Turners Falls RiverCulture
Experiences and Perceptions
2011

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EXECUTIVE SUMMARY

The RiverCulture Project promotes cultural economic development in the Village of Turners Falls through innovative partnerships and cultural programming. The Project has established a varied calendar of events aimed at nurturing local artists and establishing an environment that attracts businesses, residents, and visitors. These efforts earned the organization the 2011/2012 Massachusetts Cultural Council Commonwealth Award, honoring exceptional achievement in the arts, humanities, and sciences. The Massachusetts Cultural Council presents the award every two years to individuals and organizations that have made extraordinary contributions to education, economic vitality, and quality of life in communities across the state.

Despite its successes, RiverCulture is in a transformational period due to new challenges. First, 2011 marked the start of a major renovation of the bridge that serves as the main gateway to downtown Turners Falls. The bridge, which connects the downtown to the main arteries of Routes 2 and 91, will be one way until 2015, causing complicated detours and traffic confusion and threatening the economic prosperity of the Village.

Second, RiverCulture finds it increasingly difficult to establish a clear identity because it devotes much of its time promoting its partners’ work. Thus, many visitors, cultural organizations, and local businesses are not aware that RiverCulture creates a central place to promote all the cultural offerings happening in Turners Falls, not just RiverCulture sponsored events. Similarly, cultural organizations and artists that are not RiverCulture partners also benefit from the organization’s promotion of cultural events. These events, while not directly part of RiverCulture, are beneficiaries to some degree of the organization’s efforts in laying the groundwork for cultural economic development.

For these reasons, a key strategy for RiverCulture going forward is to understand the perceptions that visitors, organizations, artists, and businesses have of the organization and how they rate the importance of RiverCulture to the overall success of the creative economy and to Turners Falls’ economic vitality. To that end, the primary goal of this program evaluation is to measure the perception of RiverCulture among visitors, local businesses, and local cultural organizations in terms of their knowledge of the organization’s mission, how they rate its effectiveness in fostering a robust creative economy in Turners Falls, and the effect of the bridge construction on visitation. This goal is achieved through the implementation and analysis of a visitor survey, business survey, and cultural organizations survey.¹

Visitor Survey

A total of 321 visitor surveys were conducted with respondents who attended various RiverCulture events throughout 2011; 80% were completed on-site and 20% were completed online at a later time. Where applicable, results are compared to those from a similar visitor survey conducted by CFPA and RiverCulture in 2007. Results include:

Demographic Profile

- The majority of respondents live in Turners Falls (N=119, 38%), Greenfield (N=60, 19%), and other areas of Montague (N=27, 9%).²
- 68% of respondents are female and 32% are male.
- The majority of respondents are middle-aged: only 17% of respondents are under the age of 30, while 22% are age 30 to 39, 20% are age 40 to 49, 26% are age 50 to 59, and 14% are age 60 and older.
- 62% of respondents report annual household incomes below $50,000, with 32% reporting an annual household income below $25,000.

¹ The Center for Policy Analysis also conducted program evaluations for RiverCulture in 2007 and 2009.
² Turners Falls is a village within the town of Montague.
Attendance Patterns

- Among respondents who do not live in Turners Falls, 94% report that they have previously visited the Village, which is the same percentage as respondents from the 2007 survey.

- There was a lower percentage of first-timers to cultural events in 2011; 12% of respondents report that the event they attended was their first time visiting Turners Falls for a cultural event, which compares to 32% of respondents in 2007.

- Respondents view their Turners Falls cultural experience favorably; 96% of respondents report that they would return to Turners Falls for other cultural events based on their experience. This compares to 92% of respondents in 2007.

- Nearly nine-in-ten respondents (88%) report that they would return to downtown Turners Falls in the future to shop, eat or engage in another activity if a cultural event is not being held. This compares to 83% of respondents in 2007.

Sources from Which Respondents Heard About the Event They Attended

- Respondents are most likely to have heard about the event they attended from friends/family/word of mouth (55%), followed by the newspaper (30%), RiverCulture emails (27%), and Facebook (26%).

- Smaller percentages of respondents heard about the event from an event brochure or postcard (15%), the RiverCulture website (12%), other means (9%), on the radio (6%), and another website (3%).

Change in Perception

A primary goal of the RiverCulture Project is to positively change people’s perception of Turners Falls. To that end, the survey asked respondents how the event they attended changed their perception of Turners Falls.

- Forty percent (40%) of respondents report that they have a more positive perception of Turners Falls due to attending the event, while 52% had a positive perception before attending the event and still have a positive perception. Just 1% (2 respondents) have a more negative perception of Turners Falls after attending the event and 7% do not know how their perception has changed. These results are relatively similar to those from the 2007 survey.

Satisfaction with Various Aspects of the Event

Respondents were asked to indicate how satisfied they were with various aspects of the event they attended, including the event overall, directions/accessibility of the event, handicap accessibility, parking, and the availability of information at the event. Overall, respondents are satisfied with each of these aspects, with at least 88% of respondents indicating that each aspect was “excellent” or “good.” In terms of “excellent” ratings, respondents rate the event overall highest (64% excellent), followed by:

- directions and accessibility of the event (61% excellent),
- parking (60% excellent),
- handicap accessibility (55% excellent), and
- the availability of information at the event (50% excellent).
Bridge Construction

As noted earlier, 2011 marked the start of a major renovation of the bridge that serves as the main gateway to downtown Turners Falls. The visitor survey included several questions that measure the bridge construction’s effect on visitation to cultural events in Turners Falls. Overall, the results show that, at least among individuals who attended the events, the bridge construction was not a great impediment.³

- The vast majority of respondents who live in Turners Falls (92%), as well as those who live outside the Village (92%), report that they did not find it difficult to find the event due to the construction detours.
- Most respondents report that the construction detours will not discourage them from attending future cultural events in Turners Falls (85% Turners Falls among residents, 87% among non-residents).
- Similarly, the bridge construction does not seem to be much of a deterrent, at least among people who have attended an event. In terms of the frequency that respondents plan to attend future events, 89% of Turners Falls residents and 90% of non-residents plan to attend the same number of events regardless of the construction.
- Signage was not an important factor for most respondents in terms of assisting them to find the downtown area because most already knew how to get there; only 13% of Turners Falls residents and 18% who live outside Turners Falls reported that the signage that includes the RiverCulture logo assisted them in finding the downtown area. It is likely that many respondents who reported that the signage did not assist them in finding the downtown area already knew the way there, particularly since 22% of respondents who live in Turners Falls (and presumably know where downtown is located) reported that the signage did not help.

While these results show that the bridge construction is not a major deterrent to those who have attended a cultural event in Turners Falls, the survey cannot measure the degree to which the bridge construction may be affecting those who choose not to attend cultural events because of the construction. That question is outside the scope of a direct intercept survey.

Spending at Local Businesses

A primary goal of a cultural economic development program like RiverCulture is to stimulate spending in the local economy. Survey results show that respondents spend money in the downtown area when they attend a cultural event in Turners Falls:

- 60% of respondents spent or planned to spend money at an artist’s studio or a downtown establishment as a result of attending the cultural event.
- 51% of respondents ate or planned to eat lunch or dinner at a restaurant the day the cultural event was held. 66% of these restaurants were located in Turners Falls.
- 42% of respondents shopped or plan to shop at a retail establishment and 60% of those businesses were located in Turners Falls.

³ One of the limitations of the visitor survey is that it does not measure the effect of bridge construction on those who may not have attended an event for exactly that reason.
Business and Cultural Organization Survey Results

A survey of Turners Falls businesses and cultural organizations was conducted to measure the perceptions of the Village’s creative economy and RiverCulture from a business and cultural organization perspective. The survey incorporates various measures, including respondent’s awareness of RiverCulture and the events its sponsors, RiverCulture’s importance to the Village’s economic vitality, and the importance of arts and culture in general to the overall economic well-being of the area. The business survey includes several additional questions that do not apply to the cultural organizations.

Surveys were mailed or physically delivered to Turners Falls businesses and cultural organizations and included a business reply mail envelope. Respondents were also able to complete the survey on-line. Follow-up calls, emails, and visits were made in an effort to increase the survey’s response rate. A total of 14 business surveys and 7 cultural organization surveys were completed, which represents a response rate of approximately 48%. Results include:

Awareness, Importance, and Effectiveness of RiverCulture

- Fifty-seven percent (57%) of businesses report that they are very familiar with RiverCulture, while 36% are somewhat familiar, 7% are not very familiar, and no respondents are not familiar at all with RiverCulture (this question not asked to cultural organizations).
- Respondents rate RiverCulture highly in terms of its importance in fostering a strong creative economy in Turners Falls; 85% rate the importance of RiverCulture as very important and 15% rating it as somewhat important.
- Respondents also report that RiverCulture has been effective in strengthening the creative economy in Turners Falls; 70% very effective and 30% somewhat effective.

Connecting with RiverCulture

Respondents were asked the ways in which they connect with RiverCulture. Eighty percent (80%) report that they have been to the RiverCulture website, 80% have received the RiverCulture newsletter, 65% have “liked” the RiverCulture Facebook page, and no respondents have followed RiverCulture on Twitter.

Awareness of the RiverCulture Mission

As noted earlier, a challenge faced by RiverCulture is increasing awareness that the organization provides a means to promote all the cultural offerings in Turners Falls, not simply RiverCulture sponsored events. Several questions were asked of businesses and cultural organizations to measure their level of awareness in terms of RiverCulture’s role as an umbrella organization for cultural programming in Turners Falls.

- 65% of respondents are very aware that RiverCulture creates a central place to promote all the cultural offerings happening in Turners Falls, not just RiverCulture sponsored events, while 30% are somewhat aware and 5% are not aware.
- 80% of respondents are very aware that RiverCulture advocates for marketing and state designations for the downtown area, while 10% are somewhat aware and 10% percent are not aware.
- 70% of respondents are very aware that RiverCulture collaborates with partners on joint programming locally and statewide, while 25% of respondents are somewhat aware and 5% are not aware.

Results from the business and cultural organization surveys have been combined where applicable due to the small number of completions.
Awareness of Event Sponsorship

To measure the level of familiarity that businesses and cultural organizations have with the events sponsored by RiverCulture, respondents were provided a list of fifteen events and asked if RiverCulture or some other cultural organization sponsored the event.

Respondents were generally able to identify the correct sponsoring organization, although in many cases respondents were more likely to report that they were not sure who sponsored the event rather than answering incorrectly (see below).

Please Indicate Whether RiverCulture or Another Cultural Organization Sponsored the Events Listed

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Importance of Cultural Events to Business Vitality

The business survey included four statements that measure the importance of Turners Falls’ cultural events to their businesses’ success and asked how strongly they agreed with each. Overall, respondents generally feel that cultural events are important to their business, with more than half reporting that they “strongly agree” with each statement and nearly all respondents reporting that they at least “somewhat agree” with each statement. Specifically:

- 58% strongly agree that cultural events held in Turners Falls are important to their customers, while 42% somewhat agree.
- 57% strongly agree that Turners Falls reputation as an historic and cultural center attracts customers, while 42% somewhat agree, 7% somewhat disagree, and 7% strongly disagree.
• 57% strongly agree that cultural events held in Turners Falls are important to the success of their business, while 43% somewhat agree.

• 54% strongly agree that customers who attend cultural events in Turners Falls visit before or return later to shop/eat/do business, while 38% somewhat agree and 8% somewhat disagree.

Respondents also generally agree that Turners Falls’ creative economy has at least some bearing on the success of their business in terms of:

• attracting employees (29% a lot, 64% a little, 0% no, 0% don’t know),
• their business remaining in Turners Falls (21% a lot, 29% a little, 43% no, 7% don’t know),
• the success of their business overall (21% a lot, 65% a little, 7% no, 7% don’t know), and
• retaining employees (14% a lot, 79% a little, 0% no, 7% don’t know).

Creative Economy and Perception

More than three-quarters of respondents (76%) report that Turners Falls’ creative economy is very important in creating a positive perception of the Village for those who live outside the region, while 24% rate the creative economy as somewhat important.

Importance of Cultural Institutions and Major Attractions

Respondents were provided a list of several amenities/attributes and asked to rate their importance to the overall quality of life in the Village on a scale of 1 to 5, with 1 meaning poor and 5 meaning excellent. Respondents rate all the attributes highly in terms of average score on the 1 to 5 scale. Respondents rate cleanliness highest (4.7 average), followed by:

• the variety of businesses (4.6 average),
• familiar faces/hometown feel (4.6 average),
• cultural institutions (4.3 average),
• architecture (4.3 average),
• open space/natural areas (4.2 average), and
• the Village’s historical aspect (4.2 average).

Respondents were provided a list of seven cultural attractions and asked to choose one or more that they feel are Turners Falls’ most important. Other than the library, a majority of respondents indicated that each of the cultural attractions is important. Ninety-five percent of respondents (95%) ranked the river as important, followed by:

• parks and natural areas (71%),
• small businesses (71%),
• museums (67%),
• theaters (62%),
• public art (52%), and
• the library (38%).
Open-End Questions

The survey concluded with three open-ended questions. Results include:

Types of cultural activities or institutions respondents would like to see more of in Turners Falls:

- Art studios.
- Art Walk or something like it.
- Film series at Shea Theater.
- Growth of small businesses and then them creating and joining in more cultural activities of any kind.
- Film festivals at the Shea (like they do with Pothole Pictures).
- Live music. (N=2)
- More local history.
- More outdoor town-wide events to bring businesses together for community.
- More producer series events.
- Outdoor activities like Gill is doing - biking, hiking, snowshoeing etc.
- Renovated mill like the Eastworks Block in Easthampton.
- Turners Falls Block Party.

What single word comes to mind when you think of Turners Falls as it is now?

- Better.
- Closed.
- Diverse.
- Emerging.
- Exciting.
- Forward-looking.
- Fun (community).
- Growing.
- Potential.
- Progressive entertainment.
- Revitalizing.
- Striving.
- Too boring.
- Trying.

What single word would best describe the Turners Falls you would like to see in five years?

- Bustling.
- Busy.
- Flourishing. (N=2)
- Hoppin’.
- Impressive entertainment.
- Nice place.
- Successful. (N=2)
- Thriving. (N=2)
- Vibrant.
- Vital.
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1.00 INTRODUCTION

Massachusetts’ exceptional cultural offerings contribute to the competitive strength of the state’s economy by serving as a tourist attraction and by creating a high quality of life for citizens. In many cases, the arts are leading the revitalization of decaying downtown areas while contributing to an area’s quality life by improving neighborhoods. The Massachusetts Cultural Council (MCC), under its Adams Arts Program, awarded RiverCulture $36,000 in FY 2011 to support its efforts in improving the cultural and economic climate of Turners Falls. The goal of the Adams Arts Program is to maximize the economic impact of the cultural sector in Massachusetts by funding initiatives that connect artists and cultural organizations to local and state economic development efforts, to nurture new arts and cultural enterprise development, to raise awareness of the Commonwealth’s cultural products, and to increase arts and cultural visitors to the state. RiverCulture is also sponsored by the Town of Montague and local cultural organizations and businesses.

The primary focus of this program evaluation is to measure the perception of RiverCulture among visitors, local businesses, and creative economy organizations/participants in terms of their knowledge of RiverCulture’s mission and its effectiveness in fostering a strong creative economy in Turners Falls. This goal is achieved through the implementation and analysis of a visitor survey, business survey, and cultural organizations survey.

2.00 TURNERS FALLS RIVERCULTURE PROJECT

RiverCulture is a dynamic partnership of leaders from the Turners Falls arts, cultural, and business communities joined together to promote and enhance a wide variety of cultural activities. The Project has established a varied calendar of events in Turners Falls aimed at nurturing local artists and establishing an environment that attracts businesses, residents and visitors. RiverCulture believes that experiencing arts and culture significantly enhances quality of life and is a vital component to a healthy community.

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

The RiverCulture Project was established to further existing efforts to promote cultural economic development, which can be defined as creating employment and fiscal impacts through artistic and cultural activities. Key in achieving this long term goal is shifting the internal and external public perception of Turners Falls to a positive one and supplanting the persistent image of Turners Falls as a “pocket of poverty.”

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5 RiverCulture also received MCC funding from 2006 through 2010 and has been funded again for 012.
6 See: http://www.massculturalcouncil.org/programs/adamsarts.asp
The Project aims to positively change people’s perception of Turners Falls by serving as a catalyst of the region’s arts and culture activity through:

- Hosting and promoting cultural events.
- Spearheading cooperative marketing efforts.
- Collectively branding and presenting the area’s best cultural resources to the public.
- Maintaining a website that acts as a central resource for event and cultural information for residents and visitors.
- Serving as a forum for the RiverCulture Partners to convene around shared topics.
- Serving as a platform to address local social issues through cultural means.
- Producing printed materials promoting resources.
- Actively participating in the Town of Montague’s economic development initiatives.
- Analyzing the various impacts of cultural events on the community.

RiverCulture was the recipient of the 2011/2012 Massachusetts Cultural Council Commonwealth Award, honoring exceptional achievement in the arts, humanities, and sciences. The Massachusetts Cultural Council presents the award every two years to individuals and organizations that have made extraordinary contributions to education, economic vitality, and quality of life in communities across the state.

2.10 PROGRAM PARTNERS

RiverCulture’s program partners are the backbone of the program’s success. The partners meet monthly to plan and coordinate various cultural events, contribute programming, and decide the direction of the project. Partners include:

- Brick House Community Resource Center
- Carnegie Library
- Country Players
- Doug Harris, Preservationist for Narragansett Indian Tribe
- Fossil Fuel for the Valley
- Fostering Art and Culture Project
- Franklin County Chamber of Commerce
- Friends of Gill
- Friends of Wissatinnewag
- Gallery at Hallmark
- Great Falls Discovery Center
- Hallmark Institute of Photography
- Ichnology Rocks
- Northfield Mountain
- Riverscaping
- Shop Western Mass
- Suzee’s Third Street Laundry
- Town of Montague
2.20 NEW CHALLENGES

RiverCulture is in a transformational period. In addition to the challenges created by the national economic downturn, 2011 marked the start of a major renovation of the bridge that serves as the main gateway to downtown Turners Falls. The bridge, which connects the downtown to the main arteries of Routes 2 and 91, will be one way until 2015, causing complicated detours and traffic confusion.

The bridge construction threatens the economic prosperity of the Village. Driving to Route 2 and 91 requires sending visitors to unexpected lengths through neighboring towns, which have the potential to absorb business normally conducted in Turners Falls. The majority of the outgoing traffic is now directed through Greenfield, which has many retail centers that compete with the Village’s businesses, such as grocery stores, banks, and cafes. Thus, people who used to come to Turners Falls’ supermarket and bank branches may be bypassing the town.

A key strategy in addressing this challenge is the new, permanent downtown wayfinding signage that features the RiverCulture logo. The Business Association and RiverCulture partners advocated for and received this key state funded enhancement to the streetscape. In addition, several events were held that promoted a light-hearted look at the bridge construction, with the goal of transforming the construction nightmare into something to celebrate. These include:

- **WTF!** To have fun with legitimate bridge detour frustrations and put a positive spin on a not-so-positive phrase heard all over town, RiverCulture packaged events through a WTF! campaign. RiverCulture’s “WTF” stands for “Where’s Turners Falls?” and included responses such as “Where the fun is,” or “Where the Block Party happens,” or “Where great theater is.”

- **Water Under the Bridge Festival:** RiverCulture worked with Powertown Music to develop this impromptu festival. The Deerfield Valley Art Association held an exhibit of bridges, The Discovery Center held a historical bridges bike ride, the library featured books in their collection related to bridges, and the Genealogical Gathering provided information on families involved with the initial bridge construction.

- **Under Construction: A Hard Hat Auction:** RiverCulture held a gala event with a fashion show featuring bridge project workers along with some of the town’s Department of Public Works employees modeling hard hats, which were auctioned off to benefit RiverCulture. After the hats were “enhanced” they were placed in prominent store windows throughout the county one month before the event to build interest from out-of-towners and create a visible marketing opportunity for artists’ work.

A second challenge faced by RiverCulture is the lack of awareness among many visitors, cultural organizations, and local businesses that RiverCulture creates a central place to promote all the cultural offerings happening in Turners Falls, not just RiverCulture sponsored events. While partnerships are quite effective at building a community as a whole, RiverCulture has found it challenging to carve out an identity for RiverCulture because the organization devotes a lot of time promoting its partners’ work. When it comes time for people to reach into their pockets, they tend to donate to the partners who provide the tangible product.

In addition, cultural organizations and artists that are not RiverCulture partners also benefit from the organization’s promotion of cultural economic development. Groups and individuals other than RiverCulture have begun holding major events in the community. For example, the first annual Montague Soapbox Races drew over 1,500 people and the new Franklin County Pumpkin Fest brought an estimated 8,000 participants to the downtown. Turners Falls was also chosen as the site for a Bennington College student film project, involving the community in six short films about Turners Falls. These events, while not directly promoted by RiverCulture, are beneficiaries to some degree of the organization’s efforts in laying the groundwork for cultural economic development.
2.30 **Analysis of Turners Falls Cultural Programs - Methodology**

As an umbrella organization for cultural economic development in Turners Falls, RiverCulture has established a framework that promotes cultural activity among its program partners along with organizations not directly tied to RiverCulture. However, as noted earlier, while partnerships are effective at building a community as a whole, RiverCulture has found it challenging to carve out an identity since the organization spends much of its time promoting its partners’ work.

Therefore, one of the primary focuses of the program evaluation is to measure the perception of RiverCulture among visitors, local businesses, and creative economy organizations/participants in terms of their knowledge of the organization’s mission and its effectiveness in fostering a strong creative economy in Turners Falls. This is accomplished through two components.

2.31 **Visitor Survey**

Direct intercept surveys of visitors to RiverCulture events were administered by volunteers. Visitors were also able to complete the survey on-line. The surveys were conducted to achieve four primary objectives:

- To develop a basic profile of visitors, including where they live and what they do when they attend the event.
- To measure visitor satisfaction with the event and to use this data to optimize the visitor experience in the future.
- To measure visitors’ perceptions of RiverCulture and Turners Falls.
- To measure the effect of the bridge construction on their visit.

2.32 **Business and Cultural Organization Survey**

An on-line and mail survey of Turners Falls businesses and cultural organizations was conducted to measure the perceptions of these entities on the Village’s creative economy and RiverCulture, including familiarity with RiverCulture, its mission, the events it sponsors, and its importance to the overall economic vitality of the Village.

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7 A copy of the visitor survey can be found in Appendix A.
3.00 Visitor Survey Results

The visitor survey was conducted at various RiverCulture events throughout 2011. A total of 321 surveys were completed; 80% were completed on-site and 20% were completed online at a later time.

Where applicable, results are compared to those from a similar visitor survey conducted by the Center for Policy Analysis and RiverCulture in 2007.

3.10 Demographic Profile of Visitors

3.11 Place of Residence

The majority of respondents live in Turners Falls (N=119, 38%), Greenfield (N=60, 19%), and other areas of Montague (N=27, 9%) (see Figure 1).

![Figure 1](image)

Number of Visitors By Place of Residence

3.12 Sex

Over two-thirds of respondents (68%) are female and 32% are male (see Figure 2). These percentages are similar to those from the 2007 survey.

![Figure 2](image)

Sex

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8 There were no significant differences between the results of the on-site and on-line surveys.

9 Turners Falls is a village within the town of Montague.
### 3.13 Age Cohort

The majority of respondents are middle-aged: only 17% of respondents are under the age of 30, while 22% are age 30 to 39, 20% are age 40 to 49, 26% are age 50 to 59, 13% are age 60 to 79, and 1% are eighty and above (see Figure 3). These percentages are somewhat similar to those from the 2007 visitor survey.\(^1\)

![Figure 3: Age Cohort of Respondents](image)

### 3.14 Income

The majority of respondents report annual household incomes below $50,000, with 32% reporting an annual household income below $25,000 (see Figure 4). These percentages are similar to those from the 2007 visitor survey, although a higher percentage of respondents in 2011 (32%) reported an income of less than $25K in comparison to respondents from the 2007 survey (24%).

![Figure 4: What is Your Annual Household Income?](image)

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\(^1\) There was no 80+ age cohort category in the 2007 survey. The result presented in the 60 to 79 category for 2007 includes respondents age 60 and older.
3.20 Attendance Patterns\textsuperscript{11}

Among respondents who do not live in Turners Falls, 94\% report that they have previously visited the Village. Respondents report various reasons for previously visiting (see Figure 5).

**Figure 5**

Why Did You Previously Come to Turners Falls?

![Bar Chart](image)

Note: The categories "To attend another cultural event" and "To go to the Block Party" not included in the 2007 survey.

Other reasons that respondents reported for previously visiting Turners Falls include:\textsuperscript{12}

- Visiting friends/family (N=9)
- Coffeehouse (N=2)
- Fish Ladder (N=2)
- Harvest Supper (N=2)
- Work (N=2)
- AmeriCorps volunteering
- Farmers Market
- Conte Lab open house
- Masonic Lodge
- Nails Bar
- Read in the Forest
- Rendezvous
- Salvation Army
- Soap Box Derby
- Taking photos
- Town-hall meetings
- Unity Park

\textsuperscript{11} These questions were asked only to respondents who do not live in Turners Falls.

\textsuperscript{12} 2011 survey data.
Other attendance patterns include:

- There were less first-timers in 2011; 12% of respondents report that this was their first time visiting Turners Falls for a cultural event, which compares to 32% of respondents in 2007 (see Table 1).

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>32%</td>
<td>12%</td>
</tr>
<tr>
<td>No</td>
<td>68%</td>
<td>88%</td>
</tr>
</tbody>
</table>

- Respondents view their Turners Falls cultural experience favorably; a significant majority of respondents in both 2007 (92%) and 2011 (96%) report that they would return to Turners Falls for other cultural events based on their experience (see Table 2).

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>92%</td>
<td>96%</td>
</tr>
<tr>
<td>No</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>8%</td>
<td>0%</td>
</tr>
</tbody>
</table>

- Nearly nine-in-ten respondents (88%) report that they would return to downtown Turners Falls in the future to shop, eat or engage in another activity if a cultural event is not being held (see Table 3). This compares to 83% of respondents in 2007.

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>83%</td>
<td>88%</td>
</tr>
<tr>
<td>No</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>
3.30 **Sources From Which Respondents Heard About the Event**

Respondents were asked the source from which they heard about the cultural event they attended. Respondents are most likely to have heard about the event from friends/family/word of mouth (55%), followed by the newspaper (30%), RiverCulture emails (27%), and Facebook (26%).

Smaller percentages of respondents heard about the event from an event brochure or postcard (15%), the RiverCulture website (12%), other means (9%), on the radio (6%), and another website (3%) (see Figure 6).

Results from the 2007 survey are relatively similar, although more than twice the percentage of respondents in 2011 (27%) heard about the event from RiverCulture emails in comparison to respondents from 2007 (13%).

![Figure 6: How Did You Hear About This Event?](image)

“Other” means in which respondents heard about RiverCulture include (2011 visitor survey):

- MCTV (N=3)
- GFDC mailing list (N=2)
- City employee
- Library
- Macaroni Kids
- Mutton and Mead
- Teacher
- The Cookie Factory
- Vendor
- Walking

---

13 Newspapers include Montague Reporter (N=28) and Greenfield Recorder (N=8).
14 Facebook was not included as a category in the 2007 survey.
15 Radio stations include WHAI (N=3), WRSI (N=3), and Bear County (N=1).
16 Other websites include hiltonfamilies.com, Montague Magazine website calendar, montaguema.net, and montaguesoapboxderby.com.
17 Percentages do not add to 100 because respondents were able to choose more than one category.
3.40 Change in Perception

A primary goal of the RiverCulture Project is to positively change people’s perception of Turners Falls. To that end, the survey asked respondents how the event they attended changed their perception of Turners Falls.

Forty percent (40%) of respondents report that they have a more positive perception of Turners Falls due to attending the event, while 52% had a positive perception before attending the event and still have a positive perception. Just 1% (2 respondents) have a more negative perception of Turners Falls after attending the event and 7% do not know how their perception has changed (see Figure 7). These results are somewhat similar to those from the 2007 survey.

![Figure 7](image)

Did Attending This Event Change Your Perception of Turners Falls?

- Yes, I now have a more positive perception: 40% (2007), 43% (2011)
- Yes, I now have a more negative perception: 1% (2007), 1% (2011)
- No, I still have a positive perception: 42% (2007), 52% (2011)
- No, I still have a negative perception: 2% (2007), 0.3% (2011)
- Don’t Know: 7% (2007), 13% (2011)
3.50 **Satisfaction with Various Aspects of Event**

Respondents were asked to indicate how satisfied they were with various aspects of the event they attended, including the event overall, directions/accessibility of the event, handicap accessibility, parking, and the availability of information at the event.

Overall, respondents are satisfied with each of these aspects, with at least 88% of respondents indicating that each aspect was “excellent” or “good.” In terms of “excellent” ratings, respondents rate the event overall highest (64% excellent), followed by directions and accessibility of the event (61% excellent), parking (60% excellent), handicap accessibility (55% excellent), and the availability of information at the event (50% excellent) (see Figure 8).

![Figure 8](Image)

Figure 8
Satisfaction With Various Aspects of Event

- The event overall: 64% excellent, 31% good
- Directions/Accessibility of the event: 61% excellent, 35% good
- Parking: 60% excellent, 35% good
- Handicap Accessibility: 55% excellent, 36% good
- Availability of information at the event: 50% excellent, 38% good

Figure 9 compares the percentage of respondents who rated the various aspects as “excellent/good” to results from the 2007 survey.

![Figure 9](Image)

Figure 9
Satisfaction With Various Aspects of Event
Comparison of 2007 and 2011 Results

- The event overall: 2007 96%, 2011 95%
- Directions/Accessibility of the event: 2007 93%, 2011 95%
- Parking: 2007 88%, 2011 94%
- Handicap Accessibility: 2007 88%, 2011 91%
- Availability of information at the event: 2007 85%, 2011 88%
As noted earlier, 2011 marked the start of a major renovation of the bridge that serves as the main gateway to downtown Turners Falls. The visitor survey included several questions that measure the bridge construction’s effect on visitation to cultural events in Turners Falls. Overall, the results show that, at least among individuals who attended the events, the bridge construction was not a great impediment.18

The vast majority of respondents who live in Turners Falls, as well as those who live outside the Village, report that they did not find it difficult to find the event due to the construction detours (see Figure 10). In addition, most respondents indicate that the construction detours will not discourage them from attending future cultural events in Turners Falls (see Figure 11).

---

18 One of the limitations of the visitor survey is that it does not measure the effect of bridge construction on those who may not have attended an event for exactly that reason.
Similarly, the bridge construction does not seem to be much of a deterrent, at least among people who have attended an event, in terms of the frequency that respondents plan to attend future events (see Figure 12).

**Figure 12**

Would You Say That You Attend Cultural Events in Turners Falls a Lot Less Often or Somewhat Less Often Due to the Bridge Construction, or Do You Attend the Same Number of Events?

![Bar chart showing the percentage of respondents attending cultural events in Turners Falls.

Signage was not an important factor for most respondents in terms of helping them to find the downtown area because most knew how to get downtown; 13% of Turners Falls residents and 18% who live outside Turners Falls reported that the signage that includes the RiverCulture logo assisted them in finding the downtown area (Figure 13).  

**Figure 13**

Did the Signage that Includes the RiverCulture Logo Assist You in Finding to the Downtown Area?

![Bar chart showing the percentage of respondents who found the signage helpful.

Importantly, while these results show that the bridge construction is not a major deterrent to those who have attended a cultural event in Turners Falls, the survey cannot measure the degree to which the bridge construction may in fact be affecting those who choose not to attend cultural events because of the construction. That question is outside the scope of a direct intercept survey.

---

19 It is likely that many respondents who reported that the signage did not assist them in finding the downtown area already knew how to get there, particularly since 22% of respondents who live in Turners Falls (and presumably know where downtown is located) reported that the signage did not help.
3.70 **SPENDING AT LOCAL BUSINESSES**

A primary goal of cultural economic development programs like RiverCulture is to stimulate spending in the local economy. Survey results show that respondents spend money in the downtown area when they attend a cultural event in Turners Falls (see Figure 14).

- 60% of respondents spent or planned to spend money at an artist’s studio or a downtown establishment as a result of attending the cultural event.
- 51% of respondents ate or planned to eat lunch or dinner at a restaurant the day the cultural event was held. 66% of these restaurants were located in Turners Falls.
- 42% of respondents shopped or plan to shop at local retail establishments and 60% of those retail establishments were located in Turners Falls.

![Figure 14](chart.png)

**Figure 14**

Spending at Local Businesses

- Did you or will you spend any money at an artist’s studio or downtown establishments as a result of attending today’s cultural event? 59% in 2007, 60% in 2011.
- Do you plan to/or have you eaten lunch/dinner at a restaurant today? 42% in 2007, 51% in 2011.
- Do you plan to/or have you shopped at any retail establishments today? 29% in 2007, 42% in 2011.
3.80 Events Attended, Recommendations, and Additional Comments

3.81 Other Cultural Events Attended By Respondents

Other cultural events that respondents reported attending in Turners Falls in 2011 include:

- Block Party (N=36)
- Pumpkin Fest (N=32)
- Hard Hat Auction (N=12)
- Shea Theatre (N=9)
- Discovery Center (N=9)
- Hallmark events (N=8)
- Brick House (N=7)
- Rendevouz (N=7)
- Soap Box Derby (N=6)
- Art Tour (N=6)
- Lantern Festival (N=5)
- Water Under the Bridge (N=4)
- All of them (N=4)
- Puppet Show (N=3)
- Sound Boxes (N=3)
- Laundromat Fashion Show (N=3)
- Spring Parade (N=2)
- Valley Idol (N=2)
- Mutton and Mead (N=2)
- Library activities (N=2)
- GFDC (N=2)
- None (N=2)
- Band Shell
- Concerts at Peskemoskut Park
- Fishing Derby
- Moose Talk
- Noisecapades
- RC Flying
- Renaissance Faire
- The Guys at J’Aduke
- Welcome Yule

3.82 Recommendations

Respondents were asked to provide general comments about the event and/or recommendations for future events. A full list of recommendations and comments can be found in Appendix B. The major themes include:

- More events. (N=15)
- More seating. (N=4)
- More artists presenting. (N=3)
- Better ventilation. (N=2)
- More children’s activities. (N=2)

3.83 Additional Comments

Respondents were asked to provide additional comments. The majority of the comments were positive and can be found in Appendix B.
4.00 Turners Falls Business and Cultural Organization Survey

A survey of Turners Falls businesses and cultural organizations was conducted to measure the perceptions of the Village’s creative economy and RiverCulture from a business and cultural organization perspective. The survey incorporates various measures, including respondent’s awareness of RiverCulture and the events its sponsors, RiverCulture’s importance to the Village’s economic vitality, and the importance of arts and culture in general to the overall economic well-being of the area. The business survey includes several additional questions that do not apply to the cultural organizations.

Surveys were mailed or physically delivered to Turners Falls businesses and cultural organizations and included a business reply mail envelope. Respondents were also able to complete the survey on-line. Follow-up calls, emails, and visits were made in an effort to increase the survey’s response rate. A total of 14 business surveys and 7 cultural organization surveys were completed, which represents a response rate of approximately 48%.

4.10 Business/Cultural Organization Background

A majority of business owners and cultural leaders (62%) live in Turners Falls; 71% of responding businesses owners and 43% of responding cultural leaders (see Table 4). Respondents are fairly new to Turners Falls; more than half (57%) of the businesses and cultural organizations have been located in Turners Falls 5 years or less, while 43% have been located in Turners Falls for over 5 years (see Table 5).

<table>
<thead>
<tr>
<th>Table 4</th>
<th>Do You Live in the Town of Montague?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All Respondents</td>
</tr>
<tr>
<td>Yes</td>
<td>62%</td>
</tr>
<tr>
<td>No</td>
<td>38%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 5</th>
<th>Years Located in Turners Falls</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All Respondents</td>
</tr>
<tr>
<td>&lt; 2 years</td>
<td>14%</td>
</tr>
<tr>
<td>2 to 5 years</td>
<td>43%</td>
</tr>
<tr>
<td>5 to 10 years</td>
<td>24%</td>
</tr>
<tr>
<td>10+ years</td>
<td>19%</td>
</tr>
</tbody>
</table>

20 A copy of the survey can be found in Appendix A.
21 Results from the business and cultural organization surveys have been combined where applicable due to the small number of completions.
4.20 **Awareness, Importance, and Effectiveness of RiverCulture**

The survey included questions that measure respondents’ awareness of RiverCulture, the level to which they rate the organization’s importance in fostering a strong creative sector, and the ways in which they connect with RiverCulture.

Fifty-seven percent (57%) of businesses report that they are very familiar with RiverCulture, while 36% are somewhat familiar, 7% are not very familiar, and no respondents are not familiar at all (see Figure 15).\(^{22}\)

![Figure 15](image)

**How Familiar Are You with Turners Falls RiverCulture?**

Respondents rate the importance of RiverCulture highly in terms of its importance in fostering a strong creative economy in Turners Falls; 85% rate the importance of RiverCulture as very important, with 15% rating it as somewhat important (see Figure 16). Respondents also report that RiverCulture has been effective in strengthening the creative economy in Turners Falls (70% very effective, 30% somewhat effective) (see Figure 17).

![Figure 16](image)

**How Would You Rate the Importance of RiverCulture in Fostering a Strong Creative Economy in Turners Falls?**

---

\(^{22}\) This question was not asked to cultural organizations.
4.30 CONNECTING WITH RIVERCULTURE

Respondents were asked the ways in which they connect with RiverCulture. Eighty percent (80%) report that they have been to the RiverCulture website, 80% have received the RiverCulture newsletter, 65% have “liked” the RiverCulture Facebook page, and no respondents have followed RiverCulture on Twitter (see Figure 18).
4.40 **Awareness of the RiverCulture Mission**

As noted earlier, a challenge faced by RiverCulture is increasing awareness that the organization provides a means to promote all the cultural offerings in Turners Falls, not simply RiverCulture sponsored events. Several questions were asked of businesses and cultural organizations to measure their levels of awareness in terms of RiverCulture’s role as an umbrella organization for cultural programming in Turners Falls.

- 65% of respondents are very aware that RiverCulture creates a central place to promote all the cultural offerings happening in Turners Falls, not just RiverCulture sponsored events, while 30% are somewhat aware and 5% are not aware (see Figure 19).
- 80% of respondents are very aware that RiverCulture advocates for marketing and state designations for the downtown area, while 10% are somewhat aware and 10% percent are not aware (see Figure 20).
- 70% of respondents are very aware that RiverCulture collaborates with partners on joint programming locally and statewide, while 25% of respondents are somewhat aware and 5% are not aware (see Figure 21).

![Figure 19](image1.png)

> **Figure 19**

> How Aware Are You That RiverCulture Creates a Central Place to Promote ALL the Cultural Offerings Happening in Turners Falls, Not Just RiverCulture Sponsored Events?

![Figure 20](image2.png)

> **Figure 20**

> How Aware Are You That RiverCulture Advocates for Marketing and State Designations for the Downtown Area?

![Figure 21](image3.png)

> **Figure 21**

> How Aware Are You That RiverCulture Collaborates with Partners on Joint Programming Locally and Statewide?
4.50 **Awareness of Event Sponsorship**

To measure the level of familiarity that businesses and cultural organizations have with the events sponsored by RiverCulture, respondents were provided a list of fifteen events and asked if RiverCulture or another cultural organization sponsored the event.

Respondents were generally able to identify the correct sponsoring organization, although in many cases respondents were more likely to report that they were not sure who sponsored the event rather than answering incorrectly (see Figure 22).

![Figure 22](image_url)

Please Indicate Whether RiverCulture or Another Cultural Organization Sponsored the Events Listed

<table>
<thead>
<tr>
<th>Event</th>
<th>Correctly Identified</th>
<th>Incorrectly Identified</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Art Pieces (RC)</td>
<td>84%</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Hard Hat Auction (RC)</td>
<td>83%</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>Montague Soapbox Derby (OCO)</td>
<td>80%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Block Party Lantern Parade (RC)</td>
<td>79%</td>
<td>5%</td>
<td>16%</td>
</tr>
<tr>
<td>Franklin County Pumpkin Festival (OCO)</td>
<td>76%</td>
<td>5%</td>
<td>19%</td>
</tr>
<tr>
<td>Great Falls Coffeehouse (OCO)</td>
<td>72%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Mutton and Mead Festival (OCO)</td>
<td>69%</td>
<td>5%</td>
<td>26%</td>
</tr>
<tr>
<td>Turners Falls Block Party (RC)</td>
<td>62%</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Feast for the Arts (RC)</td>
<td>62%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Water Under the Bridge Festival (RC)</td>
<td>61%</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>An Evening of Theater in Food City (RC)</td>
<td>58%</td>
<td>5%</td>
<td>37%</td>
</tr>
<tr>
<td>Crabapple Blossom Festival (RC)</td>
<td>50%</td>
<td>50%</td>
<td>0%</td>
</tr>
<tr>
<td>A Show at the Shea Theater (OCO)</td>
<td>50%</td>
<td>10%</td>
<td>40%</td>
</tr>
<tr>
<td>Historic Walking Tour (RC)</td>
<td>41%</td>
<td>24%</td>
<td>35%</td>
</tr>
<tr>
<td>Geologic Walking Tour (RC)</td>
<td>29%</td>
<td>41%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Key:
- RC = RiverCulture
- OCO = Other Cultural Organization
4.60 **IMPORTANCE OF CULTURAL EVENTS TO BUSINESS VITALITY**

Businesses were provided four statements that measure the importance of Turners Falls’ cultural events to their business’ success and asked how strongly they agreed with each. Overall, respondents generally feel that cultural events are important to their business, with more than half reporting that they strongly agree with each statement and nearly all respondents reporting that they at least somewhat agree with each statement (see Figure 23).

![Figure 23](chart)

Respondents generally agree that Turners Falls’ creative economy has at least some bearing on the success of their business in terms of attracting employees (29% a lot, 64% a little, 0% no, 0% don’t know), their business remaining in Turners Falls (21% a lot, 29% a little, 43% no, 7% don’t know), the success of their business (21% a lot, 65% a little, 7% no, 7% don’t know), and retaining employees (14% a lot, 79% a little, 0% no, 7% don’t know) (see Figure 24).

![Figure 24](chart)
The majority of business respondents also rate the importance of Turners Falls’ cultural institutions and creative economy as very important (67%) or somewhat important (33%) (see Figure 25).

**Figure 25**

How Would You Rate the Importance of Turners Falls’ Cultural Institutions and Creative Economy in Terms of Turners Falls’ Economic Vitality?

<table>
<thead>
<tr>
<th></th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Somewhat Not Important</th>
<th>Not Important at All</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>67%</td>
<td>33%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Business</td>
<td>64%</td>
<td>36%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Cultural Organization</td>
<td>71%</td>
<td>29%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Turners Falls’ businesses are also involved in the area’s cultural community. In the past 12 months:

- 86% of businesses report that they made a contribution to a Turners Falls arts, heritage, or cultural organization or event (including in-kind) (see Figure 26).
- 39% of businesses report that they had employees participate (other than attending) in Turners Falls’ cultural events, such as volunteering, performing, and presenting (see Figure 26).

**Figure 26**

In the Past 12 Months, Has Your Business:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made a contribution to a Turners Falls arts, heritage, or cultural organization or event (including in-kind)?</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>Had employees participate (other than attending) in Turners Falls’ cultural events, such as volunteering, performing, presenting, etc?</td>
<td>39%</td>
<td>61%</td>
</tr>
</tbody>
</table>
More than three-quarters of respondents (76%) report that Turners Falls’ creative economy is very important in creating a positive perception of the Village for those who live outside the region, while 24% percent rate the creative economy as somewhat important. No respondents rate the creative economy as somewhat not important or not important at all in creating a positive perception of the Village (see Figure 27).

Figure 27
How Important is Turners Falls’ Creative Economy in Creating a Positive Perception of the Village for Those Who Live Outside the Region?

- Very important: 76% (All Respondents), 71% (Business), 86% (Cultural Organization)
- Somewhat important: 24% (All Respondents), 29% (Business), 14% (Cultural Organization)
- Somewhat not important: 0%
- Not important at all: 0%

Legend:
- All Respondents
- Business
- Cultural Organization
4.80 **Importance of Cultural Institutions and Major Attractions**

Respondents were provided a list of several amenities/attributes and asked to rate their importance to the overall quality of life in the Village on a scale of 1 to 5, with 1 meaning poor and 5 meaning excellent. Respondents rate all the attributes highly in terms of average score on the 1 to 5 scale. Respondents rate cleanliness highest (4.7 average), followed by the variety of businesses (4.6 average), familiar faces/hometown feel (4.6 average), cultural institutions (4.3 average), architecture (4.3 average), open space/natural areas (4.2 average), and the Village’s historical aspect (4.2 average) (see Figure 28).

![Figure 28](image_url)

**Figure 28**

*How Would You Rate Each of the Following Attributes on a 1 to 5 Scale in Terms of its Importance to the Overall Quality of Life in Turners Falls, With 1 Meaning Not Important and 5 Meaning Very Important?*

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Average on a Scale of 1 to 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>4.7</td>
</tr>
<tr>
<td>Variety of businesses</td>
<td>4.6</td>
</tr>
<tr>
<td>Familiar faces/Hometown feel</td>
<td>4.6</td>
</tr>
<tr>
<td>Cultural institutions</td>
<td>4.3</td>
</tr>
<tr>
<td>Architecture</td>
<td>4.3</td>
</tr>
<tr>
<td>Open space/Natural areas</td>
<td>4.2</td>
</tr>
<tr>
<td>Historical aspect</td>
<td>4.2</td>
</tr>
</tbody>
</table>
Respondents were also provided a list of seven cultural attractions and asked to choose one or more that they feel are Turners Falls’ most important. Other than the library, a majority of respondents indicated that each of the cultural attractions was important. Ninety-five percent of respondents (95%) ranked the river as important, followed by parks and natural areas (71%), small businesses (71%), museums (67%), theaters (62%), public art (52%), and the library (38%) (see Figure 29).

Figure 29
What Do You Feel Are Turners Falls’ Most Important Cultural Attractions in General?

---

23 Respondents were able to choose more than one and most chose at least three.

24 Other responses include good restaurants, bakery, music venues, and the library.
4.90 OPEN-END QUESTIONS

The survey concluded with four open-end questions. Results follow.

4.91 What types of cultural activities or institutions would you like to see more of in Turners Falls?

- Art studios.
- Bring back the Art Walk or something like it.
- Film series at Shea Theater.
- Growth of small businesses and then them creating and joining in more cultural activities of any kind.
- I would like to see film festivals at the Shea, like they do with Pothole Pictures.
- Live music. (N=2)
- More local history.
- More outdoor town-wide events to bring businesses together for community.
- More producer series events.
- Need to lower the tax rate for businesses, or equalize it with the housing rate.
- Outdoor activities like Gill is doing - biking, hiking, snowshoeing etc.
- Renovated mill like the Eastworks Block in Easthampton.
- Turners Falls Block Party.

4.92 What single word comes to mind when you think of Turners Falls as it is now?

- Better.
- Closed.
- Diverse--one word is not enough--quirky, accepting, different.
- Emerging.
- Exciting.
- Forward-looking.
- Fun (community).
- Growing.
- Improving.
- Optimistic.
- Potential.
- Progressive entertainment.
- Revitalizing.
- Striving.
- Too boring.
- Trying.
4.93 What single word would best describe the Turners Falls you would like to see in five years?

- Bustling.
- Busy.
- Flourishing. (N=2)
- Hoppin’.
- Impressive entertainment.
- Nice place.
- Successful. (N=2)
- Thriving. (N=2)
- Vibrant.
- Vital.

4.94 Additional Comments

- Art & craft might be good for single-employee operations or already-employed people with disposable incomes, but the village cannot survive on art alone! What Turners Falls needs is more light-industry.
- Get more businesses in town by ridding out-of-town landlords with ridiculous rent expectations. Filling empty buildings with services for the poor doesn’t generate traffic.
- I love what Turners Falls RiverCulture does for our area!
- I sincerely believe until we have a critical mass of small boutiquey like businesses and the store fronts are filled, the above is not going to happen.
- Think that it is important to give individuals the encouragement deserved for putting on events. An event does not have to be a RiverCulture project to be good.
- I think the Connecticut River waterfront could be better utilized as a place to enjoy the scenery and as a tourist attraction. In particular, the grassy area accessed by the footbridge behind the Discovery Center.
- Involve more businesses than the committee is interested in. Many diversified interests in this town that need to be explored.
- Keep up the good work!
- Make some fun. Not only drinking.
- RiverCulture is the driving force behind the revitalization of Turners Falls.
- Supporting current/new small businesses is essential to building this town.
APPENDIX A – SURVEY INSTRUMENTS

Visitor Survey

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

A. General Information

1) What is your zip code? __________

2) What is your age?
   - Under 18
   - 19 to 29
   - 30 to 39
   - 40 to 49
   - 50 to 59
   - 60 to 79
   - 80 and older
   - 30 to 39

3) You are a:
   - Male
   - Female

4) Do you live in Turners Falls?  
   - Yes
   - No

5) If no, have you visited Turners Falls previously to today/tonight?
   - Yes
   - No

   [Skip to Q8]

6) Why did you previously come to Turners Falls? Please check all that apply.
   - To shop
   - To eat
   - To use the bike path
   - For other outdoor recreation
   - To attend an art walk
   - To visit the Hallmark Museum
   - To visit Great Falls Discovery Ctr.
   - To take a historical walking tour
   - To attend a program at Carnegie Library
   - To visit the Shea Theater
   - To attend another cultural event
   - For business
   - Other

10) Would you return to downtown Turners Falls to shop, eat or engage in another activity if a cultural event was not being held?
   - Yes
   - No
   - Don’t Know

11) How did you hear about this event? Please check all that apply.
   - Newspaper/magazine (please specify)
   - Radio (please specify)
   - Turners Falls RiverCulture emails
   - Turners Falls RiverCulture website
   - Other Website (please specify)
   - Event brochure/poster/postcard
   - From a friend/word of mouth
   - Other (please specify)

12) Did attending this event change your perception of Turners Falls?
   - Yes, I now have a more positive perception
   - Yes, I now have a more negative perception
   - No, I still have a positive perception
   - No, I still have a negative perception
   - Don’t know

13) What other cultural events have you attended in Turners Falls this year? (please describe below)

B. Satisfaction with the Event

14) Do you have any recommendations for future events or general comments on today’s events? (Please describe below)
15) Please tell how satisfied you were with various aspects of today’s event. Please use the scale below to indicate your level of satisfaction.

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Very Poor</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>The event overall</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Parking</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Handicap Accessibility</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Directions/Accessibility of the event</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Availability of information at the event</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

C. Bridge Construction

16) Did you find it difficult to find today’s event due to the construction detours?
   - Yes  - No

17) Will the construction detours discourage you from attending future cultural events in Turners Falls?
   - Yes  - No  - Not Sure

18) Would you say that you attend cultural events in Turners Falls a lot less often or somewhat less often due to the bridge construction, or do you attend the same number of events?
   - Attend a lot less
   - Attend somewhat less
   - Attend the same number of events

19) Did the signage that includes the RiverCulture logo assist you in finding to the downtown area?
   - Yes
   - No
   - Knew how to get here without the signs
   - Live in Turners Falls

D. Spending at Local Businesses

20) Do you plan to/or have you eaten lunch/dinner at a restaurant today?
   - Yes  - No

   If yes, was the restaurant located in Turners Falls?
   - Yes  - No
21) Do you plan to/or have you shopped at any retail establishments today?
   - Yes  
   - No

   If yes, were they located in Turners Falls?
   - Yes  
   - No

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

23) What is your annual household income?
   - Below $25K  
   - $25K - $50K  
   - $50K - $75K  
   - $75K - $100K  
   - 100K+

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

   Email: ___________________________________________

25) Any additional comments are greatly appreciated.
Survey of Turners Falls’ Businesses

RiverCulture is a dynamic partnership of leaders from the Turners Falls arts, cultural and business communities joined together to promote and enhance the wide variety of cultural activities that Turners Falls has to offer residents and visitors. RiverCulture's mission is to strengthen the creative and cultural industries in the Turners Falls area. They believe that experiencing arts & culture significantly enhances quality of life and is a vital component to a healthy community. By highlighting heritage and many local assets as they cultivate creative endeavors, they intend to engender a strong sense of place.

RiverCulture is interested in understanding the perceptions of the Village’s creative economy through the eyes of its business leaders. The creative economy generally refers to a range of economic activities that include architecture, art, crafts, design, fashion, film, music, and performing arts.

Please take just a couple of minutes to complete this survey. Be assured that all responses will remain confidential and will be reported in aggregate only. If you provide your contact information at the end of the survey (optional), you will be entered in a drawing to win a $100 Best Buy gift card. Thank you very much for your time and support.

I. Background

1. Do you live in the Town of Montague?
   - Yes
   - No

2. How long has your business been located in Turners Falls?
   - < 2 years
   - 2-5 years
   - 5-10 years
   - 10+ years

II. Turners Falls RiverCulture

3. How familiar are you with Turners Falls RiverCulture?
   - Very familiar
   - Somewhat familiar
   - Not very familiar
   - Not familiar at all

If you are not familiar with RiverCulture please skip to Q8.

4. How would you rate the importance of RiverCulture in fostering a strong creative economy in Turners Falls?
   - Very important
   - Somewhat important
   - Somewhat not important
   - Not important at all
   - Don’t know

5. How effective do you think RiverCulture has been in strengthening the creative economy in Turners Falls?
   - Very effective
   - Somewhat effective
   - Not effective
   - Don’t know

6. Have you done any of the following?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Been to the RiverCulture website?</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>B. Received the RiverCulture newsletter?</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>C. Liked the RiverCulture Facebook page?</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>D. Followed RiverCulture on Twitter?</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>
7. How aware are you that RiverCulture:

<table>
<thead>
<tr>
<th></th>
<th>Very Aware</th>
<th>Somewhat Aware</th>
<th>Not Aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Creates a central place to promote ALL the cultural offerings happening in Turners Falls, not just RiverCulture sponsored events?</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>B. Advocates for marketing and state designations for the downtown area?</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>C. Collaborates with partners on joint programming locally and statewide?</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

8. There are many groups that sponsor cultural events in Turners Falls. We are interested to know how familiar people are with the events sponsored by RiverCulture.

Please tell us if RiverCulture or another cultural organization sponsored the events listed below. It is OK to say that you “Don’t know enough about the event to respond” if you are not familiar with the event.

<table>
<thead>
<tr>
<th>Event</th>
<th>RiverCulture</th>
<th>Other Cultural Organization</th>
<th>Not Sure</th>
<th>Don’t Know Enough About the Event to Respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Evening of Theater in Food City</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>A Show at the Shea Theater</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Block Party Lantern Parade</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Crabapple Blossom Festival</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Feast for the Arts</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Franklin County Pumpkin Festival</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Geologic Walking Tour</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Great Falls Coffeehouse</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Hard Hat Auction</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Historic Walking Tour</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Montague Soapbox Derby</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mutton and Mead Festival</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Turners Falls Block Party</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Public Art Pieces</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Water Under the Bridge Festival</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
II. Creative Economy

9. How strongly do you agree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Don’t Know/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Cultural events held in Turners Falls are important to the success of my business.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>B. Cultural events held in Turners Falls are important to my customers.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>C. Customers who attend cultural events in Turners Falls visit before or return later to shop/eat/do business.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>D. Turners Falls reputation as an historic and cultural center attracts customers.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

10. How would you rate the importance of Turners Falls’ cultural institutions and creative economy in terms of Turners Falls’ economic vitality?

- Very important
- Somewhat important
- Somewhat not important
- Not important at all
- Don’t know

11. How important is Turners Falls’ creative economy in creating a positive perception of the village for those who live outside the region?

- Very important
- Somewhat important
- Somewhat not important
- Not important at all
- Don’t know

IV. Collaboration

12. In the past 12 months, has your business:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes</th>
<th>No</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Made a contribution to a Turners Falls arts, heritage, or cultural organization or event (including in-kind)?</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>B. Had employees participate (other than attending) in Turners Falls’ cultural events, such as volunteering, performing, presenting, etc.</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
13. Does the success of Turners Falls’ creative economy have any bearing on your business in terms of:

<table>
<thead>
<tr>
<th>A. The success of your business?</th>
<th>Yes, A Lot</th>
<th>Yes, A Little</th>
<th>No</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Your business remaining in Turners Falls?</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>C. Attracting employees?</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>D. Retaining employees?</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

V. Where Does Arts and Culture Rank?

14. How would you rate each of the following attributes on a 1 to 5 scale in terms of its importance to the overall quality of life in Turners Falls, with 1 meaning not important and 5 meaning very important?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Not Important</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Familiar faces/Hometown feel</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Variety of businesses</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Cleanliness</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Architecture</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Historical aspect</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Cultural institutions</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Open space/Natural areas</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

15. What do you feel are Turners Falls’ most important cultural attractions in general? Please check all that apply.

- Museums
- Parks and natural areas
- The river
- Library
- Theaters
- Public art
- Other (please specify below) ______ ________________

16. What types of cultural activities or institutions would you like to see more of in Turners Falls?

17. What single word comes to mind when you think of Turners Falls as it is now? ________________________________

18. What single word would best describe the Turners Falls you would like to see in five years? __________________________

19. Any additional comments?

20. RAFFLE: If you wish to enter the raffle for the $100 Best Buy gift card, please provide your email address or address/telephone number below. Please print clearly.

Contact Info: ___________________________________________________________________________________________
APPENDIX B – VISITOR SURVEY OPEN END RESPONSES

Recommendations for Future Events and General Comments About the Event

- More events. (N=15)
- More seating. (N=4)
- More artists presenting. (N=3)
- Better ventilation. (N=2)
- More children’s activities. (N=2)
- More alcohol. (N=2)
- Advertise start time better.
- Artists need to be present.
- Better advertising for event.
- Bring Zydeco Connection to Block Party.
- Continue forward cultural motion.
- Dim lights.
- Fall Harvest Celebration of some sort.
- First-Aid coverage would be a good idea.
- Five Village Bike Ride.
- For the Pumpkin Fest, it would be great to have some more performances and activities.
- Have fewer run-of-the-mill vendors and more emphasis on Pumpkins!
- How might the route be adjusted so that participants could better see the lanterns?
- I don’t know why the crafts exhibitions ended at 2pm.
- I have heard confusion/irritation from locals about parking for events going on at the same time.
- I like events that do not require closing off the streets.
- I really like the big room at the Discovery Center. Would like to attend more events there.
- IGA parking lot should not be full of event parking while store is open.
- It was great overall, but the music felt like a bit much at times.
- Keep going! You’re doing a wonderful job!
- Lantern parade was WONDERFUL and I’d love to see it grow. Music along route would be lovely.
- Longer parade.
- Louder sound.
- Loved it! Maybe some type of Cultural fair at Unity next? Weaving in heritage and ancestry.
- Make room cooler.
- Maybe publicize the time better?
- Maybe require the vendors to do something with pumpkins?
- Miniature boat race on canal.
- More alcohol.
- More areas to drink, and cheaper beer.
- More different events!
- More engaging. Moves too slow.
- More events in grocery stores.
- More events in unique places.
- More fireworks.
- More flamenco.
- More food vendors.
- More merchandise is required at the Block Party.
- More moving performers.
- More music at Shea Theater.
- More music needed!
- More participation in events.
More proposal info.
More pumpkins.
More schedules/programs.
More things to play with.
Need to keep musical events further spaced (they were drowning each other out).
Need to work on more pumpkins and a better way to display them.
Recycling at all events.
Terrible survey. Have a friend(s) proof it next time!
The pumpkin fest held last year blows the block party out of the water.
The only thing I can think of was a better way to display the pumpkins.
The parade, while community organized, could be more inclusive of the *entire* community.
Three village bar hop.
Toilet signs.
Too long a break between runs.
Too many Vendors too few pumpkins.
Upgrade Unity Park.
Would recommend a memorial be erected at Peskeomskut Massacre site.

Additional Comments

- Good job! (N=10)
- Thank you! (N=5)
- Awesome event! (N=3)
- Very fun! (N=2)
- All events were creative and entertaining.
- All special events are enjoyable.
- Always enjoy the events.
- Blacklamp Road is very interesting.
- Block Party was much better last year. Kiosks were organized better- food tents were all together.
- Bridge is annoying.
- Cool night.
- Enjoyed seeing locals in a different perspective.
- Enjoyed the day. Especially like the lantern parade. (N=2)
- Excellent venue!
- Fabulous job on RiverCulture.
- Free activities for kids were a big plus.
- Good food/fun.
- Got tired of standing.
- Great find!
- Great getting involved with Food City.
- Highly recommended for children.
- I commend the effort put in to organizing an event for Turners Falls. A large crowd came out.
- I was only there until 5 but thought it a good Block Party. Maybe not as well attended as past year.
- I wasn’t clear on what parking would be available. I hadn’t seen anything about this in info.
- Info about the location of the Lantern Parade was very helpful.
- Love the music class.
- Missed the Bart’s ice cream truck.
- Poor sound but good food.
- River signs are way too small to see when standing on sidewalk. Someone pointed it out to me.
- The Block Party and Lantern Parade were great.
- The event was fun, funny, and entertaining.
• The Hard Hat Auction was a lot of fun.
• The Pumpkin Festival was wonderful! I can't wait until next year!
• The recycling bins were great to see. Thanks.
• The River of Lights event was a smashing success!
• There was nothing going on in the band shell, which is a nice feature of the park.
• Thought it strange, but lovely.
• Town has improved since 2002.