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Survey of Outdoor Arts Festivals:

Report on the Results of

Questionnaire Pre-Test

October 14, 2008

Description

Seven people participated in the survey pre-test: Heather T. Spicuzza (Ordway), Dennis Lynch (Shenandoah Valley Music Festival), Beth Macmillan (Reno Artown), Jennifer Pickering (Lake Eden Arts Festival), Kim Plyler (ArtsQuest, Musikfest), Rick Bryant (Central PA Festival of the Arts), and Linda Lucero (Yerba Buena Festival). The pre-testers answered the survey questionnaire and then participated in a 90-minute telephone conference on October 6 or 7, 2008, giving feedback about questionnaire length, item clarity, response choice availability, and overall impressions of the questionnaire.

Response Burden

Paper Version
Pre-testers timed themselves answering the questionnaire using a paper version. Several people reported answering much slower than they would have under ordinary survey conditions. They explained that they wanted to review each question very carefully for the sake of the pre-test, deliberating over question wording and completeness of response options. By their account, the average response burden, 21 minutes, is an overestimate. Furthermore, given that the survey population seems uniquely motivated to assist with research about their field, the questionnaire does not seem unduly long. As one person commented, the survey should "bring visibility to the field," which is important both to NEA and to festivals themselves.

Electronic Version following Pre-Test of Paper Version
Silber & Associates created an online version of the survey questionnaire that incorporates suggestions from the pre-test. Because electronic formatting greatly facilitates the ease with which a person answers a survey, and because pre-test participants said they answered slower than they ordinarily would, we tested the length once again. Five Silber & Associates staff members answered the survey. Although obviously they are not festival directors, they attempted to mimic what would be required for a director to answer each survey question. If a question, for example, asked for financial information, they mimicked the process of retrieving financial records. On average the online version took about 10.5 minutes. However, to allow for the possibility that Silber & Associates' staff underrepresented the time required to retrieve financial records, I suggest we adjust the estimated length by 25%---to 13 minutes.

Overall Impressions

All seven gave favorable reviews of the questionnaire overall. It was described as "clear and unbiased," with "really good, fundamental questions," and someone added he was "impressed with your knowledge of outdoor arts festivals."

I asked pre-testers whether the information we asked for was readily available, or whether our questions required a fair amount of background research. The general consensus was that most of the information was at their fingertips, and, as someone put it, the festivals already "need to know the data that's asked."

Several people said they need a better idea of the purpose behind the survey. Why are these questions being asked? For what purpose does NEA want the information? Is it for strategic planning? Budget planning? Improved customer service? As one person commented, "It's not entirely clear from the introduction what the purpose is, and some people could be concerned that their funding could be affected." I recommend, therefore, that we beef up the introduction to explain in more specific terms why the survey is being conducted.

Organization of this Report

During the telephone conference, I took the pre-testers page by page for a detailed look at each question. Those questions that received useful feedback are displayed on the following pages.

Question-by-Question Feedback

Screening Question B: When the [specific name] festival in [city/town] was held most recently, approximately **what share** of events was held outdoors? *If the festival is being held for the first time, answer based on your plans.*
- O 100% (all outdoors)
- O 75%-99%
- O 50%-74%
- O 25%-49%
- O 1-24%
- O 0% (all indoors)

Feedback: One person (Heather from Ordway) said the answer was difficult to determine. She said her festival "has large gatherings outdoors but also large ones indoors" and wasn't sure whether to base her answer on the number of days, events, or attendees. She answered 50-74% because all in all, she felt that the festival is split fairly evenly.

Recommended Action: None. I think it's ok to let organizers make this judgment.

Q1. We realize that many festivals have numerous dimensions and purposes. Which of the following **festival types** describe yours best? *Choose all that apply.*

- ☐ Anniversary or Commemorative
- ☐ Arts and Crafts
- ☐ Bazaar
- ☐ Carnival
- ☐ Charity Event
- ☐ Community Networking
- ☐ County Fair
- ☐ Film
- ☐ Food Festival
- ☐ Historical Theme (e.g., Renaissance)
- ☐ International
- ☐ Literary
- ☐ Mardi Gras
- ☐ Mummers Festival
- ☐ Performing Arts
- ☐ Racial/Ethnic Heritage
- ☐ Religious
- ☐ State Fair
- ☐ Other: _____

Feedback:
- Several people said we left the following festival event types off the list: Music, Visual Arts, and Children/Family.
- One person each suggested we add these event types: Fine Arts, Education, Dance, and Gay/Lesbian/Bisexual/Transgender.
- Dennis (Shenandoah Valley Music Festival) said he didn't know what we meant by Bazaar.
- Dennis suggested we change Arts and Crafts to Art and Craft, since he found the former juvenile. (I think he said Arts and Crafts sounded pejorative.)
- Even though the list is alphabetical, Dennis suggested we move State Fair under County Fair, or vice versa, since conceptually they belong together.

Recommended Action:
- Adding the suggested event types makes sense to me, especially Music, Visual Arts, and Children/Family, but this should be a team decision.
- If Art & Craft will make people think we mean something other than Arts & Crafts, we should leave well enough alone.
- I like combining State Fair and County Fair into one item, County Fair/State Fair.

If more than one response to Q1:
Q1a. Now please choose the **one best description** of your festival.

- ⭕ Anniversary or Commemorative
- ⭕ Arts and Crafts
- ⭕ Bazaar
- ⭕ Carnival
- ⭕ Charity Event
- ⭕ Community Networking
- ⭕ County Fair
- ⭕ Film
- ⭕ Food Festival
- ⭕ Historical Theme (e.g., Renaissance)
- ⭕ International
- ⭕ Literary
- ⭕ Mardi Gras
- ⭕ Mummers Festival
- ⭕ Performing Arts
- ⭕ Racial/Ethnic Heritage
- ⭕ Religious
- ⭕ State Fair
- ⭕ "Other" response from above question

Feedback:
        Beth from Reno Artown said her festival is multidisciplinary and defies a best description. She said she would have marked "other." This is a problem because it confuses "other" (which should mean the specific event type she added to the list in the previous question) with what she really meant, which was an "other response" to this particular question (multidisciplinary).

Recommended Action:
        I can discuss with my programmer whether we can pipe into the list the specific "other" that was given in Q1 rather than what currently appears, but still, what would Beth do? Skip the question?

Q2. For how many years has **your organization** been **in charge** of the [specific festival] in [specific town/city name]?

- *O* This is the first time. *Selection of this answer will change wording in some subsequent questions. For now I simply altered questions to say "If the festival is being held for the first time..."*
- *O* 1 year
- *O* 2-4 years
- *O* 5-9 years
- *O* 10- 20 years
- *O* More than 20 years
- *O* Don't know

Feedback:
    Instead of "been in charge," consensus was to change wording to "presented" or "produced."

Recommended Action:
    Change to "produced."

Q4. During the most recent season, in what **venue(s)** was the festival held? If the festival is being held for the first time, answer based on your plans. *Check all that apply.*

- ☐ Community center
- ☐ Concert hall or theater
- ☐ Municipal fairgrounds
- ☐ Museum or gallery
- ☐ Open-air park
- ☐ Outdoor theater
- ☐ Place of worship
- ☐ Private estate grounds
- ☐ Public building or estate
- ☐ Public plaza
- ☐ Restaurant or club
- ☐ School or college
- ☐ Street
- ☐ Waterfront or pier
- ☐ Other: _____

Feedback:
- Pre-testers suggested we add sports venue and performing arts center to the list.
- Two people thought we should change public plaza to "public plaza or park" and drop open-air park.
- Someone said to drop "estate" from private estate grounds to encompass venues such as camps.
- Beth (Reno Artown) said her festival uses hotels and casinos and would have chosen "other."

Recommended Action:
- Add sports venue, performing arts center, and hotel to the list.
- Take the suggestion about "public plaza or park."
- Change private estate grounds to "private grounds, such as an estate or camp."

Q6. What is the festival cycle? In other words, **how often** does it **occur** in [specific town/city name] or vicinity?

- ○ Once a year
- ○ Twice a year
- ○ Every other year
- ○ Once every few years
- ○ This is the first time it's being held here.
- ○ No definite schedule
- ○ Other schedule: _____

Q7. What is the **duration** of the festival (the **total number of days**)? If the festival is being held for the first time, answer how many days it's scheduled to last.

- ○ 1 day
- ○ 2-3 days
- ○ 4-7 days
- ○ 8-15 days
- ○ 16-30 days
- ○ 31-90 days
- ○ 91-180 days
- ○ More than 180 days

Feedback:

Dennis (Shenandoah Valley Music Festival) said he needed to read Q7 about duration to understand, by exclusion, what we were getting at in Q6.

Linda (Yerba Buena) was confused whether Q7 referred to the number of days of programmed festival activities, or to the duration on the calendar from festival start date to end date. Yerba Buena, for instance, runs from May through October, but only on Thursday through Sunday. She answered the number of programmed days.

Recommended Action:

- Reverse order of Q6 and Q7.
- Team needs to make a decision about whether we're interested in the number of days of programmed festival activities or the duration on the calendar, and then we need to clarify the question.

Q10. Is [specific community, city, or town] best considered a rural, urban, or suburban area?

- ⭕ Rural
- ⭕ Urban
- ⭕ Suburban
- ⭕ Don't know

Feedback:

Rick (Central PA Festival of the Arts) said he didn't know what to mark for State College. Kim Plyler (Arts Quest, in Bethlehem, PA) agreed.

Recommended Action:

Drop this question and match zip code to Census categories. We currently collect zip code where the festival is held. It's one of the preliminary items in the survey.

Q11. What kinds of **events** make up the festival? *For multidisciplinary festivals, check all that apply.*

- ☐ Dance
- ☐ Film
- ☐ Folk and traditional arts
- ☐ Literary (for example: spoken word, poetry, etc.)
- ☐ Music
- ☐ Theater
- ☐ Visual arts
- ☐ Other: _____

Feedback:

Pre-testers suggested many of the same additions they made for Q1, plus some new things too. They'd like to see us add Educational, Children/Family, Outdoor Adventure, Performance Art, Workshops, Arts and Crafts, and Parades. Rick (Central PA) also suggested "scab shows," events that are unrelated to the festival but occur nearby as a result of free publicity from the festival.

Recommended Action:

The team is in the best position to decide what to add, but my feeling is that it's best to make our list as comprehensive as possible. Otherwise, people will write in these things under "other," and this will impact data analysis. (Scab show isn't appropriate here because it's not part of a festival per se.)

Q12. What **proportion** of the festival is **made up** of each the following **events**? Approximations are fine, but the percentages should total 100%.

Music _____%
Film _____%
Literature _____%
TOTAL 100%

Feedback:

At least one person didn't understand that music, film, and literature were examples only. Notwithstanding the confusion, I got some valuable feedback. Rick (Central PA) and Jennifer (Lake Eden Arts Festival) admitted that, in their words, they "had to wing it" to answer. Beth (Reno) agreed that the question was difficult to answer but added that "it's worth it." On the other hand, Linda (Yerba Buena) said this question wasn't a problem for her.

The more items the respondents check in Q11, the more difficult Q12 is to answer, and most respondents marked over half the event types.

Heather (Ordway) mentioned that some festivals vary from week to week, and she wasn't sure whether to answer for the festival's most recent week or the entire season.

Recommended Action:

- We can keep the question and see what we get, or we can drop the mathematical requirement in the question and ask simply for the top 3 or 4 events that make up the festival. (This is something we bounced around earlier.)
- I think it's ok to disregard Heather's comment, as she was only the one to mention this. If anything, we should remind the respondent that we're referring to the festival's most recent season.

Checklists A-G (breakdowns of events):

What is the main type of **XXX** at the festival? *Please choose no more than 4 answers.*

Feedback:
Pre-testers objected to the limitation to 4 answers. All of them said the restriction was a problem and affected the quality of their answer.

Recommended Action:
Remove the restriction from checklists A-G. Change the instructions to "Choose all that apply."

A. What is the main type of **music** performed at the festival? *Please choose no more than 4 answers.*
   ☐ Bluegrass
   ☐ Blues
   ☐ Broadway Musicals or Show Tunes
   ☐ Classical or Chamber Music, Symphonic/Orchestral
   ☐ Concert Band or Marching Band
   ☐ Contemporary or Alternative Rock
   ☐ Country
   ☐ Folk/Traditional
   ☐ Hymns or Gospel Music
   ☐ Jazz
   ☐ Latin, Spanish, or Salsa
   ☐ Lounge, DJ, Electronica
   ☐ Opera
   ☐ Rap or Hip-Hop
   ☐ Rhythm and Blues
   ☐ Rock and Pop music (includes Classic Rock or Oldies and Contemporary or Alternative Rock)
   ☐ World
   ☐ Other: _____

Feedback:
Kim (ArtsQuest) suggested we add polka.

C. What is the main type of **literature** event at the festival? *Please choose no more than 3 answers.*
☐ Children's literature
☐ Fiction
☐ Non-Fiction
☐ Poetry (including poetry "slams" and spoken-word)
☐ Publishing
☐ Translation
☐ Other: _____

Feedback: Linda (Yerba Buena) suggested we add Book Festival.

D. What is the main type of **folk and traditional arts** event at the festival? *Please choose no more than 3 answers.*
☐ Crafts and visual arts
☐ Dance
☐ Ethnic
☐ Music
☐ Oral traditions (storytelling)
☐ Foodways
☐ Other: _____

Feedback:
- Several people asked what we meant by Ethnic.
- Confusion over what Foodways means.
- Heather (Ordway) suggested adding Puppetry and Theater (two separate things).

E. What is the main type of **theater** event at the festival? *Please choose no more than 3 answers.*
- ☐ Child audiences
- ☐ Historical themes
- ☐ Mime
- ☐ Musical theater
- ☐ New work
- ☐ One-act plays
- ☐ Plays by the same author
- ☐ Playwright contests
- ☐ Puppetry
- ☐ Shakespeare
- ☐ Workshops or play readings
- ☐ Other: _____

Feedback: Heather (Ordway) suggested adding International.

F. What is the main type of **visual arts** on display at the festival? *Please choose no more than 3 answers.*
- ☐ Ceramics
- ☐ Crafts (miscellaneous)
- ☐ Drawings
- ☐ Digital media
- ☐ Glass
- ☐ Metalwork
- ☐ Paintings
- ☐ Photography
- ☐ Printmakings
- ☐ Sculptures
- ☐ Textiles
- ☐ Other: _____

Feedback: Jennifer (Lake Eden) said to add "Visual Arts for Sale" since her festival doesn't display; it only sells. Heather (Ordway) recommended changing "on display" to "exhibited." Rick thought we should add a question to ask whether the visual arts are juried or not.

G. What is the main type of **dance** event at the festival? *Please choose no more than 2 answers.*
☐ Ballet
☐ Jazz Dance
☐ Modern Dance
☐ World/Ethnic Dance
☐ Other: _____

Feedback: Add hip-hop. Heather (Ordway) disliked the category Ethnic Dance and said it should be changed to Traditional/Folk/Culturally Specific. She also suggested adding Folkloric. Beth (Reno) suggested adding Contemporary, which she said is different from Modern.

Q14. Which **age** group makes up the **largest group** of festival attendees? *Please choose only one answer. If that's not possible, choose no more than 4 answers.*
- ☐ 0-6 years
- ☐ 7-12 years
- ☐ 13-17 years
- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-55 years
- ☐ 56-64 years
- ☐ 65 years and over

Feedback: Dennis (Shenandoah) and Rick (Central PA) had to guess---the information isn't on record---so Dennis suggested we say that estimates are fine. Linda (Yerba Buena) said she'd need more than 4 response choices.

Recommended Action:
- Add this instruction: "If precise information isn't available, please estimate."
- Discuss as a team, once again, whether we should restrict respondents to 4 answers. Typically, with these instructions my programmer would devise an error message to appear if the respondent exceeded 4 answers. One alternative is to leave the instructions but allow >4 answers (no error message). Just a thought.

Q15. Please estimate the **racial or ethnic** make-up of your festival audience. *(Computer will make sure answers add up to 100%.)*
- ____ % American Indian or Alaska Native
- ____ % Asian
- ____ % Black or African American
- ____ % Native Hawaiian or other Pacific Islander
- ____ % White
- ____ % Latino or Hispanic
- ☐ Don't know *(if this is chosen, respondent can't mark other choices)*

Feedback: Again, Rick and Dennis needed to guess, which they opted to do instead of marking DK since both had a good feel for the data. Linda suggested we add multi-racial as a category.

Recommended Action: Add "Multi-Racial (more than one race)" to the list.

Q18. Approximately **how many artists perform** at the festival? This includes anyone who is performing or displaying at the festival. If the festival is held over non-consecutive days, such as every Sunday in the summer, give the **combined number of artists who perform during the season.** For a **group performance**, such as a symphony, **count each artist in the group**. A symphony, for instance, might include 40 artists.

- ⭘ 1-24
- ⭘ 25-49
- ⭘ 50-74
- ⭘ 75-99
- ⭘ 100-249
- ⭘ 250-399
- ⭘ 400-600
- ⭘ Over 600
- ⭘ Don't know

Feedback: Suggested that we change the word "perform" to "perform or exhibit" to take into account visual artists. Dennis (Shenandoah) asked how to handle multiple appearances by the same artist.

Recommended Action: Change the wording as recommended. The team needs to decide how to count multiple appearances, and then I need to clarify the instructions.

Q19. Over the course of the festival, how many **scheduled performances** take place, in total? Include performances such as concerts, plays, and dance performances but do <u>not</u> include unscheduled performances. Count a **double-bill** as **two** performances.

- ⭕ 1-9
- ⭕ 10-19
- ⭕ 20-29
- ⭕ 30-39
- ⭕ 40-49
- ⭕ 50-100
- ⭕ Over 100
- ⭕ Don't know

Feedback: Several people pointed out that this question doesn't apply to festivals whose only focus is visual arts.

Recommended Action: If the team agrees, I can make this question contingent on answers to Q11 (What kinds of events make up the festival?). If a respondent marks Visual Arts and nothing else, we can suppress Q19.

Q20. Please indicate the approximate **total number** of paid and volunteer **staff** who work on the festival. This includes **off-season** and **on-season** workers (i.e., all staff, including administrative staff, festival production staff, marketing and advertising personnel, and ticket takers).

Number of **paid** staff _____
Number of **volunteer** staff _____
O Don't know

Q21. How many of these staff are **off-season workers** (i.e., year-round administrative staff)?

Number of **paid** off-season staff _____
Number of **volunteer** off-season staff _____
O Don't know

Feedback: These questions generated a lot of discussion and, apparently, confusion.
- How do you count contractors and other outsource staff?
- How do you count consultants?
- Jennifer (Lake Eden) said the word "staff" caused some unease because she wouldn't want auditors questioning why she reported more/less staff in our survey than she reported in official records.
- Do we mean FTEs?
- What about artists who volunteer their time?
- Jennifer said she has two types of volunteers: true volunteer staff, and a pool of volunteers, who I inferred pitch in for an event here or there. She wasn't sure how to count them.

Recommended Action: I need help from the team sorting this out.

Q22. Does the festival have a **dedicated artistic staff**, staff person, or volunteer whose primary role is **arts curator** or **arts event programmer**? This can be full-time or part-time staff.

- O Yes
- O No
- O Don't know

Feedback: This question doesn't work as smoothly as we hoped, as demonstrated by Linda (Yerba Buena) and Dennis (Shenandoah), who gave two different answers to the same scenario. Both Linda and Dennis fill the role of arts event programmer in their organizations. Linda answered "yes" to Q22; Dennis answered "no" on the grounds that the question says "dedicated" artistic staff.

Recommended Action: Decide which answer is appropriate and clarify the instructions.

23. Let's say a 40-year-old adult wishes to buy a ticket to the festival. Does the **ticket price** depend on certain factors, such as the specific events or the number of days he or she plans to attend, the particular day(s), or whether the ticket is purchased in advance? *If the festival is being held for the first time, answer based on your plans.*

⭕ Yes. The admission fee depends on certain factors such as specific event or schedule.

⭕ No. The admission fee does not vary.

⭕ Other: _____

Feedback:
- Several people said their festival is free and therefore they didn't know how to answer.
- Dennis (Shenandoah) said "40-year-old adult" was off-putting. [I explained that the age context was to eliminate certain questions, such as whether the person qualified for a senior discount, a student discount, etc.]

Recommended Action:
- Change response options to:
  - ⭕ Admission is free.
  - ⭕ Admission is <u>not</u> free but it's fixed and does <u>not</u> vary by event, day, etc.
  - ⭕ Admission is <u>not</u> free and it depends on certain factors such as specific event or schedule.
  - ⭕ Other: _____

- Change intro to "Let's say an adult (not a senior citizen) wishes to buy..."

#3. Does your organization have a formal program in place to distribute **free** tickets or sell tickets at a **reduced price**?

O Yes

O No

O Don't know

Feedback: Dennis (Shenandoah) pointed out that his organization sells group tickets at a reduced rate.

Recommended Action: Change to "Does your organization have a formal program in place to help those in need by distributing free tickets or selling tickets at a reduced price?"

Q24. When the festival was held most recently, approximately how much **revenue** did it **generate**? Do not include in-kind donations.

O Less than $10,000

O $10,000 - $24,999

O $25,000 - $49,999

O $50,000 - $99,999

O $100,000 - $249,999

O $250,000 - $499,999

O $500,000 - $999,999

O $1,000,000 - $1,999,999

O $2,000,000 - $5,999,999

O $6,000,000 - $10,000,000

O Over $10,000,000

O Don't know

Feedback: Some confusion over whether this included all sources of revenue or just tickets sales (I guess because it follows a question about ticket prices).

Recommended Action:
Change instructions to: Include all sources of revenue but do not include in-kind donations.

Q25. Please identify the sources of **festival revenue.** *Check all that apply.*

☐ Admission fee or event ticket sales
☐ Sale of food, drinks, merchandise, and parking
☐ Parking fees
☐ Vendors paying a participant fee
☐ Cash donations collected at event
☐ Corporate sponsors
☐ Income from advertisers
☐ Foundations
☐ Private donors and patrons
☐ University sponsor
☐ Unearned income, such as interest on investments and endowments
☐ Governmental support (municipal, state, or federal)
☐ Other: _____

Feedback:
- Parking is listed twice by mistake.
- Rick (Central PA) suggested we put sale of beer and alcohol into a separate category.

Recommended Action: Make these changes.

Q27. When the festival was held most recently, approximately what were **the total expenses**?

- Less than $10,000
- $10,000 - $49,999
- $50,000 - $99,999
- $100,000 - $249,999
- $250,000 - $499,999
- $500,000 - $999,999
- $1,000,000 - $1,999,999
- $2,000,000 - $5,000,000
- Over $5,000,000
- Don't know

Feedback: Jennifer (Lake Eden) said her festival is held twice a year and she wasn't sure whether to count one or both. This would also apply to Q24 although she didn't mention it.

Recommended Action: All the questions are set up to ask about the festival's most recent season, so in my view the respondent should count only the most recent festival, regardless of how many times the festival is held. If you agree, then I'll add a reminder to base answers on the most recent festival.

Q28. When the festival was held most recently, approximately what were the **artist fees** for all artists combined? Exclude in-kind payments in your estimate.

- ⭘ Artists were not paid.
- ⭘ Under $10,000
- ⭘ $10,000-$29,999
- ⭘ $30,000 - $49,999
- ⭘ $50,000 - $74,999
- ⭘ $75,000 - $99,999
- ⭘ $100,000-$249,999
- ⭘ $250,000-$500,000
- ⭘ Over $500,000
- ⭘ Don't know

Feedback: Rick (Central PA) says that with a visual arts festival, artist fees are income, not expenses. Dennis (Shenandoah) said this question leans toward the performing arts, although he could still answer it.

Recommended Action: Do we want to make this a contingency question, asked only of respondents whose festival is primarily performing arts?

Q29. When the festival was held most recently, approximately what was the **total** value of **in-kind payments** to all artists (such as lodging, food, and travel)?

- O Artists did not receive any in-kind payments.
- O Under $10,000
- O $10,000-$29,999
- O $30,000 - $49,999
- O $50,000 - $74,999
- O $75,000 - $99,999
- O $100,000-$249,999
- O $250,000-$500,000
- O Over $500,000
- O Don't know

Feedback: Several people said this question isn't clear and it's also hard to answer. For one, they didn't like the term "in-kind payments." No one was able to answer this question with ease, since either they didn't understand it or the information wasn't readily available.

Recommended Action: If this question is important to keep, we need to somehow revise the language. A possible revision is to break it into two parts and eliminate the confusing terminology: When the festival was held most recently, did the festival provide lodging, food, or travel to any artists *free of charge*? If yes, what was the approximate value?

Q30. From which of the following **sources**, if any, does your **festival receive funds**?
Check all that apply.
☐ None. The festival has not received any sponsorship money or donations.
☐ Corporate Sponsorship
☐ Foundations
☐ Local or Municipal Government
☐ State Government
☐ Regional Funders
☐ Federal Government

Feedback: A few questioned the time frame we had in mind.

Recommended Action:
Change question to: During your most recent fiscal year, from which of the following sources, if any, did your festival receive funds?

Q31. If your festival receives **in-kind donations**, what kind(s) do you receive?
Check all that apply.

☐ None. The festival has not received any in-kind donations. (If this box is checked, respondent can't check other answers in the list)
☐ Venue
☐ Food
☐ Hotel
☐ Airfare
☐ Transportation
☐ Printing
☐ Marketing/Advertisements
☐ Production support
☐ Security
☐ Other: _____

Feedback: People suggested these additions:
- Information technology services, such as website development
- Photography/documentation
- Office equipment
- Flowers/hospitality items
- Landscaping

Recommended Action:
- To make this question consistent with the preceding one, I think we should change it to: If your festival received **in-kind donations** during the most recent fiscal year, what kind(s) did you receive?
- Add suggestions to list of response choices.

Q33. What is the **total size** of the organization? Include **all parts** of the
organization, not just the office or division in charge of the festival.
- ⭘ 5 employees or less
- ⭘ 6-9 employees
- ⭘ 10- 29 employees
- ⭘ 30 - 49 employees
- ⭘ 50 - 100 employees
- ⭘ Over 100 employees
- ⭘ Don't know

Feedback: This question raised questions:
- Include volunteer staff?
- Include only year-round employees?
- Contract staff?

Recommended Action:
Revise question to: How many FTEs (full-time equivalents) does your organization
employ? [Most companies will base this on their most recent payroll.]

Q34. In a few words, please tell us about the **reason** the festival was **founded** or
your organization's **purpose** for holding the **festival**. For instance, the purpose
might be to share a particular style of music with audiences, to raise funds for a
specific cause, or to improve cultural understanding or community relations. *Please
do not provide your name or the name of your festival in your comment unless you
want to be identified.*

Feedback: I asked what kind of comments people made and nearly everyone said
they put their festival's mission statement here.

Recommended Action: If we want more than a list of official mission statements, we
need to revise the prompt. Do you want 2 open-ended questions, one about the
mission statement and one about something else? Or do you want to ask people to
put into their own words the purpose of the festival, and specifically advise against
copying/pasting the mission statement?