

Cumberland Arts Goes to Market 2016

Festival Evaluation

Prepared by STEAM Workgroup

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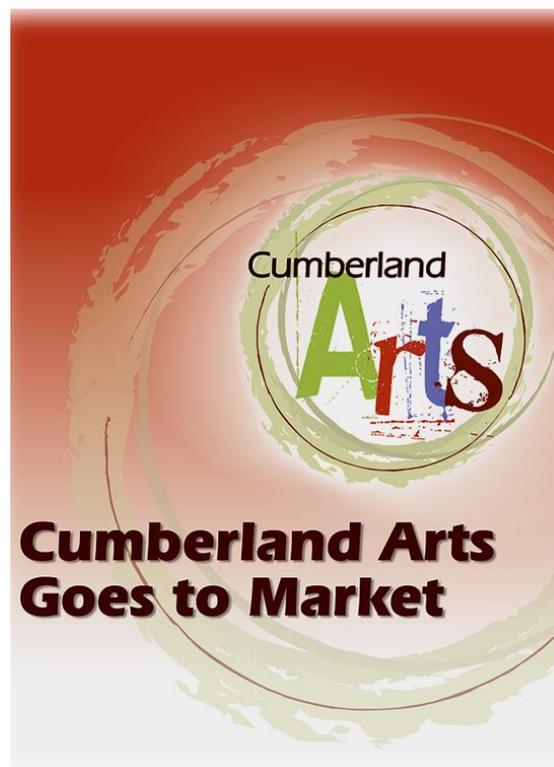


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Introduction

With its roots in a desire to increase the quality of life in the Cumberland and near eastside communities, the Cumberland Arts Goes to Market Festival (CAGTM) opened for its 8th year on August 20, 2016. Difficult weather conditions (from misting rain to torrential downpours) in the Indianapolis area that day reduced the attendance to the festival, yet volunteer staff, visitors, vendors, and artists all contributed to create an engaging atmosphere in spite of the weather.

This year, an independent consulting company, STEAM Workgroup, conducted an evaluation study in concordance with Festival and Event Fast Track grant requirements from the Indiana Office of Tourism Development. CAGTM had four objectives to be measured in the evaluation:

1. Contributing to an increase in a sense of community for festival attendees
2. Contributing to an increase of awareness of the historic identity of Cumberland, Indiana for festival attendees
3. Contributing to an increase of appreciation of the historical connections of Cumberland, Indiana to the present for festival attendees
4. Contributing to the economic development of Cumberland, Indiana and east side of Indianapolis through increasing awareness of local artists and businesses

The degree to which these objectives were met or not can be seen in the evaluation findings below.

Executive Summary

Leveraging local expertise, enthusiasm, and content knowledge, survey and observational data collected show that Cumberland Arts Goes to Market (CAGTM) achieved all objectives, despite the challenges presented by a wet and rainy day. Visitors who participated in the study (n=84) indicated increased knowledge of local and state history, increased awareness of local businesses and artists, and an increased sense of community after attending CAGTM. The 2016 festival gave attendees a fertile space to explore Cumberland and Indiana's cultural history via history stations which were specifically designed by the all-volunteer festival executive team. Though some stations away from the main entry point had less traffic, visitors appeared to be engaging with docents and the material. Visitors reported statistically significant gains in knowledge of state and local history, and most of those surveyed visited multiple stations despite the terrible weather. CAGTM also gave local artisans and businesses a venue to expand their client base, and those surveyed indicated very strongly that they learned about new opportunities at local businesses. Overall, CAGTM met its objectives while encouraging community members (writ large) to engage with one another.

Methods

STEAM Workgroup created two data collection instruments in response to the evolving festival situation – a detailed survey and an observation instrument. Following a recruitment script, data collectors invited visitors to complete the survey starting at 10am and ending at 3pm. The survey was self-administered to visitors leaving the festival at two exit points. The survey gathered quantitative and qualitative data, using Likert-style scales and closed and open ended questions. The observation instrument was completed by the history station docents at the end of their shift. It included a simple count of visitors stopping at each history station as well as a list of observable visitor behaviors. The data were then entered and analyzed using the industry standard program Statistics Package for the Social Sciences (SPSS) using descriptive statistical procedures.

Detailed Findings

Sample description

The survey sample includes 84 respondents and is comprised of a relatively even distribution of age groups. The age group distribution for this year was very similar to that of last year.

Age Groups	2016	2015
16-20	4%	5%
21-30	10%	3%
31-40	13%	10%
41-50	17%	21%
51-64	38%	40%
65 and older	19%	15%

2016 n=84, 2015 n=103

Even though CAGTM is in its eighth year, only half of respondents attended the festival previously. Participants learned of the festival in varying ways, but most people heard of the festival via word of mouth (51%) or signs and banners (23%). All internet methods combined for 23% of responses.

Word of mouth	51%
Festival sign or banner	23%
Other social media	11%
TV	7%
Newspaper/print media	7%
Festival website	6%
Festival Facebook page	5%
Other website	1%
Radio	0%

n=84. Multiple responses allowed. Total percentages may exceed 100%

Undoubtedly, the rainy weather was a factor in the primary factor for most learning and experiential objectives – visitor stay time. As one visitor put it, "Too bad it rained today.

Would have spent more time, but it is Indiana!" Another wrote, "Rain made us move through a little faster." Still, most respondents stayed between 1-2 hours. Despite the inclement weather this year, stay times were not significantly different from the festival day in 2015 during which the weather was mostly sunny and not overly humid.

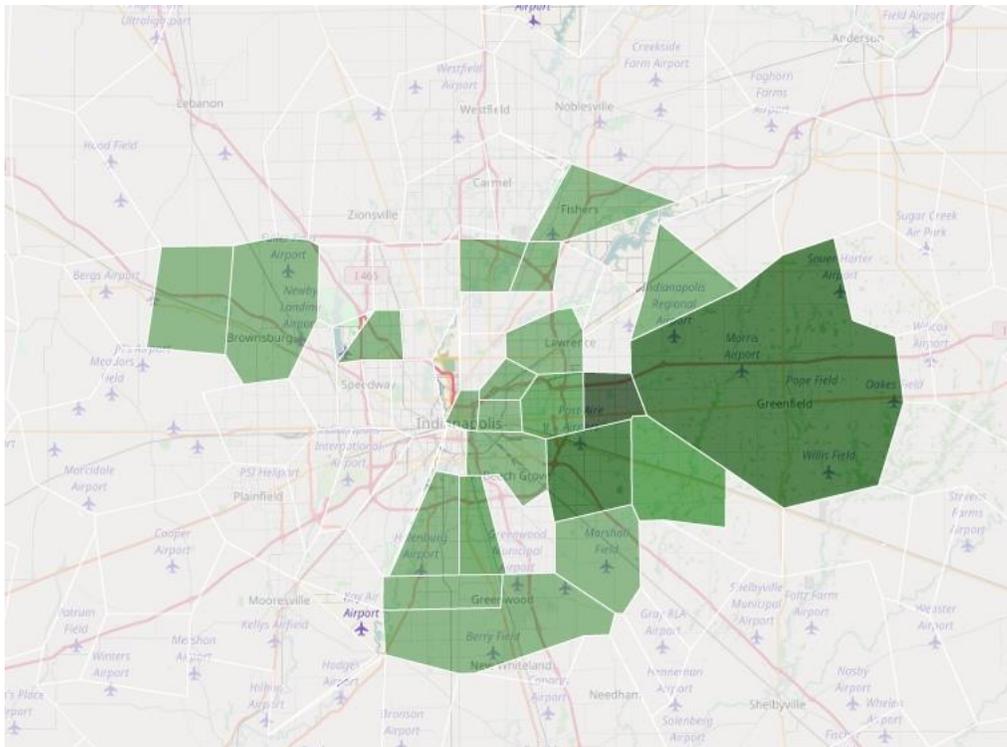
	2016	2015
Less than an hour	15%	11%
1 hour	34%	40%
2 hours	32%	40%
3 hours	15%	
4 hours	4%	7%
All day	1%	

2016 n=84 ; 2015 n=103

Note: For 2015, the highest category for visitor stay time was 3 or more hours.

In defiance of the weather, attendees also were inclined to visit the history stations. Two-thirds of respondents shared that they had visited at least one history station. This likely contributed to the similar stay times compared to the 2015 festival for which there was better weather but fewer programmatic elements.

Nearly all visitors to the 2016 festival live in central Indiana, and most live on the near east side of Indianapolis. A heat map showing the relative frequency of zip codes is below. The darker the color, the more visitors came from that zip code.



Unsurprisingly, the most frequent zip codes are those nearest to the festival, as seen in the chart below.

Zip Code	Frequency
46229	19
46140	15
46239	14
46163	7
46219	5
46227	4
46055	2
46218	2

All other zip codes occur only once.

Objective 1: Contributing to an increase in a sense of community for festival attendees

The participants in this study clearly feel that CAGTM contributes to a positive sense of place in Cumberland. When asked directly, 92% of them said CAGTM increases a sense of community for them (6% didn't know). This engagement with the Cumberland community seems to take several forms. Visitors were asked, "How did you experience community today at the festival?" and were presented with multiple options.

Talking with friends and/or family	52%
Learning about local history	46%
Tasting local food	40%
Talking with local artists	54%
Listening to performances	45%
Talking with local businesses	34%
Sharing stories	18%

n=84. Multiple responses allowed. Total percentages may exceed 100%

This illustrates that visitors view "community" in more than a generic fashion, and that they define and experience it in multiple ways through the festival. One visitor wrote, "Enjoy seeing people enjoying local talent, artists, and craftsmen. Festive atmosphere, despite the rain."

When examining just Cumberland residents (n=19), all respondents of them stated that CAGTM increases their sense of community. Considering the high percentages in each engagement category, Cumberland residents also feel this in multiple aspects of the festival.

Talking with friends and/or family	58%
Learning about local history	58%
Tasting local food	32%
Talking with local artists	64%
Listening to performances	47%
Talking with local businesses	53%
Sharing stories	11%

n=19. Multiple responses allowed. Total percentages may exceed 100%

More information about these perspectives and connections with the festival activities and atmosphere should be investigated, yet it is undeniable that the festival achieves this objective.

Objective 2: Contributing to an increase of awareness of the historic identity of Cumberland, Indiana for festival attendees

Objective 3: Contributing to an increase of appreciation of the historical connections of Cumberland, Indiana to the present for festival attendees

These two objectives, while different, approach the same element from two different angles – awareness and appreciation. Because of this fact, they need to be addressed in tandem in order to accurately represent visitor sentiment and responses.

To achieve these objectives, the festival team developed history stations and events throughout the grounds, staffed by knowledgeable and enthusiastic volunteers (labeled “A Stroll Through Hoosier History”). These volunteers were given information and guidelines for themes relating to the focus of each station. A list of stations and their summaries can be found in the [Appendix](#).

Spread throughout the festival grounds, the stations were intended to help draw visitors to all areas. Festival organizers typically plan for multiple entrances and exits, but because of the rainy conditions, the primary parking lot and entrance (the grass hill to the south of Saturn Street) was closed for safety by the Town of Cumberland. This contributed to stations close to this parking lot and entrance (like the School/Churches and Cemetery) being infrequently visited. All stations had similar wayfinding markers and presentation, both in the maps and on the grounds. The most frequently visited stations were those near the entertainment tent on the hill and on the main thoroughfares on the ends of Saturn Street – Origins, Agriculture, and the Time Capsule. The least visited stations were farthest from these points – Schools/Churches and Cemetery.

Station	Number of Visitors
Origins	105
Agriculture	91
Time Capsule	73
Settlers	51
Road and Rail	46
Cemetery	23
Schools/Churches	21

The most frequent types of interactions they witnessed by station docents were asking about facts relating to the station theme, sharing reflections or thoughts on the station theme, asking questions about Indiana, and asking each other questions. Many also expressed surprise about various information shared by docents.

From visitor and festival volunteer comments (a few of which were shared earlier in the report), the weather clearly was a limiting factor in how many history stations were visited. Nearly a third of visitors in the sample did not visit any stations.

1-2 stations	21%
3-4 stations	24%
5-6 stations	7%
All of them	16%
I didn't visit any stations.	32%

Overall, however, there were statistically significant differences in how visitors rated their knowledge of Indiana and local history pre and post visit (χ^2 $df=4$, $p<.001$). For example, 16.5% of variance of visitor rating of their knowledge post-visit is explained by how many stations they visited, and this is a statistically significant amount ($df=4$, $F= 3.742$, $p=.008$). A significant correlation also exists between the amount of change in their self-reported knowledge ratings and whether the attendee visited any stations (Spearman's rho $p=.05$). However, the amount of the reported change of knowledge vs. number of history stations visited was not significant and pointed to an unknown variable. For example, those that stopped at more history stations could have already had a higher pre-visit knowledge and, as such, had less change in their rating. Even so, it is clear that the visitors who visited any of the history stations tended to feel they left the festival more knowledgeable about history. As one such visitor shared, Cumberland has a "rich history and culture."

Prior to today's visit, how would you rate your knowledge of Indiana and local history?				
	All attendees		Attendees who visited at least one history station	
	Before festival visit	After festival visit	Before festival visit	After festival visit
1	12%	9%	9%	4%
2	14%	12%	16%	13%
3	31%	30%	35%	21%
4	19%	37%	28%	46%
5	10%	12%	12%	16%
	n=84		n=57	

Visitors were also asked, "After attending the festival, do you feel you learned more about Cumberland?" Interestingly, nearly all the Cumberland residents in the sample indicated that they had learned something new about their hometown (90%).

After attending the festival, do you feel you learned more about Cumberland?			
	All Attendees	Attendees visiting at least one history station	Cumberland Residents
No	13%	11%	11%
Yes	81%	88%	90%
I don't know	6%	2%	0%

Rounding may cause totals to exceed 100%.

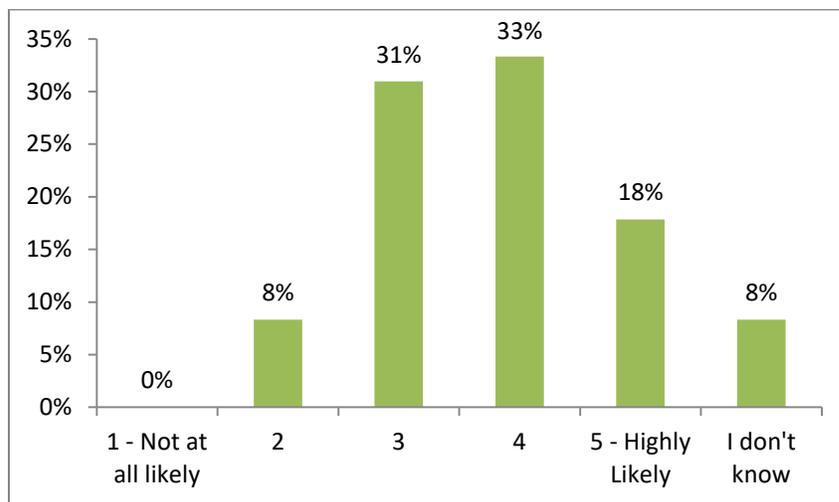
Objective 4: Contributing to the economic development of Cumberland, Indiana and east side of Indianapolis through increasing awareness of local artists and businesses

Based on the survey data, CAGTM continues to raise attendee awareness of local businesses and artists. In 2016, three-quarters of attendees reported that they learned of local artists and businesses at the festival, strongly supporting the claim that CAGTM contributes to the economic development of Cumberland and the near-east side.

Did you learn about any local Indianapolis and Cumberland businesses and/or artists at the festival?		
	2016	2015
No	6%	12%
Yes	76%	78%
I'm already very aware of local businesses and artists	13%	5%
I don't know.	5%	5%
	n=84	n=103

Even more compelling is that this holds true for participating Cumberland residents as well and in almost exactly the same percentages. This points to more than just a surface level awareness.

On an endpoint anchored scale of 1 (not at all likely) to 5 (highly likely), attendees were asked "After attending the festival, are you more or less likely to seek out local Indianapolis and Cumberland businesses and/or artists?" The overall mean for all respondents is 3.7 (n=77) with 8% (n=7) indicating they didn't know. A chart with the responses is below.



Appendix

Festival Guide