

Evaluation of the
**2010 Vintage Band
Festival**
and the
**Potential Economic
Impact of Arts Events**



Katie Truax, Carly Hedlin
Paul Neimesto, Sian Muir, Terry VanDeWalker



Executive Summary

The Vintage Band Festival is an event of over 100 concerts by 25 historical American and International bands in four days. They will be performing in parks, bars, churches and more in Northfield as well as nearby satellite towns. The festival is also in collaboration with the Historic Brass Society Conference which is an international gathering of musicologist, pedagogues, students, and early music specialists and performers. The festival took place from August 5-8th, 2010.

The headcount was estimated at a staggering 14,000 audience members. In reality most attended more than one event so through the open ended responses it was found that audience members attended an average of 12 events (obviously some with a lot more and some with only a few). Given that, it can be more accurately estimated that around 1,167 individuals attended the festival. This is still a significant number of people that enjoyed the festival, and as the surveys show, spent a great deal of money.

283 respondents completed the survey which is a representative sample size. The vast majority said that they did some shopping in town and dined in Northfield restaurants. 70% of respondents spent between \$10-\$100 while at the festival. It was found that 48% were from Northfield and the remainder from out of town.

From a 2005 secondary source survey it was found:

- Data collected from 94,478 attendees at a range of events revealed an average spending of \$27.79 per person, **per event**.
- The findings also revealed that nonlocal attendees spend twice as much as local attendees (\$40.19 vs. \$19.53), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

If we apply this information to our survey data:

- 560 locals @ 19.53 = \$10,936.80
- 607 out of town @ 40.19 = \$24,395.33

Culminating in an infusion of at least \$35,332 (this is not taking into account inflation and general local price differences). We can realistically assume that it was at least this amount per day given the above data was determined on a per event basis which could put the estimated total to around \$141,000. Given that the Cow reported a **54%** increase in revenue for that weekend it is very likely that this is significantly more.

The satisfaction ratings for the event are extremely positive. Attendees obviously enjoyed the well run performances so it is fair to say that, not only was there a discernable economic impact, but also a chance for Northfield to draw visitors from out of town and out of state who are likely (through this positive experience) to visit again. Additionally a community building event of this magnitude fosters civic pride and community spirit. These latter attributes are harder to measure but through the 18 volunteer survey responses there is a clear consensus that this is an event that is good for Northfield.

Evaluative Methodology

With increasingly limited resources, communities need to decide where to best invest their time and energy. Effective evaluation is essential to prove that an event like the Vintage Band Festival (VBF) has many cultural and economic benefits for the community to ensure long-term viability. To determine the potential impact of the event extensive secondary research was undertaken to ascertain existing measurement models and best practices in arts evaluation. Then, in relation to the VBF event specifically, general observation and anecdotal information was gathered and three distinct survey instruments were developed in order to quantify the benefits.

Included below is an outline of the evaluative tool and the intended measurements:

1. **A survey was inserted into the official festival program** to target audience members to determine demographic and geographic data, general level of enjoyment, spending information, and willingness to return for future festivals. A raffle incentive was offered to encourage increased survey participation.

Intended results: The Vintage Band Festival aspired to bring together families, friends, and visitors to celebrate and appreciate the impact and influence music can have on one's life. The results of this survey would determine the cultural benefits of the festival including community cultural development and musical education. Additionally economic development information will be gathered in terms of spending and accommodation.

2. **An electronic survey was to be completed by a variety of Northfield business** (The Contented Cow, The Rare Pair, The Archer House, etc.) to ascertain if the festival resulted in a change in their weekend revenue. Exact numbers will be difficult to determine so the survey has been developed to capture percent change in sales, the need to increase staff, or a noticeable increase or decrease in activity.

Intended results: Research indicates that a large festival can attract participants who, in turn can have an impact on restaurants, retailers, and hotels. This survey would capture this economic impact. Unfortunately, due to a communication break down, this survey was not sent out to the businesses as planned but compelling financial data was contributed by one of the host venues.

3. **An electronic survey was completed by volunteers**

Intended results: The goal of this survey was to try and gather the more illusive and difficult to quantify civic pride and community development that a festival of this nature can develop.

In this report the primary data will be presented initially followed by a summary of the secondary information search. Compelling conclusions on the economic impact of an arts event are provided.

Findings

Attendance

- For the weekend the estimated head count was a staggering **14,000 people**

This was based on actual numbers as well as estimated attendance based on past concerts at each venue and the time of performance for those venues that did not have actual visual headcounts

Financial Information from the Cow

- The calendar week of the VBF, the first weekend of August (Aug 1 - 8, 2010 Sun-Sun) sales were up **54%** than the previous year (Aug 2 - 9, 2009 Sun - Sun) and up 33% for the same period in 2008.
- Sales at the Cow for the month of August 2010 were up **27.1%** compared to August 2009 even though overall YTD sales for 2010 were down 8.4% compared to the same period in 2009 (Jan - Oct.).
- A 25% reduction in sales between 2008 and 2009 for the month of August shows a downward trend for that weekend without the VBF as an anchor event.
- YTD sales (Jan - Oct) 2008 compared to 2009 of the same period were up 7.5%.
- YTD sales (Jan - Oct) 2009 compared to 2010 of the same period were down 8.4%.
- YTD sales (Jan - Oct) 2008 compared to 2010 of the same period were down 2%.

Overall:

- 2010 saw a monthly reduction in overall sales compared to the previous two years **yet August 2010 sales were significantly higher.**
- For a year that was down overall this week strengthened a weak sales picture. **For the specific week of the VBF sales were more than double than the previous and up 33% from 2008 another sign of a historically weaker weekend yet sales for the month and week were way up.**
- In a downward trending year this event helped solidify a usually benign weekend historically and helped recover some accumulated losses for the month and overall year sales.

General Survey Findings:

Respondents:

- 283 people completed the target audience survey
- 18 completed the volunteer survey

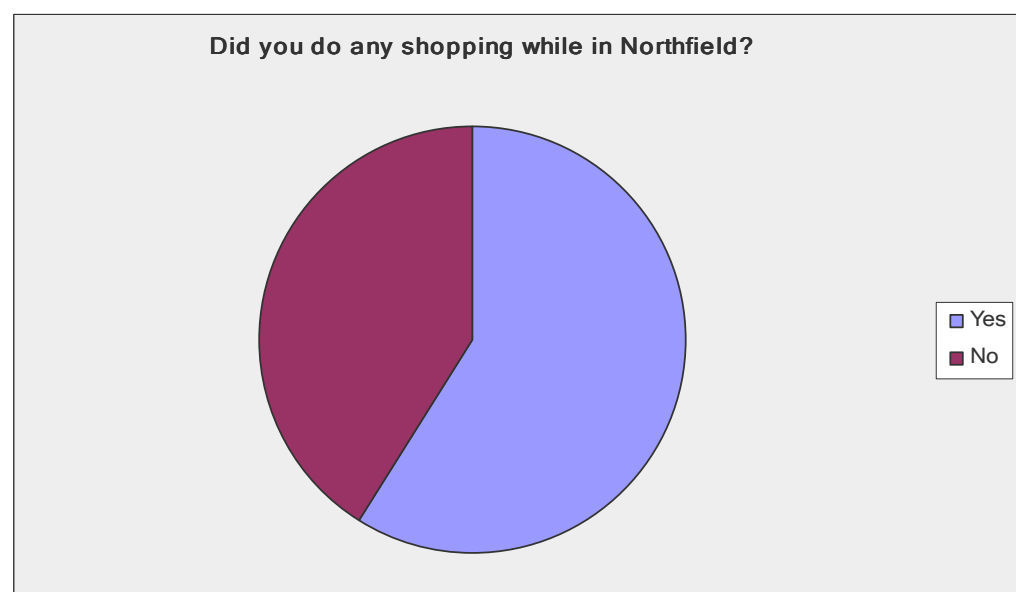
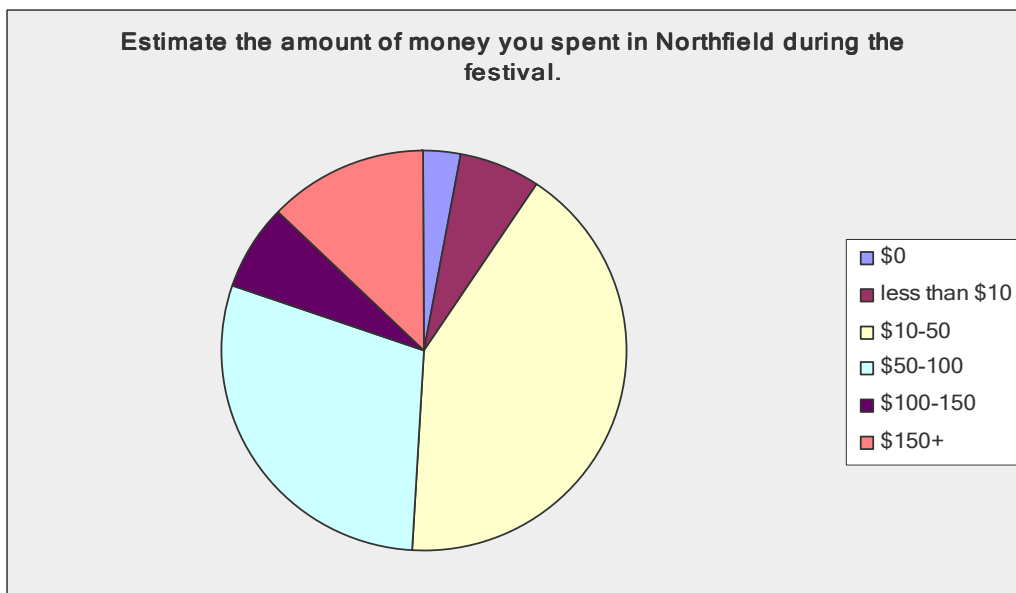
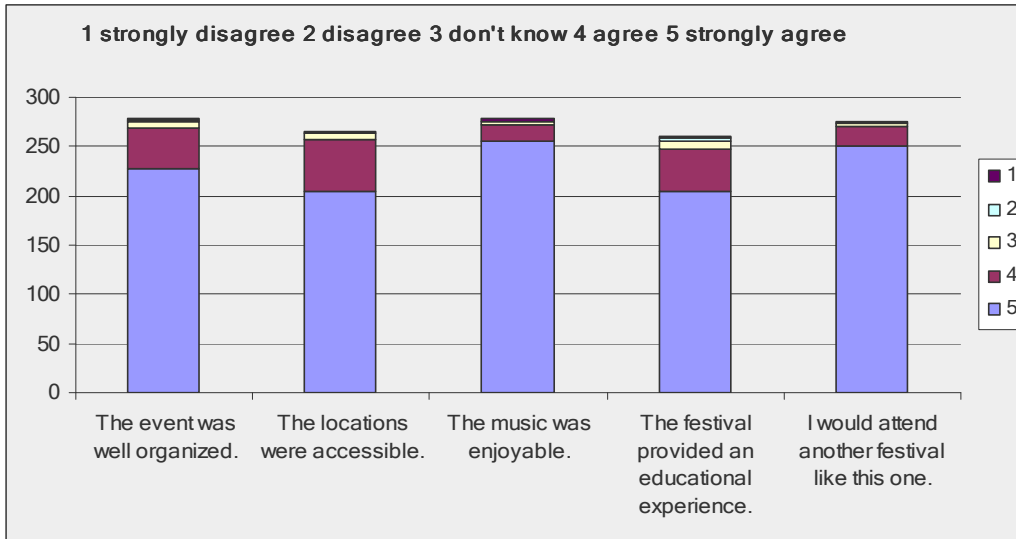
Location:

- 48% from Northfield (137)
- 34% from out of town (96)
- 18% from out of state (50)

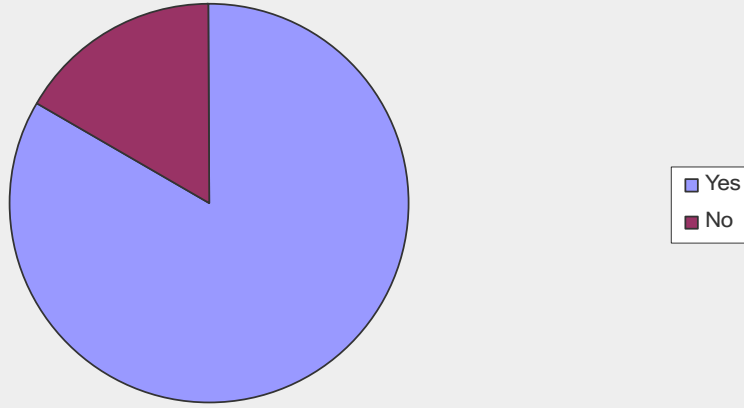
Economic impact:

- 41.4% spent between \$10-\$50
- 29.3% spent between \$50-\$100
- 59% went shopping
- 83.4% dined at a Northfield Restaurant

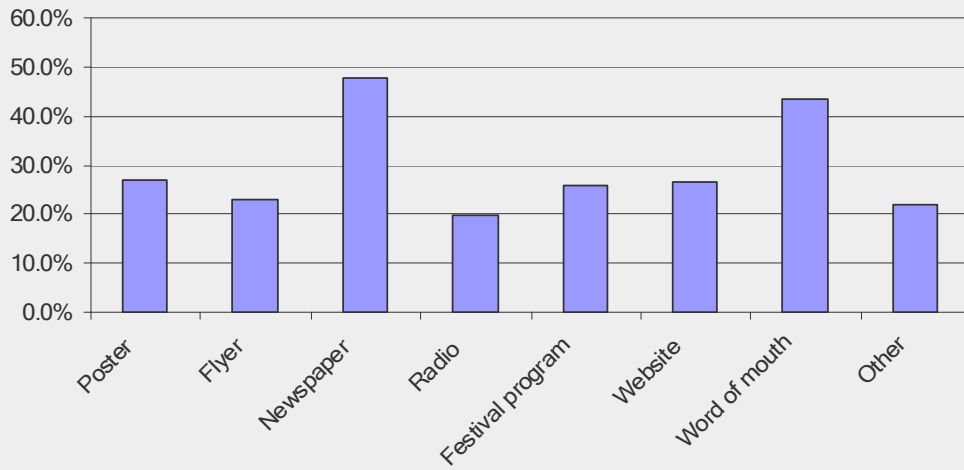
Survey Findings



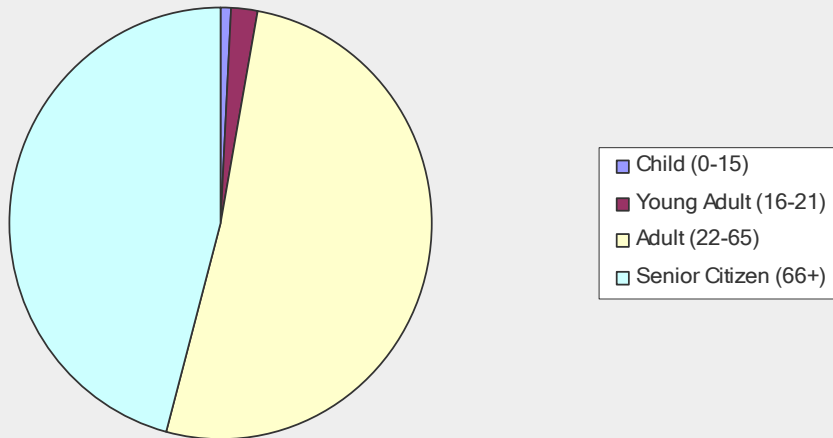
Did you do any dining at a Northfield restaurant during the festival?



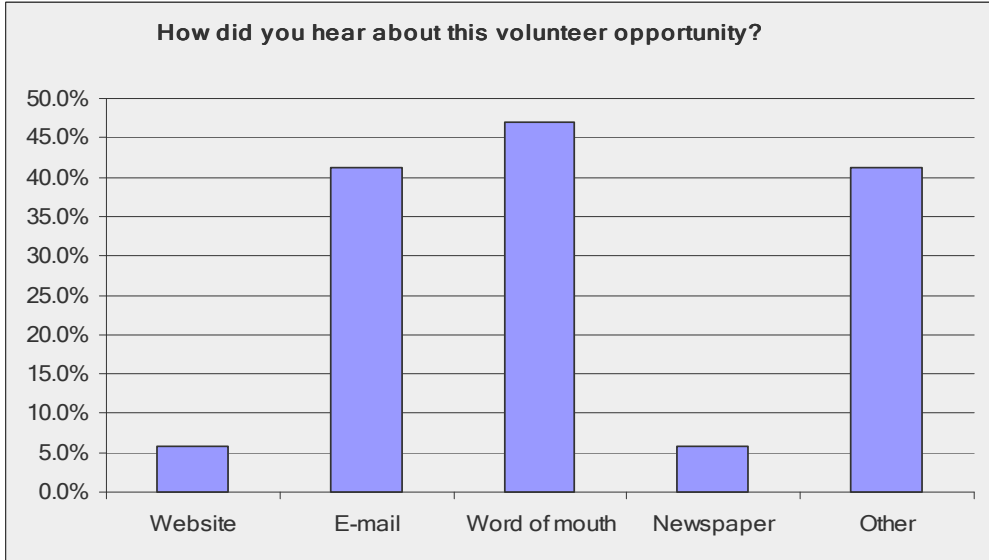
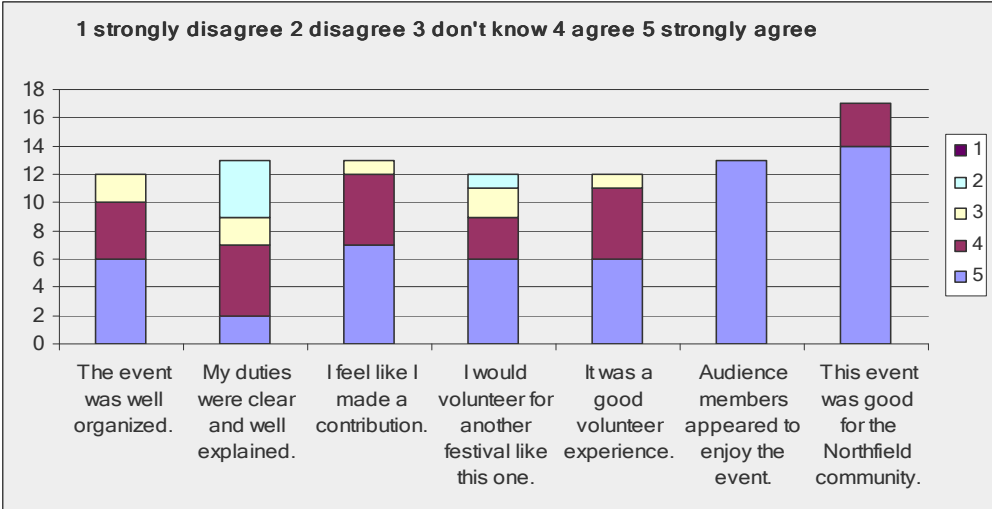
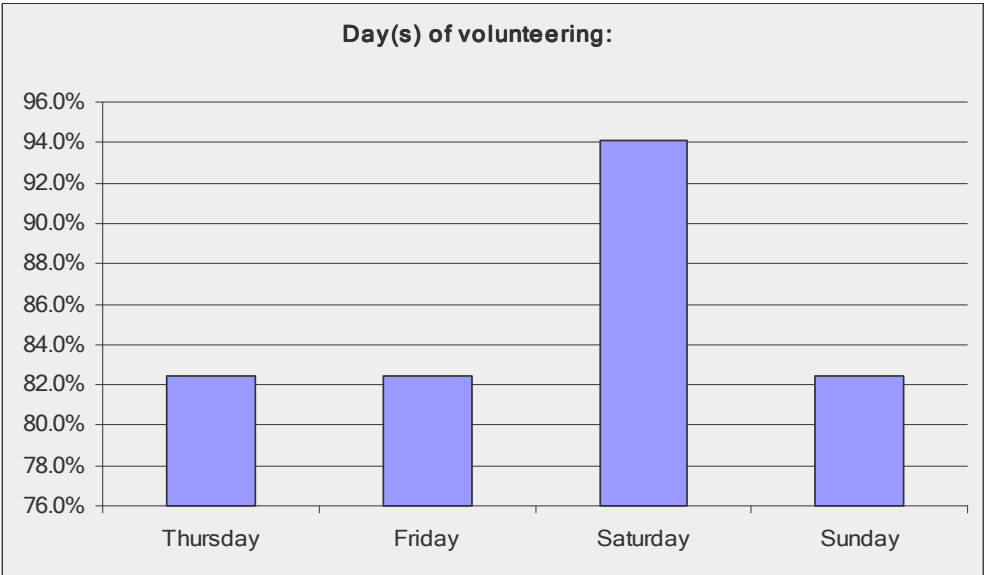
How did you hear about the festival? (check all that apply)



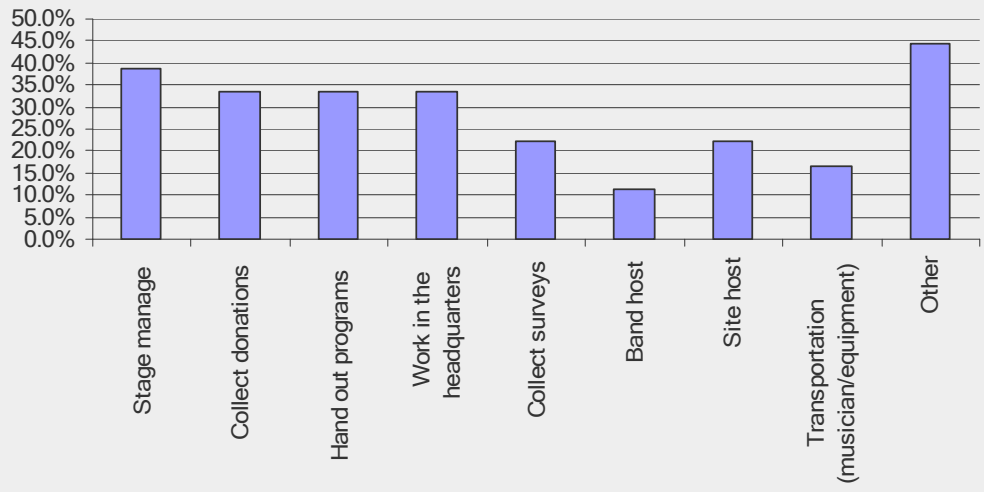
I am a:



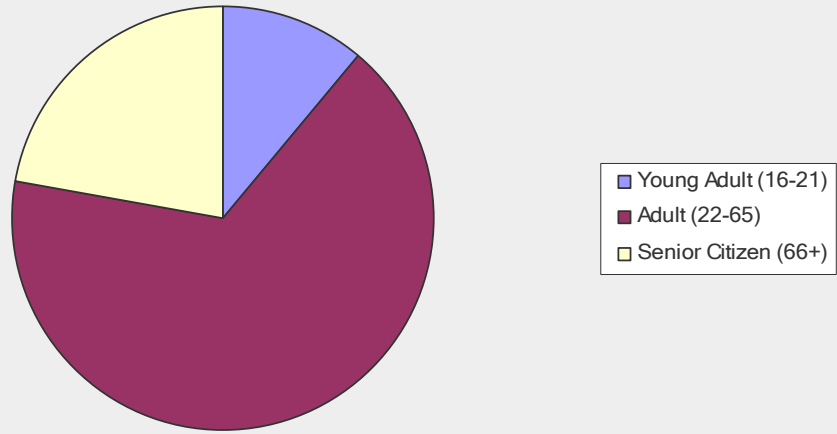
Volunteer Survey



Volunteer duties:



I am a:



Secondary Research Summary

Below is a summary of the secondary data that has been collected to date. The goal will be to include this information in a more complete finalized economic assessment.

The Arts: A Driving Force in Minnesota's Economy

- The statewide report *The Arts: A Driving Force in Minnesota's Economy* reveals that the nonprofit arts and culture industry is a mover and shaker in Minnesota's economy, with \$838.5 million in annual economic activity that supports 22,095 full-time jobs and generates more than \$94 million in state and local government revenues. The report also shows that Minnesotans are enthusiastic consumers of arts and culture: in 2004 total audience participation in the state was 14,487,592 million attendees. (pg. i)
- Similar areas with populations of 1,000,000 or more had total expenditures of \$276,576,180. (Chart on pg. iv)
- Spending by Nonprofit Arts and Culture Organizations in Minnesota had total expenditures of \$485,845,713. Similar areas with populations of 1,000,000 or more had total expenditures of \$124,760,550. (Chart on pg. vi)
- The 428 organizations that participated in the study reported that their total attendance to nonprofit arts and culture events during 2004 was 14,487,592. These 14.5 million attendees spent a total of \$352.7 million – an average of \$24.35 per person, per event, not including the cost of admission. Similar areas with populations of 1,000,000 or more had total expenditures of \$151,815,629. (pg. vii and Chart on pg. vii)
- In Minnesota, 88.1 % of the 14.5 million nonprofit arts and culture attendees were local; 11.9 % were nonlocal. (pg. viii)
- Non-local arts and culture attendees spent an average of 108 percent more than local attendees (\$44.82 vs. \$21.57). A broken down chart of the different products that people spent their money on is on pg. viii. (pg viii)
- The arts and culture industry can be leveraged to create jobs, to revitalize both neighborhoods and rural communities, and to educate our children while helping to drive Minnesota's economy. (pg. i)
- Minnesota invests in the arts and culture primarily via grants from the Minnesota State Arts Board and Regional Arts Councils. Each legislative dollar invested is matched by local dollars. There is a return on investment to the state of nearly \$11 for every state dollar invested. (pg. i)
- In 2004, 44,544 arts and culture volunteers donated 1,915,482 hours to Minnesota's nonprofit arts and culture organizations. This represents a donation of time with an estimated value of \$33,616,709. (pg. ix)
- The 428 responding nonprofit arts and culture organizations in Minnesota received in-kind contributions with a total value of \$6,295,146 during 2004 from businesses, local governments, individuals, and other sources. (pg. ix)
- The responding organizations had annual budgets ranging from \$0 to \$54,390,000.
- In Minnesota, audience-intercept surveys were collected from a total of 6,889 arts and culture event attendees during 2005. (pg. x)
- In Appendix A, they have all of the different charts broken down into the separate regions. Northfield is located in Region 10: Southeast Minnesota. (pg. xx-xxii)

Arts and Economic Prosperity

- America's nonprofit arts and culture industry generates \$166.2 billion in economic activity every year.
- Data collected from 94,478 attendees at a range of events revealed an average spending of \$27.79 per person, per event. This spending generated an estimated \$103.1 billion of valuable revenue for local merchants and their communities in 2005.
- The findings also revealed that nonlocal attendees spend twice as much as local attendees (\$40.19 vs. \$19.53), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.
- Nonprofit arts and culture organization spending in 2005 was an estimated \$63.1 billion.
- They have a chart of the growth of the nonprofit arts and culture industry over the years starting at 1992, 2000, and ending at 2005.
- The national impact of this activity is significant, supporting 5.7 million jobs and generating \$29.6 billion in government revenue.

National Endowment for the Arts: Arts Participation 2008 Highlights from a National Survey

- As a group, arts participants are older than before. They also are increasingly older than the average adult. Nowhere is this trend more apparent than for jazz concert-going, which formerly drew a larger percentage of young adults than all other art forms. (pg. 1)
- Jazz concert-goers are no longer the youngest group of arts participants. (pg. 5)
- Since 1982, young adult (18-24-year-old) attendance rates have declined significantly for jazz, classical music, ballet, and non-musical plays. (pg. 5)
- Fewer adults attended other types of performances: classical music or jazz (14.0 % of all adults). (pg. 3)
- Opera and jazz participation significantly decreased for the first time, with attendance rates falling below what they were in 1982. (pg. 3)
- Classical music attendance continues to decline – at a 29 % rate since 1982 – with the steepest drop occurring from 2002 to 2008. (pg. 3)
- 18-44 year-olds are not attending arts events at the same rate as they did 26 years ago. Arts attendance continued to decline for the youngest Americans in 2008, but it also dropped for 45-54-year-olds – a group that historically has made up a significant share of arts audiences. (pg. 1)

Local food festivals in Northeast Iowa communities: A visitor and economic impact study

- The study also found that festival participants were middle aged, college graduates, affluent, and day trippers. They were primarily motivated to specifically attend the festivals, which they learned about primarily by word of mouth.
- Festivals visitor spending patterns were similar but rather distinct from heritage visitors.

- A complimentary way to enhance the benefits of tourism is to expand the economic linkages by increasing the amount of local food used in the industry
- The tourists' interest in local produce may serve to stimulate local awareness and interest and assist not only in diversification and the maintenance of plant and animal variety, but may also encourage community pride and reinforcement of local identity and culture

Measuring the economic and social impact of the arts: a review

Most methodologies for measuring the economic impact of the arts and creative industries have generally focused on outputs relating to:

1. employment
2. turnover (with some attempts to quantify the public subsidy component of such earnings)
3. sector and/or audience/consumer spend in the local economy.

A number of key information areas were identified within the survey questionnaire covering:

1. activity
2. employment characteristics
3. total earnings by source
4. purchases and estimates of the proportion of purchases brought within Wales
5. revenue and grants (turnover)
6. overseas earnings.

An analysis of the economic impacts of Ithaca's light in winter festival

Built from public and private partnerships, weekend festivals are gaining recognition for their ability to combine community image with local culture, creating a product that attracts tourists and capital investment. Cultural consumption benefits local residents though the infusion of visitor and public expenditures as well as stimulates community revitalization. Consequently, by positioning festivals within the larger economic development agenda, public support becomes contingent upon increased economic activity rather than broad consideration of intangible impacts such as civic involvement and positive community identity.

The economic impact of festivals is defined as "the net economic change in a host community, excluding non-market values, which results from spending attributable to the event."⁹⁵ Economic impact analysis entails tracking and aggregating expenditures as they move through a regional economy, measuring the transfer of payments from one group or sector to another and is estimated from the expenditures made by participants, performers, sponsors, volunteers, vendors and the media, either directly or associated with the event. Revenues associated with the event are translated into economic impact measures by assigning them to one of several categories and aggregating them in different combinations. Input-analysis may then be applied to assess secondary, or indirect and induced impacts of the initial tourist expenditures.

1. Why is it important to evaluate you art event?
 - Monitor-collecting data during the project.
 - Evaluate-assess to see what can be improved for the future project or management.

- Treat it as an integral part of the project.
- Reasons:
 - Review what we've done
 - Measuring progress and identifying failures
 - Making improvements to our work
 - Showing the impact on our community
 - Showing volunteers and staff the value of their work
 - Developing the group's strengths
 - Keeping control of our finances
 - Impressing our funders
 - Involving stakeholders and partners

Accurate evaluation is becoming more important to show funders that your non-profit is actually helping the cause it is supposed to. The organization should not rely on guessing on their instincts and passions.

Measuring the social impacts of local authority events: a pilot study for a civic pride scale

Emma H. Wood*

Leeds Metropolitan University, UK

CIVIC PRIDE!!!!

There has been little research on the social impacts specifically related to events.

The pursuit of social objectives has become more common since the 1980s when local government began to accept marketing and the reconstruction of the notion of citizenship or belonging, and in the 1990s an attitudinal change admitted the inclusion of pleasure as a formal objective of public sector intervention' Easier to justify social events through economic data p2

Table 1. Costs and benefits for event evaluation

Social benefits:

Community development

Civic pride

Event product extension

Economic benefits

Long-term promotional benefits

Induced development and construction expenditures

Additional trade and business development

Increased property values

Social costs:

Disruption to residents' lifestyles

Traffic congestion

Noise

Vandalism

Crowding

Crime

Property damage

Economic costs:

Resident exodus

Interruption of normal business

Under-utilised infrastructure

Adapted from Dwyer, Mellor, Mistilis, and Mules (2000a). p. 4

It was determined that civic pride' was one of the most useful potential benefits to assess. p. 5

Civic pride is linked to a shared belief and through this a shared or cohesive city image. p. 5

REPORT from the Arts and Culture Commission to Northfield City Council September, 2009

Purpose of the Commission

Ordinance 855, Sec. 2-357

The purpose of the commission shall be to assist Northfield in becoming a community in which arts and cultural activities:

- a) are recognized as vital components of community life that are worthy of investment and support from the public, private and non-profit sectors;
- b) are valued and promoted for their economic benefits and development potential, specially in the downtown;
- c) include new ethnic groups in Northfield's identity and sense of community.
- d) represent an integral part of Northfield's educational mission and programs for young people;
- e) engage the talents and involvement of retirees and senior citizens;
- f) develop a wider array of opportunities for collaboration between faculty and student artists at the two colleges and community artists;
- g) cooperate to enhance the public perception of Northfield's identity and quality of life in the community itself, the surrounding region, and beyond.