help attract and retain top talent to the Festival, which is crucial to the reputation of the Festival. Red Wings Arts should continue these investments.

REFERENCES

- Crompton, J., Lee, S., & Shuster, T. (2001). A guide for undertaking economic impact studies: The Springfest example. *Journal of Travel Research*, 40, 79–87.
- 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 motivation at four South Island events. *Journal of Travel Research*, 39, 449–460.
- Qian, X. (2014). *Irish Fair of Minnesota: Profile of Attendees 2014*. St. Paul, MN: University of Minnesota Tourism Center.
- Qian, X., & Simmons, P. (2014). *Minnesota Festivals and Events: Comparisons between 1989 and 2013*. St. Paul, MN: University of Minnesota Tourism Center.
- DeNavas-Walt, C., Proctor, B., & U.S. Census Bureau (2014). *Income and Poverty in the United States: 2013 (Current Population Reports, P60-249)*. Washington, D.C.: U.S. Government Printing Office.

APPENDIX A

2017 Red Wing Arts Festival Attendee Survey

Have you attended Red Wing Arts Festival before? Yes, how many years (excluding 2017) ____ No

Was the Arts Festival your primary reason for coming to downtown Red Wing? Yes No

About how much time do you intend to spend at Red Wing Arts Festival? ____ hours

Overall, how satisfied are you with Red Wing Arts Festival?

Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied

Did you or do you plan to talk to an artist today? Yes No

Have you encountered one or more visual art forms today that you had not seen before?

No Yes, what art form: ceramics fiber jewelry metal work wood
 mixed media painting photography glass

What do you enjoy most about Red Wing Arts Festival? (check **ONLY 1**)

Quality of art Talking to artists Variety of art Small town atmosphere Beautiful setting
 Food & beverages Children's activities People watching Other (please specify: _____)

Where did you hear about Red Wing Arts Festival? (check all that apply)

Word of mouth Festival website Poster/Flyer Facebook TV
 Radio Newspaper (which ones: _____) Other (please specify: _____)

Please choose your **TWO main** reasons for attending Red Wing Arts Festival (check **2**):

To enjoy the Arts Festival Quality of art To see a variety of art To talk to artists to buy art
 Attended previously Recommended by family/friend I am/know an artist with a booth at the Festival
 Close to where I live Beautiful setting No entry fee Food & beverages
 Children's activities Other (please specify: _____)

Did you or do you plan to purchase art or craft today? Yes No

How much did your group (or you, if you travel alone) spend during your time at the Arts Festival?

\$____ Art \$_____ Food & beverages \$____ Transportation \$____ Lodging \$____ Other

How many (including you) are included in your spending estimate? ___ # of people

How family friendly is the Arts Festival? (check **ONLY 1**)

Very family friendly Family friendly Unsure Family unfriendly Very family unfriendly

How many people, including yourself, in your group are in the following age categories?

___0-12 Years ___13-17 Years ___18-25 Years ___26-40 Years ___41-59 Years ___60+ Years

Which one of the following best categorizes you or your group? (check **ONLY 1**)

Alone Couple/partner Family Friends Family & friends Other (Explain: _____)

Did you know the Arts Festival is run by Red Wing Arts Association? Yes No

Do you have any suggestions for improving Red Wing Arts Festival?

Finally, a few questions about you.

What is your zip code? _____ If you live outside of Red Wing, have you visited Red Wing before? Yes No

In what year were you born? 19____ What is your gender? Female Male Prefer not to answer

What is your annual household income (before taxes)?

Less Than \$25,000 \$25,000-\$49,999 \$50,000-\$99,999 \$100,000-\$149,999 \$150,000 or more

Thank you for your participation!!



APPENDIX B

Red Wing Arts Festival Vendor Questionnaire

Greetings! Red Wing Arts (RWA) appreciates your support...you are at the very core of the Festival!

RWA is working with University of Minnesota Extension (Extension) to conduct a study. Extension is surveying two groups. Extension surveyed people attending the 2017 Festival. We got 340 responses!

Second, Extension is surveying artists at the Festival. You are being asked to complete this survey in your role as an **Arts Festival artisan**.

This survey is voluntary. **Your answers will be confidential and anonymous.** There will be no method for tying an individual response to an individual person or organization. Only Extension will have access to the full responses. Published reports will only contain summary information.

If you have any questions, feel free to contact the project manager, Brigid Tuck, Extension Economist, at 507-389-6979 or tuckb@umn.edu.

If you have any questions, feel free to contact the project manager, Brigid Tuck, Extension Economist, at 507-389-6979 or tuckb@umn.edu.

The Red Wing Arts Festival is a positive event for Red Wing.

Strongly Agree Agree Unsure Disagree Strongly Disagree

Overall, how satisfied are you with the Red Wing Arts Festival? (Check ONE)

Very Satisfied Satisfied Unsure Dissatisfied Very dissatisfied

Do you plan to apply for next year's Festival? Yes No

Rate your satisfaction with the following based on your experiences with the Red Wing Arts Festival:	Very Satisfied	Satisfied	Unsure	Unsatisfied	Very Unsatisfied
Respect by RWA for Festival artisans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RWA communication with artisans before the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RWA communication with artisans during the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion of the Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diversity of art and artists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales volume at this year's Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foot traffic near your Festival location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foot traffic to your Festival booth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any comments on your satisfaction with the Red Wing Arts Festival?

In 2017, what were your estimated total **SALES** during the Red Wing Arts Festival?

If you feel comfortable, please list your exact sales figure here: \$_____

Did your sales this year....

- Meet expectations Exceed expectations Fall below expectations

What percent of your annual revenue as an artist comes from the Red Wing Arts Festival? _____%

What percentage of your annual revenue as an artist comes from arts festivals each year? _____%

Why do you enjoy (and apply to) the Red Wing Arts Festival?

- Sales are consistently strong Festival has a positive reputation Artisan quality is high
 Atmosphere is enjoyable Opportunity to connect with fellow artists
 Opportunity to showcase work Good time of year Enjoy seeing work of others
 Red Wing is a good location Other (please specify) _____

What Festival activity would most affect your Red Wing Arts Festival experience (either positively or negatively), if it were stopped?

If you could add one activity to the Festival, what would it be?

What suggestions, if any, do you have for improving the Red Wing Arts Festival?
