

RiverCulture Economic Impact Analysis and Visitor Survey

**Prepared
by the**



**CENTER FOR POLICY ANALYSIS
UNIVERSITY OF MASSACHUSETTS
DARTMOUTH**

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EXECUTIVE SUMMARY

The village of Turners Falls is located on the Connecticut River in the Town of Montague, Massachusetts. In 1980, the Town began a comprehensive revitalization program designed to capitalize on the area's natural and cultural resources, including 19th century architecture, the Connecticut River and the rich history of the village. Montague's most recent Economic Development Plan (2004) identifies the creative economy and cultural and natural heritage tourism as important engines of local economic growth.

The RiverCulture Project was established to further existing efforts to promote cultural economic development in Turners Falls. The RiverCulture Project is a coordinated partnership of programming, with a varied calendar of events in Turners Falls aimed at "nurturing local artists and establishing an environment that attracts businesses, residents and visitors." RiverCulture's anchor partners include cultural institutions such as the Shea Theater, Great Falls Discovery Center and the Hallmark Museum, along with The Brick House Community Resource Center, Carnegie Library, Friends of Wissatinnewag, Northfield Mountain Recreation and Environmental Center, Franklin County Chamber of Commerce, Suzee's Third Street Laundry, Jack Nelson, Eileen Dowd, Fostering Arts and Culture Partnership and the Town of Montague.

RiverCulture sponsors numerous signature events and activities such as Peskeomskut Park concerts, Turners Falls Block Party, self guided historic walking tours and a sculpture park. In addition, the project supports established cultural institutions in Turners Falls with events that include Turners Falls Open Studio and Downtown Walking Tour, Crabapple Blossom Festival, Great Falls Art Fest, Laundromat Fashion Show, performances and other events that create a strong collective cultural community. For purposes of this document, a RiverCulture activity is defined as a cultural event in Turners Falls produced by RiverCulture and/or its partner organizations.

RiverCulture is partly funded by a John and Abigail Adams grant from the Massachusetts Cultural Council (MCC), the goal of which is to foster and promote the use of culture as a tool for economic development. Programs funded by the MCC are increasingly required to document their performance in terms of process (program implementation) and outputs (economic impacts, leveraged funds, visibility, etc.). Thus, the Center for Policy Analysis was retained by the Town of Montague to conduct an economic impact analysis and visitor survey of RiverCulture.

ECONOMIC IMPACTS

It is estimated that cultural programming in Turners Falls generated a total regional economic impact of \$785,399. This total includes \$246,487 in direct impacts, \$435,392 in indirect impacts and \$103,520 in induced impacts. It also created an additional 8.6 full-time equivalent year-round jobs. The major employment impacts occurred in non-profit organizations, independent artists and eating and drinking establishments.

**Total Economic and Employment
Impacts from Cultural Events in Turners Falls**

	Direct	Indirect	Induced	Total
Economic Impacts	\$246,487	\$435,392	\$103,520	\$785,399
Employment Impacts	1.0	6.2	1.4	8.6

VISITOR SURVEY

A direct intercept survey of RiverCulture visitors was conducted at seven cultural events. The purpose of the survey is to collect background information on visitors, to measure their satisfaction with various events, to measure their perception of Turners Falls and to provide expenditure data for the purpose of estimating the 2007 economic impacts of cultural programming. A total of 313 surveys were completed with 39 of those surveys completed on-line.

Respondent Background

Respondents live primarily in the Turners Falls area: more than a third of respondents (36.6%) live in Montague and 21.5 percent live in Greenfield. Over ninety percent of respondents (93.9%) are from Massachusetts, while 6.1 percent of respondents live in other states.

The ages, gender and incomes of respondents are diverse. For example, 5.1 percent of respondents are under the age of 18, 16.4 percent between the ages of 19 and 29, 14.8 percent are between the ages of 30 to 39, 24.1 percent are between the ages of 40 to 49, 24.1 percent are between the ages of 50 to 59 and 15.4 percent of respondents are sixty years of age and older. Almost two-thirds of respondents (64.8%) are female. Annual household income ranges vary, with more than half of respondents having annual household incomes below \$50,000.

Visitation Patterns

A large majority of respondents (94.0%) have visited Turners Falls previously (94.0%), and visited Turners Falls primarily to eat (44.4%) and to visit the Shea Theater (43.5%). Almost a third of respondents (32.2%) have previously visited Turners Falls to attend a cultural event, while 67.8 percent of respondents are first-timers to

RiverCulture. More than half of respondents (50.8%) heard about the RiverCulture event they attended from a friend or word of mouth, while 27.3 percent heard about the event from a newspaper or magazine, 18.7 percent from an event brochure/poster/postcard, 13.3 percent from the radio, 13.0 percent from RiverCulture emails, 8.9 percent in “other” ways, 7.0 percent from the RiverCulture website and 4.1 percent from another website.

A primary goal of RiverCulture is to encourage the development of creative and cultural industries in Turners Falls that attract residents and visitors and survey results show early success in creating this cultural synergy. For example, more than nine in ten respondents (92.2%) indicate that they will return to Turners Falls for other RiverCulture events based on their experience, while 7.8 percent of respondents are not sure and no respondents indicate that they would not return. These return visitors will further assist Turners Falls in establishing a vibrant cultural center that in turn, is able to sustain and attract businesses and cultural venues.

A second goal of RiverCulture is to create an environment that attracts visitors to downtown for reasons other than to attend a cultural event. Survey results indicate that the program is making strides in meeting this goal. For example, more than four in five respondents (82.9%) indicate that they would return to Turners Falls to shop, eat or engage in another activity even if a RiverCulture event were not being held, while 4.3 percent indicate that they would not return and 12.7 percent are not sure.

In addition, 42.6 percent of respondents now have a more positive perception of Turners Falls since attending a cultural event, while 41.5 percent of respondents continue to have a positive perception of the area. Only 1.0 percent of respondents now have a more negative perception of Turners Falls and 2.4 percent of respondents still have a negative perception of Turners Falls after attending a cultural event.

Satisfaction with the RiverCulture Event

Respondents were asked to indicate how satisfied they were with various aspects of the event they attended, including the event overall, directions/accessibility of the event, handicap accessibility, parking and the availability of information at the event. Results show that respondents are very satisfied with all aspects of the RiverCulture event they attended, with more than-eighty five percent of respondents indicating that each aspect was “excellent” or “good.” In terms of “excellent” ratings, respondents rate directions and accessibility of the event highest (59.6% excellent), followed by the event overall (57.3% excellent), handicap accessibility (52.2% excellent), parking (52.0% excellent) and availability of information at the event (48.1% excellent).

Respondents were also asked to provide recommendations for future events. The most common recommendations include more/better advertisement, more music and more food choices. In addition, respondents were asked if they had general comments about that day’s events. Comments are varied but were primarily positive. For example, many respondents commented that the event was “awesome,” “excellent,” and “fun” while others “enjoyed the entertainment” and “enjoyed the beautiful location.”

Attendance and Expenditure Data

It is estimated that there were a total of 30,167 visitations to cultural events throughout the year. In addition, it is estimated from survey data that attendees made an average of 2.5 visits to events in 2007, for a total of 12,067 unique visitors. The average party size of respondents is 2.39 adults and 2.05 children.

Nearly sixty percent (59.2%) of the parties attending a RiverCulture event spent money at an artist's studio or downtown establishment. The highest percentage of respondents spent money on food and drinks (39.0%), followed by performances (13.7%), miscellaneous retail (11.2%), art (8.6%), gas (8.6%), other items (3.5%) and clothing (0.32%). Respondents spent the highest average amount on art (\$65.00), followed by miscellaneous retail (\$35.49), clothing (\$25.20), food and drinks (\$25.03), other items (\$23.47), performances (\$22.00) and gas (\$17.51).

In addition, more than forty percent of respondents (42.3%) ate or planned to eat at a restaurant the day they attended the cultural event and 62.6 percent of these restaurants are located in Turners Falls. It is likely that a high percentage of these respondents ate in Turners Falls specifically as a result of attending a cultural event since 39.0 percent of respondents indicate that they spent money on food or drinks as a result of attending a RiverCulture event.

In addition, twenty-nine percent (29.0%) of respondents planned to or shopped at a retail establishment the day they attended the cultural event and two-thirds of these establishments were located in Turners Falls. It is likely that a high percentage of these respondents shopped in Turners Falls specifically as a result of attending a RiverCulture event since about 23 percent of respondents indicate that they spent money on various retail items as a result of attending a cultural event.

1.00 INTRODUCTION

The arts are an important contributor to national, state, and local economies. Americans for the Arts estimates that the Nation's art industry alone generates \$134 billion annually in economic activity and supports 4.85 million full-time equivalent jobs (Americans for the Arts 2002). Regionally, the New England Foundation for the Arts (2002) estimates that the total economic impact of the arts and culture industry in New England is nearly \$6.7 billion and employs 78,600 persons, with 42,220 of these persons employed directly in the arts and humanities.¹ In Massachusetts, the arts and culture industry accounts for 36,763 jobs and a total economic impact of \$4.2 billion (New England Foundation for the Arts 2002).

Massachusetts' exceptional cultural offerings contribute to the competitive strength of the state's economy by serving as a tourist attraction and by creating a high quality of life for citizens. In many cases, the arts are leading the revitalization of decaying downtown areas while contributing to an area's quality life by improving neighborhoods. Additionally, a vibrant arts community can help a region to attract and retain educated and skilled workers (Florida 2000).

The Creative Economy Initiative, a report by the New England Council concludes that "A strong arts and cultural sector is vital to the future of New England's economic growth and competitiveness" (Mt. Auburn Associates, June 2000). However, cultural assets are frequently overlooked in designing state and community economic development strategies. Consequently, the Massachusetts Cultural Council (MCC) implemented the John and Abigail Adams Arts Program as a means of fostering and promoting the use of culture as a tool for economic development. The MCC's cultural economic development program is unique in recognizing the pivotal role that arts and culture plays in driving the Massachusetts economy. By tapping into the state's wealth of cultural assets, the Adams Program funds projects that create jobs and income, revitalize downtowns, and draw visitors. The program seeks to inspire innovative, progressive, and systemic approaches to economic development in communities across Massachusetts. Hence, a key element of each Adams Grant is to measure the economic impact and return on investment of funded programs. The MCC is able to provide grant funding to over twenty projects from communities across the Commonwealth for a variety of cultural economic development initiatives, including RiverCulture.



¹ This number does include performers and consultants, who are engaged by contract for shorter periods by non-profit organizations, but are not technically employees.

1.10 TURNERS FALLS RIVERCULTURE PROJECT

The village of Turners Falls is located on the Connecticut River in the Town of Montague, Massachusetts. It was established in the late 19th century as a planned industrial community, but after World War II the decline in regional manufacturing industries left the village with a decaying infrastructure, abandoned property, high unemployment and rising levels of poverty and crime. Nevertheless, the village's key natural and cultural assets remained intact, including beautiful scenery and architecture and vibrant cultural traditions. The Town began a comprehensive revitalization program in 1980 designed to capitalize on the area's natural and cultural resources, including 19th century architecture, the Connecticut River and the rich history of the village. Montague's most recent Economic Development Plan (2004) includes an inventory of Town assets and identifies the creative economy and cultural and natural heritage tourism as important engines of local economic growth.

The RiverCulture Project was established to further existing efforts to promote cultural economic development. The RiverCulture Project is a coordinated effort of cultural programming, which has established a varied calendar of events in Turners Falls aimed at "nurturing local artists and establishing an environment that attracts businesses, residents and visitors." Events include:



Crabapple Blossom Festival: A month long festival celebrating Turners Falls in the spring. Arts events, walking tours, performances, runs and bike rides. Come see the downtown in full bloom! Produced by the Carnegie Library.

Arts Walks: Turners Falls Open Studio and Downtown Walking Tour: A tri-annual walking tour of artists' studios, museums and eateries. Participants see art in process and enjoy the inner workings and the creativity of the studios. Produced by Turners Falls Artists.

Public Art Installations: Sculptural art structures located throughout Turners Falls that highlight history, culture and art while also providing a physical structure to post on maps. RiverCulture signature project.

Great Falls Art Festival: An annual event presenting a wide variety of juried artists, local music, food and children's activities all surrounded by scenic views of the Falls and the Connecticut River. Produced by the Brick House.

Turners Falls Block Party: This event celebrates downtown Turners Falls with food, music, activities and socializing on the main street which is closed off for the day. RiverCulture signature event.

Music at the Great Falls Farmer’s Market: The Great Falls Farmer’s Market offers local produce in season, perennials, farm fresh honey, eggs, grass fed local beef, maple products and more. This has been a setting for RiverCulture musical performances.

Family Fishing Day: A fun day of fishing activities to help people get started exploring the world of fishing and a celebration of National Fishing and Boating Week. It includes hands-on fly tying, spin cast demonstrations and hands-on activities Produced by the Great Falls Discovery Center

Theater Performances: Regional artists, resident companies and professional touring companies produce a variety of programs in music, theater, movement and dance at the Shea Theater. The Shea produces Valley Idol, an annual karaoke contest as well as other selected performances and offers acting classes and summer camp workshops.

Great Falls Discovery Center – Weekly Programs on Natural History: An interpretive museum of the Connecticut River watershed's rich natural, cultural and industrial history. Housed within a complex of old mill buildings, the Center includes diorama displays, open habitat exhibits, fish tanks, and a multipurpose program room.

Environmental and Recreational Activities: Weekly activities, recreation programs and environmental programs to understand and enjoy the Connecticut River surroundings. Produced by Northfield Mountain Recreation and Environmental Center.

Hallmark Museum Photo Exhibits: Exploring photography through the eyes of masters of the past quarter-century, the museum offers exhibits, educational and archival resources, tours and artist talks.

Concerts in Peskeomskut Park: Fur bands played free evening summer concerts to highlight the new band shell in the newly redesigned downtown park,. RiverCulture signature event.

Great Falls Coffee Houses: This event offers monthly coffee houses featuring local musicians in the beautifully restored Great Hall of the Great Falls Discovery Center. Produced by the Friends of the Great Falls Discovery Center.

Historic Walking Tour: An illustrated and informative self guided tour booklet to historic buildings and scenery in downtown Turners Falls. Written by the Carnegie Library staff. RiverCulture signature activity.

Leftover Laundry Fashion Show: Annual Laundromat fashion show featuring designers’ creations from clothes left behind in the washers and dryers. The event also feature musical performances and art installation as well as refreshments. Produced by Suzee’s Third Street Laundry.

3D Collaborative Sculpture Park: A sculpture park designed by local artists and created by the community on a former “brownfield” site. The plan includes workshops with youth and the community. RiverCulture signature activity.

2.00 RIVERCULTURE ECONOMIC IMPACT AND PATRON SURVEY METHODOLOGY

The Center for Policy Analysis was retained by the Town of Montague to conduct an economic impact analysis and program evaluation of RiverCulture. The program's economic impact is being measured using the following data:

- **Expenditures by RiverCulture.** Includes RiverCulture expenditures on items such as staff salaries, payments to artists, office supplies, travel, advertising and printing. This data was provided by RiverCulture staff.
- **Expenditures by Partner organizations.** Expenditure data from participating organizations was obtained through a survey that was provided to each of the organization. This data only includes expenditures that are specifically dedicated to cultural activities held in Turners Falls.
- **Expenditures by RiverCulture attendees.** Expenditure data from RiverCulture attendees was obtained from surveys that were distributed at various events. The survey asked respondents how much they spent on various items, including food, lodging, miscellaneous retail, clothing and performances. Attendees completed the survey on-site or submitted the survey electronically. ²



Plate by Jaye Pope of Good Dirt Pottery

The estimated total annual economic impact of RiverCulture was calculated using the IMPLAN econometrics modeling system, which has been in use since 1979 and is currently used by over 500 private consulting firms, university research centers, and government agencies.

This report also includes results of the intercept survey that was handed out to visitors at each cultural event. The purpose of the survey is to collect background information on visitors, to measure their satisfaction with various events, to measure their perception of Turners Falls and to provide expenditure data for the purpose of estimating the 2007 economic impacts of these events.

² A copy of the survey instrument is included in Appendix A.

3.00 ECONOMIC IMPACT ANALYSIS

The creative economy is an important component of economic growth. As noted earlier, it is estimated that the arts and culture industry in Massachusetts accounts for 36,763 jobs and a total economic impact of \$4.2 billion. While contributing to the region's overall quality of life, the arts are an economic generator that leverages a significant amount of spending by its audiences. For example, a visitor attending a RiverCulture Art Walk may first eat at a restaurant, fill their car with gas and have a drink or dessert after a show. Thus, the impact of the arts in general and events like RiverCulture filters down to many sectors of the region's economy and in turn, residents and business owners share the qualitative and quantitative benefits from a strong creative economy.

3.10 DIRECT, INDIRECT, INDUCED AND TOTAL ECONOMIC IMPACTS

Economic impacts consist of direct impacts, indirect impacts, and induced impacts. Direct impacts include payroll expenses made by RiverCulture and partner organizations, including payments to staff and artists. Indirect impacts derive primarily from other budget expenditures made by RiverCulture and its partner organizations such as advertising, printing, office supplies, postage and travel. Indirect impacts also include off-site economic activities that occur primarily as a result of non-payroll local expenditures by attendees at cultural events such as purchases on art, food, clothing, miscellaneous retail and admissions to museums. Indirect impacts differ from direct impacts insofar as they originate entirely off-site, although the indirect impacts would not have occurred in the absence of the RiverCulture event.

Induced impacts are the multiplier effects of the direct and indirect impacts created by successive rounds of spending by employees and proprietors. For example, a restaurant owner may use the money spent by an individual who ate at his restaurant after a cultural event to purchase gas or a gallon of milk at a local convenience store.

The Center for Policy Analysis built a combined regional input-output model for Suffolk County, Massachusetts using the IMPLan Professional 2.0 model building software and county-level data packages. Expenditure data was collected through intercept surveys, surveys completed on-line and from conference-related spending by the sponsoring organizations.

3.20 EXPENDITURES AND ECONOMIC IMPACTS

3.21 Attendee Expenditures

It is estimated that there were a total of 30,167 visitations to Turners Falls cultural events in 2007. In addition, it is estimated from survey data that attendees made an average of 2.5 visits to events throughout the year, for a total of 12,067 unique visitors. Using this data in conjunction with expenditure data collected from the visitor survey, it is estimated that RiverCulture visitors spent a total of \$298,636 directly at cultural events and in downtown Turners Falls on items such as art, clothing, food and performances (see Table 1).

Table 1

Item Category	Avg. Spent	Total
Art	\$65.00	\$67,453
Miscellaneous Retail	\$35.49	\$47,964
Clothing	\$25.20	\$973
Food/Drinks	\$25.03	\$117,792
Other Items	\$23.47	\$9,912
Performances	\$22.00	\$36,369
Gas	\$17.51	\$18,171
Total:		\$298,636

3.22 RiverCulture and Partner Organization Expenditures

RiverCulture and its partner organizations spent approximately \$374,321 to hold cultural events in downtown Turners Falls. These expenditures include payroll for RiverCulture staff and staff from partner organizations, payments to artists, office overhead, advertising, contract services, publications, travel and In-Kind expenditures (Table 2).

Table 2

Type of Expenditure	Amount
Payroll Expenditures (RiverCulture & Partners)	\$229,363
RiverCulture Non-Payroll Expenditures	\$97,020
Partners Non-Payroll Expenditures	\$43,838
In-Kind	\$4,100
Total:	\$374,321

3.23 Economic Impacts

It is estimated that cultural events generated a total regional economic impact of \$785,399. This total includes \$246,487 in direct impacts, \$435,392 in indirect impacts and \$103,520 in induced impacts (see Table 3). Cultural programming in Turners Falls also created an additional 8.6 full-time equivalent year-round jobs (see Table 4).³ The major employment impacts occurred in non-profit organizations, independent artists and eating and drinking establishments.

Table 3
Total Economic Impacts from cultural events in Turners Falls

Direct	Indirect	Induced	Total
\$246,487	\$435,392	\$103,520	\$785,399

Table 4
Total Employment Impacts from cultural events in Turners Falls

Direct	Indirect	Induced	Total
1.0	6.2	1.4	8.6

³ The jobs created are annualized FTEs, that is, they represent year long employment.

4.00 VISITOR SURVEY RESULTS

A direct intercept survey of RiverCulture visitors was conducted at seven cultural events. These events include Great Falls Arts Fest, Valley Idol, Block Party, Arts and Leaves, Discovery Center, Haunted Lives performance at the Shea. Thirty-nine respondents also completed the survey online. The purpose of the survey is to collect background information on visitors, to measure their satisfaction with various events, to measure their perception of Turners Falls and to provide expenditure data for the purpose of estimating the 2007 economic impacts of cultural events. A total of 313 surveys were completed.

4.10 DEMOGRAPHICS

4.11 Place of Residence

Over ninety percent of respondents (93.9%) are from Massachusetts, while 6.1 percent of respondents live in other states. More than a third of respondents (36.6%) live in Montague and 21.5 percent live in Greenfield (see Table 5).

Table 5

Town/City	State	Number	Town/City	State	Number
Montague	MA	102	Windsor Lock	CT	2
Greenfield	MA	64	Meriden	CT	1
Amherst	MA	9	Wallingford	CT	1
Shelburne Falls	MA	9	West Yellowstone	MT	1
Gill	MA	8	Keene	NH	1
Hardwick	MA	8	Cutchogue	NY	1
Bernardston	MA	7	Delmar	NY	1
Northampton	MA	6	New York City	NY	1
Northfield	MA	6	Chesapeake	VA	1
Wendell	MA	6	Newfane	VT	3
Ashfield	MA	4	Brattleboro	VT	1
Leeds	MA	4	Burlington	VT	1
Leverett	MA	4	Readsboro	VT	1
Shutesbury	MA	4	Wardsboro	VT	1
Conway	MA	3	West Townshend	VT	1
Deerfield	MA	3			
Erving	MA	3			
Holyoke	MA	3			
Oakham	MA	3			
Orange	MA	3			
Athol	MA	2			
Belchertown	MA	2			
Florence	MA	2			
Sunderland	MA	2			
Belmont	MA	1			
Cambridge	MA	1			
Chicopee	MA	1			
Dennis	MA	1			
Easthampton	MA	1			
Gardner	MA	1			
Lexington	MA	1			
Monson	MA	1			
New Salem	MA	1			
Savoy	MA	1			
Westminster	MA	1			
Worcester	MA	1			

4.12 Age, Gender and Income

The ages, gender and incomes of respondents are diverse. In terms of age, 5.1 percent of respondents are under the age of 18, 16.4 percent between the ages of 19 and 29, 14.8 percent are between the ages of 30 to 39, 24.1 percent are between the ages of 40 to 49, 24.1 percent are between the ages of 50 to 59 and 15.4 percent of respondents are sixty years of age and older. Almost two-thirds of respondents (64.8%) are female and 35.2 percent are male. Annual household income ranges vary, with more than half of respondents having annual household incomes below \$50,000.

Table 6
Age

	Frequency	Percent
< 18	16	5.1%
19 to 29	51	16.4%
30 to 39	46	14.8%
40 to 49	75	24.1%
50 to 59	75	24.1%
60+	48	15.4%

Table 7
Gender

	Frequency	Percent
Male	109	35.2%
Female	201	64.8%

Table 8
Annual Household Income

	Frequency	Percent
Below \$25,000	69	24.0%
\$25,000-\$49,999	93	32.4%
\$50,000-\$74,999	68	23.7%
\$75,000-\$99,999	36	12.5%
\$100,000 and over	21	7.3%

4.20 VISITATION PATTERNS

4.21 Have you visited Turners Falls previously?

Among respondents who do not live in Turners Falls, 94.0 percent have visited Turners Falls previously.

Table 9

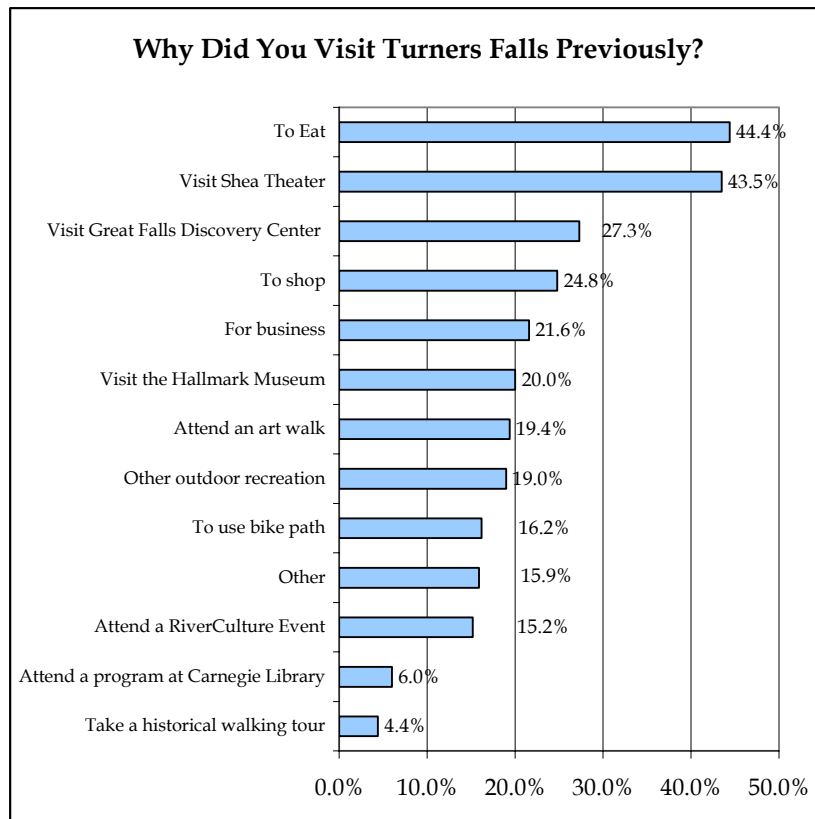
Have You Visited Turners Falls Previously?

	Frequency	Percent
Yes	284	94.0%
No	18	6.0%

4.22 Why did you previously come to Turners Falls?

Respondents are most likely to have previously visited Turners Falls to eat (44.4%) and to visit the Shea Theater (43.5%), while 15.2 percent of respondents previously visited Turners Falls to attend a RiverCulture event.

Figure 1



Other reasons for visiting Turners Falls noted by respondents include:

- Brick House Art Fest and Winter Gallery
- Church
- Farmers' market
- Fishing (N=2)
- For fun, to hang out (N=4)
- For school (N=3)
- Future student of the Hallmark Institute of photography
- Rendezvous Bar Queer Night
- To perform at the park
- To photograph
- To play music
- To take photos
- To visit family and friends (N=16)
- To visit the elementary school
- Turners Falls' Airport
- Vacationing nearby
- Work in town
- Work in Turners Falls (N=8)

4.23 Was this your first time to visit Turners Falls for a cultural event?

Almost a third of respondents (32.2%) have previously visited Turners Falls to attend a RiverCulture event, while 67.8 percent of respondents are first-timers to RiverCulture.

Table 10

First Time Visitor to Turners Falls for a Cultural Event?

	Frequency	Percent
Yes	96	32.2%
No	202	67.8%

4.24 Based on your experience today, will you return to Turners Falls for other cultural events?

RiverCulture seeks to encourage the development of creative and cultural industries in Turners Falls that attract residents and visitors and survey results show early success in creating this cultural synergy. For example, more than nine in ten respondents (92.2%) indicate that they will return to Turners Falls for other RiverCulture events based on their experience, while 7.8 percent of respondents are not sure and no respondents indicate that they would not return to Turners Falls for another cultural event. These return visitors will further assist Turners Falls in establishing a vibrant cultural center that in turn, is able to sustain and attract businesses and cultural venues.

Table 11
Based on Your Experience, Will You Return to Turners Falls for Other cultural Events?

	Frequency	Percent
Yes	270	92.2%
No	0	0.0%
Don't know	23	7.8%

4.25 Would you return to downtown Turners Falls to shop, eat or engage in another activity if a cultural event was not being held?

One of the goals of RiverCulture is to create an environment that attracts visitors to downtown for reasons other than to attend a cultural event. Survey results indicate that the program is moving in the right direction in meeting this goal. For example, more than four in five respondents (82.9%) indicate that they would return to Turners Falls to shop, eat or engage in another activity even if a cultural event were not being held, while 4.3 percent would not return and 12.7 percent are not sure. However, 94.0 percent of respondents indicate that they have visited Turners Falls previously (see Section 4.21), thus many respondents were likely to return to Turners Falls regardless of RiverCulture and thus the actual impact that cultural events have on repeat visitations to Turners Falls is difficult to estimate.

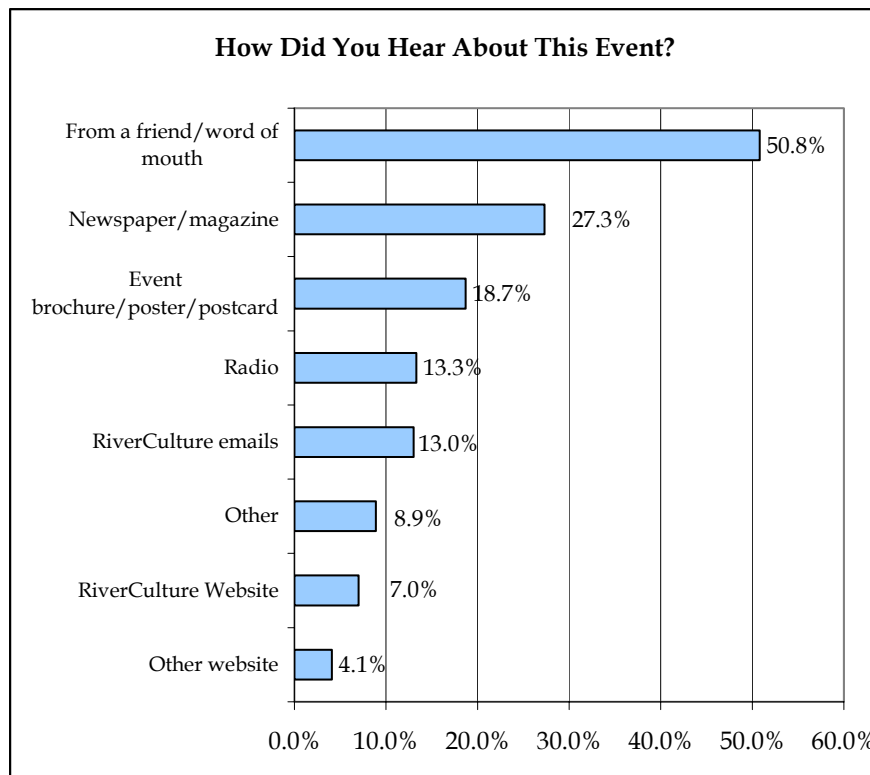
Table 12

	Frequency	Percent
Yes	248	82.9%
No	13	4.3%
Don't Know	38	12.7%

4.30 HOW DID YOU HEAR ABOUT THIS EVENT?

More than half of respondents (50.8%) heard about the event they attended from a friend or word of mouth, while 27.3 percent heard about the event from a newspaper or magazine, 18.7 percent from an event brochure/poster/postcard, 13.3 percent from the radio, 13.0 percent from RiverCulture emails, 8.9 percent in “other” ways, 7.0 percent from the RiverCulture website and 4.1 percent from another website.

Figure 2



“Other” ways in which respondents heard about the cultural event include:

- At the Brick House (N=6)
- At the Hallmark Museum
- Attended previously
- Carson Center (N=2)
- Family member (N=2)
- From a vendor
- Has a child in the cast
- Jiggs Bar
- Playing [at the event]
- Sold tickets for the show at World Eye Books
- T.F. Fire
- Walked/Drove by (N=4)
- Works at Shea (N=3)

Newspapers from which respondents heard about the event include:

- Advocate online (N=3)
- Greenfield Recorder (N=25)
- Hampshire Gazette (N=3)
- Happenings
- Montague Reporter (N=20)
- Northampton Gazette
- Valley Advocate

Radio stations from which respondents heard about the event include:

- 93.9
- WAAI
- WFCR
- WHAI (N=8)
- WRSI (N=17)

Other websites from which respondents heard about the event include:

- carriveauphotos@yahoo
- montaguema.net
- penrick.com (N=2)
- Shea Theater website (N=4)
- work@nefc
- www.ambig.org

4.40 DID ATTENDING THIS EVENT CHANGE YOUR PERCEPTION OF TURNERS FALLS?

An important outcome of RiverCulture is that it enhances or changes the perceptions of visitors in a positive way so that they make return visits to the area, which further strengthens the cultural and business environment. Survey results show that 42.6 percent of respondents now have a more positive perception of Turners Falls since attending a cultural event, while 41.5 percent of respondents continue to have a positive perception of the area. Only 1.0 percent of respondents now have a more negative perception and 2.4 percent of respondents still have a negative perception of Turners Falls after attending a cultural event.

Table 13
Did Attending this Event Change Your Perception of Turners Falls?

	Frequency	Percent
Yes, I now have a more positive perception	123	42.6%
Yes, I now have a more negative perception	3	1.0%
No, I still have a positive perception	120	41.5%
No, I still have a negative perception	7	2.4%
Don't know	36	12.5%

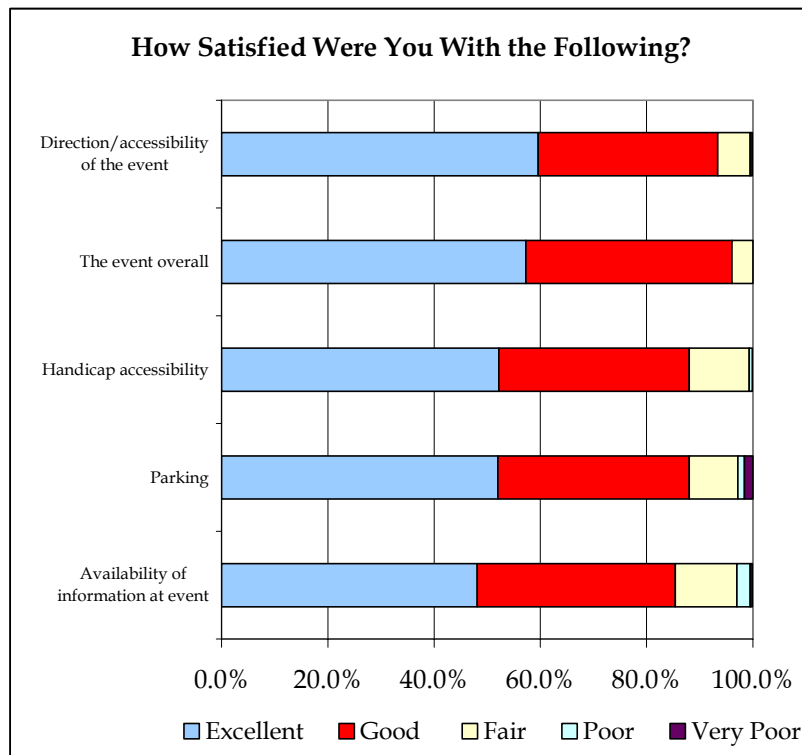
4.50 SATISFACTION WITH THE CULTURAL EVENT

Respondents were asked to indicate how satisfied they were with various aspects of the event they attended, including the event overall, directions/accessibility of the event, handicap accessibility, parking and the availability of information at the event. Results show that respondents are very satisfied with all aspects of the event, with more than-eighty five percent of respondents indicating that each aspect was “excellent” or “good.” In terms of “excellent” ratings, respondents rate directions and accessibility of the event highest (59.6% excellent), followed by the event overall (57.3% excellent), handicap accessibility (52.2% excellent), parking (52.0% excellent) and the availability of information at the event (48.1% excellent).

Table 14
Satisfaction with Various Aspects of the Cultural Event

	Excellent	Good	Fair	Poor	Very Poor
Directions/accessibility of the event	59.6%	33.8%	6.1%	0.0%	0.4%
The event overall	57.3%	38.8%	3.9%	0.0%	0.0%
Handicap accessibility	52.2%	35.8%	11.3%	0.6%	0.0%
Parking	52.0%	36.0%	9.2%	1.2%	1.6%
Availability of information at the event	48.1%	37.3%	11.6%	2.5%	0.4%

Figure 3



4.60 RECOMMENDATIONS AND COMMENTS

4.61 Do you have any recommendations for future events?

Respondents were asked if they have recommendations for future events. The most frequent recommendations include more/better advertisement, more music and more food/choices. Results include:

- More/better advertisement (N=8)
- More music (N=6)
- More food/choices (N=6)
- Cabaret/more musicals (N=3)
- More activities for children (N=3)
- Information/recommendations on local businesses for visitors (N=3)
- Put schedule of events and times on website (N=3)
- More vendors (N=3)
- Host the musical "Wicked" at Shea Theater (N=3)
- Wider variety of music (N=2)
- Better brochure/flyer design (N=2)
- Have more often (N=2)
- Keep the events coming (N=2)
- More art/artists (N=2)
- More involvement from local businesses (N=2)
- Longer parade route
- Hold a talent show
- Airshow at Turners' Falls airport
- Artists should be more available
- Have Hallmark photo museum open prior to performances
- Better signage
- Comedy
- Ferris wheel
- Good music
- Have a rain date
- Have someone from tourist office greet visitors
- Hold a pumpkin festival
- Local food event
- Advertise upcoming events
- More acting
- More handicapped parking
- More restaurants
- On Veterans' Day, have local businesses offer special reduced/free services
- Have a map of artists' locations
- Hold an event to publicize the bike path
- Print more programs
- Utilize the Shea Theater for summer programs
- Roving musicians
- Try to start on time
- Utilize the park
- A way of saying "Thanks" to veterans

4.62 Do you have any comments on today's events?

Respondents were asked if they had general comments about that day's events. Comments are varied and a complete list is included in Appendix B. A summary of comments includes:

- Awesome/excellent/fun/great/good (N=28)
- Enjoyed entertainment (N=9)
- Beautiful/convenient location (N=7)
- Jeff is a great musician/entertainer (N=4)
- Need more participation (N=3)
- Arts and Leaves puppet performance was great (N=2)
- Start events earlier (N=2)
- Good shows (N=2)
- Great community spirit (N=2)
- More artists/vendors (N=2)
- Music would be better in the park (N=2)
- Nice new bakery (N=2)
- Thank you for organizing this event (N=2)
- Better food
- Chairs could be more comfortable
- Nice quality crafts
- Nice music
- Like the variety of booths
- Love the open studios
- Show was marred by misogyny
- More activities for children
- More information via email or mailings
- More street events
- Nice exhibits
- No loud music before noon for neighbors who live close by
- Local restaurants should sell their food at the event
- There are great additions to this event every time I come
- Would be nice to see an effort on the part of ALL downtown businesses

4.70 EXPENDITURE DATA

4.71 Did you or your party spend any money at an artist's studio or downtown establishments as a result of attending a cultural event?

Nearly sixty percent (59.2%) of the parties attending a RiverCulture event spent money at an artist's studio or downtown establishment. The average party size of respondents is 2.39 adults and 2.05 children.

Table 15
Spend Money at an Artist's Studio or Downtown Establishment?

	Frequency	Percent
Yes	157	59.2%
No	108	40.8%

4.72 If yes, approximately how much on average did your party spend on the following items as a result of attending cultural events?

The highest percentage of respondents spent money on food and drinks (39.0%), followed by performances (13.7%), miscellaneous retail (11.2%), art (8.6%), gas (8.6%), other items (3.5%) and clothing (0.32%). Respondents spent the highest average amount on art (\$65.00), followed by miscellaneous retail (\$35.49), clothing (\$25.20), food and drinks (\$25.03), other items (\$23.47), performances (\$22.00) and gas (\$17.51).

Table 16
How Much Did You Spend?

Item	% Who Spent Money	Average Spent
Art	8.6%	\$65.00
Miscellaneous Retail	11.2%	\$35.49
Clothing	0.32%	\$25.20
Food/Drinks	39.0%	\$25.03
Other Items	3.5%	\$23.47
Performances	13.7%	\$22.00
Gas	8.6%	\$17.51

Note: Table sorted by average amount spent.

4.73 Do you plan to/or have you eaten lunch/dinner at a restaurant today?

A goal of RiverCulture is to improve business vitality in Turners Falls by attracting visitors to the area. One measure in meeting that goal is the percentage of respondents who ate or planned to eat at a restaurant the day they attended the cultural event.

More than forty percent of respondents (42.3%) ate or planned to eat at a restaurant the day they attended the RiverCulture event and 62.6 percent of these restaurants were located in Turners Falls. It is likely that a high percentage of these respondents ate in Turners Falls specifically as a result of attending a cultural event, since 39.0 percent of respondents indicate that they spend money on food or drinks as a result of attending a cultural event (see previous section).

Table 17
Plan to or Have You Eaten
Lunch or Dinner at a Restaurant Today?

	Frequency	Percent
Yes	102	42.3%
No	139	57.7%

4.74 If yes, was the restaurant located in Turners Falls?

Table 18
Was Restaurant Located in Turners Falls?

	Frequency	Percent
Yes	67	62.6%
No	40	37.4%

4.75 Do you plan to/or have you shopped at any retail establishments today?

Another measure of the level of business growth encouraged by RiverCulture is the percentage of respondents who shopped or planned to shop at a retail establishment the day they attended the cultural event. Twenty-nine percent (29.0%) of respondents planned to or shopped at a retail establishment the day they attended the event and two-thirds of these establishments were located in Turners Falls. It is likely that a high percentage of these respondents shopped in Turners Falls specifically, since a result of attending a cultural event was about 23 percent of respondents indicate that they spent money on various retail items as a result of attending the event (see Section 4.72).

Table 19
Plan to/Have You Shopped at
Any Retail Establishments?

	Frequency	Percent
Yes	70	29.0%
No	171	71.0%

4.76 If yes, were they located in Turners Falls?

Table 20
Was Retail Establishment
Located in Turners Falls?

	Frequency	Percent
Yes	50	66.7%
No	25	33.3%

4.80 ADDITIONAL COMMENTS

Additional comments provided by respondents are varied and a complete list is included in Appendix B. A summary of comments includes:

- Turners Falls is a great community (N=9)
- Keep up the good work (N=6)
- More advertising (N=4)
- I love Turners Falls (N=3)
- Thank you for hosting the event (N=2)
- Should have Halloween decorations in the theater
- Growth, change, style, community.
- Handicap accessibility is important
- The theater has cleaned up a lot
- Moved to Turners Falls after visiting the Arts Walk in 2005
- More circus activity and theatrics
- The events were successful both on a business level and a personal level
- Should sell Turners' Falls memorabilia at the next event
- Would like to see more art on the streets

APPENDIX A - SURVEY INSTRUMENT

Turners Falls RiverCulture is working to make the downtown area an even better place to visit. Your input is very important to making this effort a success. Please take a few moments to answer the following questions. Your answers are confidential.

A. General Information

- 1) What is your zip code? _____
- 2) What is your age?
 - under 18
 - 19-29
 - 30-39
 - 40-49
 - 50-59
 - 60+
- 3) I am a: Male Female
- 4) What is your annual household income?
 - below \$25,000
 - \$25,000 - \$49,999
 - \$50,000 - \$74,999
 - \$75,000 - \$99,999
 - \$100,000 and over
- 5) Do you live in Turners Falls?
 - Yes
 - No
- 6) If no, have you visited Turners Falls previously?
 - Yes
 - No
- 7) Why did you **previously** come to Turners Falls? Please check all that apply.
 - To shop
 - To eat
 - To use the bike path
 - For other outdoor recreation
 - To attend an art walk
 - To visit the Hallmark Museum
 - To visit Great Falls Discovery Ctr.
 - To take a historical walking tour
 - To attend a program at Carnegie Library
 - To visit the Shea Theater
 - To attend another cultural event
 - For business
 - Other _____
- 8) Is this your first time to visit Turners Falls for a cultural event?
 - Yes
 - No
- 9) Based on your experience today, will you return to Turners Falls for other cultural events?
 - Yes
 - No
 - Not sure
- 10) Would you return to downtown Turners Falls to shop, eat or engage in another activity if a cultural event was not being held?
 - Yes
 - No
 - Don't Know
- 11) How did you hear about this event? Please check all that apply.
 - Newspaper/magazine (please specify) _____
 - Radio (please specify) _____
 - Turners Falls RiverCulture emails
 - Turners Falls RiverCulture website
 - Other Website (please specify) _____
 - Event brochure/poster/postcard
 - From a friend/word of mouth
 - Other (please specify) _____
- 12) Did attending this event change your perception of Turners Falls?
 - Yes, I now have a more positive perception
 - Yes, I now have a more negative perception
 - No, I still have a positive perception
 - No, I still have a negative perception
 - Don't know

B. Satisfaction with the Event

13) Please tell how satisfied you were with various aspects of today’s event. Please use the scale below to indicate your level of satisfaction.

	Excellent	Good	Fair	Poor	Very Poor	NA
The event overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handicap Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directions/Accessibility of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of Information at the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14) Do you have any recommendations for future events? _____

15) Do you have any general comments on today’s events? _____

C. Expenditure Data

16) How many people are in your party?
 Adults _____ Children _____

17) Did you or will you spend any money at an artist’s studio or downtown establishments as a result of attending today’s cultural event?
 o Yes o No

If yes, approximately how much in total did/will **your party** spend on the following items as a result of attending today’s cultural event?

- a) Food/Drinks \$ _____
- d) Clothing \$ _____
- e) Miscellaneous retail (e.g. souvenirs, books, etc.) \$ _____
- f) Gas \$ _____
- g) Performances \$ _____
- h) Art \$ _____
- g) Other items (please list)
 _____ \$ _____
 _____ \$ _____

18) Do you plan to/or have you eaten lunch/dinner at a restaurant today?
 o Yes o No
 If yes, was the restaurant located in Turners Falls?
 o Yes o No

19) Do you plan to/or have you shopped at any retail establishments today?
 o Yes o No
 If yes, were they located in Turners Falls?
 o Yes o No

20) Would you like to receive the River Culture e-newsletter that contains future cultural events?
 If yes, please clearly print your email below or sign up at www.turnersfallsculture.org

Email: _____

21) Any additional comments are greatly appreciated.

APPENDIX B – OPEN ENDED COMMENTS

From Section 4.62 Do you have any comments on today's events?

- A group of us went to the arts and leaves event this past weekend. Those puppet performances and workshops were great! Unfortunately, [I must] comment on the unappealing food (and service) at that site. We were looking forward to the advertised delicious food. Ugh!
- Always happy to see any productions at Shea Theater.
- Arena Civic Theater always does a good job!
- Arrived at 10 a.m. and was disappointed nothing was happening yet.
- Arts walks would be improved with more participation. We need artists' studios in TF!!!
- Awesome! Talent, show and direction!
- Beautiful location- keep doing more events here
- Brilliant
- Chairs could be more comfortable
- Convenient location-enough space for event
- Downtown has great potential. Looked clean and pleasant,
- Enjoyed entertainment
- Enjoying it
- Excellent
- Excellent idea!
- Fabulous
- Fun (N=3)
- Fun, friendly, nice family orientation, sound system too loud to dance in front of.
- Good crafts- nice quality
- Good fun- great start
- Good job all
- Good music
- Good shows
- Good worker
- Great (N=2)
- Great band! Very surprised at the quality of talent and sound production
- Great community spirit!
- Great event! (N=5)
- Great for showing off what's going on in town!
- Great fun
- Great lamps!
- Great weather (N=2)
- Have thoroughly enjoyed every one!
- I loved the clown
- I was happily surprised by new venues in town, very inviting, easy to navigate event

- It's a fun afternoon (N=2)
- It's awesome
- It was entertaining and fun
- It was excellent and inspiring!
- Jeff is a good entertainer
- Jeff is a good musician
- Jeff is great!
- Jeff rocks
- Like the large cast- many talented people
- Like the variety of booths
- Love the exhibits at the Museum and the Artist talks
- Love the Shea Theater!
- Love Valley Idol
- Loved the open studios; always go to the Hallmark openings
- Loved the photography and puppets
- Marred by misogynist material
- More action on Sunday morning. It was very dead.
- More activities for children
- More artists
- More booths/ vendors
- More info via email or mailings - I do not get the newspaper,
- More street events
- Music would be better in park
- Nice exhibits
- Nice new bakery
- Nice place
- No loud music before noon for neighbors who live close by
- not enough people
- Not my thing.
- Overall I was surprised at how well attended and fun it was. A very good first shot, next year should be quite a bit better and I plan on attending.
- Perhaps at some future arts event there could be a centrally located place where all the local restaurants could sell their food. This might entice visitors to the event to come back and try some of the local restaurants. Sort of a taste of Turners Falls, or Montague.
- Pretty neat
- Rain scares too many people away
- So wonderful to see everyone out and about!
- Sound check. 1st act was not heard well
- Thank you for organizing this!
- Thanks for organizing
- The choreography and humor were wonderful as well as the costumes
- The new bakery is wonderful, and the owners clearly support the local artists. The Rendezvous was fun, and we loved all of the items at the art auction at Brick House. We are

looking forward to visiting the sculpture garden as it progresses also. The people who put the brochure together for the stud

- the weather is perfect!
- There are great additions to this event each time I come
- They all seemed well organized. I think adding Busking or other types of outdoor musical performances at the bandstand would draw more people from out of town to Turners Art Walks.
- This is really fantastic; as nice as any event I've been to and really highlights our town's beautification
- Turner's Falls is a hidden treasure. Historically preserved, geographically beautiful, accessible to Rt. 2 and Rt. 91, exciting new developments.
- Very creepy
- Very entertaining
- Was disappointed that the Shea didn't participate in Arts and Leaves---what a missed opportunity not to at least have the theatre open to advertise an upcoming production or two.
- Well done
- What a beautiful space
- Wish there were more men contestants
- Wish there were more people
- Wonderful
- Would be nice to see an effort on the part of ALL downtown businesses AND the town in general to take an interest in paint-up, clean-up, fix-up.

From Section 4.80 - Additional Comments

- Any chance of getting the events into the Advocate? Town Crier?
- Could have had some Halloween decorations in the theater
- Get Monty to promote work
- Growth, change, style, community. I love Rendevous!
- Handicap accessibility is very important. Having a telephone number to call and out more info and make reservations was helpful
- Have posters in town
- The theater has cleaned up a lot in the last 8 years
- I'll visit the website
- I'm eager to return to see the changes. And I plan to visit soon. What I've been reading lately is really exciting.
- I came to an Arts walk in 2005 and it solidified my desire to move to Turners' Falls, which I did a few months later
- I can't wait to be a part of your community
- I enjoyed seeing the diversity of the people who came. I would like to see artists with booths, too. Would like more circus activity and theatrics.
- I like Turners. It's got a lot of heart.
- I love living in Turners; the community comes together to make sure it is a great place to live.
- I love the G.F. coffeehouse- it's nice and cozy
- I love Turners' Falls (N=2)
- Keep going
- Keep up the fantastic work!
- Keep up the good work!
- Keep up the good work; great to stay local!
- Let's party every three months!
- Lisa does a great job!
- Love your work
- Seems like a charming town- we just didn't make time to enjoy it
- Thanks for hosting events and to the artists as well
- Thanks to Turners Falls and their RiverCulture movement for an excellent effort to improve what could be a beautiful downtown! Kudos and keep up the good work!
- This is a wonderful event! I love the changes coming to Turners!
- This is great! Good for changing attitudes about our town (including mine).
- This is great. I only heard about it from a friend though...needs more advertisement!
- This is my third year doing the arts fest craft show
- This is the most beautiful , quiet place. I'm not sure I want to turn it into a walking tour like Shelburne falls and that silly bridge.
- This rocks
- Today's event was a total success on business level as well as personal. Should sell Tuners Falls memorabilia at next event (key chains etc)
- Turners has really turned itself around! Bravo!

- Turners Falls should teach Greenfield a few lessons. The town has some great energetic, creative and imaginative people! The town has changed so much in five years! Great!!
- We're thrilled with the revitalization of Turners Falls and are grateful to RiverCulture for all their efforts.
- Would have liked to see more art in the streets.
- You're doing a terrific job of showcasing the village and raising community spirit. The Globe articles are another validation of that. Keep up the good work
- You all did a great job

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