



ROCHESTER MUNICIPAL PARK • ROCHESTER, MICHIGAN

ARTS & APPLES FESTIVAL®

ECONOMIC IMPACT

ANALYSIS

December, 2016

ABSTRACT

Attendance of 85,000 in 2016 had an economic impact of \$2.6 million dollars.

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ECN 418 Students

EXECUTIVE SUMMARY

The Arts & Apples Festival is a three-day fine art fair held by the Paint Creek Center for the Arts. The event is held annually the weekend after Labor Day, and hundreds of artists showcase their work for tens of thousands of visitors to embrace and purchase. In addition to art exhibits, the Arts & Apples Festival features additional activities such as a chalk art competition, food contests, live entertainment, and tasty food & drink vendors.

Professor Jonathan Silberman of Oakland University's Economics Department, along with his ECN 418 – Seminar in Economic Policy class, performed an economic impact analysis of the Arts & Apples Festival on the greater Rochester, Michigan community. Only new money injected into the greater Rochester economy from the Arts & Apples Festival generates economic impact. Excluded is spending that merely replaces or displaces other activities in the greater Rochester region, and spending at the Festival on art and food since the artists and food vendors are not local Rochester businesses.

The principal finding from the Arts & Apples Festival Economic Impact study are:

- Attendance at the 2016 Festival was 85,000. Eighty percent of the attendees lived within 25 miles of Rochester, MI.
- The economic impact of the 2016 Festival is \$2.6 million dollars.
- Each attendee spent, on average, \$40 in addition to what they otherwise would have spent in the Rochester area. Of that amount \$19 was spent within the Festival on art and food, and \$21 was spent in the greater Rochester area.
- The economic impact from attendees totaled 1.7 million dollars.
- Additional economic impact is generated from the artists, food vendors, sponsors, performers and operational expenses. The economic impact from these groups is \$950,000.

1.0 Definition of Economic Impact

Only new money injected into the greater Rochester economy from the Arts & Apples Festival generates economic impact. Excluded is spending that merely replaces or displaces other activities in the greater Rochester region. In keeping with the literature, careful considerations have been given to substitutions, double-counting, and leakages of economic activity from the region in arriving at the economic impact estimate [Carstensen (2000), Crompton (2006), Dwyer et.al. (2005), Stillwater Foundation (2006), Hjerpe, Kim (2003), Miller (2007), Sigfried, Zimbalist (2000), Stynes (1997), Tyrrell et.al. (2001)].

Economic impact from the Arts & Apples Festival is attributed to:

- Operational expenses by the Paint Creek Center for the Arts to support the Festival
- New spending by patrons, artists, food vendors, performers, and sponsors

Each category of Economic Impact results in direct, indirect, and induced impacts. The *direct* impact is that portion of the new spending that occurs and is captured in the greater Rochester region. Not all retail expenditures that occur in greater Rochester are *captured* by the local area.

The portion of retail expenditure in the greater Rochester area by patrons of and participants in the Festival on meals, accommodations, transportation, supplies, or souvenirs that is captured locally is the retail margin. Omitted from this margin are the producer prices of goods that are not made locally; the gasoline that a visitor to the Festival purchases is not locally refined. When a patron has a meal at a Rochester restaurant not all of that direct spending is captured locally. Since the wholesaler of the restaurant supplies likely reside outside of greater Rochester, only that portion of the restaurant supplies that is attributed to local resources (retail margin) accrues to the local area or is locally captured. We use a capture rate of 75 percent [Hjerpe (2003), Crompton (2006), and Miller (2007)].

The direct impacts, adjusted for the percentage captured (75%) locally, create additional *indirect* (purchases from suppliers) and *induced* (income effects on wages and salaries) impacts on the local economy. The cumulative changes in spending are a multiple of the initial locally captured direct impact and generate permanent new jobs in the region.

The expenditure multiplier used is 1.28. Each \$1 of direct spending in greater Rochester, attributed to the Arts & Apples Festival, results in an additional \$0.28 of indirect and induced spending in the region. The 1.28 multiplier is consistent with the multiplier reported recently for the State of Michigan (2.0) and the tri-county region surrounding Wayne State University (1.8) [Sallee, et. al. (2007), Anderson (2004)]. These multipliers are based on the U.S. Department of Commerce RIMS II input-output model. The multiplier of 2.0 for the State of Michigan has a leakage of 50 percent of every additional dollar of new expenditure made in the State. The multiplier of 1.8 for the tri-county region allows for a 12 percent leakage from the region to the rest of the State. Based on our assumption that 75 percent is locally captured, there is an additional 51.25 percent that leaks out of greater Rochester – therefore the total leakages from greater Rochester is 78.55 percent – resulting in a multiplier of 1.28.

2.0 Festival Attendance

Festival attendance was estimated by having volunteers at each entrance place a wristband on each person entering the festival. The number of wristbands used is displayed in Table 1. The low estimated attendance on Saturday is due to inclement weather.

TABLE 1: Festival Attendance

	WRISTBANDS/ATTENDANCE
FRIDAY SEPT. 9	11570
SATURDAY SEPT. 10	18450
SUNDAY SEPT. 11	55700
TOTAL ATTENDANCE	85,720

The miles travelled to the Festival is displayed below in Table 2. The vast majority of patrons, about 70 percent, travelled less than 20 miles to the Festival.

Table 2: Miles Travelled to the Festival

<u>Mileage Travelled</u>	<u>Percent of Respondents</u>
In 48307	12.60%
1-3 miles:	8.66%
4-5 miles:	4.72%
6-8 miles:	11.02%
9-10 miles:	2.36%
11-13 miles:	3.94%
14-16 miles:	14.17%
17-19 miles:	11.02%
20-22 miles:	4.72%
23-25 miles:	7.87%
26-30 miles:	0.79%
31-35 miles:	3.94%
36-40 miles:	7.87%
41-45 miles:	0.00%
46-50 miles:	1.57%
51 miles and beyond:	4.72%

3.0 Economic Impact

3.1 Patrons

The economic impact attributed to patrons attending the Arts & Apples Festival is from new spending in the Rochester community. New spending is in addition to what would otherwise have been spent in the Rochester area. For example, patrons of the Arts & Apples Festival may have visited the Rochester area in any event to have dinner at a restaurant. In this instance, spending at the Festival replaces expenditures that would have occurred without the Festival. Further, patron expenditures within the Festival on art and food are not considered economic impact to the Rochester community because the artists and food vendors are not local businesses. Information to estimate new spending by patrons is derived from an intercept and online survey of patrons. The questionnaires and survey design are in the Appendix.

A lower and upper bound on new spending by patrons due to the Festival is presented. The upper bound estimate uses information directly from the questionnaire that asks respondents “while attending Arts & Apples, about how much did you spend (as a person, per day average) in addition to what you otherwise would have spent in the Rochester area in the month of September? Please consider all expenditures, including merchandise, travel, accommodations, food, and entertainment, shopping, and parking.”

The lower bound estimate uses information from a sub-set of patrons, those that more clearly represent new spending in the Rochester area from the Festival. The sub-set of respondents is defined as those that made no visits to Rochester in the month of August and the Festival was the primary reason for their visit. These individuals clearly do not regularly visit Rochester and attending the Festival is the reason to be in Rochester. Thirty eight percent of the respondents satisfied the sub-set criteria. The average spending from the sub-set is \$49 per person, higher than the full sample average spending of \$40. This result is consistent with reasonable expectations that those patrons not usually visiting Rochester except for the Festival will higher spending than other patrons.

Spending at the Festival on art and food was estimated from the artists and food vendor surveys.

The new spending from patrons and the resulting economic impact is displayed in Table 3.

Table 3: NEW SPENDING & ECONOMIC IMPACT BY PATRONS

COMPONENT OF ECONOMIC IMPACT	LOWER BOUND ESTIMATE	UPPER BOUND ESTIMATE
Attendance	32,300	85,000
	No visits to Rochester in August & Arts/Apples Festival Primary Reason (38% of visitors)	
New Spending by Patrons per person	\$49 per person in additional spending over otherwise would have spent	\$40 per person in additional spending over otherwise would have spent
Total New Spending Attributed to Festival	\$1,582,700	\$3,400,000
Spending at Festival (artists & food vendors)	Artist: \$582,329 Food Vendor: \$50,255	Artist: \$1,532,445 Food Vendor: \$132,250
Net new spending in greater Rochester	\$950,116	\$1,735,305
Retail margin captured locally (.75)	\$712,587	\$1,301,479
Indirect & induced impacts (Multiplier of 1.28)	\$199,524	\$364,414
Total Economic Impact	\$912,111	\$1,665,893

3.2 ARTISTS

New spending and economic impact by artists at the Festival is shown in Table 4. The estimate is based on an online survey of artists completed after the Festival ended.

Table 4: NEW SPENDING & ECONOMIC IMPACT BY ARTISTS

COMPONENT OF ECONOMIC IMPACT	ESTIMATE
Number of Artists	283
Spending per artist in Greater Rochester Area	\$2,132
Total Spending from Artists	\$603,356
Retail Margin Captured Locally (.75)	\$452,517
Indirect & Induced Impacts (multiplier of 1.28)	\$126,705
Total Economic Impact	\$579,222

3.3 FOOD VENDORS

New spending and economic impact by food vendors at the Festival is shown in Table 5. The estimate is based on an online survey of food vendors completed after the Festival ended.

Table 5: NEW SPENDING & ECONOMIC IMPACT BY FOOD VENDORS

COMPONENT OF ECONOMIC IMPACT	Estimate
Number of Food Vendors	23
Spending per Food Vendor in the Greater Rochester Area	\$1,914
Total Spending	\$44,022
Retail Margin Captured Locally (.75)	\$33,016
Indirect & Induced Impacts (multiplier of 1.28)	\$9,244
Total Economic Impact	\$42,260

3.4 PERFORMERS

New spending and economic impact by performers at the Festival is shown in Table 6. The estimate is based on an online survey of food vendors completed after the Festival ended.

Table 6: NEW SPENDING & ECONOMIC IMPACT BY PERFORMERS

COMPONENT OF ECONOMIC IMPACT	Estimate
Number of Performers	16
Spending per Performer in the Greater Rochester Area	\$50
Total Spending	\$800
Retail Margin Captured Locally (.75)	\$600
Indirect & Induced Impacts (multiplier of 1.28)	\$168
Total Economic Impact	\$768

3.5 SPONSORS

New spending and economic impact by sponsors at the Festival is shown in Table 7. The estimate is based on an online survey of sponsors completed after the Festival ended.

Table 7: NEW SPENDING & ECONOMIC IMPACT BY SPONSORS

COMPONENT OF ECONOMIC IMPACT	Estimate
Number of Sponsors	36
Spending per Sponsor in the Greater Rochester Area	\$3,750
Total Spending	\$135,000
Retail Margin Captured Locally (.75)	\$101,250
Indirect & Induced Impacts (multiplier of 1.28)	\$28,350
Total Economic Impact	\$129,600

3.5 OPERATIONAL EXPENSES

New spending and economic impact from operational expenses by the Paint Creek Center for the Arts to put on the Festival is shown in Table 8. The estimate is based on information provided by the Paint Creek Center for the Arts.

Table 8: NEW SPENDING & ECONOMIC IMPACT FROM OPERATIONAL EXPENSES

COMPONENT OF ECONOMIC IMPACT	Estimate
On site expenses	\$56,000
Staffing & Overhead	\$54,601
In kind	\$36,955
Marketing & PR	\$23,007
Online application and artist award expenses	\$11,100
Performances	\$4,100
Printing	\$13,000
Supplies, postage, misc.	\$6,438
Total Expenses	\$205,201
Retail Margin Captured Locally (.75)	\$153,900
Indirect & Induced Impacts (multiplier of 1.28)	\$43,092
Total Economic Impact	\$196,992

3. TOTAL ECONOMIC IMPACT FROM FESTIVAL

Table 9: ECONOMIC IMPACT SUMMARY

CATEGORY	ECONOMIC IMPACT
Artist	\$579,222
Sponsor	\$129,600
Food Vendor	\$42,260
Performer	\$768
Operations Expenses	\$196,992
Patrons	\$912,111 to \$1,665,893
Total economic impact	\$1,860,953 to \$2,614,735

APPENDICES

LITERATURE REVIEW & REFERENCES

Literature Review

An issue faced by those conducting economic impact analyses is the lack of concise methodology and terminology for these studies. For instance, the terms economic impact, economic contribution, and economic benefit are used interchangeable between various studies, while all referring to the same method of analysis. This lack of encompassing terminology and methodology makes it difficult to accurately compare results. By differentiating economic impact from contribution and benefit, economists can better interpret the results at their value. Despite being used interchangeably, contribution studies are intended to lend themselves to analyzing the multiplier effect on particular firms or industries, according to *The Rights and Wrongs of Economic Impact Analysis for Colleges and Universities* and impact analyses are meant to view the net change in economic activity on a region that would not have otherwise occurred without the examined event or firm (Christophersen, 2014). A lack of blueprint for these studies and differentiation of impact analysis leads to different methodologies that produce results that cannot be compared and contrasted with one another, which limits their usage and opens the possibility of questioning of legitimacy (Watson, 2007).

Economic impact analyses are often commissioned with a political purpose in mind. Many of these studies' sponsors seek verification that their program is beneficial to the host community. One method used to mislead observers at the benefit of the sponsor is the exclusion of community costs when monetizing economic activity, thus using the term "economic impact" which is instead analyzing the economic benefit of a particular event without accounting for any spending on hosting said activity. This manipulation leads to an inaccurate depiction of whether or not the studied event provides realistically benefit to the community, since the community's costs are unaccounted for (Crompton, 2006).

Another distortion of economic impact analysis is the inclusion of local resident spending during an event. The inclusion of local resident is misleading as their transactions would have occurred within the community and benefitted it regardless of whether the examined activity had occurred. Because local residents would be making purchases within that community during the same time period regardless, the inclusion of them causes the appearance of a greater inflow of money than what actually occurred (Crompton, 2006). Economic impact analyses should only be analyzing economic activity that would not or could not have occurred were it not for the event the analysis is being performed on.

Study	Event	Summary	Data Collection	Multiplier	Leakage
Tulip Time 2015: Economic Impact and Attendee Profile	The Tulip Time festival in Holland, Michigan.	Taking place in Holland, Michigan, Tulip Time is a cultural event celebrating the area's Dutch heritage. Showcasing millions of tulips and attracting hundreds of thousands of visitors over an eight day stretch.	Surveys of the attendee "demographics and economic data The events spending, revenue, ticket sales, participant counts, and origin data. Population of Holland area, sales volume, income, and employment estimates" were all used in the economic impact analysis.	U.S. Bureau of Economic Analysis RIMS II Final Demand Multipliers for output, earnings, and employment.	Shows how they got the numbers for new net spending but no explicit mention of leakage itself.
The Economic impact of the Southern Festival of Books	The economic impact analysis of a book festival in Memphis, Tennessee.	200 Authors and 100 publishing and book distributor booths gather at the festival. More than 30,000 visit the festival in the greater Memphis area. The report is from 2004 and is recent enough to have relevance.	Under the "Methodology" section it was explained that Surveys were used to collect data from the festival visitors. "Sales, Earnings, and Employment Multipliers" were used. "Tax Revenue Generated by Non-residents and Residents"	The multiplier used was the input-Outputs Modeling System (RIMS II) from the U.S. Bureau of Economic Analysis.	Net new spending was analyzed through the gathering of surveys with non-local Festival guest questions. Such as where non local guests were staying and how many days were spent there.
ArtPrize 2013: Economic Impact and Attendee profile	An economic Impact study of the 2013 ArtPrize event	ArtPrize is an art competition that showcases artists from all	"Two surveys to collect demographic information and	U.S. Bureau of Economic Analysis RIMS II Multipliers were	Leakage is defined here as "Improper handling of

	taking place within the Kent and Ottawa counties	over the world competing for cash prizes. The City of Grand Rapids hosts their gallery and the event draws many visitors.	to collect economic information from attendees"	used.	substitution" where the event simply shifts moneys from one venture to another in this case, the ArtPrize event. It was discovered that 55% of spending was "new" while 45% was redirected. Pg. B-3
Economic Impact Study Detroit Riverfront	An economic impact analysis on the improvements to the Detroit riverfront	Over the course of a decade heavy investment has been made in the Detroit riverfront area. The visitors, because of the aesthetic improvement have provided much uplift to the local economy.	1,505 surveys were given out both on the street (in Detroit) and at events including the Detroit Free Press Marathon and Detroit River Days.	Economic and employment multipliers were used to better understand the impact on employment with respect to current and near term construction related spending. The individual multipliers are not given.	There is no mention of leakage within the analysis.
Arts & Economic Prosperity: The Economic Impact of the Finger Lakes GrassRoots Festival of Music and Dance on Tompkins County, NY	An economic impact analysis on the impact of the GrassRoots Festival within Tompkins County, NY	Taking place in Tompkins County, NY The Finger Lakes GrassRoots Festival of Music and Dance was conducted by the Americans for the Arts organization. The festival itself brings in visitors as well as revenue for the	Audience-intercept surveying was used to collect data.	A multiplier was not given, but input/output analysis was conducted.	The input/output analysis tracks how many times a dollar is used within a local economy before it leaks out.

		local economy.			
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QUESTIONNAIRES

Artist Survey

My goal for participating in the festival was to:

1 = Strongly Agree , 2 = Somewhat Agree , 3 = Neutral , 4 = Somewhat Disagree , 5 = Strongly Disagree

Answer	1	2	3	4	5	Number of Responses	Rating Score *
Sell a product/service						94	1.0
Create sales leads						72	2.2
Distribute information/marketing						69	3.0
Increase brand loyalty						68	2.5
Change/reinforce image						68	3.0
Build retail traffic						71	2.0

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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2

What is your medium?

Answer	0%	100%	Number of Responses	Response Ratio
2D Mixed Media			<u>6</u>	6.3%
3D Mixed Media			<u>9</u>	9.4%
Clay (functional)			<u>10</u>	10.5%
Clay (non-functional)			<u>2</u>	2.1%
Digital Art			<u>3</u>	3.1%
Drawing			<u>3</u>	3.1%
Fibers (non-wearable)			<u>5</u>	5.2%
Fibers (wearable)			<u>8</u>	8.4%
Glass			<u>2</u>	2.1%
Jewelry (metal)			<u>4</u>	4.2%
Jewelry (non-metal)			<u>8</u>	8.4%
Leather			<u>2</u>	2.1%
Metalsmithing			<u>3</u>	3.1%
Painting			<u>11</u>	11.5%
Photography			<u>8</u>	8.4%

Printmaking	1	1.0%
Sculpture	6	6.3%
Wood	4	4.2%
No Responses	0	0.0%
Totals	95	100%

- 3 Overall, how satisfied were you with:
 1 = Extremely Satisfied , 2 = Somewhat Satisfied , 3 = Neutral , 4 = Somewhat Dissatisfied , 5 = Extremely Dissatisfied

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Your sales						93	2.4
Quality of Work						91	2.0
Balance of mediums						87	1.8
Prestige of show						91	1.9
Booth space						91	1.9
Online application process						91	1.4
Investment made in being a vendor						91	2.4
Goals of participating being met						91	2.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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- 4 Overall, how satisfied were you with:
 1 = Extremely Satisfied , 2 = Somewhat Satisfied , 3 = Neutral , 4 = Somewhat Dissatisfied , 5 = Extremely Dissatisfied

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Attendance						94	1.8
Weather						93	3.1
Advertising						90	2.2
Management						94	2.2
Artist treatment						95	2.0
Artist amenities						94	2.4
Judging & Awards						93	3.0
Layout						94	2.4
Load-in/out						95	2.4
Parking						95	2.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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- 5 What was your average price for items sold at the Art & Apples Festival?

[View Text Answers](#) 93

6 What were your total sales made from the Art & Apples Festival?

Answer	0%	100%	Number of Responses	Response Ratio
Under \$1,000			<u>12</u>	12.6%
\$1,001 - \$2,500			<u>28</u>	29.4%
\$2,501 - \$5,000			<u>28</u>	29.4%
\$5,001 - \$7,500			<u>12</u>	12.6%
\$7,500 - \$10,000			<u>6</u>	6.3%
More than \$10,000			<u>6</u>	6.3%
No Responses			3	3.1%
Totals			95	100%

7 How likely is it that you will participate in the Art and Apples Festival in the future?

Answer	0%	100%	Number of Responses	Response Ratio
Extremely likely			<u>53</u>	55.7%
Somewhat likely			<u>15</u>	15.7%
Neutral			<u>9</u>	9.4%
Somewhat unlikely			<u>8</u>	8.4%
Extremely unlikely			<u>10</u>	10.5%
No Responses			0	0.0%
Totals			95	100%

8 How many other art festivals do you participate in as an artist vendor?

Answer	0%	100%	Number of Responses	Response Ratio
None, I only participate in the Art & Apples Festival			0	0.0%
1			<u>1</u>	1.0%
2			0	0.0%
3			<u>2</u>	2.1%
4			<u>5</u>	5.2%
More than 4			<u>87</u>	91.5%
No Responses			0	0.0%
Totals			95	100%

9 How did your sales at the Art & Apples Festival compare to other art events?

Answer	0%	100%	Number of Responses	Response Ratio
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Our sales were lower	37	38.9%
Our sales were about the same	34	35.7%
Our sales were higher	22	23.1%
I only participate in Art & Apples	0	0.0%
No Responses	2	2.1%
Totals	95	100%

10 While participating in the Art & Apples Festival, did you stay overnight?

Answer	0%	100%	Number of Responses	Response Ratio
Yes (hotel, B&B, camping)			64	67.3%
Yes (family or friends)			11	11.5%
No, I did not stay overnight			20	21.0%
No Responses			0	0.0%
Totals			95	100%

11 How many nights did you stay in the Rochester area while participating in the Art & Apples Festival?

Answer	0%	100%	Number of Responses	Response Ratio
0			89	93.7%
1			6	6.3%
2			0	0.0%
3			0	0.0%
4			0	0.0%
5			0	0.0%
6			0	0.0%
7			0	0.0%
8			0	0.0%
9			0	0.0%
10			0	0.0%
11			0	0.0%
12			0	0.0%
13			0	0.0%
14			0	0.0%
15			0	0.0%
16			0	0.0%
17			0	0.0%
18			0	0.0%
19			0	0.0%
20			0	0.0%
21			0	0.0%
22			0	0.0%
23			0	0.0%
24			0	0.0%
25			0	0.0%
26			0	0.0%
27			0	0.0%
28			0	0.0%
29			0	0.0%
30			0	0.0%
31			0	0.0%
32			0	0.0%
33			0	0.0%
34			0	0.0%
35			0	0.0%
36			0	0.0%
37			0	0.0%
38			0	0.0%
39			0	0.0%
40			0	0.0%
41			0	0.0%
42			0	0.0%
43			0	0.0%
44			0	0.0%
45			0	0.0%
46			0	0.0%
47			0	0.0%
48			0	0.0%
49			0	0.0%
50			0	0.0%
51			0	0.0%
52			0	0.0%
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63			0	0.0%
64			0	0.0%
65			0	0.0%
66			0	0.0%
67			0	0.0%
68			0	0.0%
69			0	0.0%
70			0	0.0%
71			0	0.0%
72			0	0.0%
73			0	0.0%
74			0	0.0%
75			0	0.0%
76			0	0.0%
77			0	0.0%
78			0	0.0%
79			0	0.0%
80			0	0.0%
81			0	0.0%
82			0	0.0%
83			0	0.0%
84			0	0.0%
85			0	0.0%
86			0	0.0%
87			0	0.0%
88			0	0.0%
89			0	0.0%
90			0	0.0%
91			0	0.0%
92			0	0.0%
93			0	0.0%
94			0	0.0%
95			0	0.0%
96			0	0.0%
97			0	0.0%
98			0	0.0%
99			0	0.0%
100			0	0.0%

12 How much did you spend in total, for you and all members of your party, to operate and run your booth during the Art & Apples Festival (including fees, set-up, tent & fixture rental, accommodations, restaurants & bars, groceries & take-out food/drinks, fuel and other automotive expenses, souvenirs, and other expenses?)

Answer	0%	100%	Number of Responses	Response Ratio
Less than \$500			17	17.8%
\$500 - \$1,000			50	52.6%
\$1,001 - \$2,000			22	23.1%
\$2,001 - \$3,000			4	4.2%
\$3,001 - \$5,000			0	0.0%
\$5,001 - \$7,000			0	0.0%
More than \$7,000			0	0.0%
No Responses			2	2.1%
Totals			95	100%

13 What is your home or studio zip code?

Answer	Number of Responses
Postal Code	87
View answers	

14 What is your age?

		Number of Responses
View Text Answers	88	
15	Please feel free to share any additional comments or suggestions that have not been covered.	
		Number of Responses
View Text Answers	73	

FOOD VENDOR SURVEY

Text Block:

Thank you for your involvement as a vendor at the Art & Apples Festival and participating in the Food Vendor Survey. There are only 12 short questions to complete. The survey will be analyzed by Oakland University faculty to measure the economic impact of the Art & Apples Festival, and to improve future Festival execution. All responses are strictly confidential. Only aggregate survey results will be released.

- 1 **My goal for participating in the festival was to:**
 1 = Strongly Agree , 2 = Somewhat Agree , 3 = Neutral , 4 = Somewhat Disagree , 5 = Strongly Disagree

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Sell a product/service						8	1.0
Create sales leads						7	1.6
Distribute information/marketing						8	2.5
Increase brand loyalty						8	1.5
Change/reinforce image						8	2.8
Build retail traffic						7	2.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

[▶ Show Details](#)

- 2 **Overall, how satisfied were you with:**
 1 = Extremely Satisfied , 2 = Somewhat Satisfied , 3 = Neutral , 4 = Somewhat Dissatisfied , 5 = Extremely Dissatisfied

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Overall festival						8	1.4
Food booth/trailer space						8	1.8
Flat fee for space instead of food tickets						8	1.9

Investment made in being a food vendor	7	2.3
Sales at the festival	8	2.4
Goals of participating being met	8	1.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

[View comments \(3\)](#)

[Show Details](#)

- 3 How likely is it that you will participate in the Art & Apples festival in the future? Please explain why or why not.

Answer	0%	100%	Number of Responses	Response Ratio
Extremely likely			5	62.5%
Somewhat likely			3	37.5%
Neutral			0	0.0%
Somewhat unlikely			0	0.0%
Extremely unlikely			0	0.0%
No Responses			0	0.0%
Totals			8	100%

[View comments \(3\)](#)

- 4 How many other art festivals do you participate in as a food vendor?

Answer	0%	100%	Number of Responses	Response Ratio
None, I only participate in the Art & Apples Festival			2	25.0%
1			0	0.0%
2			3	37.5%
3			1	12.5%
4			0	0.0%
More than 4			2	25.0%
No Responses			0	0.0%
Totals			8	100%

- 5 How did your food sales at the Art & Apples Festival compare to your food sales at other art events?

Answer	0%	100%	Number of Responses	Response Ratio
Sales were higher at Art & Apples			2	25.0%

Sales were about the same as Art & Apples	2	25.0%
Sales were lower at Art & Apples	0	0.0%
I only participate in Art & Apples	2	25.0%
No Responses	2	25.0%
Totals	8	100%

6 What were your total sales at the Art & Apples Festival?

Answer	0%	100%	Number of Responses	Response Ratio
Under \$1,000			0	0.0%
\$1,001 - \$2,500			2	25.0%
\$2,501 - \$5,000			2	25.0%
\$5,001 - \$7,500			2	25.0%
\$7,500 - \$10,000			1	12.5%
More than \$10,000			0	0.0%
No Responses			1	12.5%
Totals			8	100%

7 While participating in the Art & Apples Festival, did you stay overnight?

Answer	0%	100%	Number of Responses	Response Ratio
Yes (hotel, B&B, camping)			0	0.0%
Yes (family or friends)			0	0.0%
No, I did not stay overnight			8	100.0%
No Responses			0	0.0%
Totals			8	100%

8 How many nights did you stay in the Rochester area while participating in the Art & Apples Festival?

	2	Number of Responses
--	---	---------------------

[View Text Answers](#)

9 How many people/employees attended the festival with you?

	7	Number of Responses
--	---	---------------------

[View Text Answers](#)

10 How much did you spend in total, for you and all members of your party, to operate and run your food service during the Art & Apples Festival (including fees, set-up, tent & fixture rental, accommodations, restaurants & bars, groceries & take-out food/drinks, fuel and other automotive expenses, souvenirs, and other expenses)?

Answer	0%	100%	Number of Responses	Response Ratio
--------	----	------	---------------------	----------------

Less than \$500	1	12.5%
\$500 - \$1,000	2	25.0%
\$1,001 - \$2,000	0	0.0%
\$2,001 - \$3,000	3	37.5%
\$3,001 - \$5,000	1	12.5%
\$5,001 - \$7,000	0	0.0%
More than \$7,000	0	0.0%
No Responses	1	12.5%
Totals	8	100%

11

What is your home zip code?

Answer

Number of
Responses

Postal Code

8

[View answers](#)

12 Please feel free to share any additional comments or suggestions that have not been covered.

Number of
Responses[View Text Answers](#)

4

ONLINE ATTENDEE SURVEY

ext

Block:

Thank you for attending the Art & Apples Festival and for participating in the Attendee Survey. There are only 18 short questions to complete. The information you provide will be analyzed by Oakland University faculty to measure the economic impact of the Art & Apples Festival, and to improve future Festival execution. All responses are strictly confidential. Only aggregate survey results will be released.

1

What brings you to the Art & Apples Festival?

Answer	0%	100%	Number of Responses	Response Ratio
Patron			29	64.4%
Sponsor			0	0.0%
Food Vendor			2	4.4%
Artist			9	20.0%
Performer			0	0.0%
Volunteer			5	11.1%
No Responses			0	0.0%
Totals			45	100%

2

How did you hear about the Art & Apples Festival?

Answer	0%	100%	Number of Responses	Response Ratio
Received Festival Guide in Rochester Post			4	8.8%

Saw artwork in office building/grocery store/Metro Detroit location	0	0.0%
Social Media	9	20.0%
Word of Mouth	15	33.3%
Downtown promotion	4	8.8%
Other (View all)	13	28.8%
No Responses	0	0.0%
Totals	45	100%

3 How many visits, in August 2016, did you make to downtown Rochester to eat in a restaurant, or for entertainment, or for shopping?

Answer	0%	100%	Number of Responses	Response Ratio
None			12	26.6%
1 to 2 visits			12	26.6%
3 to 5 visits			9	20.0%
More than 5 visits			12	26.6%
No Responses			0	0.0%
Totals			45	100%

4 How many children (under 16) were in your party while attending Art & Apples?

Answer	0%	100%	Number of Responses	Response Ratio
1			18	40.0%
2			8	17.7%
3			3	6.6%
4			0	0.0%
5			0	0.0%
6			0	0.0%
7 or more			1	2.2%
No Responses			15	33.3%
Totals			45	100%

5 Was the Art & Apples Festival the primary reason for your visit to the Rochester area?

Answer	0%	100%	Number of Responses	Response Ratio
Yes, if Art & Apples was not occurring I probably would not have visited the Rochester area.			24	53.3%
No, I would have visited the area even if Art & Apples was not occurring.			21	46.6%
No Responses			0	0.0%

		Totals	45	100%
6	How much time did you spend at Art & Apples this year?			
	Answer	0%	100%	Number of Responses Response Ratio
	Half day (about 5 hours) or less		<u>34</u>	75.5%
	Close to 1 full day (5-12 hours)		<u>7</u>	15.5%
	Between 1 and 2 full days (12-24 hours)		<u>2</u>	4.4%
	Between 2 and 3 full days		<u>2</u>	4.4%
	No Responses		0	0.0%
		Totals	45	100%
7	How likely is it that you will attend the Art & Apples Festival in the future?			
	Answer	0%	100%	Number of Responses Response Ratio
	Extremely Likely		<u>31</u>	68.8%
	Somewhat Likely		<u>10</u>	22.2%
	Neutral		<u>3</u>	6.6%
	Somewhat Unlikely		0	0.0%
	Extremely Unlikely		<u>1</u>	2.2%
	No Responses		0	0.0%
		Totals	45	100%
8	While visiting for Art & Apples, did you stay overnight?			
	Answer	0%	100%	Number of Responses Response Ratio
	Yes (hotel, B&B, camping)		<u>1</u>	2.2%
	Yes (family or friends)		<u>2</u>	4.4%
	No, I did not stay overnight		<u>41</u>	91.1%
	No Responses		1	2.2%
		Totals	45	100%
9	If arrived by car, where did you park?			
	Answer	0%	100%	Number of Responses Response Ratio
	Rochester High School - free shuttle		<u>11</u>	24.4%
	Downtown Rochester parking decks		<u>6</u>	13.3%

Rochester Schools		
Administration Building	0	0.0%
parking lot		
Residential Home	<u>8</u>	17.7%
Other (View all)	<u>18</u>	40.0%
No Responses	2	4.4%
Totals	45	100%

10

If arrived by car, how much did you pay for parking?

Number of
Responses[View Text Answers](#)

31

- 1 While attending Art & Apples, about how much did you spend (as a person, per day
1 average) in addition to what you otherwise would have spent in the Rochester area in the
1 month of September? Please consider all expenditures, including on merchandise, travel,
accommodations, food, entertainment, and shopping.

Answer	0%	100%	Number of Responses	Response Ratio
\$0 - I would have spent about the same amount in the Rochester area			<u>6</u>	13.3%
Less than \$10 per person - I spent a little more while in the Rochester area for the Art & Apples Festival			<u>5</u>	11.1%
\$10 - \$20 per person - I spent about this much more while in the Rochester area for the Art & Apples Festival			<u>13</u>	28.8%
\$20 - \$30 per person - I spent about this much more while in the Rochester area for the Art & Apples Festival			<u>4</u>	8.8%
\$30 - \$50 per person - I spent about this much more while in the Rochester area for the Art & Apples Festival			<u>8</u>	17.7%
More than \$50 per person - I spent this much more while in the Rochester area for the Art & Apples Festival			<u>9</u>	20.0%
No Responses			0	0.0%

	Totals	45	100%
1	As a result of your visit to Rochester for Art & Apples, how likely are you to come back to		
2	downtown Rochester in the next 12 months, compared to if you didn't come for Art & Apples?		
	Answer	0%	100%
		Number of Responses	Ratio
	Just as likely	31	68.8%
	More likely	13	28.8%
	Less likely	0	0.0%
	No Responses	1	2.2%
	Totals	45	100%
1	Did you make a donation to Art & Apples during your visit?		
3	Answer	0%	100%
		Number of Responses	Ratio
	Yes	28	62.2%
	No	14	31.1%
	Decline to answer	3	6.6%
	No Responses	0	0.0%
	Totals	45	100%
14	What is your home zip code?		
	Answer		Number of Responses
	Postal Code	44	
	View answers		
15	What is your age?		
			Number of Responses
	View Text Answers	44	
1	What is your annual household income?		
6	Answer	0%	100%
		Number of Responses	Ratio
	Less than \$50,000	2	4.4%
	\$51,000 - \$75,000	5	11.1%
	\$76,000 - \$100,000	6	13.3%
	\$101,000 - \$150,000	6	13.3%
	\$151,000 - \$200,000	7	15.5%
	\$201,000 - \$250,000	2	4.4%
	Over \$250,000	1	2.2%
	Decline to answer	16	35.5%
	No Responses	0	0.0%
	Totals	45	100%
17	Please feel free to share any additional comments or suggestions that have not been covered.		

Number of
Responses

29

[View Text Answers](#)

- 1 Thank you for completing this survey. Please provide your email address below to be eligible for the prize.

ONLINE ATTENDEE SURVEY (VERSION 2)

Thank you for attending the Art & Apples Festival and for participating in the Attendee Survey. There are only 19 short questions to complete. The information you provide will be analyzed by Oakland University faculty to measure the economic impact of the Art & Apples Festival, and to improve future Festival execution. All responses are strictly confidential. Only aggregate survey results will be released.

- 1 What brings you to the Art & Apples Festival?

Answer	0%	100%	Number of Responses	Response Ratio
Patron			15	88.2%
Sponsor			0	0.0%
Food Vendor			0	0.0%
Artist			1	5.8%
Performer			0	0.0%
Volunteer			1	5.8%
No Responses			0	0.0%
Totals			17	100%

- 2 How did you hear about the Art & Apples Festival?

Answer	0%	100%	Number of Responses	Response Ratio
Received Festival Guide in Rochester Post			2	11.7%
Saw artwork in office building/grocery store/Metro Detroit location			0	0.0%
Social Media			3	17.6%
Word of Mouth			4	23.5%
Downtown promotion			0	0.0%
Other (View all)			8	47.0%
No Responses			0	0.0%
Totals			17	100%

- 3 How many visits, in August 2016, did you make to downtown Rochester to eat in a restaurant, or for entertainment, or for shopping?

Answer	0%	100%	Number of Responses	Response Ratio
None			2	11.7%

1 to 2 visits	<u>8</u>	47.0%
3 to 5 visits	<u>3</u>	17.6%
More than 5 visits	<u>4</u>	23.5%
No Responses	0	0.0%
Totals	17	100%

4 Did you shop or eat at a restaurant in downtown Rochester during your visit to the Arts & Apples Festival?

Answer	0%	100%	Number of Responses	Response Ratio
Yes			<u>8</u>	47.0%
No			<u>9</u>	52.9%
No Responses			0	0.0%
Totals			17	100%

5 How many children (under 16) were in your party while attending Art & Apples?

Answer	0%	100%	Number of Responses	Response Ratio
1			<u>4</u>	23.5%
2			<u>3</u>	17.6%
3			0	0.0%
4			0	0.0%
5			0	0.0%
6			0	0.0%
7 or more			0	0.0%
No Responses			10	58.8%
Totals			17	100%

6 Was the Art & Apples Festival the primary reason for your visit to the Rochester area?

Answer	0%	100%	Number of Responses	Response Ratio
Yes, if Art & Apples was not occurring I probably would not have visited the Rochester area.			<u>11</u>	64.7%
No, I would have visited the area even if Art & Apples was not occurring.			<u>5</u>	29.4%
No Responses			1	5.8%
Totals			17	100%

7 How much time did you spend at Art & Apples this year?

Answer	0%	100%	Number of Responses	Response Ratio
Half day (about 5 hours) or less			<u>13</u>	76.4%

Close to 1 full day (5-12 hours)	2	11.7%
Between 1 and 2 full days (12-24 hours)	0	0.0%
Between 2 and 3 full days	1	5.8%
No Responses	1	5.8%
Totals	17	100%

8 How likely is it that you will attend the Art & Apples Festival in the future?

Answer	0%	100%	Number of Responses	Response Ratio
Extremely Likely			16	94.1%
Somewhat Likely			0	0.0%
Neutral			0	0.0%
Somewhat Unlikely			0	0.0%
Extremely Unlikely			1	5.8%
No Responses			0	0.0%
Totals			17	100%

9 While visiting for Art & Apples, did you stay overnight?

Answer	0%	100%	Number of Responses	Response Ratio
Yes (hotel, B&B, camping)			0	0.0%
Yes (family or friends)			0	0.0%
No, I did not stay overnight			16	94.1%
No Responses			1	5.8%
Totals			17	100%

10 If arrived by car, where did you park?

Answer	0%	100%	Number of Responses	Response Ratio
Rochester High School - free shuttle			0	0.0%
Downtown Rochester parking decks			4	23.5%
Rochester Schools Administration Building parking lot			2	11.7%
Residential Home			2	11.7%
Other (View all)			9	52.9%
No Responses			0	0.0%
Totals			17	100%

11 If arrived by car, how much did you pay for parking?

		Number of Responses	
View Text Answers		14	
1	While attending Art & Apples, about how much did you spend (as a person, per day average) in addition to what you otherwise would have spent in the Rochester area in the month of September? Please consider all expenditures, including on merchandise, travel, accommodations, food, entertainment, parking, and shopping.		
2			
Answer	0%	100%	Number of Responses Response Ratio
\$0 - I would have spent about the same amount in the Rochester area		3	17.6%
Less than \$10 per person - I spent a little more while in the Rochester area for the Art & Apples Festival		3	17.6%
\$10 - \$20 per person - I spent about this much more while in the Rochester area for the Art & Apples Festival		2	11.7%
\$20 - \$30 per person - I spent about this much more while in the Rochester area for the Art & Apples Festival		2	11.7%
\$30 - \$50 per person - I spent about this much more while in the Rochester area for the Art & Apples Festival		2	11.7%
More than \$50 per person - I spent this much more while in the Rochester area for the Art & Apples Festival		4	23.5%
No Responses		1	5.8%
Totals		17	100%

1	As a result of your visit to Rochester for Art & Apples, how likely are you to come back to downtown Rochester in the next 12 months, compared to if you didn't come for Art & Apples?		
3			
Answer	0%	100%	Number of Responses Response Ratio
Just as likely		11	64.7%
More likely		4	23.5%

Less likely	1	5.8%
No Responses	1	5.8%
Totals	17	100%

1
4

Did you make a donation to Art & Apples during your visit?

Answer	0%	100%	Number of Responses	Response Ratio
Yes			14	82.3%
No			2	11.7%
Decline to answer			1	5.8%
No Responses			0	0.0%
Totals			17	100%

15

What is your home zip code?

Answer	Number of Responses
Postal Code	17

[View answers](#)

16

What is your age?

INTERCEPT SURVEY OF ATTENDEES

Statistics

		Average visits to Rochester per Month	Was the festival your primary visit reason?	Parking Location	Attendee spending per person	Attendee income	Did you donate?	Home Zipcode
N	Valid	134	134	134	134	133	134	132
	Missing	0	0	0	0	1	0	2

Average visits to Rochester per Month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	66	49.3	49.3	49.3
	1 to 2 visits	25	18.7	18.7	67.9
	3 to 5 visits	14	10.4	10.4	78.4
	More than 5 visits	29	21.6	21.6	100.0
Valid	Total	134	100.0	100.0	

Parking Location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rochester high school	15	11.2	11.2	11.2
	Downtown Rochester parking deck	32	23.9	23.9	35.1
	Rochester admin parking lot	5	3.7	3.7	38.8
	residential home	6	4.5	4.5	43.3
	Street parking	15	11.2	11.2	54.5
	Handicapped	13	9.7	9.7	64.2
	Other	48	35.8	35.8	100.0

Total	134	100.0	100.0
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Attendee spending per person

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$0	15	11.2	11.2	11.2
	Less than \$10	9	6.7	6.7	17.9
	\$10-\$20	13	9.7	9.7	27.6
	\$20-\$30	15	11.2	11.2	38.8
	\$30-\$50	21	15.7	15.7	54.5
	More than \$50	61	45.5	45.5	100.0
	Total	134	100.0	100.0	

Attendee income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than \$50,000	6	4.5	4.5	4.5
	\$51,000-\$75,000	11	8.2	8.3	12.8
	\$76,000-\$100,000	10	7.5	7.5	20.3
	\$101,000-\$125,000	8	6.0	6.0	26.3
	\$126,000-\$150,000	1	.7	.8	27.1
	\$151,000-\$200,000	13	9.7	9.8	36.8
	over \$200,000	4	3.0	3.0	39.8
	Refused	80	59.7	60.2	100.0
	Total	133	99.3	100.0	
Missing	System	1	.7		
Total		134	100.0		

Did you donate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	103	76.9	76.9	76.9
	No	26	19.4	19.4	96.3
	Did not respond	5	3.7	3.7	100.0
	Total	134	100.0	100.0	

Home Zipcode

	Frequency	Percent	Valid Percent	Cumulative Percent
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ARTS & APPLES FESTIVAL® ECONOMIC IMPACT ANALYSIS

Valid	43601	2	1.5	1.5	1.5
	48026	1	.7	.8	2.3
	48033	1	.7	.8	3.0
	48038	4	3.0	3.0	6.1
	48042	3	2.2	2.3	8.3
	48044	5	3.7	3.8	12.1
	48047	2	1.5	1.5	13.6
	48064	1	.7	.8	14.4
	48065	2	1.5	1.5	15.9
	48067	1	.7	.8	16.7
	48076	1	.7	.8	17.4
	48083	1	.7	.8	18.2
	48084	1	.7	.8	18.9
	48085	3	2.2	2.3	21.2
	48093	2	1.5	1.5	22.7
	48094	5	3.7	3.8	26.5
	48095	2	1.5	1.5	28.0
	48098	2	1.5	1.5	29.5
	48124	2	1.5	1.5	31.1
	48156	1	.7	.8	31.8
	48167	1	.7	.8	32.6
	48184	1	.7	.8	33.3
	48185	1	.7	.8	34.1
	48236	2	1.5	1.5	35.6
	48301	2	1.5	1.5	37.1
	48306	13	9.7	9.8	47.0
	48307	16	11.9	12.1	59.1
	48309	6	4.5	4.5	63.6
	48310	1	.7	.8	64.4
	48312	1	.7	.8	65.2
	48313	4	3.0	3.0	68.2
	48315	3	2.2	2.3	70.5
	48316	2	1.5	1.5	72.0
	48317	8	6.0	6.1	78.0
	48322	1	.7	.8	78.8
	48324	2	1.5	1.5	80.3
	48326	1	.7	.8	81.1
	48327	1	.7	.8	81.8
	48328	1	.7	.8	82.6
	48329	3	2.2	2.3	84.8
	48346	1	.7	.8	85.6
	48348	1	.7	.8	86.4
	48350	1	.7	.8	87.1
	48360	1	.7	.8	87.9
	48363	3	2.2	2.3	90.2
	48371	2	1.5	1.5	91.7
	48393	1	.7	.8	92.4
	48439	3	2.2	2.3	94.7
	48442	1	.7	.8	95.5
	48446	1	.7	.8	96.2
	48473	2	1.5	1.5	97.7
	48504	1	.7	.8	98.5
	48793	1	.7	.8	99.2
	71913	1	.7	.8	100.0
	Total	132	98.5	100.0	
Missing	System	2	1.5		
Total		134	100.0		

SURVEY DESIGN

The intercept survey of patrons at the Festival was administered by volunteers who did the interviewing. A set of instructions were provided that included a procedure to randomly select respondents as they were leaving the venue. Flip cards were handed to respondents so they could visualize responses. Interviewing was scheduled at the two main entrances on all three days of the event.

The instructions provided to interviewers are below.

ARTS & APPLES FESTIVAL INTERCEPT SURVEY NARRATIVE

INTRODUCTION

Hello, I'm _____. I have some questions I would like to ask you about your visit to the Arts & Apples Festival. It should take about 3 minutes. You have been randomly selected to participate in the study.

Your participation is entirely voluntary and you may refuse to answer any question. Because only a small number of people are being selected for this study, the participation of each person selected is extremely important. The information you provide will be analyzed by Oakland University faculty, and kept strictly confidential.

You will be entered into a drawing for a prize, if you provide your email address that will only be used to contact you upon winning the prize.

Here is a flip card with amounts of money on it. Which best represents your total spending per person at the Arts & Apples Festival, in addition to what you otherwise would have spent in the Rochester area in the month of September?

Which letter represents your annual household income?

Which letter represents whether you made a donation to the Arts & Apples Festival?

6
10
9
11
10
1
12
8
7
16
2
7
13
17
7
12
8

A YES, MADE DONATION

B NO, DID NOT MAKE DONATION

CARD 3

Cards were handed out to patrons leaving the event and also placed on the windshield of cars in the Rochester High School parking lot directing those attending the Festival to a web site to complete an online questionnaire.

The artist, volunteer, food vendor, sponsor and performer surveys were distributed via email with a link to the online questionnaire.

RESPONSE RATES

SURVEY	NUMBER OF RESPONDENTS
Artist	95
Attendee Online	45
Attendee Online (version 2)	17
Food Vendors	8
Volunteers	44
Performers	7
Intercept Survey of Attendees	134
Sponsors	4

RESEARCHERS

Dr. Jonathan Silberman is the founder and director of Oakland University's Southeastern Michigan Economic Data Center. He also serves as a Professor of Economics at Oakland's School of Business. With expertise in economic forecasting, regional economic development, technology transfer, and strategic positioning and competitor analysis, Dr. Silberman has published in prestigious journals and consulted with government leaders on economic development for several cities. He holds a Ph.D. in Economics from Florida State University. Before coming to Oakland University, Dr. Silberman held faculty and administrative positions at a variety of institutions including Arizona State University, University of Baltimore and Old Dominion University.

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RECOMMENDATIONS