

National Endowment for the Arts
SURVEY OF OUTDOOR ARTS FESTIVALS

Welcome Page

Thank you for participating in the National Endowment for the Arts' Survey of Outdoor Arts Festivals. This is an historic attempt to collect information about outdoor arts festivals and the role they play in our nation's cities, towns, and neighborhoods. The results will be used to characterize the number and variety of outdoor arts festivals in the United States, the artists they employ, and the communities they serve. The findings will be shared with festival organizers, policy-makers, civic leaders, and the general public to give a detailed and accurate picture of the field.

The information you provide will be combined with responses from other festival organizers and reported in group form only. Your responses will **not** be reported individually or identified by name. We greatly appreciate your help with this important study.

[repeat in survey cover letter in bulleted form]

New Page

The survey takes an average of 13 minutes to complete. If you are unable to complete the survey in one session, please click on '**Finish Later**' at the bottom of the page you are completing. Your answers will be saved and you can return to the site the same way you entered today. The site will place you on the last page you completed. Once you have completed your survey, you must click '**Submit Survey**' to submit it.

Should you encounter any problems, please contact the NEA's survey consultant, Silber & Associates, by email at help@SAsurveys.com or toll-free at 1-888-745-2371.

New Page (verification)

According to our records, your organization is _____. Is this correct?

yes/no

[If no]:

Please provide correct information for our records.

Organization: _____

Our records show that your organization runs the _____ festival. Is this correct?

yes/no

[If no]:

Does your organization currently run a festival? **yes/no** [If no, site goes to exit page*]

Please provide the correct name of the festival for our records.

Festival name: _____

Our records show that the festival is held in _____. Is this correct? **yes/no**

[If no]:

Please provide the correct city/town for our records.

City/town: _____

Zip code of city/town: _____

*Exit page text:

Thank you for your willingness to answer the National Endowment for the Arts' Survey of Outdoor Arts Festivals. Because you indicated that your organization does not currently run a festival, our questions do not apply to you. We thank you for taking the time to let us know.

New Page - SCREENING QUESTIONS

- A. Do you consider the [specific name] festival in [location] to be an **arts** and/or **cultural festival**?
- Yes **continue**
 - No **routed out of survey**
 - Not sure **routed out of survey**
- 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.*
- 100% (all outdoors) **continue**
 - 75%-99% **continue**
 - 50%-74% **continue**
 - 25%-49% **routed out of survey**
 - 1-24% **routed out of survey**
 - 0% (all indoors) **routed out of survey**

Routed out of survey:

Please tell us---in your own words--- your organization's **purpose** for holding the **festival**, and/or the **benefit** the festival brings **to the community**. 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.*

On Submit page:

Thank you for taking the time to participate in the National Endowment for the Arts' Survey of Outdoor Arts Festivals. Your contribution to this important study is greatly appreciated!

Page #1 [for those who passed the screen]

In what year was [festival name] held most recently?

- 2009
- 2008
- 2007
- 2006
- 2005
- Other: _____

As you answer the survey questions, please respond with the **festival's most recent season in mind.**

Please note that the term *festival* may refer to a festival or other outdoor program whose name does not necessarily include the term festival.

Festival Background

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
- Children/Family
- Community Networking
- County Fair/State Fair
- Dance
- Education
- Festival Linked to an Official Holiday
- Film
- Food Festival
- Fringe
- Historical Theme (e.g., Renaissance)
- International
- Literary
- Mardi Gras
- Mummers Festival
- Music
- Performing Arts
- Racial/Ethnic Heritage

- Religious
- Theater
- Visual Arts
- Other: _____

If more than one response to Q1:

Q1a. Now please choose the **one best description** of your festival.

- Multidisciplinary
- Anniversary or Commemorative
- Arts and Crafts
- Bazaar
- Carnival
- Charity Event
- Children/Family
- Community Networking
- County Fair/State Fair
- Dance
- Education
- Festival Linked to an Official Holiday
- Film
- Food Festival
- Fringe
- Historical Theme (e.g., Renaissance)
- International
- Literary
- Mardi Gras
- Mummers Festival
- Music
- Performing Arts
- Racial/Ethnic Heritage
- Religious
- Theater
- Visual Arts
- Other: _____

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

- This is the first time.
- 1 year
- 2-4 years
- 5-9 years
- 10- 20 years
- More than 20 years
- Don't know

Q3. For how many **years** has the **festival** been **held** in [specific town/city name] or vicinity? Include times when the festival was **held by any organization**, not just yours.

- This is the first time.
- 1 year
- 2-4 years
- 5-9 years
- 10- 20 years
- More than 20 years
- Don't know

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, theater, or performing arts center
- Municipal fairgrounds
- Museum or gallery
- Outdoor theater (amphitheater, shell, bandstand, etc.)

- Place of worship
- Private grounds, such as an estate or camp
- Public building or estate
- Public plaza or park
- Restaurant, hotel or club
- School or college
- Sports venue
- Street
- Waterfront or pier
- Other: _____

Q5. What is the **duration** of the festival (the **total number of days of programmed festival activities**)? If the festival is being held for the first time, answer how many days are scheduled.

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

[If answer above is more than 1 day]:

Q5A. Is the festival held on **consecutive days** (days in a row), or does it take place on a schedule of **nonconsecutive days**, such as once a week, once a month, or various days scattered throughout the season?

- Consecutive days
- Non-consecutive days
- Other: _____

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. In what **month(s)** is the festival **typically** held? If the festival is being held for the first time, answer when it's scheduled to take place this year. *Check all that apply.*

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December
- It varies significantly from year to year (i.e., change of season).

Q8. Approximately how many **people live** in [specific community, city, or town]?

- Under 1,000
- 1,000 - 9,999
- 10,000 - 49,999
- 50,000 - 99,999
- 100,000 - 249,999
- 250,000 - 499,999
- 500,000 - 1,000,000
- Over 1,000,000
- Don't know

Characteristics of the Festival

We're interested in learning about the **arts disciplines** and **types of events** at the [specific name] festival in [location].

Q9. With the most recent season in mind, what kinds of **arts disciplines** 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, including arts and crafts
- Other: _____

For the following question, we'll show only the disciplines they checked above. The question as it appears below is what the respondent would see if he checked music, film and literature above. We'll show an error message if the percentages don't equal 100%.

Q10. What **proportion** of the festival is **made up** of events in each of the following **disciplines**? Approximations are fine, but the percentages should total 100%.

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

*We'll show follow-up questions (A through G) for any kind of event that makes up at least **20%** of the festival, based on responses to Q10.*

A. What is the main type of **dance** event at the festival? *Check all that apply.*

- Ballet
- Contemporary
- Hip-Hop
- Jazz Dance
- Modern Dance
- Traditional/Folk Dance
- World/Ethnic Dance
- Other: _____

B. What is the main type of **film** screened at the festival? *Check all that apply.*

- Actor retrospectives
- Animated
- Classic feature
- Director retrospectives
- Documentary
- Genre-specific film (action, comedy, mystery, etc.)
- Historical
- International
- New feature
- Short
- Other: _____

C. What is the main type of **folk and traditional arts** event at the festival? *Check all that apply.*

- Crafts and visual arts
- Culinary arts
- Dance
- Music
- Oral traditions (storytelling)
- Puppetry
- Theater
- Other: _____

D. What is the main type of **literature** event at the festival? *Check all that apply.*

- Children's literature
- Fiction
- Non-Fiction
- Poetry (including poetry "slams" and spoken-word)
- Publishing
- Translation
- Other: _____

E. What is the main type of **music** performed at the festival? *Check all that apply.*

- 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
- Polka
- Rap or Hip-Hop
- Rhythm and Blues
- Rock and Pop music (includes Classic Rock or Oldies and Contemporary or Alternative Rock)
- World
- Other: _____

F. What is the main type of **theater** event at the festival? *Check all that apply.*

- Child audiences
- Historical themes
- International theater
- Mime
- Musical theater
- New work
- One-act plays
- Plays by the same author
- Playwright contests
- Puppetry
- Shakespeare
- Workshops or play readings
- Other: _____

G. What is the main type of **visual arts** at the festival? *Check all that apply.*

- Ceramics
- Crafts (miscellaneous)
- Drawings
- Digital media
- Glass
- Metalwork
- Paintings
- Photography
- Printmakings
- Sculptures
- Textiles
- Other: _____

[DON - This question is asked only if person checked Visual Arts to Q9.]

Q11. Are the visual arts juried or not?

- Juried (some or all)
- Not juried (none are juried)
- Don't know

Q12. Does your festival have **formal educational** activities or programming, such as lectures, artist demonstrations, and classes?

- Yes
- No
- Don't know

Q13. Which **age** group makes up the **largest group** of festival attendees? *If precise information isn't available, please estimate.*

Check all that apply.

- 0-6 years
- 7-12 years
- 13-17 years
- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 and up

Q14A. Please estimate the **ethnic** make-up of your festival audience.

(Computer will make sure answers add up to 100%.)

_____ % Hispanic or Latino

_____ % Not Hispanic or Latino

Don't know *(if this is chosen, respondent can't mark other choices)*

Q14B. Please estimate the **racial** 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

_____ % Two or more races

Don't know *(if this is chosen, respondent can't mark other choices)*

Q15. Please **estimate** the **gender** make-up of your festival audience.

_____ % Male

_____ % Female
 Don't know (*if this is chosen, respondent can't mark other choices*)

Q16. What was the festival's **total attendance** for the most recent **season**? If this is the first time the festival is being held, answer how many people you expect to attend.

- Under 1,000
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000 - 49,999
- 50,000 - 99,999
- 100,000 - 500,000
- Over 500,000
- Don't know

Q17. Approximately **how many artists perform or exhibit** 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. **Count multiple appearances** by the same artist only **once**.

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

[DON - If respondent marks Visual Arts to Q9 and nothing else, or Q9 + "Other" and nothing else, suppress Q18.]

Q18. 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 not include unscheduled performances. Count a **double-bill** as **two** performances.

- None
- 1-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-100
- Over 100
- Don't know

Q19. Over the course of the festival, how many **workshops, lectures, or other educational events** are scheduled to take place, in total?

- None
- 1-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-100
- Over 100
- Don't know

Festival Staff

Q20. Please indicate the **approximate total number** of paid and unpaid **staff** who work on the festival **year-round** (i.e., during the festival and off-season too), including **volunteers**. Please count all staff, including administrative staff, festival production staff, and IT staff. Please do **not** count contracted services such as printing and marketing.

Number of **paid** year-round staff who work **full-time** _____

Number of **paid** year-round staff who work **part-time** _____

Number of **unpaid** staff _____

Don't know

Q21. Please indicate the **approximate total number** of paid and unpaid **seasonal workers** (i.e., people who work during the festival only). Please do **not** count contracted services such as printing and marketing.

Number of **paid** seasonal workers who work **full-time** _____

Number of **paid** seasonal workers who work **part-time** _____

Number of **unpaid** seasonal workers _____

Don't know

Q22. Does the festival have an 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.

Yes

No

Don't know

[DON -**ALL revenue and expense questions are skipped if this is the first time the festival is being held.**]

Revenue

We'd like to know how the festival is **funded** and the **revenue** it generates. Please answer based on the festival's most recent season.

23. Do you **charge admission**?

- No, all events are free.
- Yes, we charge admission to **all** events.
- Yes, we charge admission to **some** events, and some events are free.
- Other: _____

If Q23 is YES, we charge admission to all or some events, ask #1:

#1. When the [festival name] was held most recently, what was the **average admission fee** for an **adult** to enter the festival?

- Under \$5
- \$5.00-\$9.99
- \$10.00-\$14.99
- \$15.00-\$19.99
- \$20.00-\$29.99
- \$30.00-\$39.99
- \$40.00-\$49.99
- \$50.00 or more

If Q23 is Yes, and #1 is over \$5 ask #2:

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

- Yes
- No
- Don't know

Q24. When the festival was held most recently, approximately how much **revenue** did it **generate**? *Include all sources of revenue but do not include in-kind donations.*

- Less than \$10,000
- \$10,000 - \$24,999
- \$25,000 - \$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 - \$5,999,999
- \$6,000,000 - \$10,000,000
- Over \$10,000,000
- Don't know

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

- Admission fee or event ticket sales
- Sale of food, soft drinks, and merchandise
- Sale of beer and alcohol
- 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: _____

Q26. Approximately what **percentage** of the festival's total **revenue** comes from ticket sales, food sales, merchandise sales, parking, and other **income** generated by the **people who attend**?

- 1-24%
- 25-49%
- 50-74%
- 75-100%
- Don't know

NEWQA. Compared to the revenue generated by the festival in its **most recent season**, do you think **next year** the **revenue** will be much higher, somewhat higher, the same, somewhat lower, or much lower?

- Much higher
- Somewhat higher
- The same
- Somewhat lower
- Much lower
- Don't know

If somewhat lower or much lower, ask:

NEWQB. How, if at all, will the **lower revenue affect** the way you present the **festival next season**? *Choose all that apply.*

- Decisions about the festival will not be affected by the reduced revenue. *(If this is chosen, no other answers can be selected.)*
- Reduce the number or kind of performances
- Reduce the number of days the festival occurs
- Reduce the number of employees or contracted services
- Reduce artist fees
- Reduce the number of paid artists
- Charge an entrance fee for the first time
- Increase the entrance fee
- Change the venue to one lower in cost
- Increase efforts to obtain grants and donations
- Other: _____

Expenses

We'd like to know the **expenses** the festival incurs. Please answer based on the festival's most recent season.

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

Q28. When the festival was held most recently, approximately what were the **artist fees paid** to 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

Q29. When the festival was held most recently, did the festival **provide lodging, food, or travel** to any artists **in lieu of cash payment**? If yes, what was the approximate **total value**?

- Artists did not receive lodging, food, or travel in lieu of payment.
- 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

Sponsorships and Donations

[DON - We'll ask these questions even if festival is being presented for the first time since a festival could receive sponsorships/donations prior to the event.]

Q30. During your most recent fiscal year, from which of the following **sources**, if any, did 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

If more than one selection is made:

Q30A. From which of these do you receive the largest proportion of sponsorships or donations? *Choose only one answer.*

- Corporate Sponsorship
- Foundations
- Local or Municipal Government
- State Government
- Regional Funders
- Federal Government

Q31. If your festival received **in-kind donations** during the most recent fiscal year, what kind(s) did 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)*
- Airfare/Transportation
- Flowers/hospitality items
- Food
- Hotel
- Information technology services, such as website development
- Landscaping
- Marketing/Advertisements
- Office equipment

- Photography/documentation
- Printing
- Production support
- Security
- Venue
- Other: _____

Your organization

These questions are about the **organization** in charge of the festival.

Q32. We'd like to understand the **structure** of your **organization**. Which of the following statement is/are true? *Check all that apply.*

- My organization is not for-profit. (We can prevent respondents from checking both for-profit and not-for-profit, but everyone should check one or the other.)
- My organization is part of a university.
- My organization is part of a municipal, state, or federal government agency.
- My organization is for-profit.
- Other: _____

33. Does your **organization present** festivals **other** than the [festival name] and if yes, how many?

- No, my organization does not present any other festivals.
- Yes, my organization presents ___ other festivals.
- Don't know

Q34. How many **FTEs** (full-time equivalents) does **your organization employ**? 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

Q35. Please tell us---in your own words--- your organization's **purpose** for holding the **festival**, and/or the **benefit** the festival brings **to the community**. 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.*
