Peending

"know what's out there!"

Evaluation of "It's Your Festival"

Prepared for

Hamilton Folk Arts Heritage Council

In

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Executive Summary

It's Your Festival (IYF) is an annual multicultural outdoor music festival organized by the Hamilton Folk Arts Heritage Council. The McMaster Research Shop conducted an evaluation focusing on the economic and social impact of the festival, as well as visitor and vendor satisfaction. We used after-event surveys for attendees and vendors to collect data. Unfortunately, a small sample size of non-local visitors prevented the assessment of economic impact; instead, we sought to quantify the economic *output* of the event using the spending data of both local and non-local attendees.

Economic Output and Spending:

- IYF drew an estimated 3,605 attendees over three days, with Saturday being the busiest.
- Attendees spent an estimated $245,836, with food, merchandise, and groceries being the highest-spending categories.
- The economic output (GDP) of the event was estimated at $114,505 in Hamilton and $21,414 for the rest of the province.
- This data primarily came from local visitors, exerting considerable influence over where and when attendees spent their money that weekend.

Social Impact:

- In general, most participants “agreed” or “strongly agreed” with a series of statements, such as “My experience at IYF makes me feel like part of the Hamilton community,” indicating the festival has a positive social impact.

Event Satisfaction:

- Visitors overall reported high levels of satisfaction with the main event programming, fun zone/children's programming, and vendor selection.
- Some visitors expressed concerns about the lack of cultural vendor diversity, a "rain plan," and midway games, as well as communication issues, particularly with regards to performance cancellations.
- Vendors reported mixed satisfaction with the event, with low satisfaction regarding booth setup and space allocation.
- About one-third of vendors reported making a profit, one-third broke even, and one-third operated at a loss. Over half of vendors reported lower-than-average sales during the event.

- Some vendors faced challenges related to communication, booth fees, and perceived poor booth placement.

Overall, this evaluation highlights the positive social impact and visitor satisfaction at IYF. However, limitations in data collection prevented a comprehensive assessment of the festival's economic impact. To have a true economic impact (as defined by regional economic development agencies), IYF must entice non-local visitors to attend IYF and ensure a large sample fills out the survey. Future evaluations can be improved by ensuring systematic and consistent survey distribution efforts over the course of the festival to gain a robust sample of participants' spending data.

Key Terms[1]

Economic Impact (of a tourist-related activity): As defined by the Ministry of Tourism, Culture and Sport, an estimate of the direct, indirect, and induced impacts of tourism-related activities. Tourism is defined as activities that people engage in when travelling outside their usual environment, which is further defined as those who travel 40km or more away from their home to engage in the activity.

- **Direct impact:** refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g., accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

- **Indirect impact:** refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

- **Induced impact:** refers to the impact associated with the re-spending of labour income and/or profits earned in the industries that serve travelers directly and indirectly.

Economic Output: a measurement of the value of all sales of goods and services (e.g., Gross Domestic Product), in this case of an isolated event.

Gross Domestic Product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. GDP is measured at market prices which include net indirect taxes on products.

Social Impact: An estimation of the effect an initiative has on people and communities, usually with regards to notable social issues (e.g., sense of community).

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[1] Most definitions adapted from the Ontario Tourism Regional Economic Impact Model technical documentation: http://www.mtr-treim.com/UserManual/TREIM_Manual_2017_ENG.pdf

1.0 Introduction

The Hamilton Folk Arts Heritage Council (HFAHC) is a non-profit organization committed to promoting awareness of diverse culture, traditions, and heritage. Through various initiatives, the HFAHC aims to facilitate the exchange of cultural knowledge while preserving and promoting Canadian folk arts and heritage. One of HFAHC's initiatives is It's Your Festival (IYF) - a multicultural outdoor music festival that takes place annually in Hamilton, Ontario.

The HFAHC requested support from the McMaster Research Shop to conduct an economic and social impact evaluation of IYF, as well as assess visitor and vendor satisfaction with the event. This report includes findings from after-event surveys. Due to a small sample size of non-local visitors, we were unable to assess the economic impact of the festival. As such, we report on three main areas: 1) Economic output and local visitor spending, 2) Social impact, and 3) Visitor and vendor satisfaction with the festival.

2.0 Methods

2.1 Data collection

We used surveys to collect data from both visitors and vendors. Visitor surveys collected detailed spending data, which we intended to use to estimate economic impact. Visitor surveys also classified attendees as locals vs. non-locals based on the first three digits of their postal codes, and asked questions about the social value of the event and general satisfaction questions. The complete list of visitor survey questions can be found in **Appendix B**.

Vendor surveys focused on vendors' satisfaction with the event. The complete list of vendor survey questions can be found in **Appendix C**.

Based on our correspondence with the festival coordinator, the plan was for IYF volunteers to distribute the survey at the event using printed poster cards (**Appendix A**) with a QR code linking to the online survey. Volunteers would also have digital devices and hard copies of the survey. The survey was further advertised via the community partners' social media platforms and closed approximately 1 week after conclusion of the event. By completing the survey, participants would be entered into a prize pool. The prizes were as follows: 1st place: stay at a luxurious hotel, 2nd place: a gift certificate for a spa, and 3rd place: a food gift basket.

Unfortunately, data collection for the visitor's survey resulted in a small sample size of non-local visitors (10 of 149 respondents). This prevented us from estimating the economic impact of the festival, which we will discuss in more detail below.

The vendor survey was distributed approximately 3 weeks after the event. Recipients were provided with two weeks to participate in the survey. 21 vendors filled out the survey.

2.2 Analysis

Of primary interest was the economic impact of the event. To do this, we planned to use the Ontario Tourism Regional Economic Impact Model (TREIM). The TREIM Model is a regional economic impact model that produces "estimates of the direct, indirect and induced impacts of tourism-related activities on Gross Domestic Product, labour income and employment"[2]. The model uses visitors' spending data to estimate the economic impact. The TREIM model defines a visitor as a non-local resident who lives >40km

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[2] You can review the TREIM technical documentation here: http://www.mtr-treim.com/UserManual/TREIM_Manual_2017_ENG.pdf

from the event site. As such, the model uses only non-local visitors' spending data to calculate the economic impact. The reason for this is that local residents likely would have spent their money elsewhere in Hamilton (e.g., another event, shopping) without IYF occurring that weekend.

Unfortunately, due to the small sample of non-local visitors (n=10), we were unable to estimate the economic impact of the event. This is because we need to take the average of non-local visitors' spending, and a small sample size could easily result in a biased average. Instead, we used attendee spending estimates (both local and non-local attendees) with the TRIEM model to estimate the economic *output* of the event. Again, the economic *output* of the event is <u>not</u> economic impact, but rather an estimation of local support for the event and the value of goods and services produced through the event.

3.0 Economic Output and Spending

Using beer garden sales data, we estimate that 3605 people attended IYF over three days, with the highest attended day being Saturday (Table 1).

Attendees spent approximately **$245,836**[3] while at the event. The retail categories with the highest spending were food, snacks, and beverages (excluding alcohol) ($67,406), merchandise ($36,767), and grocery items ($31,720) (Table 2).

The Ontario TREIM economic model estimated that the economic output (GDP) of the event was **$114,505** in Hamilton and $21,414 for the rest of the province. This estimate includes direct, indirect, and induced impact. Most of this data came from local visitors, so cannot be considered economic impact, but shows local support for the festival and a considerable influence on local entertainment spending over the course of the weekend (Table 3).

Table 1. 3605 people attended IYF over three days

Day	Attendance Estimate (using beer garden sales data)
Saturday	2729
Sunday	164
Monday	712
Total	**3605**

[3] We used spending ranges (e.g., $10-15) to estimate spending across different categories. There was no "$0" response option, as we had intended for survey respondents to skip over categories where they didn't spend any money. Instead, we believe some respondents reported spending "Less than $5" when in reality they spent no money on the category. Because we took the midpoints of spending ranges to calculate average daily spending, instances where attendees spent no money on a category may have been incorrectly recorded as them spending $2.50. This, combined with some confusing wording on the survey that may have resulted in local attendees reporting their spending outside the festival, likely led to an *overestimation* in spending.

Table 2. Attendees spent an estimated $245,836 over three days

Category	Daily expenditure adjusted per person	Saturday	Sunday	Monday	Total
Food, snacks, and beverageees (at event) - excluding alcohol	18.7	51027.6	3065.5	13313.7	67406.8
Merchandise purchased on-site	10.2	27833.3	1672.1	7262.0	36767.4
Groceries	8.8	24013.0	1442.6	6265.3	31720.9
Retail clothing	7.6	20738.5	1245.9	5410.9	27395.3
Alcohol at event	5.6	15281.0	918.0	3987.0	20186.0
Admissions & rides	7.1	19374.1	1163.9	5054.9	25593.0
Other entertainment and attractions	4.7	12825.1	770.5	3346.2	16941.8
Parking and fuel (within region)	2.9	7913.4	475.4	2064.7	10453.5
Public transit	1.7	4638.9	278.7	1210.3	6127.9
Total	**67.3**	**186100.8**	**11179.9**	**48556.0**	**245836.6**

Table 3. TREIM estimated economic output of $175,269 for Hamilton

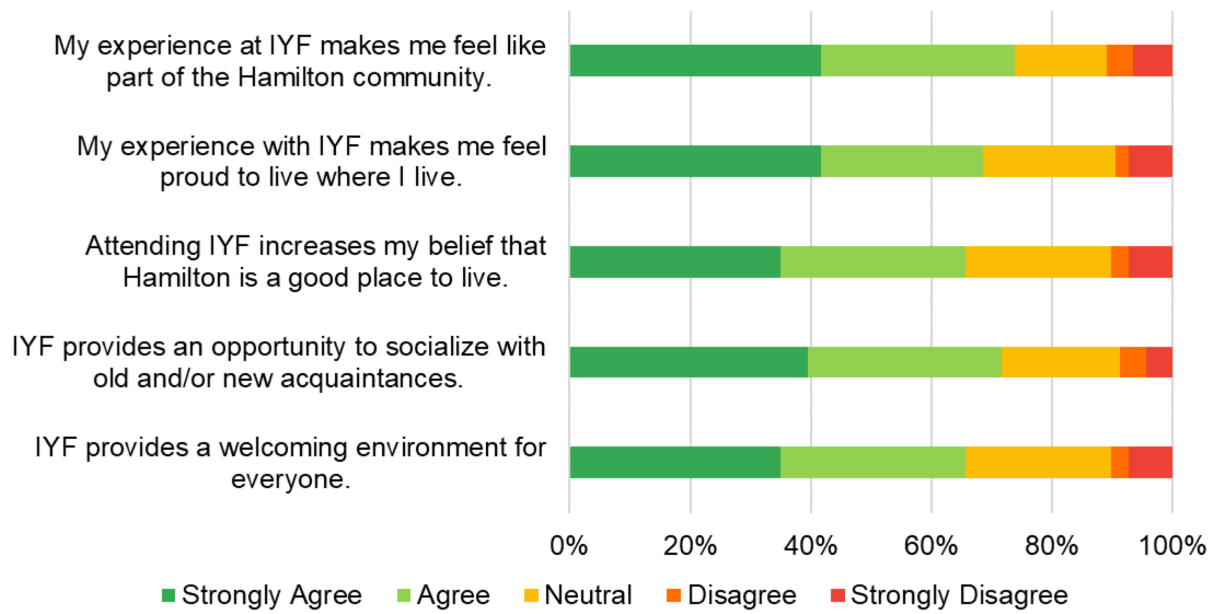
	Hamilton	**Rest of Province**
Gross Domestic Product		
Direct	$114,505	$0
Indirect	$25,773	$8,675
Induced	$34,991	$12,739
Total	$175,269	$21,414
Labour Income		
Direct	$64,107	$0
Indirect	$16,916	$5,469
Induced	$21,237	$8,396
Total	$102,261	$13,865
Direct Taxes		
Federal	$19,315	$0
Provincial	$29,273	$0
Municipal	$2,739	$0
Total	$51,327	$0
Total Taxes		
Federal	$30,190	$3,001
Provincial	$37,070	$2,085
Municipal	$6,887	$874
Total	$74,147	$5,960

4.0 Social impact

To estimate the social impact of the event, we asked users to rate on a scale from 1 to 5 (1 = strongly agree, 3 = neutral, 5 = strongly disagree) their agreement with a series of statements (see Figure 1).

Feedback was generally positive, with over 60% of participants agreeing or strongly agreeing to each statement. The combined average of these scores was 2.0 (standard deviation = 1.2) indicating general agreement that IYF has a positive social impact.

Figure 1: Attendees generally perceived IYF to have a positive social impact



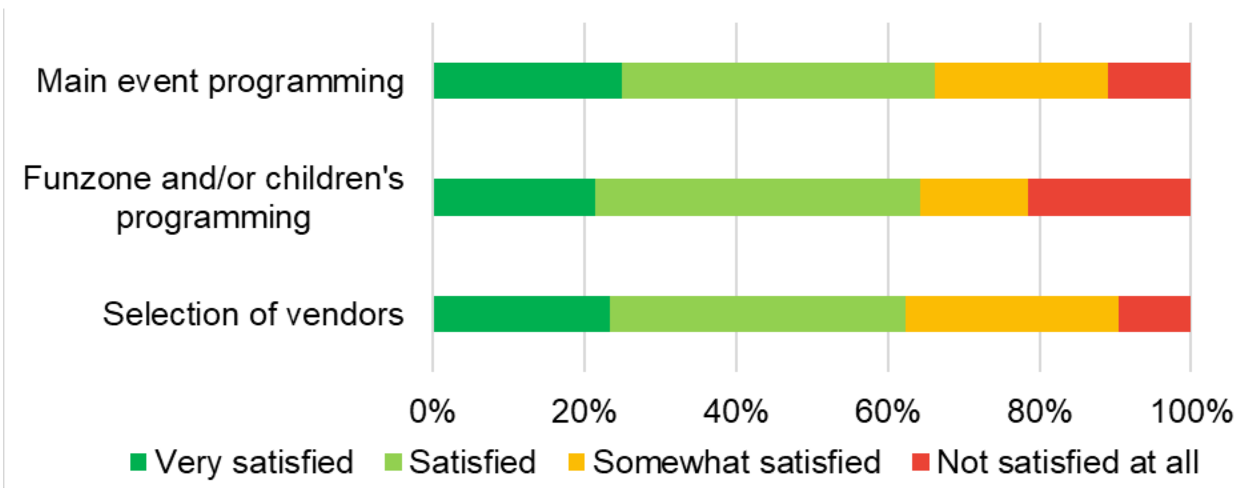
5.0 Event Satisfaction

5.1 Visitors

We asked visitors whether they were “Very satisfied,” “Satisfied,” “Somewhat satisfied,” or “Not satisfied at all” with three aspects of the event: main event programming (i.e., headline musical performances), funzone and/or children’s programming, and selection of vendors. In addition, survey participants could provide any comments regarding their satisfaction or dissatisfaction with the event and/or programming. A total of 50 individuals provided comments.

As seen in Figure 2, over 60% of participants were either satisfied or very satisfied with each aspect of the festival.

Figure 2: Attendees were generally satisfied with IYF



Comments on festival satisfaction were as follows:

- *Main event programming*: Some attendees shared they enjoyed the “Indigenous dancers” performance and rock music, citing the main event programming as their primary reason for attending the festival. Common reasons for dissatisfaction included the lack of a “rain plan” and poor communication regarding the cancellation of Jully Black’s performance.
- *Funzone and/or children’s programming*: Attendees liked the free bouncy castles and children’s performers. Several indicated they would like to see the return of

the midway games and rides. One respondent suggested that multiple children's areas could be created and dispersed throughout the festival. Another respondent wanted to see accessible programming for "special needs children".

- *Selection of vendors:* While most were satisfied, some commented there were too few vendors and wished there were more ethnic food and cultural vendors as well as handmade goods, and that there were too many "resale" vendors.

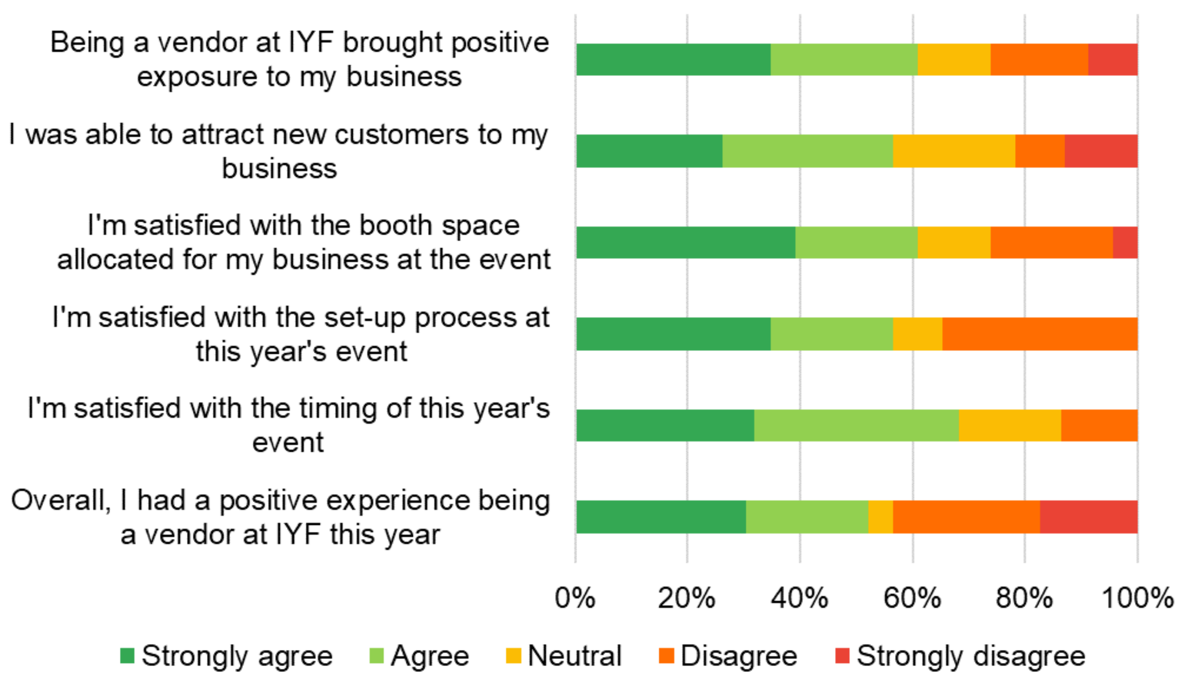
In addition, some survey participants suggested implementing "cooling" or "water stations" to help festival attendees manage the high heat and "trained parking attendants" to manage traffic flow in the parking lot. Several comments praised the festival event staff.

5.2 Vendors

We asked vendors to rate on a scale from 1 to 5 (1 = strongly agree, 3 = neutral, 5 = strongly disagree) their agreement with a series of statements (see Figure 3).

The combined average score for the statement, "Overall, I had a positive experience being a vendor at IYF this year," was 2.8 (standard deviation = 1.5) indicating mixed (but slightly more positive) feedback from vendors. Vendors were most satisfied with the timing of the event, and least satisfied with the set-up process and the allocation of booth space.

Figure 3: Vendor satisfaction of IYF was mixed



Feedback from some of the vendors are as follows:

- Set-up: Some felt that there was a lack of communication about the event and felt that more support could be provided for their booths. Some also disliked the setup fees for their booths to be part of the event.
- Booth space: Some vendors were dissatisfied with booth locations that were distant from food booths and other areas of high attendance, such as the main stage. Some vendors felt their space was inferior compared to others.
- Attraction of new customers: Some vendors felt that their business did not fit in well with the event and were unable to attract customers. Certain vendors had complaints regarding the great overlap in products being sold, which created more competition.
- Business exposure: As mentioned before, some vendors felt their booths were too far away from the foot traffic. They also felt there weren't enough signs directing people to vendors.
- Overall experience: Aside from weather conditions, the main complaints from vendors about their overall experience circled back to poor communication with the event host, booth fees, and perceived poor booth placement.

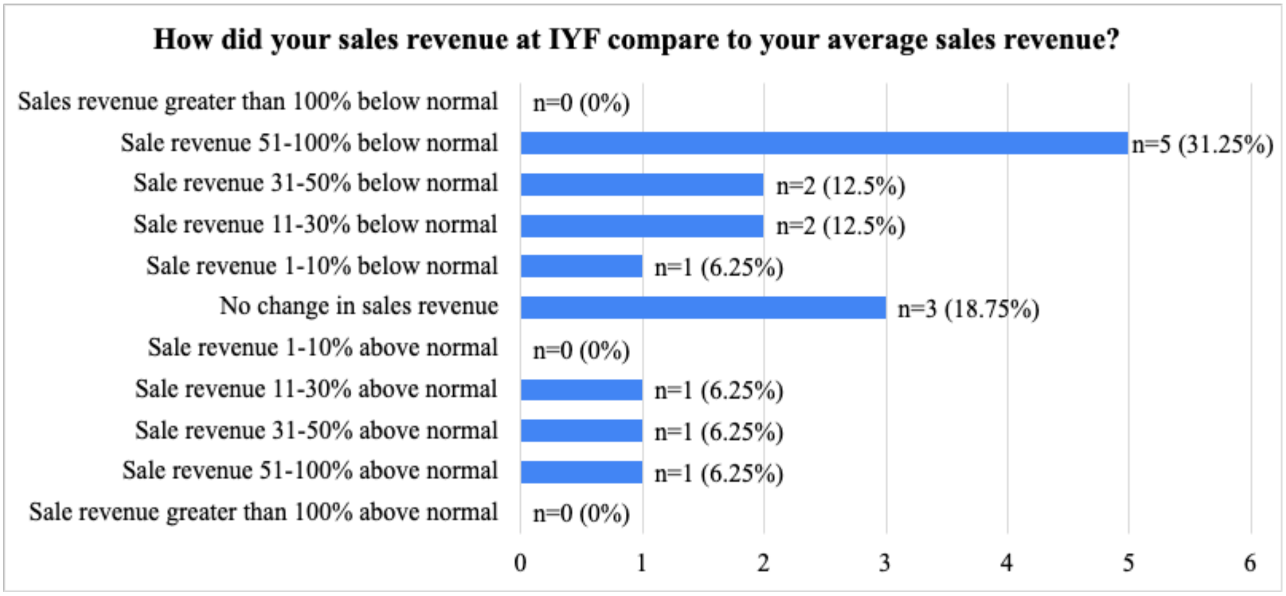
We also assessed the financial impact of the event for vendors. As seen in Table 4, only about a third of vendors reported a profit, with an equal third stating they operated at a loss.

Table 4: Roughly a third of vendors made a profit

	Count (%)
I made a profit by participating	8 (34.8%)
I broke even	7 (30.4%)
I lost money by participating	8 (34.8%)

Similarly, when we asked vendors how their sales revenue over the weekend compared to their average sales revenue (Figure 4), over half reported lower than average sales.

Figure 4: Over half of vendors reported lower-than-average sales



6.0 Other Insights

6.1 Visitor demographics

- Approximately 70% of visitors were first-time attendees (Table 5)
- Most survey respondents stated they attended for one day, with the most common day being Monday (Table 6). The most common day being Monday contrasts the beer garden sales data, which suggests Saturday was the highest attended day. This makes us think that survey distribution efforts were uneven, and that Monday had the highest "push" for surveys, biasing responses towards that day.
- Most respondents (45.9%) found out about IYF through social media, followed by word of mouth (24.3%) (Table 7).
- Over 2/3 (71.9%) of survey respondents were middle aged (30-59) (Table 8). Note that because children likely did not fill out the surveys, the number of children present at the festival is not represented in Table 8's breakdown.

Table 5: Almost 70% were first-time attendees

	Count (%)
First time attending	104 (69.8%)
Attended previously	45 (30.2%)

Table 6: Most attended IYF for one day

How many?	**Count (%)**
One of three	97 (65.1%)
Two of three	29 (19.5%)
Three of three	23 (15.4%)
Which days?	**Count (%)**

Saturday, July 1	79 (52.7%)
Sunday, July 2	65 (43.3%)
Monday, July 3	81 (54.0%)

Table 7: Most found out about IYF through social media

	Count (%)
Social media	68 (45.9%)
Word of mouth	36 (24.3%)
Event website	9 (6.1%)
Sign or poster	3 (2%)
Television	2 (1.4%)
Radio	2 (1.4%)
Other	28 (18.9%)

Table 8: Most survey respondents were middle aged

	Count (%)
Under 18	5 (3.4%)
19-29	23 (15.4%)
30-45	57 (38.3%)
46-59	50 (33.6%)
60 and above	14 (9.4%)

6.2 Visitor travel and transportation

- Most attendees (56.1%) drove to IYF, followed by walking (26.4%) and public transit (13.5%) (Table 9).
- 83.8% of visitors were local to the event, living less than 15km away (Table 10). Only 10 non-local visitors (living more than 40km away) were captured in our survey.

Table 9: Most attendees drove to IYF

	Count (%)
Personal vehicle	83 (56.1%)
Walk	39 (26.4%)
Public transit	20 (13.5%)
Taxi / Uber / Lyft	4 (2.7%)
Bicycle	1 (0.7%)
Other	1 (0.7%)

Table 10: Most IYF visitors lived nearby

Distance	**Approximated by respondents (**Count (%))	**Using postal codes** (Count (%))
Less than 5km	68 (45.6%)	53 (45.3%)
5-15km	56 (37.6%)	45 (38.5%)
16-40km	15 (10.1%)	10 (8.5%)
More than 40 km	10 (6.7%)	9 (7.7%)

6.3 Vendor demographics and advertising

- Just under half of survey respondents were vendors at IYF for the first time, followed by those who had been vendors for 10+ years (Table 11).
- Most survey respondents were arts and crafts vendors (47.8%) followed by food and drink vendors (21.7%) (Table 12).
- Most vendors advertised their attendance at IYF through social media (46.7%) and word of mouth (40%) (Table 13).

Table 11: Most survey respondents first-time vendors at IYF

	Count (%)
<1 year (this was my first year being involved with IYF)	11 (47.8%)
10 years and more	8 (34.8%)
4 years - 10 years	4 (17.4%)
1 year – 3 years (including virtual festival from 2020-2022)	0 (0%)

Table 12: Most survey respondents were arts and crafts vendors

	Count (%)
Arts & Crafts	11 (47.8%)
Food & Drinks	5 (21.7%)
Commercial	2 (8.7%)
Health & Wellness	2 (8.7%)
Service groups	2 (8.7%)
Other: Please Specify	1 (4.3%)

Table 13: Most vendors advertised via social media and word of mouth

	Count (%)
Social Media	14 (46.7%)
Word of mouth	12 (40%)
Flyers	3 (10%)
Signs/Posters	1 (3.3%)
Product placement	0 (0%)
Did not advertise	5 (16.7%)

7.0 Conclusion

Over three days, we estimate IYF attracted 3,605 attendees, who spent an estimated $245,836 at the event, translating into an economic output (GDP) of $114,505 for Hamilton and $21,414 for the rest of the province. The economic output is not the economic impact, which, as defined by our regional economic development model (TREIM), only concerns spending by non-local attendees. We were unable to calculate economic impact due to a notably small sample size of non-local visitors (n=10). We are unsure why this sample size was so small. For instance, it could be because the event wasn't adequately promoted to individuals residing outside Hamilton. Additionally, we discerned most survey submissions originated from Monday, despite Saturday being the highest-attended day. This incongruity suggests that survey distribution efforts on Saturday may have been suboptimal, resulting in an underrepresentation of non-local visitors, especially if a headline performance on that day drew the majority of such attendees.

This evaluation highlights the positive social impact of IYF, contributing to feelings of community and belonging. Visitors were generally satisfied with the event, with several expressing concern over the lack of a festival “midway,” “rain plan,” and satisfactory communication strategy regarding performance cancellations. Vendor satisfaction was reportedly mixed, with a notable number reporting subpar sales and expressing challenges with booth pricing, communications, and vendor space allocation. Despite these challenges, IYF attracted many new visitors to IYF, who largely found out about it through social media.

Should the HFAHC be interested in quantifying IYF's future economic impact, then future festivals must attract a notable number of non-local visitors to the event and a significant sample of them must fill out the survey. A combination of extra-local festival promotion and both systematic and consistent survey distribution efforts would likely enable the quantification of IYF's economic impact.

Appendix A: Survey Advertisement

Appendix B: Visitor Survey Questions

Visitor details

1. Is this your first time attending It’s Your Festival?

    Please select one option.

    ◯ Yes

    ◯ No

2. What day(s) of the festival did you attend, or plan on attending?

    Please select all that apply.

    ☐ Saturday, July 1, 2023

    ☐ Sunday July 2, 2023

    ☐ Monday July 3, 2023

3. How did you hear about the festival?

    Please select all that apply.

    ☐ Sign or poster

    ☐ Television

    ☐ Radio

    ☐ Event website

    ☐ Social media

    ☐ Word of mouth

☐ Other (please specify): __________

4. How did you get to the event?

   Please select one option.

   ○ Walk

   ○ Bicycle

   ○ Personal vehicle

   ○ Taxi / Uber / Lyft

   ○ Public transit

   ○ Other (please specify): __________

5. Which of the following main stage events did you, or do you plan to, attend?

   Please select all that apply.

   ☐ Chilliwack (9 pm, July 1st)

   ☐ Jully Black (8.30 pm, July 2nd)

   ☐ The Box (9.30 pm, July 3rd)

Visitor details - (continued)

1. What is your age?

   Please select one option.

   ○ Under 18

   ○ 19-29

   ○ 30-45

○ 46-59

○ 60 and above

2. Are you filling out this survey for yourself of on behalf of a group (e.g., family or friends)?

   Please select one option.

   ○ For myself

   ○ On behalf of group (1-3 people)

   ○ On behalf of group (3-6 people)

   ○ On behalf of group (6-10 people)

   ○ On behalf of group (10+ people)

3. To help us calculate how far you travelled today, please provide your full postal code (Optional)

4. Approximately how far do you live from the festival site?

   Please select one option.

○ Less than 5 km

○ 5-15 km

○ 16-40 km

○ More than 40 km

If you selected 'More than 40 km' in the previous question, please answer the following additional questions.

Additional question: Please rate the truthfulness of this statement: "One of my main reasons for visiting the Hamilton region was to attend It's Your Festival."

[OPTIONAL – if travelling more than 40 km]

Please select one option.

- ◯ True
- ◯ False
- ◯ I live here

Additional question: How many nights do you plan on staying in the Hamilton region?

[OPTIONAL – if travelling more than 40 km]

Please select one option.

- ◯ 0
- ◯ 1
- ◯ 2
- ◯ 3
- ◯ 4
- ◯ 5 or more

Visitor spending and event satisfaction – SIMPLIFY into bullet points

1. Please indicate how much you spent, or plan to spend, during your stay in the Hamilton region (including both at and outside the event) for the following categories:

Select one of the following spending amounts for each category.

	Less than $5	**$5-10**	**$10-15**	**$15-20**	**$20-25**	**$25-30**	**$30-35**	**$35-40**	**$40-45**	**$45-50**	**$50-100**	**$100-150**	**$150-200**	**$200-300**	**$300-400**	**$400-500**	**$500 and above**
Admissions, tickets, rides (at event)	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

Food, snacks, and beverages (at event) – excluding alcohol purchased at the beer garden	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Alcohol Purchased at the beer garden (at event)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Food, snacks, and beverages (outside event)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Retail clothing	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Merchandise purchased on-site	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Merchandise purchased off-site	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Groceries	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Public transit	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Taxis or rideshares	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Parking and fuel (within region)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Car rentals (within region)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Accommodations	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Other entertainmen	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

t and attractions																	

2. Please rate your agreement with the following statements:

	1 (Strongly Agree)	2 (Agree)	3 (Neutral)	4 (Disagree)	5 (Strongly Disagree)
My experience at It’s Your Festival makes me believe (or increases my belief) that Hamilton is a good place to live.	○	○	○	○	○
It’s Your Festival provides an opportunity to socialize with old and/or new acquaintances.	○	○	○	○	○
It’s Your Festival provides a welcoming environment for everyone.	○	○	○	○	○

If you live **less than 40 km** away from the site of the festival, please also rate your agreement with the following statements:

	1 (Strongly Agree)	2 (Agree)	3 (Neutral)	4 (Disagree)	5 (Strongly Disagree)
My experience at It’s Your Festival makes me feel proud to live where I live.	○	○	○	○	○
My experience at It’s Your Festival makes me feel like part of the Hamilton community.	○	○	○	○	○

Visitor satisfaction (continued)

1. How satisfied, if at all, were you with the vendors at the festival?

   Please select one option.

   - ◯ Not satisfied at all
   - ◯ Somewhat satisfied
   - ◯ Satisfied
   - ◯ Very satisfied
   - ◯ N/A

2. How satisfied, if at all, were you with the fun zone and/or children's programming at the festival?

   Please select one option.

   - ◯ Not satisfied at all
   - ◯ Somewhat satisfied
   - ◯ Satisfied
   - ◯ Very satisfied
   - ◯ N/A

3. How satisfied, if at all, were you with the main event programming?

   Please select one option.

   - ◯ Not satisfied at all
   - ◯ Somewhat satisfied
   - ◯ Satisfied
   - ◯ Very satisfied

◯ N/A

4. Optional: Please provide any comments about your satisfaction or dissatisfaction with the event and/or programming

Appendix C: Vendor Survey Questions

1. Was your business associated as a vendor with the 2023 Its Your Festival event (IYF)?

Please select one option.

◯ Yes

◯ No: Thank you for being part of the survey

General Information

1. How long have you been involved with the IYF?

◯ <1 year (this was my first year being involved with IYF)

◯ 1 year – 3 years (including virtual festival from 2020-2022)

◯ 4 years – 10 years

◯ 10 years and more

2. What category best describes your business?

◯ Food & Drinks

◯ Arts & Crafts

◯ Commercial

◯ Health & Wellness

◯ Service Groups

◯ Other: Please Specify

3. Did you advertise your business before or during IYF?

▢ No: Please continue to the next question

▢ Yes: How? (Please select all that apply)

▢ Word of mouth

▢ Social Media

▢ Flyers

▢ Signs/Posters

▢ Product placement

Vendor satisfaction

1. Please indicate whether you agree or disagree with the following statements: [Likert scale: strongly agree, agree, neutral, disagree, strongly disagree]

- Overall, I had a positive experience being a vendor at IYF this year
- I'm satisfied with the timing of this year's event.
- I'm satisfied with the set-up process at this year's event.
- I'm satisfied with the booth space allocated for my business at the event.
- I was able to attract new customers to my business.
- Being a vendor at IYF brought positive exposure to my business.

2. [Optional] Please elaborate on your responses above. [Free-text response]

Economic Impact

1. What best describes the financial impact of the event for you?

◯ I made a profit by participating

○ I broke even

○ I lost money by participating

○ Not sure

2. Optional: Please elaborate.

3. How did your sales revenue at IYF compare to your average sales revenue (e.g., at other locations/events)?

   ○ Sales revenue greater than 100% **above** normal

   ○ Sale revenue 51-100% **above** normal

   ○ Sale revenue sales revenue 31-50% **above** normal

   ○ Sale revenue 11-30% **above** normal

   ○ Sale revenue 1-10% **above** normal

   ○ No change in sales revenue

   ○ Sale revenue 1-10% **below** normal

   ○ Sale revenue 11-30% **below** normal

   ○ Sale revenue sales revenue 31-50% **below** normal

   ○ Sale revenue 51-100% **below** normal

   ○ Sales revenue greater than 100% **below** normal

4. How appropriate did you think the cost for participation was?

   ○ Very appropriate, participation costs were justified

○ Moderately appropriate, participation costs were somewhat justified

○ Not appropriate, participation costs were not justified

○ N/A

Future Considerations

1. Would you consider being a vendor at IYF next year?

   ○ Yes

   ○ No

2. Please provide any additional feedback you believe would be helpful for us to incorporate in future events: [free text]